



# Pappytech Solutions Pvt Ltd

*E-Commerce Redefined*



# About Us



## Pappytech Solutions Pvt Ltd

Pappytech Solutions Pvt Ltd is a futuristic ecommerce solutions provider to disrupt the market by empowering & redefining e-commerce businesses



In 2020 Covid-19 changed the landscape of businesses with online presence becoming a primary requirement of every business



Business Finances were crunched & infrastructures costs increasing



With a strong experience in distribution, sales and logistics, the team founded the business concepts to give birth to Pappytech Solutions Pvt Ltd in 2021



# Umbrella Offering



**pappytech**



**pappye-tail**



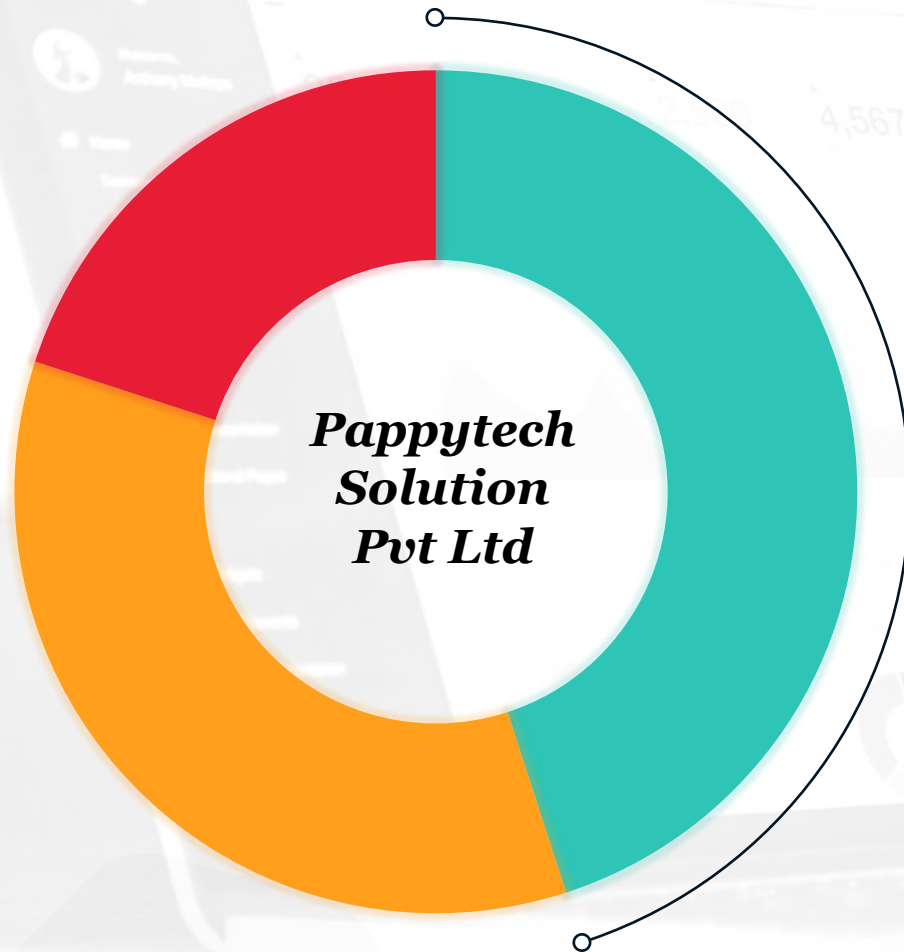
**pappymart**



**pappylon**



# Services



## ***Pappy E-Tail***

Pappy E-Tail handles the entire online ecommerce business for a customer not having an online presence on marketplaces like amazon, flipkart, etc (27 Potential Indian Marketplaces)



## ***Pappylon***

Pappylon is a brand of Pappytech Solution Pvt Ltd that sells its Pappy E-tail customer products & combos across Pappy E-tail customer product on Pappylon Marketplace accounts



## ***Pappy Mart (Dropship)***

Pappylon & Pappy E-Tail have a combined dropship service offering Pappylon offers its product listings to all vendors/open market customers for sale on their marketplace account & Pappy E-Tail will take care of the end to end inventory management, sourcing, account management and order fulfilment

## Marketplace Onboarding & Growth

- Account opening & Registration
- Brand registration and approval
- Brand store creation
- Marketplace relationships
- Direct supply on PO basis

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## AD CAMPAIGN & ACCOUNT MANAGEMNET

- Campaign creation
- Campaign Optimisation
- Account performance management
- Customer review and ratings
- Complaints and issues management
- Account suspension

## ORDER PROCESSING & FULLFILMENT

- Material handling, packaging, Order processing & fulfilment
- Warehousing and fulfilment centre services

## CATALOGUING

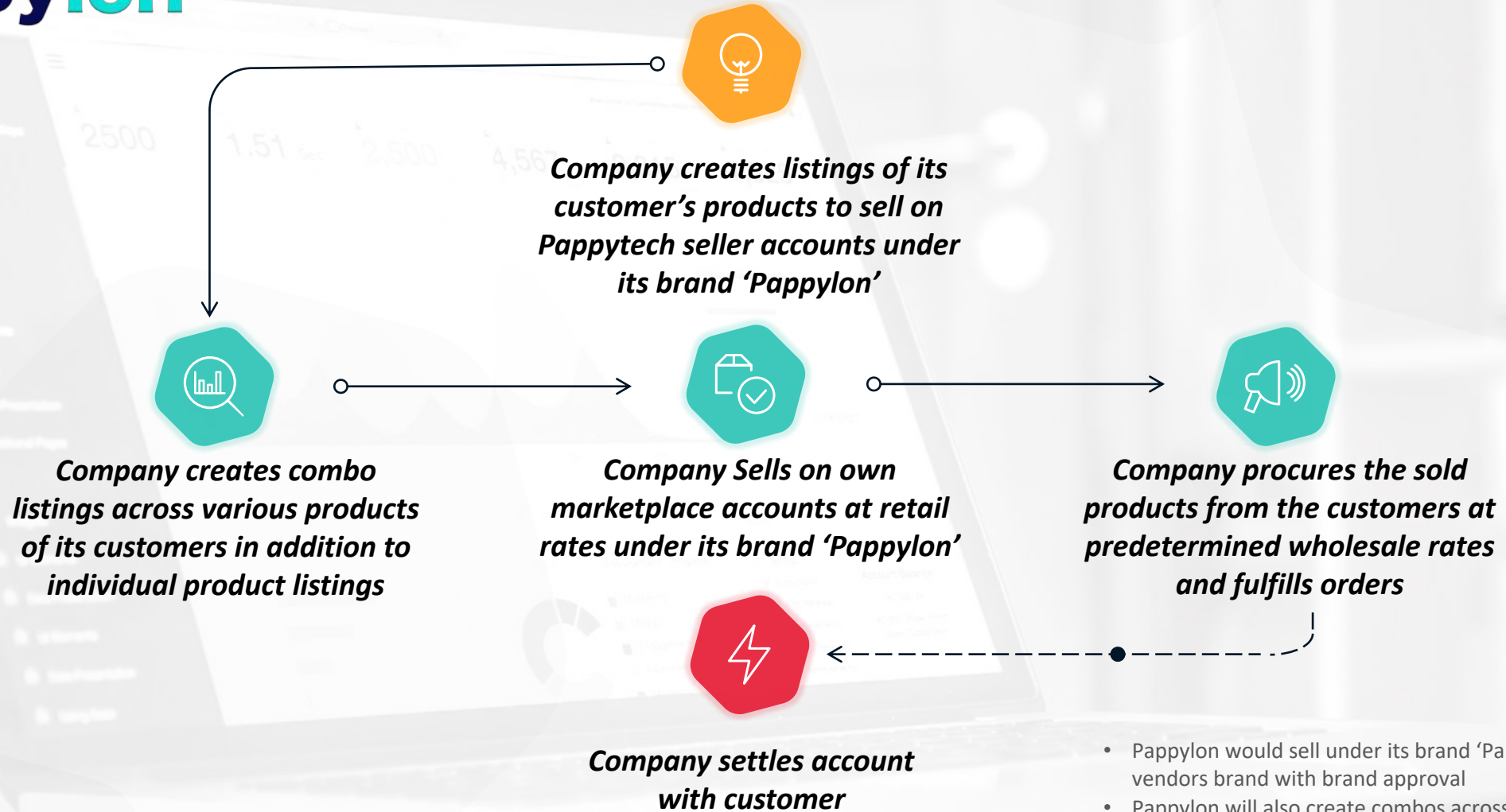
- Content writing & A+ listings
- Product photography
- Competitor analysis and optimization

## ACCOUNTING & MIS

- Payment reconciliation & accounting (GST/TDS/TCS)
- Receivables management



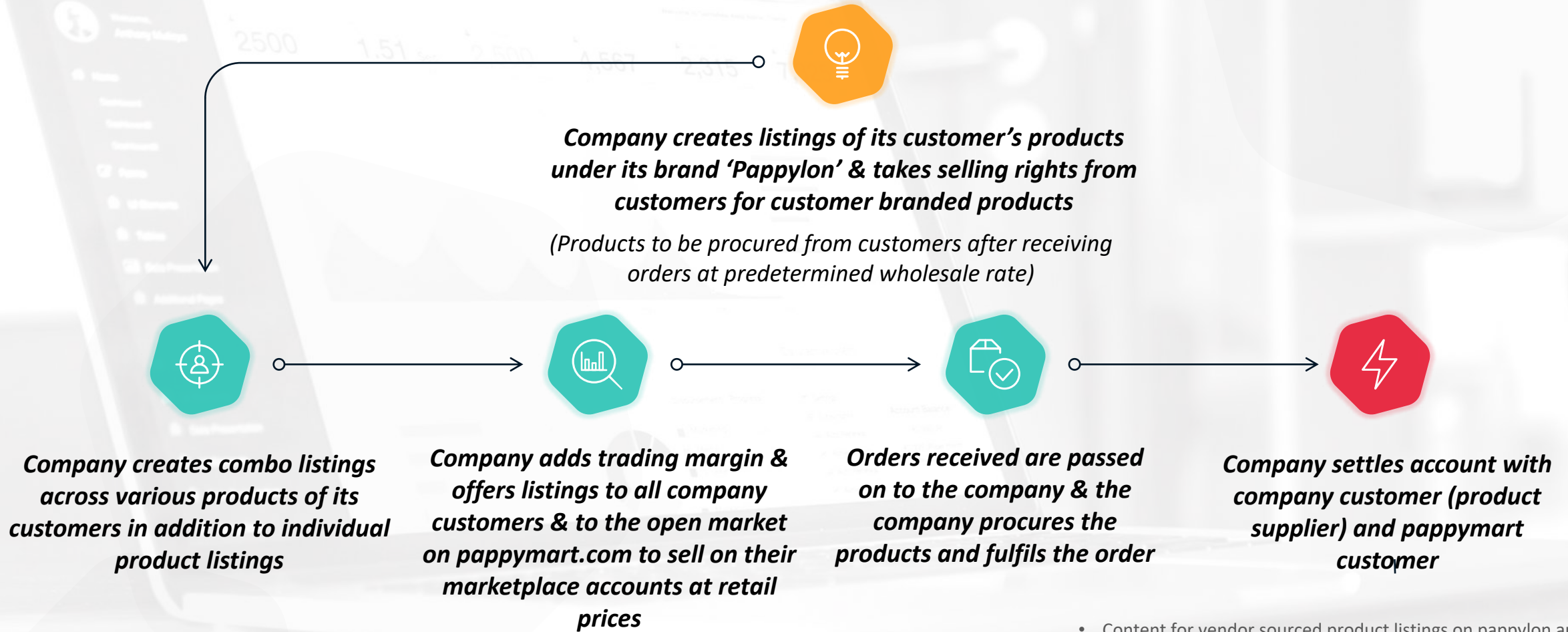
Company sells its customers products on company's Marketplace accounts under its brand 'Pappylon'



- Pappylon would sell under its brand 'Pappylon' or under vendors brand with brand approval
- Pappylon will also create combos across various customers products
- Credit terms to pay vendors for sold products will be as per market place settlement cycle or 30 days whichever is lower
- Pappylon will procure inventory only once order is received on its own accounts



Company offers drop shipping services under its brand 'Pappymart'. Pappylon branded product listings are offered to all customers/open market customers for sale on their marketplace account & company takes care of the end to end inventory procurement, order fulfilment & account management helping its customers to run an online business without investment in inventory & infrastructure



- Content for vendor sourced product listings on pappylon and pappymart will be modified to avoid duplication of the same product on multiple accounts
- Credit terms to pay product supplier for sold products will be as per market place settlement cycle or 30 days whichever is lower



# The Future



## Fulfillment Centers

Providing Fulfillment center services & supply chain management for e-com and offline trade



## PO/SOR Sales

Facilitate sale for customer and supply directly to cloudtail and WS Retail (Direct procurement by Amazon & Flipkart)



## PappyMart.com

Online Portal for anyone with a marketplace account to acquire Pappylon product listings to sell on their accounts & order fulfilment done by Pappy E-Tail

Empowering customers to sell online without financial, infrastructure, inventory or resource investments



## Pappy E-Tail (B2B & Intl)

Pappy E-Tail will expand its services to B2B marketplaces and International marketplaces



## Pappycart.com (B2C)

Pappycart.com will be a direct B2C E-Commerce Platform



# Our Team



Jay  
Rajpal

Director

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An experienced entrepreneur with concert management with AEG International / Compass Group(UK) for 2.5 years and 10+ years of entrepreneurial experience in restructuring/ organising systems, business digitalisation & business development in his Logistics & Supply Chain firm



Karan  
Dharod

Director

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An entrepreneur having focused ventures in the hospitality, logistics, construction and party supply & event management spaces with service, distribution & manufacturing experience providing the direction and strength for business development and growth



# Contact Us

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# Thank You