

Introduction

Machine Dalal is a trading platform for the Print, Packaging and Converting industry.

It connects buyers, sellers, brands, equipment manufacturers, professionals, commercial services and finance and credit.

The product is live with active users from 30+ countries.

Supply side validated with global sellers.

4 banking institutions already on board to provide credit and financing.

1 Insurance broker on board.

We are waiting for RBI (Reserve Bank of India) to clear new policy; we would apply for forex license.

Next step is to build a portfolio of loans, and employ our expertise in Financial Engineering to create and trade in **derivatives**.

Leverage international trade and finance to greater benefit.

The platform is of special economic value to **European manufacturing**.

Machine Dalal generates noteworthy demand for European brands and help them gain larger share of equipment trade and quicker access to markets worldwide.

Machine Dalal is a unique Indian product with **global** footprints.



Problem

This is a **high supply** industry that is **fragmented** from both the supply side as well as the demand side.

1. Product Prices Range from less than 2000\$ to 1m\$+
2. The manufacturers are spread across geography-
 - a. Major European Brands
 - b. Smaller Indian / Chinese brands
 - c. Semi Automatic Manufacturers
3. Significant ancillary business is distributed thus,
 - a. Geographically
 - b. Category-wise
4. Huge consumables business > **40b\$**
5. Finance and Credit is not directly offered to industry.
6. No one offers international trade services (consolidated), for an almost Trillion\$ international trade industry.

There is a perceptible **lack of choice** for industry users.



Solution

Give consumers choice.

Vertical integration of the trading process from discovery to installation of machines and equipment.

Focus on technology to bridge the demand supply gap. We are concentrating on these three attributes to grow the product and build the audience.

Search

Connectivity

Engagement

This is a high supply industry that benefits from the product that we have built. Hence the early worldwide adoption of it.



Market Validation & Adoption

Machine Dalal happened serendipitously. This is one story for the ages.

There is demand for the product as we have over **6100+ active users** and growing, with an **.77 % weekly** growth rate.

The supply side is validated

1. **2000+** used machines
2. **140+** new equipment manufacturers
3. Active users from over **30+** countries
4. **Newsletter** with over **7000+** subscribers and rapidly growing.

We seek regular advice from industry veterans, who guide us on categorisation, market discovery and improve use of

In so far, we have spent less than *100\$* on marketing and advertising.



Market Size

a. International – 750b\$

b. Indian – 250b\$

We are doing further research in estimating the total addressable market, but the total trading volume is near about 100b\$ globally.

In a winner take all scenario in a vertically integrated global product, where trade, trade services, and banking services are offered, we can achieve 10% of it.

This is **Not Including** the opportunity the financial derivatives' market affords us after we have helped underwrite significant portion of equipment loans.



Product

Machine Dalal – Platform for the print, packaging and converting industry

1. Trade and Discovery
 - a. New Machines
 - b. Preowned Equipment
 - c. Ancillary equipment providers
 - d. Parts suppliers and Manufacturers
2. Consumables
3. Finance
4. International Trade Services
5. Insurance
6. Logistics
7. Financial Derivatives and Securitization



Business Model-I

- a. Used listing fee – 9\$ per month
- b. Business Plan – 99\$ per month
- c. New Machines – 11.99\$ per month
- d. Directory – 7\$ per month
- e. Finance Commission** – 1-3% of total loan
- f. Insurance Commission** – 10-14% of fee
- g. Direct Advertising Revenue



Competition & Competitive Advantage

a. Closest would be Indiamart domestically

b. PressXchange / Vendaxo internationally

There is no vertically integrated platform focussing on the industry users.

Over the years we have built domain expertise, we have consulted with industry veterans to build the product that is showing significant traction.

We are building something new that is better than anything that exists today.

Part of what makes the economics of Machine Dalal great is that we are in a **fragmented market, where search has economies of scale**. We shall gradually become a natural monopoly that **intermediates between everyone in this industry**.

For whole lot of problem, search is the answer.

Machine Dalal aims to be the default search engine that deals with consolidated suppliers of the print, packaging and converting industry.



Product Milestones

- a. Website Launched
- b. Android App is live
- c. Apple App is live
- d. Newsletter is live
- e. Advanced Search Implemented (not live yet)
- f. Media Distribution Made live
- g. 4 Banks on board
- h. 1 Insurance Provider on board

We are working on version 4 of the mobile app that would incorporate significant UX improvements as well provide more options and choices to the consumers.



Business Model-II

Securitization and Financial Engineering

The platform would facilitate loans through various financial service providers. The amount of trading already happening through the platform is already exceeding **\$150m**.

Financial Engineering shall be employed to greater benefit.



Business Opportunities & Conclusion

We have a product that was casually built and serendipitously adopted by the users. In fact, real users from UK, Italy, Gujarat, Delhi, and Mumbai approached us and gave us further guidance on improving the product.

This industry interacts with every aspect of our life and Machine Dalal offers serious potential for exponential growth.

We are bootstrapping the product and we need help from professionals, who can help us convert this product into a lucrative enterprise.

Our **long-term vision** is to build Machine Dalal into a platform where the economic value of everyone who uses it exceeds the value of Machine Dalal itself.

