

## THE ASSISTED DIGITAL CONVENIENCE STORE



# VISION 2025

## E-COMMERCE STRATEGY

## NEXTGEN VAKRANGEE KENDRA – SCOPE OF SERVICES

*Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile Digital retail outlets to deliver real-time banking & Financial Services, ATM, Assisted e-commerce services , Insurance, e-governance, and logistics services to the unserved markets.*

*Vakrangee Kendra offers a broad spectrum of services across different sectors to offer a “One Stop Shop” solution for its customers*





## KEY BUSINESS ALLIANCES – STRONG REPUTED PARTNERS

### BANKING



Relationships beyond banking.

Other PSUs

### FINANCIAL SERVICES



### ATM



भारतीय रिज़र्व बैंक  
Reserve Bank of India  
India's Central Bank  
(White Label ATM License)



### E-GOVERNANCE



### INSURANCE

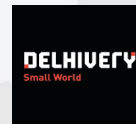


### E-COMMERCE



(For Mobile/DTH Recharge)

### LOGISTICS



## KEY FEATURES – NEXTGEN VAKRANGEE KENDRA

**CLEAR FOCUS ON SUPERIOR CONSUMER EXPERIENCE AND CONSISTENT SERVICE EXPERIENCE ACROSS THE NETWORK**

### STORE EXCLUSIVITY & CONSISTENT BRANDING



- Exclusive store model with same service level and same Customer experience
- Standardized layout & design by L&H (Lewis & Hickey)
- Uniform and Consistent Branding for Higher brand recall and visibility

### MANDATORY ATM IN EACH OUTLET



- ATM at each store and located within the store
- Potential to enhance the footfalls significantly
- Additional stream of revenues for both the Franchisee and the company

### CENTRALIZED MONITORING SYSTEM



- Centralized CCTV system
- Better Security at the store
- Full compliance with RBI guidelines to maintain more than 90 days video recording back up

### DIGITAL ADVERTISING



- Digital Signage to enable centrally monitored advertisement campaigns
- To enhance the interaction between Customers and Partners
- Focus to initiate advertising revenue

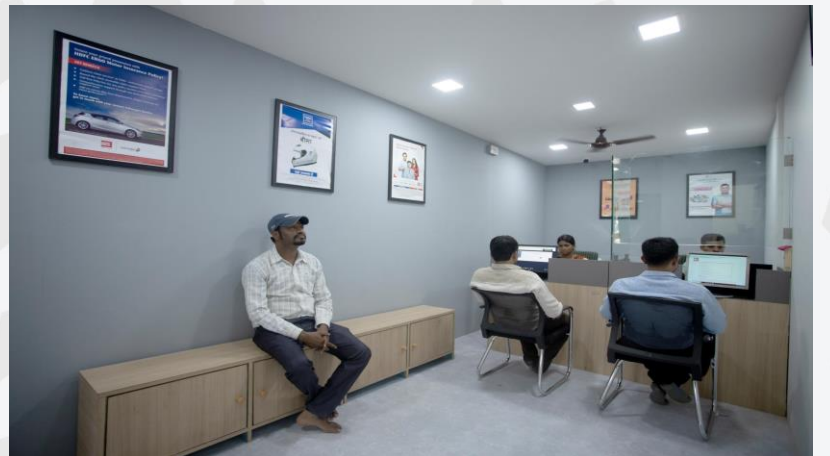
### PIN-PAD DEVICES



- To enable various kinds of payment modes at any Vakrangee Kendra
- Integration in process to start accepting RuPay / Debit / Credit card payments



## NEXTGEN VAKRANGEE KENDRA OUTLETS



## NEXTGEN VAKRANGEE KENDRA – OUR PRESENCE

**8,500+\* OUTLETS**

**25 STATES & UTs**

**450+ District Covered**

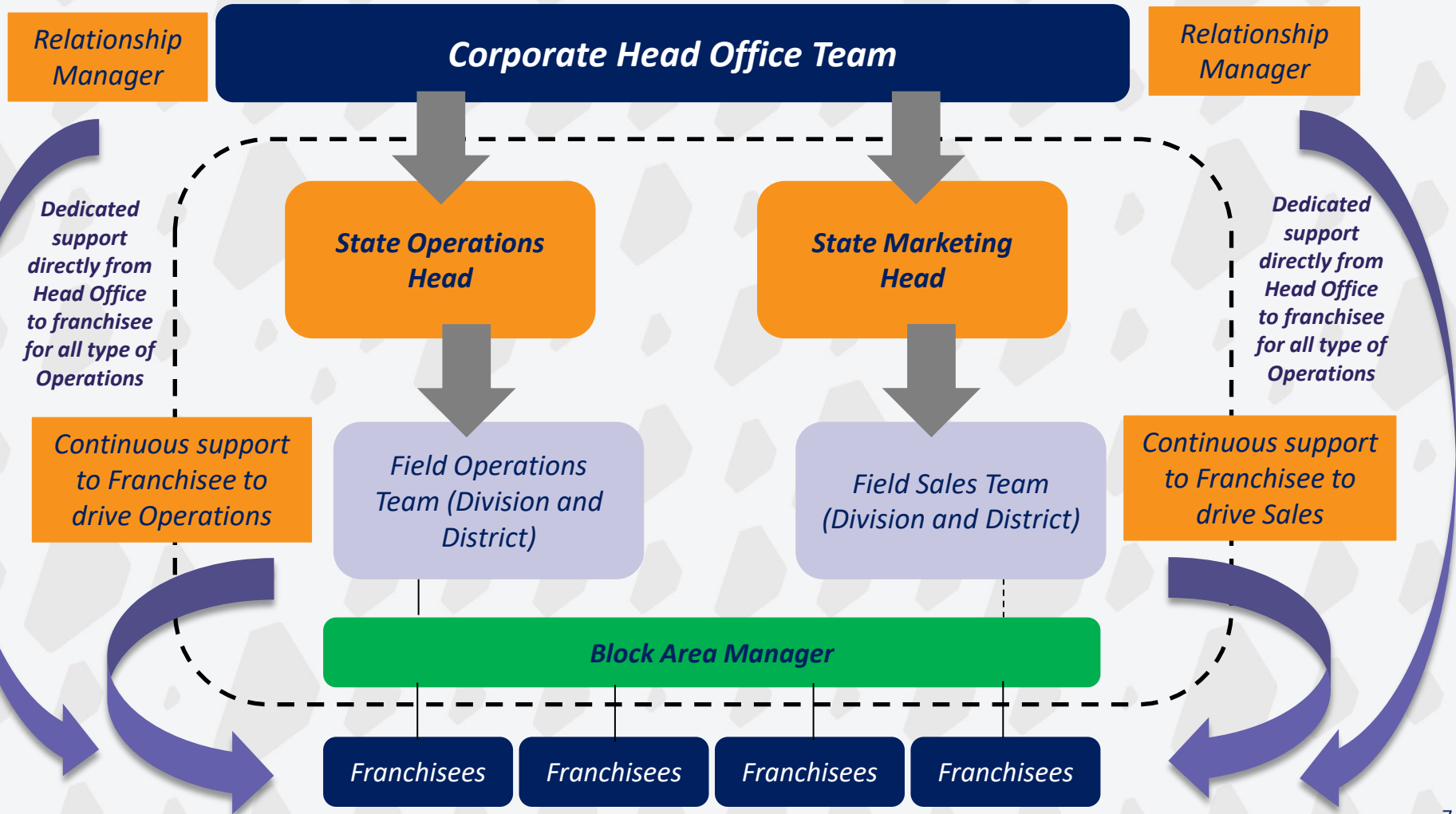
**3,680+ Postal Code Covered**

**~70% Presence in Tier V & VI Cities**

Sr. No	State Name
1	Andhra Pradesh
2	Bihar
3	Chandigarh
4	Chhattisgarh
5	Delhi (NCR)
6	Dadra and Nagar Haveli
7	Daman and Diu
8	Goa
9	Gujarat
10	Haryana
11	Himachal Pradesh
12	Jammu & Kashmir
13	Jharkhand
14	Karnataka
15	Kerala
16	Madhya Pradesh
17	Maharashtra
18	Odisha
19	Punjab
20	Rajasthan
21	Telangana
22	Tamil Nadu
23	Uttar Pradesh
24	Uttarakhand
25	West Bengal

- As of 30<sup>th</sup> June 2019
- 3,504 Live outlets & 5,000+ outlets under activation

## FRANCHISEE FOCUSED TEAM STRUCTURE & SUPPORT



# ***E-COMMERCE STRATEGY UPDATE***



## **VAKRANGEE KENDRA - E-COMMERCE OFFERINGS**

**VAKRANGEE IS ONE OF INDIA'S LARGEST OFFLINE PLAYER OFFERING ASSISTED E-COMMERCE SERVICES WITH A NETWORK OF MORE THAN 8,500 EXCLUSIVE BRANDED OUTLETS**



**Our Aim to become India's NO.1 & Best-in-Class Rural Consumption Platform**

## E-COMMERCE MARKETING INITIATIVES



Link to the Co-Branded Advertisement Campaign - Amazon & Vakrangee :

[https://www.youtube.com/watch?v=MPtZ\\_c62Odg](https://www.youtube.com/watch?v=MPtZ_c62Odg)

<https://www.youtube.com/watch?v=-AJarKHI94c>



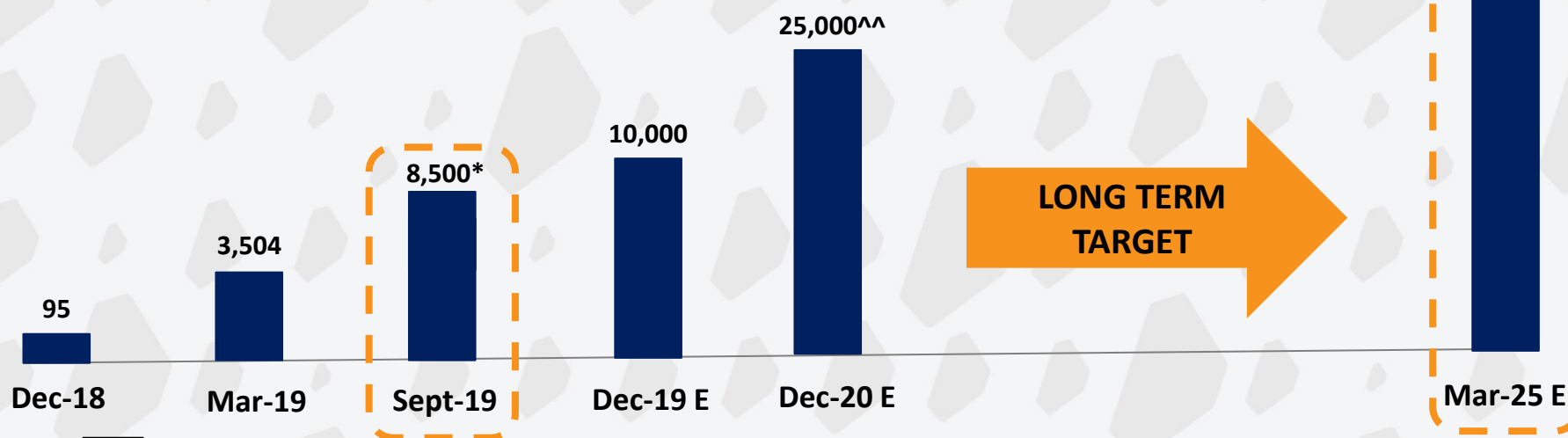
अपने नज़दीकी वक्रांगी केंद्र का पता करने के लिए **1800-266-1199** पर मिसड कॉल दें



## STRATEGY UPDATE – E-COMMERCE OUTLETS

### GUIDANCE ON FULLY ACTIVE & LIVE E-COMMERCE OUTLETS

**PRESENCE - MORE THAN 75% OF OUTLETS TO BE IN TIER 4,5 & 6**



Note: \* Live outlets

^^Outlet takes 6 to 9 months to become fully active and Live , hence 25,000 by Dec-20

**Planned Target is to have last Mile presence across All Postal codes covering each & every Gram Panchayat in the country.**

## **CASE STUDIES OF THE FIRST EXPERIENCE BY FRANCHISEES**

### **TOP PERFORMERS OF THE RECENT ONLINE SHOPPING SALE EVENT !**

#### **Online Shopping – Case study 1**

- Franchisee name – **Mr. Santidev Bag**
- State – **West Bengal**
- District – **South Pargana**
- Block - **Patharpratima**
- Location Type – **Tier V**
- Gross Sale Value – **INR. 4,68,557**
- Number of orders – **107**
- No of Sale Days – **6**
- Avg. Daily Orders – **18**
- Avg. Ticket Size – **Rs. 4,380**

#### **Online Shopping – Case study 2**

- Franchisee name – **Mr. Ravi Kumar**
- State – **Chhattisgarh**
- District – **Jashpur**
- Block - **Pathalgaon**
- Location Type – **Tier V**
- Gross Sale Value – **INR. 2,92,638**
- Number of orders – **212**
- No of Sale Days – **6**
- Avg. Daily Orders – **35**
- Avg. Ticket Size – **Rs. 1,380**

**SALE HIGHLIGHT :**

**More than 21,000 unique items sold**



## CASE STUDIES OF THE FIRST EXPERIENCE BY FRANCHISEES

### TOP PERFORMERS OF THE RECENT ONLINE SHOPPING SALE EVENT !

#### Online Shopping – Case study 3

- Franchisee name – **Mr. Mohammad Ilyas**
- State – **NCR**
- District – **Ghaziabad**
- Block - **Ghaziabad**
- Location Type – **Tier I**
- Gross Sale Value – **INR. 2,90,475**
- Number of orders – **2,752**
- No of Sale Days – **6**
- Avg. Daily Orders – **458**
- Avg. Ticket Size – **Rs. 105**

#### Online Shopping – Case study 4

- Franchisee name – **Vakrangee Owned**
- State – **Maharashtra**
- District – **Mumbai**
- Block - **Mumbai**
- Franchisee Location – **Tier I**
- Gross Sale Value – **INR. 3,68,025**
- Number of orders – **325**
- No of Sale Days – **6**
- Avg. Daily Orders – **54**
- Avg. Ticket Size – **Rs. 1,132**

#### SALE HIGHLIGHT :

**160% New Customers & 130% Order Per Store achieved of set Target**

## **CASE STUDIES OF THE FIRST EXPERIENCE BY FRANCHISEES**

### **Online Shopping – Case study 1**

- Location Type – **Tier V**
- Gross Sale Value – **INR. 3,25,355**
- Monthly Number of orders – **678**

### **Online Pharmacy – Case study 2**

- Location Type – **Tier II**
- Gross Sale Value – **INR. 2,11,323**
- Monthly Number of orders – **2,104**

### **Online Shopping – Case study 3**

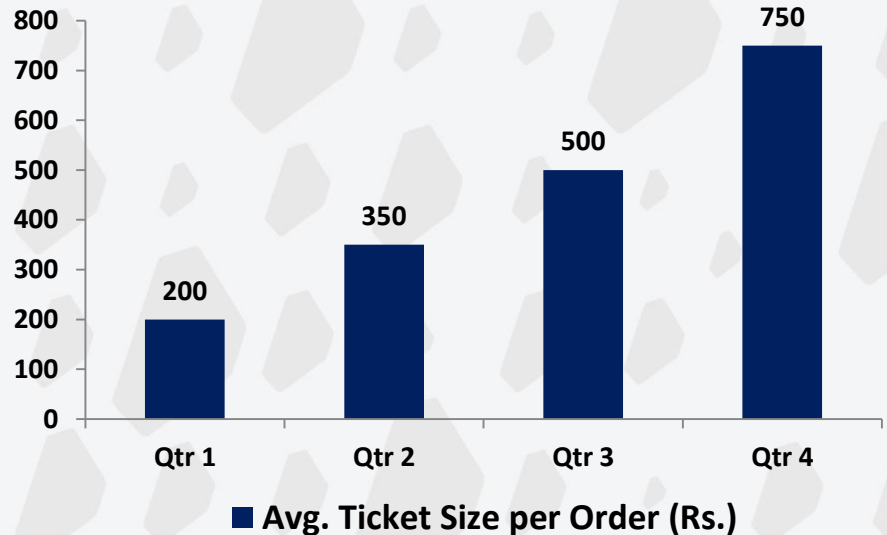
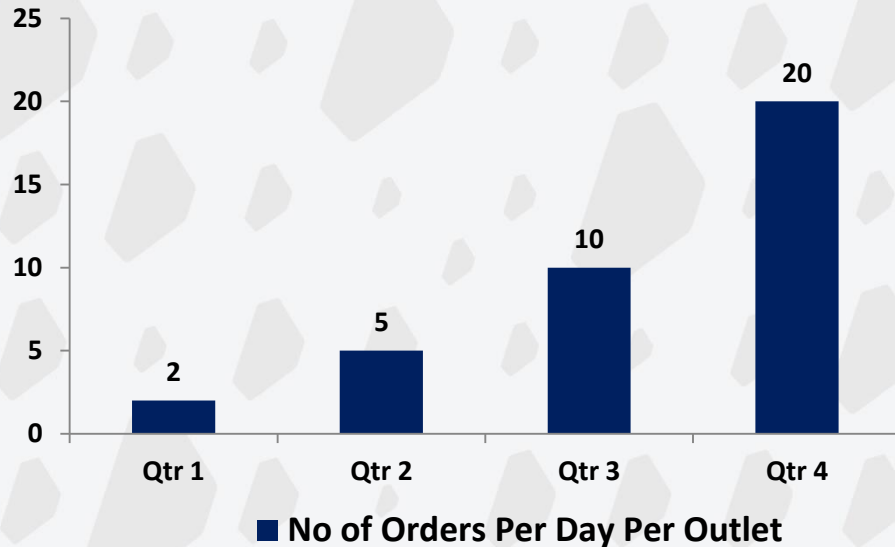
- Location Type – **Tier VI**
- Gross Sale Value – **INR. 2,57,020**
- Monthly Number of orders – **362**

### **Telecom Services – Case study 4**

- Location Type – **Tier I**
- Gross Sale Value – **INR. 3,01,477**
- Monthly Number of Transaction – **1,549**

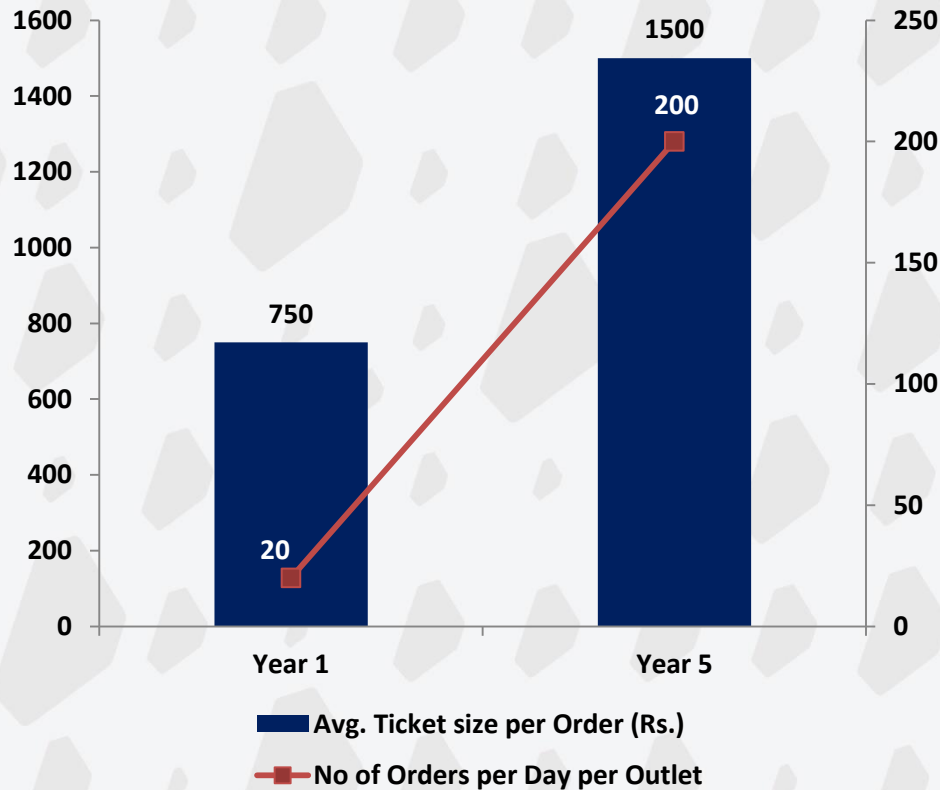
## UNDERSTANDING THE MATURITY PROFILE : ASSISTED E-COMMERCE

### TYPICAL MATURITY PROFILE OF A KENDRA FOR ASSISTED ONLINE SHOPPING POST SERVICE ACTIVATION



**POTENTIAL FOR 25,000 MATURED NEXTGEN FORMAT STORES IS  
5 LAKH ORDERS PER DAY BY DECEMBER 2020 !**

## PLANNED TARGET FOR ASSISTED E-COMMERCE : 5 YEARS



- **Planned target for 5th year is to achieve 200 orders per day per outlet.**
- **With 25,000 Matured outlets, average daily potential target is 5 million orders per day !**
- **Average Ticket size is to achieve Rs. 1000-1500 over a 5 year period.**
- **Potential Daily GMV of Rs. 5 to 7.5 bn !**
- **Clear Focus to become India's No.1 & Best-in-Class Rural Consumption Platform**



***Thank You***