



i-KRAB E-SOL PVT LTD

4/3 Poddar Nagar, Kolkata - 700068

e-mail: bose@ikrabesol. com

www.ikrabesol.com

Business Plan for Dating Service “Phone-a-friend Service”

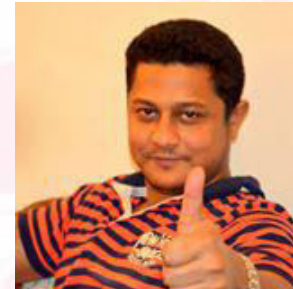
World's Only Dating & Match Making Service
which offers Mobile, WEB and Apps Based
platform for faster contacts between members

www.phoneafriendcard.com



The Leader

CEO- Ranadip Bose has engineering degree from Bangalore university. Having more than 15 years of experience in retail sector, Call center & BPO , B2B e-wallet & website development Business.



- Successfully handled parental whole sale paper business . Example: Marketed Copy power and executive bond in north Bengal. With less than 1 ton market , it went up to 6 tons within 6 month with no branding support from company. (Able to build Strong relationship with existing vendor-channel sales)
- Setting up 2nd International call center in north eastern India (Siliguri).(Knowledge in Operations and human resource)
- Established “ simple pay services “& “PAF payments “-B2B Payment solution Platform with present monthly turnover of Rs 2 cr per month.(Understanding of technology & able to handle big sales team)
- Creating & implementing concept of phone-a-friend service, Successfully generating revenue from this business. (compilation of all the above experiences under extreme conditions)



The Team

Chief Project coordinator-Partha Sarathi Paul. B.E., M. Tech, Pursuing PhD (Comp. Sc – Jadavpur University)

An engineer, with seventeen years of experience in various organizations in Academics and the IT Industry. During this period, he have developed software applications for a number of clients. Main domain of expertise is in Technical Architecture Design, Enterprise System Design and IT consulting assignments

Operations:- Anurag Singh. B. Comm (Calcutta Univ)

An outright marketing & sales personnel with rich experience in managing different forms of marketing and distribution channel. Having expertise in development & management of Channel Sales Network for consumer goods. Specialized in managing Operations, human resource and promotional events at all level. Exposure of working with leading companies such as Aptech Computers, Milton Plastics, Sahara India & Times Of India.



Market Summary & Statistics

- International

- **40 Million people used online dating sites in USA in 2015**
- **Market size of online dating is 2.2 Billion in USA.** <http://www.ibisworld.com/industry/default.aspx?indid=1723>
- **UK Singles spend 3.6 Billion Pounds in pursuit of Love like Movies, Bars, Pubs .**
- **Average spent by individual in dating sites in USA \$243.** <https://investorsangel.com/news/115348/online-dating-5-smart-startups-fueling-a-17-billion-industry>
- **Revenue earned by online dating Site(only match group) was \$909 Million in 2015 with 27 % market share in USA**
- **Revenue earned by online dating Sites in UK was 170 Million Pounds in 2011**
- **Revenue earned by online dating Sites in Germany was 246 Million Euros in 2012**
- **15 million users are registered for online dating sites in UK.** <http://visual.ly/uk-online-dating-stats-dating-friends>

Market Summary & Statistics

- India

- According to TRAI the number of Internet subscribers in India at 460 million, becoming world's second-fastest growing online population, following only Brazil. The growth is 31% PA
- The estimated value of the online matrimony market in India by 2017 is projected to be worth \$250 Million, according to Associated Chambers of Commerce and Industry in India
- On an average, shaadi.com has 10,000 new registrations a day and 3 million active users looking for spouses
- The internet users on online dating has reached to more than 115 million and is expected to reach more than 200 Million by 2018





Product Knowledge

WEB AND IVR BASED DATING AND MATCH MAKING SERVICE

www.phoneafriendcard.com



Phone -a –Friend card



Universal Recharge Voucher

**Can be Recharged in any
Prepaid Mobile , Postpaid Mobile or
Landline or through website**



16 Digit Secret
Code

Serial No. 002591

123456789101112

How to Recharge ?

1. Scratch off the silver panel to reveal the 16 digit code.
2. Dial **03333013456** to recharge and follow the IVR system to recharge and talk.

कैसे रिचार्ज करें ?

१. १९ अंक कि गुप्त कोड के लिए सिलभार प्यानेल पर scratch करें।
 २. आइ.भि.आर. प्रक्रिया से रिचार्ज करने के लिए **03333013456** इस नम्बर पर सम्पर्क करें।
- For assistance Dial **7029544447** (सहयोगिताको लिए **7029544447** इस नम्बर पर सम्पर्क करें।)

Registered office:

i-krab esol pvt ltd

4/3 podder nagar, kol-68

MRP(including service tax):

(Including education Cess)

Packaging month: 7/2010

Expiry date: 18 month from packaging month

*Talktime
20 Minutes*

Consists of 16 Digit Secret Code

Recharge Procedure

Through Mobile

Through Web

Serial No. 002591

How to Recharge ?

1. Scratch off the silver panel to reveal the 16 digit code.
2. Dial **03333013456** to recharge and follow the IVR system to recharge and talk.

कैसे रिचार्ज करें ?

१. १९ अंक कि गुप्त कोड के लिए सिल्वर प्यानेल पर scratch करें।
२. आई.मि.आर. प्रक्रिया से रिचार्ज करने के लिए 03333013456 इस नम्बर पर सम्पर्क करें।

For assistance Dial **7029544447** (सहयोगिताको लिए **7029544447** इस नम्बर पर सम्पर्क करें)

Registered office:
i-krab esol pvt ltd
4/3 podder nagar, kol-68

MRP(including service tax)
(Including education Cess)
Packaging month: 7/2010
Expiry date: 18 month from packaging month

Call this number to Recharge

Talktime 20 Minutes

Phone-a-Friend

Enter the CODE here

Buy Phone-a-Friend Card and get access to

- Call Friend Service
- Gift redeem facility
- IVR D
- Mobile Recharge

If you have purchased Phone-a-friend card.
Please enter the 16 digit code here:

Enter 16 digit code

Call Log

CalledDate	Called Time	Opening Balance	Call Duration	Closing Balance
2010/03/16	11:33:25	122	1 Min	120

Enter the code in IVR

OR

Enter the code in Website

IVR based services

Mobile / Telecom based



Services Associated with IVR :

1 Voice Chat



2 Dating

For Dating & Making friends

Press 2 ↓

To connect with a male member **Press 1**, To connect with a female member **Press 2**



Please choose your age group, 18-20 **Press 1**, 21-25 **Press 2**, 26-30 **Press 3**, 31-35 **Press 4**



Please Press the area code where you want to connect



*Server helps to connect with the best match available at that time
(Connects with genuine, interested & verified profile only)*



3/ value added services

For Value Added Services Press 3



1) Computer Technical Support:

Get instant solution and support from our technical expert for your computer hardware related problem

2) Yellow Page Service:

Get world wide business information like information of hotels, business house, address & phone number of major business etc....



3) Train & Flight enquiry:

Get all information related to train & flight



4 e-IVR Wallet

World's
first

For mobile & DTH recharge Press 5

World's 1st IVR Wallet

All Mobile & DTH recharge facility available in IVR

→ No need to go to retail shop anymore → No need of Internet



MOBILE AND DTH RECHARGE

5 Premium IVR Services

For Premium IVR Services Press 6

***Available in selected phone a friend card only**



. To get an ID of a desired dating partner **press 1:**

=>Server matches the two people (as per caller's input) and send a matching Id to caller.



. For personal assistance **press 2:**

=>Person from company's end gives special attention and assistance by understanding caller's need to find a new date and delivering it.





Phone-a-Friend

PURCHASE



RETAILER



CONTACT



Your soulmate is just a miss call away

+ 91 8820586825

MAKE YOUR **DATING** INTERESTING

Only Friendship & Dating service in the world which provides 3 platforms to find you love-partner from your local area. An innovative combination of IVR, website & app based service which helps you to find you date faster.

Sign Up

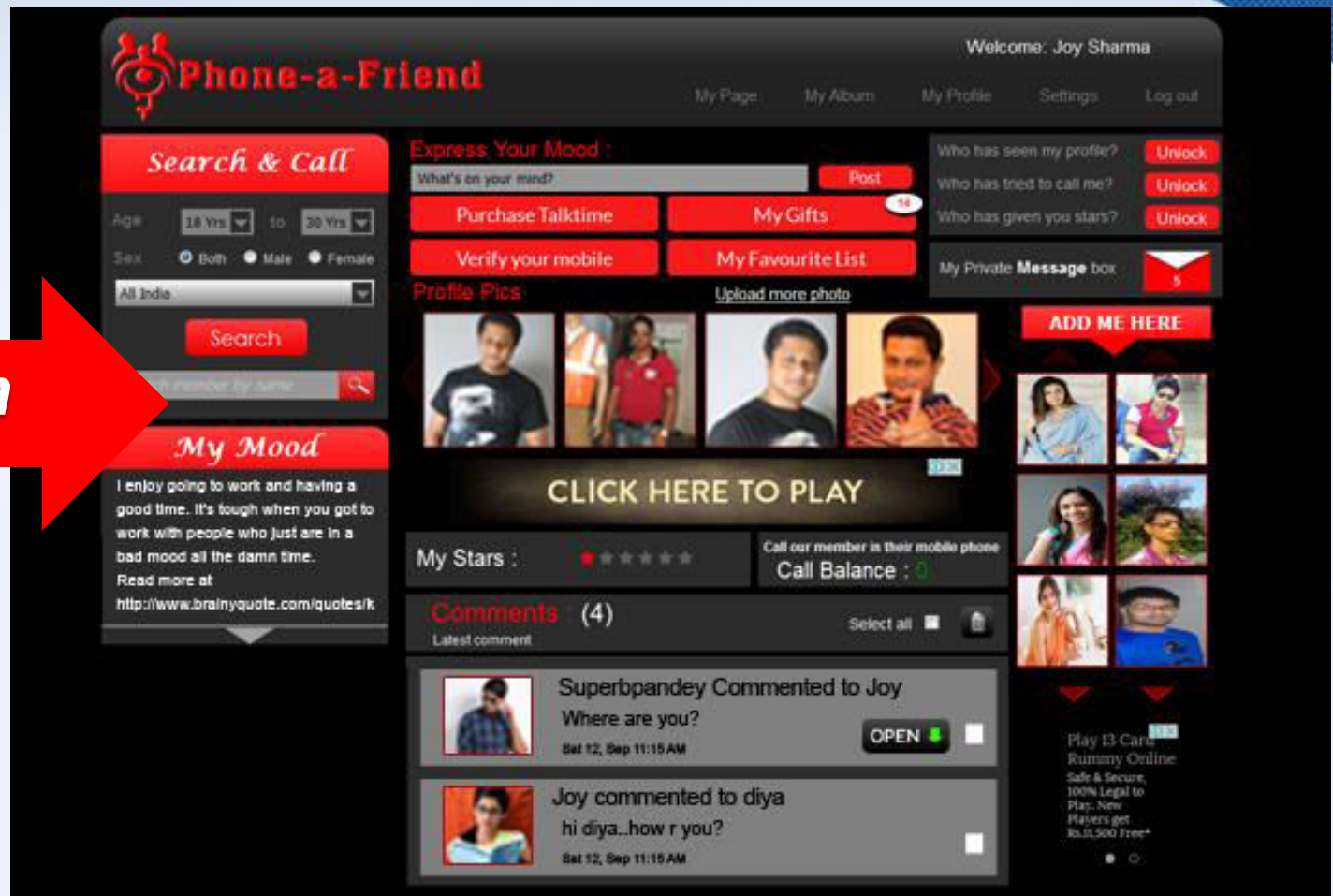
Log In

FEATURES IN WEBSITE

www.phoneafriendcard.com

Features that makes you flatter...

Home Page

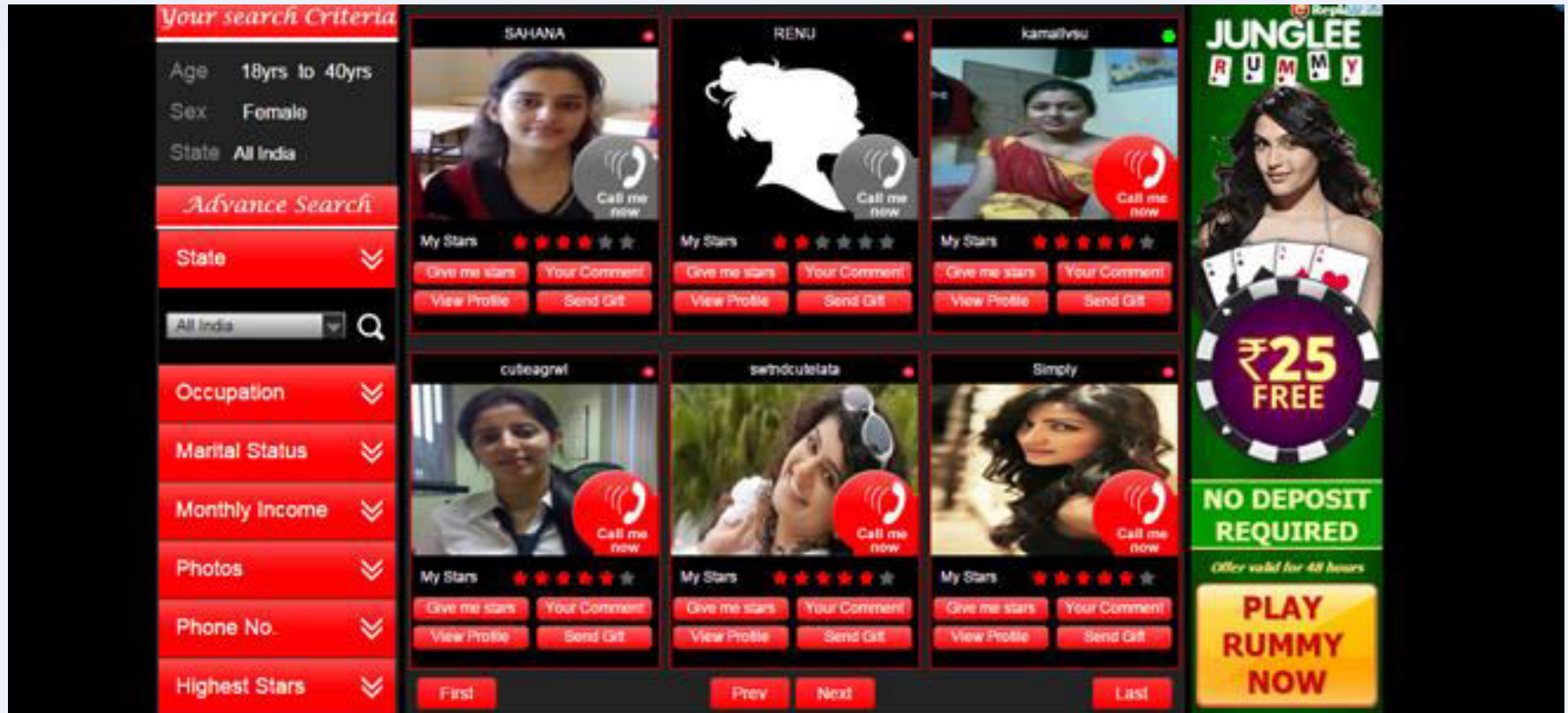


1. **Search**

Search: Helps you to find profiles as per your search criteria

Phone -a –Friend card

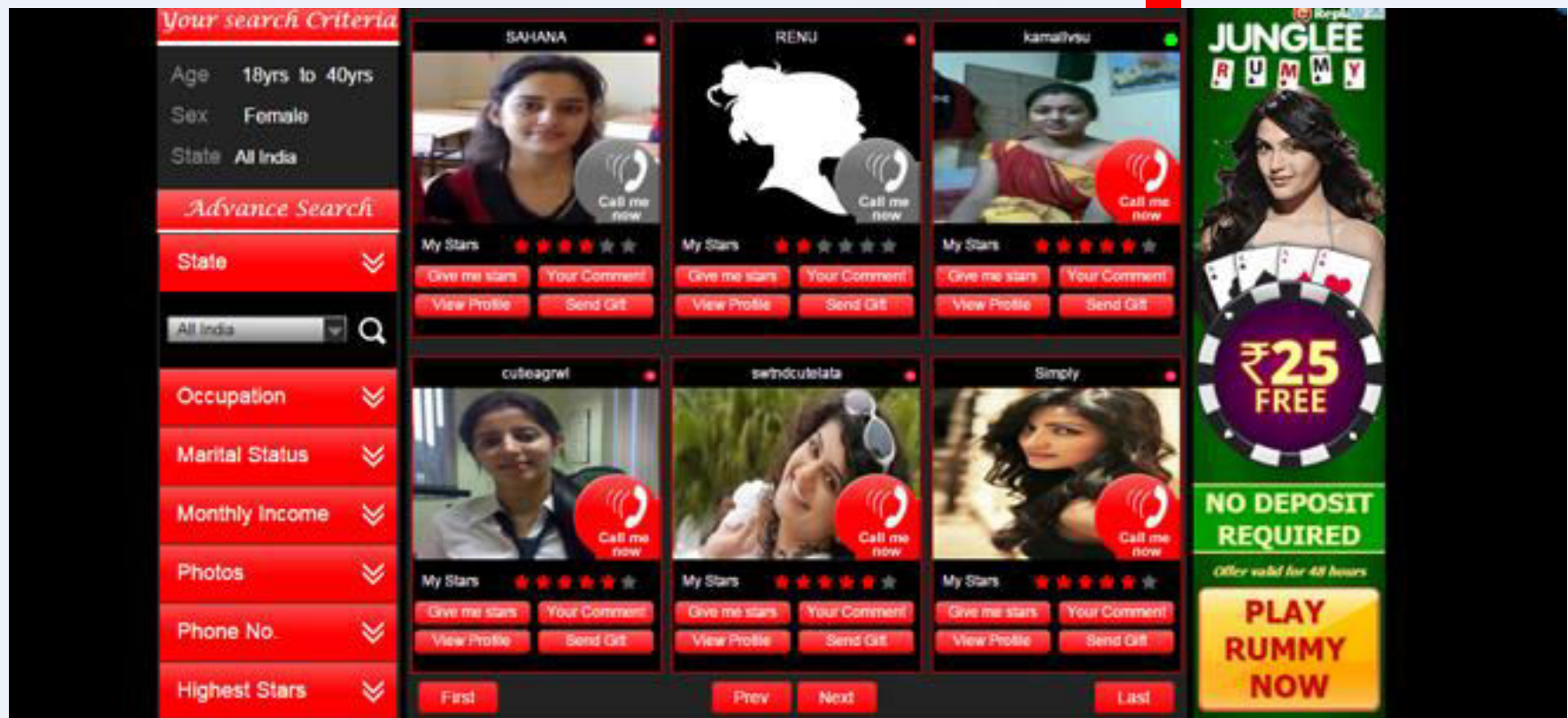
Search Result



Choose profile as per your search criteria

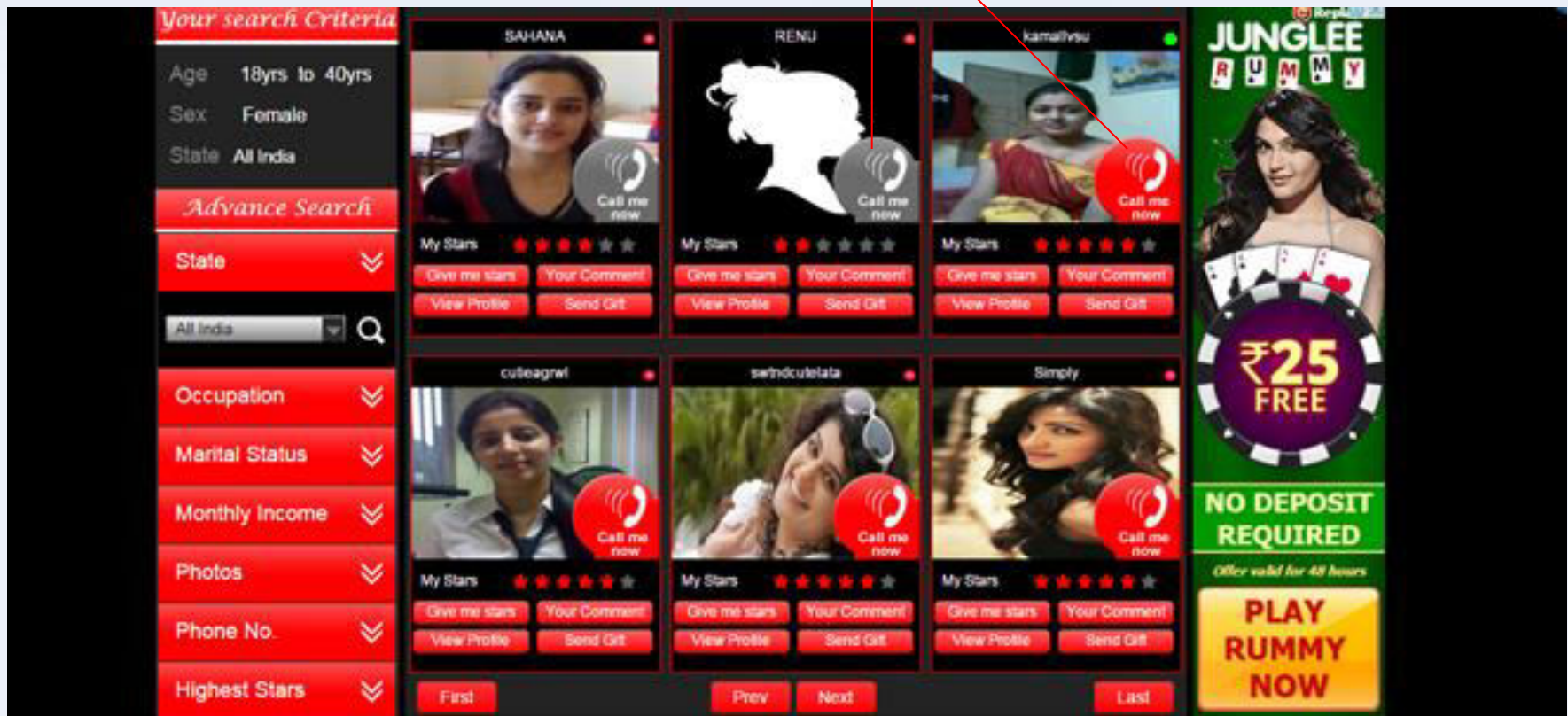
Phone -a –Friend card

Green dot indicates whether the profile is now online or not



Phone -a –Friend card

This indicates whether profile has registered his/her mobile number with us or not



Privacy Protection: We do not show the actual mobile of any member to other member

Phone -a –Friend card



**How will I
connect with
other Member?**



www.phoneafriendcard.com

Phone -a –Friend card

Go to any profile in favorites List, Click on the call button (For paid Member's only)

The screenshot displays a mobile application interface with a dark theme and red accents. On the left is a sidebar with three main sections: 'Search & Call' containing filters for age (18-30 Yrs), sex (Both, Male, Female), and location (All India), with a 'Search' button; 'About Me' with the text 'I AM ALONE WITHOUT A GOOD FRIEND....'; and 'My Mood' with the text 'Very happy. out of the world.'. The main content area is titled 'Payal's Profile' and features a profile picture of a woman. To the right of the photo are details: Screen Name: Payal, Age: 25 Years, Sex: Female, Marital status: Single, State: Karnataka. A red arrow points from the text above to the 'Call Now' button. Other buttons include 'View Profile', 'Send Gift', 'Send message', 'More Photo', 'Block User', and 'Give me stars'. Below the profile is a 'Comments' section with 12 comments, showing a 'Latest comment' input field and a 'SEND' button. At the bottom left of the main area is a comment from 'Raja Roy' saying 'hello' on 'Fri 25, Sep 3:09 PM'. On the right side of the screen is an advertisement for an HP Pavilion x360 and a section titled 'ADD ME HERE' displaying a grid of six small profile pictures.

Search & Call

Age: 18 Yrs to 30 Yrs
Sex: ☐ Both ☐ Male ☐ Female
All India
Search

About Me

I AM ALONE WITHOUT A GOOD FRIEND....

My Mood

Very happy. out of the world.

Payal's Profile

Screen Name: Payal
Age: 25 Years
Sex: Female
Marital status: Single
State: Karnataka

Buttons: View Profile, Call Now, Send Gift, Send message, More Photo, Block User, Give me stars

Comments: (12)
Latest comment
Your Comment:
SEND

Comments:
Raja Roy
hello
Fri 25, Sep 3:09 PM

Advertisement: HP Pavilion x360 360° of versatility. One smart price. Intel Inside®. Extraordinary Performance Outside. Buy Now

ADD ME HERE

Phone -a –Friend card

**Receive calls from our
Click to Call server**

Call from server



Call from server



**lets Start
Talking**



Phone -a –Friend card

The screenshot displays the Phone-a-Friend website interface. At the top, the logo "Phone-a-Friend" is visible, along with a welcome message "Welcome: Joy Sharma" and navigation links: "My Page", "My Album", "My Profile", "Settings", and "Log out".

Search & Call section includes filters for Age (18 Yrs to 30 Yrs), Sex (Both, Male, Female), and Location (All India). A "Search" button and a "Search number by name" field are present.

My Mood section features a quote: "I enjoy going to work and having a good time. It's tough when you got to work with people who just are in a bad mood all the damn time. Read more at http://www.brainyquote.com/quotes/k".

Express Your Mood section has a text input field "What's on your mind?", a "Post" button, and buttons for "Purchase Talktime", "My Gifts" (with a 14 notification), "Verify your mobile", and "My Favourite List".

Profile Pics section shows four profile pictures and an "Upload more photo" link.

Who has seen my profile? section lists three users with "Unlock" buttons.

Who has tried to call me? section lists two users with "Unlock" buttons.

Who has given you stars? section lists one user with an "Unlock" button.

My Private Message box shows 5 messages.

ADD ME HERE section displays a grid of member profile pictures.

CLICK HERE TO PLAY section includes "My Stars" (5 stars), "Call our member in their mobile phone", and "Call Balance : 0".

Comments (4) section shows two comments:

- Superbpandey Commented to Joy: "Where are you?" (Sat 12, Sep 11:15 AM) with an "OPEN" button.
- Joy commented to diya: "hi diya...how r you?" (Sat 12, Sep 11:15 AM).

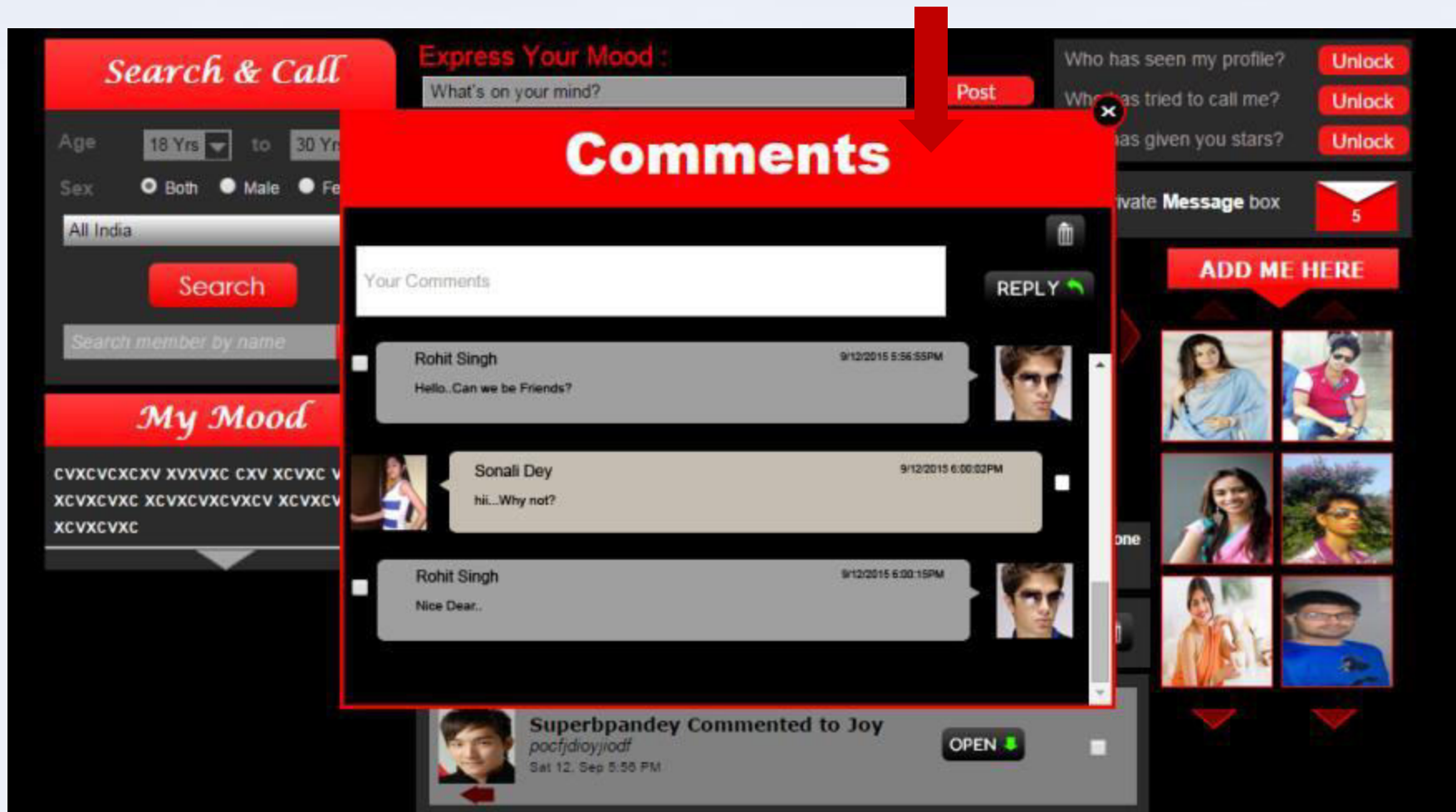
Play 13 Card Rummy Online section promotes a game with text: "Safe & Secure, 100% Legal to Play. New Players get Rs.11,500 Free*".

Premium members 5

Advertise your profile in other member's profile & get attention.

Phone -a –Friend card

Contact member through Live chat or offline comments



Phone -a –Friend card

The screenshot displays the Phone-a-Friend website interface. At the top, the logo "Phone-a-Friend" is visible, along with a welcome message "Welcome: Joy Sharma" and navigation links: "My Page", "My Album", "My Profile", "Settings", and "Log out".

Search & Call section includes filters for Age (18 Yrs to 30 Yrs), Sex (Both, Male, Female), and Location (All India). A "Search" button and a "Search member by name" input field are present.

My Mood section features a quote: "I enjoy going to work and having a good time. It's tough when you got to work with people who just are in a bad mood all the damn time. Read more at http://www.brainyquote.com/quotes/k".

Express Your Mood section has a text input field "What's on your mind?", a "Post" button, and buttons for "Purchase Talktime", "My Gifts", "Verify your mobile", and "My Favourite List".

Profile Pics section shows four profile pictures and an "Upload more photo" link.

CLICK HERE TO PLAY section includes "My Stars" (5 stars), a "Call our member in their mobile phone" button, and a "Call Balance" of 0.

Comments (4) section shows two comments:

- Superbpandey Commented to Joy: "Where are you?" (Sat 12, Sep 11:15 AM) with an "OPEN" button.
- Joy commented to diya: "hi diya..how r you?" (Sat 12, Sep 11:15 AM).

Private Message box shows 5 messages. A red arrow points to this box from the text "Private Message 3".

ADD ME HERE section displays a grid of member profile pictures.


Play E3 Card Rummy Online section promotes a game with text: "Safe & Secure, 100% Legal to Play. New Players get Rs.11,500 Free*".

Private Message 3

Send and receive one o one messages from members.

Phone -a –Friend card

Your Phone-a-Friend Card Balance **126**

 Currency in your hand **252**
(1 Minutes = 2 Currency)

To Purchase Phone-a-Friend Card Call - +918820586825

Purchase Online


Gift

Gift Gallery

Sent Gift





Received Gift

















Received Gift and Earn money



How it works ?

Gift Gallery

offer Drinks  offer Flowers  offer E-card  offer Chocolate 

 <p>Orange Choco 150 Currency  Select</p>	 <p>Sweet Heart 270 Currency  Select</p>	 <p>Frozen Hot Chocolate 170 Currency  Select</p>	 <p>Chocolate Rum Balls 250 Currency  Select</p>
 <p>Valentino 240 Currency  Select</p>	 <p>Strawberry Choco 350 Currency  Select</p>	 <p>Choco Continental 300 Currency  Select</p>	 <p>Chocolate Mushroom 200 Currency  Select</p>

E-Gift 4

Send e-gift to other member

Phone -a –Friend card

The screenshot shows the Phone-a-Friend app interface for a user named Joy Sharma. The top navigation bar includes links for 'My Page', 'My Album', 'My Profile', 'Settings', and 'Log out'. The main content area is divided into several sections:

- Search & Call:** A sidebar section with filters for Age (18 Yrs to 30 Yrs), Sex (Both, Male, Female), and Location (All India). It includes a 'Search' button and a 'Search number by name' field.
- Express Your Mood:** A section with a text input field 'What's on your mind?' and a 'Post' button. Below it are buttons for 'Purchase Talktime', 'My Gifts' (with a '14' badge), 'Verify your mobile', and 'My Favourite List'.
- Profile Pics:** A section showing four profile pictures of the user, with an 'Upload more photo' link.
- Activities:** A section on the right with three 'Unlock' buttons: 'Who has seen my profile?', 'Who has tried to call me?', and 'Who has given you stars?'. Below these is a 'My Private Message box' with a '5' badge.
- My Mood:** A section with a quote: 'I enjoy going to work and having a good time. It's tough when you got to work with people who just are in a bad mood all the damn time. Read more at http://www.brainyquote.com/quotes/k'.
- Comments:** A section showing four comments, with the latest comment from 'Superbpandey' dated 'Sat 12, Sep 11:15 AM'.
- ADD ME HERE:** A section showing a grid of six profile pictures of other users.
- PLAY B3 CARD Rummy Online:** A section at the bottom right with a '100%' badge and text: 'Safe & Secure, 100% Legal to Play. New Players get Rs.11,500 Free*'. It includes a 'Play' button and a '100%' badge.

6. Show Activities

Let you know what kind of activities other members has done in your profile like profile view, attempted call and given star.

Phone -a –Friend card

The screenshot displays the Phone-a-Friend website. At the top, the logo is on the left, followed by 'Join Us' and social media icons. A search bar for 'Email / ScreenName' and a 'LOGIN' button are on the right. Below this, a 'Gmail for Work' banner with a 'Start free trial' button is visible. The main content area features a grid of member profiles, each with a photo, name, 'My Stars' rating, and a 'Call me now' button. Navigation tabs for 'All India', 'East India', 'West India', 'North India', and 'South India' are positioned above the grid. To the right of the grid is a 'Search Member' section with dropdown menus for gender and age, and input fields for birth date and mobile number. A 'Register Free' button is at the bottom of the search section. A footer text block describes the service as a combination of IVR and online-based platforms for finding life partners. A small image of a 'Phone-a-Friend' card is shown in the bottom right corner.

Phone-a-Friend Join Us

Email / ScreenName LOGIN

New User? REGISTER Forget password?

M Gmail for Work Simple flexible pricing plans [Start free trial](#)

[To Purchase Phone a Friend Card Call : + 91 9883233334](#)

[Click here to Purchase PHONE-A-FRIEND CARD ONLINE](#)

Search Member

I am a seeking a

Age between to

Date Of Birth

Mobile No.

☒ I agreed with the [terms of use and privacy policy](#)

[Register Free](#)

Member Profiles:

- rachanasadhu**
My Stars
Comments (165) [Call me now](#)
- manpreethair**
My Stars
Comments (58) [Call me now](#)
- ratishahama**
My Stars
Comments (97) [Call me now](#)
- rohitwani**
My Stars
Comments (64) [Call me now](#)
- poornima**
My Stars
Comments (113) [Call me now](#)
- swagatashoni**
My Stars
Comments (127) [Call me now](#)

Find your true love, go for a date and make life partner here. With our innovative combination of IVR based and online based platform you can find you true life partner very quickly. This innovative format will help you to reach like-minded peoples directly over the phone. Loaded with other features like text chat, video chat, yellow pages services, friendship chat, gift services etc, this makes a perfect engagement for anyone.

Phone-a-Friend

And Many More Exciting Features!

Strength

- Direct entry cost can be customized, can target mass & Class
- Three different connected platform to find a Match. IVR Based, Web based and app based (all connected)
- Connectivity between two members takes minimum time and guaranteed
- Non Residential citizen can also be given voice & web base services
- Other VAS helps customer to engage more (IVR Wallet, Tech support & yellow pages services) : Stronger engagement model
- Given importance on Privacy of the members
- Can able to created white label Franchisee



Weakness

- Trustworthiness
- Boys to girls ratio
- Restricted dating culture in India

Threat

- Direct competition is huge
- A lot of matrimonial sites double up as dating sites



Opportunities

- The estimated value of the online matrimony/ Dating market in India by 2017 is projected to be worth \$250 Million, according to Associated Chambers of Commerce and Industry in India.
- Bharat Matrimony, the leader in online matrimonial business has filed for an IPO with SEBI looking for a valuation of more than Rs. 2500 crore
- According to rediff.com 60 per cent of the online user population below the age of 25 in India
- Growing population of youngsters
- changing cultural dynamics of India
- Recession-proof
- Low operational cost, High profits

“Online dating: It can only get bigger”



Source of revenue

- Current

- Sales from franchisee of phone-a-friend service
- Advertisement revenue from website.
- Purchase from direct website visitor
- IVR Wallet
- Data Selling (Call records, data)

- Proposed

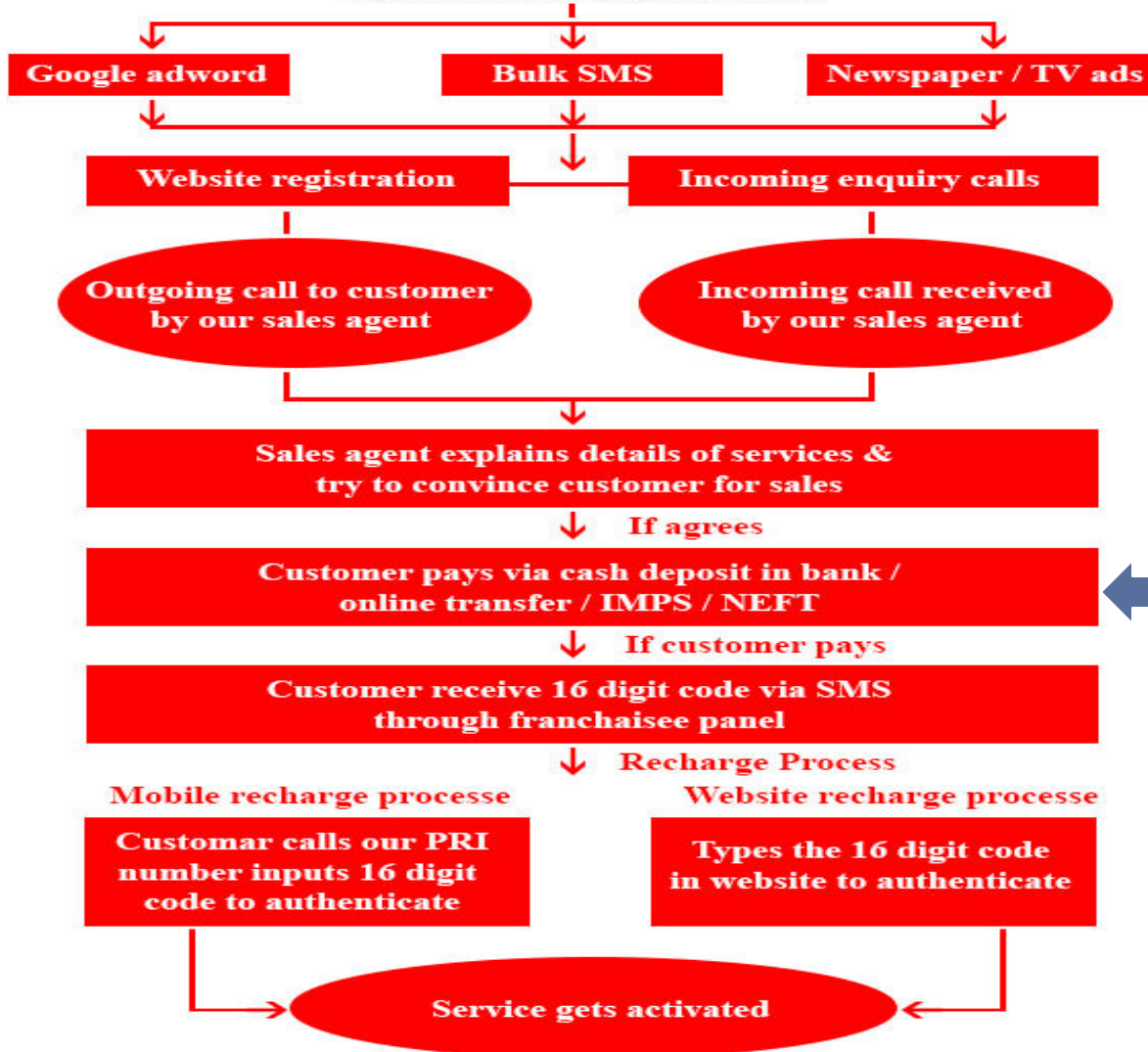
- Advertisement revenue from App
- Purchase from direct app user.
- Dating events
- International dating targeting NRI (Country wise)



Business Revenue flow

Current business flow & revenue earning process

Promotional activities



\$ Revenue inflow



Current Traction (till 31st march 2016)

- Successfully developed www.phoneafriendcard.com and IVR System, click to call etc associated with this service
- 32 Sales agents & 55 dedicated employees
- 11 Active Franchisee with approx 60 sales agent
- Generated Gross revenue of \$ 310 Million in FY 2015-2016
- On an average 60000 visitor per month in website
- Strong sales & technical team
- Professional customer support team



Competition

- Advantages over Matrimonial sites like bharatmatrimonial.com, shaadi.com
 - ⇒ A. Cheaper membership: we are much cheaper than other matrimonial sites
 - ⇒ B. Privacy :members get connected through our server number unlike in matrimonial sites where direct mobile number is provided (privacy compromised)
 - ⇒ C. Like minded member: members joins only to explore dating unlike in matrimonial sites which seeks cast and breed.
 - ⇒ D. Ease of access: Can connect with other member in 3 different platform. Through mobile, website and apps



Competition

- Advantages over dating site and apps: match.com, tinder apps etc
- ⇒ A. One time fees: unlike other dating site or apps which ask monthly fees, we provide service one time fees
- ⇒ B. Privacy :members get connected through our server number unlike in matrimonial sites where direct mobile number is provided (privacy compromised)
- ⇒ C. Different card with different services: Every denomination has its own unique features which makes reselling easier
- ⇒ D. Bigger engagement: With voice chat service, VAS and mobile recharge service this platform has much bigger engagement than other competitors
- ⇒ E. Fast connection: As the paid member gets connected faster, it makes the service more legitimate and trustworthy



Financial Plan

- The Financial Plan has been explained elaborately in a separate excel sheet

Seeking Fund: 1st Year: **Rs 105596000 = Rs 10.56 Cr**
2nd Year: **Rs 152169600 = Rs 15.22Cr**
3rd Year: **Rs 141930560 = Rs 14.19 Cr**

Expected Revenue:

1st Year: **Rs 20120000 = Rs 2.01 Cr**
2nd Year: **Rs 85061600 = Rs 8.5Cr**
3rd Year: **Rs 248793200 = Rs 24.88 Cr**



Other Informations

- **Current equity structure:** 50% equity to Ranadip Bose & 50% equity to Bishwabharaty Bose
- **Current equity holding:** Ranadip Bose & Bishwabharaty bose holds 100 % equity of i-KRAB e-sol Pvt Ltd
- **Previous investment history:** No Previous funding
- **Exit options:**
 - a. Can sell to other competitors
 - b. Can become a IPO if Scaled to International





i-KRAB E-SOL PVT LTD

THANK YOU

