



Exhibit A

Android and iOS App + Website For Selling Chicken and Ready to Cook Items

Prepared/Modified On: 02 / 04 /2021

| Phases

PHASE 1: PRE-PLANNING FOR HOW TO BUILD AN APPLICATION

The first phase of any project is often the most important. When building an application, it's critical to take the time to go through the necessary planning steps.

Step 1: Define the project and create use cases. Create a written definition of your app idea that clearly spells out what it will do, who the users are and why they will care about it. Make sure you can answer the question “why does this app need to exist?” What unique problem does it solve? Will the application simplify payment transactions for customers? Will it increase productivity for field agents? What is the business case? Use this information to create use cases to guide the project.

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Step 2: Do your research. Is there already an app on the market similar to the one you are thinking to build? If so, how can you do it better?

PHASE 2: MENTAL PROTOTYPING / DISCOVERY

A mental prototype is a brainstorm to help define a concept in visual terms. It's the first opportunity to start to see how the app might evolve...and to get a reality check.

Step 3: Involve the development team or technical architect. Ideally, the development team is involved at the beginning of the project, but if the technical people who are actually going to build your application aren't already on board, now's the time to bring them in. This is when you can determine if your idea is feasible, can be successful and what expectations you should have for time and budget.

Step 4: Storyboard. With the use cases you created in Phase 1, create rough sketches of the idea on a sketchpad, whiteboard, or template tiles. This is the first visual representation of all the screens and will help uncover usability issues.

PHASE 3: TECHNICAL FEASIBILITY ASSESSMENT

It's not enough to have cool interactions and an understanding of the visuals. You need to consider whether the back-end systems will actually support the application's functionality. For basic assessment of technical feasibility, you must do the following:

Step 5: Get access to the data. Your application needs to access usable data. Figuring this out could be as simple as sourcing a Public APIs or as complicated as building your own abstraction layer.

Step 6: Determine what devices you are building your application for.

An application will have different requirements depending on its platform as well as the format

Step 7: Refine project definition and establish go-to-market strategy. By the end of this phase, the team may have new ideas for the application or have determined that some of the initial functionality isn't feasible. At this point, take some time to brainstorm, ask questions and review the status.

PHASE 4: TACTILE REFINEMENT OF USE CASES

It's very difficult to define the experience without being able to touch the application and experience how it works and flows. Phase 4 is about just that.

Step 8: Build a rapid prototype. "Rapid" is the operative word – build a prototype that gets the application *concept* into a user's hands as quickly as possible so you can see how it works for the most common use case. Use rough, not exhaustive, wireframes. Bring your users in to touch the prototype to garner feedback as early as possible.

PHASE 5: DESIGN YOUR APPLICATION AND PREPARE FOR DEVELOPMENT

Now is when the real work begins:

Step 9: Design for the user experience. Before you dive into code, you must design. A User Experience (UX) Designer can create the interaction architecture of the design elements. A User Interface (UI) Designer for mobile solutions can create the look and feel of your application. This is a multistep process with its own review stages. The end result is visual direction and blueprints that inform your engineers of the envisioned final product and how interaction should feel, move and flow.

PHASE 6: BUILD YOUR APPLICATION WITH AGILE PRACTICES

The strategy is complete, the stage is set, and you have your design. It is now time to build an application!

Step 10: Agile Development. Agile is the preferred approach for mobile development due the importance of collaboration, transparency, and rapid iteration to adapt to change. These practices of adapting to change are critical to finding success in the ever-evolving mobile channel.

PHASE 7: TEST YOUR APPLICATION

Congratulations! You have built an application. Now it's time to get some of your target users to help you test it.

Step 11: UAT testing. User acceptance testing is a process to discover whether your application works for users. In other words, put your application in the hands of a few people in your target audience. Once your application has passed the UAT test, you know that the solution “works”.

Step 12: BETA testing. Make your application available for a beta trial, either through an open solicitation for participants or the enrollment of previously identified groups. Feedback from beta users will help you determine whether or not the application's functions are operating well in a real-world environment.

PHASE 8: LAUNCH – YOU BUILT AN APPILCATION!

Your application is complete and ready to submit. Pick a day and key up a formal launch. Congratulations! You have learned how to build an application!

We need to design and develop mobile App for delivery of Raw Chicken and Ready to Eat products along with admin panel.

TOTAL SOLUTIONS	
Consumer Side <ul style="list-style-type: none"> • Android • iOS • Website 	Plant Side <ul style="list-style-type: none"> • Web Backend
Cold Storage – Ware House <ul style="list-style-type: none"> • Web Backend 	Delivery Boy Side <ul style="list-style-type: none"> • Android
QR Code (Optional Rs. 1.5 Lakh) <ul style="list-style-type: none"> • Android • Web Backend 	Admin Web Backend

| Customer Side App Features

1. Splash Screen
2. User Onboarding
 1. User will be asked to provide pin code and it will check if app is providing service or not
 2. Guest User
 3. Login Through Mobile
 4. Mobile No Verification through OTP
 5. Once user is logged in through mobile, other information will be asked (one time process)
 - Email Address
 - Delivery address – Enter the address manually(Can add multiple address)
 - Location will be pinned through Google Map
3. This will also check if service is being provided in that area
4. User can also skip the signup process initially and go through the App
5. User need to be logged in to place order
6. As per the selection user can explore the category
7. Rotating Banners and Offers will be displayed on the homepage
8. Search products
9. User can also explore products on the homepage like:
 1. Categories
 2. What's New
 3. Bestsellers

4. Combos
5. Offers
10. There will be 2 major categories and all the products will fall under these categories
 1. **Chicken**
 2. **Ready to Cook**

Chicken

11. User can explore products on the homepage like:
 - Chicken Breast
 - Chicken Curry Cut
 - Chicken Mince
 - Chicken Leg
 - Chicken Lollipop
 - Chicken Thigh
 - So on...
 - What's New
 - Bestsellers
 - Offers
 - User will select the product and add to the cart
 - Once product is added in the cart user can update the qty

Ready to Cook

12. User can explore products on the homepage like:
 - Chicken Seekh
 - Chicken Meat Balls
 - Chicken Tikka
 - Roasted Chicken
 - Smoked Chicken
 - Chicken Patty
 - So on...
 - What's New
 - Bestsellers
 - Offers
 - User will select the product and add to the cart
 - Once product is added in the cart user can update the qty

2. More Details

13. Display product images
14. Click on product image and open the details about the product
15. Add to cart
16. User will select type and qty
17. User can add multiple types of products
18. Every day there will be a time deadline for next day order
19. User can select special instructions if any

20. At the time of checkout user can avail discount coupon
21. User can either make online payment, Wallet or pay through cash on delivery (COD)
22. In case of returns points will be credited in the customers wallet
23. Admin will verify and initiate refund towards customer wallet
24. Check Out Process
 1. In case of subscription user needs to make the payment in advance which will be reflected as wallet points
 2. For any normal purchase user can either make payment through payment gateway, wallet or COD
 3. User can apply promo code before checkout
 4. Option of increase decrease quantity in the cart itself
 5. Delivery charges if any
 6. Add Address or select address
25. Order History
 1. Upcoming Orders
 2. Completed Orders
 3. Returned Orders
26. Invoice of all the orders will be visible to the customer
27. Side Bar
 1. My Profile
 2. My Orders
 3. My Subscription
 4. Vocation
 5. Wallet
 6. Referral Points
 7. Loyalty Points
 8. Feedback
 9. FAQ
 10. Terms and Conditions
 11. Contact Us
 12. Help
 13. Logout

| Customer Website Features (PHASE I)

1. Location will be auto fetched if the location service is allowed in the browser or else
2. User will be asked to provide pin code and it will check if app is providing service or not
3. Guest User
4. Login through Mobile
5. Mobile No Verification through OTP
6. Once user is logged in through mobile, other information will be asked (one time process)
 1. Email Address
 2. Delivery address – Enter the address manually (Can add multiple address)
7. User can also skip the signup process initially and go through the App
8. User need to be logged in to place order
9. As per the selection user can explore the category
10. Rotating Banners and Offers will be displayed on the homepage
11. Search products
12. User can also explore products on the homepage like:
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Ready to Cook

- User can explore products on the homepage like:
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 - Chicken Meat Balls

- Chicken Tikka
 - Roasted Chicken
 - Smoked Chicken
 - Chicken Patty
 - So on...
 - What's New
 - Bestsellers
 - Offers
- 14. User will select the product and add to the cart
- 15. Once product is added in the cart user can update the qty
- 16. Display product images
- 17. Click on product image and open the details about the product
- 18. Add to cart
- 19. User will select type and qty
- 20. User can add multiple types of products
- 21. User can select special instructions if any
- 22. At the time of checkout user can avail discount coupon
- 23. User can either make online payment, Wallet or pay through cash on delivery (COD)
- 24. In case of returns points will be credited in the customers wallet
- 25. Admin will verify and initiate refund towards customer wallet
- 26. Check Out Process
 - 1. User will make payment through payment gateway
 - 2. User can opt for COD
 - 3. User can apply promo code before checkout
 - 4. Option of increase decrease quantity in the cart itself
 - 5. Delivery charges if any
 - 6. Add Address or select address
- 27. Order History
 - 1. Upcoming Orders
 - 2. Completed Orders
 - 3. Returned Orders
- 28. Invoice of all the orders will be visible to the customer
- 29. Side Bar
 - 1. My Profile
 - 2. My Orders
 - 3. Feedback
 - 4. FAQ
 - 5. Locate Restaurant
 - User will be able to check restaurants which serve Katlego chicken by entering pin
 - 6. Terms and Conditions
 - 7. Contact Us
 - 8. Help
 - 9. Logout

| Subscription

- User can opt for Subscriptions
- User can create new subscriptions
 - Display add to cart button and subscribe option below every product image
- User can view current subscriptions
- User will select subscription start date and end date through calendar
- User will need to make advance payment for full subscription which will be credited in the users wallet
- User can also cancel delivery for particular day for which delivery will be extended accordingly
- User can set vacation mode for which delivery will be cancelled for that particular period and delivery period will be extended accordingly
- User Can view remaining subscription qty and validity
- Recharge pop will be displayed if the ordered qty is about to exhaust
- Check Out Process
- User can make payment through online through payment gateway
- User can apply promo code before checkout
- Add Address or select address

| Cart Locator

User will be able to locate the cart's location through their mobile app, updated by the admin

| Search

- Keyword Search
- Product Filter with Instant listing
- Browse/Filter Products listing by Category

| Shopping Cart (PHASE I)

- Regular Checkout Process
- Payment Mode
 - COD
 - Online Payment
 - Through In App wallet
- Use Discount Coupons

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- Tax Rates
- Manage Wishlist Items
- Billing & Shipping Addresses Management

| Wallet Recharge / Top-Up

In order to lure customers for payments through in app wallet, below can be implemented:

- Pay Rs. 1000 and get 1100 points in your wallet
- Pay Rs. 2000 and get 2200 points in your wallet
- Like Wise

| Delivery Boy App Features (PHASE I)

- Delivery boy will login to the App with login credentials provided by the admin
- Complete profile
- Delivery boy will be assigned to a particular Cold Storage
- Delivery boy can ON/OFF the duty hours
- Get Notifications for new assigned orders
- Delivery boy will get complete delivery route details
- Can navigate to the customer's destination through Google map
- Can call customer
- Can mark order status as complete, Cancelled or returned or any other status
- Order History
 - Total completed orders
 - Total returned Orders
 - Total Cancelled Orders
- On salary
 - Then delivery boy will get salary
 - Delivery boy will collect cash for COD and hand over it to the manager
 - Delivery boy will make sure that every time he handover the cash, it is acknowledged in the system
 - Delivery boy will get account details of all the COD money collected and deposited

| Refer and Earn

1. Each registered user will be provided with a unique referral code
2. User can refer the app to others with his referral code.

3. Once the new user enters the referral code provided by the referrer and places the first order both the users gets points, which will be added to their respective wallets.
4. Wallets points can be redeemed while ordering

| QR CODE

- QR codes will be generated and saved in the system
- Admin will create QR code through the system
- Product Items will be mapped in the inventory through QR codes
- Stickers will be generated through printer
- All the products will be labeled accordingly with QR code stickers
- Orders will be full filled by scanning QR through manager mobile app

| Loyalty Program

1. On every Purchase users will earn loyalty points which will added to their respective wallet
2. User can redeem points for the next purchase

| Discount Coupons

1. User can avail promo codes provided by the admin time to time
2. User can avail discounts once promo code is validated

| Returns (PHASE I)

1. In case of returns points will be credited in the customers wallet
2. Returns will be processed within 2 hours of delivery after that return window will be closed for the customer
3. Customer will be able to see the return button only within 2 hours of the delivery
4. Customer needs to click photo of the product while processing returns
5. Customer will mention return issue
6. Admin will verify and initiate refund towards customer wallet
7. In case customer has initiated X no. returns, he will be flagged
8. Once flagged, customer will be banned
9. Admin will have the facility to activate the customer once banned

| Cold Storage – Ware House

1. Cold Storage will be provided unique id no.

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2. Manager will login to the App / web panel with login credentials provided by the admin
3. Manager will acknowledge the delivery and same inventory will be added towards the ware house
4. Manager will be able to view all the delivery boys under him
5. Manager will view total number orders assigned for the day
6. Manager can view total number of orders product wise
7. Manager will dispatch the orders
8. Manager can view orders category wise
9. Based on subscriptions system will be smart enough to pre calculate order estimation category wise in advance
10. Manager can raise issue with the admin
11. Manager can contact delivery boy via call
12. As soon as inventory reaches minimum qty levels system will send notification to the plant for refilling

| Customer Care

1. Customer care will be provided login ids and password
2. Executive will have a unique ID
3. Customer Care will manage all the returns
4. Customer Care will manage complaints
5. Customer care will handle feedback form and reply back
6. Executive will initiate chat with the customer and resolve the issue

| Web Admin Panel

- Manage Products Main Categories (PHASE I)
- Manage Product Sub Categories (PHASE I)
- Manage Combos (PHASE I)
- Manage Product Discounts (PHASE I)
- Manage Plant
 - Generate QR code
 - Inventory Out
 - Manage Plant
- Manage Cold Storage – Ware House
 - Add Ware House
 - Add Manager
 - Assign Serviceable Area
 - Manage In Stock / Out Stock
 - Cold Storage will be provided unique id no.
 - Can view total number orders assigned for the day
 - Can view total number of orders product wise
 - Can view orders category wise

- Can view orders based on Cold Storage
 - Can check order estimation against active subscription
- Manage Delivery Boys (PHASE I)
 - Manager can add delivery boys
 - Manager can activate or deactivate delivery boy
 - Manager will assign delivery boy
 - Manager will dispatch orders through Delivery Boy
 - Manager will assign route for the delivery boy
 - Manager can track delivery boy
 - Manager can delivery status for each delivery boy against deliveries
 - Manager can contact delivery boys
- Manage Returns (PHASE I)
 - Manager will verify the return and update customer care or
 - Returns issue are directly handled with custom care
- Online Payments (PHASE I)
 - View all the details of payment made online
 - View all the payment details Cold Storage wise
- COD Payments (PHASE I)
 - View all the details of payment made through COD
 - View all the payment details Cold Storage wise
- Manage Customers (PHASE I)
- Manage Inventory
 - Stock In Ware House
 - Stock Out Plant
- Manage Invoice (PHASE I)
- Manage Orders (PHASE I)
 - Daily Orders
 - Weekly Orders
 - Monthly Orders
- Manage Returns (PHASE I)
- Manage Customer care
 - Add customer care Executive
- Manage Banners (PHASE I)
- Manage Payments
- Manage Wallets
- Cart Location
 - Add cart geo coordinates which will be reflected in the users app
- Manage Discounts Coupons (PHASE I)
- Manage Referrals
- Manage Invoices (PHASE I)
- Manage Notifications
- Manage Reports (MIS) (PHASE I)

- Total Current Demand Product Wise
- Total Current Demand location wise
- Like Wise

Technology Stack

React Native Android & iOS App	Website / Web Backend
<ul style="list-style-type: none"> • App side : React Native • App Ui : XML • App design tool : Sketch • App DB- ROAM • App state management : REDUX • Web services : Retrofit • App Data : JSON • Real Time DB : Firebase • Push notifications 	<ul style="list-style-type: none"> • Backend scripting language : PHP Laravel • Backend Frontend React JS • Website Front end : React JS • Website API- Node Js • Socket.IO • Database MYSQL 7.0



SOCKET.IO



mongoDB



SQLite



Bootstrap

Server Requirements

Hardware:

This application would require server with 4 core, 16 GB ram and 200GB hard disk space initially. However, we will have to increase the server Configuration as and when the system users increase overtime.

Server configurations:

1. Operating system: Linux (prefer CentOS)
2. Database: MySQL
3. Modules: Node JS, NPM, PHP, Apache, PhpMyAdmin, control panel
4. Security: firewall, antivirus
5. Load Balancing: optional at initial level

Third Party Services

1. Server: AWS (No fixed pricing, pay as you go)
2. SMS (OTP + Transactional) – MSG91

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3. Android Developer License
4. iOS Developers License
4. Firebase: <https://firebase.google.com>
5. Payment Gateway
6. SSL Certificate
7. Cloud Fare
8. Google Map

Team

- **Android Developer**
 - 1 Developers – Btech experience 5 years and above
- **iOS Developer**
 - 1 Developers – Btech experience 5 years and above
- **Database and Webs services**
 - 1 MY SQL Expert (Database Administrator, 5 years in Experience (MS-IT)
 - 1 RESTful API Expert (5 YEARS Experience (B TECH)
- **QC and Testing**
 - 1 Selenium Expert (5 years' experience and MS (IT)
- **UI/UX Designer**
 - 1 Adobe XD Expert – 8 years of experience in Full Stack Adobe cloud
- **Project Manager**
 - 1 Project Manager – Has Handled more than 70 Applications and Happens to be in senior Management. BTECH, MBA (Both in IT Major)

Cost and Time

Task/Module	~Production Time	Total Cost (in INR)
PSD Designing and UI/UX and XML Designing	~10 working Days	
Web-Services, Database and Coding	~70 working Days	
Quality Analysis, Support	~10 working Days	
Total	90 working Days	804,000

GST (18%) extra as applicable. 3rd Party API's / Server / Licenses to be provided by client.

Phase I - For website. Delivery Boy and Admin| Delivery 01 June 2021

Rest of the project will be delivered on 1 July 2021

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Process



Discovery

We work with clients to understand their business and we merge their initial concept with everything the Appslure team knows about mobile. We'll assess the possible challenges and identify the ways to overcome them.



Features & Architecture

We establish what features go into the product and how they will work together. Here, we're drafting a skeletal framework for the app in the form of wireframes.



Design

When it comes to first impressions, it's all about design. We'll put our passion for good design to work and based on approved wireframes we'll design all screens.



Development

The development process is broken down into sprints based on feature sets. Our agile-based development process will allow you to regularly review and assess what we're building.



Quality Assurance

Our Quality Assurance team will test the app after each development sprint and once all major functionality is implemented, we'll prepare a Beta Build.



Launch

After passing the Beta Build through a final round of QA and refinements, we'll have in our hands a Release Candidate Build. We can either submit the app to the App Stores or provide you with everything you need to do it yourself.



Maintenance

03 months support for any bug fixing, app crash and ANR after the app is live

| Payment Terms

- 10% Upfront to start the project
- 25% After design and database structure is complete
- 15% After phase I work described in proposal Exhibit A is complete
- 10% on handing over for testing to Client
- 40% After all the testing is done before making the App LIVE with Code Authority Provided

| Penalty Clause

If the project is not completed then after grace period of 10 days, 5% of the total amount will be levied to Appslure Websolution LLP as penalty

| Support

- Free 3 months support will be providing for any type of bug fixing
- Paid Support for any bug fixing will be Rs. 10,000 / Month

| Ownership Rights

- Once job complete and full payment is done by the client, all the code will be handed over to the client. Client will have complete ownership of the code.
- For any reason if the contract is cancelled between both the parties then code will be handed over to the client with mutual understanding with financial settlement.

| Conclusion

We would like to thank you for giving us the opportunity to work on your project. We look forward to start this project and adding value to your online business model.

Sincerely,

APPSLURE
Websolution LLP
Team Appslure

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