

# Investment Teaser

MENAKART DMCC  
**MENAKART**

## Introduction

Established in Q3 2015, the e-commerce company domain www.Menakart.com is an online shopping website in Middle East. It operates in 2 tier model, B2C & B2B. Today the company has 100+ suppliers and 40,000+ products live and 100,000+ customers across GCC.

Menakart has become a pioneer in partnering with loyalties. Have partnered with leading Loyalty providers in GCC & USA who in turn has tied up with banks and corporates for Points Redemption. Menakart does fulfilment and after sales service for all orders received from the banking customers.

Menakart caters to the Middle East region including Kuwait, Bahrain, Qatar, Oman & Saudi Arabia and deliver worldwide also.

Menakart differentiates itself from other Online E-commerce stores by providing Digital Gift Card codes via email to customers.

## Executive Summary

- The Core team comprises of specialists in Electronics Retail, Gift Cards, Toys & Fashion.
- Presenting "Menakart.com" the E-Commerce venture of MENAKART DMCC. The Brand has Extensive knowledge in E-commerce industry of Middle East & India and have more than two decades of experience in E-Commerce, Operations, Logistics & Marketing.
- Menakart.com comprises of all leading categories like Books, Electronics, Games, Mobiles, Laptops, Households, Fashions & Toys.
- Menakart.com is open to B2B, B2E & B2C customers in UAE and worldwide.

## MENA E-commerce market is expected to reach \$48.6 billion in 2022

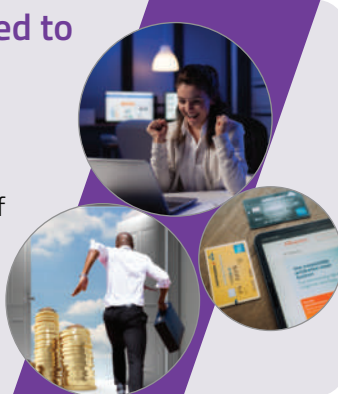
UAE E-Commerce Penetration Rate is 69.4%.

Average E-Commerce spend \$122 per transaction

MENA Customers are Digitally Savvy, with Majority of Purchases done Online

Majority of Shoppers (55%) in the UAE, KSA & Egypt prefer to use Smart Phones to Shop Online

Electronics and Fashion are the largest online selling categories.



## PORTAL FEATURES

- Marketing activities through Social Media and Banner ads
- Instant customer service mode Phone, Email & WhatsApp
- Discount coupons for Customers
- Instant delivery of iTunes, and other Gift Cards
- Buy Now Pay Later Payment option with Cashew.
- Reward points for repeated Customers, and MENAKART Gift Cards

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## Our USP

- Menakart works on a B2C model and not a Marketplace model where suppliers can sell any products including used / refurbished items.
- Menakart sells only branded and warranty products and sells on B2B and B2E platforms.
- Menakart.com has direct access to 100K customers.
- Over 30+ Man years of experience in E-commerce, Key management have extensive experience in E-commerce (Worked and Launched portals for Rediff, Sify, Puma, Odyssey, Aido, New Indian Express) in India & UAE.
- Loyalty tie ups with Leading Banks, Financial



Shashank Panchmukh  
FOUNDER & CEO

Veteran in Books industry for more than 2 Decades. 21 Years experience in Retail industry & E-commerce. Launched the largest Book store online in Middle East.



Praveen Chandrasekharan

18+ Years of experience in E-commerce. Former E-com Head with Puma India and AIDO.com. Business development professional, with an exceptional record of sales & marketing.



Chirag Shah  
INVESTOR

A 2nd generation serial entrepreneur, Investor and CA with 15 years expertise.