

AI for Bharat Hackathon

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Team Name : ParityAI

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Problem Statement : AI for Retail, Commerce & Market Intelligence

BharatBazaar AI - Intelligent Market Assistant for Indian SMBs

India has 12+ million small retailers who lack access to market intelligence tools that large e-commerce players use. They make pricing and inventory decisions based on guesswork, losing revenue and customers.

BharatBazaar AI democratizes market intelligence using Amazon Bedrock to provide:

- AI-powered pricing recommendations
- Festival & seasonal demand forecasting
- Multilingual content generation (Hindi, Tamil, Bengali + 7 more)
- Customer sentiment analysis from reviews

Built for Bharat. In Bharat's languages. At Bharat's price point (₹999/month).

- **How is it different from existing solutions?**

- Zoho/Tally focus on accounting, not AI-powered market intelligence
- Enterprise tools cost ₹50,000+/month - unaffordable for SMBs
- Existing tools are English-only; we support 10 Indian languages
- First platform to understand regional buying patterns (Diwali in North ≠ Pongal in South)

- **How does it solve the problem?**

- Analyzes competitor pricing → Suggests optimal prices → +15-25% profit increase
- Predicts demand for Indian festivals → Reduces stockouts by 40%
- Generates product descriptions in regional languages → 3x more customer reach

- **USP (Unique Selling Proposition):**

- **"The only AI market intelligence platform built FOR Bharat, BY understanding Bharat"**
- Multilingual (10 languages) | Affordable (₹999/month) | Mobile-first | Works on 3G

Core Features:

1. SMART PRICING ENGINE

- Analyzes 10,000+ competitor prices → Suggests optimal pricing
- Increase by ₹15 → +₹8,000/month profit

2. DEMAND FORECASTER

- Predicts demand for Diwali, Eid, Pongal, Holi + regional festivals
- Alerts 7-14 days before demand spikes

3. MULTILINGUAL CONTENT GENERATOR

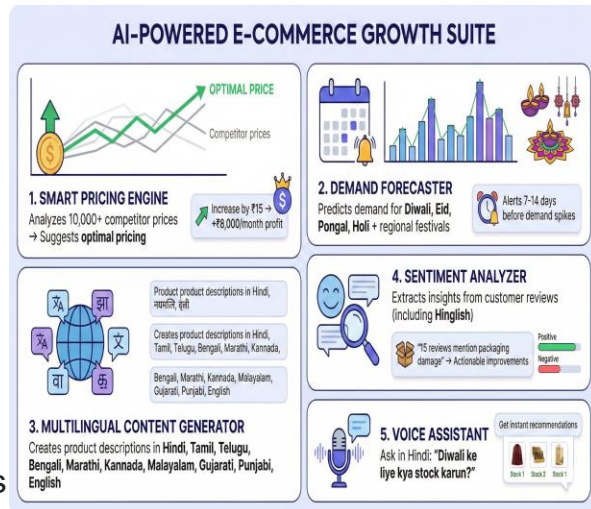
- Creates product descriptions in Hindi, Tamil, Telugu, Bengali, Marathi, Kannada, Malayalam, Gujarati, Punjabi, English

4. SENTIMENT ANALYZER

- Extracts insights from customer reviews (including Hinglish)
- "15 reviews mention packaging damage" → Actionable improvements

5. VOICE ASSISTANT

- Ask in Hindi: "Diwali ke liye kya stock karun?"
- Get instant recommendations



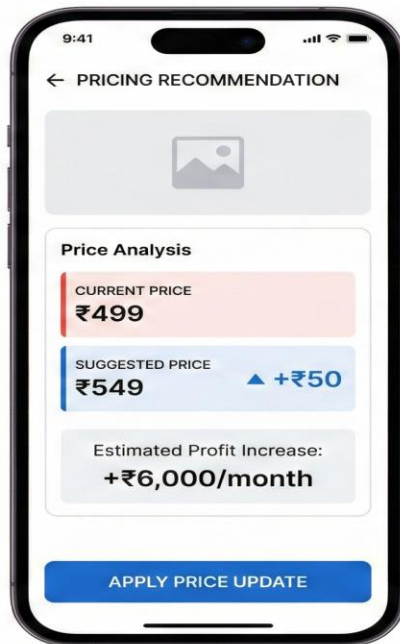
User Journey Flow:

[ONBOARD] → [INPUT] → [AI ANALYSIS] → [INSIGHTS] → [ACTION]

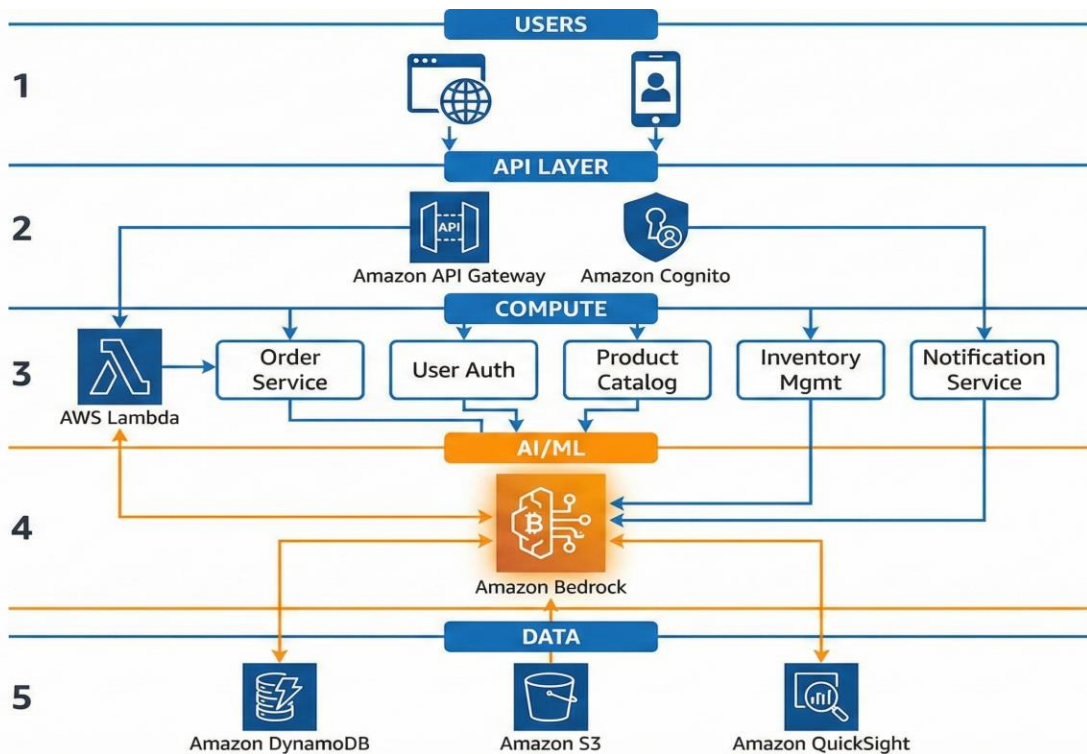


1. Retailer signs up → Selects language & business category
2. Uploads product catalog or enters manually
3. Amazon Bedrock analyzes market data, competitors, trends
4. Dashboard shows pricing suggestions, demand forecasts, content
5. Retailer takes action → System learns → Better recommendations

Mobile-First Dashboard Wireframes:



AWS Cloud Architecture:



Technologies to be used in the solution

Category	Service / Description
AI / GenAI	Amazon Bedrock (Claude 3 + Titan) • NLP• Content generation• Sentiment analysis• Conversational AI in 10 Indian languages
Compute	AWS Lambda – Serverless compute
API Layer	Amazon API Gateway – REST API management
Authentication	Amazon Cognito – User authentication
Database	Amazon DynamoDB – NoSQL database
Storage	Amazon S3 – Object storage
Analytics	Amazon QuickSight – BI dashboards
Event Processing	Amazon EventBridge – Event-driven processing
Monitoring	Amazon CloudWatch – Monitoring & logging
Frontend	React 18 + TypeScript + Material-UI (PWA)

Monthly AWS Cost Estimate (10,000 Users)

AWS Service	Estimated Usage	Monthly Cost (USD)
Amazon Bedrock	~500K API calls	\$500 – \$800
AWS Lambda	~5M invocations	\$50 – \$100
Amazon API Gateway	~5M requests	\$20 – \$50
Amazon DynamoDB	On-demand mode	\$50 – \$100
Amazon S3 + Other Services	~100 GB storage	\$30 – \$50
TOTAL		\$650 – \$1,100

- **Break-even:** ~100 paid users at **₹999 / month**
- **Revenue at scale:** ~**₹1 Cr ARR** at 10,000 users with **85%+ gross margin**

Market Opportunity & Impact

Market Segment	Details
TAM (Total Addressable Market)	12M+ kirana stores + 800 D2C brands/year India's \$1.3 trillion retail market
SAM (Serviceable Available Market)	~2M digitally-active small retailers
SOM (Serviceable Obtainable Market)	50,000 users in Year 1 → ₹50 Cr ARR

Impact

- **+15–25% profit increase** for retailers
- **~40% reduction in stockouts**
- **5+ hours/week time saved** for business owners
- **Bridges the digital divide** with regional language support
- **Supports the Atmanirbhar Bharat mission**

Revenue Model

- **Freemium** (basic insights)
- **Pro Plan** – ₹999 / month
- **Enterprise** – Custom pricing

Innovation partner **I12S**

Media partner **YOURSTORY**

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Thank You

