



Awareness • Assurance • Rewards

SVC International LLC

OriginalBuy Brand Presentation

AWARENESS . ASSURANCE . REWARDS

100% cash back shopping on any e-commerce portal through OriginalBuy

OUR AGENDA

During our time together you will come to understand who we are, why we exist and how we can benefit your brand and most importantly your customers.

Introduction

Who we are

1

Our Team

Meet the minds behind the revolution

2

Statistics

Looking at current market statistics and how they affect your brand

3

How we work

What our program does and how

4

Our Technology

Features of the OriginalBuy Consumer Awareness Program

5

Next Steps

The process to begin your Brand revolution

6



www.OriginalBuy.com

ABOUT US

Welcome !!!



Globally, consumer goods companies face a challenge of educating the consumer about the use of original and genuine products, as well as the ill-effects of using counterfeit or grey market goods. Traditionally companies would run programs and campaigns to enable consumers to distinguish between original and fake products through various traditional marketing channels.

OriginalBuy enforces these consumer awareness programs more effectively using a program that allows your brand to interact directly to each consumer. By adopting OriginalBuy within their awareness programs, companies will be able to see the direct effectiveness of the campaign as well as will be able to capture consumer's sentiment and loyalty to brand while rewarding the consumer for participating.

OUR PROMISE

Awareness.Assurance.Rewards

&

Get 100 % cash back



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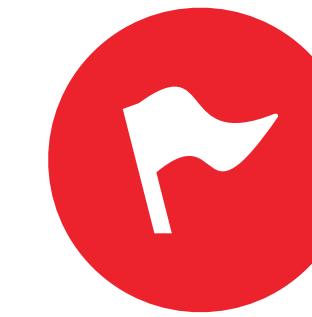
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MISSION & VISION



Our Mission

To provide a unique platform to the market in which the brand and the consumer can interact in an open space.



Our Vision

To become a world leader in connecting brands to their customers - to drive a new era of awareness and assurance in the market.

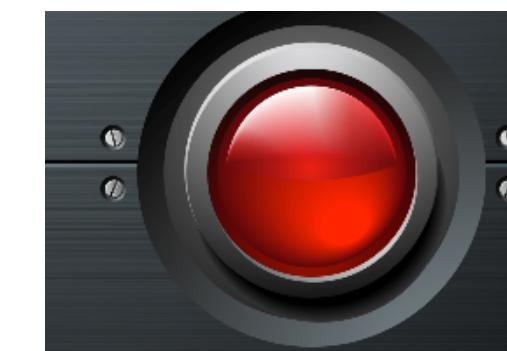
OUR HISTORY TIMELINE

From Vision to Reality



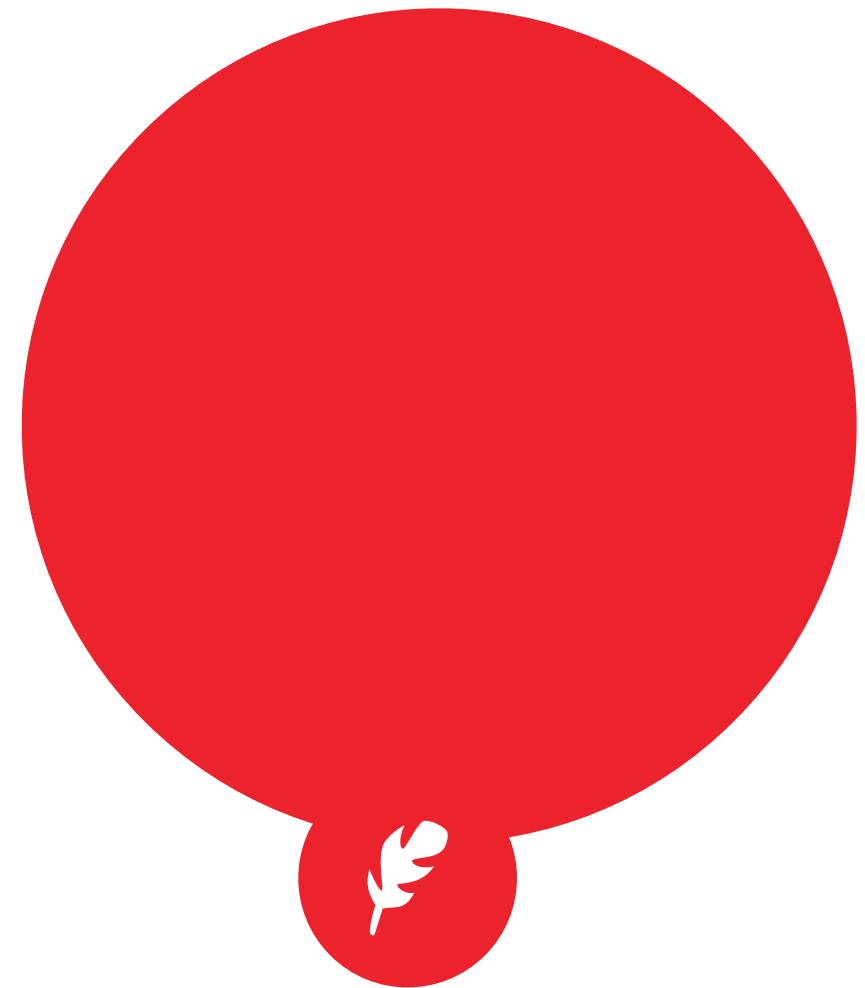
We had a dream...What if there was a program that could help brands to directly communicate with their customers?

What if that same program could provide consumers with a guarantee on authenticity of purchase?



Launch of OriginalBuy, Consumer Awareness Rewards Program benefiting both Brand and Consumer

TEAM INTRODUCTION



Mr. Rashid Naseem

CMD



Techahhead

Technology Partner

Technical Developer of Enterprise

PROMISE FROM OUR TEAM

Our Promise To You





Lets Looks at the
Numbers...



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Impact of Counterfeit Products: Global



Money from counterfeit products is used in heinous crimes and to support terrorism *

✓ The total global economic value of counterfeit and pirated products is as much as \$650 billion every year

✓ Domestic production and consumption accounts for between \$140 billion and \$215 billion

GLOBAL VALUE

\$1.77 TRILLION

Projected global value of Projected and Pirated goods by 2015

* Source: Harvard University Report <http://michiganjb.org/issues/1/article4.pdf>



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Impact of Counterfeit Products

Industry: India

Counterfeiting Costs
India \$7.8 Billion annually

January 2014 | Business Line

Estimated Sales Loss* to Industry (seven sectors)

Industry Sector	Grey Market (percentage)	Sales Loss to Industry (Rs Crores)
Auto Components	29.6	9,198
Alcohol	10.2	5,626
Computer Hardware	26.4	4,725
FMCG (Personal Goods)	25.9	15,035
FMCG (Packaged Food)	23.4	20,378
Mobile Phones	20.8	9,042
Tobacco	15.7	8,965
Total Sales Loss		72,969

Source: FICCI Study 2012²⁰

*The loss has been calculated for the year 2012

Why is Stopping Piracy Mandatory?

* Brand lose up to 20% of market share

*Companies face roughly 10% losses on revenue and profit due to counterfeit products in India

*Delhi alone, accounts for 75% of manufacturing/producing counterfeit goods.

Government Loses Rs
26K Crore in Taxes to
Smuggling,
Counterfeiting: FICCI

December 20,2012 | PTI

Impact of Counterfeit Products to the Government: India

Estimated Tax Loss** to the Government

Industry Sector	Direct Loss (Rs Crores)	Indirect Tax Loss (Rs Crores)	Tax Loss to the Exchequer (Rs Crores)
Auto Components	421	2,305	2,726
Alcohol	260	2,250	2,510
Computer Hardware	47	1,187	1,234
FMCG (Personal Goods)	867	3,779	4,646
FMCG (Packaged Food)	552	5,108	5,660
Mobile Phones	496	2,678	3,174
Tobacco	861	5,379	6,240
Estimated Annual Loss	3,504	22,686	26,190

Source: FICCI Study 2012⁴⁵

**The loss has been calculated for the year 2012

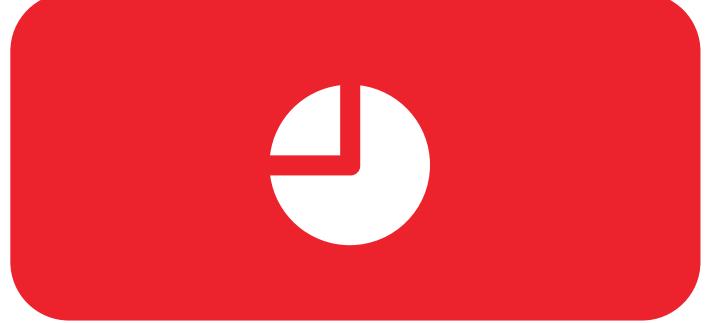
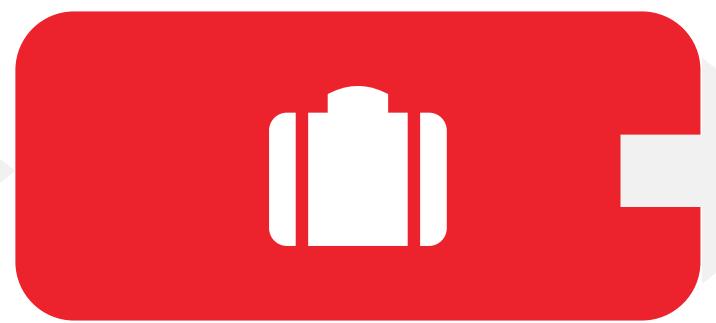
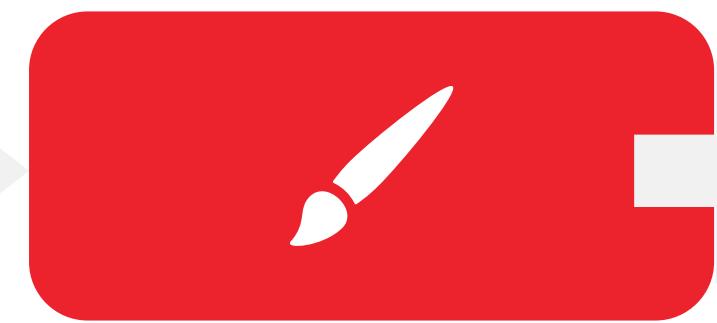
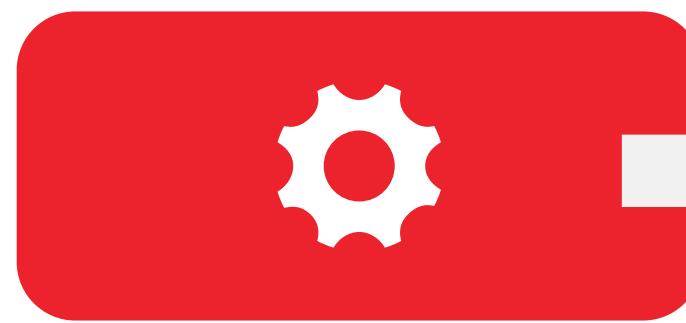
Why is Stopping Piracy Mandatory?

* Continuous incidents will begin to diminish Brand loyalty and recognition

* Along with increasing revenue loss, brands have continuous fear of heavy penalties

What is OriginalBuy

OriginalBuy is a
Consumer Awareness
Program



OriginalBuy is the
missing link between
the Brand and the
Consumer

OriginalBuy is a unique
marketing and
advertising platform

www.OriginalBuy.com

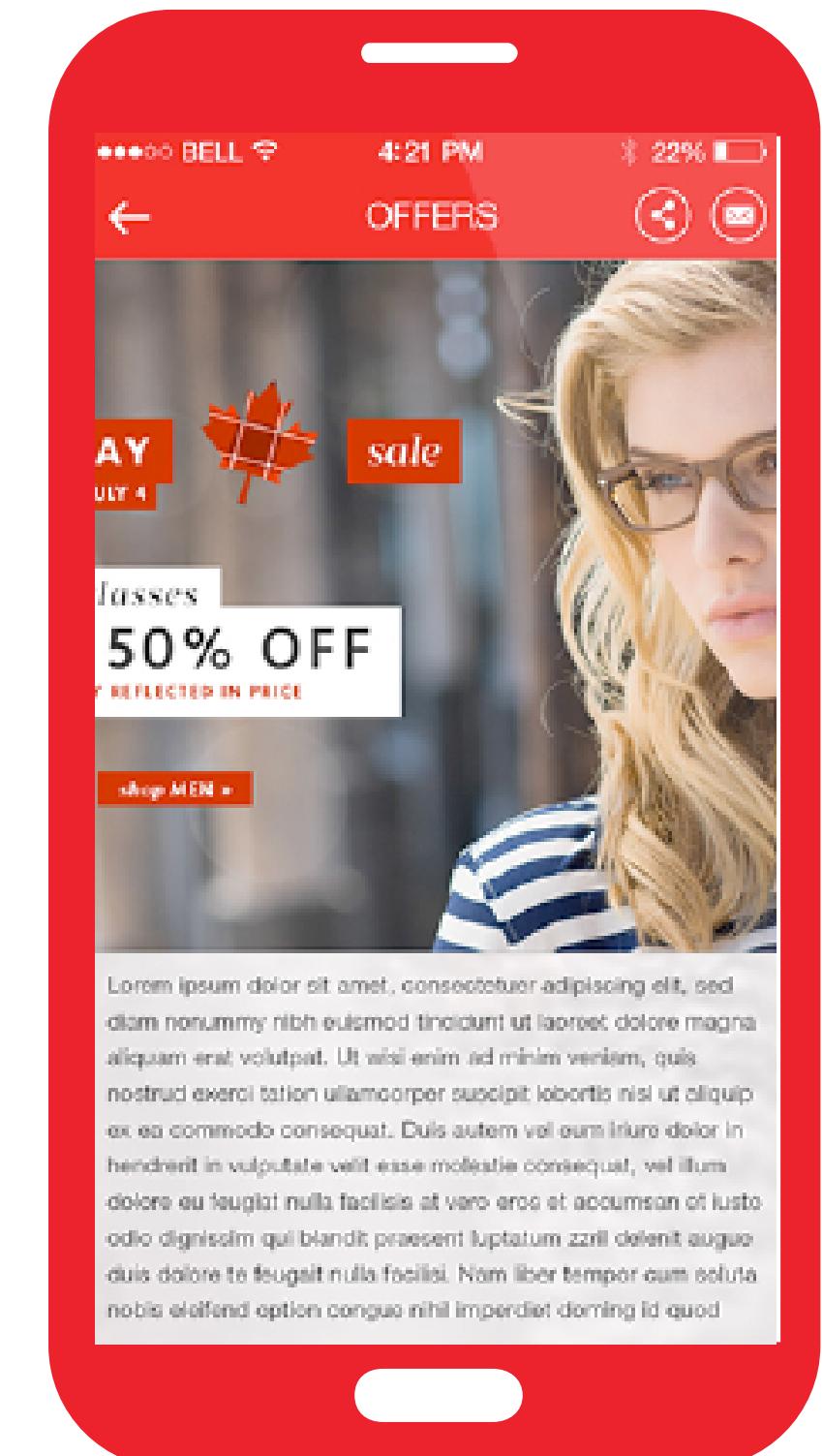
How Does The OriginalBuy Awareness Program Work



The OriginalBuy Consumer Awareness Program increases brand loyalty and direct consumer interaction while reducing the instances of illegitimate goods remaining in the market



OriginalBuy Partners program



Compare more than 1000 websites

OriginalBuy is a price comparison website and user can buy best product through OriginalBuy.

OriginalBuy compare 1000 of websites for user and suggest the best authentic price.

For example- If a user buy smart phone from OriginalBuy's partner website through OriginalBuy for 10,000 rupees. OriginalBuy reward him 10,000 value coupons. Now same user can redeem 10% of these coupon on every purchase from OriginalBuy e-commerce portal.



Claiming reward

Users are rewarded OriginalBuy coupon of same purchase value which they can redeem for buying listed product on OriginalBuy E-commerce platform. User can redeem 10% of coupon on buying value.



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OriginalBuy Partner websites



Listed brands on OriginalBuy



SVC International LLC & Associates

VARDHMAN GROUP



KEMFLW GROUP



ShopOriginal.com



OriginalBuy.com



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The OriginalBuy Advantage

Current Programs

No mechanism of measuring program effectiveness

Few lucrative reward methods

No information about retained consumers

Consumer analytics not available

No brand to consumer activity

OriginalBuy

Instant verification boosts brand trust and loyalty

Instant reward and redemption encourages repeat use

Realtime analytics allow direct access to consumer activity with brand

Line of direct communication between Brand and Consumer

Unique Marketing and Advertising Platform



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The Technology



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Mobile Application Walkthrough



Mobile Application Introduction

The OriginalBuy Consumer Awareness Mobile Application consists of various functions that benefit both the consumer and the brand. The application provides the brand a channel of communication directly to their verified consumer while protecting the consumer from illegitimate purchases.



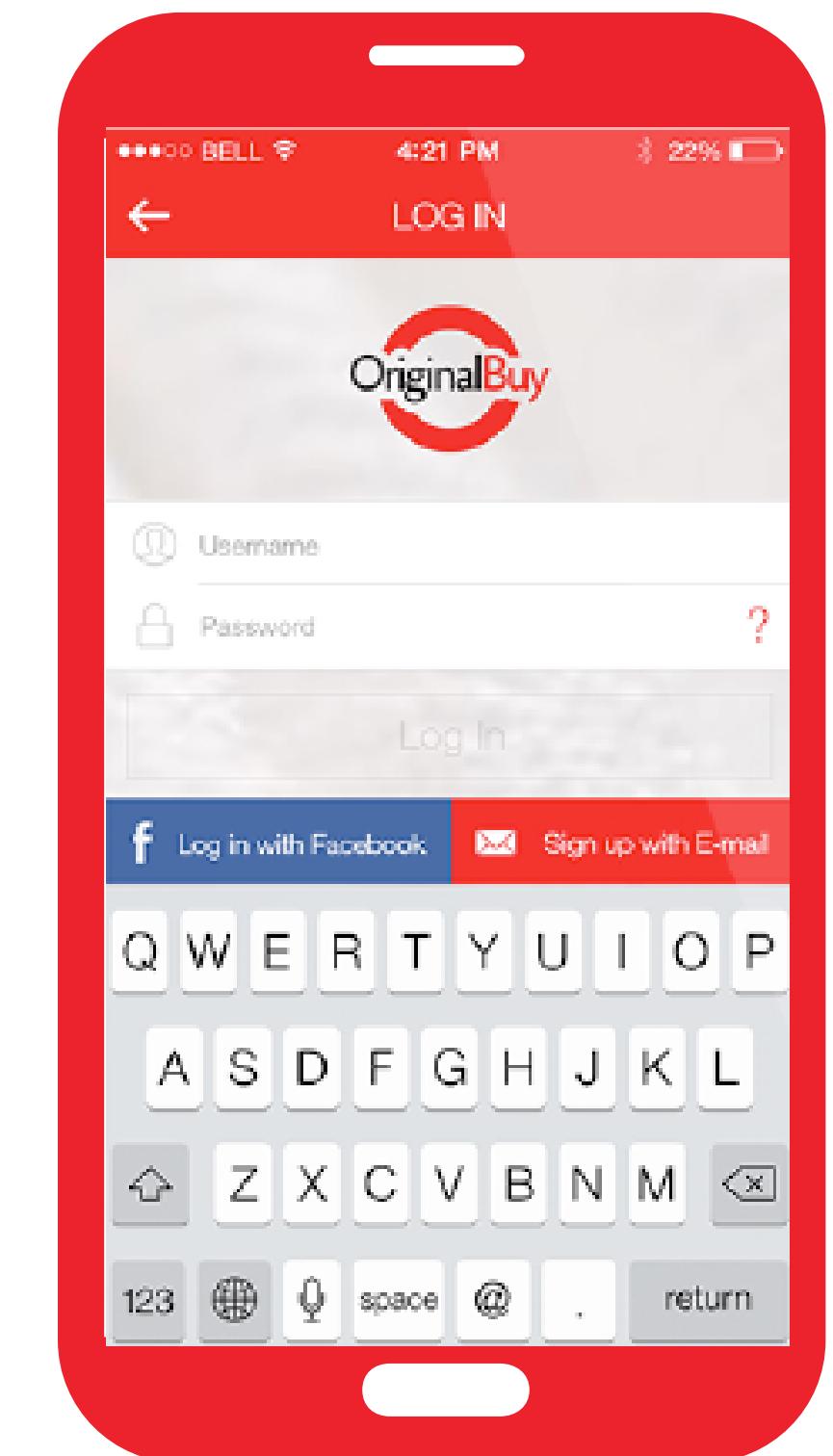
Home Screen

From this screen the consumer is able to verify the product immediately without having to sign up ensuring higher participation levels



Log in Screen

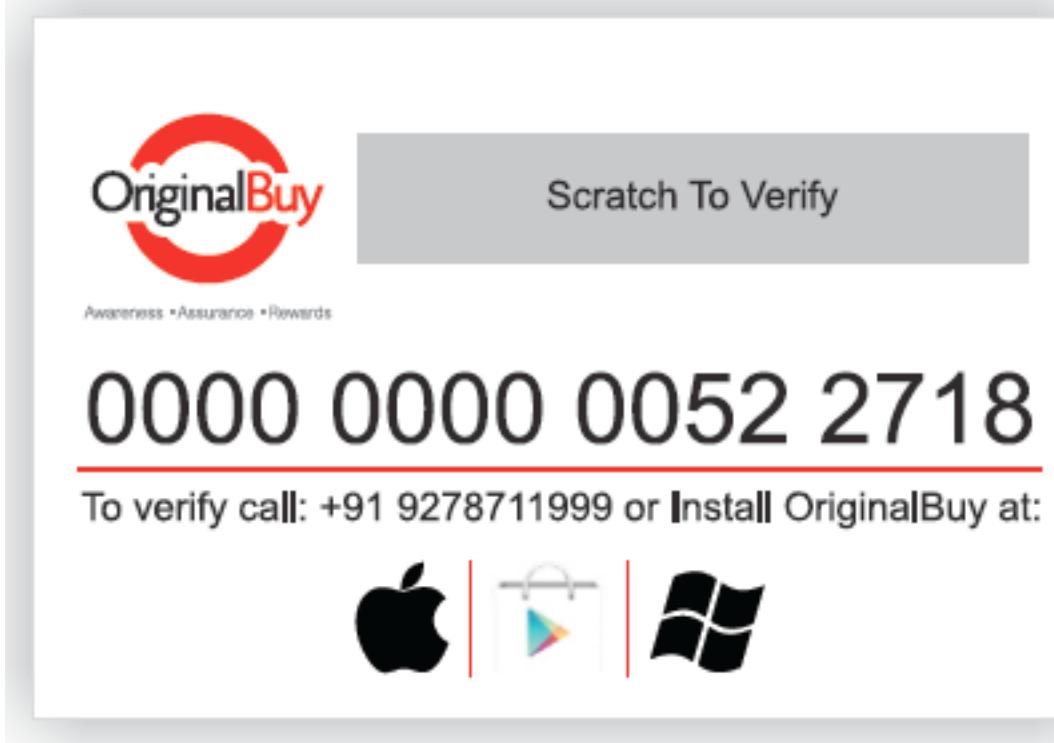
If the Consumer already holds an account they will be prompted to sign in via email or Facebook through the sign in button before verification.



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Mobile Application Walkthrough



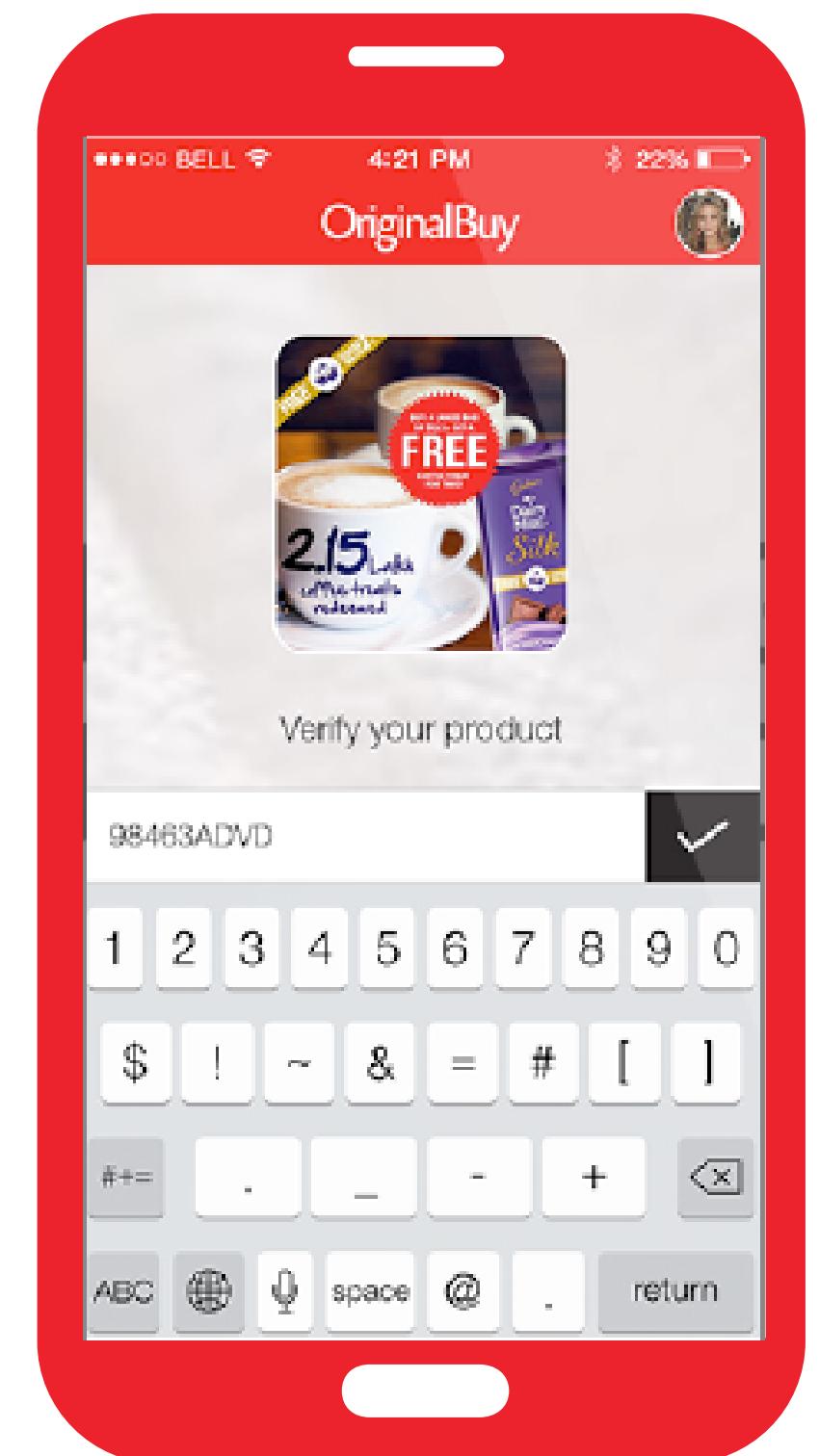
Variable code scratch Labels

The Consumer scratches the label on the product purchased to reveal the unique code



Verification Screen

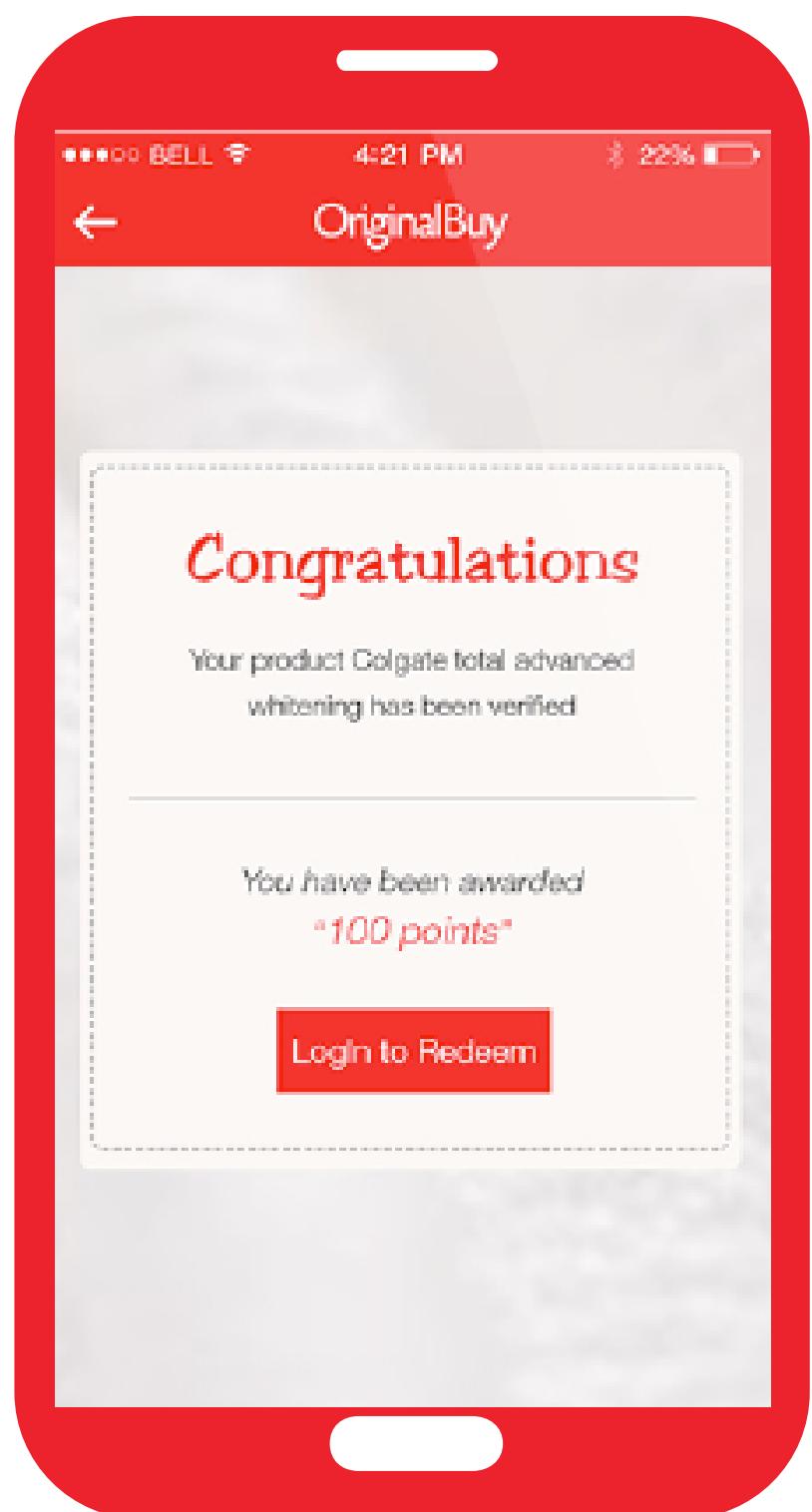
The Consumer then enters this same code into the mobile application for verification.



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Mobile Application Walkthrough



Two Scenarios Post Verification



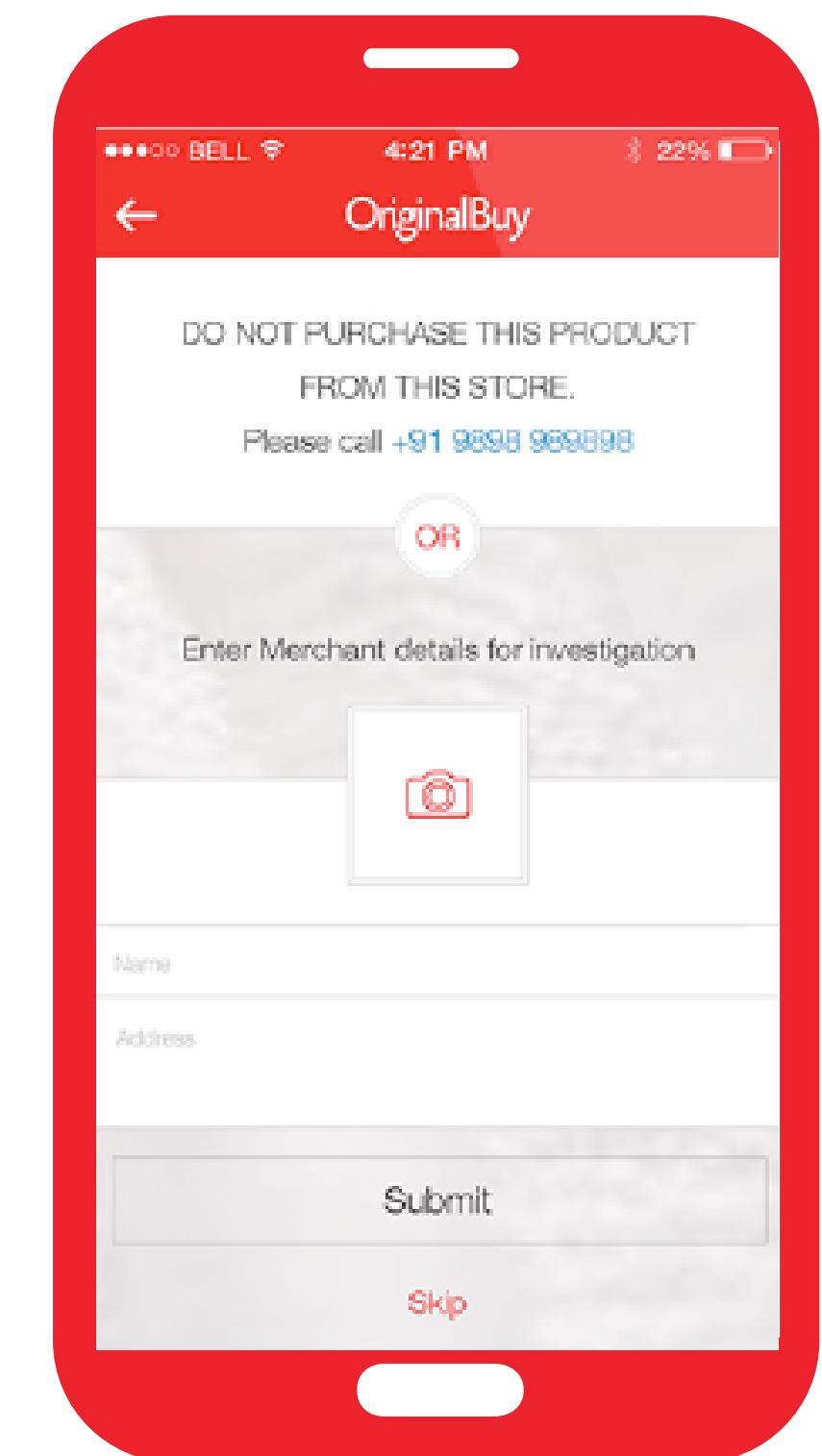
Product Has Been Successfully Verified

The product is verified and the Consumer is instantly rewarded with points in which they can redeem at one of our channel partners or in some cases also entered into a lottery draw for a larger grand prize (brand dependent).



Product Has Been Put Under Investigation

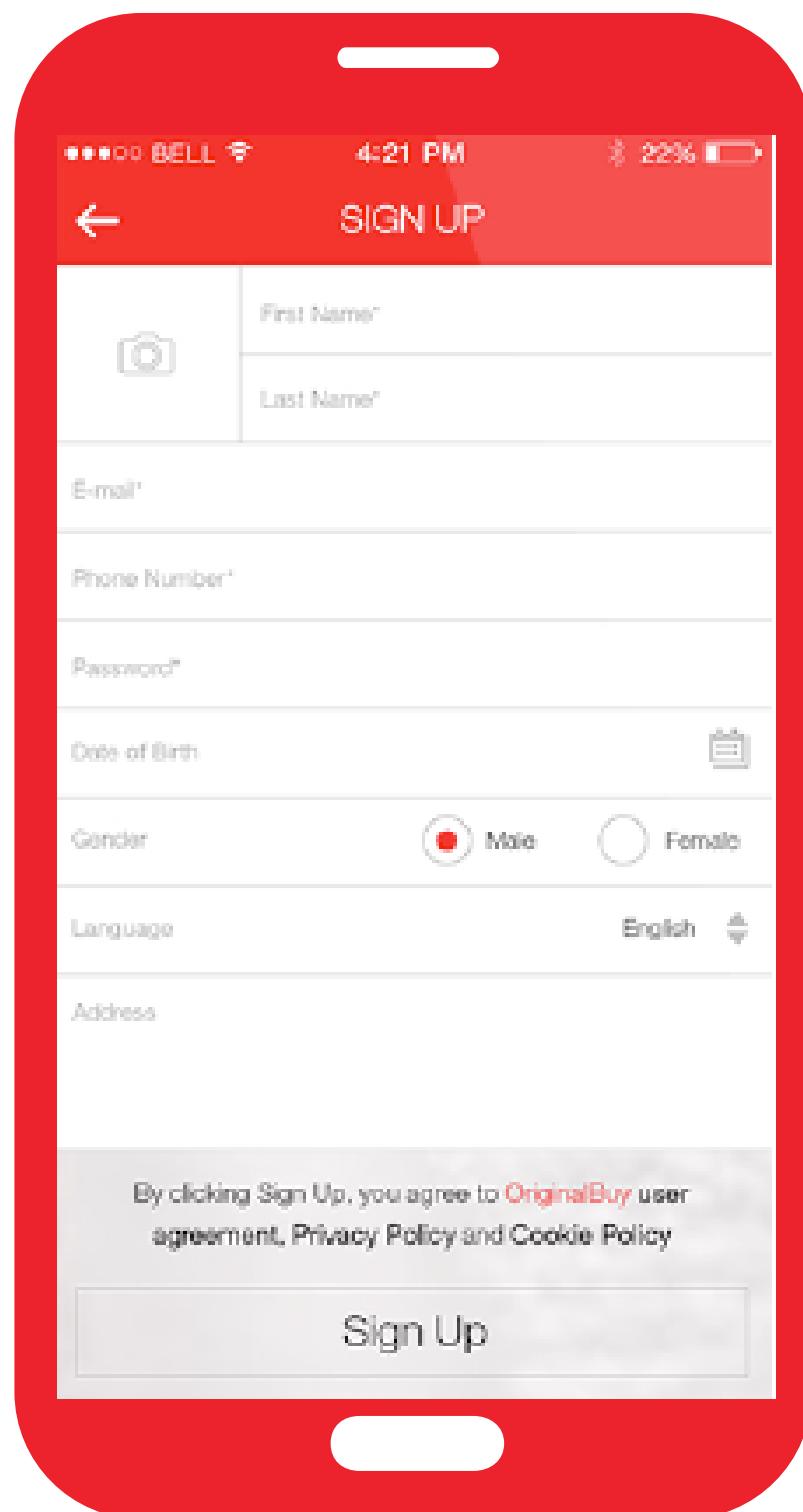
The product code entered alerts as invalid and the consumer is prompted to take a picture of the outlet or provide written information. Our 24 customer service team follows up with an immediate call to the Consumer for re-verification and to document the details. The Brand is immediately notified of the same so they may begin protocol.



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Mobile Application Walkthrough



Sign Up Form

In order for the Consumer to redeem their reward, OriginalBuy requires them to sign up. This information allows for OriginalBuy to see details of each consumer that verifies such as;

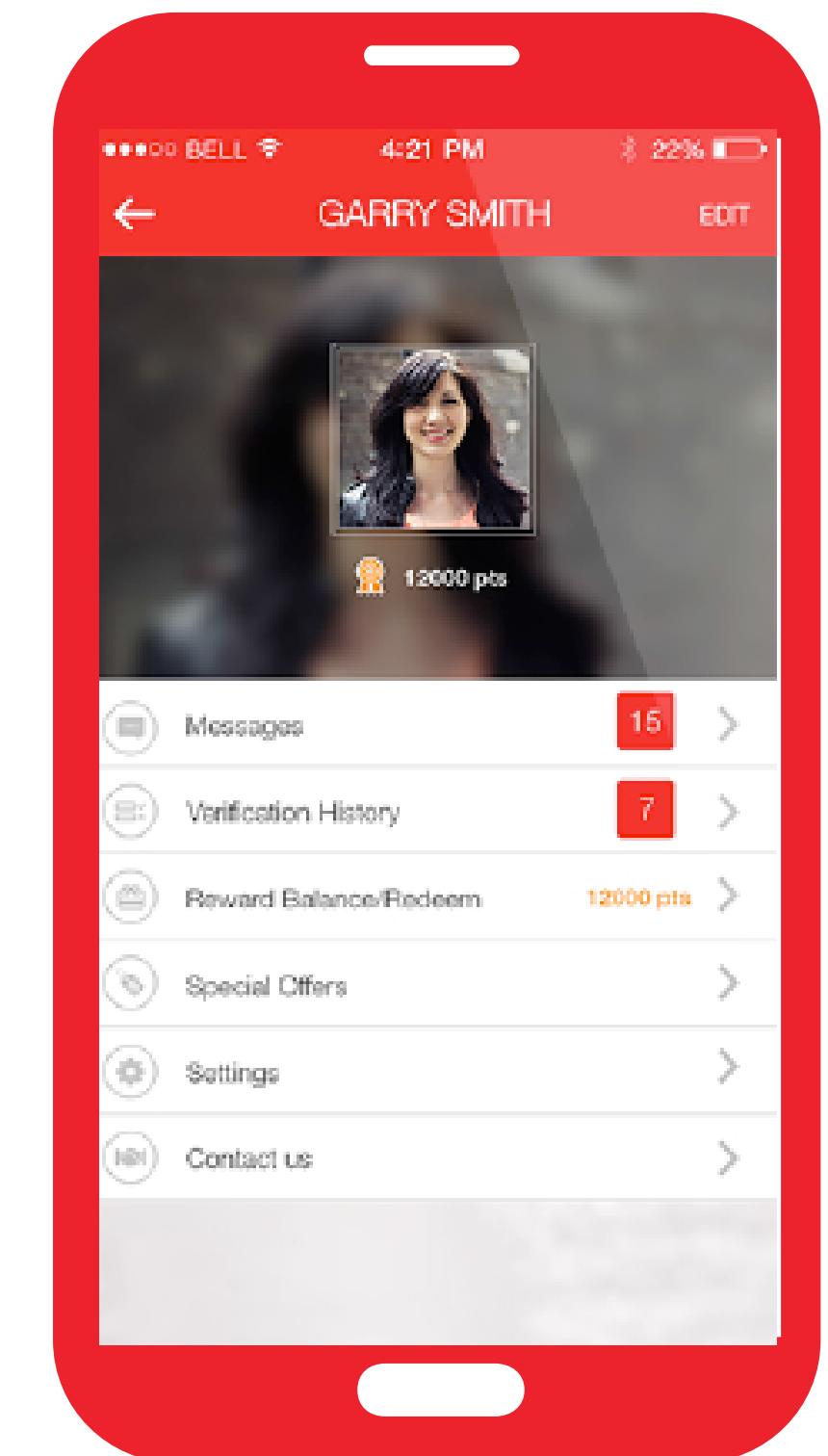
Name, Email Address, Phone Number, Age, Gender, Birthday, Location, etc.



Profile

Once the Consumer is signed up and verified through email confirmation they will have access to all the functions the OriginalBuy Mobile Application such as;

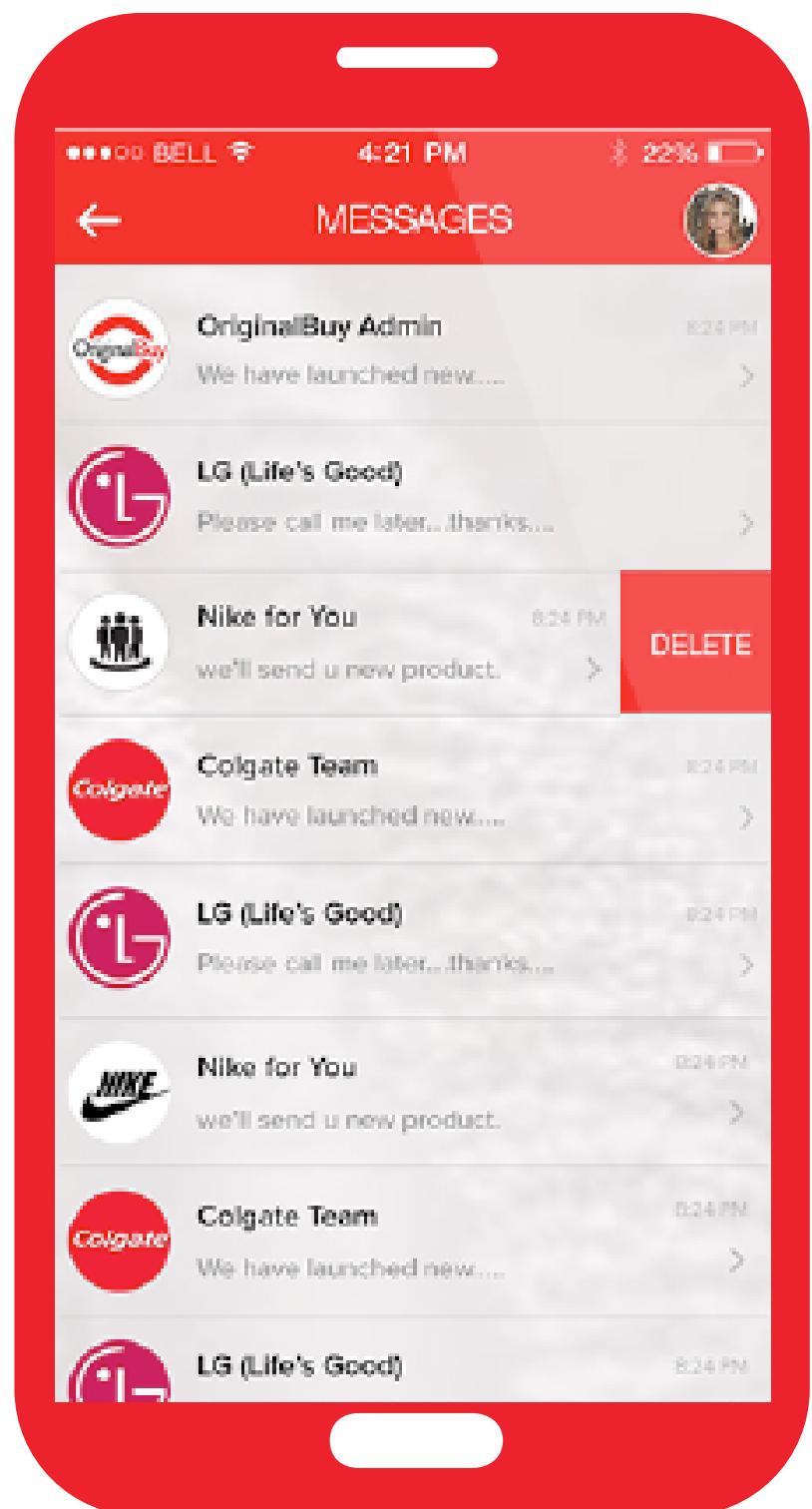
Messages, Verification History, Balance Bank, Special Offers, etc.



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Mobile Application Walkthrough



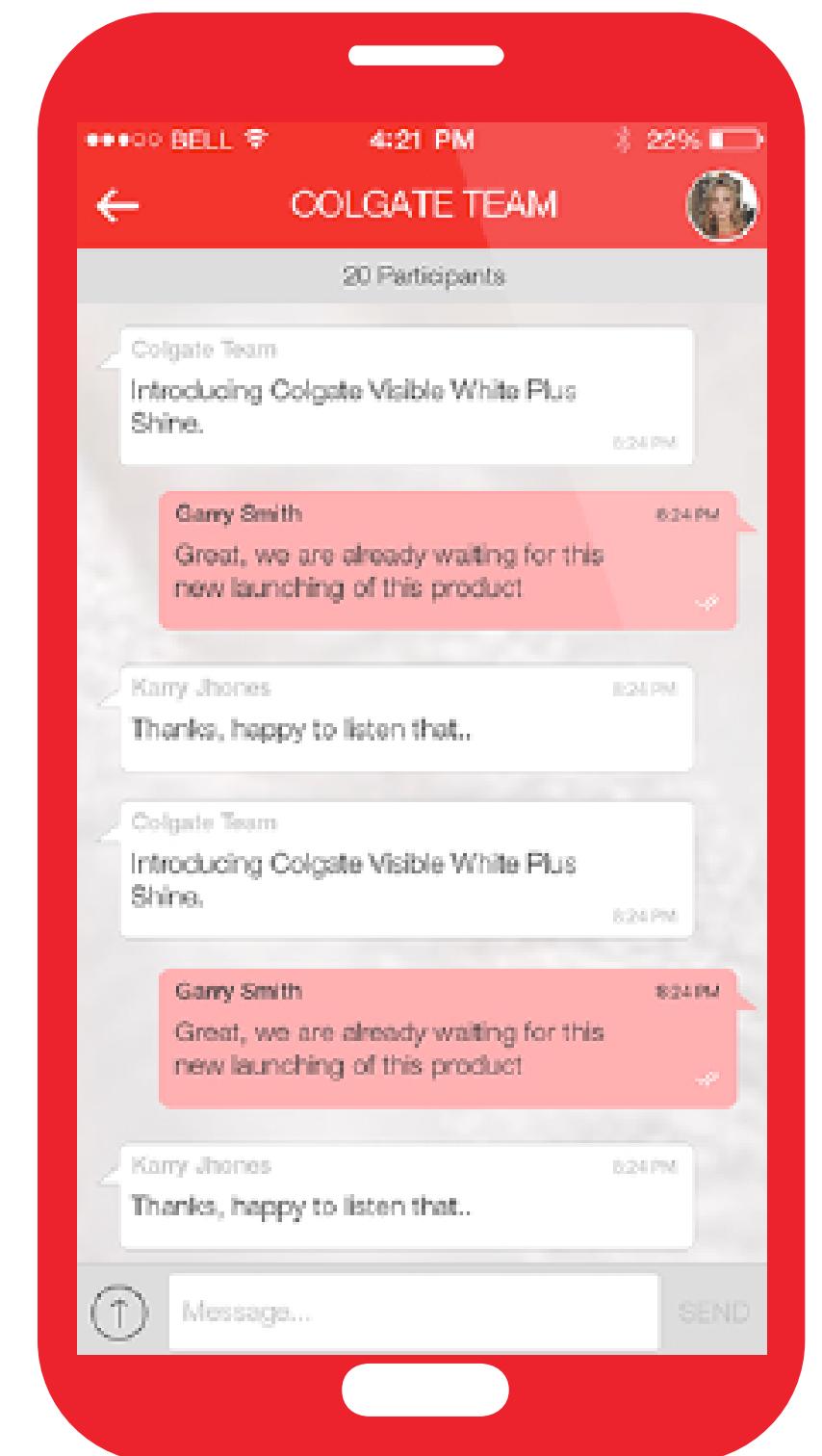
Messages

The message system has two functions; individual push messages to users and message board groups.



In App Message Board

In the message board function, brands may select from their users to form a group in which to directly interact. This is especially useful to promote new product, hold support groups, compile accurate user research about their brands, etc.



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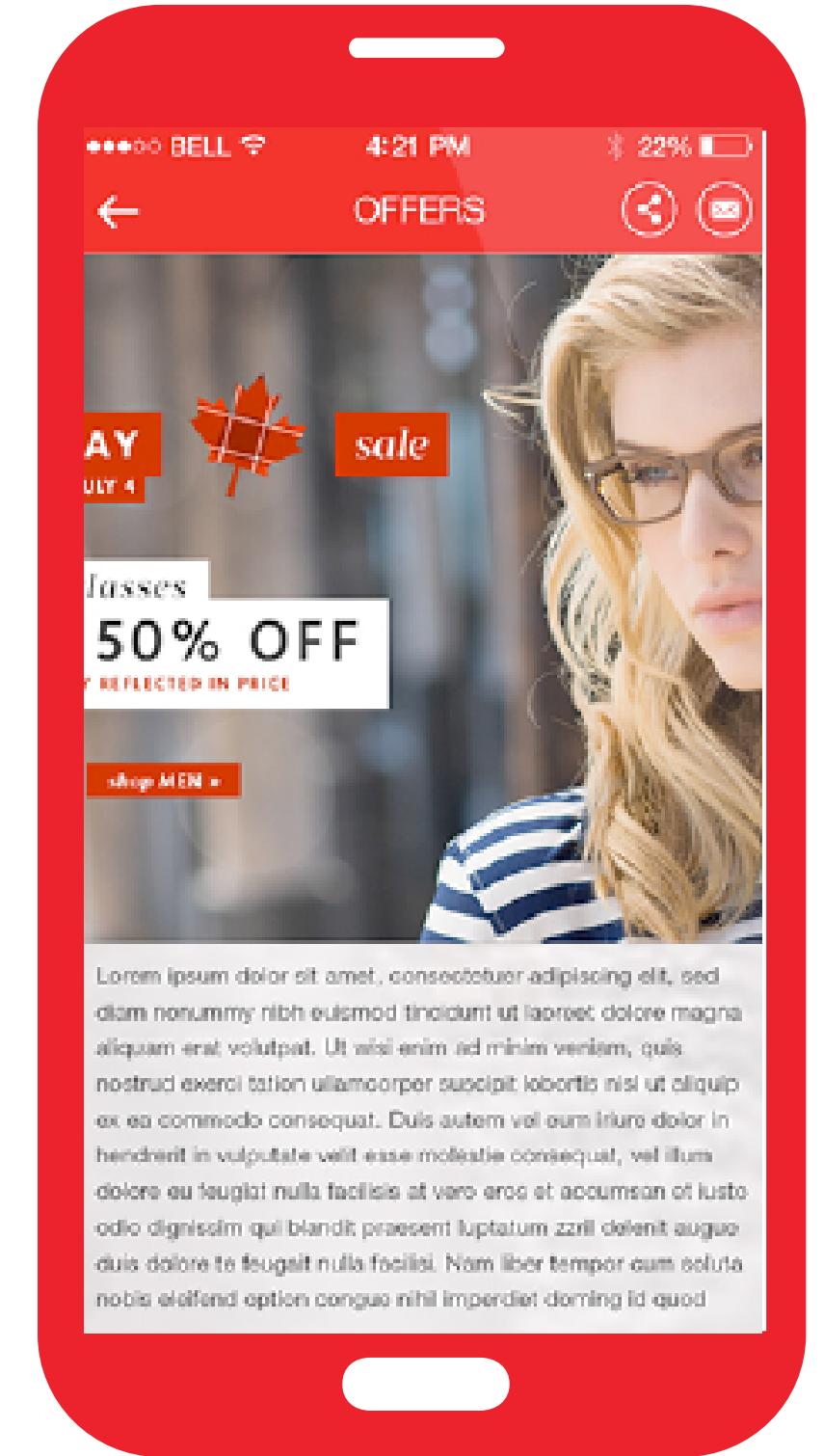
Special Offers

This section serves as an in app offer portal where Brands are able to provide exclusive offers, discounts and even specials event invitations to OriginalBuy users

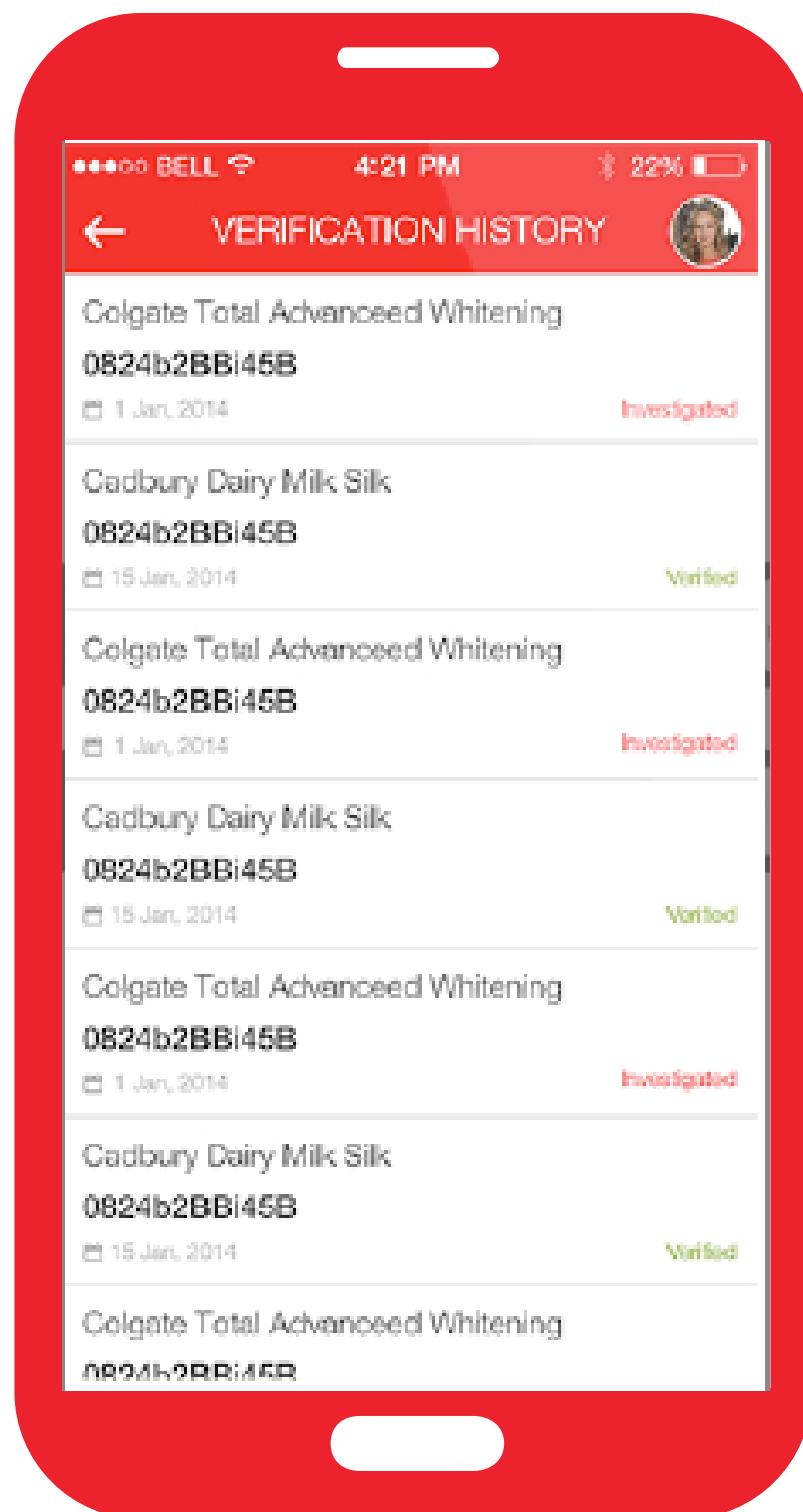


Claiming Offer

As a consumer chooses an offer they are provided the ability to share the offer on their social handles (encouraging peer branding initiatives), email the offer for future redemption or click to directly redeem through our channel partners.



Mobile Application Walkthrough



Verification History

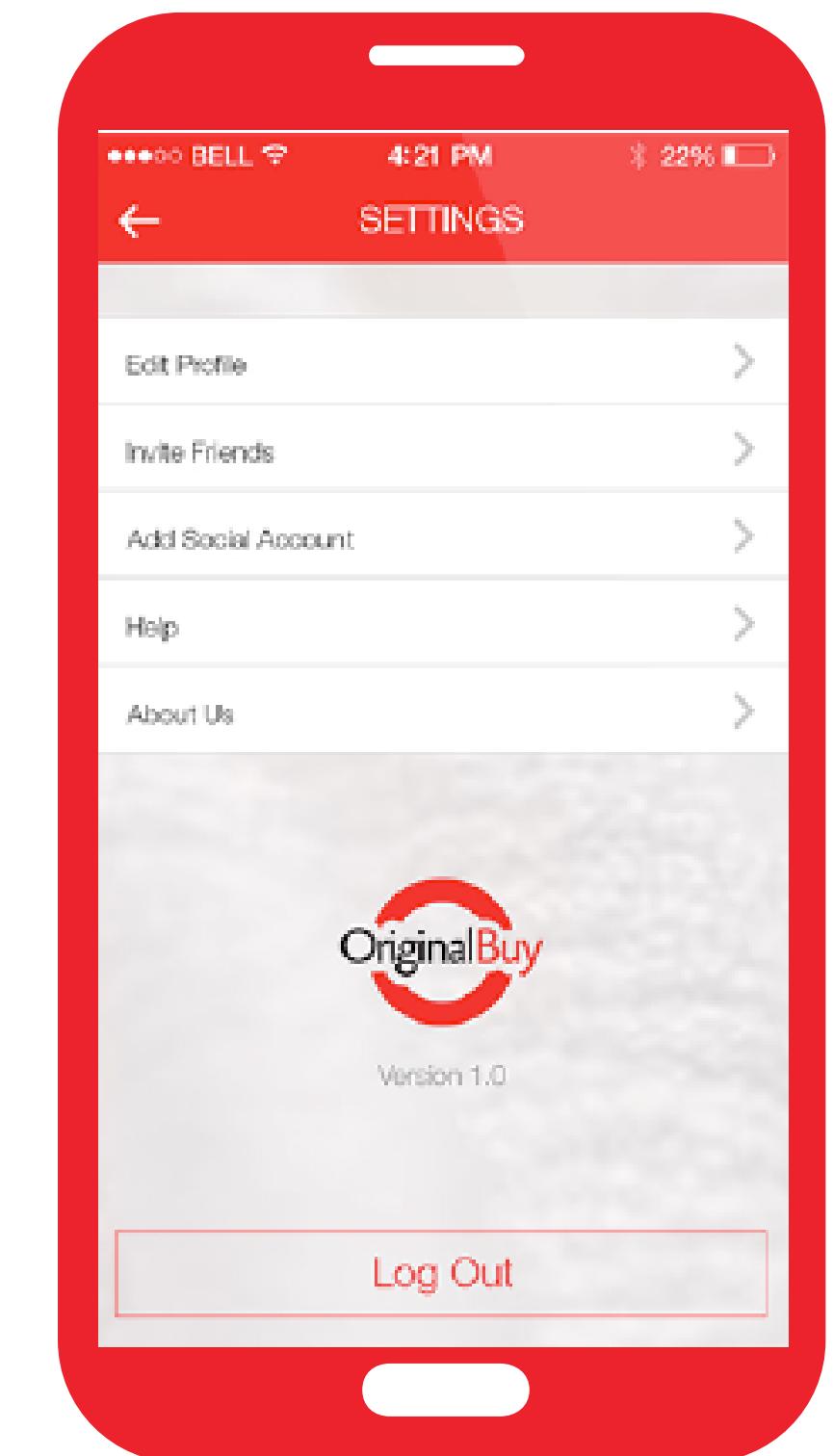
This section provides the Consumers history of verifications. Those that are verified and those that are under investigation.

This section also serves a receipt centre in which proof of purchase and warranty can be monitored for the Brand and Consumer.



Settings

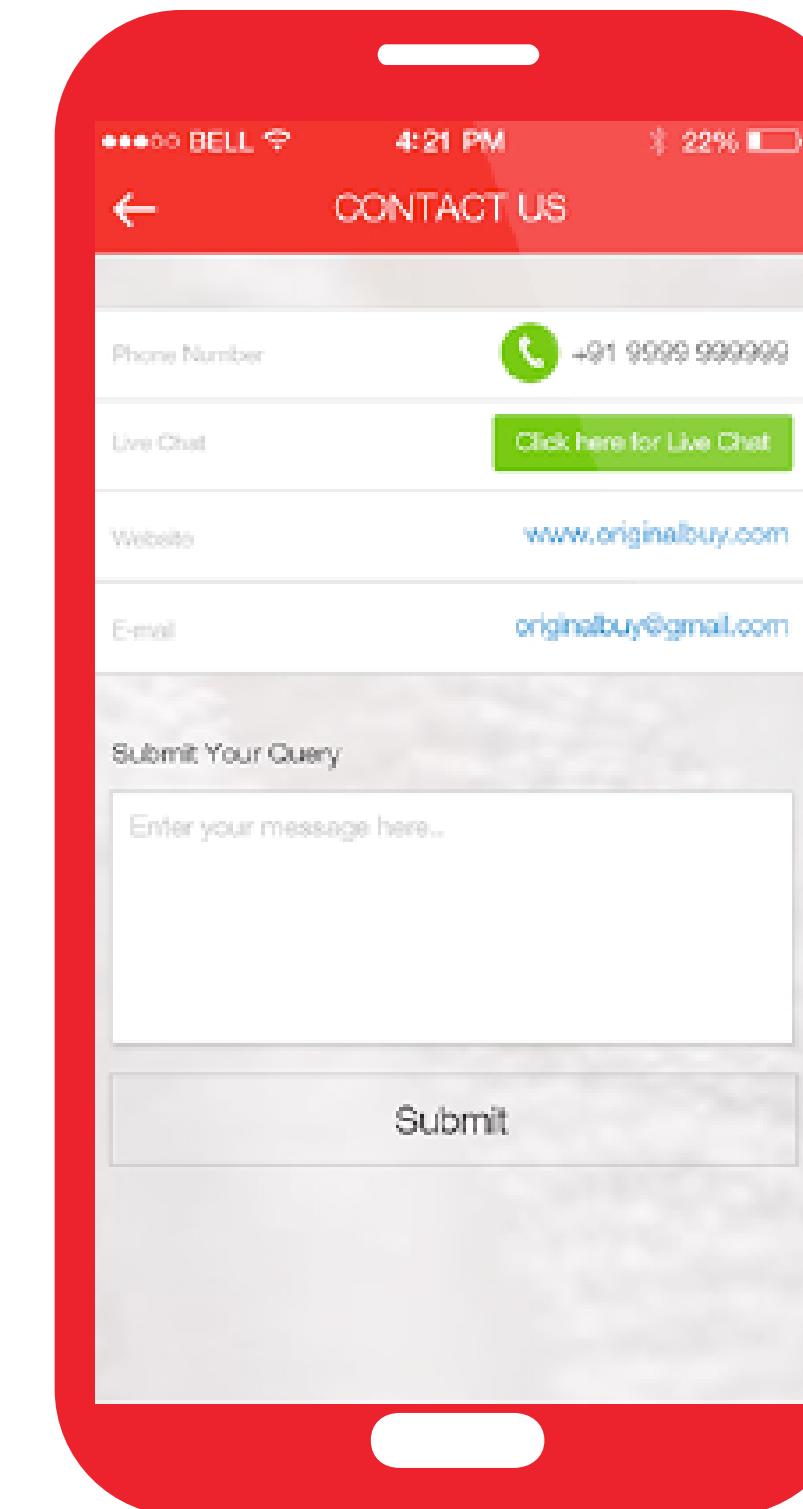
This section provides all the basic functions; Edit Profile, Find Friends (through Facebook), add social handles (Facebook, Twitter, etc) Contact and About Section



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Mobile Application Walkthrough



Contact Us

OriginalBuy believes in complete customer satisfaction which is why we have numerous ways of getting in touch 24 hours a day, 7 days a week, 365 days a year.

24 hour calling, Live in app chat, Email, and Query Submission.

Realtime Dashboard Analytics



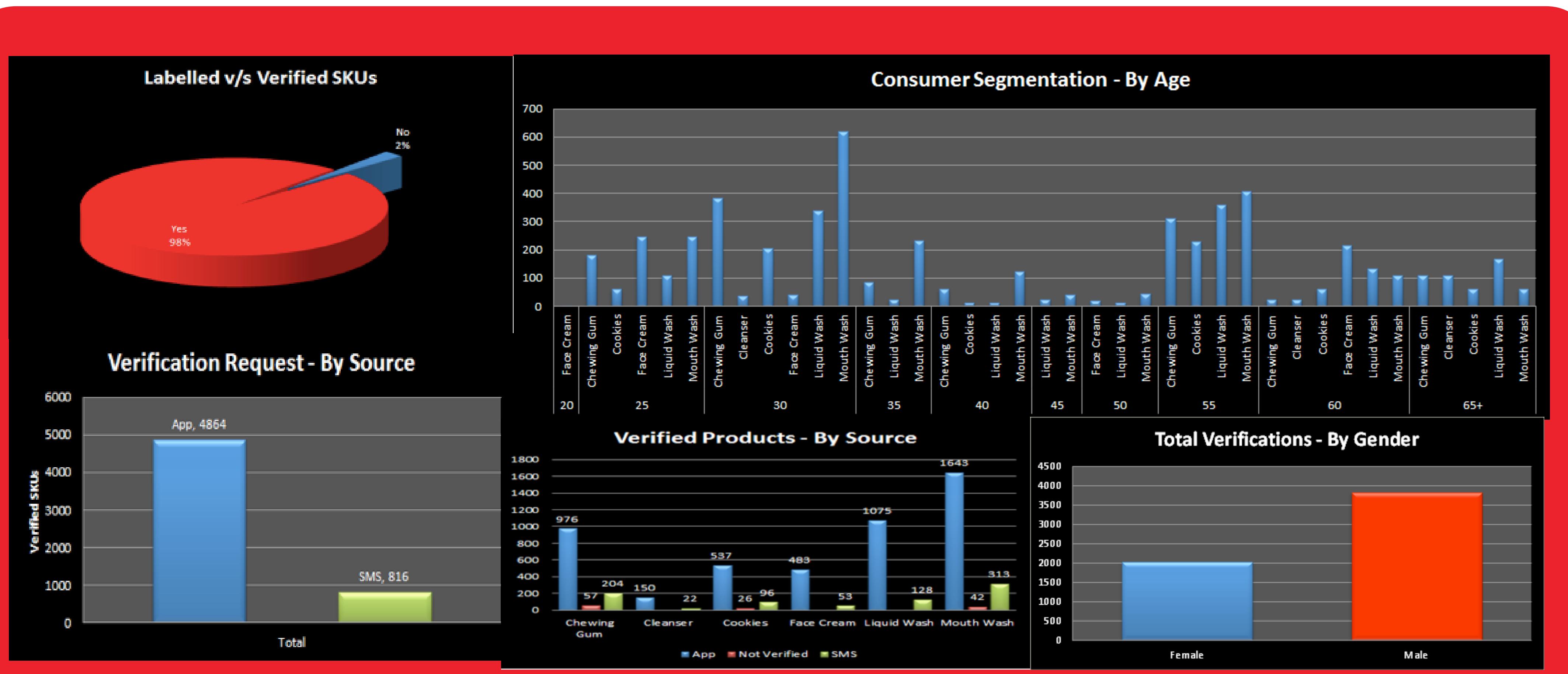
Realtime Dashboard Introduction

The OriginalBuy Consumer Awareness Program provides Brands with their own data analytics in realtime for each user verification. This platform is the first of its kind providing the brand with direct access to its actual consumer information. This platform will provide details such as;

- ✓ Consumer Info: Total Registered users, age, gender, location, phone number, email and home address
- ✓ Sales: Total Purchased versus total labelled by location
- ✓ Genuine verification versus investigative admissions by source by location
- ✓ Brand Visibility: by age, gender and location
- ✓ Brand Loyalty: by reporting repeat usage

Realtime Dashboard Analytics

Dashboard Analytic Example



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The Marketing Details



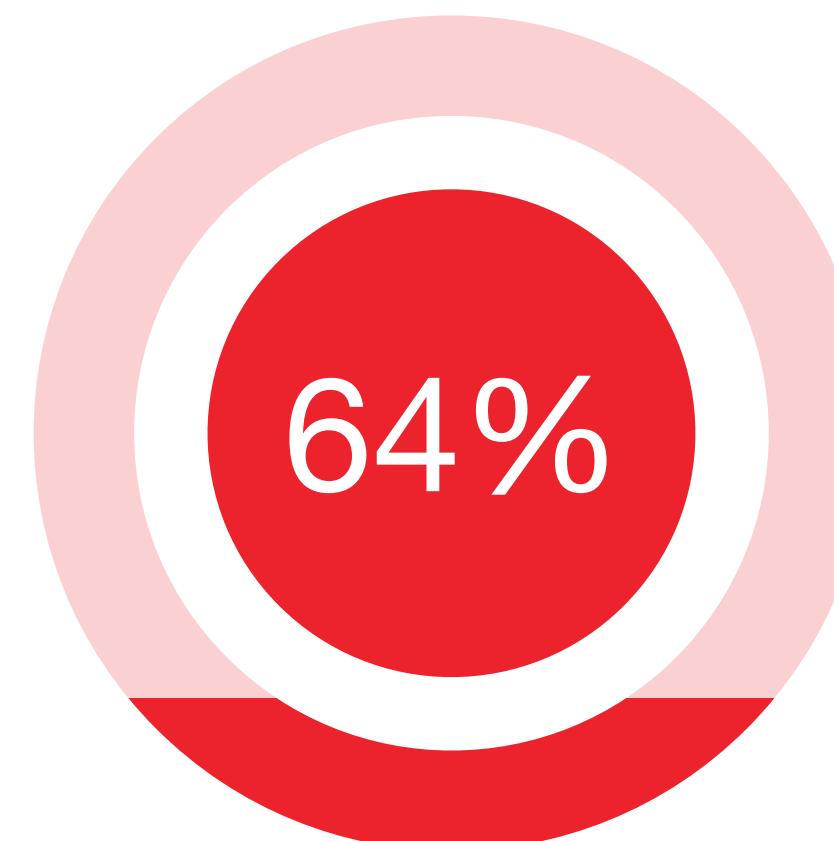
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The Shift to Mobile Marketing in Numbers

<http://blog.digitalinsights.in/mobile-marketing-stats-2015/05270887.html>

Smartphone's have become such an important part of everyday life. Now before sleeping we check our phones and the first thing we do when we wake up is check for any updates we received in the night.

Now you cannot consider mobile as a separate plan in your strategy, in fact now it plays a very large part in your marketing efforts.



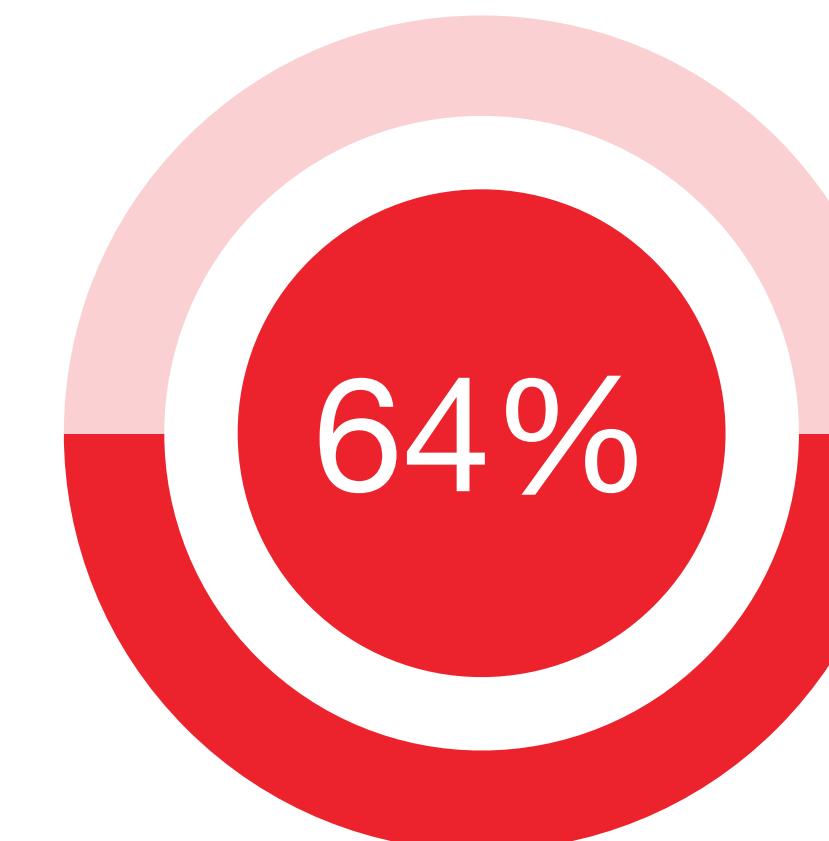
Mobile Subscription Rate

64% of consumers, who have subscribed to mobile messages, have said brand messages have induced purchases.



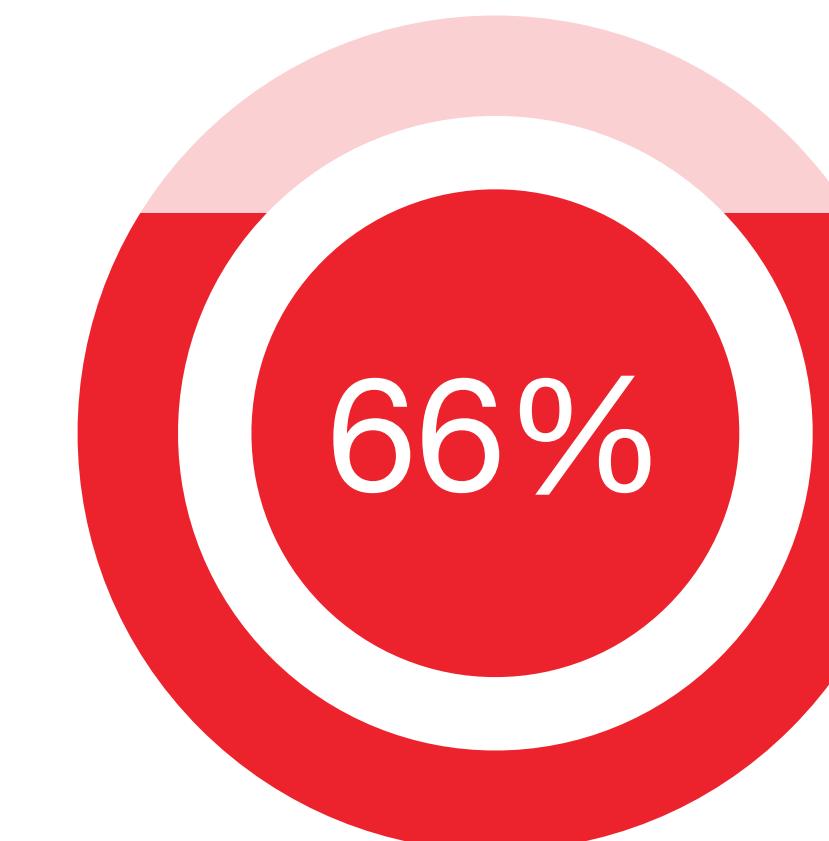
Internet Consumption

60% of global mobile users, browse the internet primarily only from their Smartphone's or tablets. The average media consumption of a person is 7 hours, out of which they spend more than 1.8 hours on their mobile phones



Direct Message

64% of customers feel that brands must even connect with them through SMS/Text. They are clearly not hesitant to share personal information!



Trigger Effect

66% of consumers indicated that pricing based offers have triggered they purchase on mobile phones

Get The Chance

An opportunity for consumers to win exciting prizes in an array of price ranges using Get the Chance lottery System.



The Redemption

The coupon can be used to buy products in the coupon's amount range from the plethora of products our store offers.

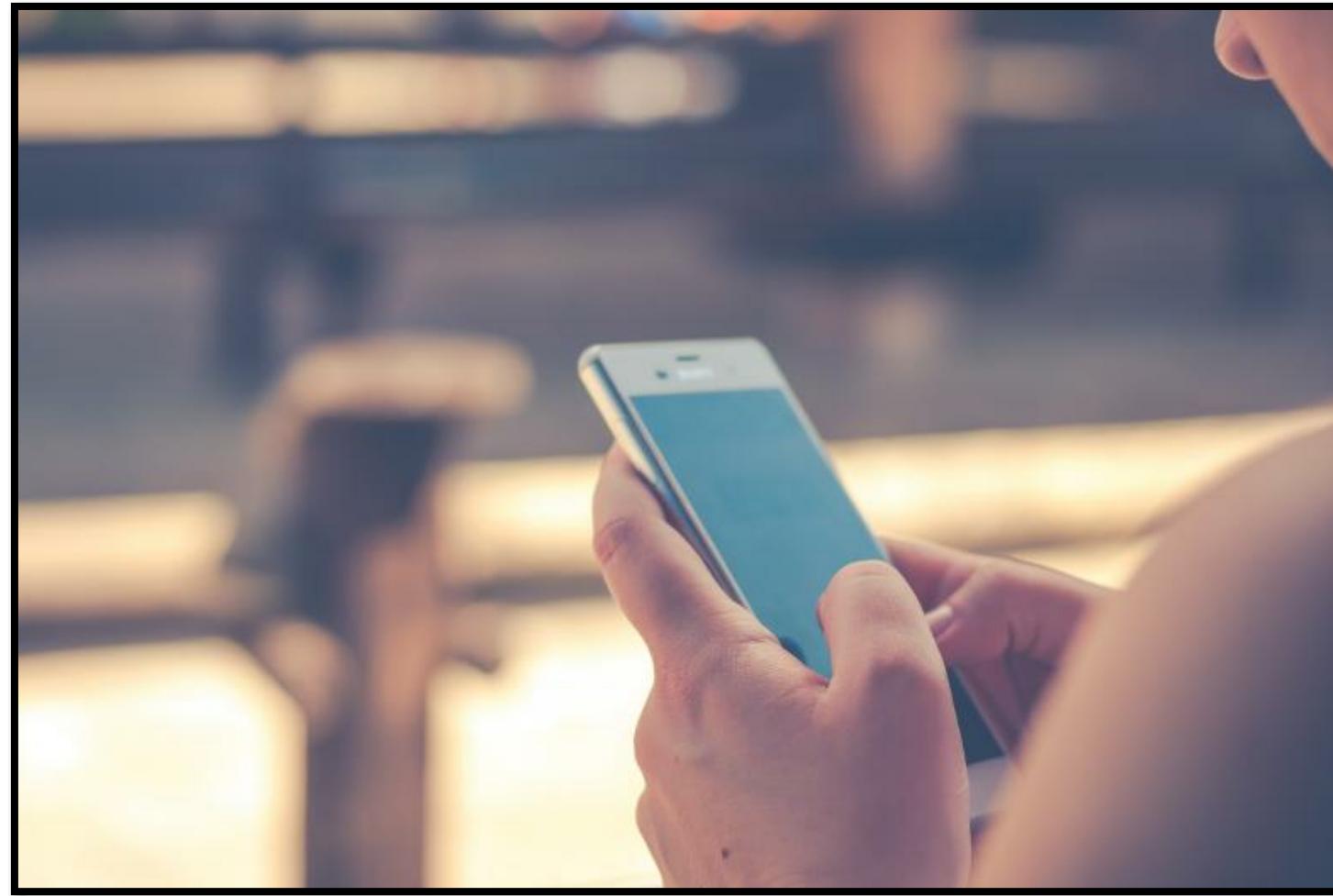


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Opportunity For First Time App Users



Login

First time users download the OriginalBuy application.

* Source: Harvard University Report <http://michiganjb.org/issues/1/article4.pdf>

1 to 100 USD in Wallet

Users receive money in their OriginalBuy Wallet.

*My Wallet is full
of money !
Thanks SVC!*



LawAttractionPlus.com



Eligible for Get the Chance

Users can now use the lottery system and buy products from our online store.



www.OriginalBuy.com

The Top Four

OriginalBuy provides the option of comparing prizes of various products matching the requirements of the user within different portals and presents the top four results to the user.

Shopping Portals



Work in Process

User



2. OriginalBuy compares the prizes and other parameters on other portals for the same product

1. Looks for a product

3. Presents top four results to the user

4. User Buys the product of her choice and receives cashback ranging from 10% to 100% in the form of OriginalBuy coupons which can be redeemed on the OriginalBuy portal.



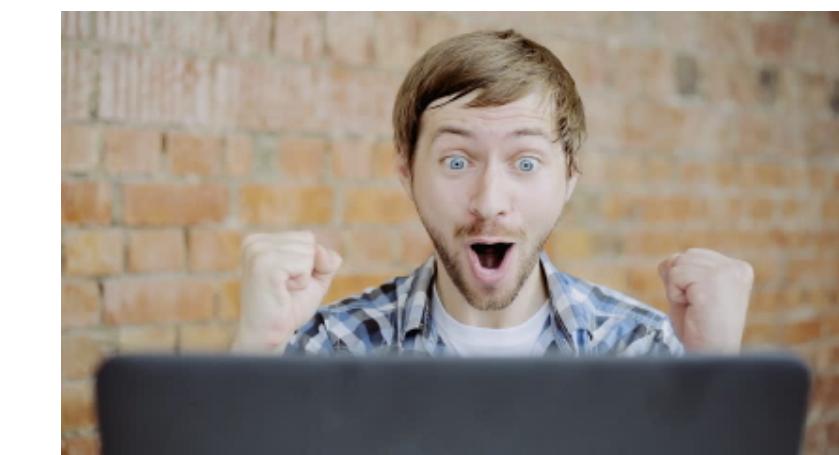
OriginalBuy Allows Transaction In Cryptocurrency



Users as Potential Sellers

An opportunity for users to work with us and sell our products and win OriginalBuy benefits in return.

How it works



User

Receives cash equal to 2 laptops that can be redeemed on our portal.

Sells 10 laptops



Invitation For Stock Clearance

OriginalBuy invites companies to sell their stocks for clearance and provides a win-win scenario that benefits the wholesalers, the consumers, and OriginalBuy as well.

Companies



Flow of Operation

Sells product

50% to 80% discount



Sells product

10% to 50% discount
+
10% to 20% redemption .

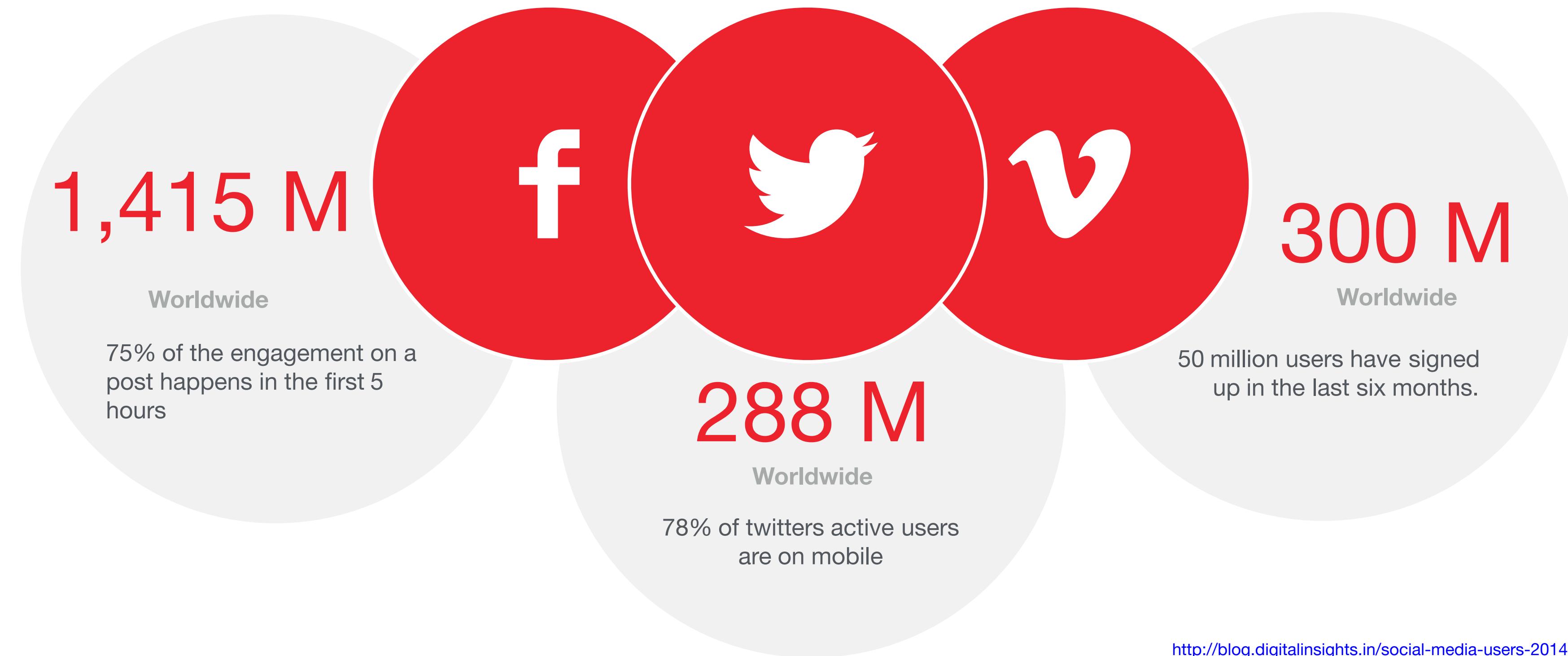
User



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Social Initiative Potential Reach

The advantage to our social marketing strategy is that due to the fact that we have detailed information regarding each user and region we are able to not only tailor our posts to the engaged community. We provide access to the Brand to help target their social media marketing initiatives.



<http://blog.digitalinsights.in/social-media-users-2014-stats-numbers/05205287.html>

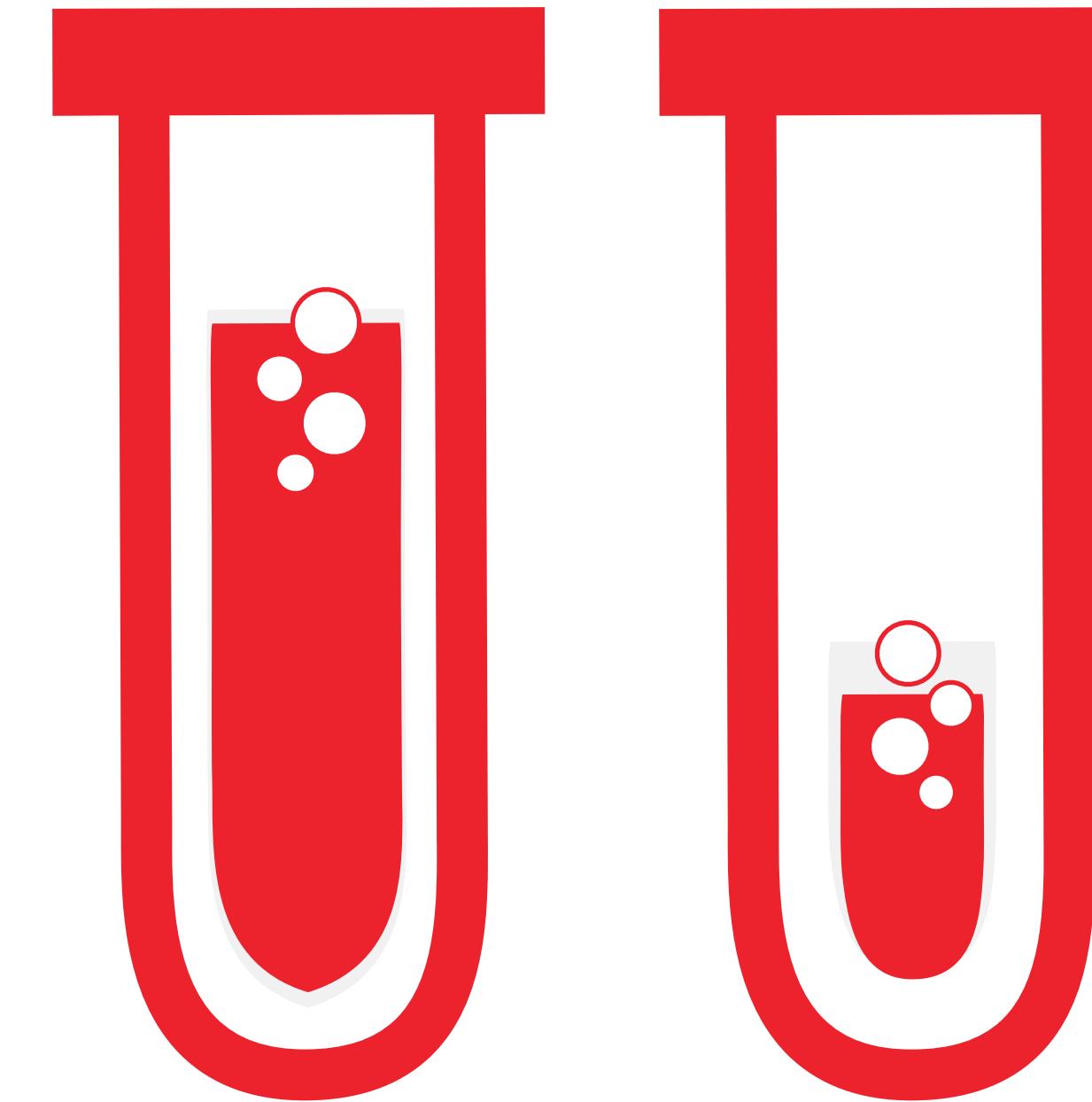
The 80/20 Method

Brand Allocation of Funds

80% - Traditional Methods

Keep this for your ongoing traditional marketing methods such as Print, Radio, Television and other consumer retention programs.

OriginalBuy will work with your team to promote our program within these methods as a social awareness initiative.



RISK FREE

The process of allocation for the OriginalBuy program is simple.

Redirect 20% of your existing marketing budget to OriginalBuy. Redirect from methods with minimal ROI calculation to a direct marketing initiative with precise ROI reporting

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With Gratitude
SVC International LLC

Team OriginalBuy



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