



# TradeGully

Simplifying B2B Procurement

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# FOUNDING TEAM

## Procurement & Tech

in



**Jagminder Sehrawat**

20+ yrs of technology exp,  
Head of Technology at MNCs

6 years in B2B procurement  
and operations

Built large teams (500+)  
across geographies

## Finance & Strategy

in



**Priyanka Sonawane**

13+ yrs of exp in Finance,  
CFO at MNCs

Ex JP Morgan

Led cross border  
acquisitions & integrations

Strategy & P&L  
management

## Product Expertise

in



**Babita Jain**

12+ yrs of exp in Architecture,  
design & Operations

Launched 80+ cloud  
kitchens in last 18 months

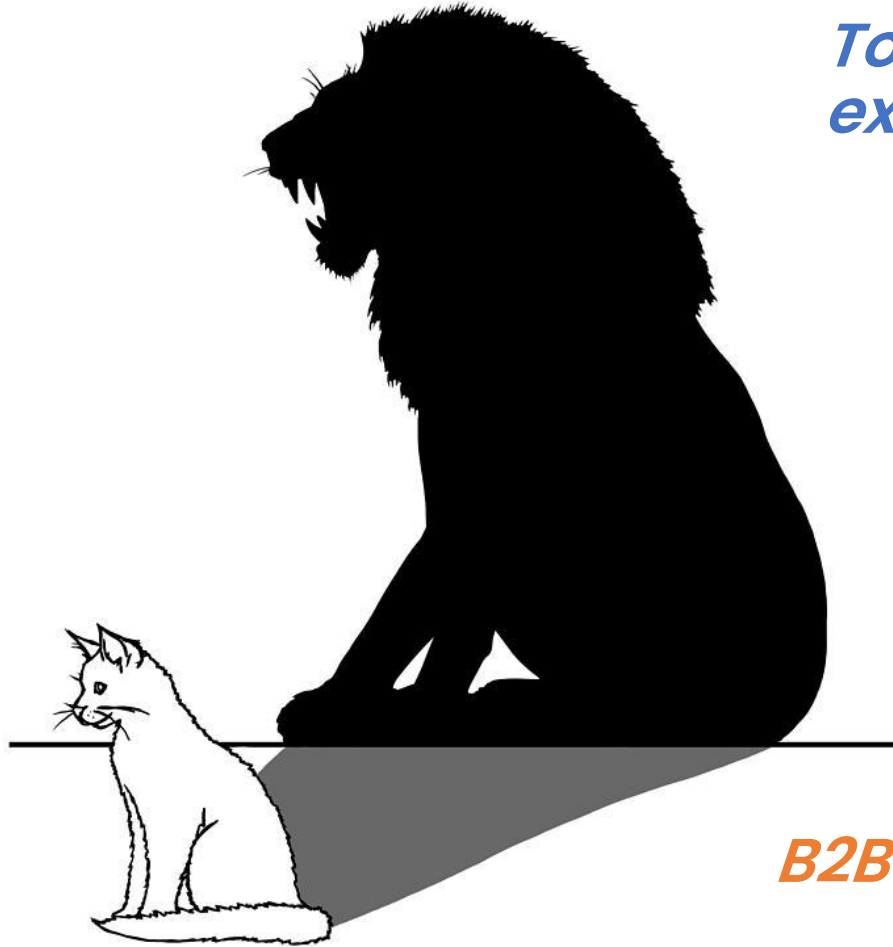
SME in HoReCa Supply Chain



# What is TradeGully

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*To be a Global Manufacturing & export hub*



*B2B Manufacturing as a Service Venture*



# WHERE ARE WE PRESENTLY



**Rs 75 Lakhs**  
Avg Monthly Sale



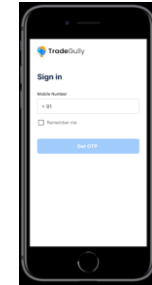
**60+**  
Customers



Manufacturing  
**Ecosystems**



**16**  
Team across 4 cities



**TG Mobile App**  
For Order Management



Student housing &  
Co Living



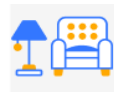
Retail Chains  
& Dark Stores



HoReCa



Co-Working &  
Office spaces



Furniture Rental



D2C



CCDs – **Rs 60 lakhs** converted to Equity  
in Sep 2022

CCPS – **Rs 74.3** Lakhs in Sep 2022

*Investors are CXOs/ Partners*

OORJAA  
Energy to drive ahead.

lauro



PHD (Academician)

LearningMate™



# PARTIAL CUSTOMER LIST



ULTRA\CONFIDENTIEL



New Lead | Amore Gelato



# WHAT PROBLEMS ARE WE SOLVING



Sourcing (discovery)

Low Service Levels

Scalability of Supply

Non Transparency

Inefficiencies from manual processes



Market Demand

Lack of processes

Lack of Technology



# OUR VALUE PROPOSITION



## SINGLE WINDOW PROCUREMENT



- Sourcing (discovery)
- Low Service Levels
- Scalability of Supply
- Non Transparency
- Inefficiencies from manual processes

Curated Ecosystem of Manufacturers

Tech enabled order mgmt. & Source to Pay

- Market Demand
- Lack of processes
- Lack of Technology



**Extremely short lead times**  
**Reliable deliveries**  
**Zero overheads of XXX suppliers**  
**Cost+Time+Quality arbitrage**

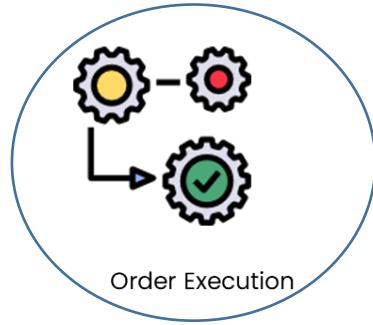
**Increased Sales volume**  
**Mature processes**  
**Cost+Time+Quality arbitrage**  
**Better customer experience**



# HOW IS TECH HELPING US SCALE



Sourcing



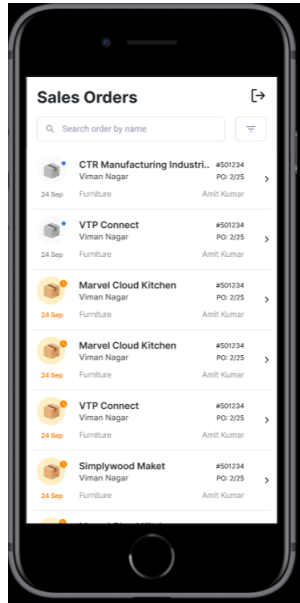
Order Execution



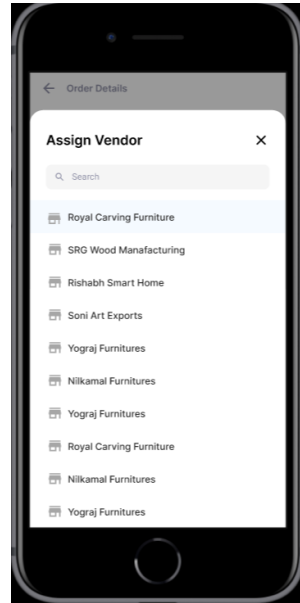
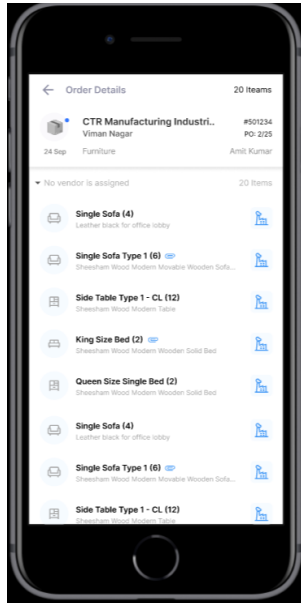
Repeat Orders



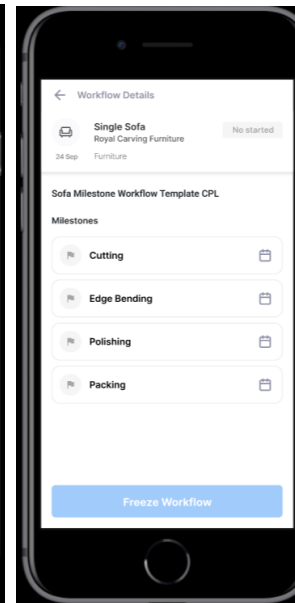
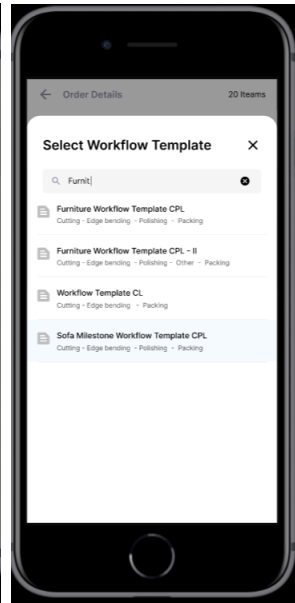
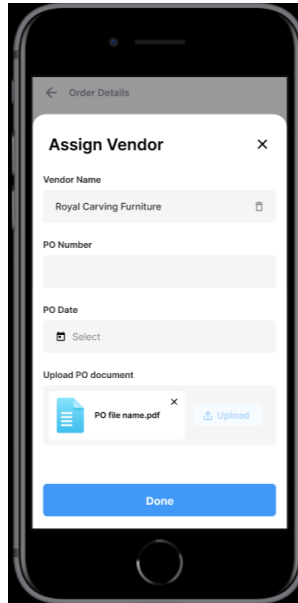
Reporting & Analytics



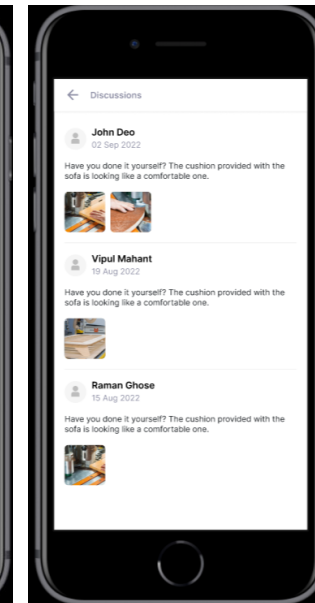
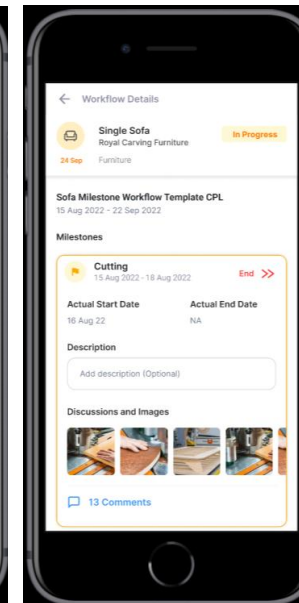
Order listing



Supplier assignment



Milestone setting and tracking

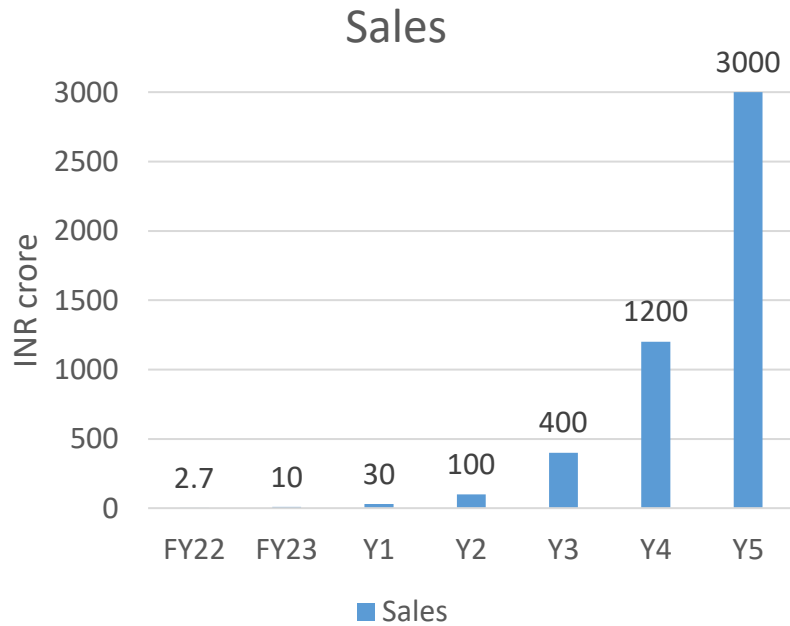


**Mobile App for Order assignment and management**

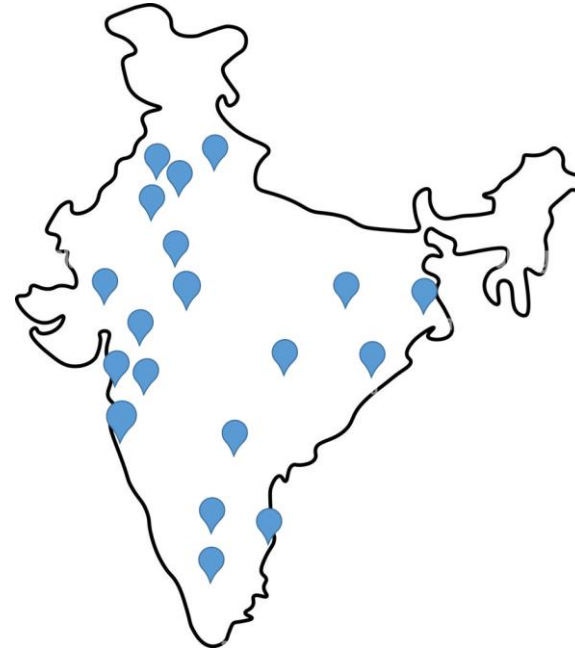




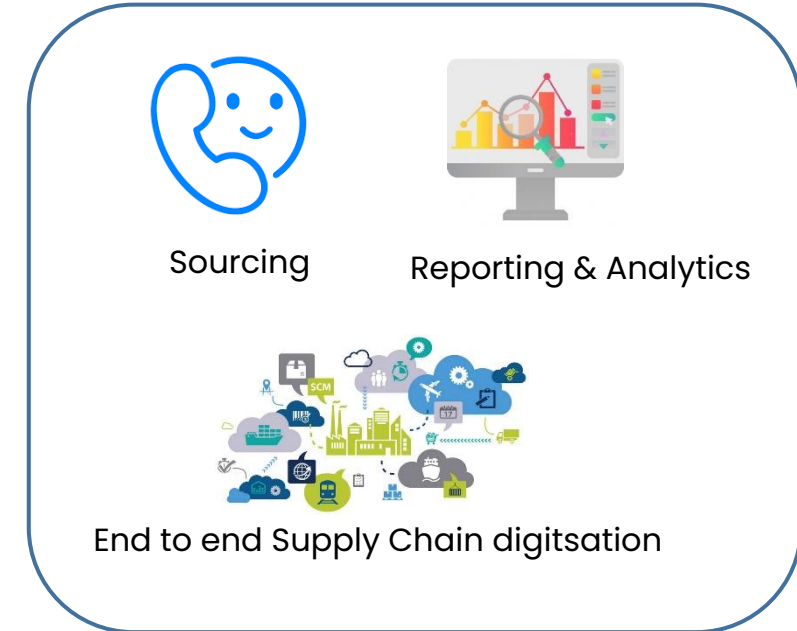
# OUR GOAL.....for next 3-5 years



**300x SALES GROWTH**



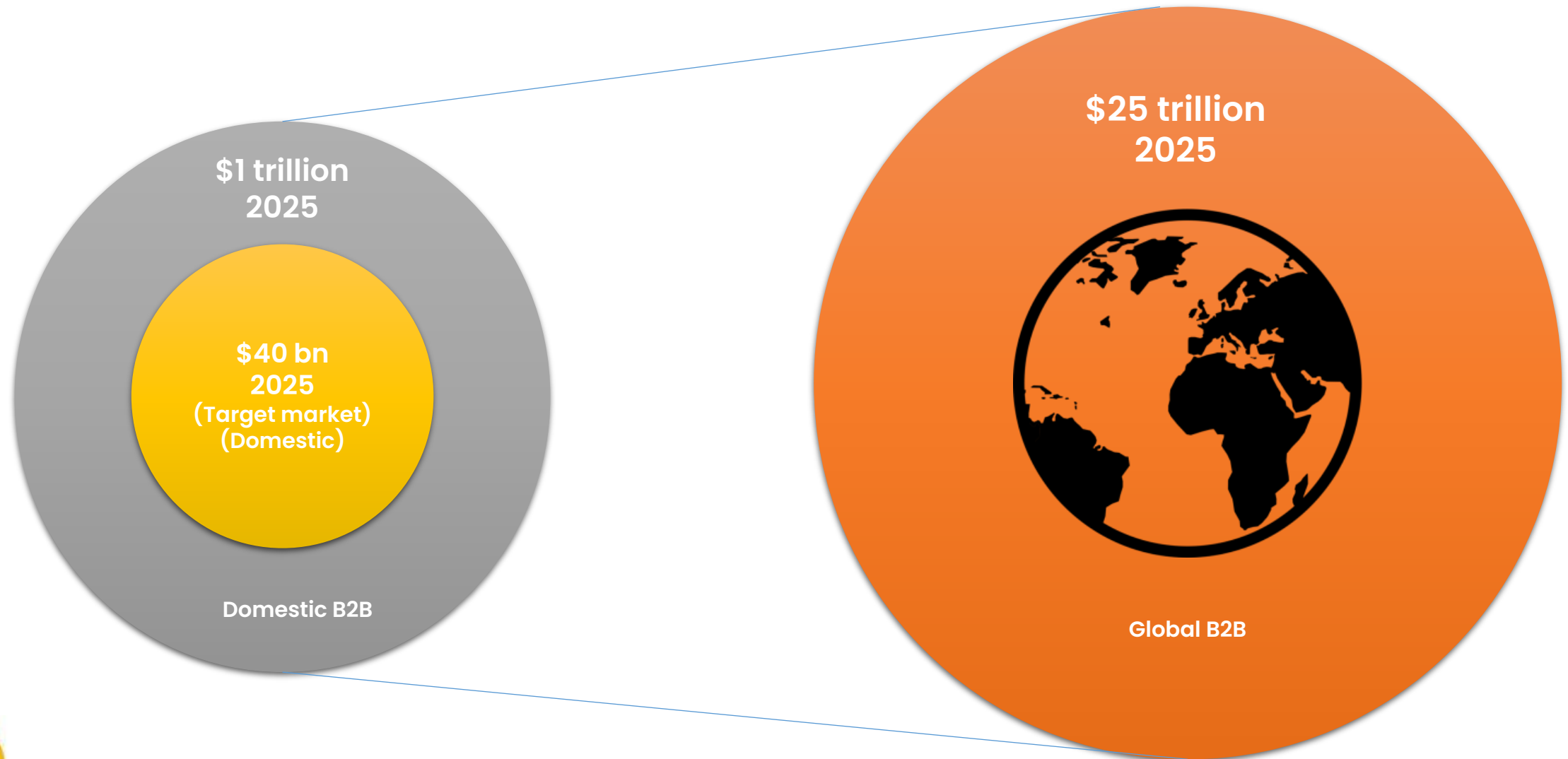
**Manufacturing ecosystems**



**Tech Stack**



# Market Size



# COMPETITORS IN B2B ORGANIZED SPACE

Consumer businesses



Founded in 2018  
Val - \$2.7 billion (Greenoaks, D1 capital, Steadview, Lightspeed)  
Total Funds raised - \$650 million  
GMV - \$730 million



Outsourced Manufacturing & Procurement function

Industrial businesses

Founded in 2015  
Val - \$2.6 billion (Accel, Tiger Global, Alphawave, Jungle ventures)  
Total Funds raised - \$472 million  
GMV - NA

The logo for moglix, with the word "moglix" in a red, lowercase, sans-serif font. The "i" and "x" have small red circles above them.

Ecommerce for ready products

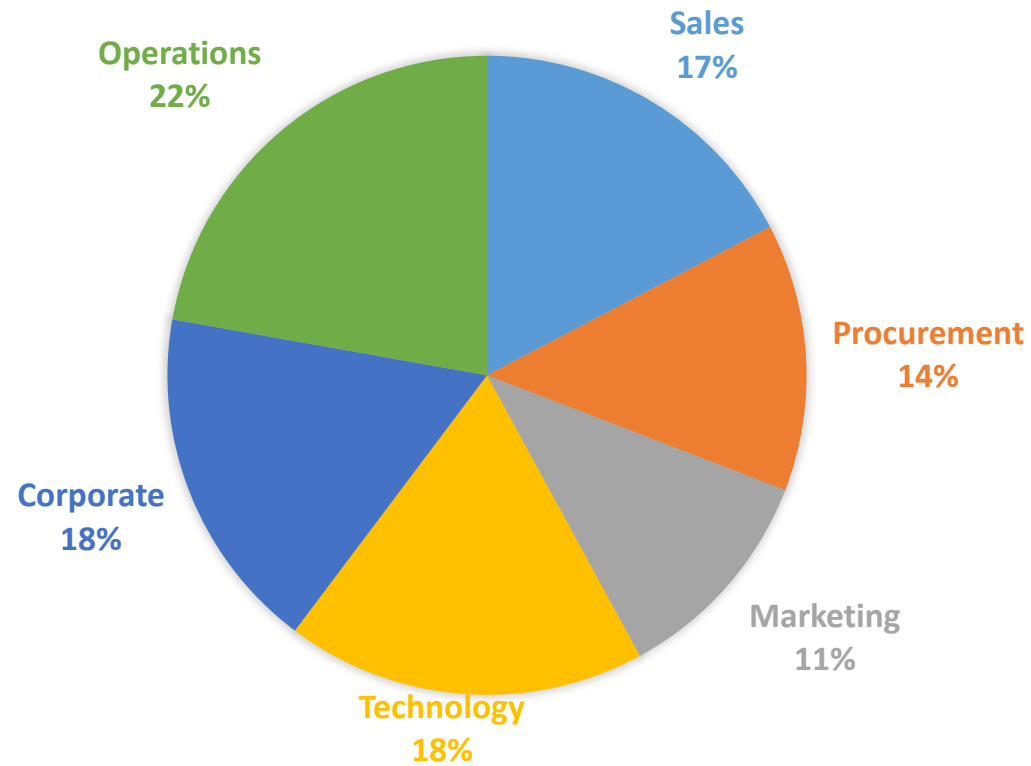
Founded in 2016  
Val - \$2.5 billion (Accel, Nexus, Mars, Evolvece, Vivriti)  
Total Funds raised - \$400 million  
GMV - \$ 800 million

INFRA.MARKET



# Fund Ask

## Funds Required INR 5.25 cr



- Rs 100 cr GMV in 24M
- 500+ Manufacturers
- Digital interface for both Customers & Suppliers



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Thank You

