

# The Next Paradigm in Retail AI

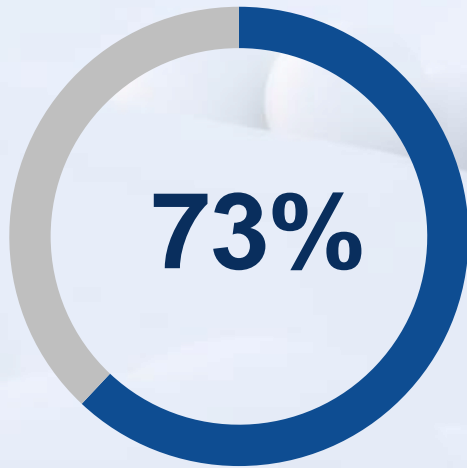
## Pipli Corporate Profile

Nov 2022

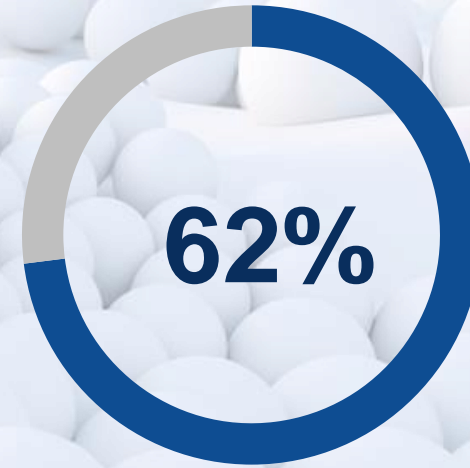
Brick & mortar SME and MSME retailers are facing existential threat – reducing market shares despite high sector growth



Reversing this trend to increase consumption and revenue at retail points can only be done by hyper-personalization based on customer requirements



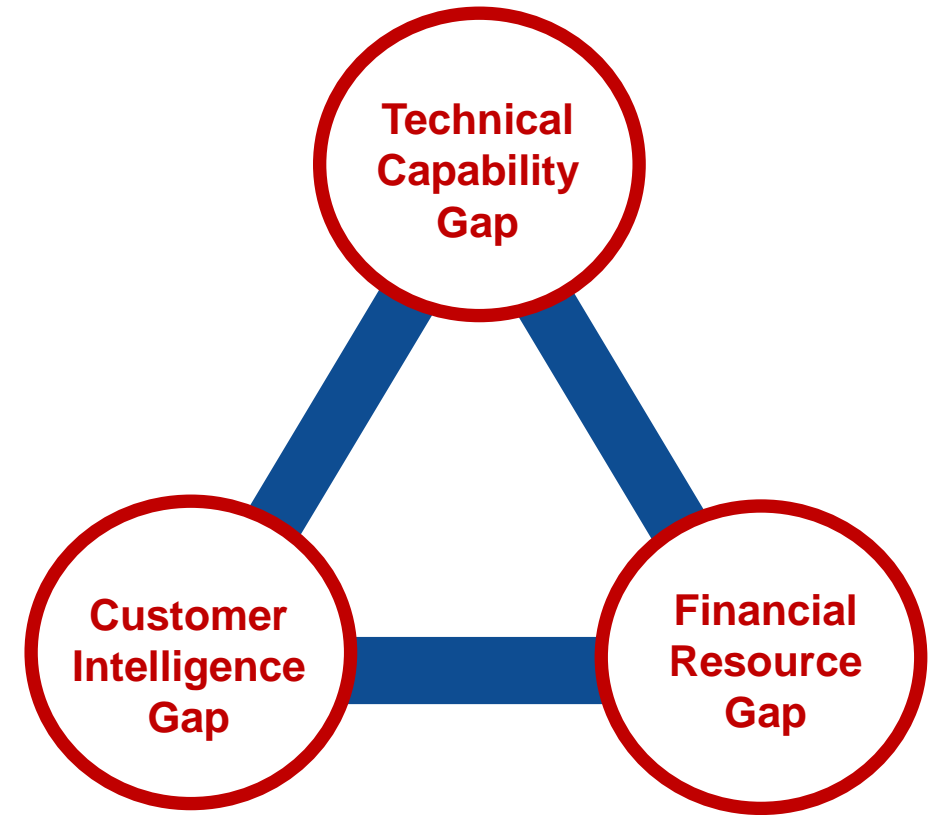
*of customers want personalised engagement*



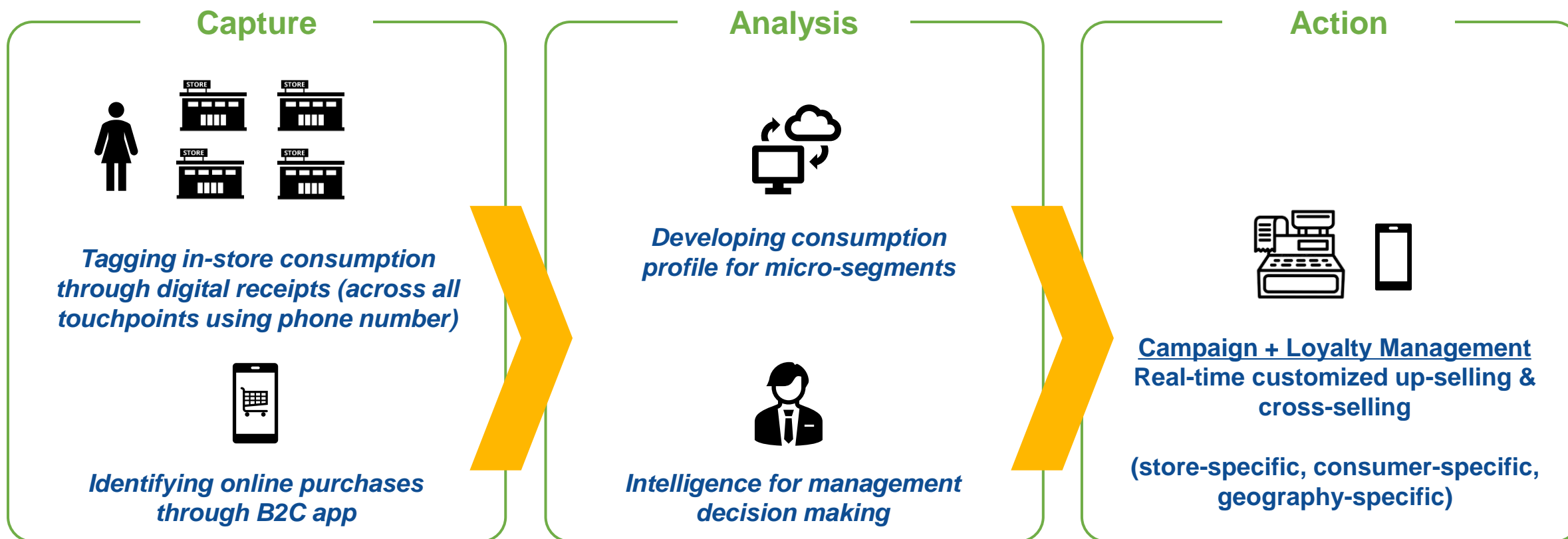
*of customers want retailers to anticipate their needs*

## Why aren't SME retailers able to achieve this?

*There are significant challenges in terms of knowhow and financial resources to implement reliable systems for customer engagement*



## How can Pipli help? Leveraging our retail customer engagement platform Leira



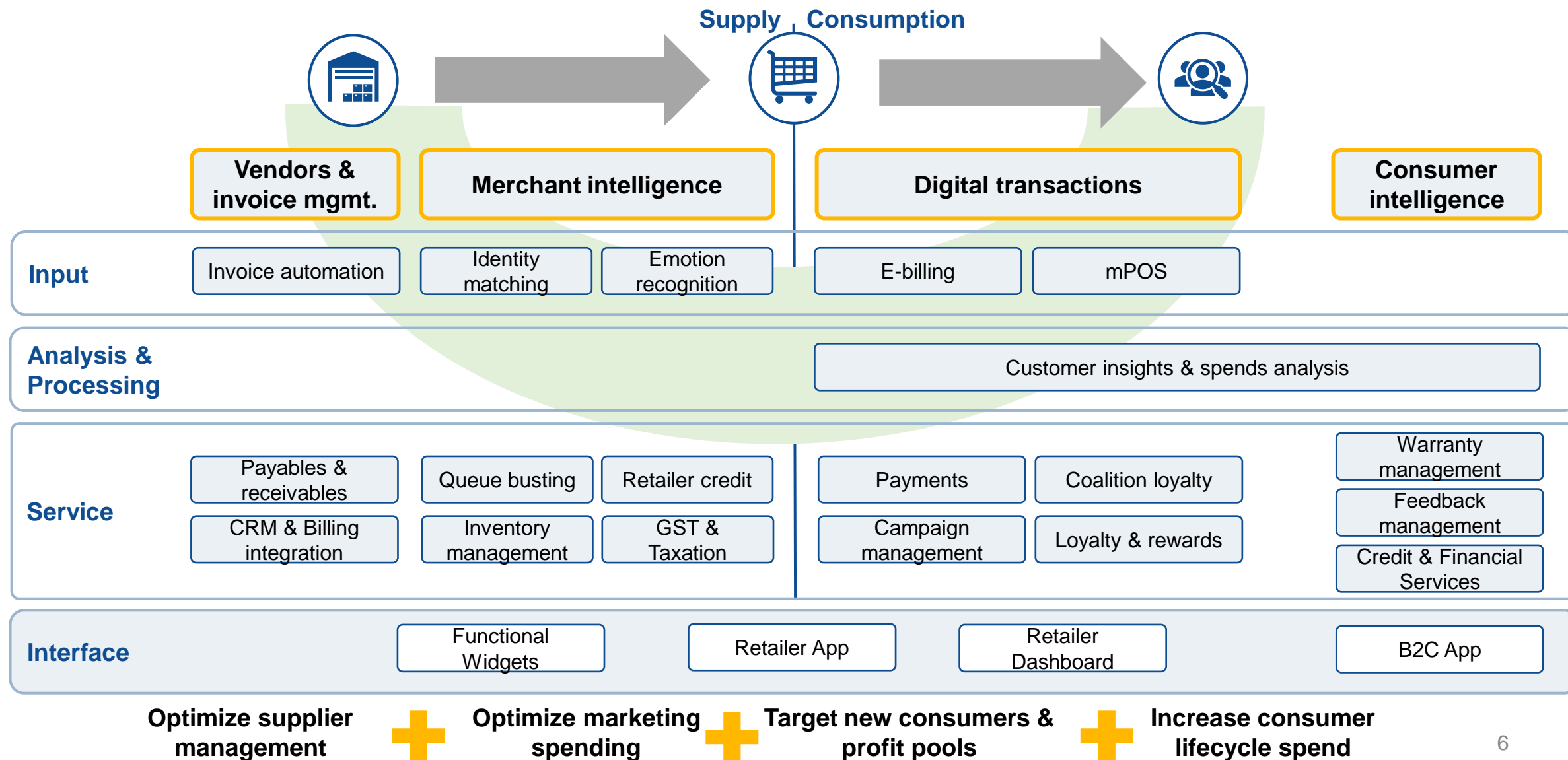
✓ SaaS, Cloud Based

✓ No CAPEX / replacement

✓ Real time installation & onboarding

✓ Eco Friendly Solution

# Our B2B2C SaaS Platform Leira 2.0 – *Enabling Retailers for Paradigm Shift*



Learn more about us...

Please refer to video: [Pipli proposition](#)



hello@pipli.ai





Who are we



We are a company that offers platforms, products and solutions leveraging AI, Machine Learning and evolving technology frameworks aimed at augmenting human efforts for companies or individuals.

We aspire to do this by leveraging deep industry experience in end-to-end product life cycle and in our client engagement model.



## Co-founders...



**Avijit Nanda**

25+ years experience in FinTech, Angel Investments and Financial Services

- Ex-CEO of Times of Money – a global payments business
- As a member of the founding team of Times of Money, oversaw strategic investments, business growth and IPO for the company
- FinTech industry pioneer
- Ex-HSBC & ICICI
- Passionate about mentoring new ventures, travelling and strumming RDB tunes on his 40 year old guitar
- TAPMI



**Tilak Pati**

15+ years experience in Management Consulting, Technology, Strategy and Growth

- Ex-Senior Manager at Arthur D. Little Middle East where he consulted a wide range of clients across the world – Europe, Africa, Middle East and South East Asia
- Strong experience in managing growth for emerging market companies
- Ex-IBM
- Gamer, Reader & loves spending time with his baby girl
- Computer Science from BITS, Pilani and MBA from IIM Bangalore

## Team with unmatched implementation capabilities (30+ and counting)



### **Dr. Santosh Mohanty**

35+ years experience, ex-TCS, DRDO

Santosh used to head the Components Engineering Group and was also the Chief Architect for TCS Data Analysis Group. He also used to head IP management globally for the company. He has been a member at World Economic Forum Technology Group and CII India



### **Debasis Sahoo**

22+ years experience, ex-Shoppers Stop, Uninor, Dalmia

Debasis is a highly experienced marketing and loyalty professional. He has designed, setup and implemented customer rewards and loyalty programs across multiple B2B and B2C brands including Tanishq, TVS, Shoppers Stop, MobileStore, Dalmia cement & Muthoot Finance



### **Jyotish K. Ghosh**

30+ years experience, ex-IBM, Wipro, Sify, RCom

Jyotish has deep experience in technology product sales. He has led sales organizations for several geographies which has led him to develop relationships with clients across several sectors



### **Brahmabit Mahapatra**

4+ years experience, ex-TCS, Bookingjini

Brahmabit has been working for organizations even while he was studying engineering at NIT. In his previous companies, he acted as end-to-end technical architect for B2B and B2C products using Blockchain, Machine Learning, Cloud Computing and Artificial Intelligence

## Team with unmatched implementation capabilities (30+ and counting)



### **Gyanendra Singh**

20+ years experience, ex-Future Group

Gyan is an industry veteran in Retail technology having spent his entire career working on retail solutions – as a developer, architect and product manager. He has led projects in Future Group for billing system, campaigns, customer wallet, loyalty program and consumer apps



### **Samar Vijay P.**

20+ years experience, ex-Zaggle, Times of Money, ICICI

Samar is an investment banker who has served as CFO across many companies and startups – both in India and internationally. He has actively raised funds and also evaluated fundraising activities. He has significant exposure in developing products on expense management and digital payment solutions

## Supported by Senior Advisors



**Srinivas Baratam**

25+ years experience in Tech VC, PE, Investment Banking and fundraising

<https://www.linkedin.com/in/srinivasbaratam/>



**Aneish Kumar**

40+ years experience in banking, investments and technology as ex-MD Bank of New York, India

<https://www.linkedin.com/in/aneish-kumar-422426b6/>



**Ashok Patil**

25+ years experience as financial strategy and senior management professional globally

<https://www.linkedin.com/in/ashokpatil-eu/>



**Debi Mishra**

40 years experience in Technology – AI, ML, Cloud with more than 50 patents. Ex-Microsoft

<https://www.linkedin.com/in/debimishra/>



**Dilip Ratha**

Lead Economist at World Bank and Head of KNOMAD with 20 years global experience

<https://www.linkedin.com/in/dilipratha/>



**Thomas Kuruvilla**

25+ years of management consulting experience in GCC and Middle East

<https://www.linkedin.com/in/kuruvillathomas/>



**Gokul C Pati**

Ex-Secretary of Defense, Government of India with 35+ years of public policy experience

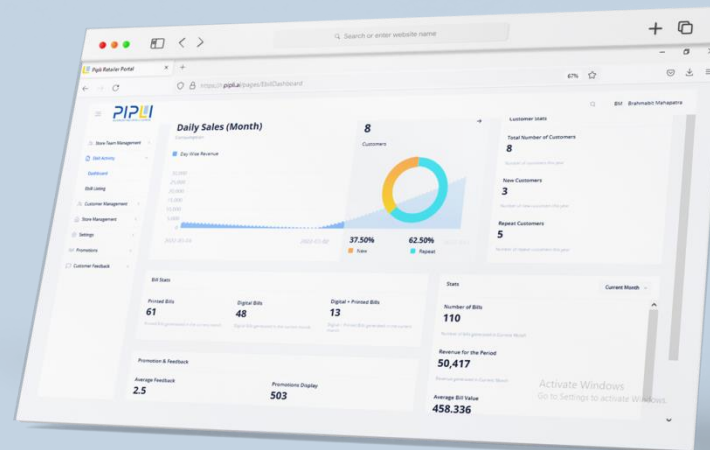
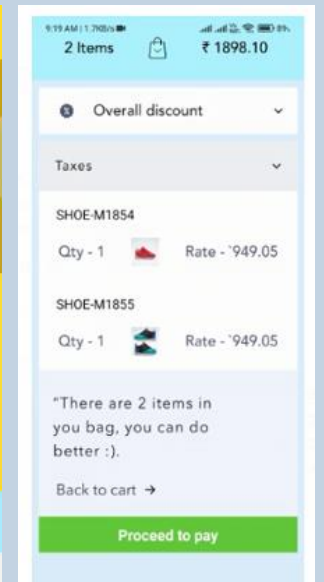
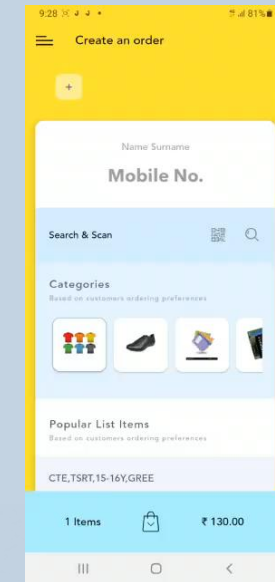
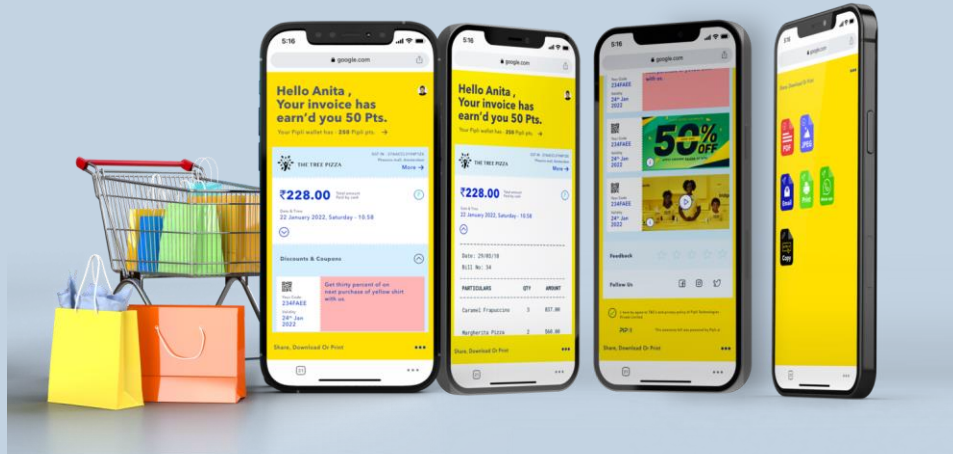
## Our Partners...

*From technology companies to incubation bodies to educational institutes*



Google Cloud Platform

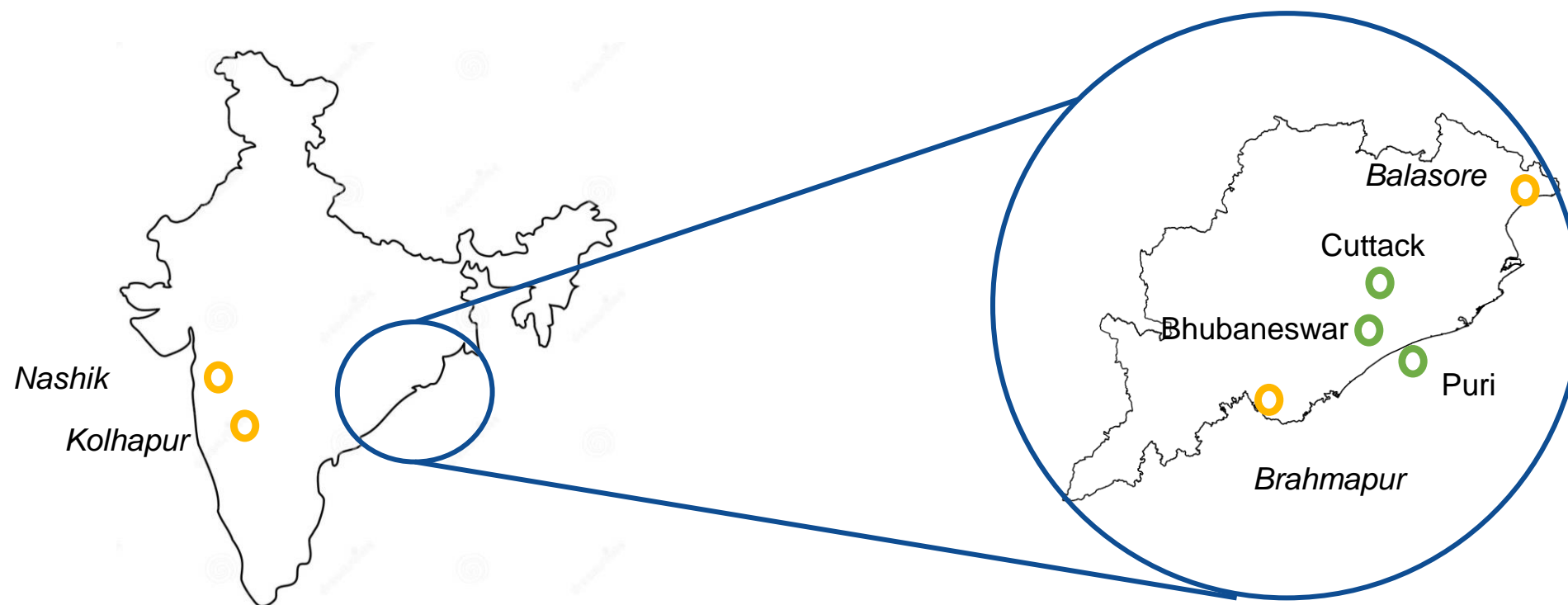
# Launched Features – *eBill, mPOS, Customer Engagement Framework, Retailer Dashboard*





# Product launch in Odisha (Phase 1 market expansion)

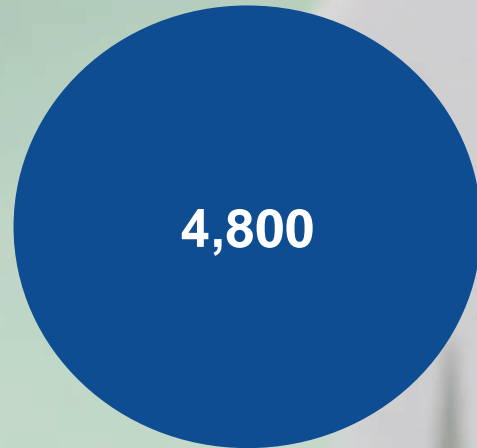
*Future footprint across Tier 2 and Tier 3 cities in Eastern & Western India*



Note: Product launch planned in cities in *italics*

# What have we achieved so far

*(till 23 November – 2022)*



Number of retailers  
onboarded



Number of transactions  
digitized



Number of unique customers for  
transactions



Number of trees saved due to  
sending ebill instead of printing

## Our competitive edge...



In summary, we strongly believe in ensuring long-term value

- **Winning team with unparalleled experience & proven track record – *sectoral, technical, execution***
- **AI driven approach to digitize & democratize data for ‘Bharat’ while contributing to a greener planet**
- **Business model centered around high volumes and multiple monetization options**



# Next Steps – *Exciting product features coming up...*



Note: Product features that are underlined are yet to be launched

# Thank you



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WEBSITE: [www.pipli.com](http://www.pipli.com)