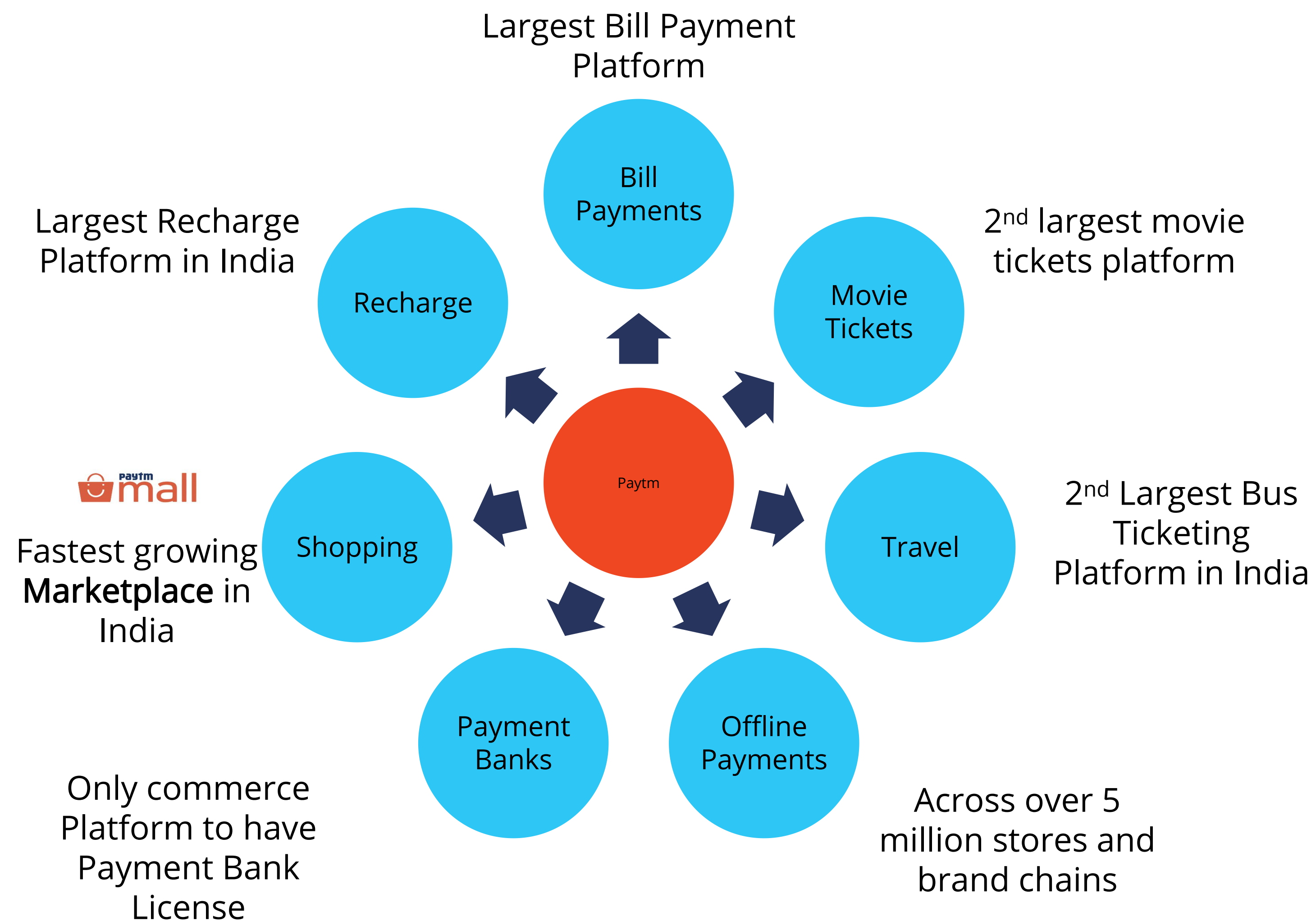


Future of retail is bright.
Future of retail is orange.

Welcome to India



Paytm Ecosystem has over 280 Million Users & 10+ Million Daily Transaction



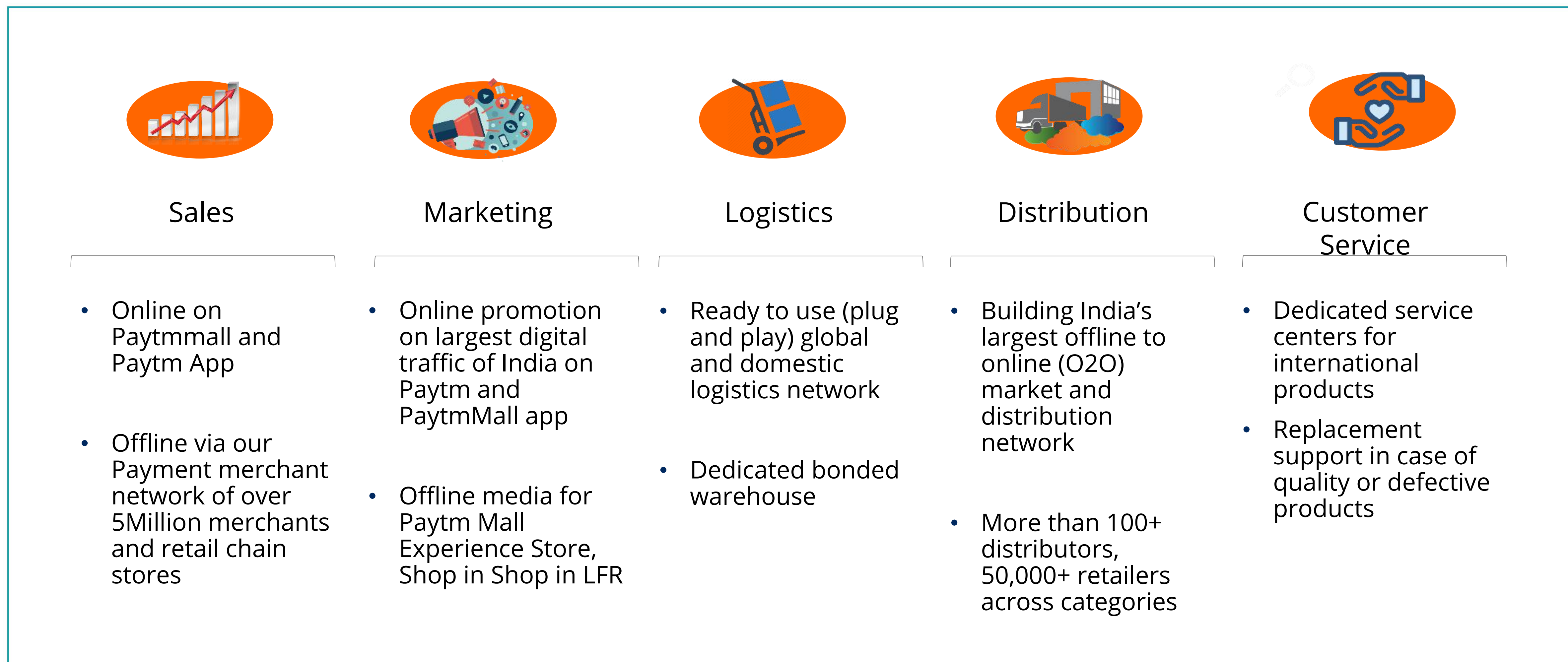
Vision

To bring 500 Million Indians into mainstream economy by 2020

The largest ecommerce Ecosystem in India, invested by Softbank, Alibaba Group, Ant Finance, etc.

The top downloaded payment & commerce app

We enable sellers to enter Indian market seamlessly by providing a comprehensive support system





Sales across online and offline channel - to consumers and to businesses



- Paytm App
 - Paytm mall App
- Paytm Mall Experience Store
 - Shop in Shop in LFR
 - O2O (QR Code) in other store
- Paytm Seller app
 - Corporates

Partners/ Brands



ZAFUL

FLYCO 飞科

ticwatch

Tent Cards , Posters and

Store Gate

Standeers, Outside Flex and



UGREEN®

CURREN

Bluedio
— Powerful Sound —



Multiple marketing channel and events ensure brand visibility

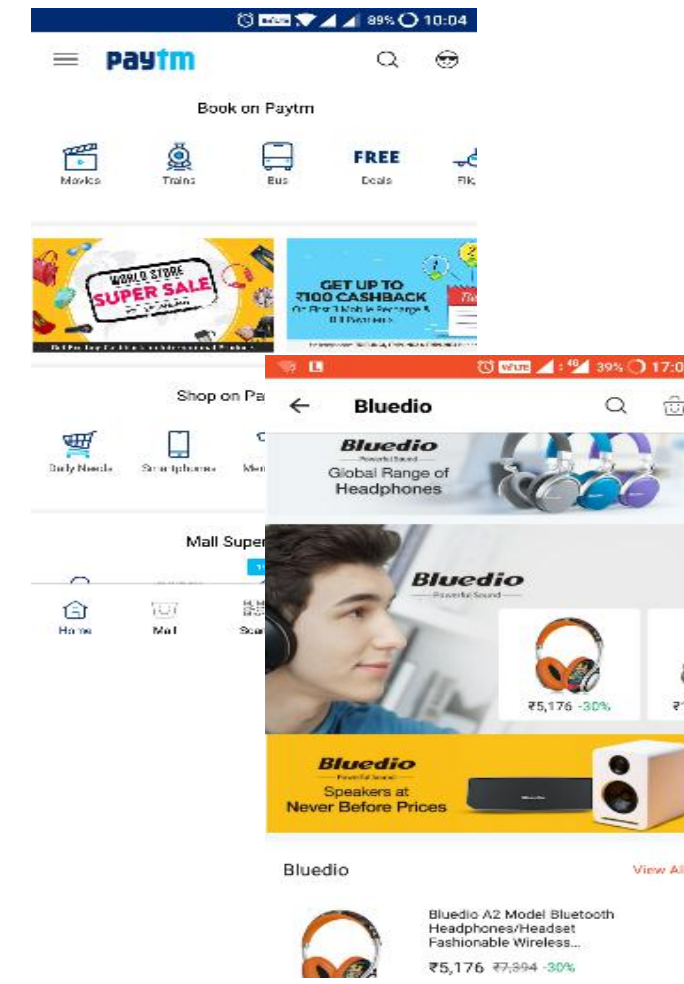
Media tie-ups

- Push across TVC, Print Ad, Radio
- Tie-ups with leading TV network and channels



Visibility on Paytm Mall and Paytm app

- Homepage banner on Paytm and Paytm Mall app
- An exclusive store within World Store
- Designed to enhance customer shopping experience & improve brand recall



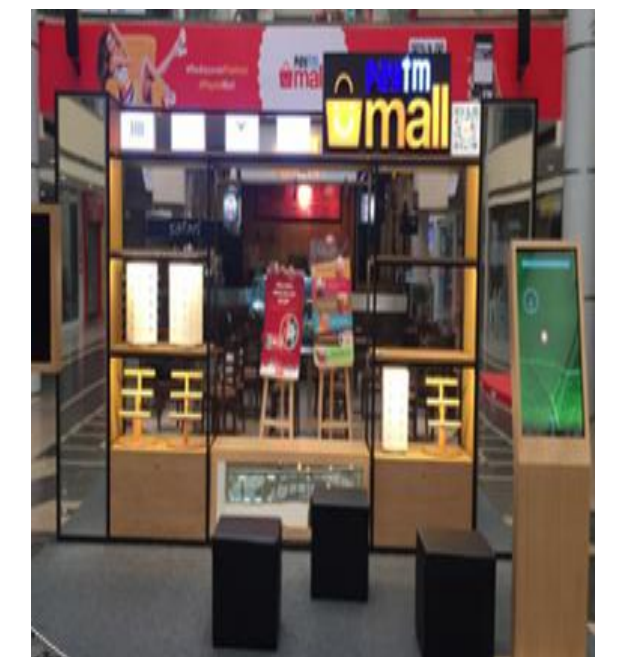
Social Media outreach And Digital Influencers

- Over 1.1 M followers on Facebook
- Blogs and Digital PR
- **Digital Influencers** - a network of bloggers who talk about products/brands in online space to sway customer opinion



Physical presence

- Shop in Shop for new brand launch
- Experience store for enhanced brand engagement, footfall conversions and digital store experience



Brand launches can be custom designed to your needs



Logistics is enabled through 2 models → Paytm mall Fulfilment Services (PFS) – Store your goods in India! For higher margins and hassle free business in India

International Sellers



Benefits to international sellers,

- Increased customer satisfaction with faster deliveries
- Increased margins by reduced duties and logistics costs
- Return of un-sold inventory back to your originating country
- Local India Compliance assurance
- Direct connections from few international ports

Customs Clearance on Order Placement

- Labelling Services
- Compliance Adherence
- IOR Services
- Paytm Packaging

Last Mile Network
Fast Forward Delivery to Customers

Return Handling
Reverse Logistics + Relisting + Liquidation

Indian Customer



PFS pricing allows sellers to pay only for services consumed, at discounted rates for first 6 months

Cost Head		First 6 Months (Apr - Sep 2018)	Post 6 Months (From Oct 2018)
Category Commissions	Apparels	12%	25%
	Electronics	7%	20%
	Others	7%	15%
Customs Duty	Category Wise	On Actuals	On Actuals
"International Logistics Freight Forwarding (On Each Item)"	0 - 500 gram	₹ -	₹ 10
	500 gm - 1 Kg	₹ -	₹ 20
	Every 500 gm post 1 Kg	₹ -	₹ 10
Handling Fee	Only on items sold	INR 40 + 3% of S P	Max (INR 40 or 3% of SP)
Storage	0-1 month	0%	0%
	1-2 months	0%	1%
	2-3 months	0%	2%
Domestic Logistics	0 - 500 gram	₹ 60	₹ 60
	500 gm - 1 Kg	₹ 110	₹ 110
	Every 500 gm post 1 Kg	₹ 50	₹ 50
Reverse Logistics	Transportation of unsold products to China	₹ -	₹ -
	Transportation of unsold products to ROW	On Actuals	On Actuals



'Back to Back' Logistics model

2. This model helps sellers in fulfilment through Importer for selling long tail catalog without any extra cost

Paytm's China Seller partners ship out the packed individual orders to the designated logistics partner's warehouse



The courier logistics partners arrange for customs clearance in the name of the IOR

Paytm's Air courier logistics partner's warehouse receive the individual shipments and create consolidation boxes for movement to India

Post customs clearance, the shipment is delivered to the end customer by the courier logistics partner



Typical 360° marketing plan and costs for international sellers

Branding/ Marketing Opportunities	Reach	Sponsorship Budget (INR) Exclusive of Taxes			
		2500000	5000000	7500000	10000000
On Paytm Properties	Per Day	3 month	4 month	5 months	6 months
Home page 1st carousel (Slot 3-5)	1700000	N	1 day	2 days	3 days
Home page 1st carousel (slot 6 onwards)	310000	2 days	3 days	3 days	3 days
Per Product listing under global bonanza deal 2nd or 3rd scroll	60000	2 prod, 8 days	3 prod, 10 days	3 prod, 10 days	3 prod, 6 weeks
On Paytm Mall					
Mall App Carousel Banner (3-5) average	60000	Once a month	Once a month	Once a month	Once a month
Mall App Thin Banner	150000	4 days	6 days	8 days	10 days
On World Store Page					
World Store landing page Top Banner (first scroll) - second banner	54000	4 days	5days	6 days	10 days
Dedicated brand landing page creation on World Store	50000	Y	Y	Y	Y
Improved product listing under respective category		Y	Y	Y	Y
Push & In App notifications	500000	once a month	once a month	once a month	once a month
Digital Marketing - Per Campaign					
Brand Announcement Post boost on Facebook via blogpost	500000	1 post boosted; 1 organic	2 posts boosted; 1 organic	3 posts boosted	3 posts boosted
Facebook Contest	500000	N	Y	Y	Y
E-mailers	400000	once/ month	once/ month	once/ month	once/ month
Influencers Posts	200000	10/month	10/month	15/month	15/month
Times Network Advertorials		3/month	3/month	5/month	5/month
Physical Presence					
Brand Exclusive <u>Paytm</u> Mall experience store	1200000	1 store month	3 store months	4 store months	6 store months
O2O Stores		300 stores	500 stores	750 stores	1000 stores
Shop in Shop in large format retail stores		20 SiS months	50 SiS months	70 SiS months	100 SiS months

印度电商平台Paytm入驻通道

入驻通道



微信公众号

