



STORE PROPOSAL











RKETING GET COMMISION



E-Commerce growth in India

INSTA TRANSFER

- India has an internet users base of about 67.5 Crore.
- > 14% are in tier 2 (town's). 70% are in tier 3 (villages).



The problem to get digital



- India is a mobile first nation where 70% people access internet mostly through prepaid card.
- > Hundreds of millions users face online transaction barriers due to following issue



Lack of Knowledge Awareness



Lack of Trust on Online Product



Language Barriers



Lack of
Digital Payment
(online banking, cards)



The Solution



- Amazon's mission to enable everybody in India shop online via Amazon Easy.
- > Amazon Easy creates a network of physical stores in tier 2 and tier 3 towns



Customers choose the right product & place orders online

Customers with returns and replacements if required

No need to maintain inventory by store.

What is Amazon Easy?



- Amazon Easy relies on a fully-assisted shopping model.
- > Amazon Easy is a service that will place computer devices loaded with amazon easy app.



Push Marketing Store owner introduce

Store owner introduce amazon easy to customer.



Associate Interaction Shop owner will help

customer to place orders.

Last Mile Delivery

The packages are delivered to the store or customer.



Payment

The customer come to store or make payment via cash.

Earning

Store will get earning (commission)





What are the benefits?





- Get access to 16 Crore of products at great prices
- Get assistance for shopping on amazon at a known Location by trusted person
- Get information on great deals and upcoming sales



- Higher earnings
- Increased business transactions with existing clients
- Additional walk-ins due to the Amazon Easy service, thus benefitting
- Existing store business as well



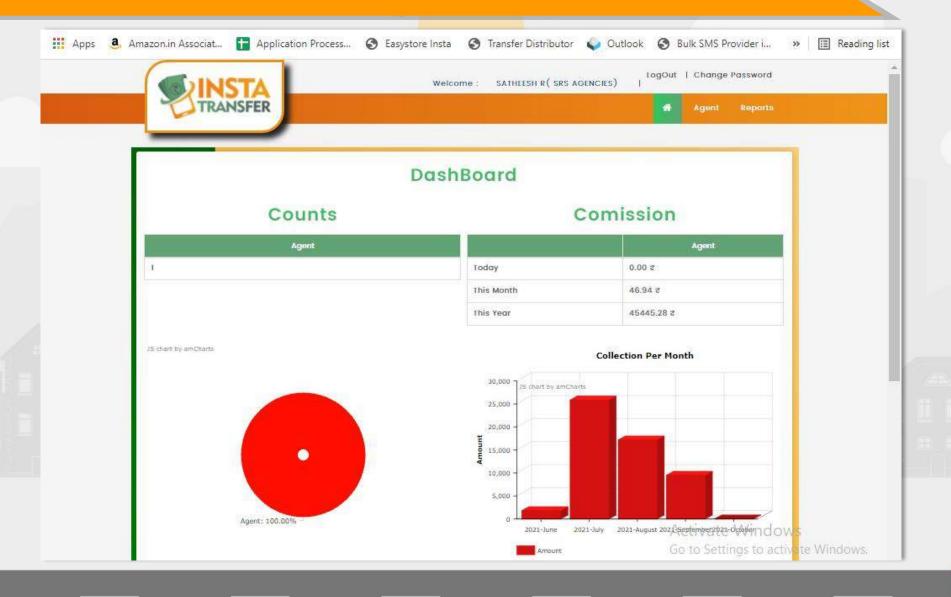
Business Model





Store Dashboard





AMAZON Store Commission



1	Apparel & Accessories Shoes	10.80%
2	Jewelry	9.00%
3	Large Appliances Movies & TV Music Software Video Games	6.00%
4	Grocery Health & Beauty Pantry	5.60%
5	Computers Electronics Home Entertainment Wireless Accessories	4.80%
6	Physical Gift Cards	2.40%
7	Cell Phones & Service	1.60%
8	Gold & Silver Coins	2.24%
9	HFC ASINs – Recharge (Capped at INR 10) A2	1.60%
10	HFC ASINs – Google Pay Recharge A3	1.60%
11	All Other Categories	8.00%

^{*}Note:- Commission structure keeps on updating all this with incisive of GST*

New Customer Registration Bonus





Note:- Commission structure keeps on updating all this with incisive of GST

INSTA Services Commission Chart



Product Name	Retailers Commission	Distributor Commission	Master Distributor	
Money Transfer	0.49%	0.15%	0.05%	
AEPS (Aadhar ATM)	Upto 7 INR	Upto 1 INR	Upto 1 INR	
Micro ATM	Upto 6 INR	Upto 1 INR	Upto 1 INR	
Bharat Bill Payment system (BBPS)	5 INR Service Charges	1 INR	1 INR	
Flight Booking	As Per Airlines - Upto 5%	0.75%	0.25%	
Pan card service	107 Per pan Card Charges	3 Rs	1 Rs	
All Mobile Recharge & DTH	Upto 3% Operator wise	0.40% Flat	0.10% Flat	

^{*}Note:- Commission structure keeps on updating all this with incisive of GST*

Example - 1:



If a store sold a Refrigerator,



Whirlpool 265 L 2 Star

Frost-Free Double Door

Refrigerator

(NEOFRESH 278H PRM

2S, Sapphire Abyss)

Brand: Whirlpool

**** 14 ratings

8 answered questions

M.R.P.: ₹ 28,400.00

Price: ₹ 22,490.00

a Fulfilled FREE

Scheduled Delivery

You Save: ₹ 5,910.00 (21%)

Inclusive of all taxes

Get it Sunday, Jan 24, 8AM-2PM. Pick a convenient slot at checkout

EMI starts at ₹1,059. No Cost EMI available EMI options ~



Save Extra with 5 offers

Bank Offer: 10% instant

Refrigerator Comes Under Large Appliance Category.

Store Commission = 6.00%

Store Income:-

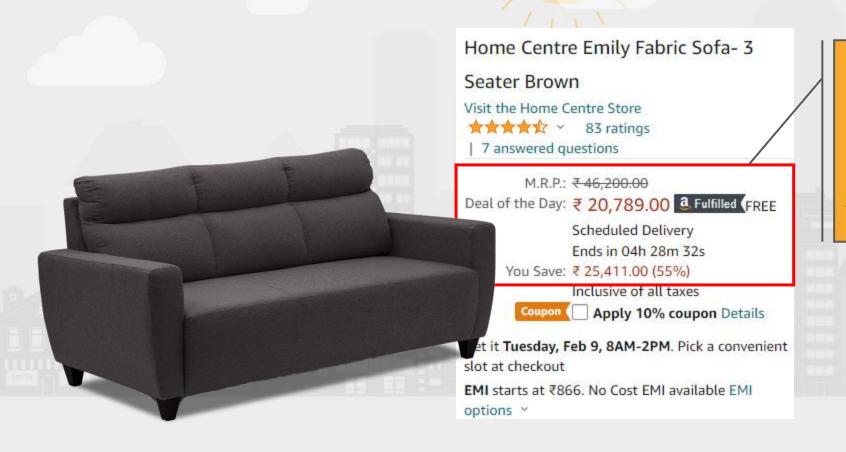
22,490 - GST 18% X 6% = Rs. 1107/-



Example - 2:



If a store sold a 3 Seater Sofa,



Sofa-3 Seater Comes Under Furniture Appliance Category.

Store Commission = 8%

Store Income:-

20,789 - GST 18% X 8% = Rs. 1364/-



Payment Option



> Stores will have the following 4 options for payment (During Order Placement)

UPI

Pay-at-store / Card Payment (using Ezetap Device)

Pay-on-Delivery

Amazon Pay Balance

- Ezetap Device
 - Every Store will be have to Buy an Ezetap Device for the use at store
 - Monthly rental of s. 299 will be collected for the device
 - The Device will be Wi-Fi Enabled
 - All Credit and Debit Cards will be accepted



Payment Credited on Bank



- > Commissions will be paid on a 45 to 60 days basis
- > This is to Complete Return Cycle of Products

For Example

- Commission of January 2021 will be credited to store owners' Insta Transfer wallet account on 4th week of February.
- Commission of **February 2021** will be credited to store owners' Insta Transfer wallet account on **4**th **week of March.**





What you need to open an Amazon Store?









Shop



Internet / WiFi



What Insta Transfer is Providing?

INSTA TRANSFER

- Instatransfer.in dashboard.
- 2. Amazon easy commission earning opportunity to fulfil your dream.
- 3. Online training.
- 4. Amazon easy leaflet (200 Qty.) free.
- 5. Amazon easy A2 size poster for branding in store (2 Qty.) free.
- 6. Amazon easy dangler (5 Qty.) free.
- 7. Store broad with your company name.
- 8. Customer support.
- 9. Get early access to upcoming deal and offers.
- 10. Digital branding soft copy.

Store Looks







About Insta Transfer Biz. Pvt. Ltd.



3000+

Insta Transfer Stores

5 CR

Registered Customers

Our Presence

1,600+

Towns in 3 States

100,000

SKU'S Sold on our Platform

1.3 CR

Customers walk into all our stores daily

40+

Digital services offered

Benefits of joining us as a retailer



Opportunity to partner with Amazon



Marketing Support from Amazon*



Comprehensive Sales & Marketing Training



Low One-time investment



Additional covered by R&R + Monthly Earning



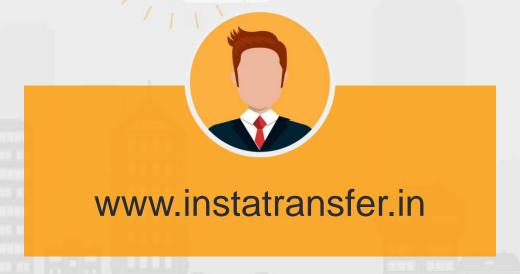
Up to 12% Commission on every sale



You are invited for India's Biggest E-Commerce Franchise With Amazon Easy



!!! For More details visit on our Website or Office !!!



Insta Transfer Biz Pvt. Ltd.

Office No. 85 to 89 way from 3rd floor, Aditya Industrial Estate, Near Evershine Mall, Chincholi Bunder, Mumbai Malad – 400064 Website: www.instatransfer.in



BECOME AN AUTHORISED AMAZON FRANCHISE WITH INSTA TRANSFER











Office No. 85 to 89 way from 3rd floor, Aditya Industrial Estate, Near Evershine Mall, Chincholi Bunder, Mumbai Malad – 400064 Website: www.instatransfer.in