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



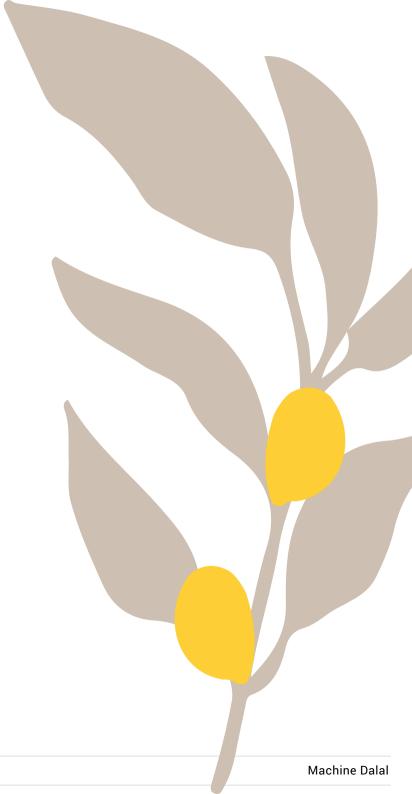
Problem

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)



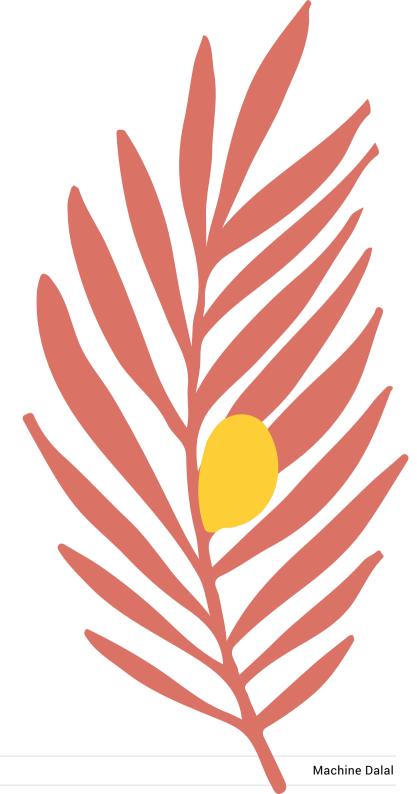
Solution

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 derivates' market affords us after we have helped underwrite significant portion of equipment loans.

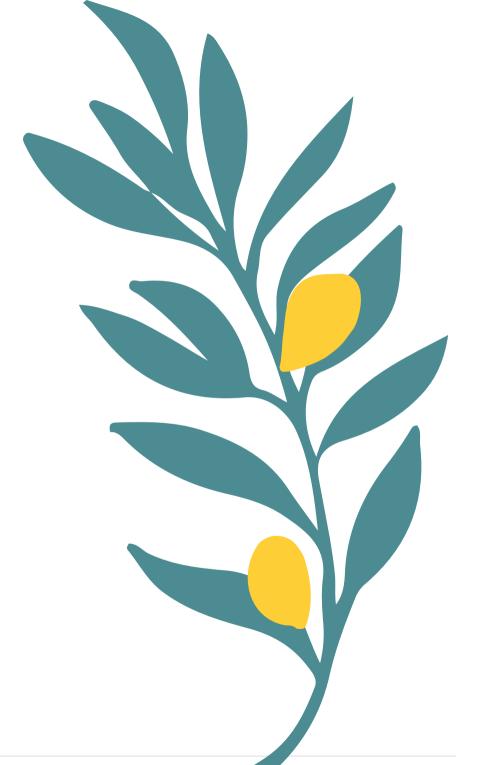


Product

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.

