

**Turbocharge your B2B sales**

**jini**  
**commerce**  
**B2B online commerce platform**  
**Partner Program**

# Customer Problem

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Companies lack the capability to transact & sell online to Channel partners & B2B customers. Direct to retailer/reseller move is a challenge.

*(65% of B2B customers have asked for ability to self order, solution not widely available)*



Manual & fragmented price listing, quotation sharing, order booking, invoicing, delivery & payment processes leading to longer sales & order to cash cycle



Limited visibility to sales pipeline movement, field salesforce activities & sub-optimal productivity. *(40% ++ time wasted in manual reporting and tracking)*

**There is a significant opportunity loss of business without companies realizing it**

# What is JiniCommerce

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## Automates online B2B sales and channel order management



**Online B2B Order modules** with instant quotation generation for channel partners /customers with customized catalogues

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**Automated** invoicing & payment collection from channel partners, **real-time inventory** visibility



White-labelled mobile commerce app for B2B and B2C

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**Field sales force** activity planning, tracking, productivity, sales pipeline management

*Other available solutions are expensive, complex to implement and use*

# JiniCommerce Key Benefits

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## Faster sales- from days to minutes

Seamless online sales with 24\*7 Channel & customer Self ordering capability with updated custom price-lists



## Higher sales

Minimal opportunity sales loss with real-time visibility of self/channel inventory. Optimized sales force productivity with better Journey cycle planning and monitoring



## Faster order to cash cycle

Invoicing, delivery tracking & online payments via payment gateways



## Minimal Cost

At a fraction of the price of similar solutions (Pay as you go SaaS model)



## Instant deployment

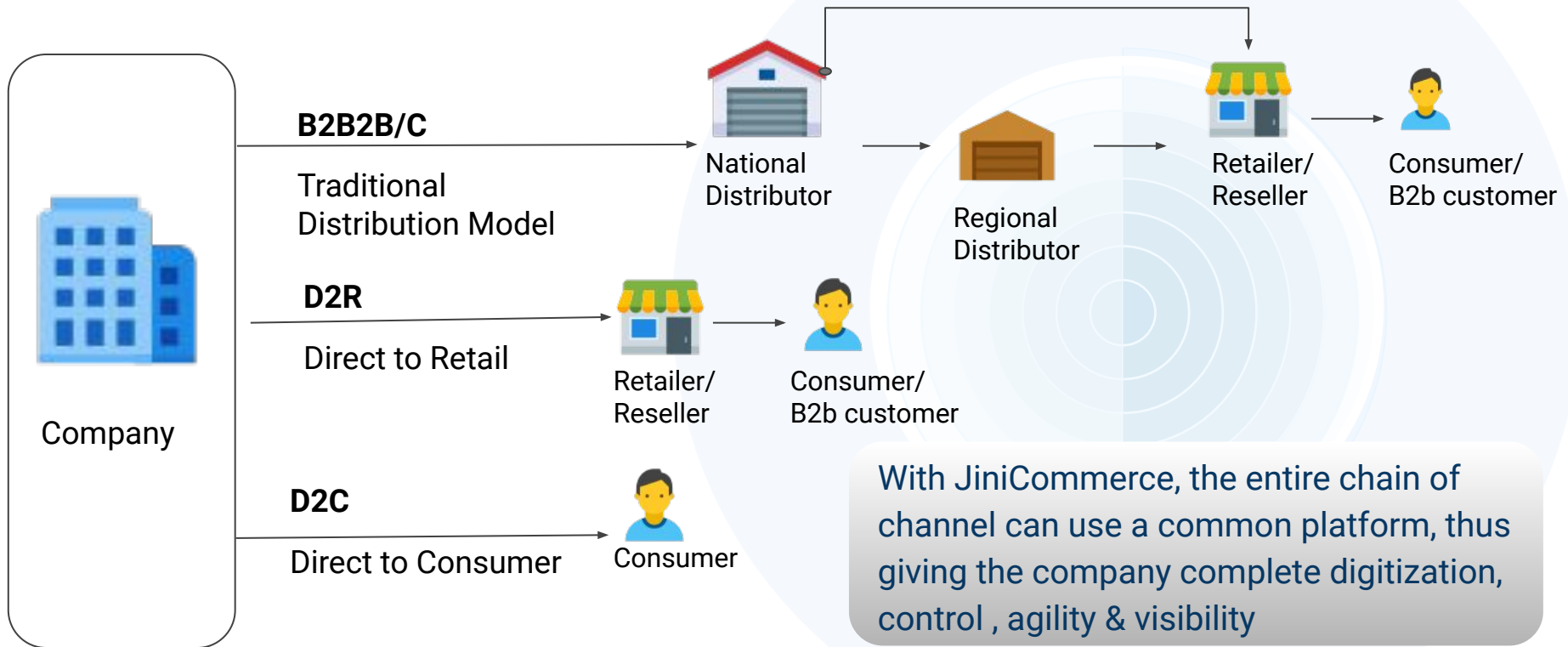
With a ready to use, Customer branded B2B mobile app



## Higher sales team's productivity

Real time visibility of pipeline & progress of different stages. Instant DCR, geo-tagging & stack ranking of performance

# JiniCommerce is suitable for all RTM models



Transformational Supply chain technology for the Distribution network is expensive, and not easily accessible

# JiniCommerce solution is suited for various industries

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## Fortune 500 Japanese Electronics Company



Sells to national distributors, state distributors and authorised service centers - 400 Indian partners

## 100 Cr+ Automotive Parts Manufacturer



Sells to 1 lakh+ mechanics & automotive stores across South Asia using Whitelabeled App

## 900Cr+ Mattress Company



Receives orders from their 400+ distributors all over the country

## Fortune 500 - HDD Manufacturer



Manages inventory & processes customer returns at 400+ authorised service centers

## 6500+ Cr - FMCG Company



Manages Delivery of products to 1000s of retailers & manage inventory at hubs in 3 states

## 100Cr+ Automotive Accessories



Field sales executives plan and track field sales activities & expenses, collect orders & payments from stores

# Our Story So far

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- 100K+ B2B users on a mature & stable technology platform with mobile-first approach
- Customers in India, South East Asia, Africa
- 20+ customers. Highest customer ARR - INR 32 lacs
- 5 prestigious awards
- 95% customer retention
- Customer acquisition till date without a sales team

## Partial Customer List



# Founders

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**Rakesh Tergundi**

**CEO, Co-Founder**

Ex Global Delivery Center head of Google Supply Chain & Post Sales

28 years IT + Supply Chain experience with Google, Motorola & P&G (Gillette). Global Supply Chain, Enterprise

B.E (E&C) GIT Belgaum PGDAC (CDAC)



**Rahul Agarwal**

**Co-Founder**

Ex MD & CEO of Lenovo India

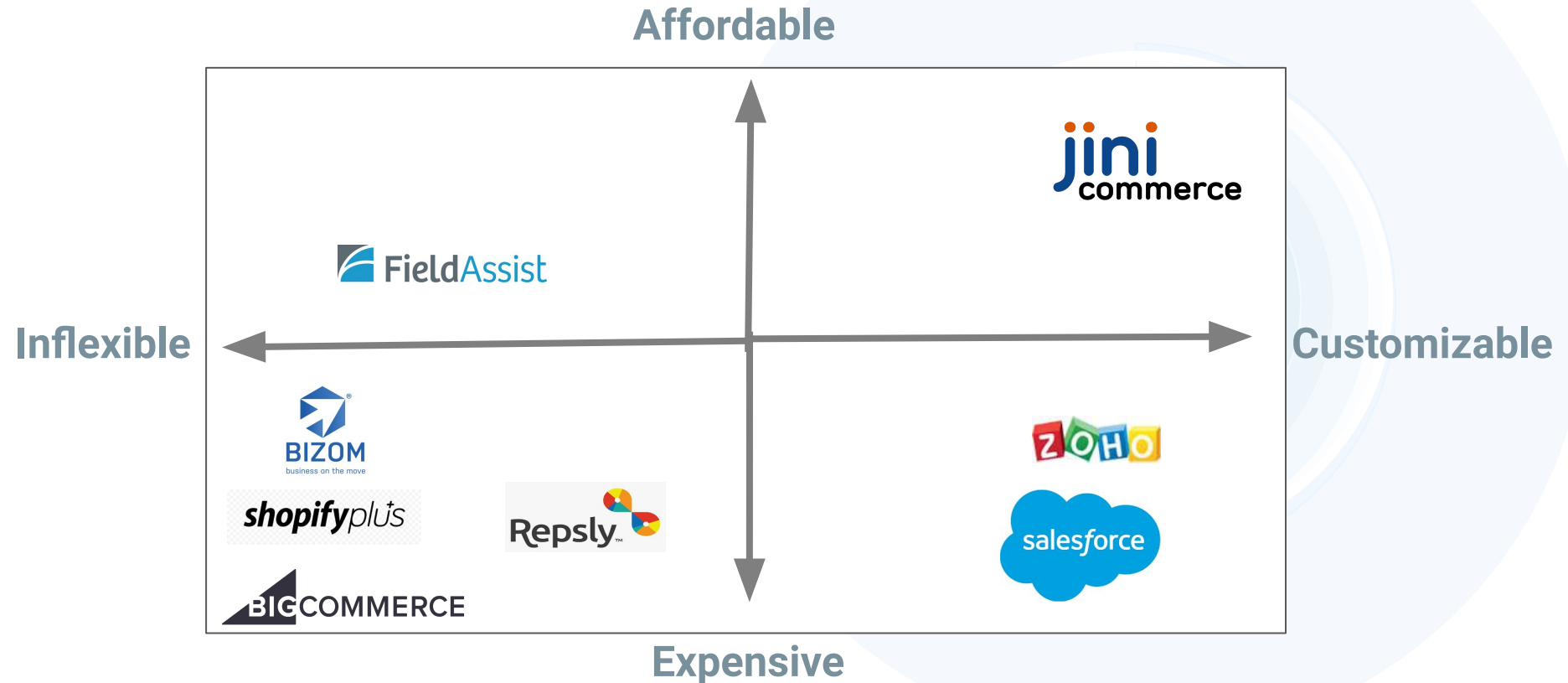
Over 26 years of experience in leading global functions and large P&Ls.

MBA from IIM, Ahmedabad.

Recipient of the distinguished IIMA alumni award








# JiniCommerce has a unique positioning



All logos are for representation purpose only and are trademarks of respective companies.

# JiniCommerce is superior, faster & cost effective

		Shopify Plus, BigCommerce MNC Competitor	Indian Competitor
 Implementation Time	1 day	3 weeks +	2 weeks +
 Customer branded Mobile App	Readily available	Not available	Not available
 Field Force & Point of Sale on Android/ iOS	Included	Not available	Not available
 Subscription Fee (Cost per Month, 25 users)	Starts at \$1K pm	Starts at \$3K pm, \$10-\$15K pm	\$4K pm

# Media & Awards



CeBIT Innovation Award



ICICI Appathon



BCIC Emerging Stars



CIO SaaS

**COLLABORATION VIA EMAIL WAS A BIG HASSLE**

**THE COMPANY:** MOBIJINI  
**THE IDEA:** Mobile platform for sales assistance  
**HOW IT STRUCK:** Rakesh Tergundi joined Motorola in 1997 and spent 17 years there including six years in Singapore. One of his roles was on the supply chain side, where he interacted with suppliers and customers to take care of warehouse and inventory management. He found this collaboration extremely difficult. "Collaborating on emails was a hassle." So when Google acquired Motorola in 2014, he decided to leave Motorola and try and solve this problem.  
**WHEN IT STARTED:** June 2015

**HOW IT STARTED:** He spent 8 months working on a pilot and getting customers. He started the platform as a tool for FMCG and pharma companies, where sales people could write down the order numbers on a mobile app instead of coming back to office and jotting them down manually.  
**NOW:** It is now a mobile app for e, "ry-one in the supply chain and provids them with sales assistance like, "atalog management, real-time inventory lookup, sales calls scheduling. Mobijini works with over 20 companies and won the Innovation Award at CeBIT India earlier this month.

**ASSISTING SALES: RAKESH TERGUNDI**



**Mobile wallet firms get a boost**

**Deccan Herald**

BENGALURU: The demonstication has given a boost to mobile wallet companies as thousands of visitors enquired about cashless transactions at the three-day ITE.biz 2016.

Briefing reporters here on Wednesday Minister for Information Technology, Prashant Mamtara said, "Demonstration has not affected Bengaluru ITE.biz. In fact, we have received a very good response from people."

"Everybody is looking for technology intervention. Over 140 stalls, including many mobile wallets companies, are participating in big numbers. On an average 2,000 people per day have visited the expo."

Mobile platform Bengaluru-based Mobijini CEO and co-founder Rakesh Tergundi said, "Post demonstication, we have been seeing a down in a mobile platform that offers automation and digital payments. Moving to cashless system is the need of the hour today."


Gujarat-based Milople Technologies founder and CEO Prashant Mamtara said, "This event is good for branding. We get a lot of traction and live feedback from users."

"Even school students are paying a visit. On business side it actually creates a bit trouble. But I strongly support as it makes young children aware about science and technology."

Awards instituted Meanwhile, the Government of Karnataka has launched Startup Karnataka Top Tech-25 Awards 2016 to recognise promising startups of Karnataka for the first time.

DH News Service

**CeBIT + 91** 9 Dec. 2015  
**Winner**



**Rakesh Tergundi**  
 Mobijini Pvt. Ltd  
**CeBIT**  
 "Smartness lies in selecting the brightest team"

# What makes JiniCommerce compelling

## Easy to Deploy & Use

Instant deployment,  
simple & functional UIs

## Your own branded app

Alternative is an expensive  
custom built app

## Customizable

Standard product matches  
most common use cases but  
can be customized



## SaaS model

No Capex - Pay as you grow,  
affordable solution

## Easy to integrate with ERPs

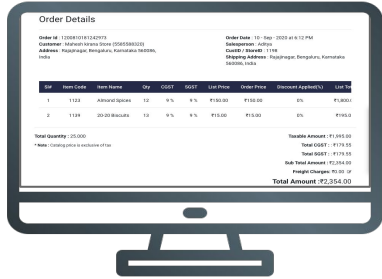
API & File based integrations with  
SAP, Oracle ERP, Shopify, Tally,  
Quickbooks,++

## Highly Secure, Cloud hosted

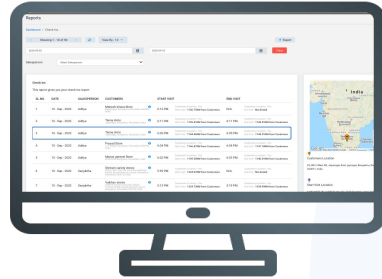
Your data is secure in the AWS  
cloud. Highly scalable solution,  
certified by top software security  
agencies

# Implement all this in 1 day!

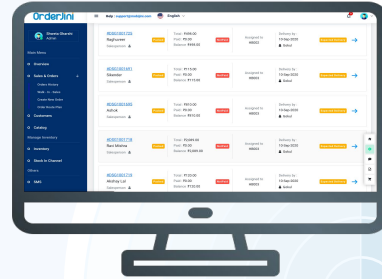
Sell Online to B2B Customers



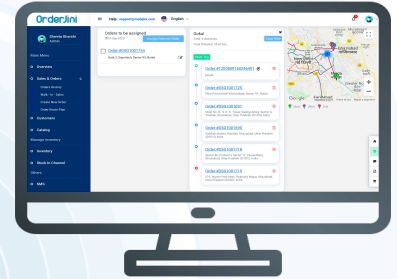
Track Salesperson Activity



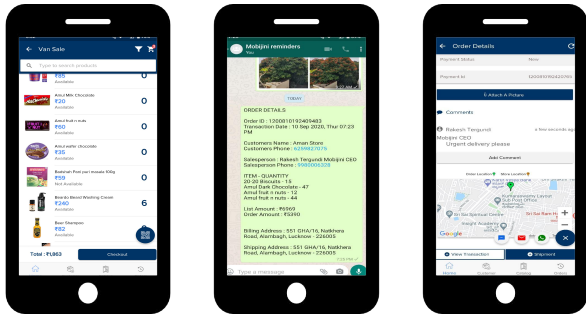
Multiple Catalogs and Pricing



Plan Hyperlocal Deliveries

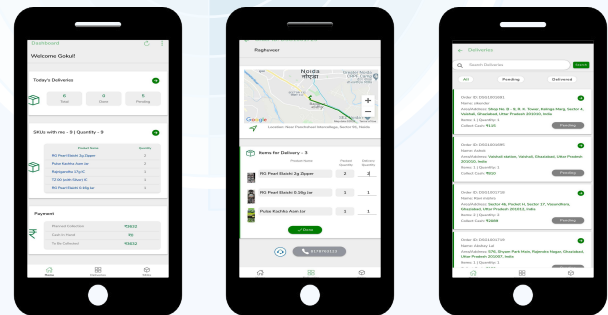


24X7 Orders from Everywhere



100% Delivery Accuracy with info on

*"Assign right delivery with intelligent routing in an interactive map"*



*When to deliver?*

*Where to deliver?*

*What to deliver?*

# Target Audience Universe: India

## HORIZONTAL

### Large Enterprises

### Medium Enterprises



Revenue

250 - 1000 Crores

50 - 250 Crores



# of  
Employees

1000-2500 : 1800 target customers

251-500 : 7946 target customers  
500-1000: 3222 target customers

**Total Medium & Large Companies : 11000**

## GEOGRAPHIC

### India Domestic

### Overseas



Top 10 cities + Industrial  
clusters

Ghana, Middle East, SE Asia

## VERTICAL



IT Products



Food



FMCG



Durables



Auto  
Ancillaries



Industrial

# Why Choose JiniCommerce to partner ?

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B2B SaaS market in India is exploding - Ideal for Large & Mid sized companies



Scalable business with Solid incentives



Sector and segment agnostic solution which opens up infinite market



Award winning established product - Trusted by big brands



Easy to sell & ready to implement.



Great Value for money for your customers

*“JiniCommerce is trusted by world leading organizations, helping them digitize operations, increase sales & reduce operational expenses”*

# JiniCommerce Partner Program

Partner Incentives Slab		
Year 1	Year 2	Year 3
20%	15%	10%

On 100% annual achievement (on subscription only\*), Partner will receive **20%** kicker on their commissions



Partner Induction & Training



Dedicated Account Manager



Digital Marketing Collateral



Marketing Campaigns



Annual Partner Conference & Other Initiatives



# Let's Connect

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Book a Demo: [Clickhere](#) | Website: [www.jinicommerce.com](http://www.jinicommerce.com)

# Thank You

