

CROSS BORDER ECOMMERCE



Growth Roadmap

YEAR ON YEAR PROJECTIONS

cross
border
ecommerce

Current Traction

Metrics

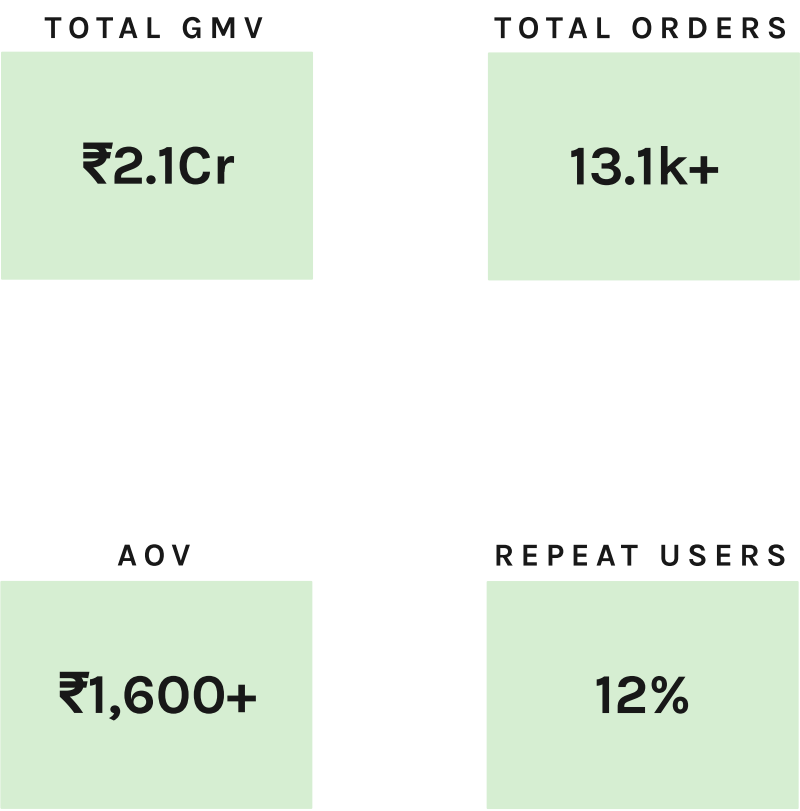
Tech Optimisation

YoY Projection

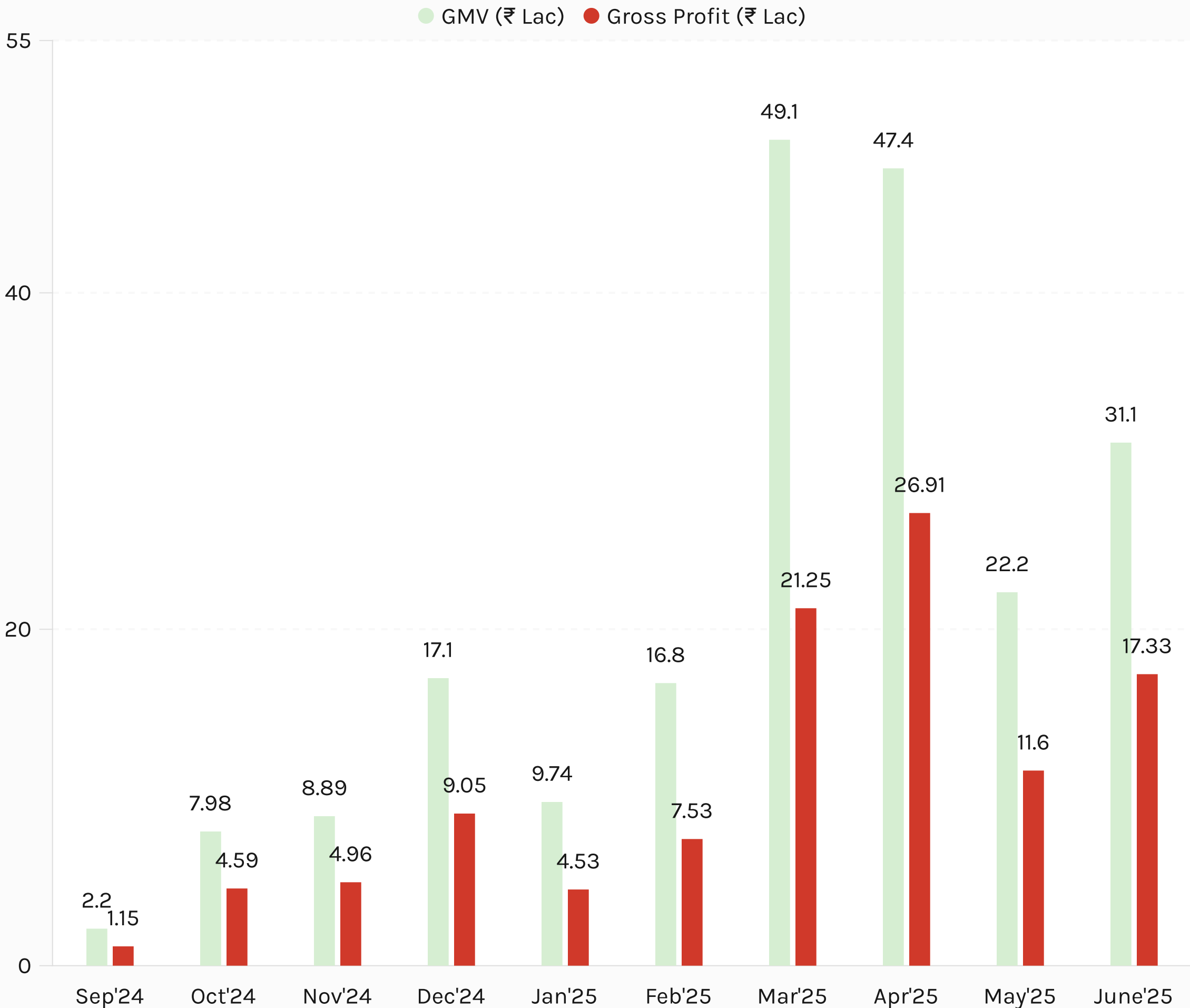
Milestones

SEP'24 - JUNE'25

Current Traction



GROSS PROFIT
51%



Current Traction

Metrics

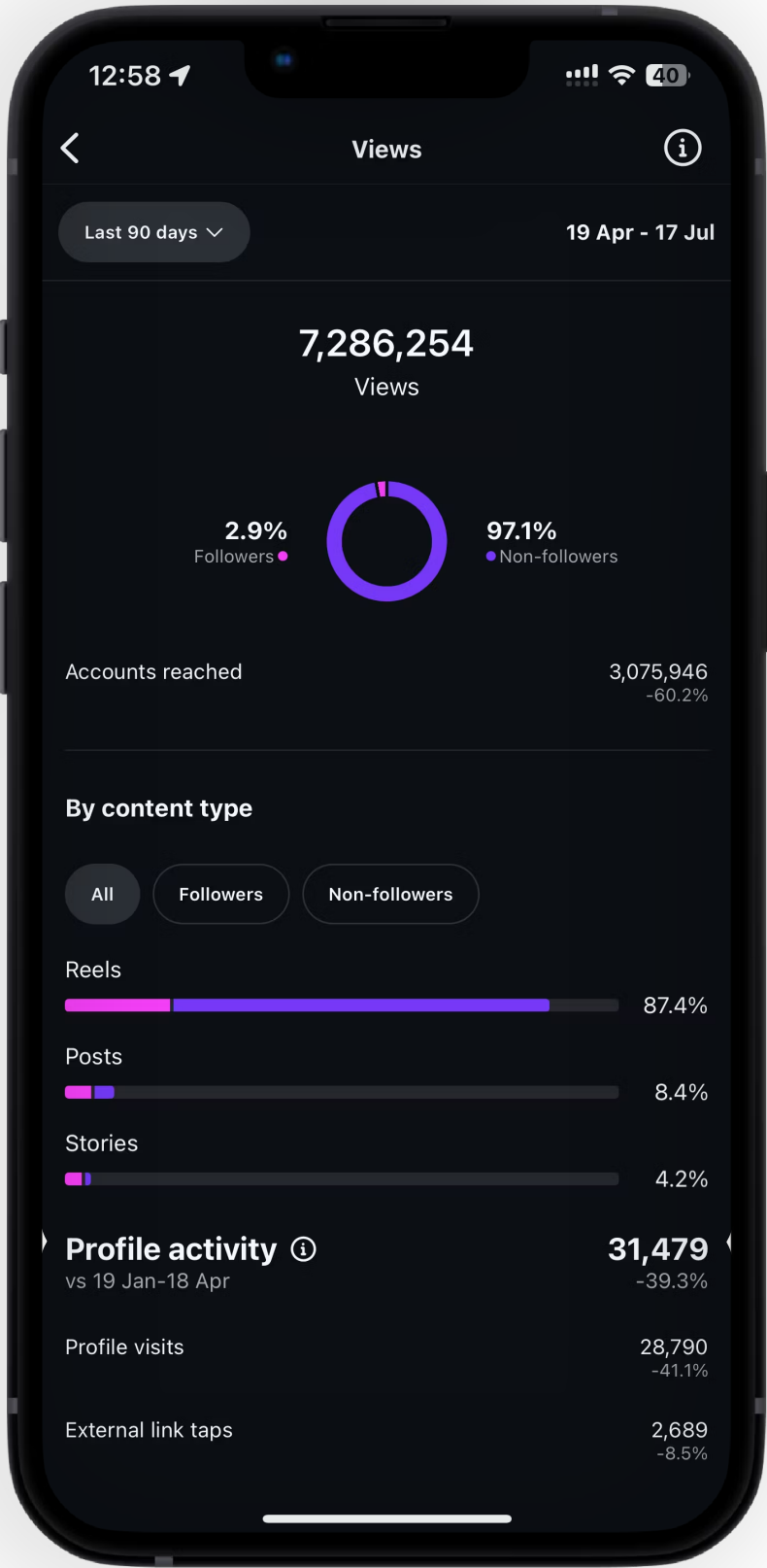
YoY Projection

Milestones

CURRENT PERFORMANCE

Metrics

Instagram Metrics



▲ 6%+

Click Through Rate
Validates Our Catalogue

Amazon/Flipkart ~2%

1.4%+

Conversion Ratio
(Will surpass 3% by Mar'26)

Amazon/Flipkart ~3-4%

▼ ₹200

CAC

Amazon/Flipkart ~₹1200-1500 ; Meesho ~₹400-₹700

Tech Optimisation

CURRENT & UPCOMING

Dec'24

 interakt

Fully Automated Whatsapp Flow

Mar'25

 GoKwik

 Shiprocket

Checkout Solution : Customer Order History / RTO Risk

Jan'25

 Microsoft

 Google

Analytics / Heatmaps / Recording of each user interaction

Jun'25

 wishlink

Partnered with 15,000+ Influencer network generating ₹1,000Cr+ GMV

UPCOMING
FEATURES



Same Day Delivery
in Delhi/NCR



Catalogue Integration



AI / ML Product Recommendation

AGENDA

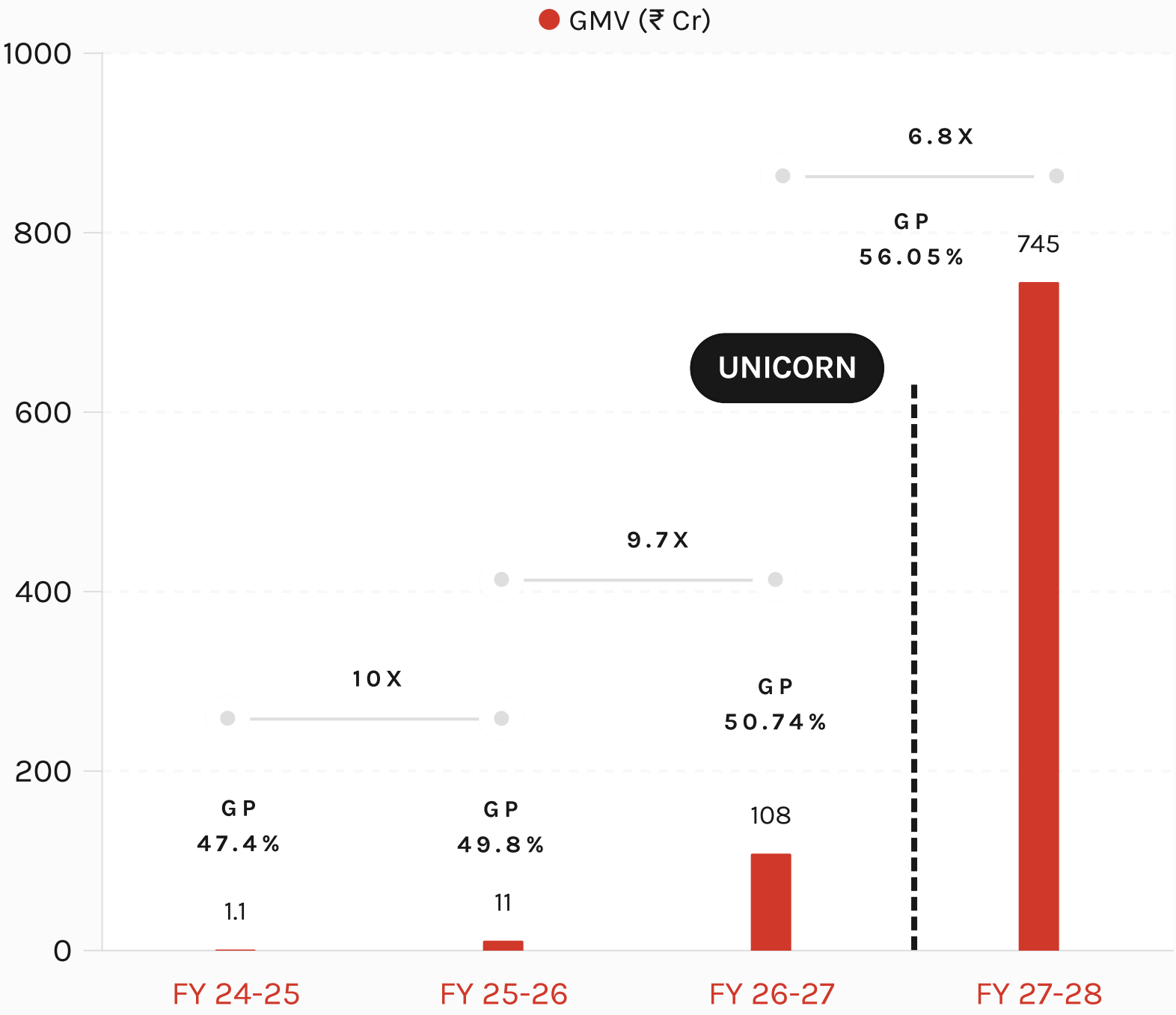
Current Traction
Metrics

YoY Projection

Milestones

YoY Growth

NEXT 3 YEAR PROJECTION



YoY increase



YoY Increase

TARGET

End of FY 27-28

₹850Cr+

Total GMV

7M+

Total Orders

10M+

Products Sold

40M+

Total Users

Current Traction
Metrics
YoY Projection
Milestones

Milestones

UNICORN

Product Launch
AI / ML Expansion

₹1.5Cr Monthly GMV
10k+ Orders / Month

B2B Scaling
(Seller & Tech)

CHINA Team Scaling
New CHINA Warehouse

Delhi Warehouse
Mumbai/Chennai Warehouse

₹10Cr+ Monthly GMV
75k+ Orders / Month

₹120Cr+ Monthly GMV
9L+ Orders / Month

40M+ Users

Sep'25

Jan'26

Jul'26 – Nov'26

Mar'27

Mar'28

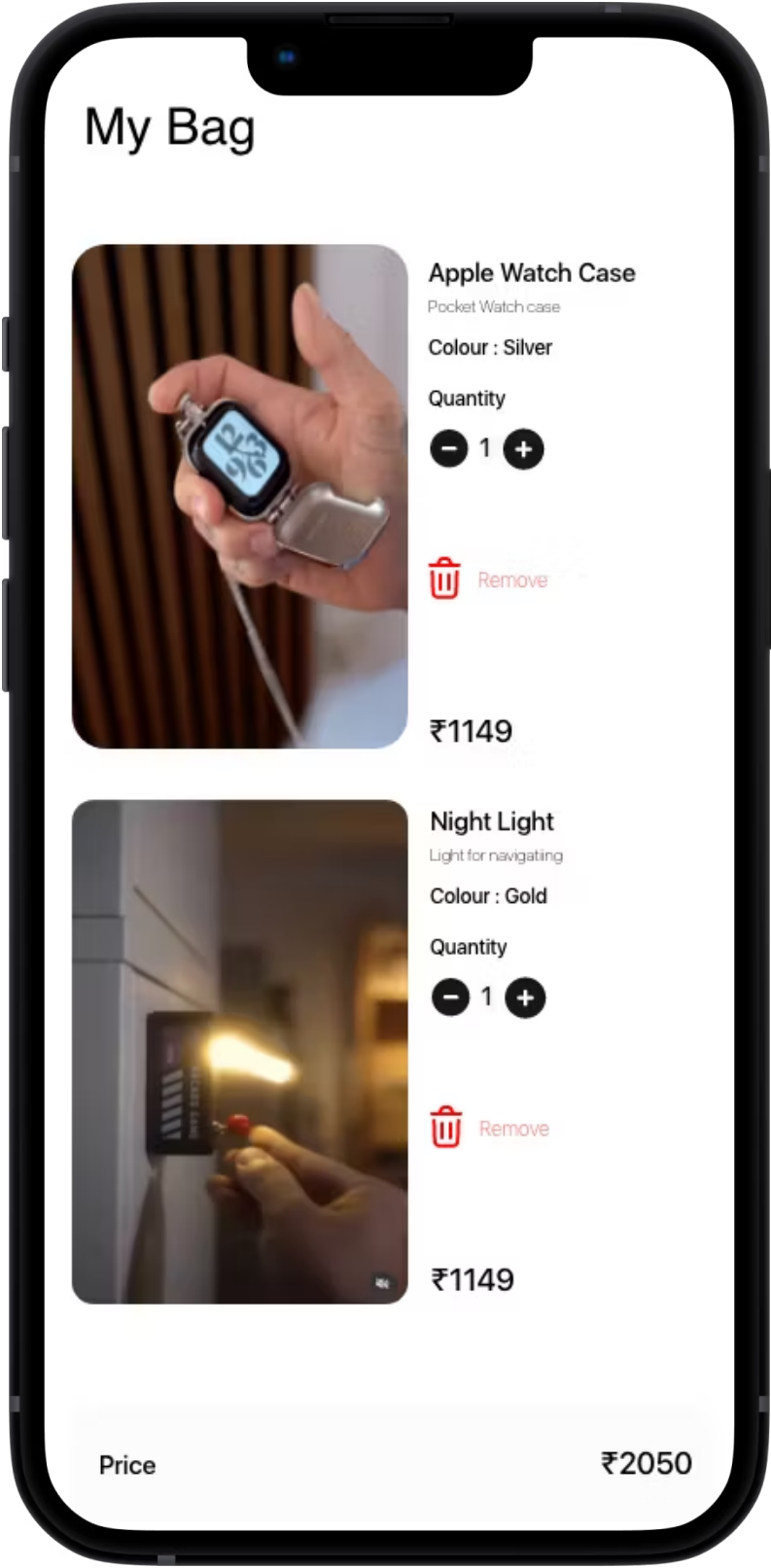
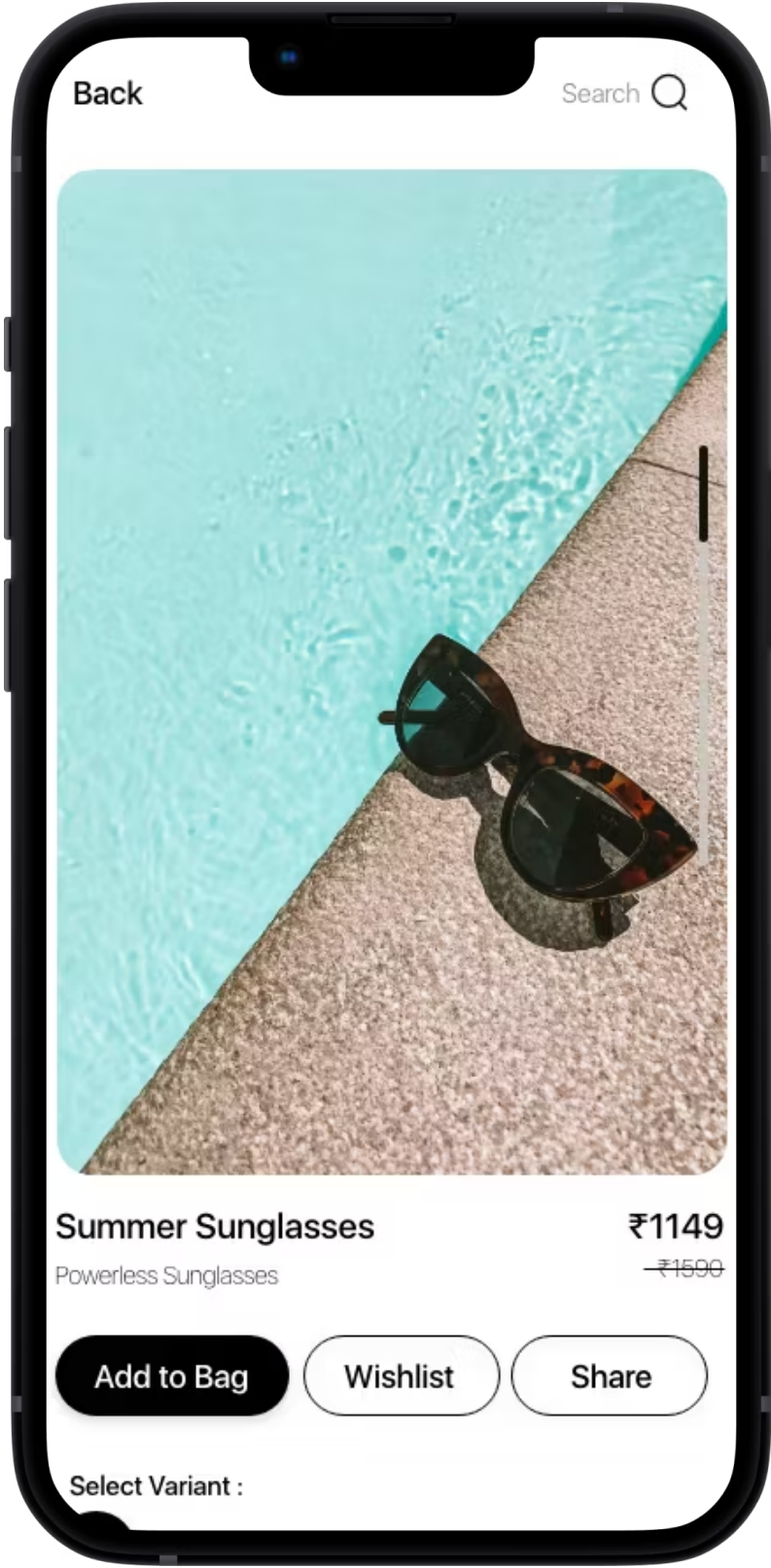
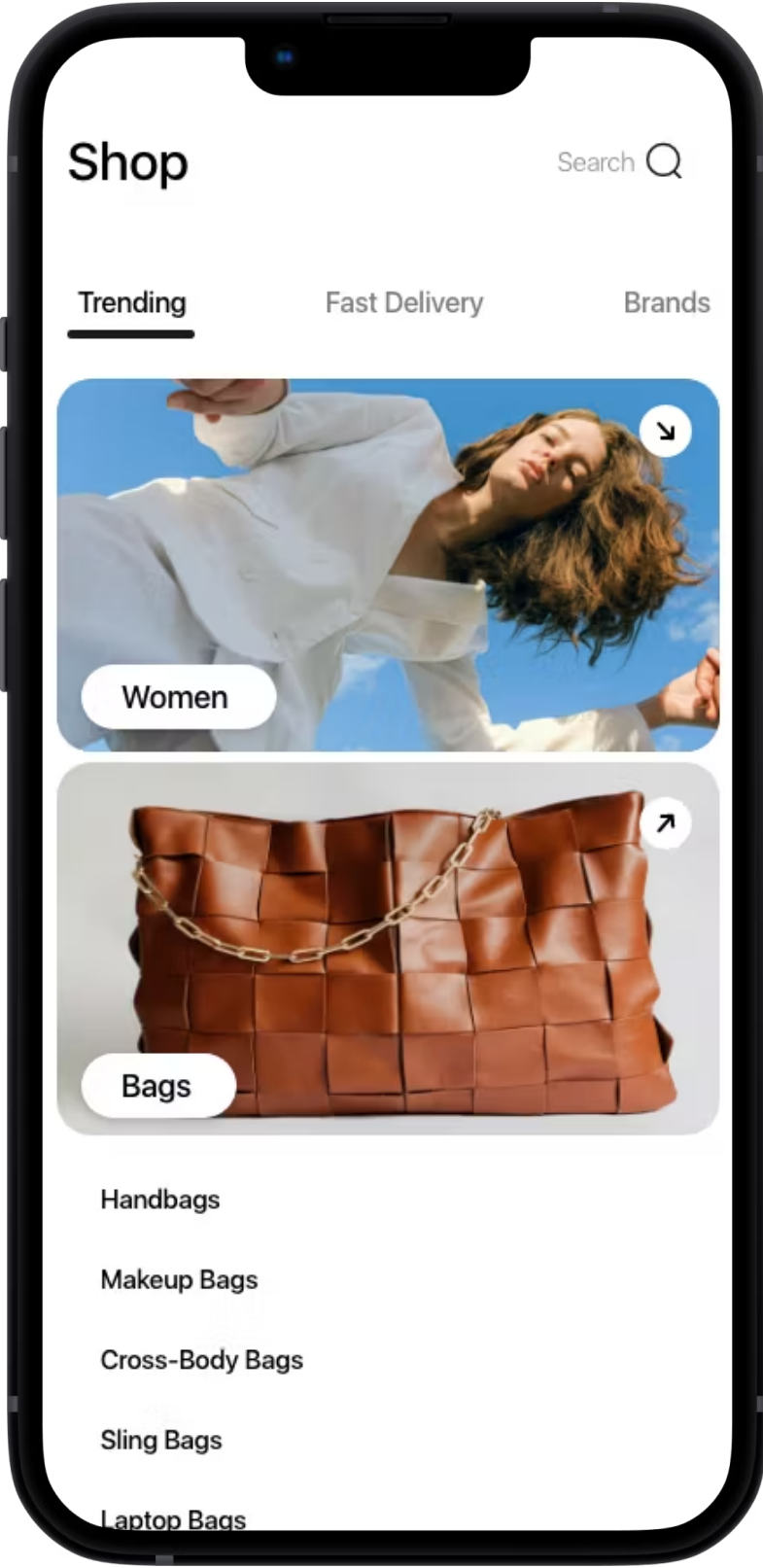
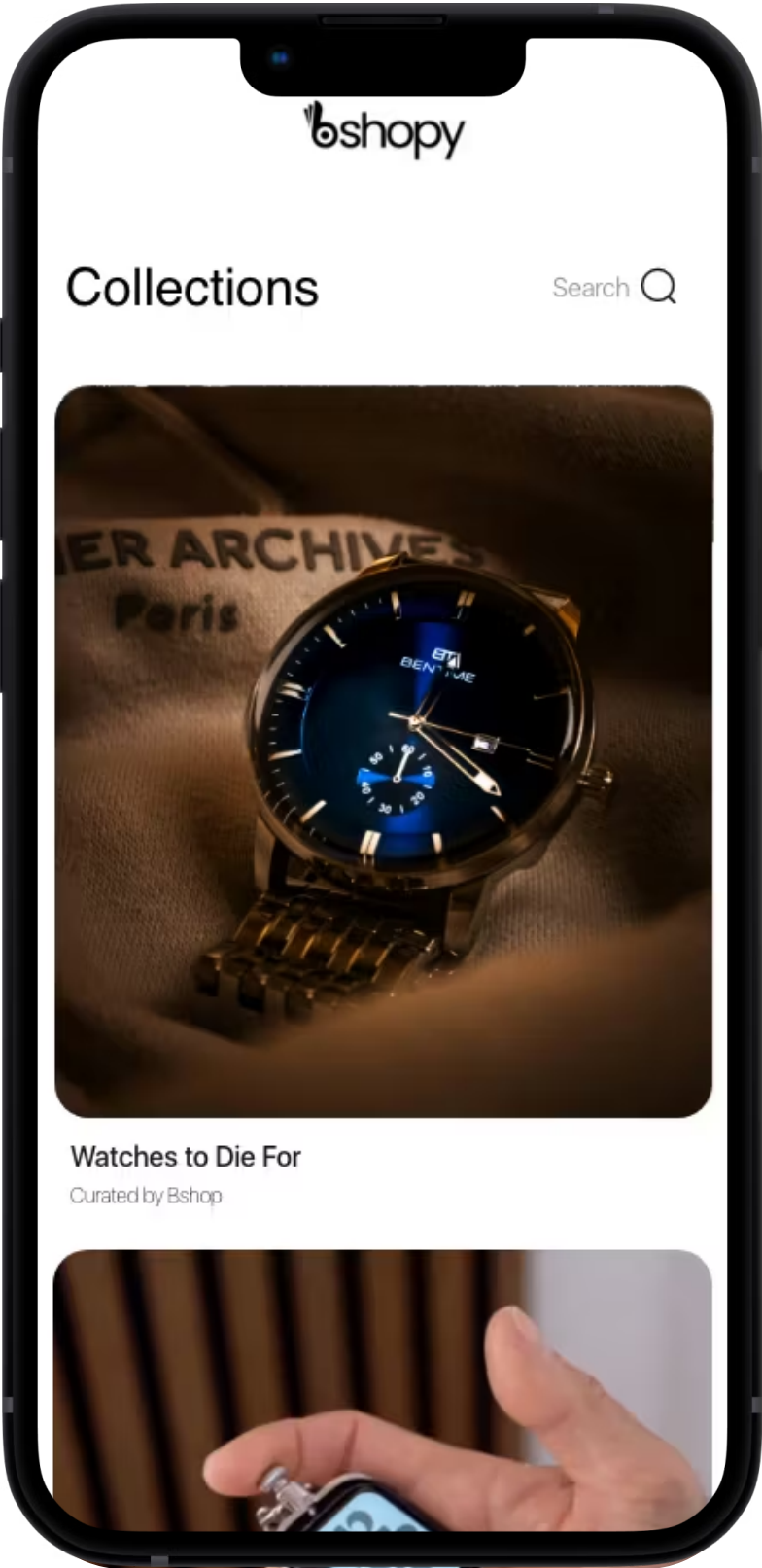
Product Development Kickoff

₹65L Monthly GMV
5k+ Orders / Month

₹20Cr+ Monthly GMV
1.4L+ Orders / Month

10M+ Users

Future App



CROSS BORDER ECOMMERCE



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