

OEM ALLIANCE FOR WHATSAPP COMMERCE

EMPOWER RETAILERS WITH
WHATSAPP AI CHATBOT



+



YUGASA
BOT

=

Retailers'
Success



Present Scenario

In 2023, India had 250 million online shoppers, projected to grow to 425 million by 2027.

eCommerce and Quick Commerce have stolen the show. Visiting physical retailers is steadily losing appeal.

Retailers want to sell online but can't afford their own mobile app.

Even if retailers decide to launch their own app, consumers avoid it due to app overload.



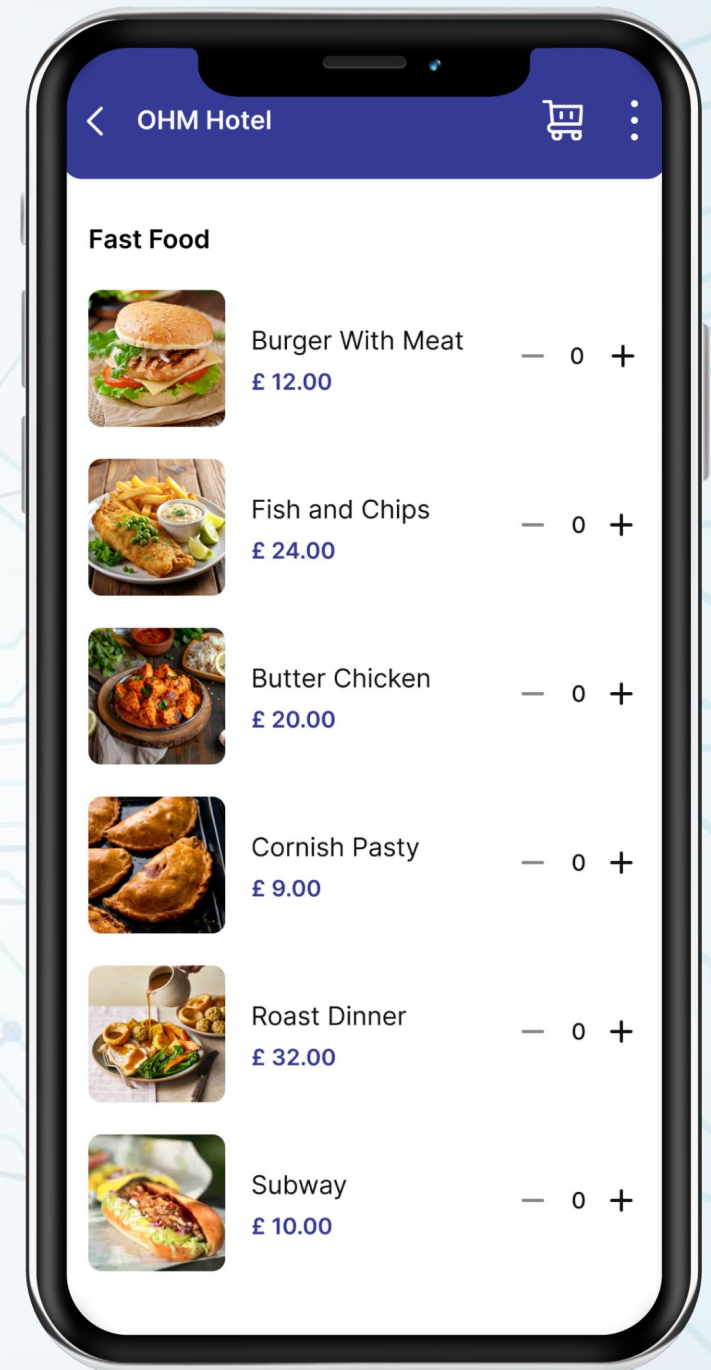
WHATSAPP COMMERCE

60 CRORE USERS
GROWING @ 16.6%/Annum

THE MOST PREFERRED CHAT APP

Get More with WhatsApp Chatbot

- Retailers sell on WA w/o any new learning
- Customers can shop with local retailers online
- Retailers don't shell out any commission to marketplaces
- Retailers can send promotions and new products updates
- No App downloads and easy adoption

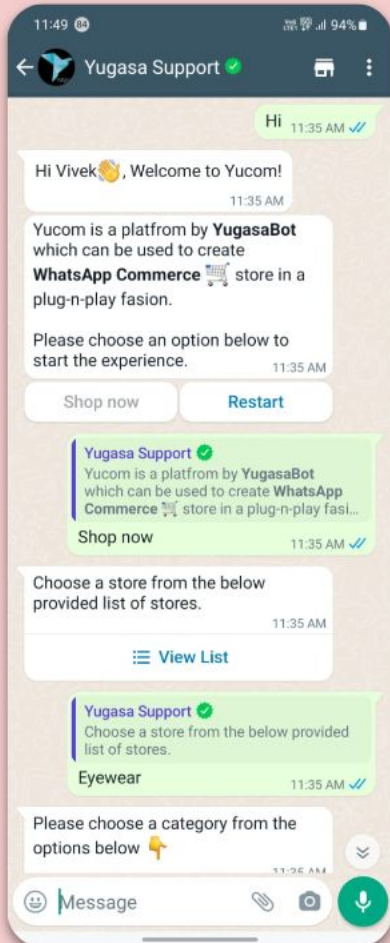




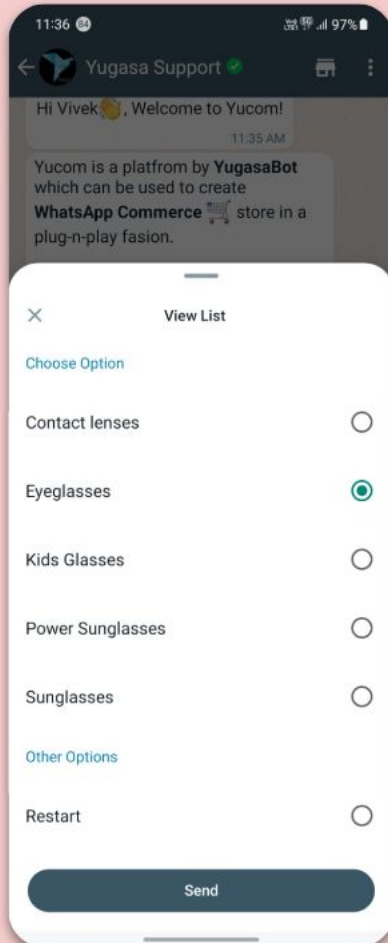
WhatsApp Commerce with Artificial Intelligence



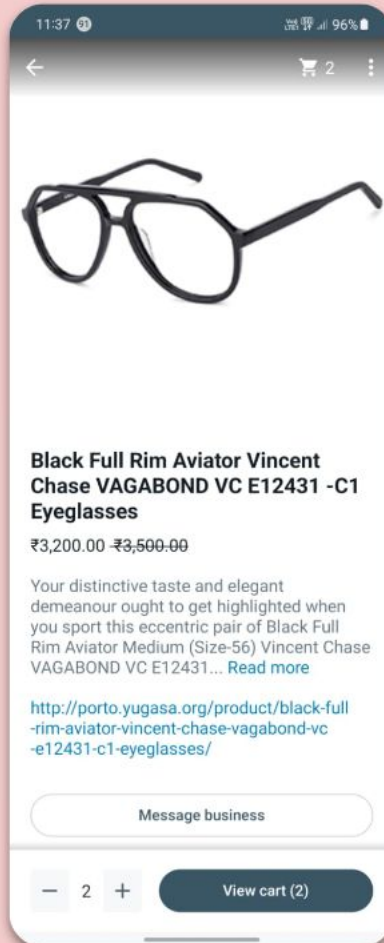
Conversation & Filtration



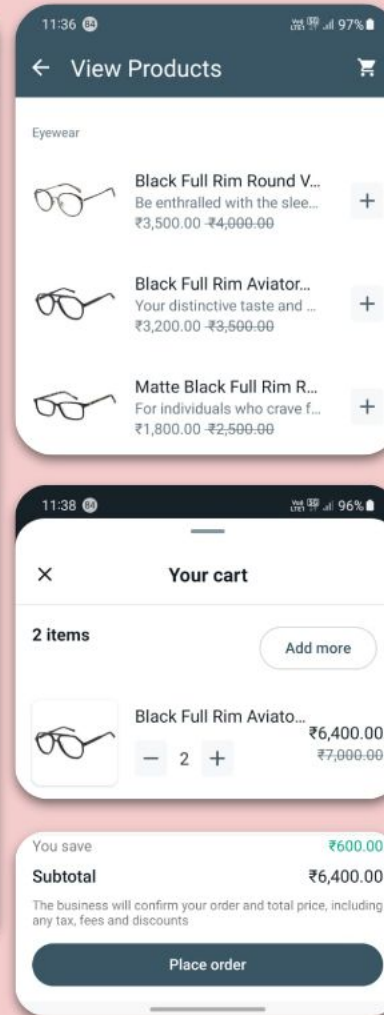
Categories & Sub-Category list



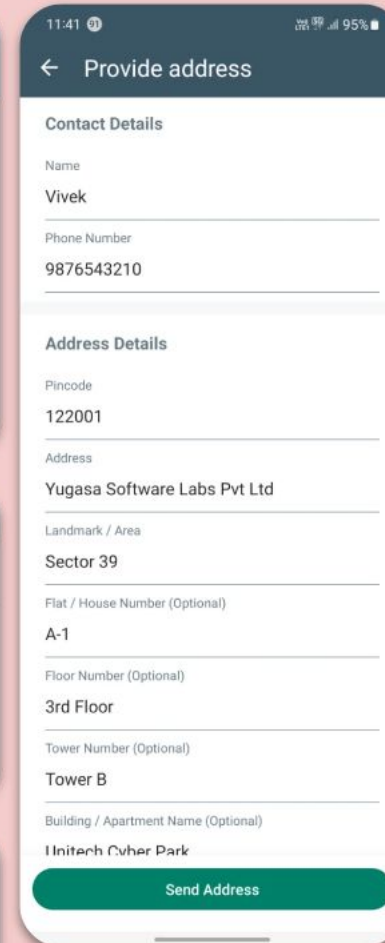
Product details and pricing



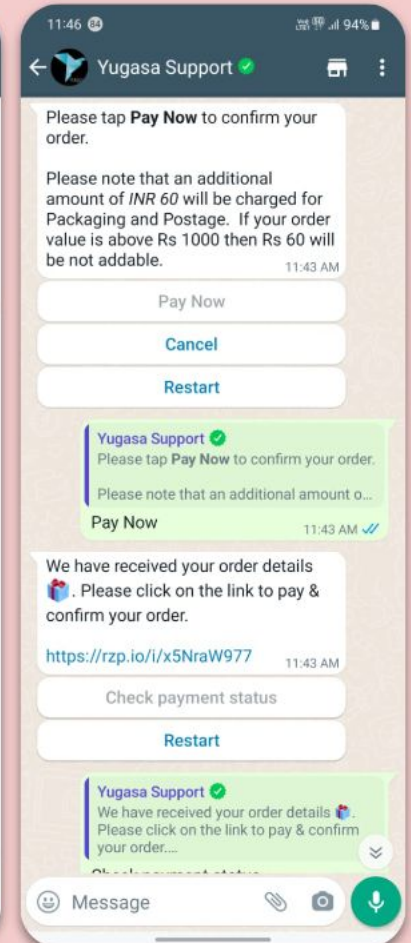
Product Listing & Cart



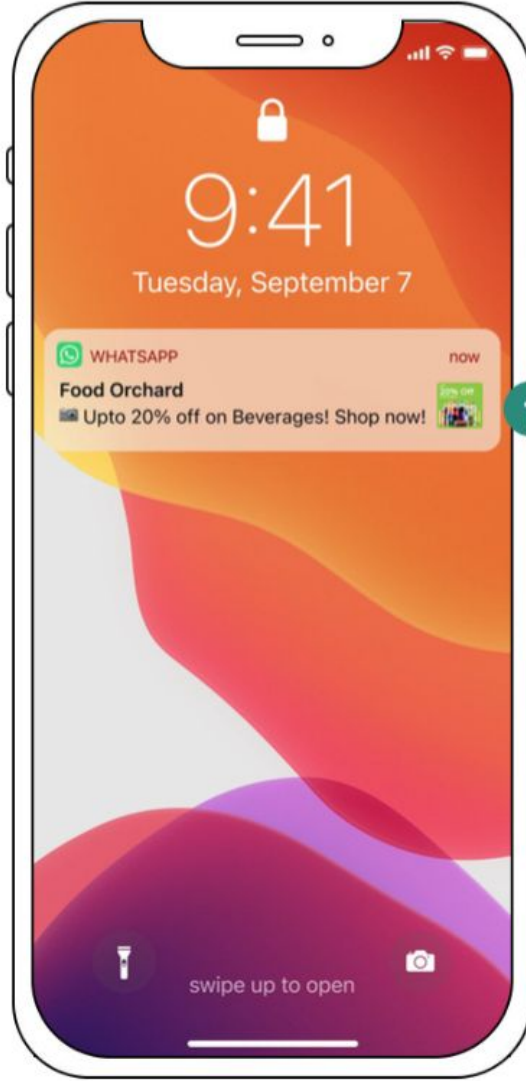
Collect delivery address



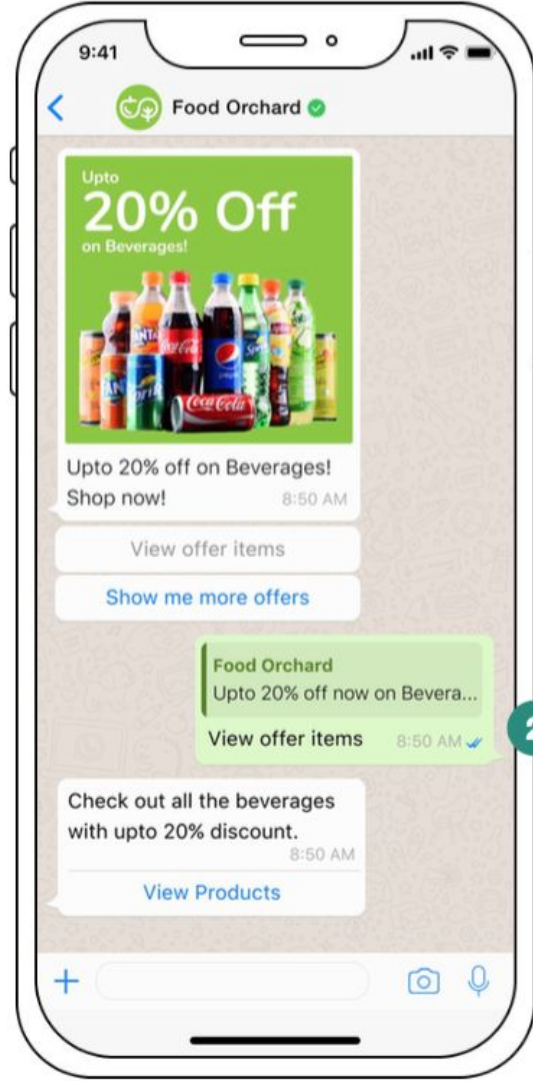
Collect Payments or mark COD



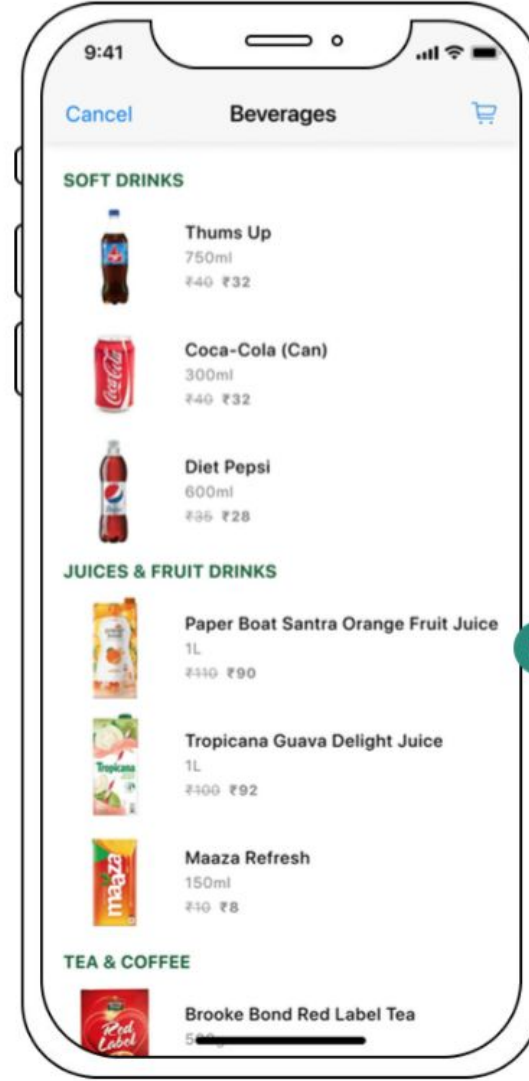
Build frequency and repeat orders



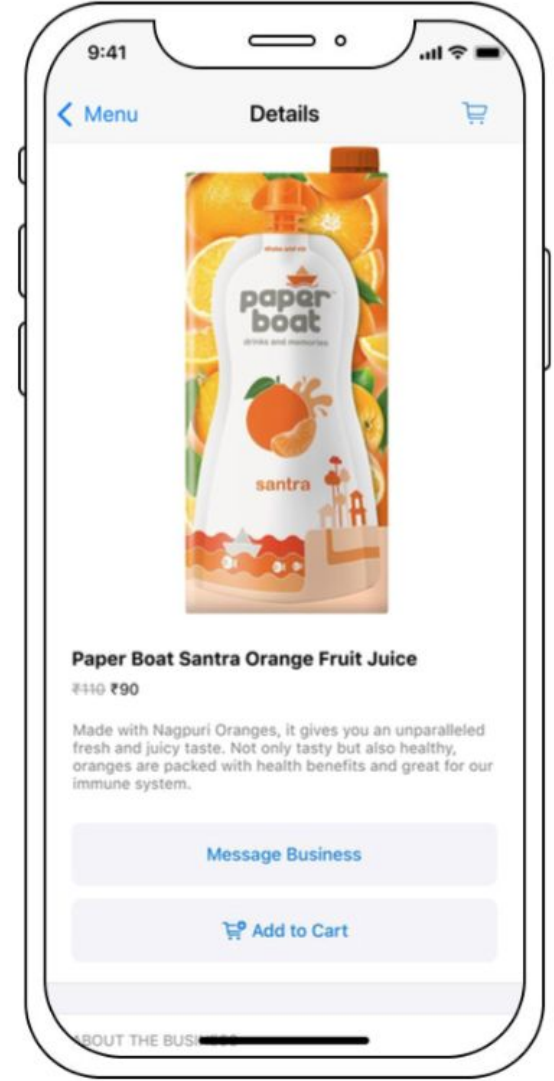
Notification with promotional message from brand



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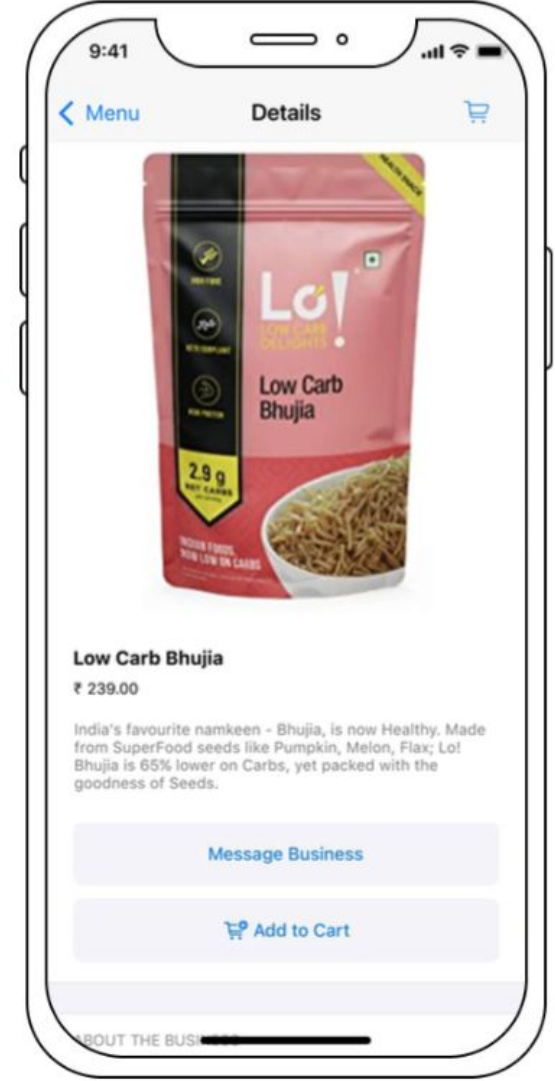
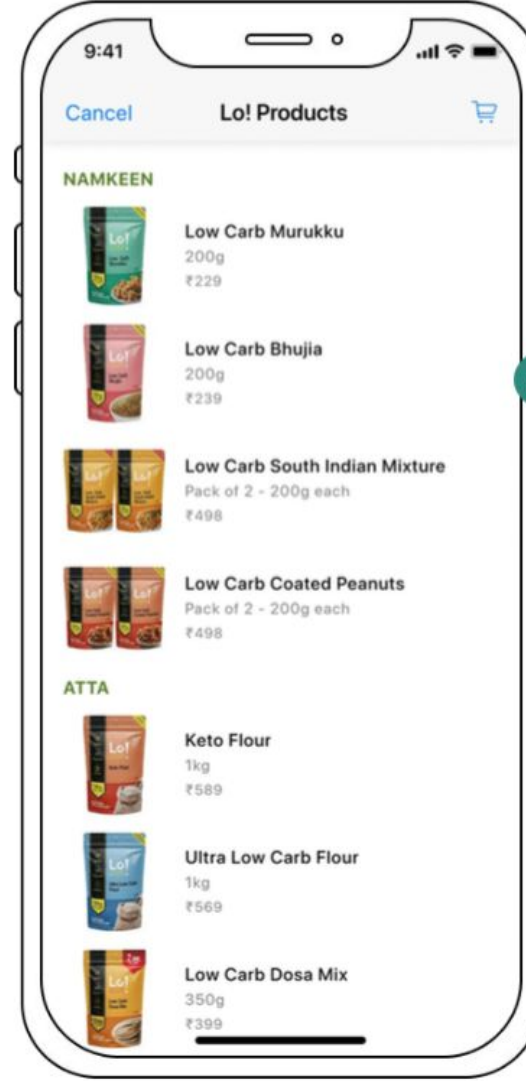
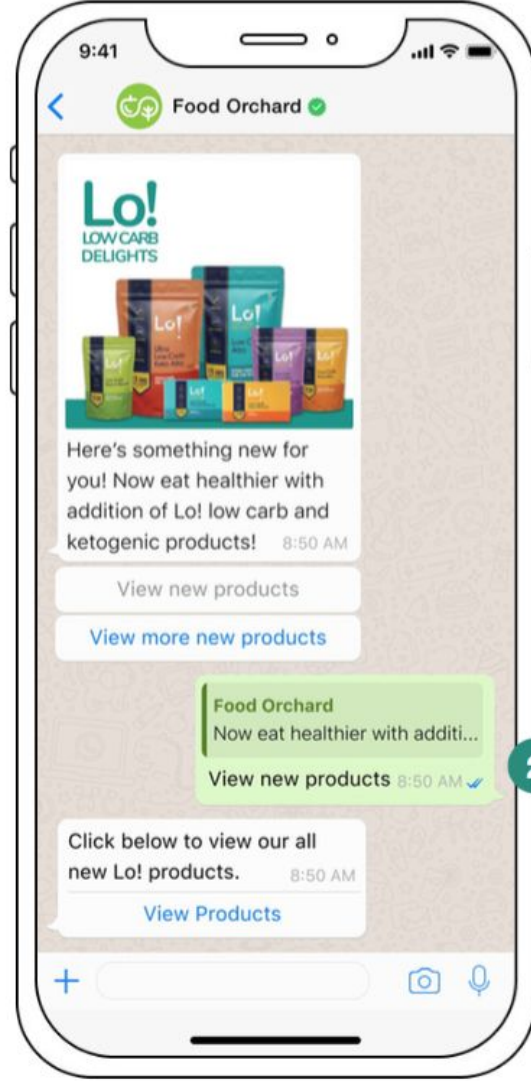
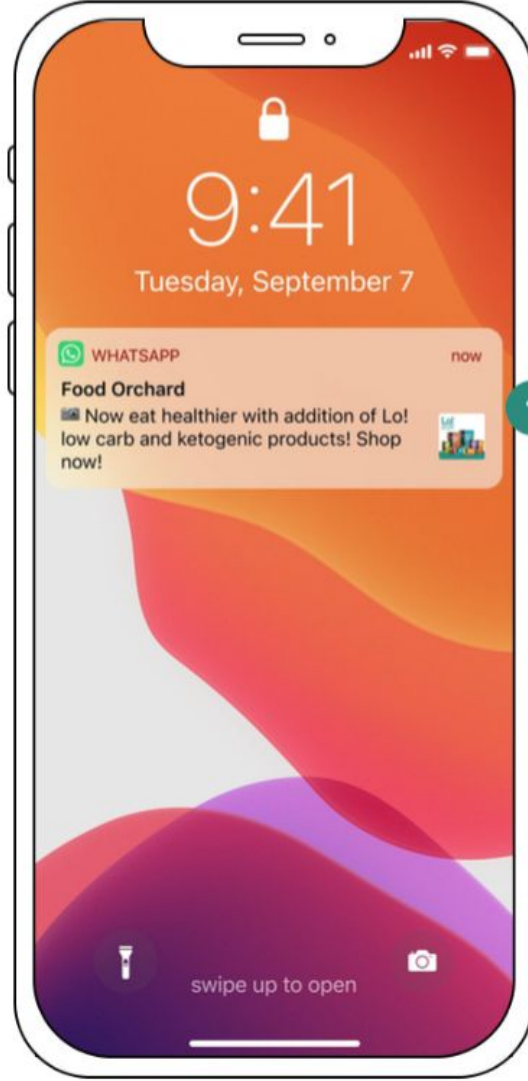


Dynamic list which contains products on which the offer can be availed



Product details page

Introduce new products



The Opportunity

Consumer is tech savvy. He loves using Whatsapp. Can use WA Commerce easily

Retailer is using the PoS already and is waiting for a new solution from MargERP to start selling online as well.

With YugasaBot, we can start enabling WhatsApp Commerce for MargERP's Retailers in no time.

Yugasa is offering its technology as OEM to MargERP, so that retailers get it as a solution from their current provider itself.



The Threat

WhatsApp Bharat Yatra



Our Partnership

Yugasa is an official Meta Business Partner and will offer its technology to MargERP as an OEM provider.



Retailers will continue to consume the newly introduced product as an offering from MargERP only

Integration with MargERP APIs enables WhatsApp Commerce and catalog display.

Orders placed via WhatsApp Bot notify retailers through MargPoS.



**ABOUT PARENT
COMPANY**



DEVELOPING
BIG
FOR EVERYONE



THE JOURNEY

Grew at an angle of
90 degree upwards in
last 7.5 years with an
average of 100%
growth year on year

Our appetite for
**innovation and
technology** made us file
4 patents in AI so far

Yugasa Software LLC
is a Delaware, USA
registered company
having presence in SF
and Huston.

Started in 2015 with
a handful of highly
experienced tech
team

Driven by technology
Our biggest strength
has been adoption of
new tech trends fast

**Yugasa Software Labs Pvt
Ltd** is Indian entity carrying
our development practices
from India



700⁺

Projects Delivered

28

Countries

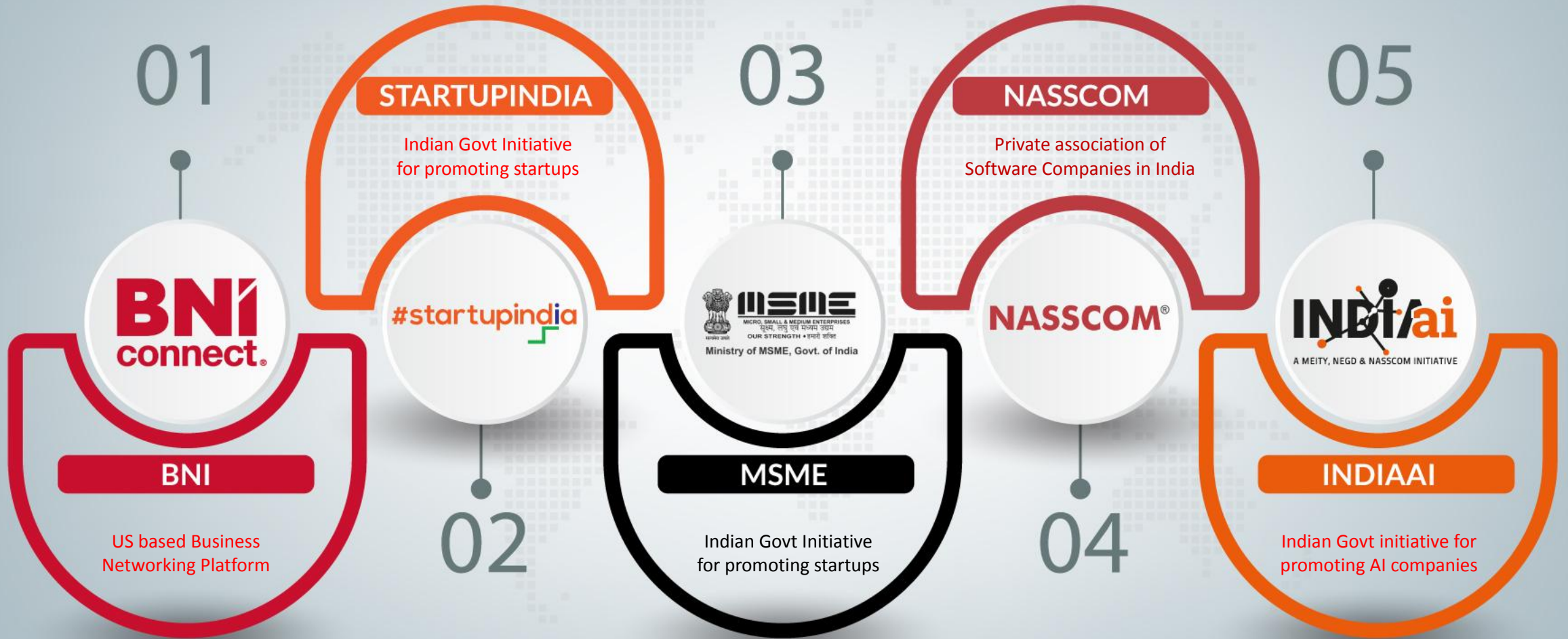
500

Smiling faces

80%

Repeat Business

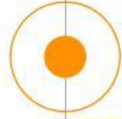
MEMBERSHIPS



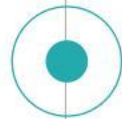
Yugasa is member of some prestigious national and global business platforms related to software industry and startup ecosystem



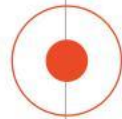
2021



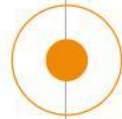
2020



2019



2018



2017




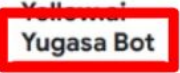









Operating model 2.0

Graduating to 2.0 indicates that digital solutions have helped increase business efficiency, output and potential substantially

Every business aims to improve efficiencies, lower cost and grow revenue. While many digital solutions are built to help companies achieve these, the cost and complexity of adoption is oftentimes

prohibitively high. As digital continues to shape how we do and will conduct business in the future, **embracing new technologies is the only means of staying ahead of the curve.**

Digital technologies	Areas of focus	Tools	Examples
 Natural language processing	Customer and channel engagement	 Yugasa Bot	 Bajaj Finserv deployed multilingual virtual assistants powered by natural language processing model to support customers across the customer lifecycle, helping them achieve ~\$16M cost savings a year.
AI-driven sales optimisation	In-store sales optimisation	 Agrex.ai	 Bata used AI-powered video analytics to boost in-store sales. Using existing video infrastructure, they analysed customer segments and emotions that certain products evoked.
Robotic Process Automation	Operational efficiencies	Ui Path Automation Anywhere	 Tata Sky leveraged Robotic Process Automation (RPA) to automate 17 processes, including in finance, supply chains and tax reconciliation, saving the company 10K+ hours per year.
Big data analytics	Data analysis	Amazon Web Services Microsoft Azure	 Indegene implemented cloud-based data solutions to extract insights from adverse events so they could take pre-emptive actions, achieving 80% time savings.
Cybersecurity measures	System protection	Securonix Palo Alto Networks	 Ashok Leyland upgraded their security network to enhance protection, improve security services management and optimise costs, leading to a 90%+ reduction in time to set up security for new stores as well as lowered costs.
AI-driven HR solutions	Talent management	Leena AI Eightfold.ai	 Vodafone Idea deployed AI-driven HR solutions to streamline their employee grievance mechanism, which significantly enhanced employee productivity by resolving 90%+ of employee queries without escalation.

Multiple brands and Startups globally have shown their confidence in us

Sāākāār

NH Narayana Health

pathstore

psb
ACADEMY

QI SPINE
CLINIC

Schneider
Electric

AURO
SCHOLAR

Biomentors

OOO

DOC GENIE

WWF

JIVA
AYURVEDA

ABRA

affle

TAXMANN®

Apollo Clinic®
Expertise. Closer to you.

HPL

ExxonMobil

e3D

Azure Power

AIBOBA
All India Bank of Baroda Officers' Association
ESTD 1964

Stāragri

Multiple Big brands globally have shown their confidence in us





An award-winning
OmniChannel Virtual
Assistant for D2C brands
to automate their Sales,
Support and Promotion
24x7 in multiple
languages.

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