



Hyperlocal BOSS Smart Phone Book

mbe-call4all.com

Business Outreach, Sales & Services

Not Just a Phone Book.

A Hyperlocal **Smart Phone Book**

Built For

-
1. **Business Growth for Vendors.**
 2. **Easy Life for Users.**

Founder:
Madhavi Bhatt Enterprises

India has millions of local businesses and service providers.

They already have:

- ✓ Products
- ✓ Services
- ✓ Skills
- ✓ Experience
- ✓ Smartphones
- ✓ Internet Access

THE PROBLEM

But they are still largely unorganised.

They often lack:

- ✗ Digital Presence
- ✗ Local Discoverability
- ✗ Customer Reach
- ✗ Trust Verification
- ✗ Lead Generation

CURRENT MARKET

Existing platforms focus on one function—product, delivery, information, service, or location.

❑ Amazon

Amazon digitizes products and provides a marketplace to sell them across India.

- **Focus: Product First**

❑ Justdial

Justdial provides business information and contact details.

- **Focus: Information First**

❑ IndiaMART

IndiaMART connects buyers and sellers for business and wholesale transactions across India.

- **Focus: B2B Commerce First**

❑ Urban Company

Urban Company connects customers with trained service professionals for home services.

- **Focus: Service First**

❑ Google Maps

Google Maps helps people find and reach a business location.

- **Focus: Location First**

❑ Blinkit

Blinkit enables ultra-fast delivery of products from local stores and warehouses.

- **Focus: Speed First**

WHY MBE-Call4All ?

"A neighbour is often the first person who helps in times of need."

MBE-Call4All

MBE-Call4All connects local businesses, service providers, products, support, and trust systems on a single hyperlocal platform.

- ✓ We help neighbourhood businesses become digitally visible.
- ✓ We help customers discover trusted local businesses nearby.
- ✓ We build direct connections between customers and vendors.
- ✓ We support both B2B and B2C ecosystems.
- ✓ We promote local business growth through digital visibility and trust.
- ✓ We strengthen neighbourhood economies by organizing existing local networks.
- ✓ We combine discovery, verification, support, and digital presence in one platform.

Focus: Building a complete neighbourhood business ecosystem

In India, when help is needed, the neighbourhood responds first

India needs its existing neighbourhood businesses to become discoverable, trusted, and digitally connected."

"The neighbourhood economy already exists. We are not creating it; we are digitizing and organizing it."

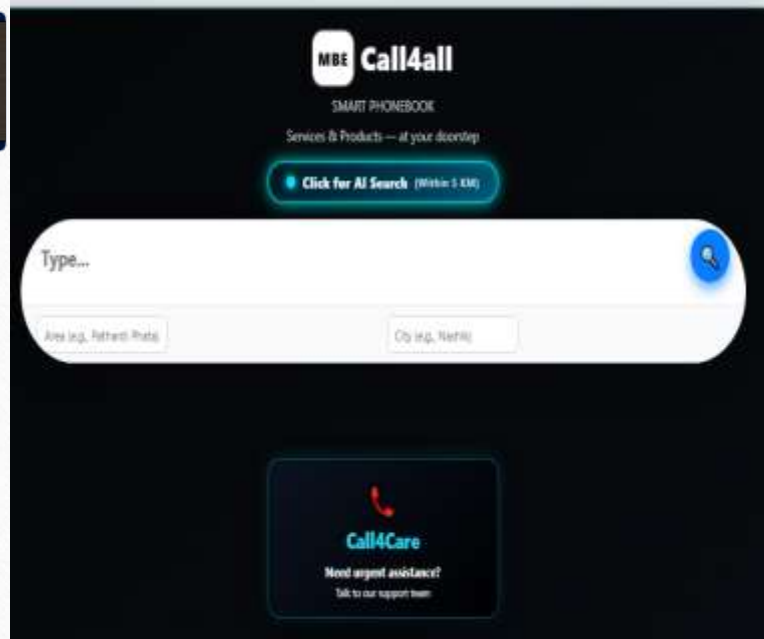
Because we believe:

Digital India can only succeed when hyperlocal businesses become digital.

MBE (Multi Business Ecosystem)

MBE Formula (Within 5 KM)

- **Bringing Local Businesses and Customers Together Within 5 KM.**



For Vendors

Be Found → Be Seen → Be Trusted → Be Connected → Grow Your Business

For Users

Search Easy → Find Easy → Trust Easy → Connect Easy → Live Easy

Presence

- Vendors can be found.
- Customers can discover them.

Direct Connection

- Customers can connect directly with vendors.
- No middleman. Instant communication.

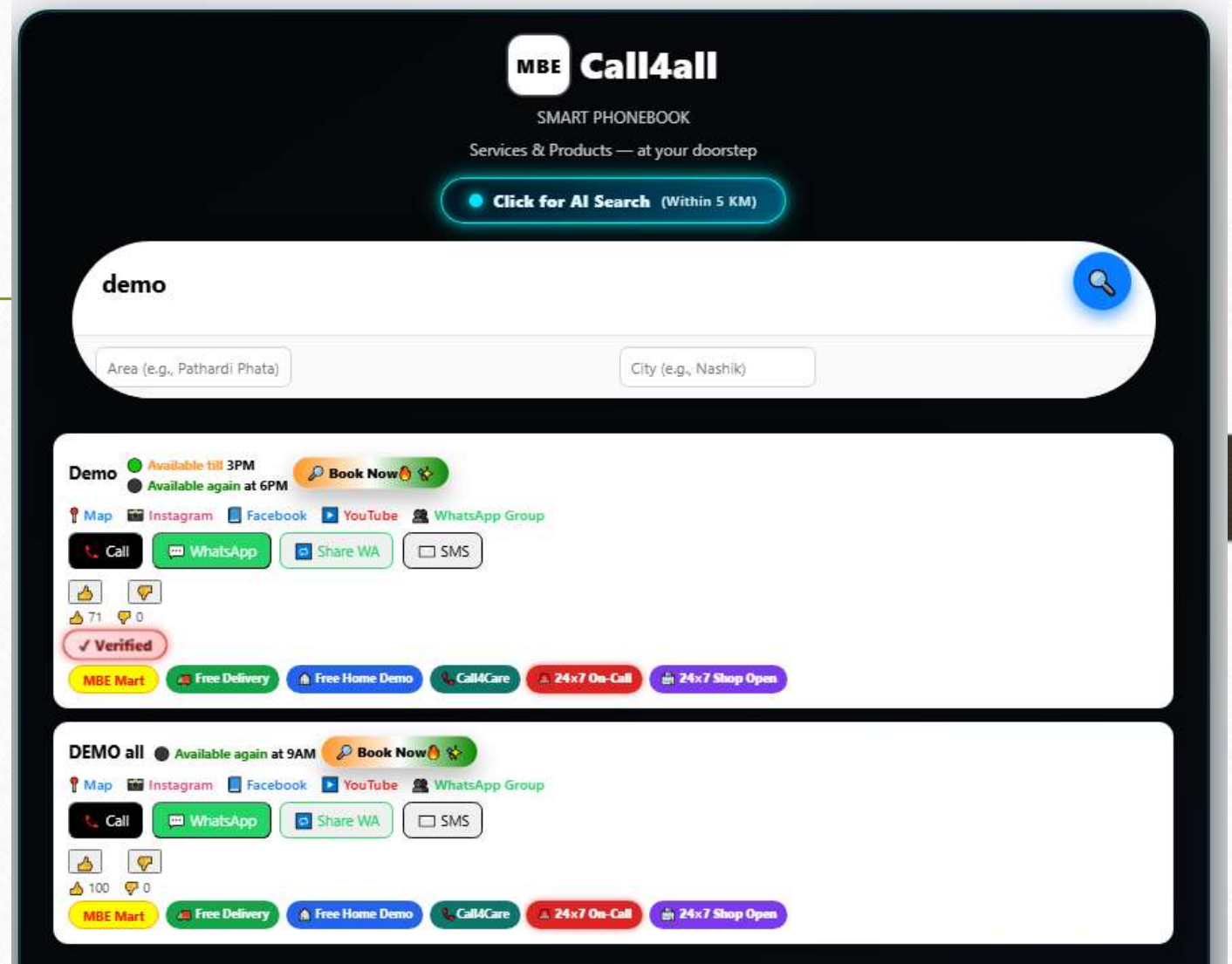
Call • WhatsApp • Share • SMS

Trust

- Vendors can build credibility.
- Customers can trust them through
Verified Badges and Ratings.

Digital Shop

- Vendors can create their own digital storefront **within minutes.**
- Customers can discover products, view details, and **Book Now** instantly.



REVENUE MODEL

Hyperlocal 7 Listing Model

Only 7 businesses per category within 5 KM.

Example:

Area:- Pathardi Phata

City:- Nashik

- 7 Plumbers
- 7 Shoe Shops
- 7 Medical Stores
- 7 Hotels

Result:

Better Visibility.

Better Trust.

Better Business Opportunities.

REVENUE MODEL

Hyperlocal 7 Listing Model

1. CUSTOMISED MODEL
2. BUSINESS NETWORK PARTNER (BNP)
3. AREA BUSINESS PARTNER (ABP)
4. FRONT SPACE ADVERTISING

CUSTOMISED MODEL

4 Customised Packages– 2 Years Subscription

Presence Pack ₹4,999

- Google Map
- Instagram
- Facebook
- YouTube

Call4Care ₹4,999

- Leads
- Customer Support

Digital Shop (MBE Mart) ₹4,999

- Product Catalogue

MBE Verified ₹4,999

- Physical Verification
- Documents Verification
- GPS & Location Verification
- Business Existence Verification

Pass = MBE Verified Badge

Fail = 50% Fee Refund

BUSINESS NETWORK PARTNER

(BNP)

MBE Business Bundle – 2 Years Subscription

₹16,000

Includes:

- Presence
- 1 Digital MBE mart
- MBE Verified
- Call4Care

Individual Value

₹19,996

Bundle Price

₹16,000

₹32,000

Includes:

- Presence
- **7 Digital MBE mart - One Mobile Number**
- MBE Verified
- Call4Care
- **WhatsApp Business Network**
- **Top Visibility**

Individual Value

₹54,989

Bundle Price

₹32,000

AREA BUSINESS PARTNER

(ABP)

-
- Investment ₹7,00,000 (Inclusive of GST)
 - Area Lock – Example – Gangapur Road , Nashik
 - Time Lock - 2 Years (Exclusive Area Operating Rights for 2 Years)

Operating Model

- ABP manages local operations.
- MBE manages the platform and ecosystem.

ABP Responsibilities

Vendor On boarding, Local Marketing , Payment Collection, Deposit Collection Amount to Designated MBE Bank Account, Local Vendor Relationship Management

MBE Support

Technology Platform, • Technical Support , Call4Care Support, Vendor Verification , Platform Maintenance, Central Monitoring

Revenue Share (From Net Profit)

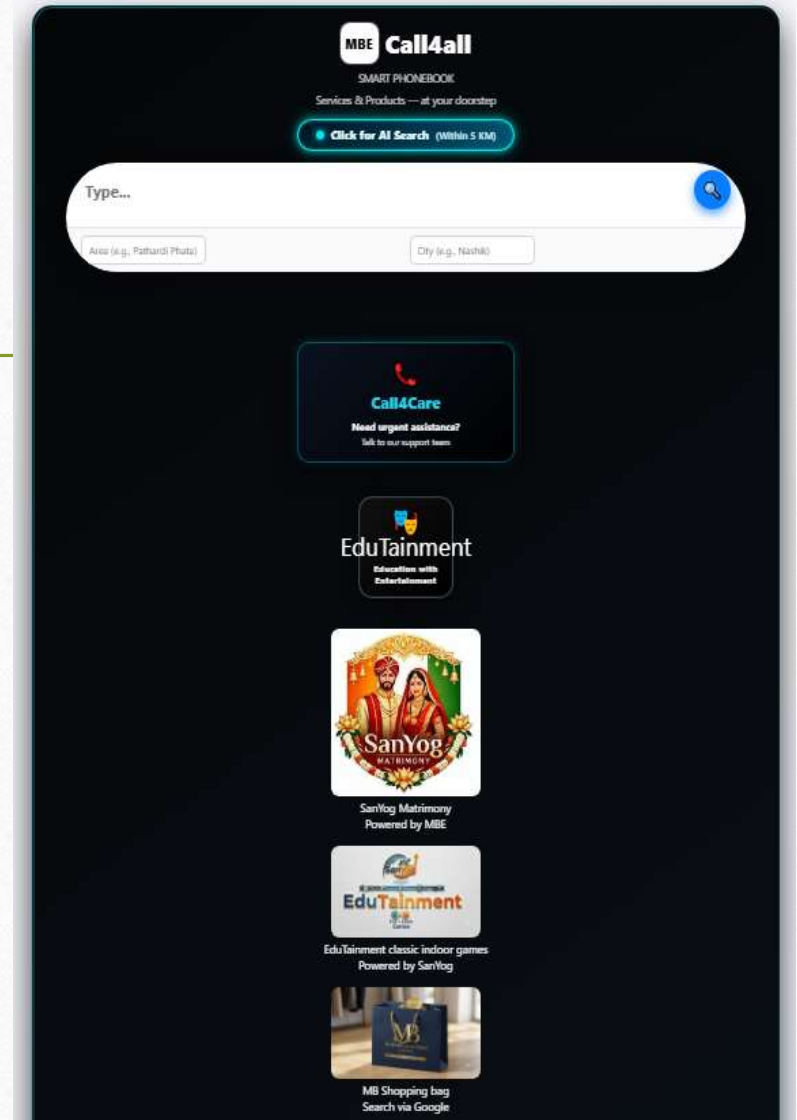
ABP 65%

MBE 35%

- Any unethical activity, fraud, misconduct, misrepresentation, or policy violation may result in suspension or termination of ABP rights at the sole discretion of MBE.

FRONT SPACE ADVERTISING

- Only 3 Premium Slots Available.
 - Home Screen Visibility.
 - Website / Landing Page Integration Available.
 - 1 Year Advertising Term.
-
- **Price: Starting From ₹39,999 Per Year.**
Future pricing may increase based on user traffic, platform reach, and slot demand.



WHY INVESTMENT IS REQUIRED?

MBE-Call4All platform has already been developed.

- The investment is not required to build the product, but to accelerate adoption, expand vendor reach, and establish a strong support ecosystem.

Key Reasons

- **Increase visibility and brand awareness across Nashik**
- Build a dedicated team for vendor onboarding and business expansion
- Establish the Call4Care support ecosystem for vendors and customers
- Prepare for large-scale opportunities such as **Nashik Kumbh**
- Strengthen operational infrastructure for future growth

Vision

- **Nashik Kumbh** can help accelerate adoption and generate valuable demand insights that support future expansion across cities and communities.

INVESTMENT ASK

Seeking Investment - ₹25,00,000

Equity Offered - 2%

Startup Stage

- MSME Registered Enterprise
- MVP Completed
- Early Validation Stage
- Revenue Models Defined
- Expansion Ready



Objective

Use the next 6 months to establish market presence, vendor network, and customer support infrastructure.

Current Structure

Founder-Led Startup

Lean Operations

Low Monthly Burn (₹7,500/-)

Volunteer & Support-Based Team

USE OF FUNDS

30-30-30-10

Visibility & Awareness – 30%

- Digital Marketing
- Social Media Campaigns
- Local Promotions
- **Nashik Kumbh Awareness Activities**

Vendor Reach & Expansion – 30%

- Vendor Onboarding Team
- Ground-Level Business Development
- Market Expansion Activities
- Vendor Network Growth

Call4Care & Support System – 30%

- Call4Care Setup
- Customer Assistance
- Vendor Support
- AI & Automation Tools
- Cloud Infrastructure & Operations

Strategic Reserve & Contingency – 10%

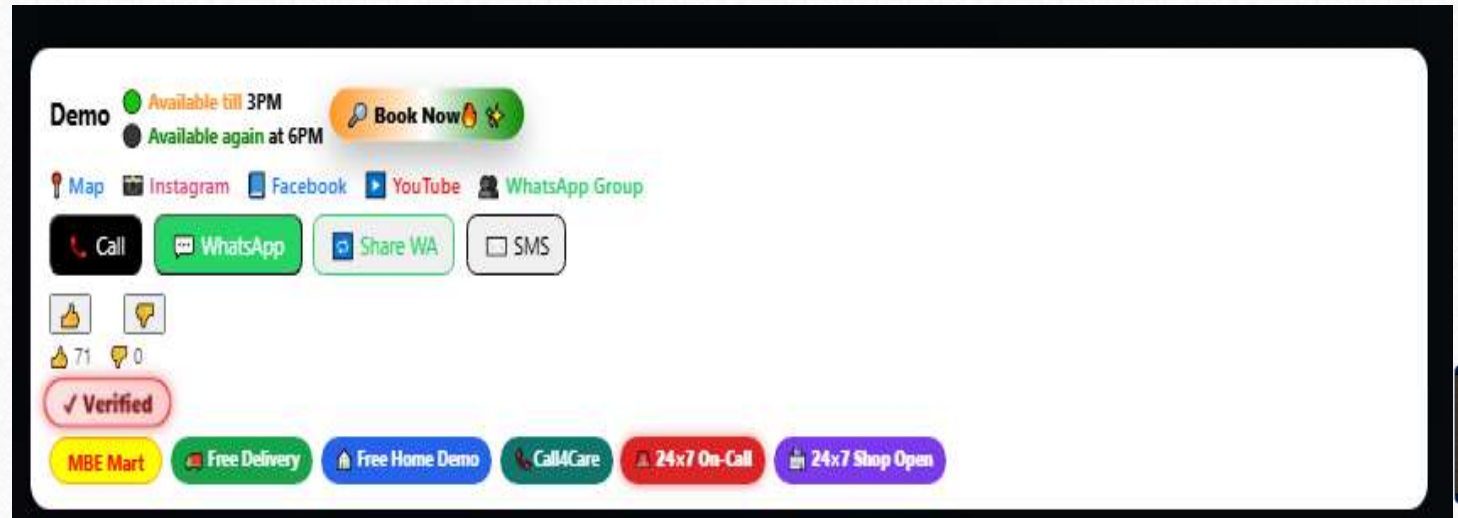
- Legal & Compliance
- Travel & Meetings
- Emergency Requirements
- New Opportunity Execution
- Unexpected Operational Expenses

Goal

Build visibility, expand vendor reach, and establish the Call4Care support ecosystem so that MBE-Call4All can scale across Nashik and capture emerging opportunities such as Nashik Kumbh.

What Makes MBE Different?

- ✓ Free Business Listing for service provider
- ✓ Hyperlocal Search (Within 5 KM)
- ✓ Digital Shop (MBE Mart) -**Book Now**
- ✓ Business Verification System
- ✓ Service & Product Discovery
- ✓ Live Status of Vendors
- ✓ Double Surety Feedback
 - Instant Rating + Issue Escalation System
- ✓ WhatsApp Community Access
 - ✓ Free Home Demo - Product demonstration at the customer's location.
 - ✓ Free Delivery - Vendor offers free delivery service.
 - ✓ 24x7 On-Call- Vendor can be contacted for emergency requirements.
 - ✓ 24x7 Shop Open Business remains open 24 hours.
- ✓ Vendor-to-Customer Direct Connection
 - Call • WhatsApp • Share • SMS
- ✓ Digital Presence for Local Businesses
 - Google Map. Instagram . Facebook . YouTube



★ **Rate this Vendor**
1 Star = Bakwaas • 5 Star = Bahut Badhiya

★ ★ ★ ★ ★

🔴 **Bakwaas Experience**
Explain experience & suggestions (optional)

🔴 **Report Vendor Issue**
If this issue is serious, our team can review it. Mobile number required for complaint review and follow-up.
Enter your mobile number *

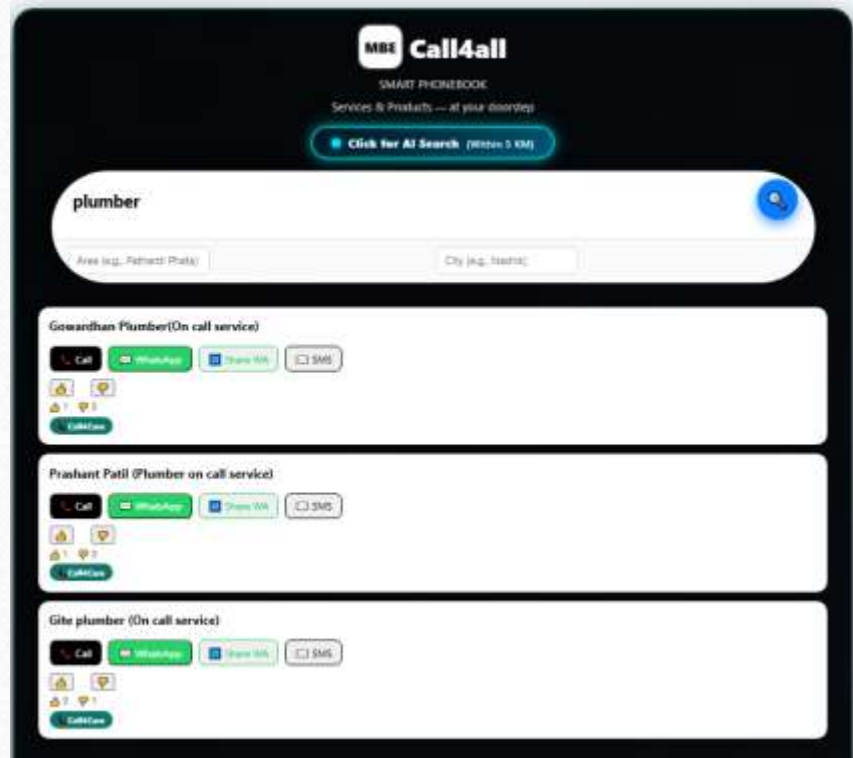
Submit Cancel

★ **Rate this Vendor**
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★ ★ ★ ★ ★

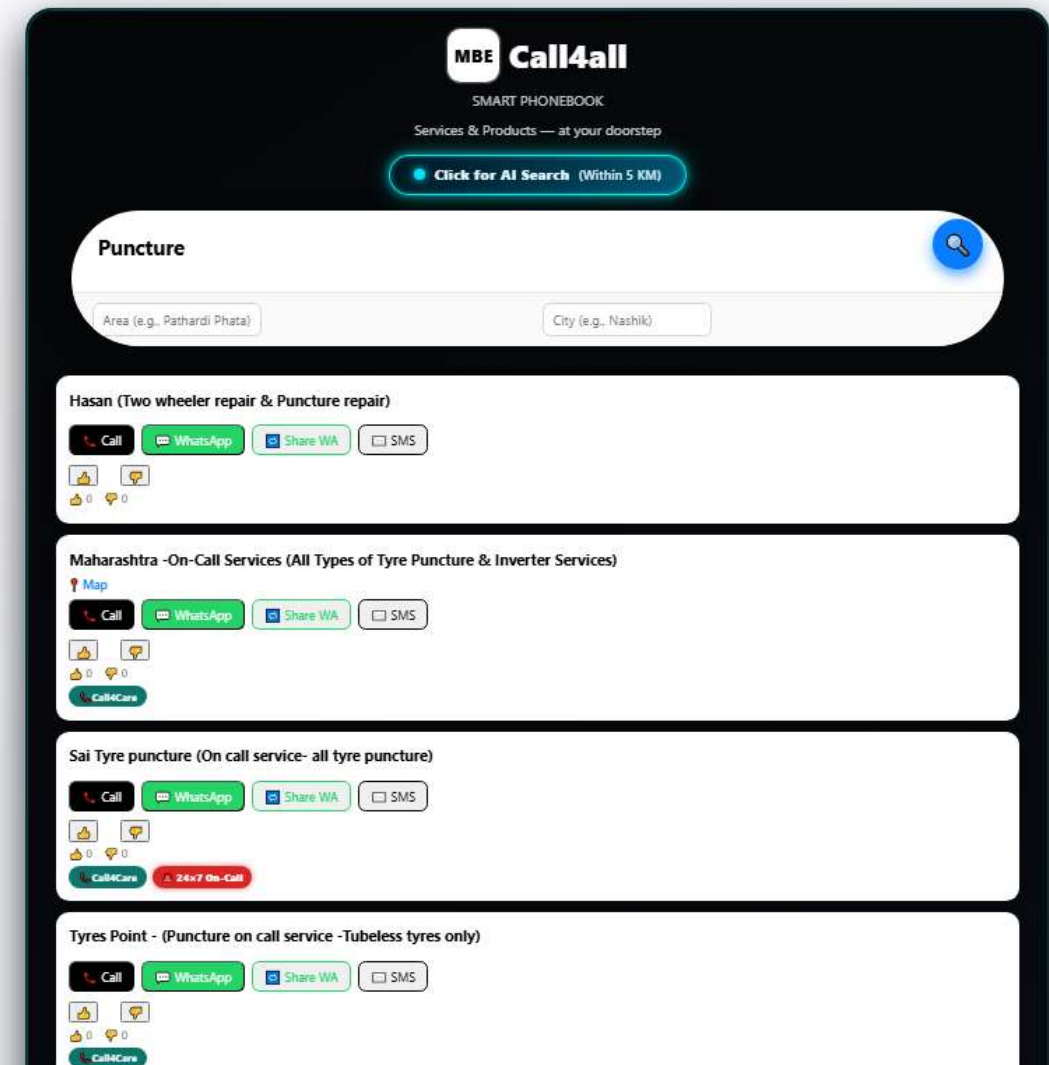
🟢 **Bahut Badhiya!!**
Explain experience & suggestions (optional)

Submit Cancel



Because we believe:
Digital India can only succeed when hyper local
businesses become digital.

Thank You.





Yogesh Bhatt

Founder & Product Lead



Sham Prabhakar Kashmire

Business Support Partner

Supports MBE-Call4All through office infrastructure, business networking assistance, corporate meeting facilities, and operational coordination support.

MBE-Call4All is currently a bootstrapped, founder-led startup. Team members contribute voluntarily and support the project on an as-needed basis. No full-time employees have been hired yet.



Navya Singh

Geo Coding & Data Support

Assists with geo coding, location mapping, and business listing support



Shivam Dilip Khadse

Social Media & Video Content Support

Assists with social media content, video editing, and promotional activities.