

Appliance E-commerce & Credit Finance Platform

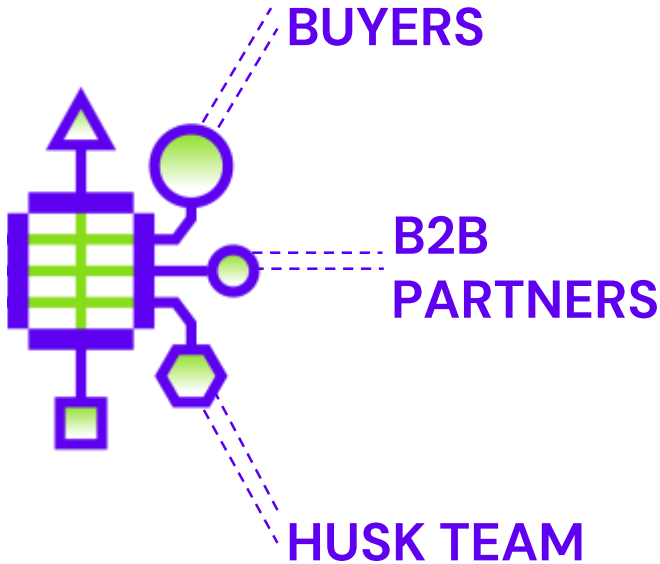
Power



Innovation

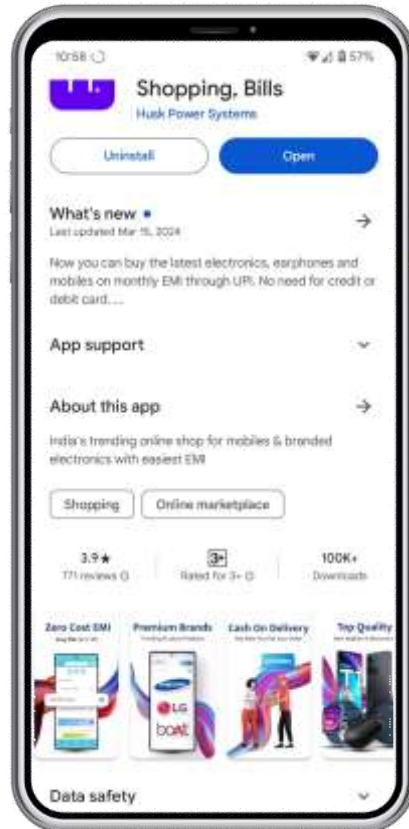
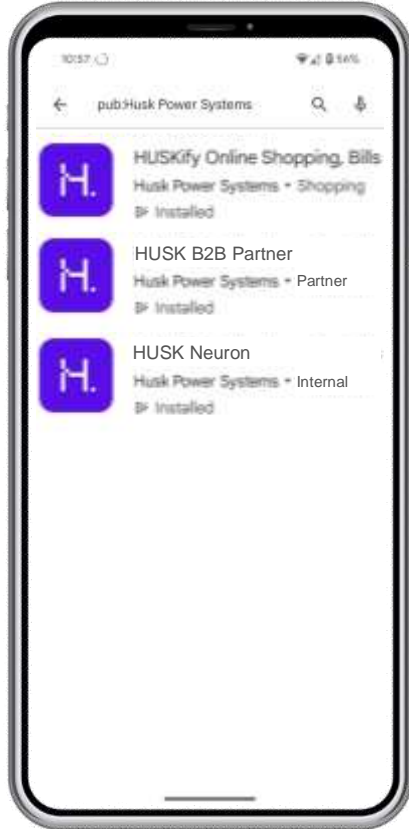


Introducing The HUSK Platform



The HUSK Platform is **in its beta version comprising a set of AI powered mobile apps, web apps and database management systems** bringing together multiple HUSK products and services for all users.

The HUSK Platform



The HUSK platform comprises of

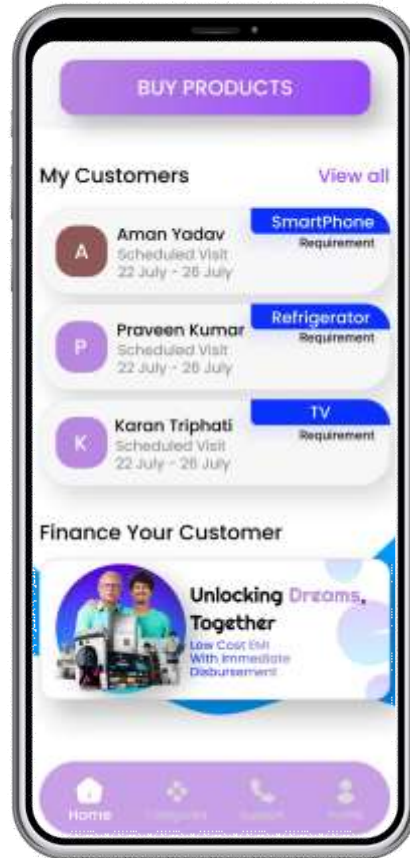
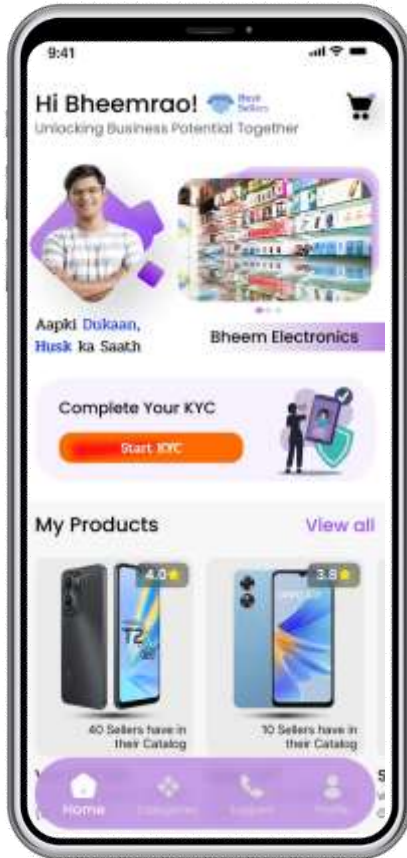
- Part 1: HUSKify consumer app for e-commerce and electricity
- Part 2: HUSK B2B app for channel partner management
- Part 3: HUSK Neuron app for team, order, and customer service management



Part 1: The HUSKify app

- Has reached 150K+ rural customers
- 10,000+ orders for appliances, mobile phones and small electronics
- Delivering 850+ SKUs in 100+ rural areas
- Average rating of ~4.0 with 500+ positive reviews
- Defined by customers and reviewers as “very easy to use”

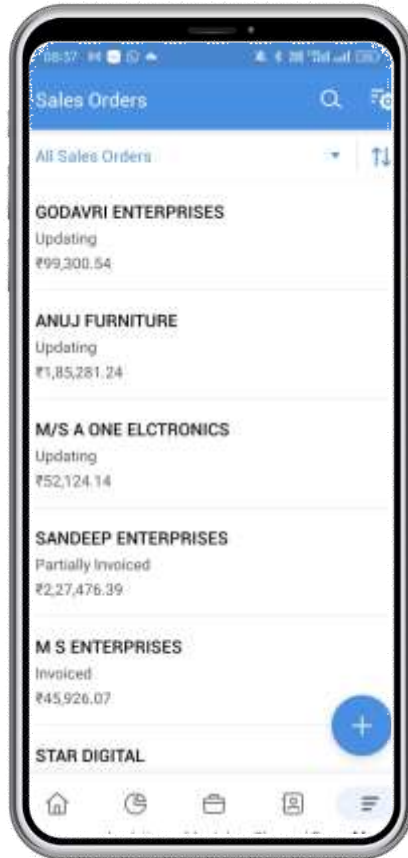
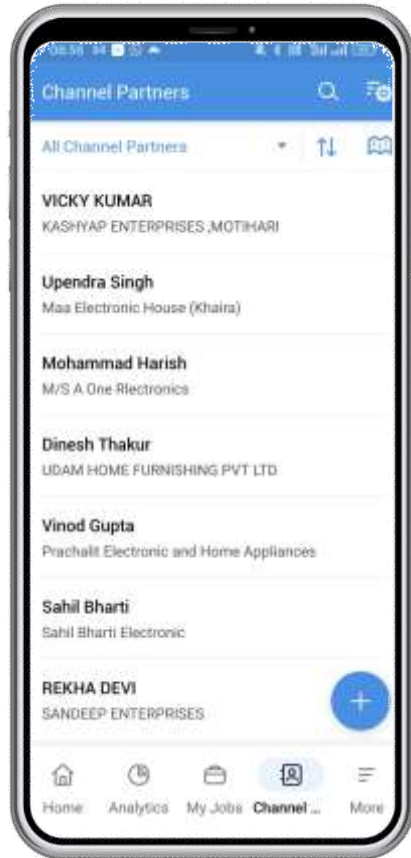
HUSK. B2B Partner App



Part 2: The B2B Partner app

- Allows rural retailers to set up their own HUSK outlet
- Partners get access to high quality branded appliance inventory to buy at affordable rates
- Option to add on services like access to Husk walk-in customers, option to set up a franchisee outlet
- 400+ partners onboarded

The Order Management Systems (OMS) App and Databases



Part 3: The OMS comprises of

- Mobile app for field team to manage customers, partners, orders and leads
- Order management dashboard for fulfilment
- CRM to manage service requests, credit process and all marketing
- Databases to ensure seamless cross-linkages between all

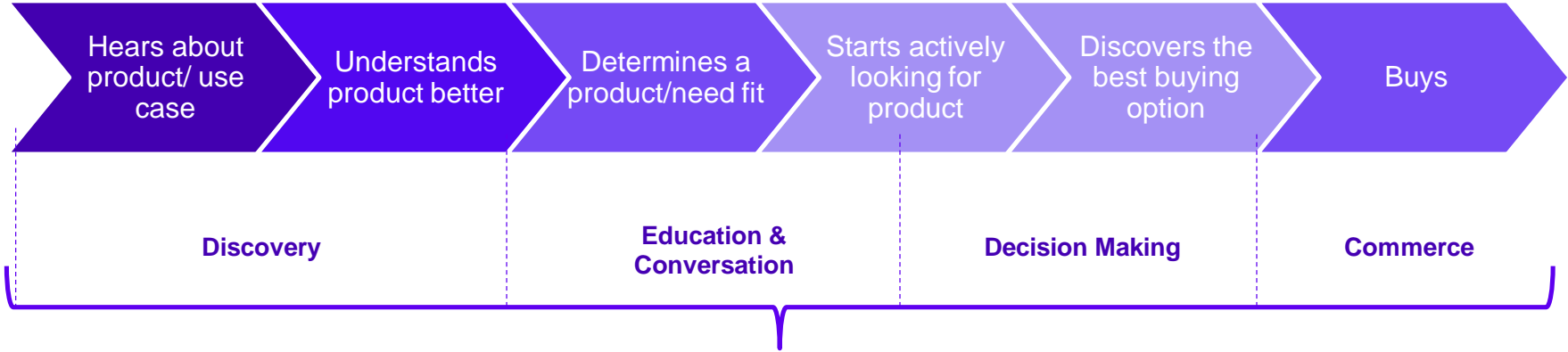
Credit algorithm integrated into the app



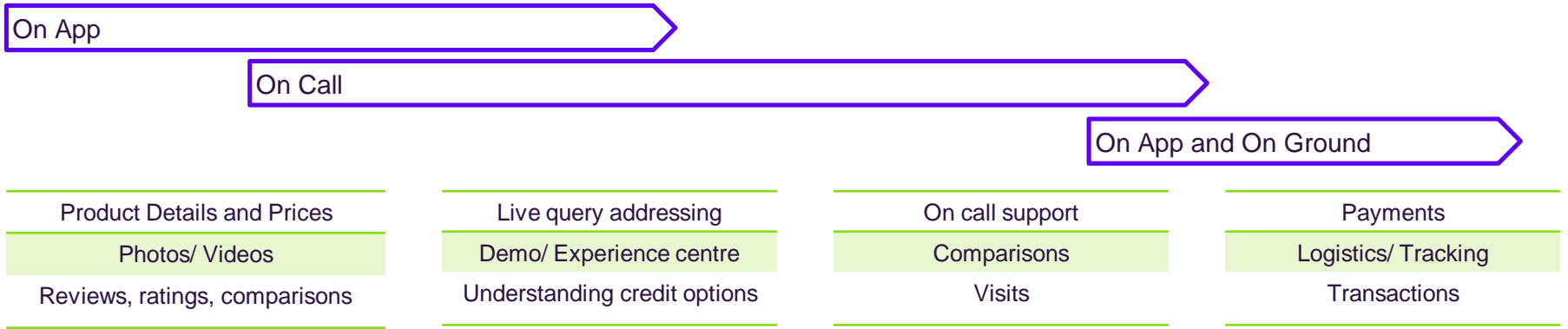
Basic Credit Algorithm integrated into the HUSKify app ensures:

- Identity verification against govt database
- Drives collections with auto-deduct mandates
- Rewards good payback behaviour with credit limit increase

Husk focuses on early stages of buying journey to help customers make meaningful purchase



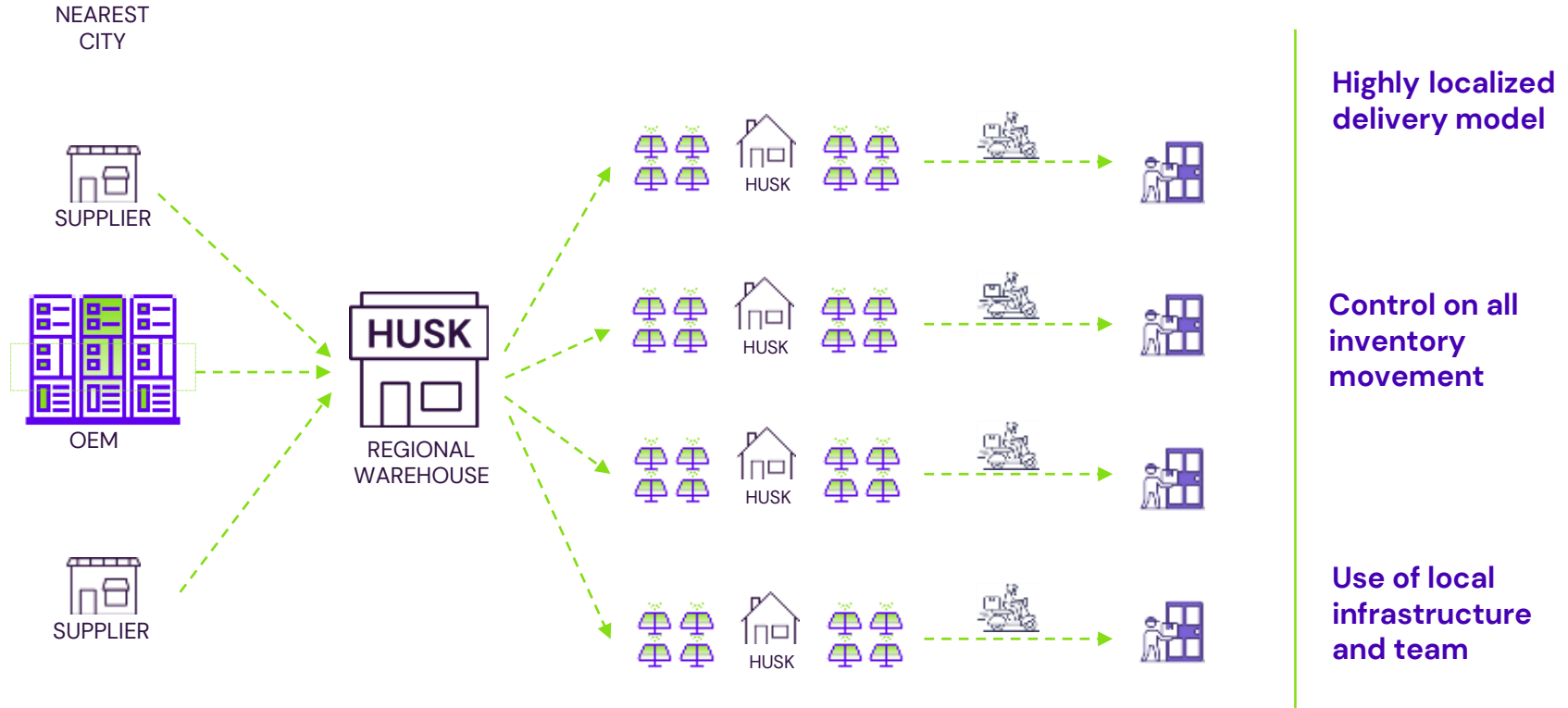
How does Husk facilitate this?



Husk brings a range of curated appliances and helps customer make decisions on what to buy



Low logistics costs while maintaining a 72-hour delivery and customer satisfaction commitment



Husk finds the correct products, through correct channels, for all rural electronics buyers

Rani, 38 yrs old



Mukesh, 33 yrs old



Sonu, 21 yrs old



Preeti, 17 yrs old



Channel: Retail stores (Through Husk B2B)

Category: Home Appliances, Mobile Phones

Channel: Huskify App

Category: Gadgets, Electronics, Mobile Phone and Accessories

Vernacular Language

Access to a Human Being

Curated, branded products

Easy exchange and return

Financing



Thank you