



Building India's Largest Fashion Retailer

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Strong Business and Product Team



Farooq Adam | Co-Founder, Product, Engineering & Growth

- 5 years as Big Data Architect at Opera Solutions, New York. Member of world wide Netflix Challenge winning team
- Master and Bachelor in Structural Engineering, IIT Bombay (2008), thesis published as [book](#)
- Angel Investor: Bizongo, Frodocam, Saral, Truce, Creatx.io, +2



Harsh Shah | Co-Founder, Operations & Brand Growth

- 3 years as Management Consultant at Opera Solutions, New York
- Bachelor in Materials & Metallurgy Engineering, IIT Bombay (2010). Head of the Entrepreneurship Cell
- Angel Investor: Bizongo, Saral, Truce



Sreeraman MG | Co-Founder, Design & Marketing

- 3 years as Head of Design at Pagalguy.com
- Founder Logoraman and Mgeez.com
- Master in Interaction Design, IIT Bombay (2014)



Subhranath Chunder | VP Engineering

- 4 years as VP Engineering Zopper. Built 90% of the platform and the complete engineering team
- Software Architect with Knowlarity and Shine, HT Media

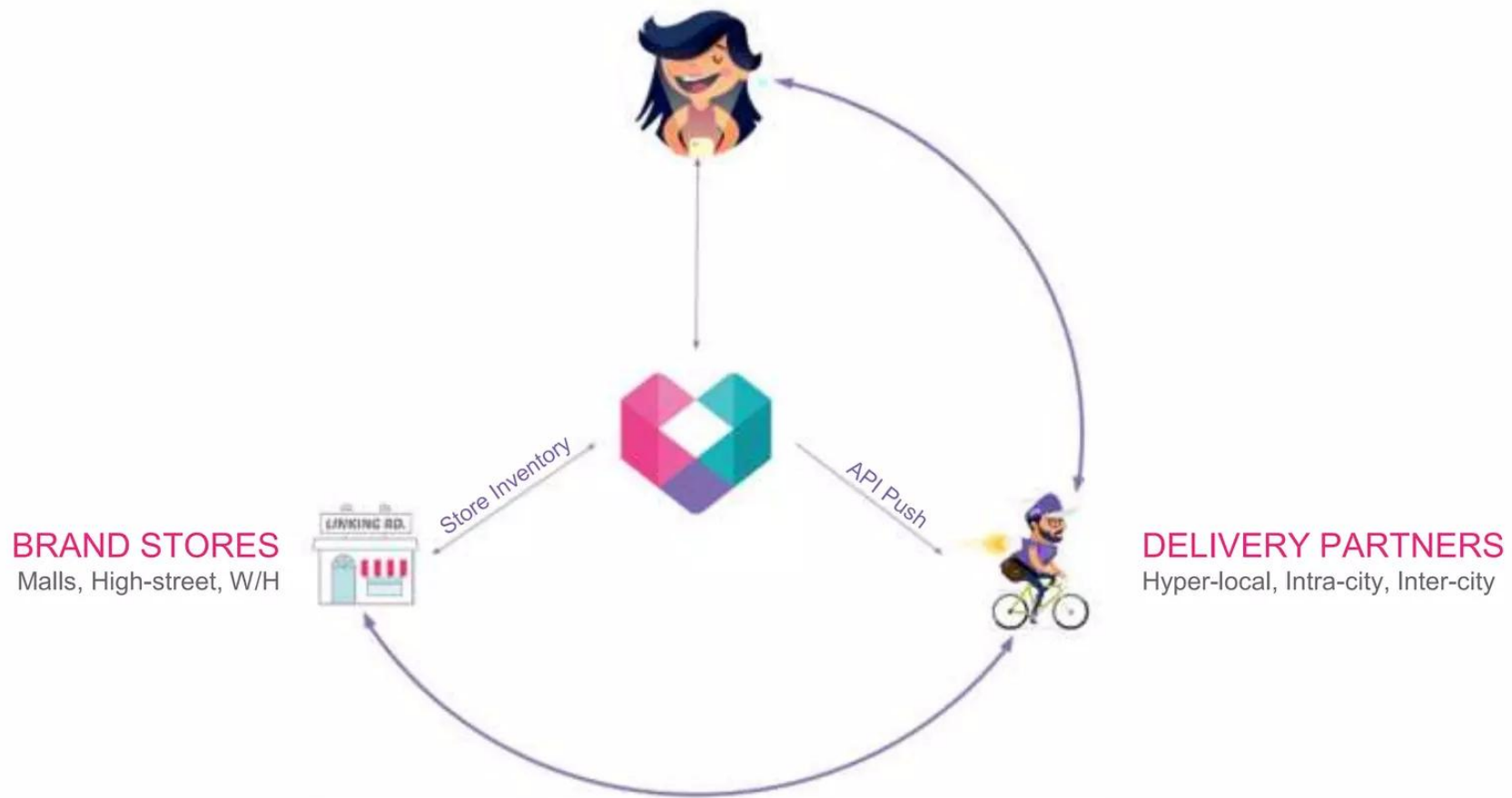


Sandeep Verghese | VP Brand Growth

- 6 years as Founder at Tulips leading Sales and Operations across the country
- Head of Marketing and Business Development, South India - IBM

Execution focused team with extensive experience in data, internet, and consulting

O2O Information Arbitrage: 3 Sided Marketplace for USD 20BN Fashion Retail



Completely Leveraged - Zero Inventory Cost, No Field Force Operational Cost
20% Transaction Commission, 15% Gross Margin

Ecommerce 2.0: Customer Promise



FyndNOW

World's Fastest Online Shopping Destination



Fastest
Discovery



Fastest
Checkout

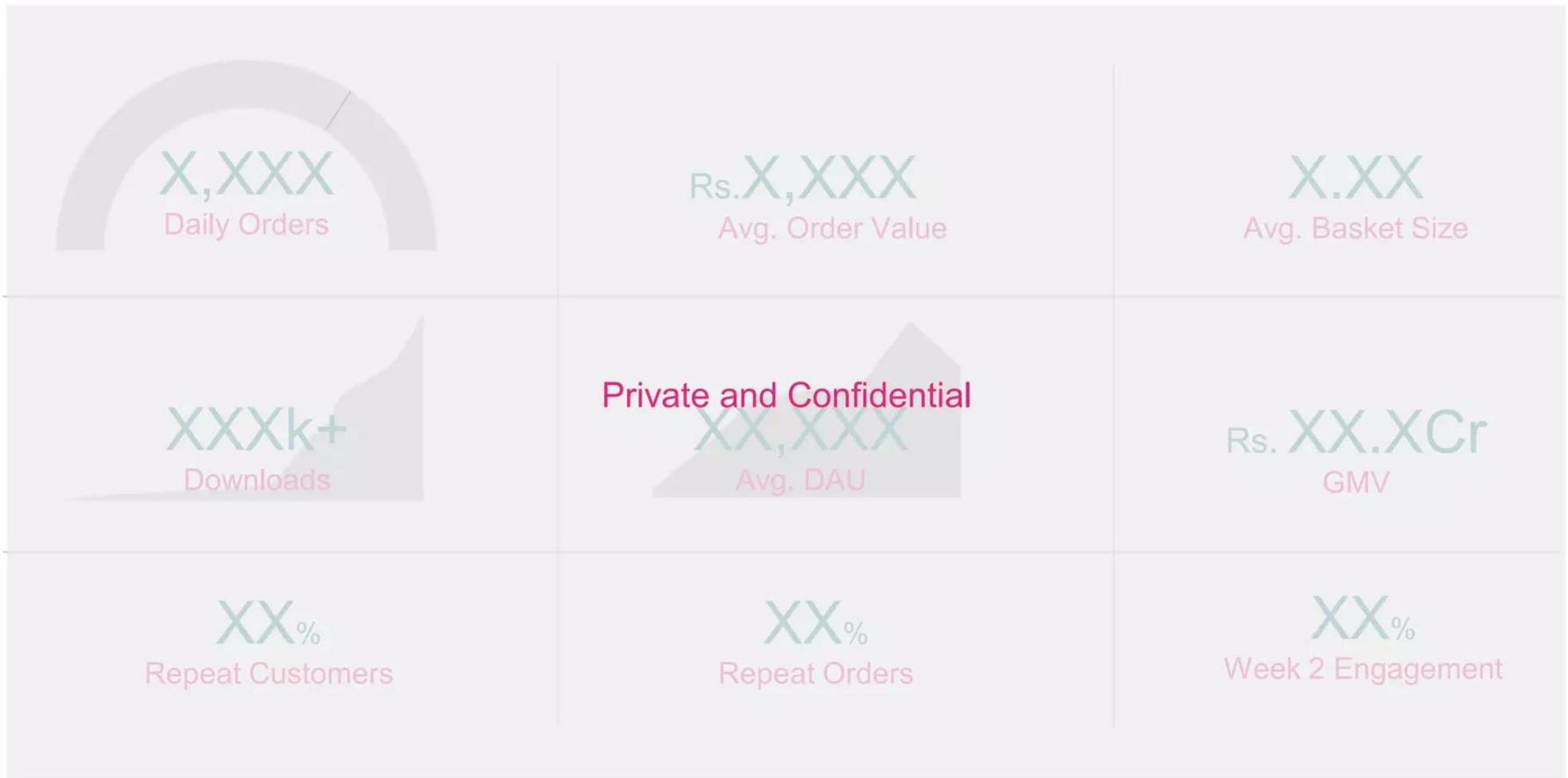


Fastest
Delivery
As fast as 2 hours

In a study covering 300+ customers, 83% said the most important reason for shopping with Fynd was **fast delivery**

Independently correlated with high NPS

Traction Summary



Unit Economics

		ASP	< Rs. 1500
Order Value		Rs.X,XXX	RsX,XXX
Fynd Comm.	20%	Rs. XXX	Rs.XXX
Delivery Fee			+Rs. 50
Payment Fee	2%	-Rs.XX	-Rs. XX
Delivery Cost		-Rs.XX	-Rs.XX
Packaging		-Rs.XX	-Rs.XX
Margin	~15%	+Rs.XXX	+Rs.XXX

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Cost reduces at larger volumes

Close Looped Digital Habit Strategy



Strong Brand Traction

142₍₂₂₀₎ Marquee Brands

Brands across the aspiration pyramid

32k_(50k) Products

India's largest in-season inventory catalog

8k_(12k) Real-time Store Inventory

India's only company with such access at scale



Delivery India-Scale Ready

6k+ Pincodes Serviceable

8+ Delivery Partners

Hyper-local, intra-city, and inter-city

2hrs Fastest Delivery Time

Greedy Order Fulfilment

Algorithmic store-delivery partner assignment optimized for both time and cost



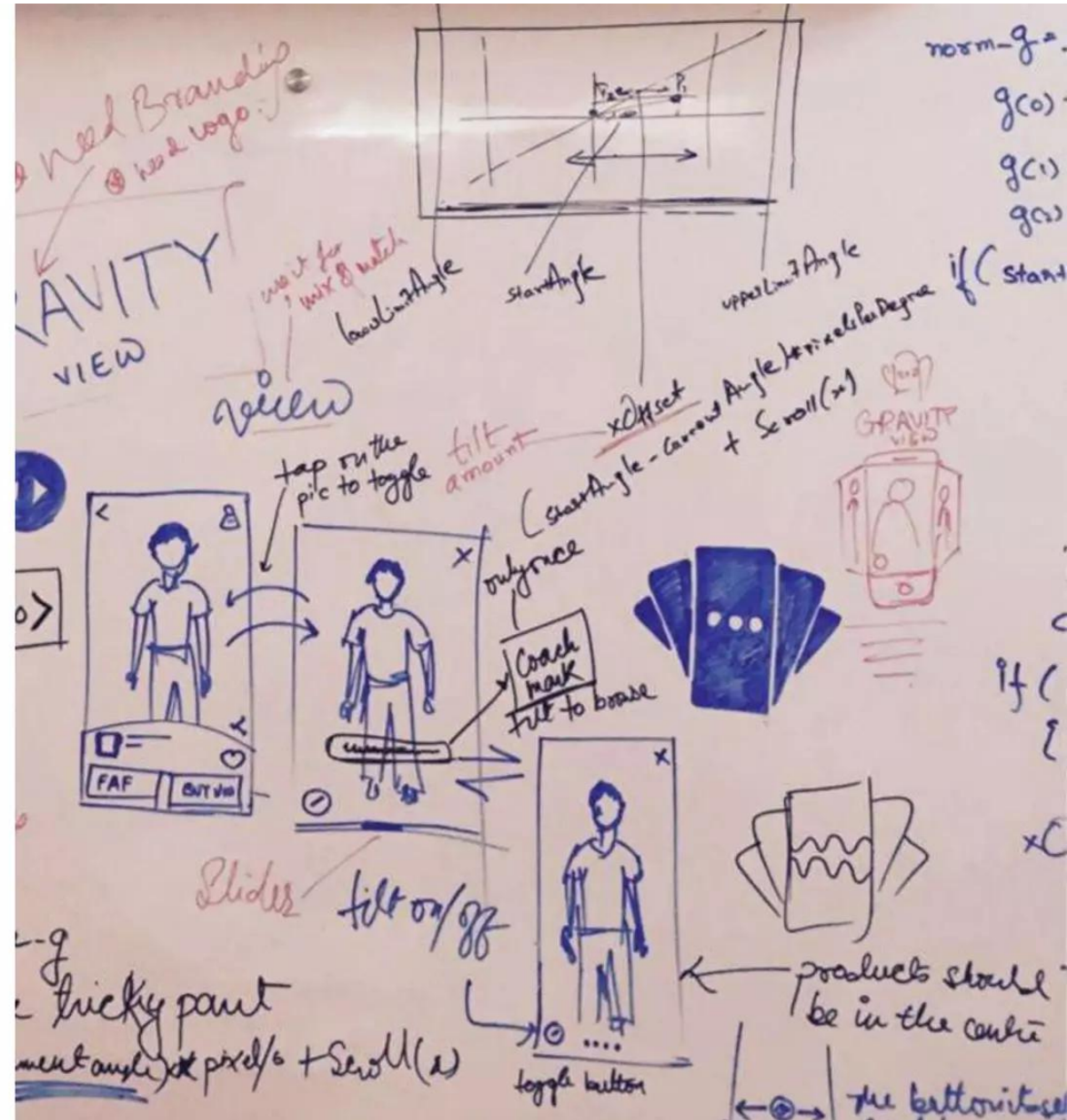


 @GoFynd  GoFynd.com  Fynd



Product & Engineering

blog.gofynd.com



Deep Real-time Ecosystem Integration

ERP: Global Inventory



Point of Sale: Store Inventory



Delivery Integration



Habit-Forming App With Gamified Features



Mix & Match

India's only algorithmic look-based shopping app



For You

Personalized products, brands, collections



Gravity View

View products by *tilting*



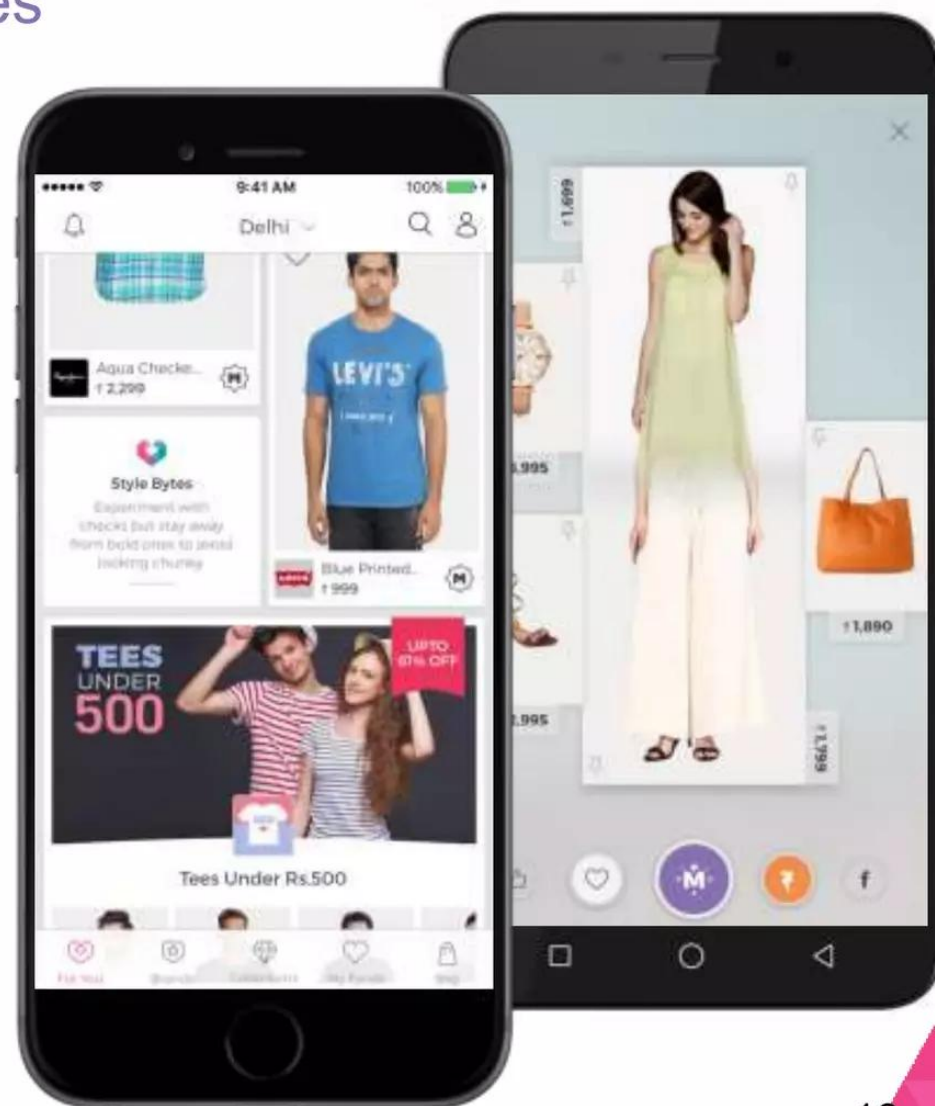
Universal Size Guide

Normalized sizes across brands



Flashpay

Industry's fastest 2-step checkout flow



SEO-First Engineered Website

Brand Keyword Optimized

Mobile Friendly

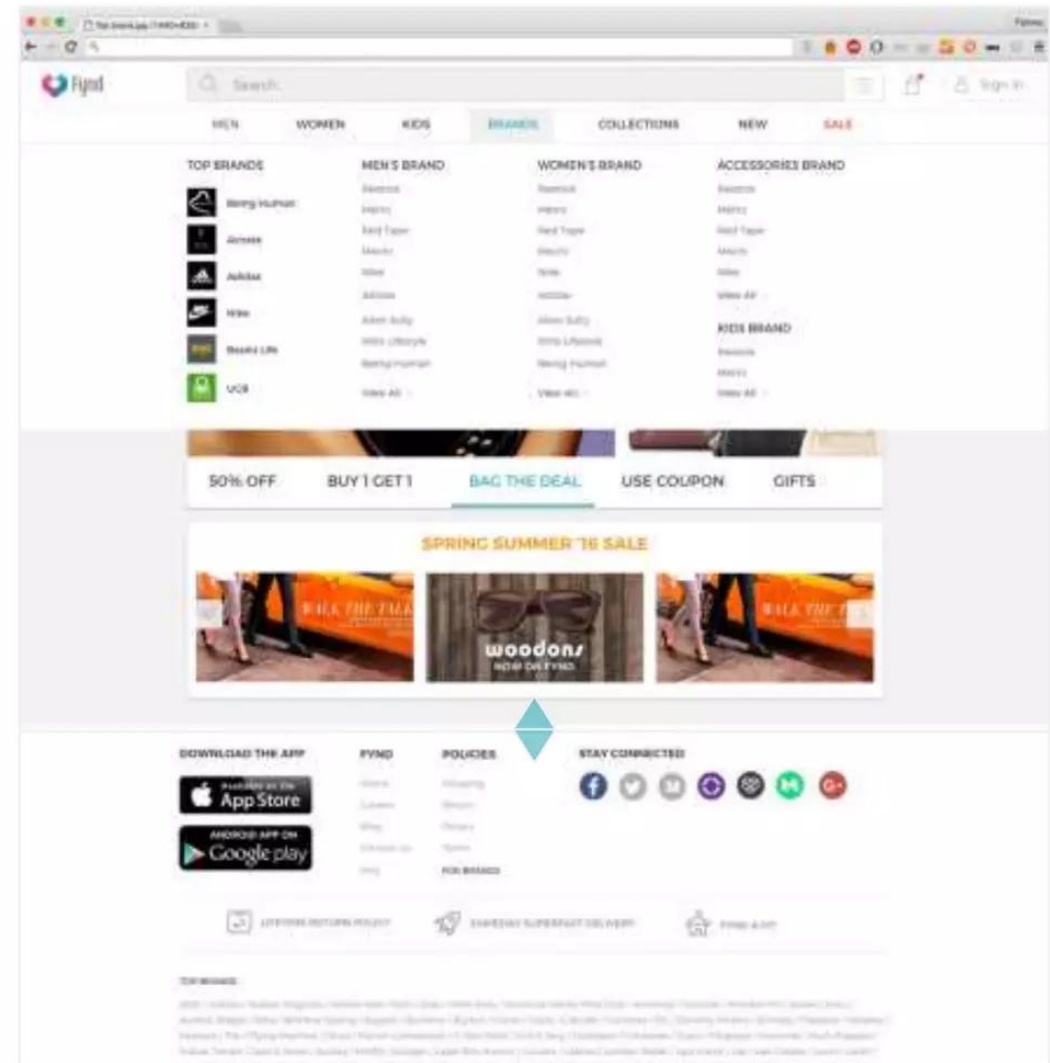
ISP Cached via Akamai

Faster load times, super compressed rich content

Non-Scrappable

Ensures direct traffic and end customer ownership

Launch: June 10, 2016



Fify: World's First Fashion Shopping AI Botfriend



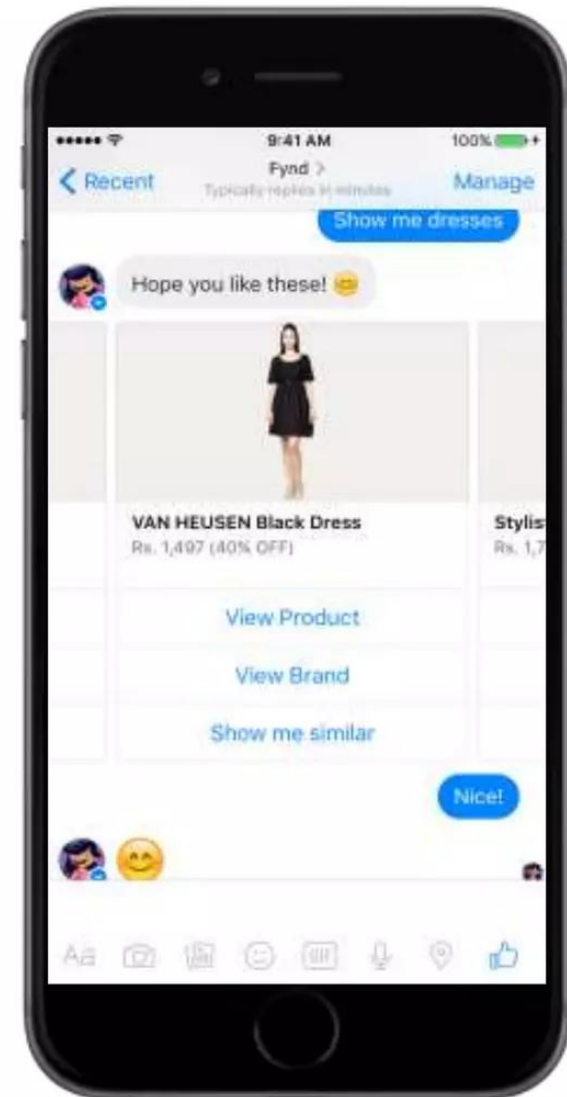
<http://m.me/gofynd>

Conversational Commerce

Beta v0.1 Weak AI Bot. Clear roadmap to become Strong AI Bot

Customer Activation Channel

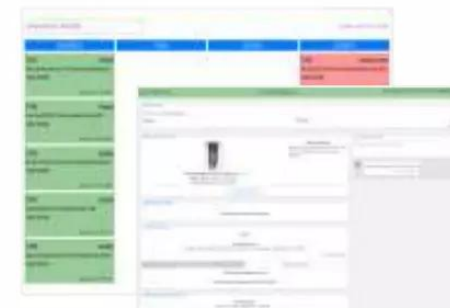
Long form working paper available on request



Product Centric and Extreme Automated Organization

Fynd CC

Suite of products to manage every aspect of the app and transaction - cataloging, customer support, promotions etc.

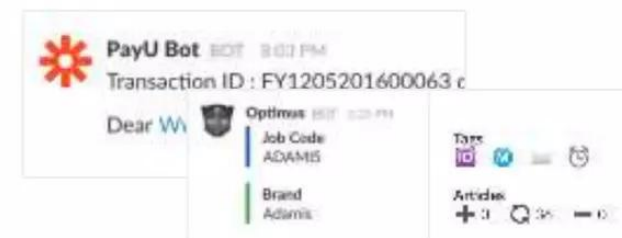


Custom Growth Stack

Mix of SaaS and home-grown tools ensure every byte is tracked in real-time

Bot Alerts

Comprehensive Slack alerts for every external dependency - inventory syncs, payment failure, gateway



Fynd Vision_(R&D)

Using deep neural networks to automate product classification from images

Growth Targets



Featured by the App Store on the homescreen 17

Growth Targets: July 1 - Aug 15

GMV: USD X.X MM

Deliveries: XXXk+

Peak Daily Orders: XXk+

Customer Satisfaction: X+

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Future of Fynd

Model is exponential scale ready

First port of call for fashion discovery and transaction

Global Expansion

Store model easily replicable in mall friendly geographies - MEA, SEA

Largest Retail Information Exchange

New avenues of monetization

Team and Key People

26
Engineering

3
Design

3
Growth

8
Brand

15
Catalog

11
Operations

3
Finance

3
HR + IT

Subhranath Chunder
VP - Engg
Zopper
Knowlarity

Mukul Sharma
Lead - Interface
Fractal Analytics
Tech Mahindra

Rajni Kant Sinha
Sr. Product Manager
Shoptosurprise (Founder)

Ronak Modi
Product Growth Manager
Disney

Sandeep Verghese
VP - Brand Growth
Tulips Furnishings (Founder)
IBM

Darshana Gajare
Editor - The Closet
Reliance Brands, Chemistry, NIFT
3 Other Things (Founder)

Joshua Finny
Lead - Catalog
Amazon
Media2Win

Ruchir Bhomawat
VP - Operations
Greenlight Energy
ZS Associates

Pratik Salia
Lead - Delights
Pepperfry.com

Jai Sangoi
VP - Finance
Hopscotch.in