



ROBINAT E-COMMERCE PRIVATE LIMITED



ROBINAT

Our Vision

To redefine e-commerce through innovation, diversity, and customer-centric solutions, setting new benchmarks in convenience and quality.

Our Mission

By 2030, we aim to:

Revolutionize the e-commerce landscape in India with cutting-edge technology and user-friendly platforms. Empower consumers by offering a diverse product range and enhancing accessibility across urban and rural areas.

Drive sustainable growth through eco-friendly practices and robust partnerships with MSMEs and local suppliers.

Introducing



Revolutionizing E-Commerce with AI-Enabled Solutions

ROBINAT Delivering a seamless and diverse shopping experience through cutting-edge technology, fast delivery services, and customer-centric platforms designed to enhance convenience, efficiency, and product accessibility.

Our platform streamlines

- Personalized Shopping Experiences
- 30-Minute Delivery for Select Products
- Real-Time Order Tracking
- Secure and Fast Payments
- Customer-Centric Service

For,

- Urban and Rural Consumers
- MSMEs and Local Suppliers
- Multi-Category Retail Product

Our Solution



Real-Time Inventory Updates



Advanced Delivery Logistics



Consumer Behavior Insights



30-Minute Delivery System



Secure Payment Integration



9 AM to 9 PM Operational Support

Market Overview

**\$5
trillion**

E-Commerce Market

Valued at \$5 trillion globally in 2024, with a CAGR of 10% (2024–2030), driven by increasing digital adoption, rising consumer demand for convenience, and technological advancements.

**\$26
trillion**

Global Supply Chain Services Market

Estimated at \$26 trillion, with rapid growth fueled by online and omnichannel retail experiences.

SAM

\$5 trillion

SOM

**\$500
billion**

- 85% of consumers prefer platforms offering seamless and personalized shopping experiences.
- *The rise of AI-driven e-commerce platforms is projected to grow by 25% annually.*

TAM

\$5 trillion

Total Addressable Market for global e-commerce and retail industries.

11%

SAM

\$500 billion

Serviceable Addressable Market targeting diverse product categories like fashion, electronics, groceries, and healthcare.

1.4%

SOM

\$25 billion

Serviceable Obtainable Market focusing on urban and rural consumers, MSMEs, and local suppliers.

The Opportunity We're Tackling

E-Commerce Market Expansion Presents a \$5 Trillion Opportunity by 2030

- **India's Digital Economy:** Estimated at \$1.6 Trillion by 2030, driven by increasing smartphone penetration and internet accessibility.
- **Global E-Commerce Growth:** Forecasted to grow at a CAGR of 10%, with emerging markets contributing significantly.

Challenges



Complex Supply Chain Management Across Urban and Rural Regions.



Regulatory Compliance in Logistics and Digital Transactions.



Rising Consumer Expectations for Seamless and Personalized Experiences.

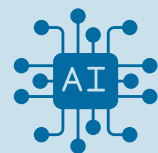


Operational Inefficiencies in Last-Mile Delivery.



Lack of Integration Between Consumer Platforms and Supplier Networks.

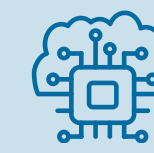
Emerging Trends



Growing AI/ML Integration for Personalized Product Recommendations.



Demand for Omnichannel Retail Experiences.



Focus on Sustainability and Environmentally Friendly Practices.

Why ROBINAT?



Fast Delivery Services

Providing 30-minute delivery options and real-time order tracking to ensure convenience and efficiency for consumers.

Customer Insights

Leveraging data analytics to understand consumer behavior and preferences, helping vendors optimize product offerings and strategies.

Sustainability

Integrates eco-friendly practices into operations, promoting green logistics and environmentally sustainable sourcing methods.

Value Added Features

Offering secure payment gateways, loyalty programs, easy returns, and seamless navigation for a superior shopping experience.

X Factor

Intuitive Platform

Robinat offers a user-friendly interface with seamless navigation for consumers and vendors alike.

AI-Driven Insights

30-minute delivery for select products to redefine e-commerce efficiency

Affordable Pricing

Competitive pricing strategies that empower consumers and support MSMEs with scalable and cost-effective solutions.

Our Products and Services



Fashion and Apparel

- Clothing for Men, Women, and Kids
- Footwear and Accessories
- Ethnic Wear, Casual Wear, and Party Wear



Grocery and Essentials

- Daily Groceries and Food Staples
- Organic Products and Gourmet Foods
- Beverages and Snacks



Electronics

- Smartphones, Laptops, and Tablets
- Cameras and Accessories
- Home Appliances and Gadgets



Health and Personal Care

- Health Supplements and Medical Supplies
- Personal Care and Grooming Products



Baby and Kids' Products

- Baby Clothing and Toys
- Learning and Activity Products

Revenue Model

For Buyers

Basic Plan: Affordable at ₹199/month, ideal for small-scale buyers with limited purchase volumes.

Standard Plan: Advanced features starting at ₹999/month, catering to mid-sized buyers with diverse product needs.

Enterprise Plan: Custom pricing tailored for large-scale buyers requiring bulk orders and personalized services.

For Sellers

Subscription Plans: Ranging between ₹299 and ₹999/month, offering scalability, analytics, and enhanced vendor tools.

Commission-Based Revenue: Tiered transaction-based fees and logistics charges starting at 1% of the transaction value.

Additional Revenue Streams

Advertising Modules: Allow sellers to promote their products directly on the platform for ₹1,000/month.

Premium Delivery Fees: 5-10% surcharge for priority and express deliveries, ensuring faster fulfillment.

Why It Works

Flexibility: Subscription tiers provide affordability and scalability for buyers and sellers of all sizes.

Revenue Diversification: Multiple revenue streams ensure steady cash flow and long-term growth.

Sustainable Growth: Plans are aligned with customer needs, driving adoption and retention.

India Growth Story & Potential

Market Reach



Currently operating in Jharkhand with plans to expand across major Indian cities and globally, leveraging a growing digital economy and e-commerce adoption.

Tech Solutions Expansion

- Invest in AI-driven tools for personalized shopping, inventory optimization, and consumer behavior analytics.
- Implement mobile-friendly platforms to enhance accessibility for both urban and rural consumers.
- Integrate blockchain technology for secure transactions and transparent supply chain management.
- Enhance vendor management systems for streamlined operations and reduced costs.

Geographic Growth

- Begin with Jharkhand as the foundation, expanding to major metro cities like Mumbai, Delhi, and Bangalore.
- Focus on underserved regions to promote inclusivity and bridge the digital divide.
- Build strategic partnerships with local suppliers and logistics providers to support rapid scaling.

Growth Opportunities

The rise of India's digital economy is projected to grow at a CAGR of 10% by 2030, driven by increasing smartphone and internet penetration.

Expanding services to MSMEs with innovative solutions for digital onboarding and marketplace access.

- The Indian e-commerce market is expected to reach \$200 billion by 2026, opening vast opportunities for growth and innovation.

Competitive Landscape and Our Market Position

First Mover Advantage Globally

Robinat leverages its expertise in AI-driven e-commerce solutions to revolutionize online retail experiences through personalized shopping, secure transactions, and efficient supply chain management. The platform caters to both urban and rural markets, offering inclusive growth opportunities.

Competitors in the Market

- Flipkart
- Amazon
- Meesho
- Snapdeal
- JioMart
- Udaan

Competitors' Weaknesses

- **Limited Focus on Rural Markets:** Competitors often target urban consumers, neglecting the vast potential of rural and semi-urban areas.
- **Fragmented Offerings:** Many competitors lack integrated platforms, leading to inefficiencies in customer experience and vendor management.
- **Lack of Personalization:** Competitors may provide generic shopping experiences without leveraging advanced AI for personalized recommendations.
- **High Costs for Sellers:** Traditional platforms often charge high commission fees, making it challenging for small sellers to compete effectively.

Future Roadmap

- Penetrate underserved rural markets, leveraging mobile-first strategies to increase accessibility.
- Collaborate with local MSMEs to onboard a diverse range of sellers and products.

Expand Reach & Accessibility

Long-Term Relationships & Impact

- Partner with credit providers to offer flexible financing for MSMEs, improving transaction volumes.
- Promote inventory forecasting solutions to help sellers plan effectively and reduce wastage.

- Conduct training programs for sellers on digital tools and e-commerce best practices.
- Establish thought leadership through participation in industry forums and strategic collaborations.

Leadership & Mindset Development

Diversify Program Offerings

- Introduce vertical-specific solutions for fashion, electronics, and grocery segments to meet unique demands.
- Expand offerings to include loyalty programs, e-invoicing, and analytics dashboards for vendors.

Core Leadership



Mohammad Gulam Hussain

Founder & CEO

- He brings in strong execution capability and is leading by example in the capacity of the managing director. His core competency is good leadership quality, problem-solving skills, and clear vision.



RAHUL KUMAR

Director

- Rahul Kumar serves as Director at Robinat E-commerce Private Limited, overseeing strategic operations and management. With a focus on e-commerce excellence, he drives the company's growth and innovation, ensuring seamless customer experiences and sustainable business practices in the competitive online marketplace.

Core Leadership



Rakesh Kumar

Director

- Rakesh Kumar serves as Director at Robinat E-Commerce Private Limited, overseeing strategic initiatives and operational management. With expertise in e-commerce dynamics, he drives the company's growth trajectory and fosters innovation. Kumar's leadership fosters sustainable business practices while ensuring customer-centric approaches in the competitive online marketplace landscape.



Md Abdullah

Director

- Md Abdullah is a visionary leader driving innovation and growth in the e-commerce sector. With a passion for leveraging technology, he focuses on creating seamless and inclusive shopping experiences for consumers. Under his leadership, Robinat aims to empower MSMEs and revolutionize online retail in India and beyond.



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