



iStreet Network Limited

Investor Presentation Q4 FY16

May, 2016

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Red Ocean v/s Blue Ocean in eComm

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Red Ocean

- *Small Customer base – just 3-4 cr*
Despite Internet population over 35cr
- *Intense Funding – Tiger + Amazon + Softbank / Alibaba = USD\$5-6 bn*
- *Product Discounting*
- *Share of Voice game*



Blue Ocean

- **Uncontested** market space
- *Competition – only off line/ unorganized retailers*
- *Capturing large customers base ~70 cr*

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BAZAAR.

Our Blue Ocean Strategy Continues . . .

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RE-ENGINEERING RETAIL.



eCommerce Simplified

Our Blue Ocean Strategy Continues . . .



Technology is transforming how-we-do-business, world over. However, in India story is a bit different.

India just doesn't adopt technologies and processes the way they operate else where around the world. For example, benefit of eCommerce* (non-travel) has reached to only 3% of the population of India. Few inherent reasons like

- Connectivity
- Access to Internet
- Reach
- Education (know-how)
- Trust etc.

keeping it away from the large potential consumers / users

It prompted us to innovate and adapt RETAIL process for India.

**eCommerce is integral part of Retail*

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In January 2014, we launched
Internet Retail Store Network

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BAZAAR®

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iStreet Bazaar is an
Internet Retail Store
in a neighborhood where a
common man can buy products
ONLINE (with assistance)

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How do we
Create Value ?

Research^[1] shows that there are four business models –

- ☐ Asset Builders
- ☐ Service Providers
- ☐ Technology Creators
- ☐ **Network Orchestrators**

^[1]In this presentation, we have used research data and business analysis information from a research article published in Nov., 2014 in Harvard Business Review which further authenticates our belief in 'business driven by technology'.

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We are Network Orchestrators

Who is a Network Orchestrator Company?

**A Company, which creates a network of peers wherein all participants interact and have a share in the value creation in one way or the other. They may sell products or services, build relationships, share advice, give reviews, collaborate, co-create, and more.*

**In this presentation, we have used research data and business analysis information from a research article published in Nov., 2014 in Harvard Business Review which further authenticates our belief in 'business driven by technology'.*

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A Network Orchestrator Company



Network Orchestrators rely on intangibles such as knowledge or relationships or other people's assets as well as new "non-management" and "non-ownership" competencies related to facilitating a network of individuals and their individual assets and relationships.

In our case, these competencies are on boarded by Mom & Pop Retailers.
This creates a huge value for all the stakeholders.

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A Network Orchestrator Company



In the initial years of a Network Orchestrator, the real value creation may not get truly reflected in the financial numbers. Consequently, it may impact the raising of fresh resources / capital and its allocation for building such network.

We expect our stakeholders to keep this in mind while understanding any of our financial performance data.

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मैं अकेला ही चला था जानिब-ए-मंजिल मगर
लोग साथ आते गए और कारवाँ बनता गया

In 2 Years, we have empowered over

5,756*

Mom & Pop Stores across
7 states of India

**as on 4th April, 2016*

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Our empowered Mom & Pop stores have done over

1.8 million
transactions
during FY2015-16

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Our empowered Mom & Pop stores have done over

Rs. 183 million
worth of transactions
during FY2015-16

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Key Highlights – Growth Incredible



	<u>FY2015-16</u>	<u>FY2014-15</u>
iStreet Bazaar Stores	5,756	1,506
Sales/GMV# (Rs. in lacs)	1,837.95	71.75
No. of Transactions (in lacs)	18.72	0.38

#GMV - Gross Merchandise Value

Full audited standalone and consolidated financial results available on the Company's website www.istreetnetwork.com

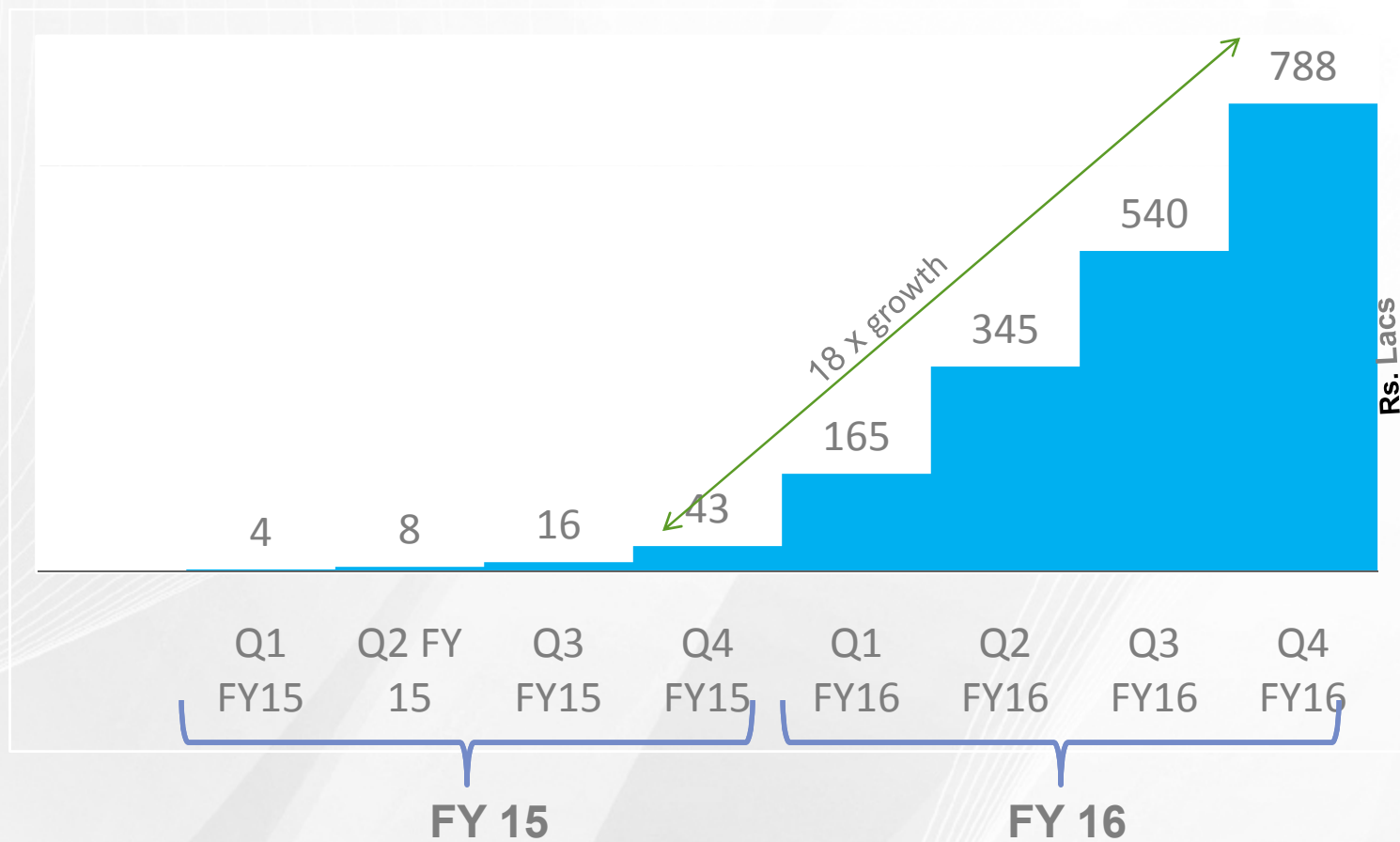
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eCommerce Simplified



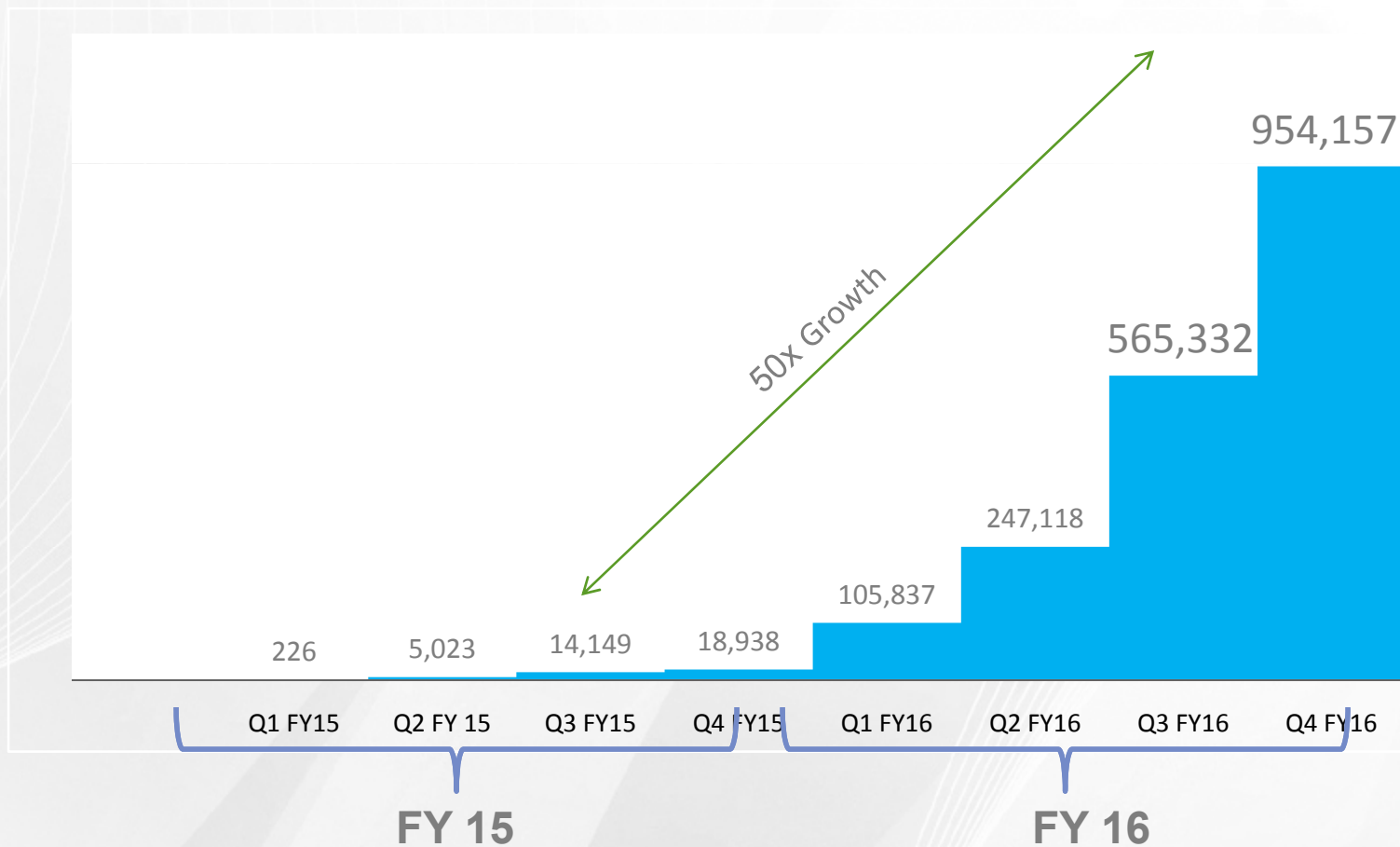
Key Highlights – Q on Q - GMV

Gross Merchandize Value (GMV) grown 18x
in Q4FY16 from Q4FY15



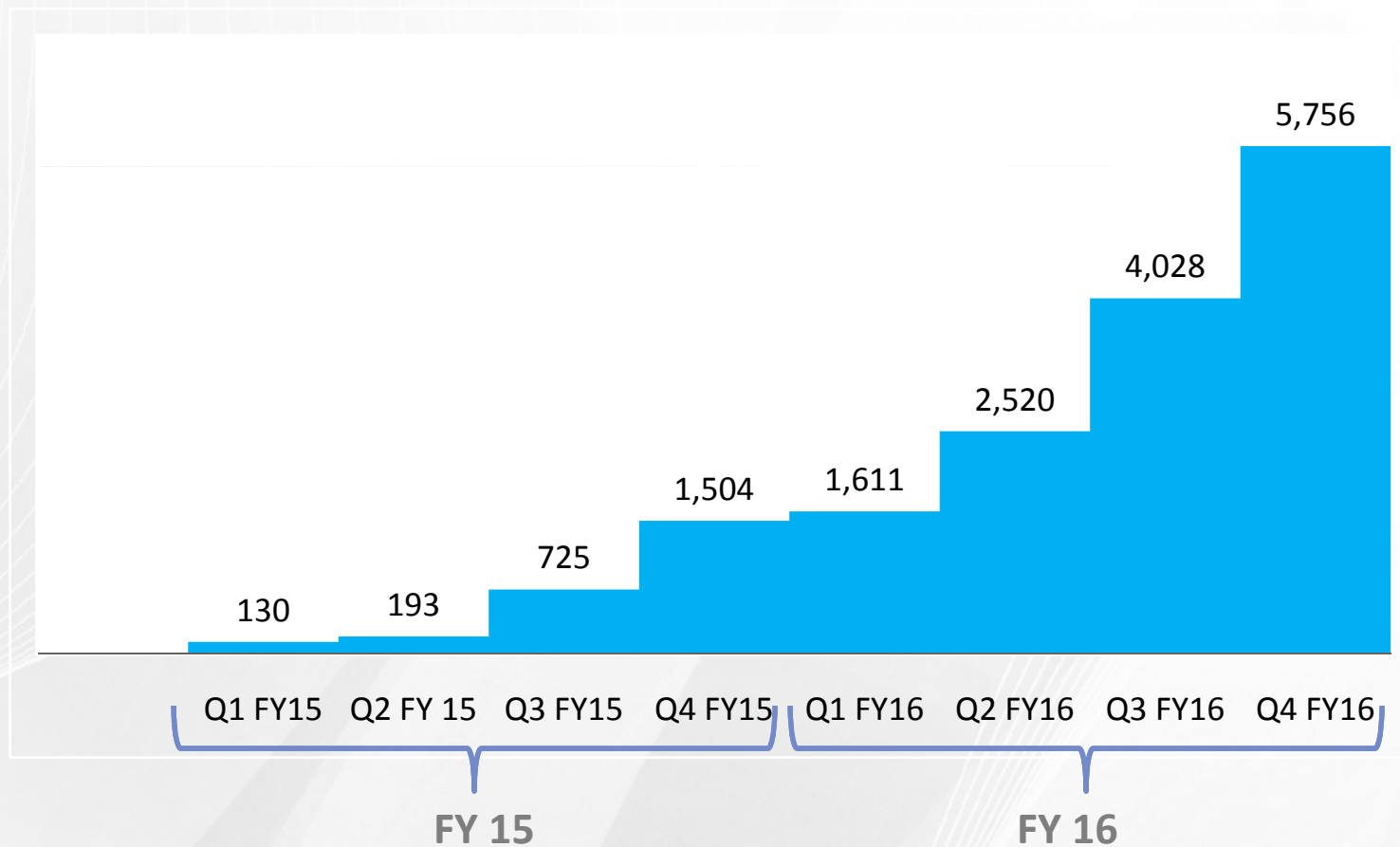
Key Highlights – Q on Q - Transactions

During FY16, total transactions exceeded over 1.8 million –
50x higher as compared to FY15



Key Highlights – Q on Q – Stores

Added 4,252 new iStreet Bazaar stores in FY 16
Empowering Mom & Pop Stores of India



Growing Fast ..

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iStreet Bazaar Features in 10 Fastest Growing Retail Companies by *The Silicon Review*

eCommerce Simplified

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Number of Network Mom & Pop
Retail Stores by the end of FY19

1,25,000

For further information, please contact

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