

# Introduction

Machine Dalal is trading platform for the Print, Packaging and Converting industry. It connects professionals in a totally fragmented industry

Buyers

Sellers

Brands

Small Equipment Manufacturers

Parts Manufacturers

Professionals

International Trade Services

Finance & Credit



# Problem

High Supply Fragmented Industry without a platform that connects various components.

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

Machine Discovery is a problem for both buyers and sellers

No singular platform caters to an almost Trillion \$ industry **(Market Opportunity)**



# Solution

Build a platform that bridges the gap between demand and supply and **Give consumers choice.**

Better **Search**

**Connectivity**

Higher **Engagement**



# Market Validation & Adoption

Weekly growth rate **.77%**

**2000+** Machines Uploaded

**150+** New Equipment Manufacturers

Registered professionals from **30+** countries

Android App has had over **10,000+** installs.

Apple App has had over **3000+** installs.



# Market Size

- a. International – 750b\$
- b. Indian – 250b\$
- c. Trading Volume ~ **10b\$**
- d. Domestic Loans Opportunity (India) ~ **1.5b\$**

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

Building a **natural monopoly** that intermediates between everyone in the world of Print, Packaging and Converting.



# Business Model

- 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
- h. Trading of Derivates



# Competition & Competitive Advantage

- a. Closest would be Indiamart domestically.
- b. PressXchange / Vendaxo / Pressdepo internationally.
- c. **No** other platform provides the **choices** to industry users.
- d. Machine Dalal is committed to the industry.
- e. We have an experienced team of programmers, developers and analysts who understand the industry better than anyone else out there. .
- f. Our Platform is growing **fast**. Industry veterans are guiding us on their own accord as they wanted this.





# Business Opportunities & Conclusion

Machine Dalal is nothing but an **act of providence**, and our pursuit is relentless. 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.

