



Powering New Retail

The Integration of Online, Offline, Logistics and Data across a single Value Chain





Team

Founders



Farooq Adam
Opera Solutions
IIT Bombay (2008)



Harsh Shah
Opera Solutions
Co-Founder, Nova Global
IIT Bombay (2010)



Sreeraman MG
PaGaLGUY.com
Co-Founder, MGeez.com
IDC, IIT Bombay (2013)

Key Investors



Fynd - Powering New Retail



Inventory
Aggregation

From offline stores and warehouses



Feed
Intelligence &
Distribution

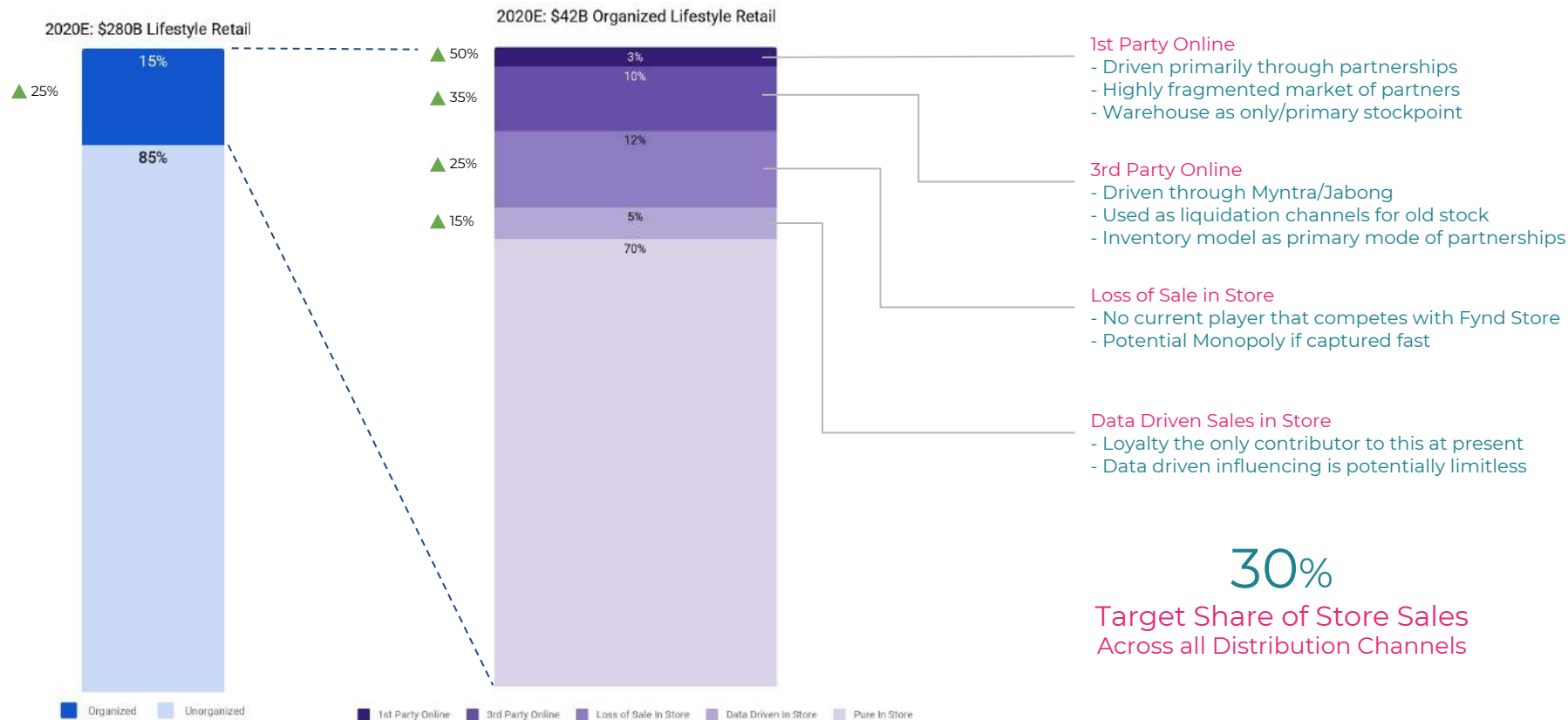
On demand channels



Managed
Fulfillment

own last mile customer satisfaction

Starting with \$42B Organized Lifestyle Retail in India



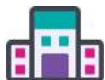
Significantly Changing the Economics for Retailers



Currently assets segregated into independent silos to serve different demand channels

Offline

Company Owned



Multi Brand Outlet



Franchisee



Wholesaler/Distributor



Online

1st Party



3rd Party

Marketplace Model



Inventory Model

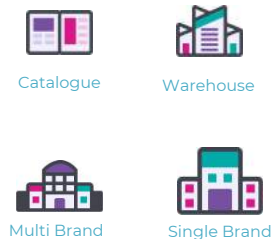


Scaling for these “pseudo-centralized” supply points is linear in terms of warehousing square-footage and stocking density, both of which are, **Linear Cost Drivers**

Centralized Aggregation & Distribution of Supply



Consolidated Supply



API Consumption Channels



Brand Web



E-Comm
Partner

Launch In:
Oct 2017

In-Store Retail Channel



Live Since:
Feb 2017

Direct to Consumer Channel



Live Since:
Jan 2016

NOTE: Above list is not exhaustive. Discovery of data products and monetization will commence from Mar 2018 onwards



5 years of Bridging Physical-Digital Retail

- 2012 Dec Launched Shopsense, **instore customer engagement** solution in Diesel, Mumbai
- 2013 May Built Big Bazaar Direct, an **agent driven ecommerce platform** for Future Group
Aug Launched Shopsense in **Being Human**, Mumbai. Monthly SAAS model. **Engaging 30%+ walk-ins**
- 2014 Jan Scaled up Shopsense in Being Human all over India. Launched **Shopsense in Nike, US Polo Assn, Flying Machine, others**
Mar Pilot of Shopsense with **Giordano in Dubai and Abu Dhabi**
- 2015 Aug Pivot from Shopsense to **Fynd**. From Instore Customer Engagement to **Omnichannel Store Driven ECommerce**
- 2016 Jan Launch of Fynd, **Store Driven ECommerce in Mumbai**
Jun Scale Up of Fynd ECommerce Channel to **fulfill all over India**. Driving **3-4% of store sales** for the top 20% of brands
- 2017 Jan Launch of **Fynd Store, instore omnichannel platform**. Driving **12-15% of store sales**
Aug Pilot launch of **Fynd Open API** with Smart Shop in 120k retailers



Key Supply Snapshot

283 Brands

Deep relations with India's top fashion retailers and brands

116k Styles | **\$363M** Value of Stock*

India's largest in-season inventory

7k Real-time Stores | **11.9M** Stock

India's only company with such access at scale

23 Cities Fulfilled From

Covering all Tier 1 & major Tier 2 cities, and counting



NOTE: Value of Stock refers to total stock integrated (may or may not be live) onto Fynd



Integrations with Existing Retail Data Systems

ERP: Global Inventory



Point of Sale: Store Inventory



Delivery Integration



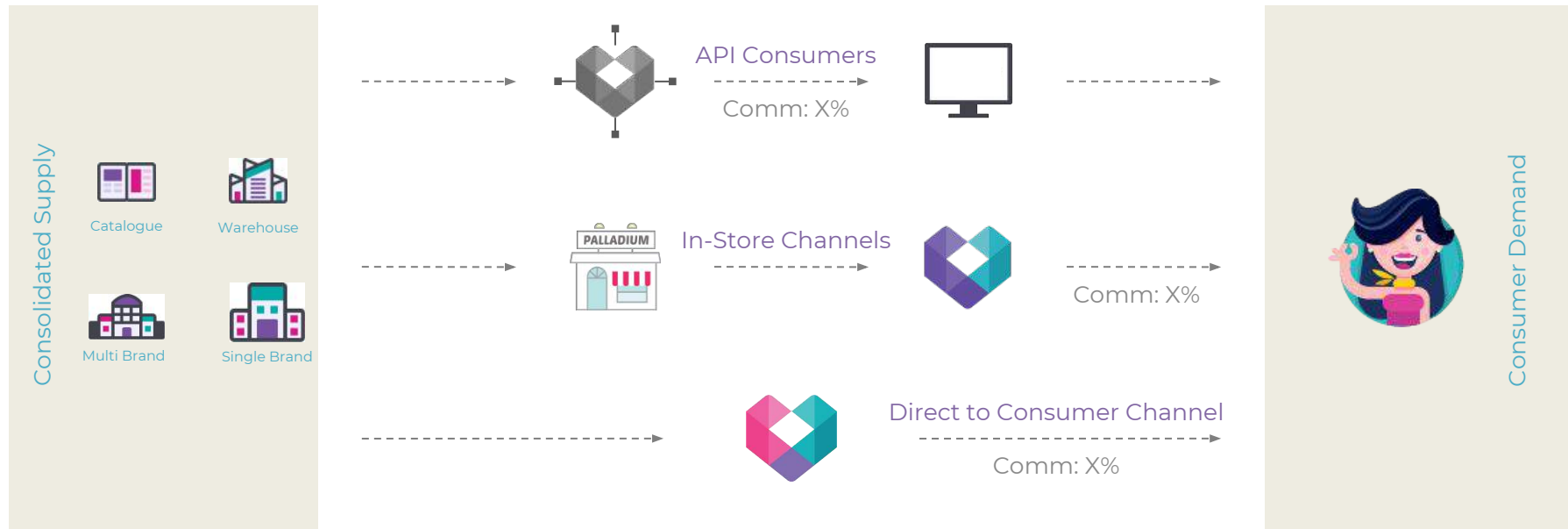
CRM: Loyalty



Only company in India to achieve integrations at scale across systems
Time, effort and these non-trivial integrations create a significant entry barrier for others



Revenue Model: Commission on Transactions



NOTE: Potential to increase commissions from sellers by an additional X%



Roadmap

We are continuously working towards improving our offerings and technology to provide a better customer shopping experience and a more efficient platform

Business

 Category Expansion:
Kids, Beauty, Decor

 Fynd Store International Pilot

 Product Bid Ads

Operations

 3 Hr Delivery


 Try & Buy

Vision

 Visual Search

Engineering

 Data Products

 Trends based Mix & Match

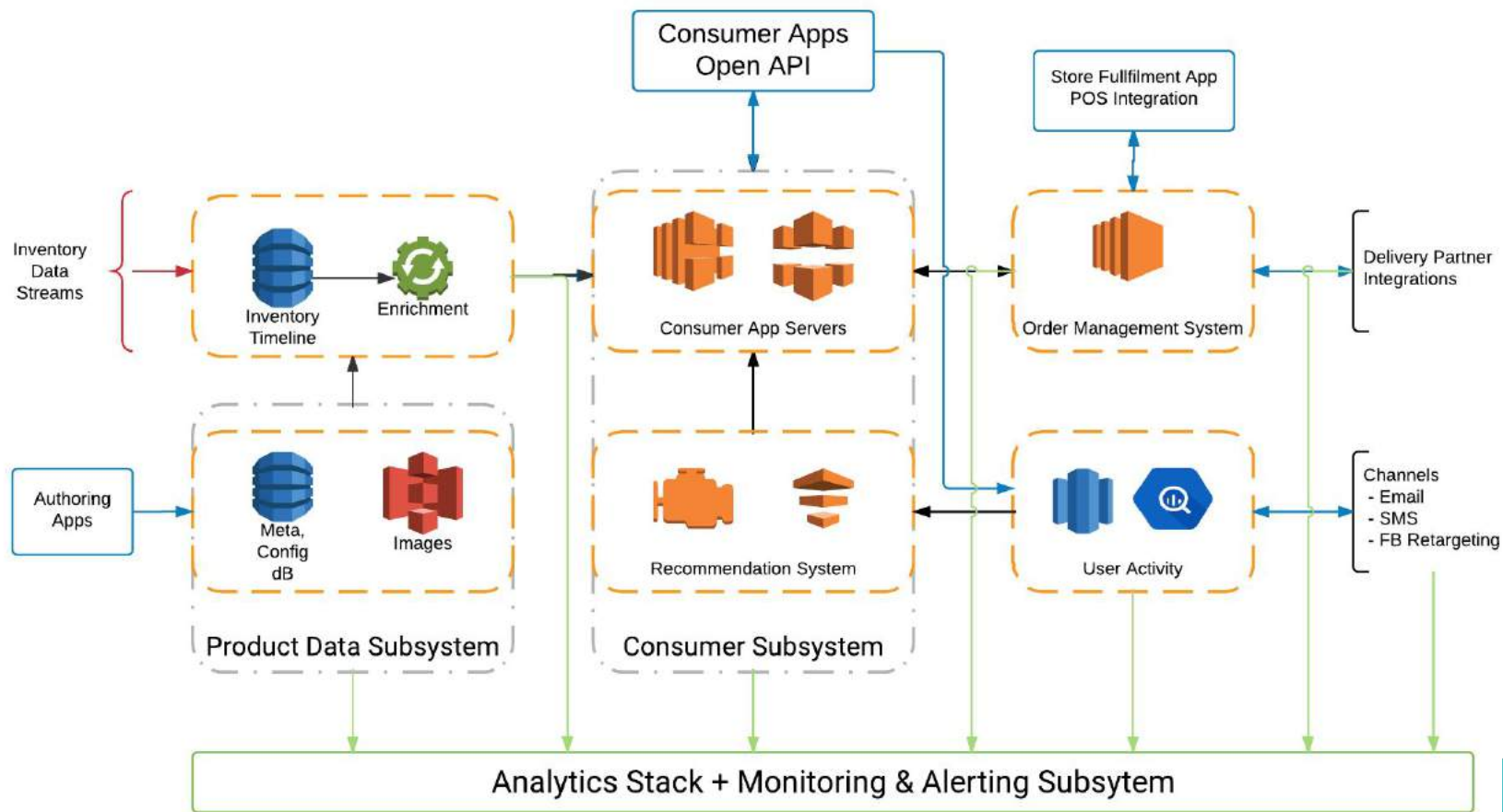
 Personalised Contextual
Search

 In-App Chat

NOTE: Above list is only representative, not exhaustive. Discovery of products and opportunities is ongoing



High Level System Architecture



Products



Consumer

Fynd App - Android/iOS

Fynd Web

Fynd Mobile

Fynd Store: Omnichannel

Store Dashboard

Fify: Messenger Bot

Open API

Internal

Fynd POS Client

Command Control

Occelus: Data Workbench

Yamat: Marketing Automation

Vortex: Hyper-personalisation

Picsor: Image Automation

Open: gofynd.io

WITI Vision: CV based Image Tagging

Fyx: Delivery Partner
Integrations

+minor projects



Technology DNA Organisation Scaling

Build products, tools, and processes that scale independent of the team-size

Command Control

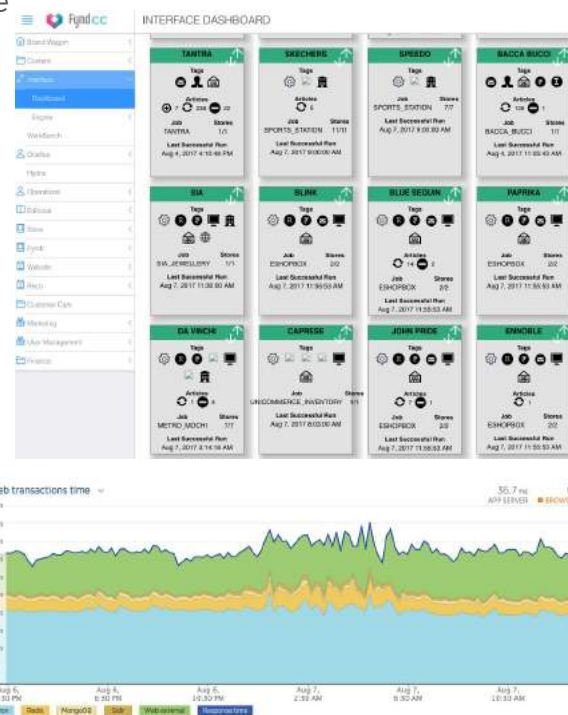
Suite of products to manage every aspect of the business. Comprehensive alerting system to track internal events and external dependencies

Occelus - Data Workbench

Internal data product for Big Data exploration and query based API creation for business teams

Auto Scaling Infra

Infra designed to scale with demand. Extreme adherence to uptime SLA and response times





Technology A Key Differentiator

Witi Vision™ - Automate Cataloging

Deep Learning based classification and similarity models for fashion products, trained using over 10M images

Vortex - Hyper-Personalisation

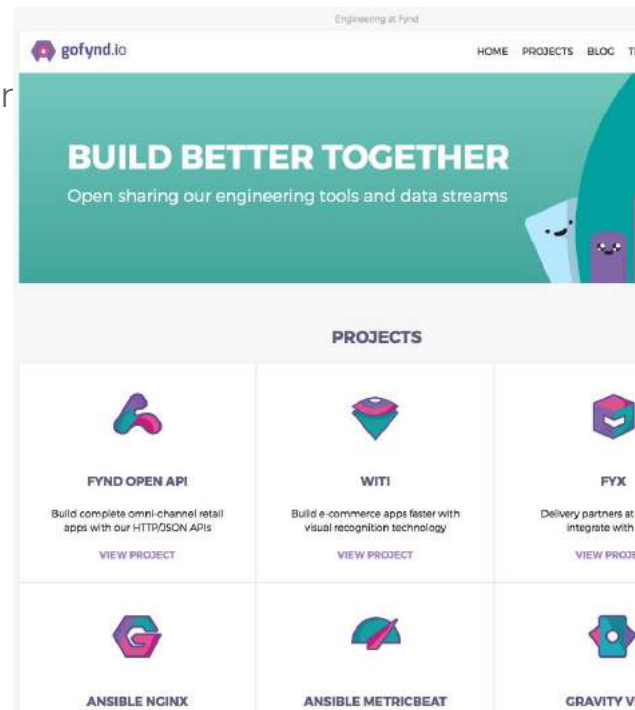
Real-time personalisation and active targeting engine

Data Repos - Learning at Scale

Extensive data collection of user info, preferences, offline sales, etc.

gofynd.io - Open Sharing

Strong engineering culture of open sharing/sourcing



Data Products



Private & Confidential



 @GoFynd  GoFynd.com  Fynd





API Consumption Channels

Ecommerce Partners (Sept 2017)

Sharing Inventory Feed & Managing Fulfillment

Brand Websites (Oct 2017)

Powering Inventory & Managing Fulfillment

Others (Nov 2017)

Across High Traffic Properties

Private & Confidential

Enable and manage commerce for multiple content and engagement publishers



Channel Performance: Fynd & Fynd Store

Growing at X%+ m-o-m, with strong positive contribution margin, first and second level metrics

Xk

Monthly Orders

X%

Returns + Rejections

XM

Monthly Active Users

X%

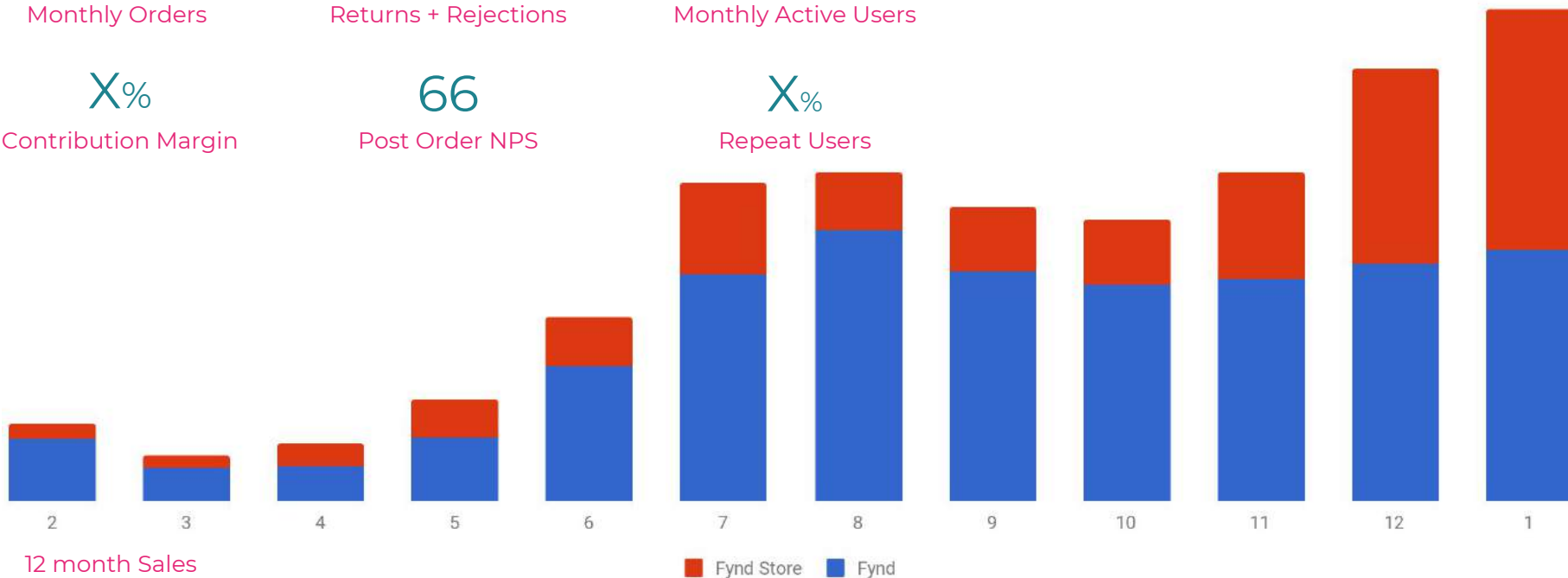
Contribution Margin

66

Post Order NPS

X%

Repeat Users



Offline Retail Channel



Fynd Store: Instore Omnichannel

- Plugging Loss of Sale
- Serving X+ stores & counting
- Launched: Feb 2017

Driving **X%+** of Store Sales



Direct to Consumer Channels



Commerce



Fynd: Ecommerce Marketplace

- Fresh & Fast
- Serving 15k+ pincodes
- Launched: Jan 2016

Conversations



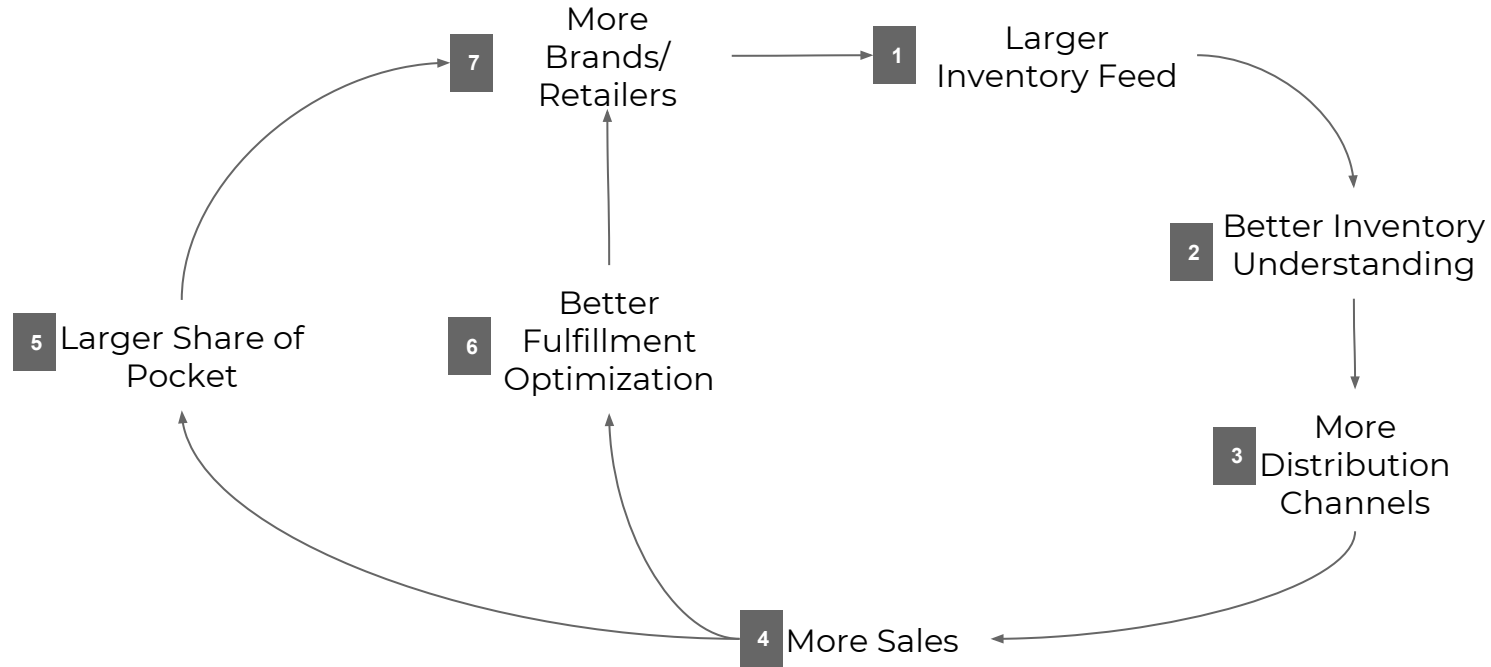
Fifty: Messenger Chat Bot

- AI driven Conversation Commerce
- Powering 120k chats a month
- Launched: Sep 2016

Driving **X%+** of Store Sales



Supply Side Network Effects



Ensures stickiness and relevance of Fynd to the brand/retailer,
and to the various distribution channels/partners



Internet Enabled Companies...

1.0_(1990s)

Creating large scale independent and new supply chains

Amazon, Alibaba

2.0_(2000s)

Seamlessly connecting disparate sources of engagement

Facebook, Google

3.0_(2010s)

Leverage significantly under-utilized existing assets

Airbnb, Uber



Existing Supply is Massively Under-Utilized

14 M physical stores drive 97% Physical retail market share of \$1.3T 2020E Total Retail Spend

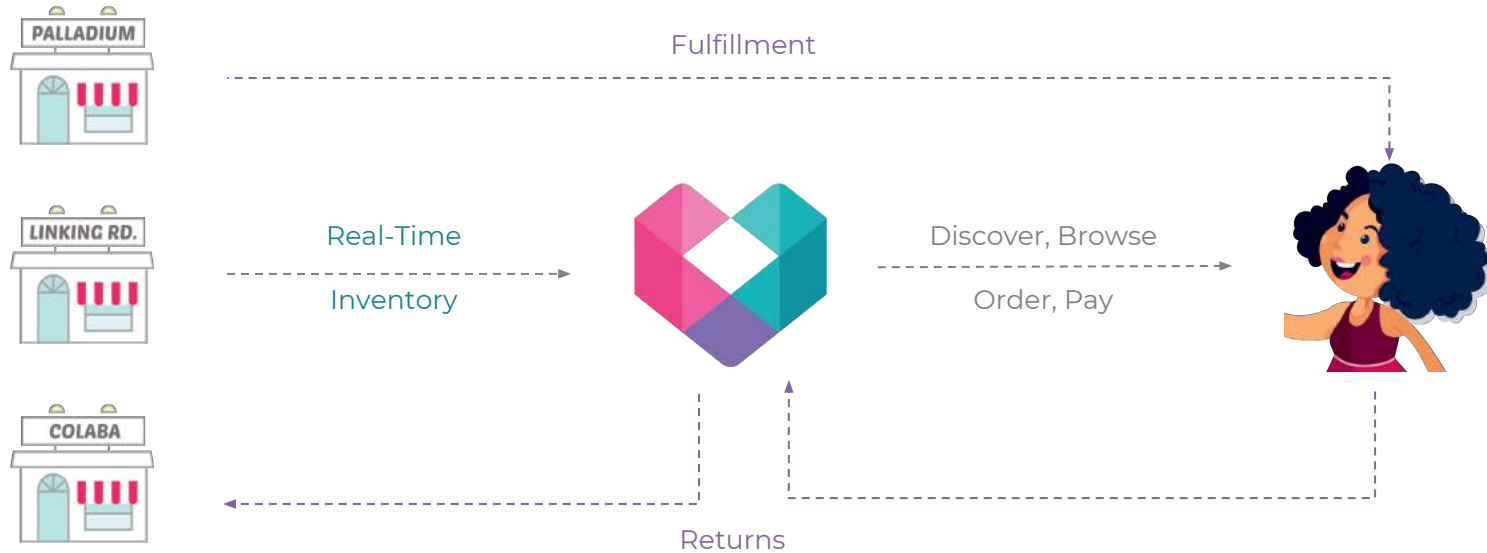
Today, at any given time

7.5 M lifestyle stores carry 6.3B SKUs worth \$55B

Full price sell-throughs at the store level have fallen below 50%. Massive need to unlock more distribution channels to inventory in store.



Fashion for the **Now** Generation





Unit Economics

		Fynd	Fynd Store	
Product Value		Rs.X	Rs.X	Discounts given by the brand
Comm.		Rs.X	Rs.X	Target Commission over time: ~X%/~X%
Fee		+Rs.X	+Rs.X	
Payment Fee	X%	-Rs.X	-Rs.X	
Delivery Cost (+ Returns)		-Rs.X	-Rs.X	Cost reduces at larger volumes
Packaging		-Rs.X	-Rs.X	
Margin	X-X%	+Rs.X	+Rs.X	



Fynd D2C Growth

Consistently growing at X% m-o-m. Strong first and second level metrics with positive unit economics

X_k

Monthly Orders

Rs. X_{Cr}

Monthly Sales

$X\%$

Contribution Margin 1

X

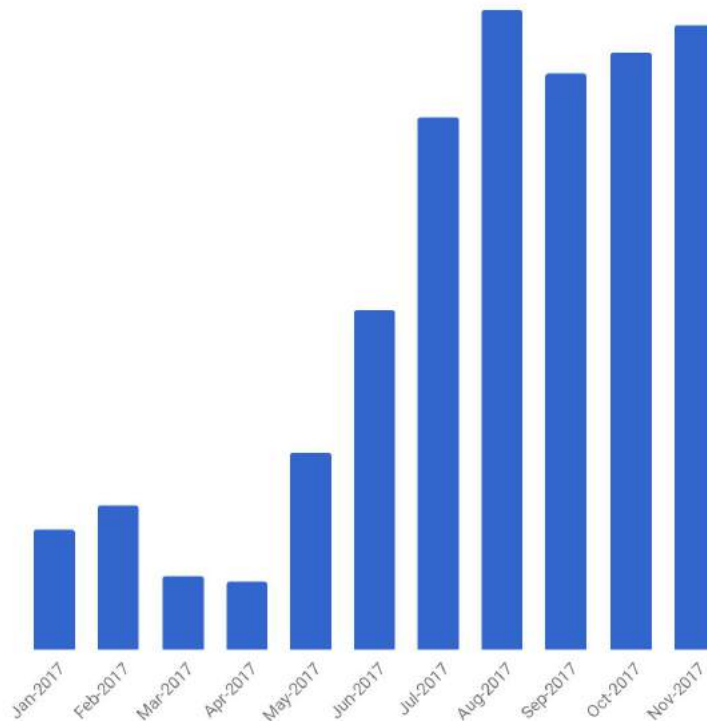
Post Order NPS

X_M

Monthly Active Users

$X\%$

Returns + Rejections





Fynd Store Growth

Consistently growing at X% m-o-m. Strong first and second level metrics with positive unit economics

Xk

Monthly Orders

Rs. XCr

Monthly Sales

X%

Contribution Margin 2

Rs. X

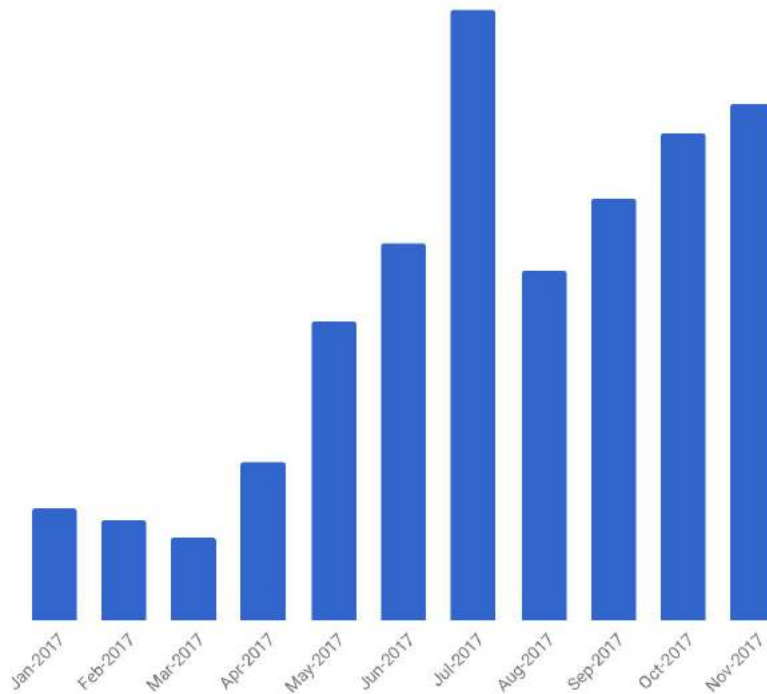
Avg. Order Value

X

Stores

X%

Share of Store Sales





Impact on Store Sales

Across Fynd & Fynd Store, we contribute X% of a store sales, making us a supremely valuable partner



Launched on Fynd: Mar 2016

- X Stores
- X Cities
- X Styles (X% Catalog Coverage)

Launched on Fynd Store: Aug 2017

- X Stores
- X Cities

X% of Store Sales



Launched on Fynd & Fynd Store: Mar 2016

- X Stores
- X Cities
- X Styles (X% Catalog Coverage)

X% of Store Sales



Launched on Fynd & Fynd Store: Feb 2017

- X Stores
- X Cities
- X Styles (X% Catalog Coverage)

X% of Store Sales



Fynd vs ECom 1.0



Continued Focus on
No Inventory - No Warehouse
Zero Supply Side Risk

Scale requires No Capacity Building
Category-wise, Geography-wise

Positioning always on
Convenience, Quality, Variety
Profitable, Loyal Customers



Focus, for increasing profitability,
is on Private Labels
Design Risk | Sell-Through Risk | Brand Building

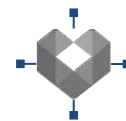
Capacity building precedes scale
Inventory, Fulfillment Centres

Positioning for mass continues to be
Discounting
High CAC customers

Deep Tech Enables Us to Grow Exponentially



GoFynd.io Open
Innovation



Fynd Open
Inventory



Fynd Vision



Fynd Store



Fynd Web



Fify Bot



Mix & Match



Fynd App

2015

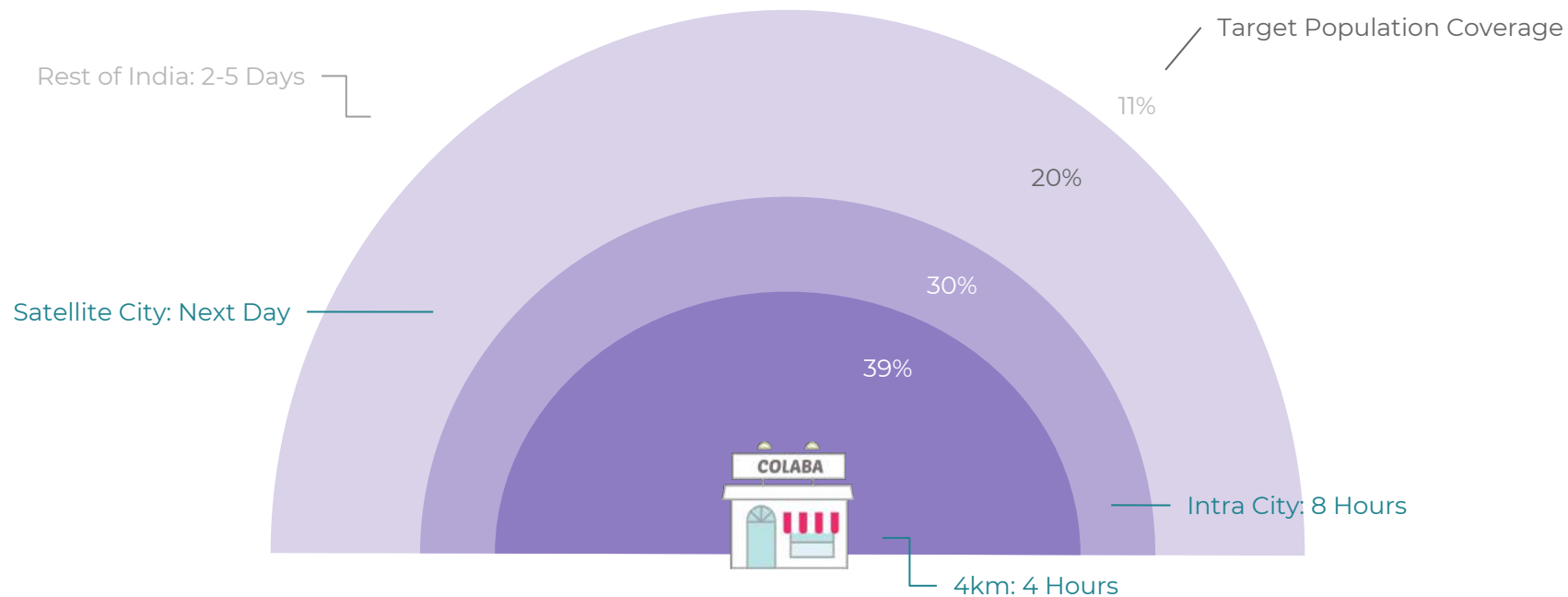
2016

2017

Continuous work on next generation of Products & APIs



O2O Fulfillment Across India



Utilize the closest stock point strategy to fulfill
Piggyback on growing last mile delivery infrastructure

Organization Design

- Designed for large engineering teams
- Tied closely with key business/customer metrics
- Complete access to all internal data sources
- Total Team Size: 83

