



KAABILL

KAABIZ & KAABILL

India's First 'Real Commerce' Ecosystem.

We don't digitize retail — we make real shopping predictable.



Real shopping isn't inferior. It's digitally invisible.

Small businesses invest capital and courage into real-world commerce. Yet, millions bleed out because e-commerce has monopolized digital discovery. Real shopping is sensory, human, and builds local economies—but it lacks the visibility to compete.

**We are building
the bridge.**

\$1 TRILLION

(India's Offline Retail Market, comprising ~13 million Kirana stores)

\$8.4 BILLION

(Digital Ad Spend by 2026)

The Paradox: ~90% of trade happens offline, but 100% of digital ad tools (Meta, Google) are built for online impressions, not in-store conversion. Capital is bypassing the very businesses that drive the economy.

Offline Retail has **ZERO predictability.**

The Reality

Retailers are forced to depend on expensive ads, deep discounting, or viral luck to drive footfall.

The Tech Gap

They have ERPs for inventory, billing platforms for accounting, and supply chain tools for logistics. But they have nothing engineered specifically from a **shopkeeper-first perspective** to guarantee demand and walk-ins.



The Merchant Engine.

Subscription-based digital visibility, CRM, and verifiable footfall attribution.



The Consumer Engine.

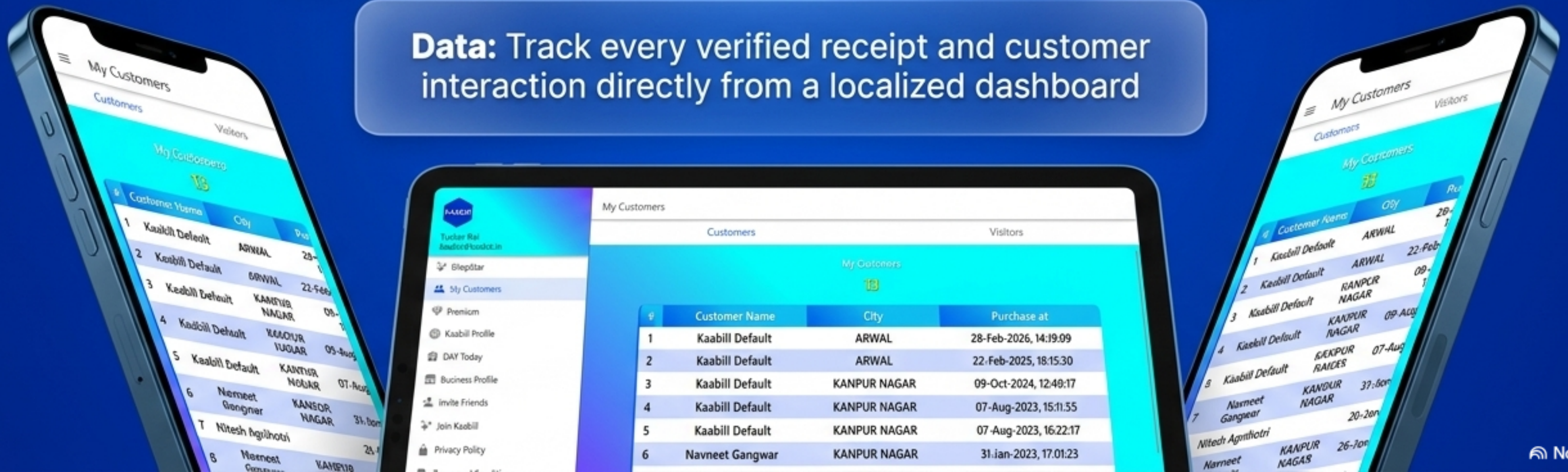
Gamified everyday shopping with high-stakes rewards and localized leaderboards.

KAABIZ: Turn Unpredictable Sales into Recurring Demand

Status: Pay ₹2,999/month for premium 'ShopStar' status

Efficiency: Acquire customers via the Prize Pool—Zero Ad Waste, paying only for real footfall

Data: Track every verified receipt and customer interaction directly from a localized dashboard



KAABILL: The Gamification of Real Shopping

Action

Every verified purchase earns ShopStar points.

Hook

Localized leaderboards create high-stakes, real-world competition.

Reward

Top spenders and most active shoppers win massive cash prizes (e.g., up to ₹50,000 monthly for a single user, drawing from a ₹1.97 Lakh total local pool).



Node 1

Open the
KAABILL App.

Node 2

Make 3 Verified Purchases at
certified ShopStar Merchants to
enter the monthly league.

Node 3

5-minute dwell time enforced
per scan (guarantees real
physical browsing, prevents
GPS spoofing)

Node 4

Highest verified spenders and
most active visitors win the
league based on points (100
points/visit, 500 points/purchase)

**Not a lottery.
A meritocracy of
local commerce.**

	 KAABIZ/KAABILL	Meta/Google	Groupon	Traditional Malls
Drives Verified Footfall	✓	✗	✓	✓
Protects Brand Integrity (No Discounting)	✓	✓	✗	✓
Shopkeeper-First Logic & Pricing	✓	✗	✗	✗
Predictable CAC	✓	✗	✗	✗

Meta sells views. Groupon sells discounts. We sell attributed receipts.

The Economic Engine: The 25/15/40/20 Rule



We achieve a 20% net margin while utilizing the prize pool as a self-sustaining customer acquisition loop.

Go-To-Market & Scale Strategy



Month 15 Target:
The Inflection Point

Reach

10,000

Premium Subscribers.

Run-rate unlocks guaranteed

₹250M ARR

Year 3+:

Pan-India Scale
& GCC/MENA
Exploration.



Month 3-6:
UP Expansion



Rollout to Lucknow,
Varanasi, Agra.

Transition to monetization
at introductory ₹2,499/mo.

Month 1-2:
The Kanpur Pilot



Enlist 30 shops. Inject
₹42K total prize liquidity
to ignite initial user craze
and prove the concept.



The Catalyst. Raising ₹2.5 Crores for 10% Equity.

(Implied ₹25 Crore Valuation)



**Ops & Core
Tech
Engineering**



Prize Liquidity
(Igniting the
gamification
flywheel)



**Marketing
& Local
Influencers**



Expansion
(Kanpur to Pan-
UP to Pan-India)



The future is not about replacing physical retail. It is about digitally empowering it.

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