

The Year that Was

Machine Dalal | December 2023



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Overview

The world of Print is fascinating and for our team it has been a rewarding experience building products for this industry.

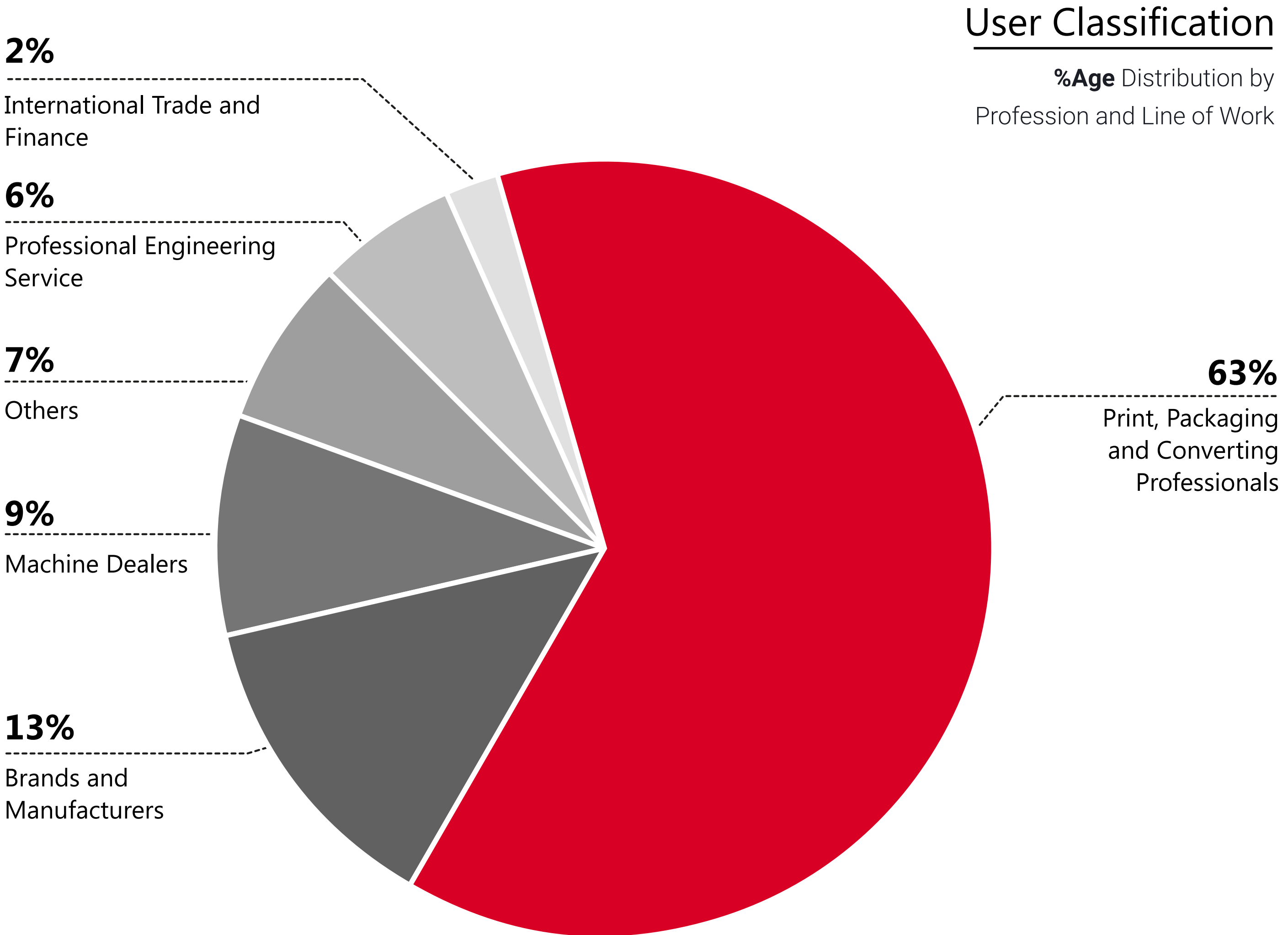
This Presentation explored the trades, transactions, and user behavior on Machine Dalal. As we work towards shipping more features and products within Machine Dalal, we took a step back and looked into what we could find that would be useful for our users.

Who they are. Where they come from. What they look for. And the trades and the transactions over the year.

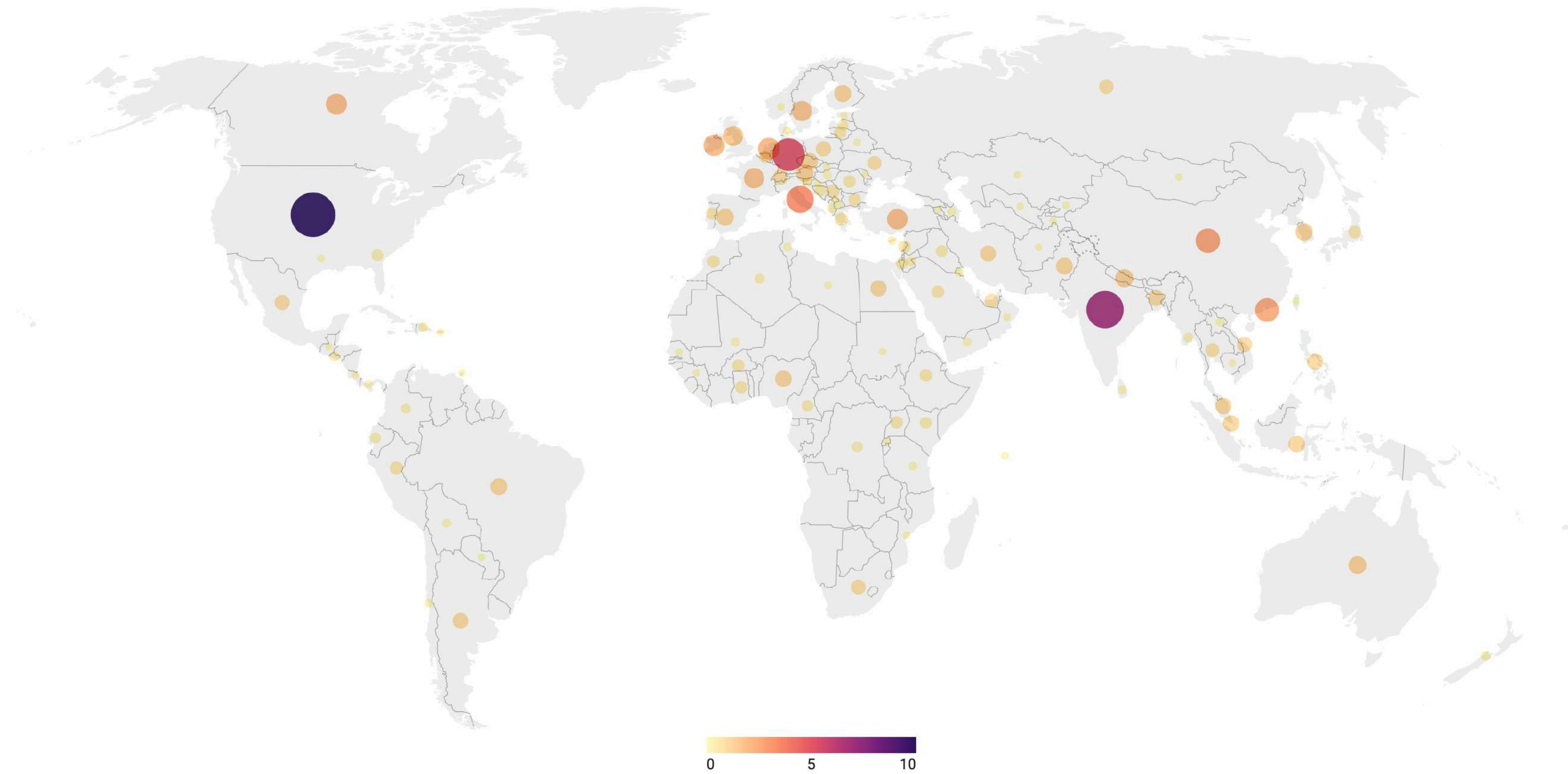
We try to answer some of those questions.



Who are our **Users?**



Where do they **come from**?



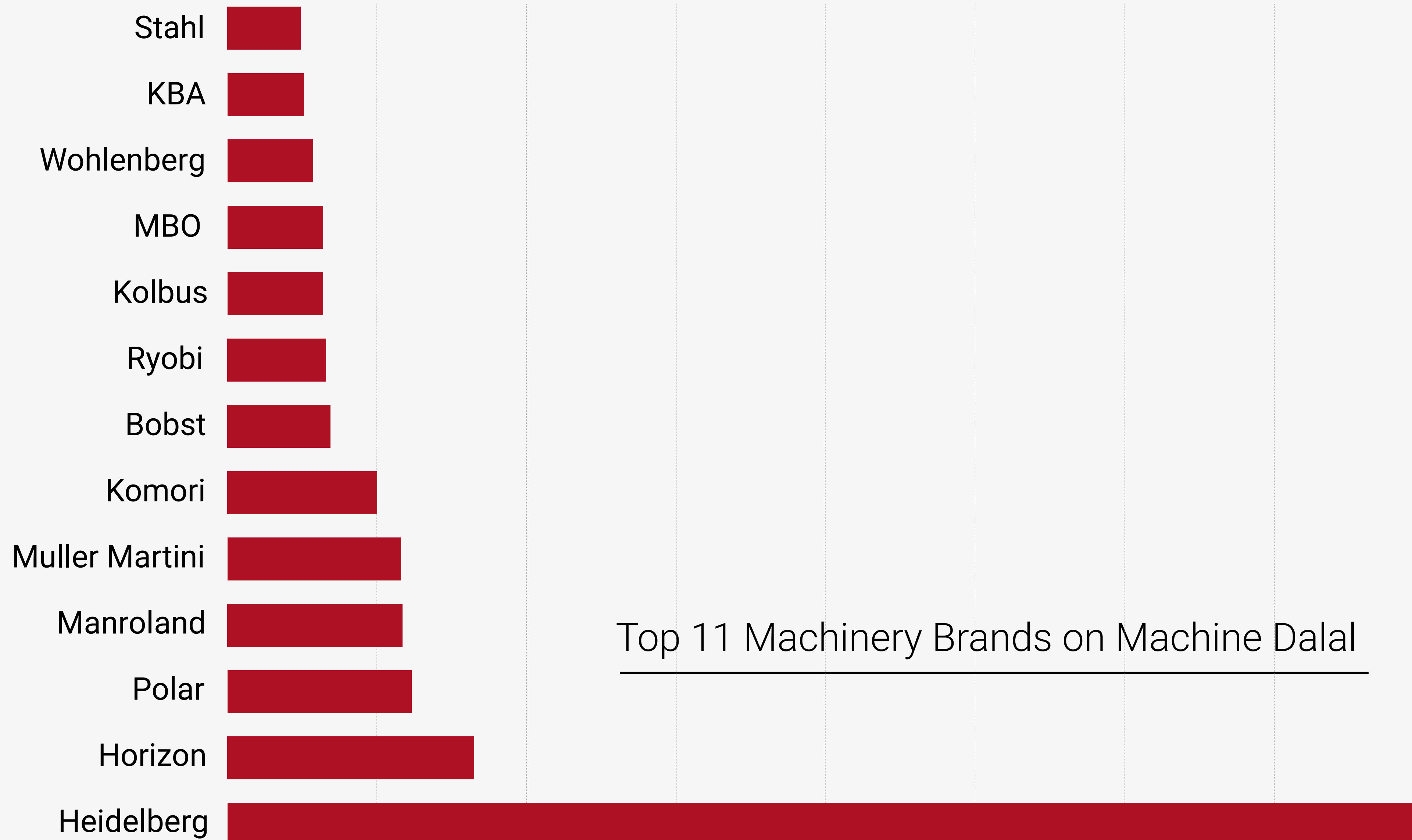
Real Time User Activity on Machine Dalal

What do they **look for?**



Top 11
Machine Categories
by user activity

Brands they Love



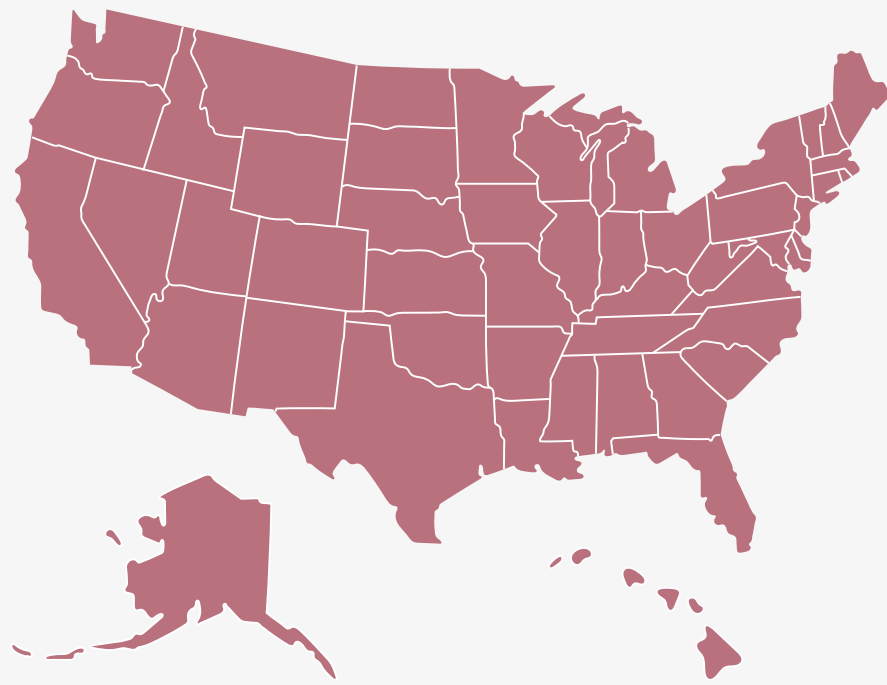
Top 11 Machinery Brands on Machine Dalal

Where did the **most sales enquiries** come from?

Machine Dalal generated enquiries from over 70 countries over the last year.

The top five countries were,

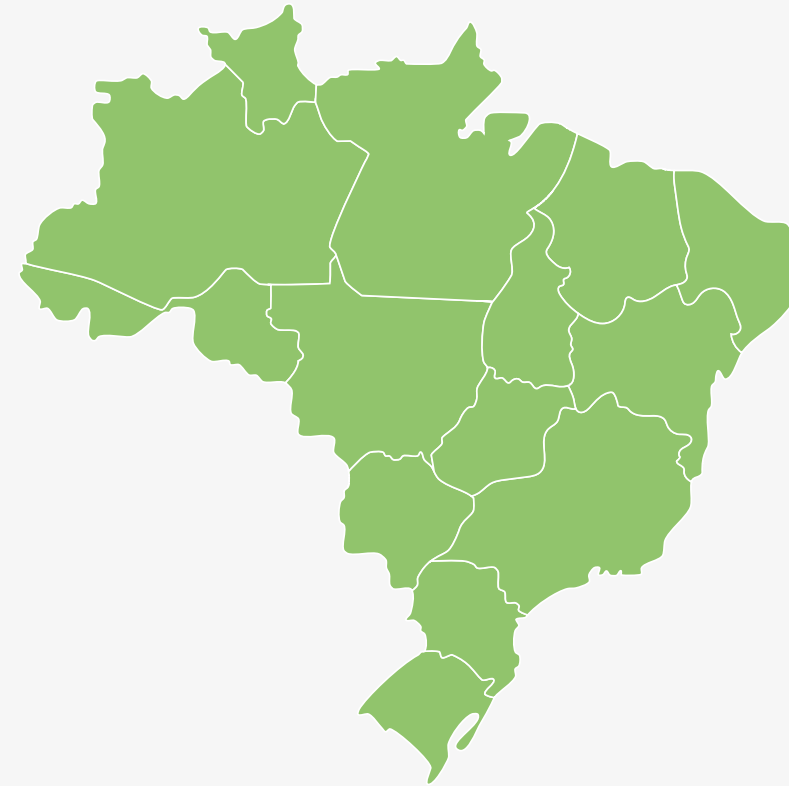
United States



India



Brazil



Italy

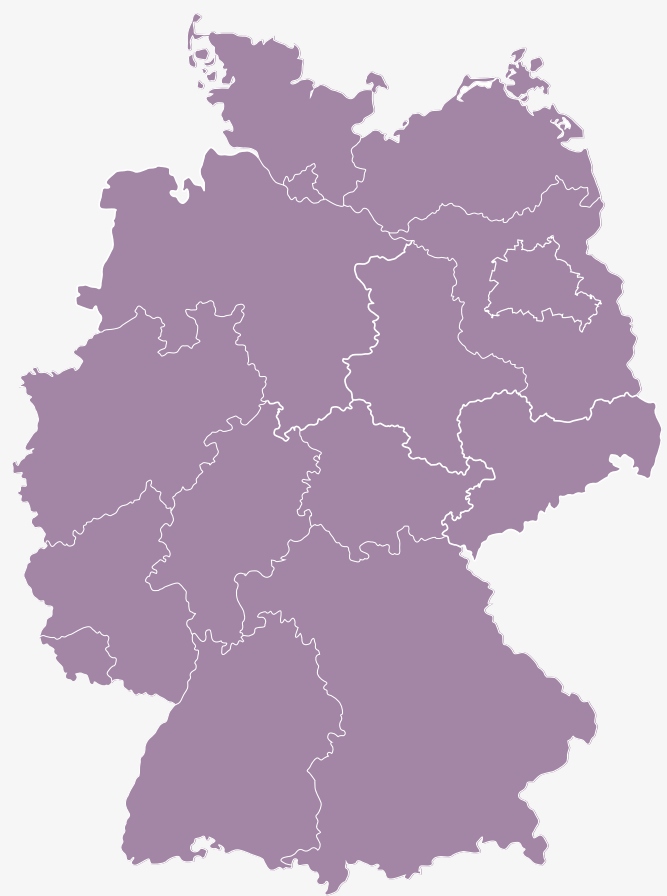


China



Where did the **enquires** go?

Germany



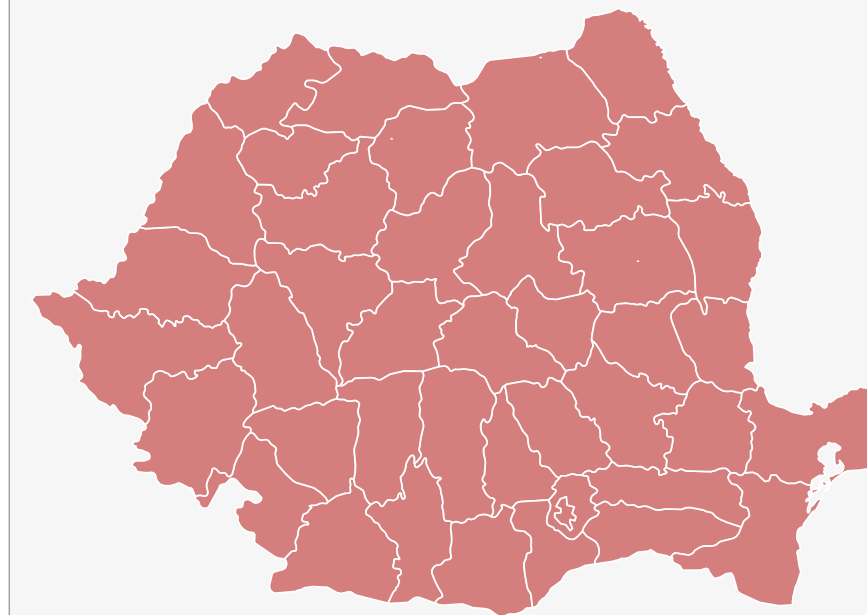
Italy



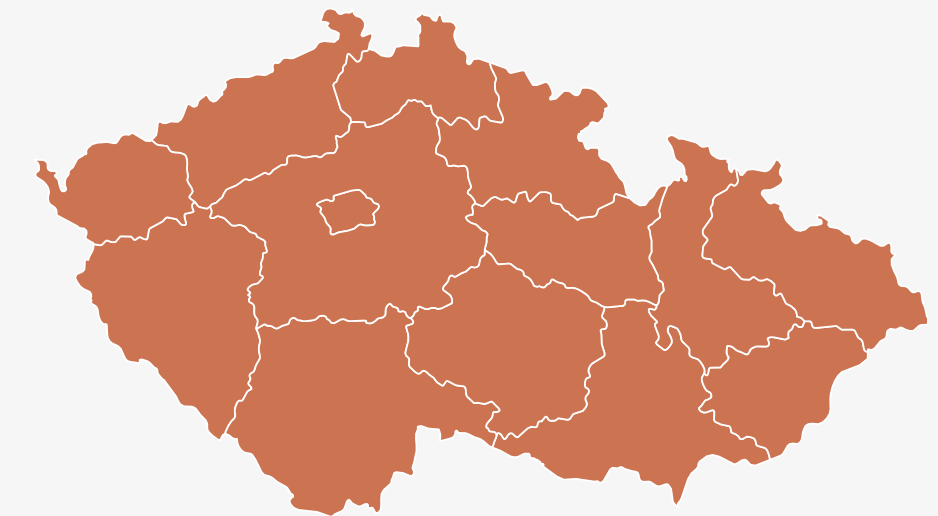
Netherlands



Romania



Czechia



How many machines were **listed** over the year?

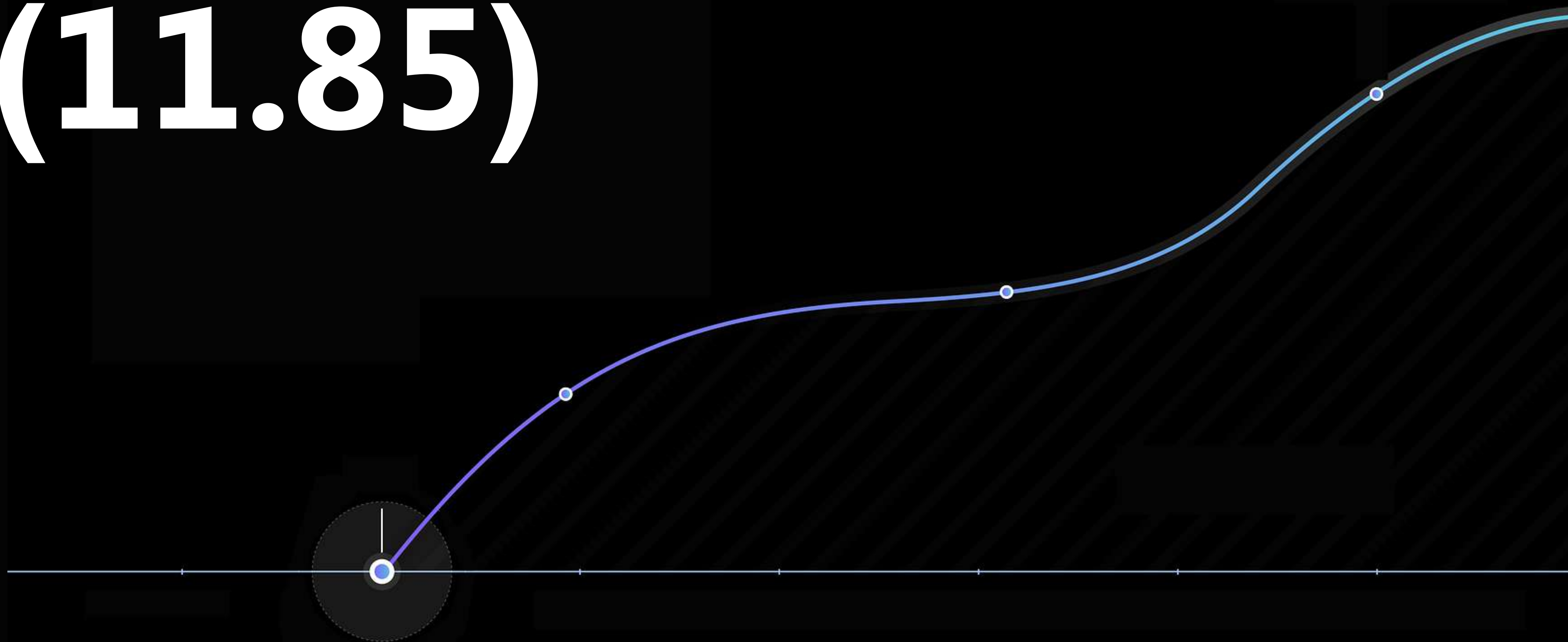
2759

How many were **sold**?

327

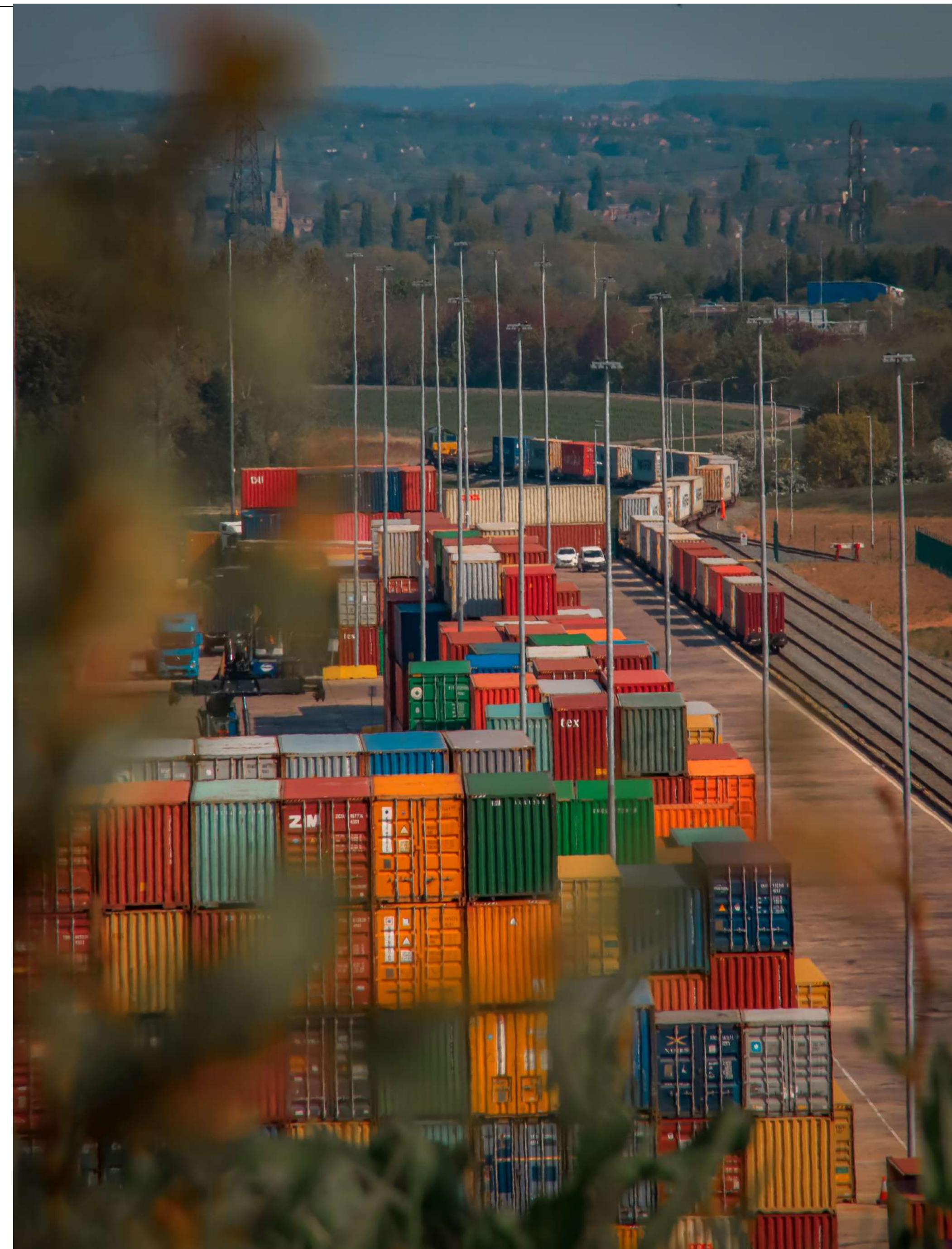
That is a Success Rate of almost **12%**

(11.85)



And a total trade of
~ \$30,000,000

\$30M & that does not include new machinery business and ancillaries.



What comes **next?**

We will be shipping more features, upgrading our **applications**, include native language support for Spanish, Portuguese, and Arabic to capture more consumer market.

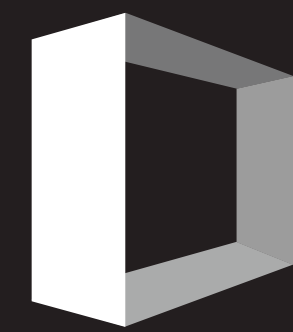
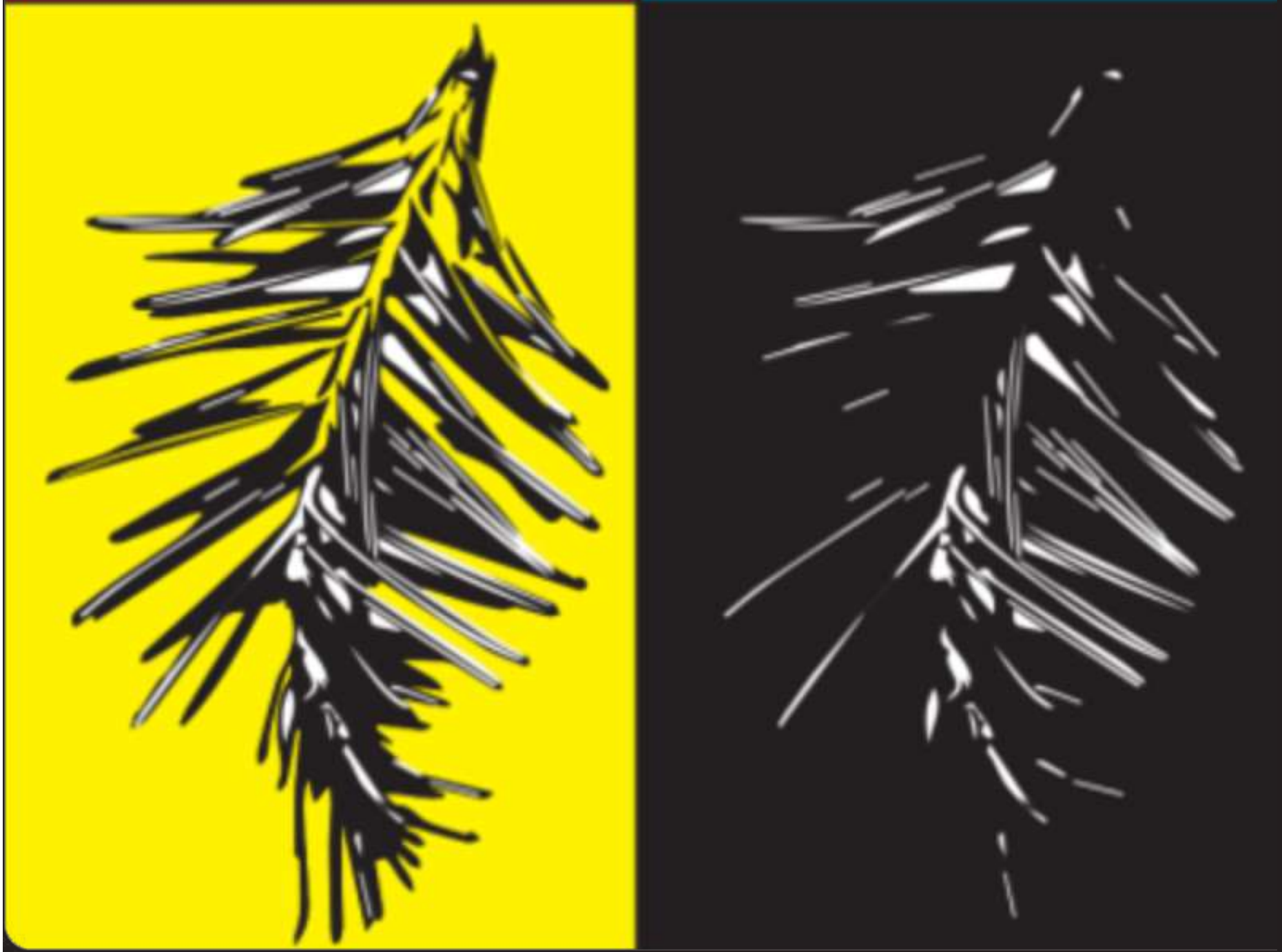
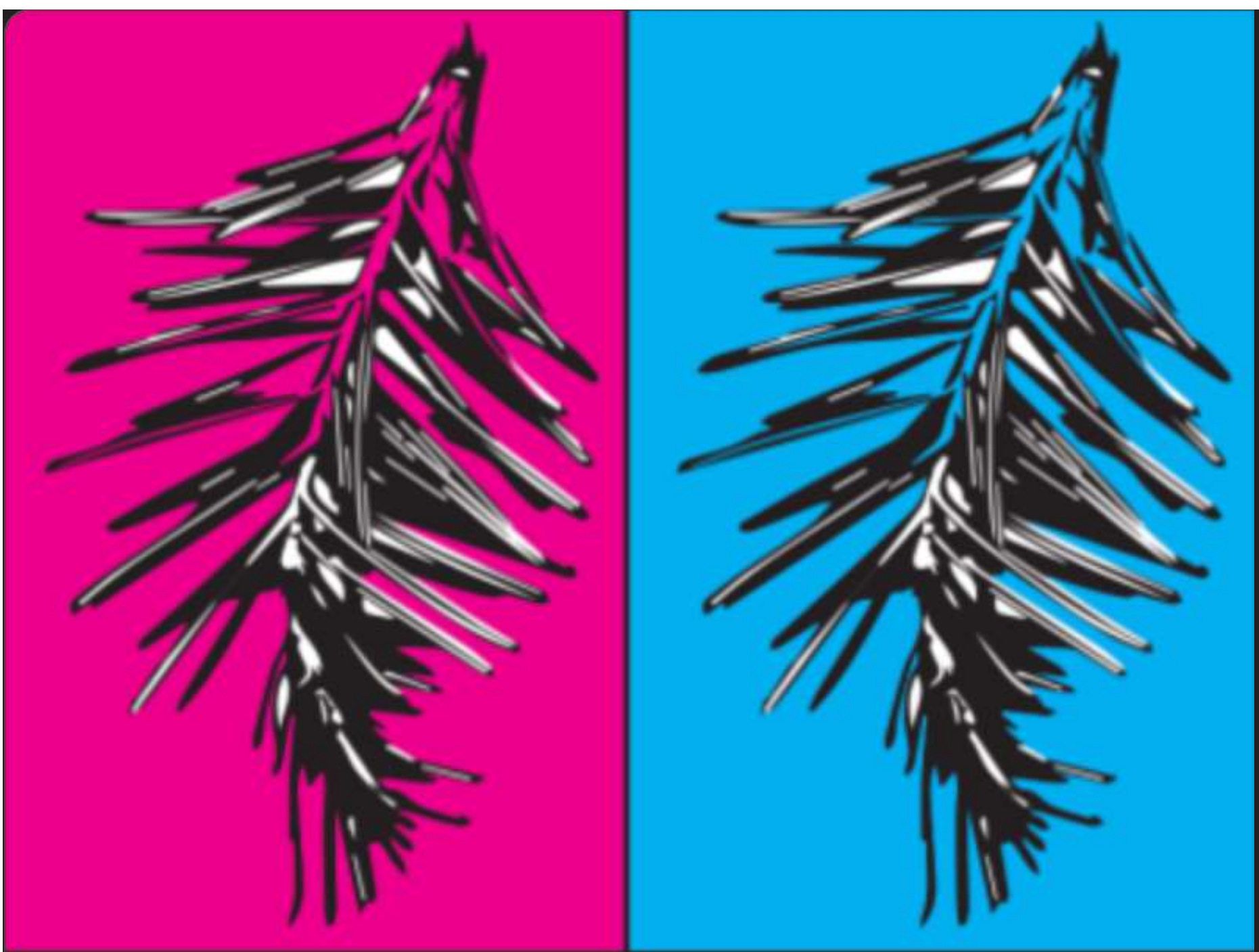
We will also be launching **Susan** - proprietary AI built for the Print industry. It is a breakthrough technology that will improve communications, conversions and enhance machine trade.

Offerings for New Machinery Manufacturers and Brands within the next quarter, with parts, spares, supplies and consumables to follow.

Our internal aim, and subsequent strategy is to reach total trade volume of \$1B over the course of next 12 months.

 Thank you!





For the love of Print