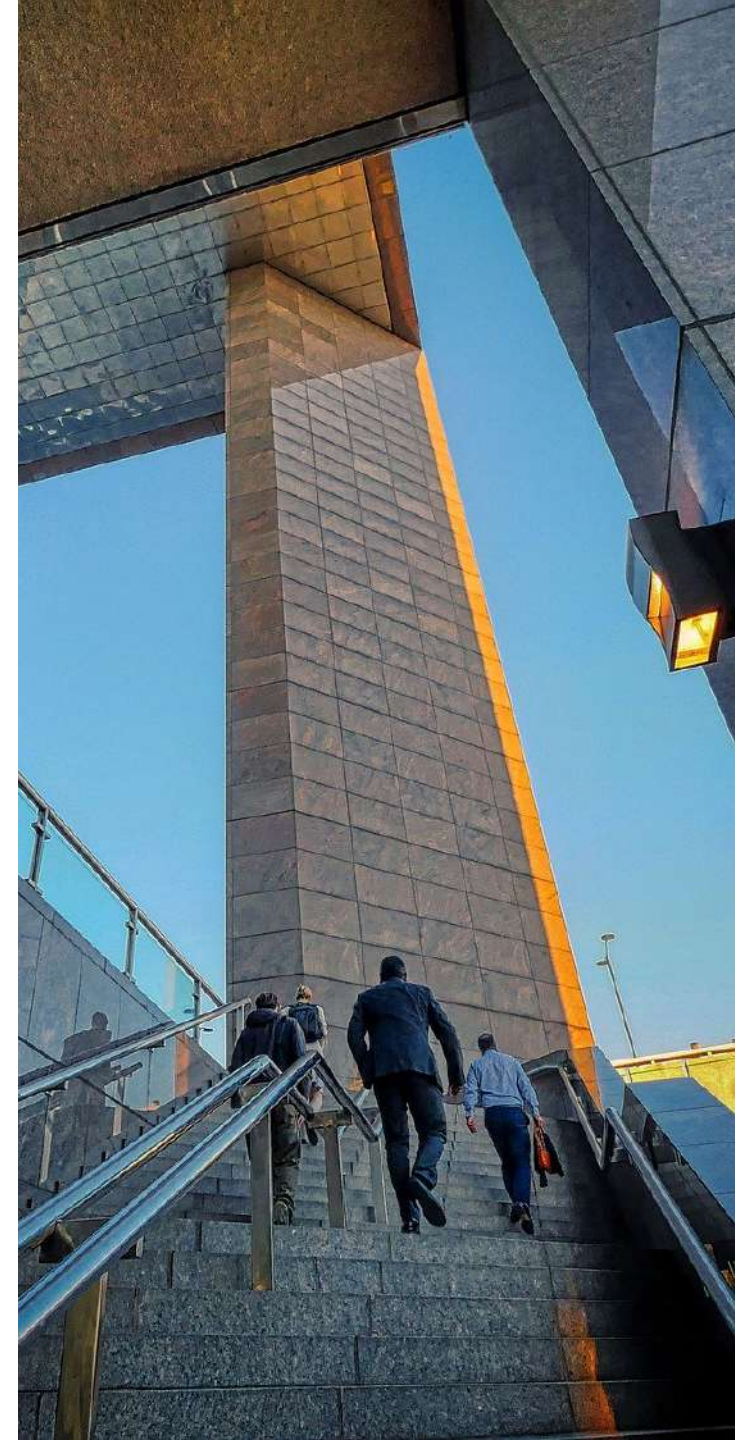




Machine Dalal

Company Purpose

Platform for Print, Packaging, and Converting Industry to trade, transact and avail commercial services through service providers and industry professionals.

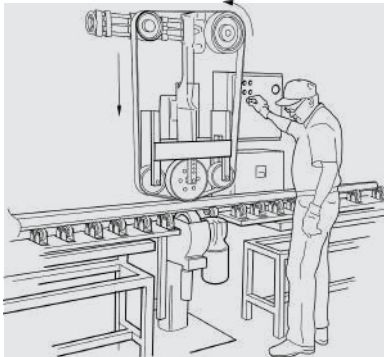


Problem

Printing is a fragmented industry in terms of men, material, and manufacturing.

This is a high supply industry and at the same time there is perceptible lack of choice due to obstructionist ways in which information is structured.

One of the founders of Machine Dalal bought a machine from the US, through an agent who was in Netherlands.





Solution

Search, Connectivity and Engagement.

We are building a **search engine for the industry** that works with specifications, features, and industry standards.

We have removed obfuscations for users to **connect and communicate** effortlessly.



Why Now?

- Serendipitously **high engagement**. We did not anticipate the traction nor the industry support for our product.
- Unexplored market potential with huge upside. It is an untapped market of almost a Trillion\$ internationally.
- Knowing what we know, if we did not do this, it would be a **huge opportunity loss** for us. Especially when we have a team that understands the *software* as well as the *industry*.

Market Size



Global Printing Industry (2021) - USD 760.6 billion

Estimated (2026) - **834.4b\$**

With Machine Dalal, we aim to capture **4-7%** of the market through our product offerings, financing, and professional services.



Competition

Traditional Listing and classifieds



Product

Machine Dalal - Platform for the Industry
Website, Mobile Apps, and APIs



Business Model

- Listing fees
- Payments through commissions
- Trade financing
- Commercial Services
- Derivatives



Team



Gurpreet Singh

**Director,
Hashbrown Systems**

Bachelor of Information Technology, Delhi University
MA (Economics), University of Southern California



Vaibhav Chadha

**Promoter,
Pragati Packaging**

Bachelor of Information Technology, Delhi University
MBA (Finance) Lincoln International Business School

We work on sound business principles and have experience building exceptional engineering teams and products. We can respond to competition, market, funding crunch, attrition, and above all we have the wisdom of not throwing money at a problem.

Our greatest strength is judicious use of capital.

With Machine Dalal we are committed towards the product, which is already post revenue. We have specific targets and a plan of action.

Business Opportunity & Conclusion

Machine Dalal is nothing but an **act of providence**, and our pursuit is relentless. We are bootstrapping the product but we need help from professionals, who can help us convert this product into a transformative organization.

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.