

Pitch Deck

व्यापार वही,
सोच नई!!



Join us in driving innovation & profitability
in the **IMPORT & EXPORT** industry.

*"IMPORTR.XYZ provides a comprehensive, **tech-driven platform designed to simplify global procurement for wholesalers.** Our solution offers everything **from finding overseas manufacturers up-to delivery.** A seamless import experience, ensuring that wholesalers can focus on scaling their businesses while we handle the complexities."*

"Importing isn't everyone's cup of tea, but for us, it's more like having a strong cup of coffee"

Pankaj Juneja (Founder & CEO)

Market Identification

India's Import & Export

\$1.1 Trillion

Total Available Market

\$600 Million

Total Serviceable Market

\$125 Million

Serviceable Obtainable Market

TAM

(₹ 92,00,000 Cr)

India Total import-export market is valued at over \$1.1 trillion annually **125 countries** (Ministry of Commerce & Industry)

SAM

(₹ 5,000 Cr)

Our target regions is estimated at \$600 million out of **\$205 billion india**

Import from only 8 countries

(Ministry of Commerce & Industry)

SOM

(₹ 1,000 Cr)

Our Projected Market

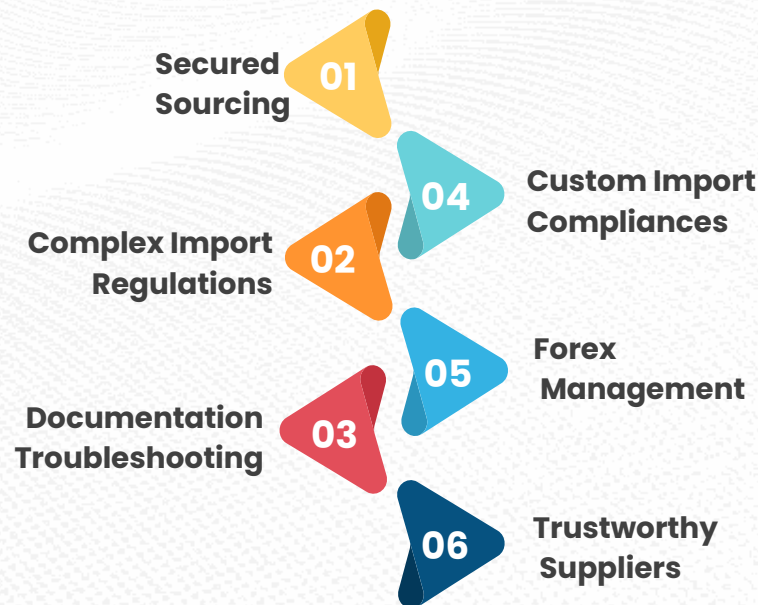
12.5%
CAGR



Problems

IMPORTING IS COMPLEX & COSTLY

- Falling prey to scammers when finding suppliers
- 95% of wholesalers rely on intermediaries, increasing costs by 20-30%
- Documentation compliance & Custom related penalties due to lack of expertise
- High forex & logistics costs impacting margins.
- Inefficiencies causing lost revenue & delays



Solution

AI-DRIVEN IMPORT PLATFORM

- ☺ AI-powered supplier verification & fraud prevention
- ☺ Our platform has Product Listing NOT Suppliers
- ☺ End-to-end automation for trade execution
- ☺ Customer Centric Focus
- ☺ Optimized Customs, logistics & forex management
- ☺ 1000 USD Minimum Order Value (MOV)

Supplier Selection
Identify best manufacturers based on client's need

Quality Assurance
Stringent quality checks before shipment

Customs Expertise
Ensure compliances with local laws and regulations

End-to-End Import Solution
DROPSHIPPING Import any product worldwide, factory to warehouse.

Pricing Optimization
Competitive pricing through cost saving strategies

Logistics Management (AIR & SEA) Timely delivery up to Buyer Warehouse



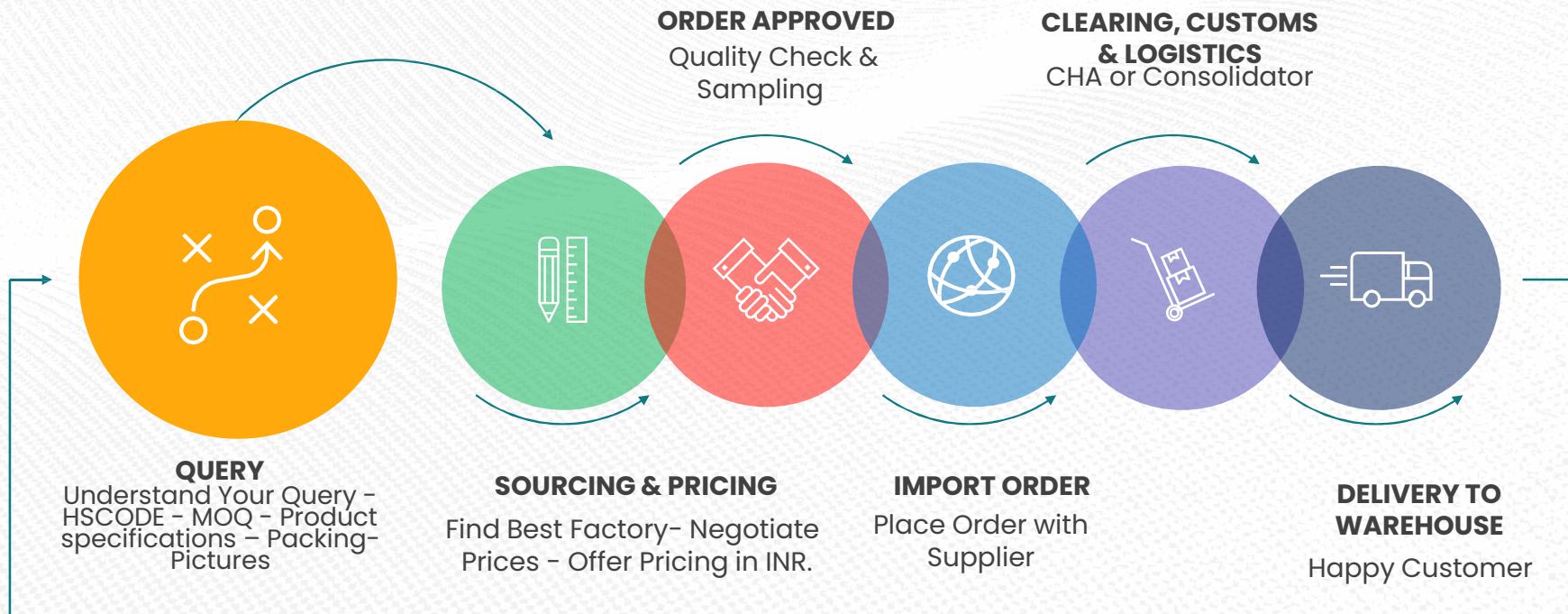
44
 **Industries**

1604
 **Categories**

185000+
 **Products**

Business Model

Your Partner In Import



Competition Matrix Analysis

Analysis	IMPORTR.XYZ	Alibaba	Made In China	Global Sourcing	HKTDC Market Place	India Mart	Trade India
One Stop Solution - Sourcing, Negotiation, KYS & Import on buyer's behalf	✓	✗	✗	✗	✗	✗	✗
Zero Membership Fees for onboarding Suppliers & Buyers	✓	✗	✓	✓	✓	✗	✗
Financing up-to 70%*	✓	✗	✗	✗	✗	✗	✗
Final Landing Cost to Buyer to evaluate margins	✓	✗	✗	✗	✗	✗	✗
Customs & Clearing & Delivery up-to buyer's warehouse	✓	✗	✗	✗	✗	✗	✗
Quality, Payment, Delivery 100% Guarantee	✓	✗	✗	✗	✗	✗	✗
Local Office for better support & build Buyers Trust	✓	✗	✗	✗	✗	✓	✓

S.W.O.T Analysis



S

STRENGTHS

- Unique Business Model
- Strong supplier relationships
- Diverse product mix



W

WEAKNESSES

- Limited brand recognition
- Relatively small scale compared to competitors
- Operational challenges
- Business Cycle yet to achieve for regular orders



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OPPORTUNITIES

- Expansion into untapped markets.
- Increasing demand for organized retail in smaller cities.
- Growing focus on quality and variety in retail and Online
- Fast Growing Indian Economy



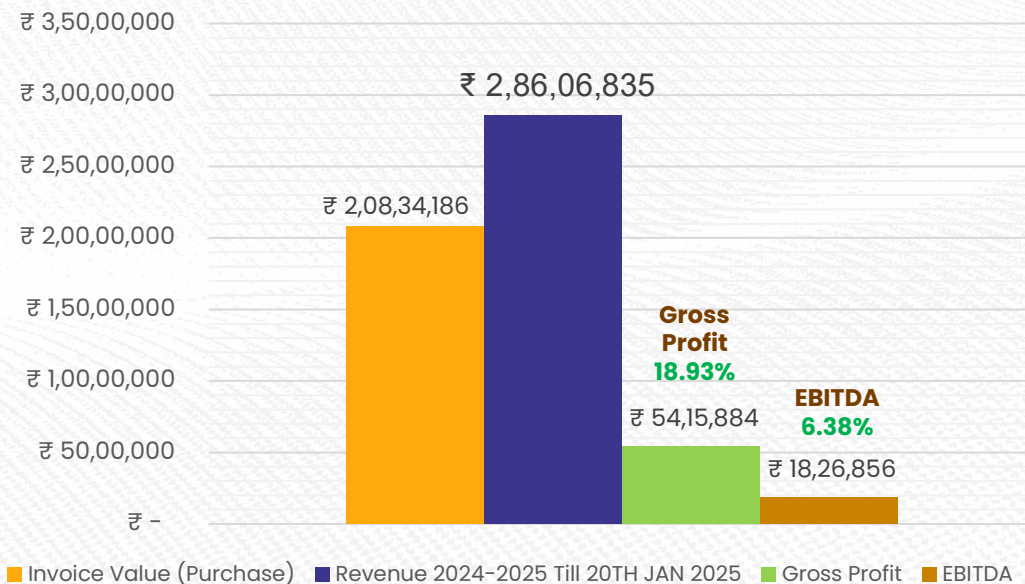
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THREATS

- Competition from larger retail chains
- Economic downturn affecting consumer spending
- Regulatory changes impacting operations

Current Scenario

Revenue April-Jan (2024-2025)



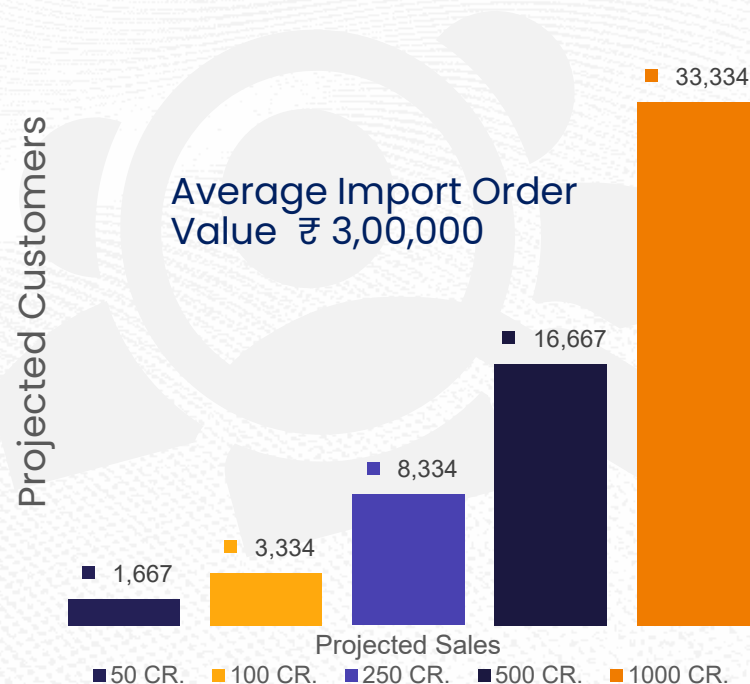
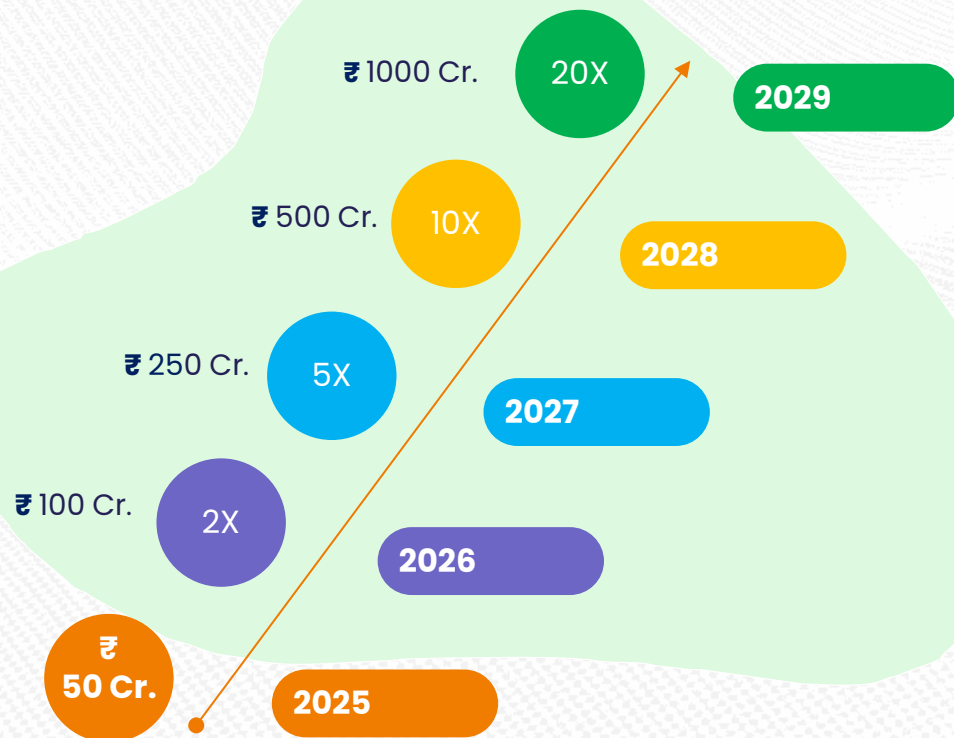
₹ 2.32 Cr. (7 months)
Revenue Incl. GST
(May23-Mar24)

₹ 3.37 Cr. (8 months)
Revenue Incl. GST
(April24-Jan25)



Cost Metrics

Projected Growth Rate



Projected Customer Vs Projected Sales

Current Traction



800+
Users



368+
Queries



78
Invoices



38K+
Suppliers



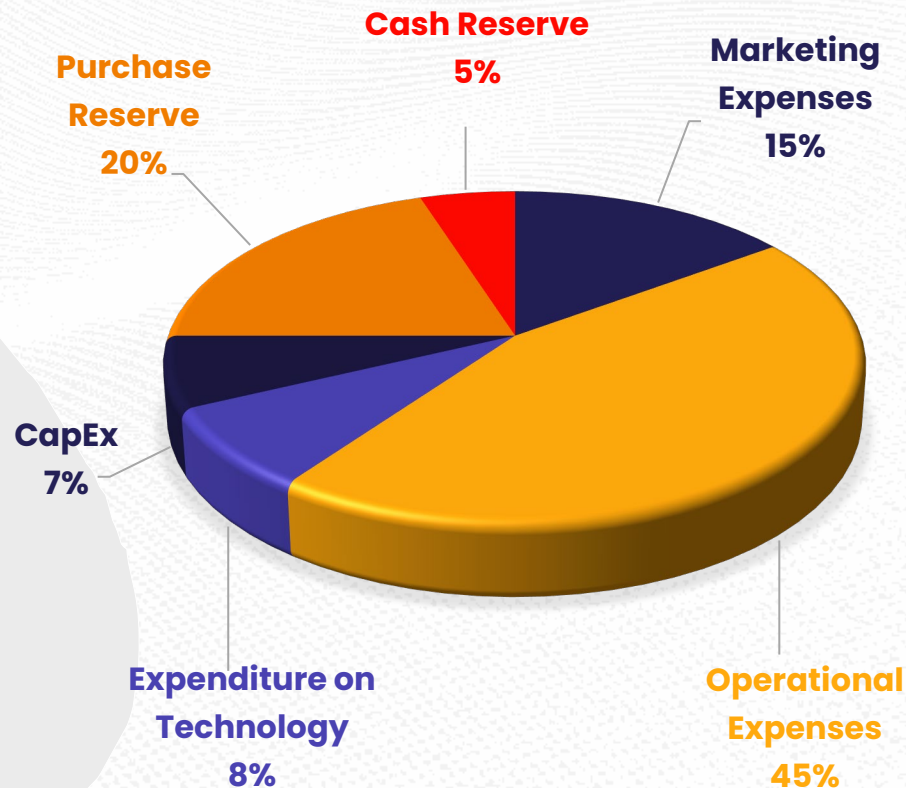
5.89 Cr.
Revenue Till Date



70%
Repeat Order

Our Ask ₹ 2 Cr.

Funds Requirement	Amount (INR)
Marketing Expenditure	30,00,000
Operational Expenditure	90,00,000
Expenditure on Technology	16,00,000
Capital Expenditure	14,00,000
Purchase Reserve	40,00,000
Cash Reserve	10,00,000
Total	2,00,00,000



Brain Behind the Business

- ❑ **MBA in International Marketing & Business Finance, Bachelor's in Economics**
- ❑ **Worked with Top MNC's** like Asian Paints, Hindustan Coca-Cola, Godfrey Phillips, Kuber Group and Parco Group (Nigeria)
- ❑ **20+ years of experience** in procurement, import-export, finance, Business development & retail management
- ❑ **Expertise in** strategic planning, market analysis & Successful product launches



Pankaj Juneja
Founder & CEO