

Sell in India with
Tiger Pug Group



Disclaimer



The contents of this presentation are for guidance and discussion only. They are subject to regulations and compliance prevailing at the time of any future business engagement



No commitment is being made through this presentation .The final process and business arrangement will be as per the agreement



The receiver of this presentation should independently verify any regulatory and compliance requirements specially with respect to the products being exported

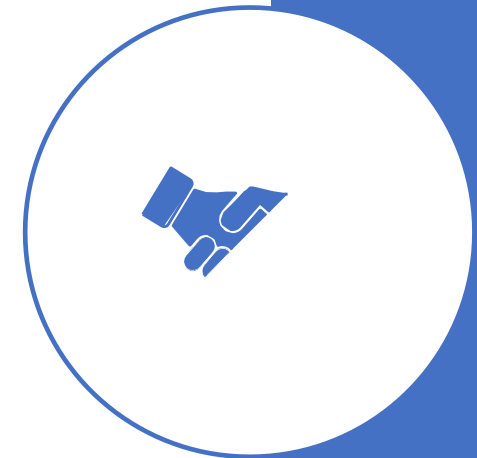
Regulatory Overview

- Only Indian owned entities allowed to sell to consumers (B2C) without any restrictions
- International companies can appoint a distributor in India who can sell B2C
- Products sold in India require to be as per the guidelines and certifications set by the Government
- US\$ remittances allowed against import documents
- GST System in place for imports and sales
- Customs Duty and Surcharges on all imports as applicable



How we work with International Brands

- We assist international brands sell products in India
 - Consulting on regulations, taxations, pricing
 - Product Certification Co-Ordination
 - Product Import
 - Product Sales on Brand Online Store and Online Marketplaces including Amazon.in



About Us



Group In business since 1998



Group has leading brands as its customers

Over 100 brands and companies use our services across our business units



Brand Ecommerce , Cross Border eCommerce, Customer Service, Warranty Service and Marketing Services related to eCommerce

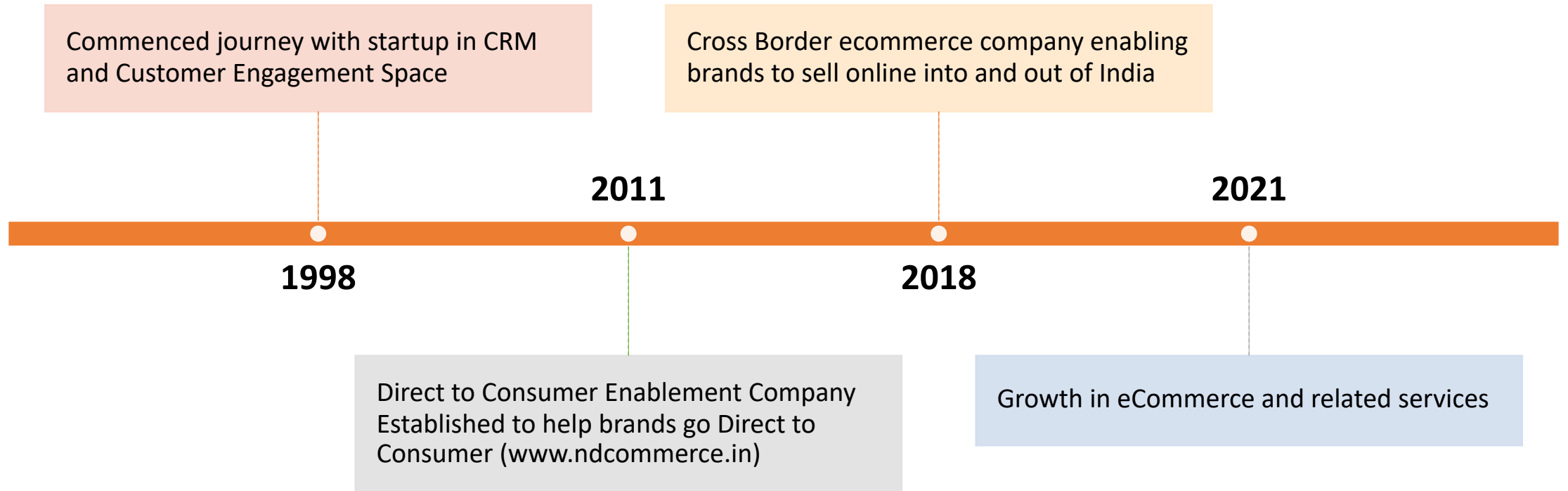
Group

Business Unit One
Cross Border eCommerce
Import into India
Export from India

Business Unit Two
Brand eCommerce And
Online Retailer
Online Store and Direct to
Consumer Business for large
and medium brands

Business Unit Three
Live Commerce, Customer
Service, DoorStepDemo, In
Warranty Replacement
Management, eCommerce
back office, ESG Services

History



Our Role



Primary Role



Import Products from Brand

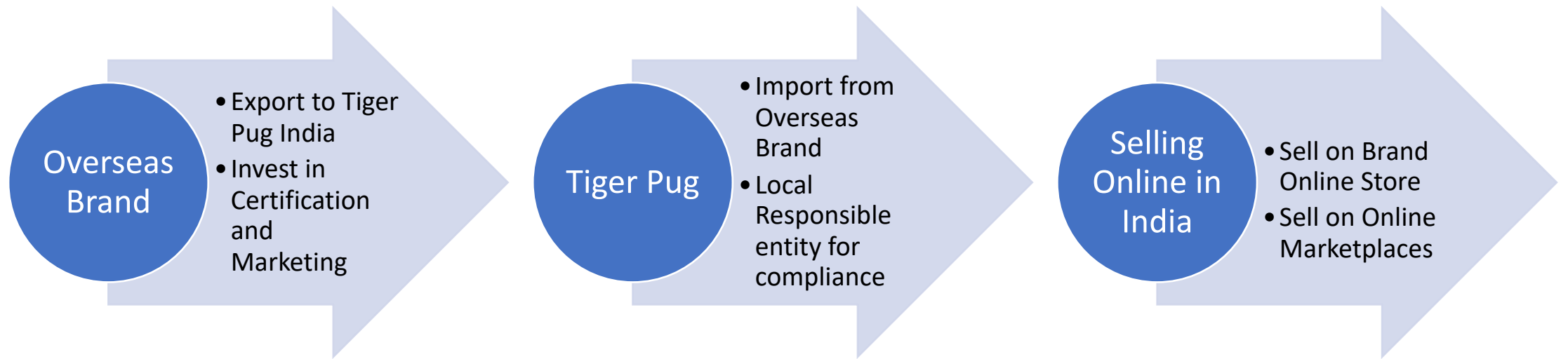


Sell on Online Marketplaces and
Brand Online Stores in India



Settle payments based on import documents and invoice

Import and Resale in India



Consulting and Advice Provided

- Regulations
- Certifications
- Pricing
- Taxation
- Agreement structure
- Shipping and Documentation

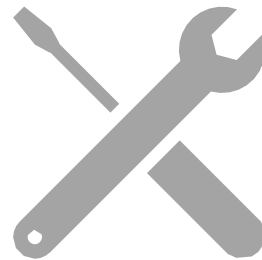




Service Support



Customer Service



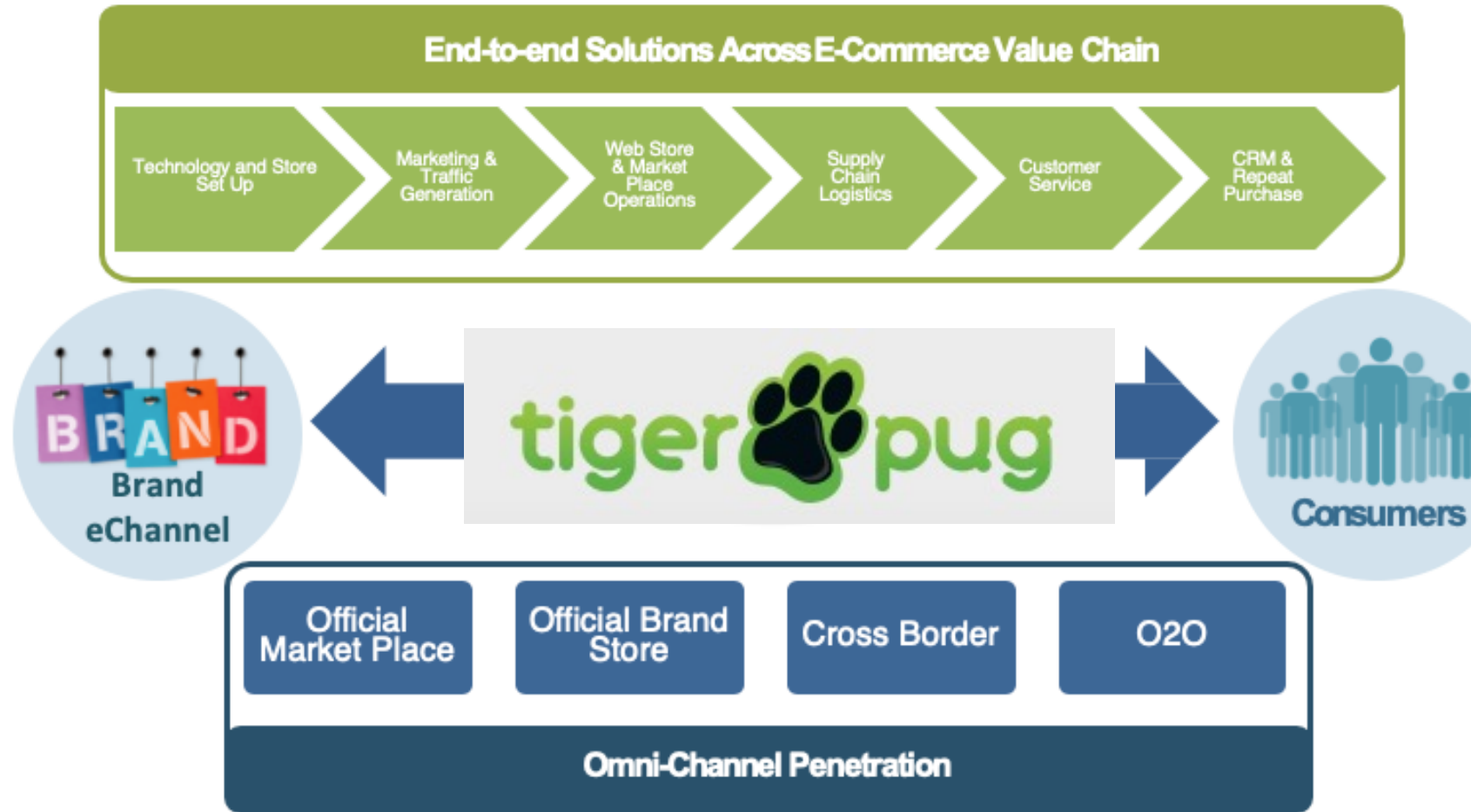
Warranty and
Replacements



Online Reviews Response

Online Retail of Brands By Tiger Pug

We help Brands sell Direct To Consumer



End-to-end brand e-commerce capabilities and omni-channel solutions maximize our value propositions to brands, increase switching costs, and deepen brand entrenchment and loyalty

We have an Eco-System for Brand Ecommerce

Connecting the Manufacturer to the Consumer





Additional Services

- Offline selling include identification and management of distributors
- After sales service include in warranty replacement, customer service hotlines
- Consumer Services and Consumer Affairs Management
- Digital Marketing Services include brand online store marketing, content marketing, SEO and SEM
- DoorStepDemo include virtual demo, face-to-face demo
- Alliances and Partnerships for Marketing



How we can work Overseas Brands to Sell in India

- Import into India
- Sell on Online Marketplaces
- Sell on Online Brand Store

Critical Success Factors

- 3-to-5-year plan covering all 5Ps of marketing
 - Product (Suitability, Customization for India)
 - Place (Online , Offline)
 - Price (Based on various factors including positioning)
 - Packaging (FSSAI compliant)
 - Promotion (Advertising, Influencer Marketing, Sales promotions)
- Good partner for Online and Offline sales
- Adequate marketing and brand building investments
- Regular Supply based on Demand Forecasting



Contact Us

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