BACHAT BHI!! MUNAFA BHI!!!
PILLARS OF COMPARE MUNAFA

KANCHAN SUKHIJA CO-FOUNDER & CEO

- Received Young Women Achiever Award -2015 on the 153th birth Anniversary of Swami Vivekanandaji
- More than 3 years of work experience in finance and insurance field.
- Masters in Finance and Investments from Nottingham University Business School and PGDIP Actuarial Science from University of Southampton.
- Is instrumental in the smooth functioning and execution of Strategic Goals for the Company.

HARSH MAUR CO-FOUNDER & CTO

- A Tech Geek by Birth.
- Started developing websites as a freelancer from the age of 18 for various overseas clients.
- Is responsible for all the technical aspects of comparemunfa and currently managing a team of 18 software engineers.
- He believes in this fast growing / changing environment of technology there is no end to learning.

VIVEK AGARWAL CO-FOUNDER AND MENTOR

- Founder of the GPA Group. Has seven successful ventures in his kitty.
- A young achiever in the Indian Business industry & has bagged the Young Entrepreneur of the year award 2015. Rajiv Gandhi Excellence award for Mtech Mobiles as the Emerging brand of India 2015.
- Alumina of the Nottingham University Business School (UK), he believes that instead of waiting for the right business opportunities, one needs to create them.
INDUSTRY ANALYSIS

US $ 16 BILLION
SIZE OF E-COMMERCE MARKET IN INDIA TODAY

US $ 1.75 BILLION
2007

88% YoY GROWTH

% USING COUPONS WHILE SHOPPING

5% Yes
95% No

TOTAL ONLINE CONSUMER REVENUES (Rs Crore)

16,600 21,700 28,500 40,300 55,600 77,100 1,07,800
**What We Found?**

- There is not a single portal that has Price comparison, Coupon and deals and cash back (Munafa points) on a single platform.

- The mobile phones today are filled with multiple apps.
SOLUTION IS - COMPAREMUNAFA.COM

We bring together leading online stores and help buyers Compare Prices, select the best deals, while offering added advantage of Munafa Points (Cashback) against each sale on a single platform.

Welcome to a One-Stop Destination where buyers SAVE TIME, EFFORT AND MONEY with every purchase.
OUR CONCEPT

1. Log Into / Sign Up for your Compare Munafa Account.
2. Browse and Choose products.
3. Compare the Prices of products across Online Stores Or find Best Deals & Coupons.
4. Analyze the Price Graphs over a period of time.
5. Set Price Alerts for the price you wish to shop the product for.
6. Choose a Retailer who offers the best deal, and you will be redirected to the merchant’s website.
7. Earn Munafa Points for every Purchase you make.
8. Redeem your Munafa Points against a range of vouchers, gifts, wallet transfer etc.

OUR PARTNER STORES

...250+ stores and 1000+ deals
**Revenue Model**

- Visit the merchant website via Comparemunafa.com

- We receive affiliate commission for the same.

- The remaining commission is our revenues.

- Part of the commission is redistributed to the customers in the form of Munafa Points.

- Our revenue are mainly driven by volumes. We give a lot of importance to marketing analytics for targeting as accurately as possible.

- We also pay utmost attention to our affiliates tie ups in order to receive the best commission rates in the market.

- More the Munafa points, better the deal for redemption. This motivates the consumer to rack up Munafa points. As a result, increased shopping and less frequent cash out requests, giving working capital flexibility. It is similar to rewarding loyalty program.

- We also have a section partner with us and grow your business, where we can add new stores coming up and charge a maintenance fess for the same.
OUR VALUE ADDS

SIMPLIFIED UI- EASE AND CONVINIENCE

INCREMENTAL BENEFITS ON MUNAFA POINTS (CASHBACK)

- One can redeem Munafa Points in the following ways:
  - Mobile recharge
  - Bank Transfer
  - Wallet Transfer
  - DTH Recharge
  - Vouchers

- Once you start racking up Munafa Points you can get increasing benefits. It is similar to rewarding loyalty program. We are the only website that pays you interest on cash back.
**Price Alert**

- Compare products
- Choose your desired product
- Analyze the price graph over a period of time
- Set the price you wish to shop for
- Fill in your details
- Get instant price drop email when the product reaches your desired price

**Price Graph**

- Price Graph helps you in analyzing the prices
- You can analyze the product price over a period of time
- Helps you make a decision on the price you wish to shop for
- Helps you study the market of the product you desire to buy
- Makes the comparison of products and prices process faster
# Competitor Analysis — Features

**Early mover advantage**—providing all services on a single platform

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They provide only for limited products and stores and hence not really a feature.
ROADMAP — PATH TO SUCCESS

➢ DEVELOPING A GENERIC CODE:

Plan to create a single platform to aggregate the following:

- Loyalty points
- Financial products
- Single login for all bank accounts of an individual
- It will also reduce the time and simplify the process of adding new stores to our exiting platform.

➢ FOCUSING ON ANALYTICS:

We believe that’s the way to go ahead and it helps to give more insights which is vital to beat competition and more ahead swiftly.

➢ INNOVATION AND ROI CENTRIC MARKETING STRATEGY:

Learning from industry experience there is no point is burning money in marketing war and analytics will play a major role here.

➢ GEOGRAPHICAL EXPANSION:

We plan to extend our business model in US and the UK markets as there is lot of scope for the product and very little competition in our kind of idea

➢ HIRING PREMIUM TALENT FOR SENIOR POSITIONS:

We believe that execution is the key and hence focus on developing and strengthening are talent pool to fuel our growth plans.

➢ IMPROVING BACKEND ARCHITECTURE:

Accuracy and speed is the key, hence we plan to add more servers to enhance the overall consumer experience.
Thank You – Team Compare Munafa