

DealersKart™



Investor Pitch Deck

Presented by:

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Agarwal Closures Supply Solution Pvt Ltd

The Problem – Healthcare Procurement Is Still Manual

Despite rapid digital transformation, healthcare procurement still depends on phone calls, WhatsApp, spreadsheets, and manual negotiations—making the process slow, fragmented, and inefficient.

Key Challenges

- | | |
|---|--|
|  No Product Intelligence |  Manual Vendor Search |
|  Repeated Negotiations |  No Procurement Memory |
|  Fragmented Workflow |  Limited Order Visibility |
|  Slow Procurement Cycle |  Higher Costs & Business Losses |

Current Procurement Process

Search Products
↓
Contact Multiple Suppliers
↓
Compare Quotations
↓
Negotiate Pricing
↓
Track Orders Manually
↓
Repeat the Same Process Again

Core Pain Point

Every procurement starts from scratch because product information, negotiated commercial terms, and purchase history are not digitally retained.

Bottom Tagline

Healthcare dealers need an intelligent Procurement Operating System—not another supplier directory.

Why DealersKart Exists

14+ Years Before Writing the First Line of Code

For over 14 years, Agarwal Closures served 400+ healthcare dealers across India, giving us first-hand insight into how healthcare procurement actually works.

The Insight

The biggest challenge wasn't product availability—it was procurement.

Dealers repeatedly:

- Search for the same products
- Negotiate the same commercial terms
- Coordinate multiple suppliers
- Track procurement manually

The problem wasn't products. It was procurement.

Our Solution

We built DealersKart™—a Procurement Operating System that standardizes products, remembers commercial terms, automates repeat procurement, and digitizes the end-to-end procurement workflow.

Built on Proven Execution

14+ Years • 400+ Dealers • 75% Repeat Orders • ₹7+ Cr Business Foundation

DealersKart wasn't built around an idea. It was built from 14 years of solving real procurement problems.

DealersKart™ – The Solution

India's Intelligent Procurement Operating System for Healthcare Dealers

DealersKart transforms manual healthcare procurement into an intelligent software platform powered by Product Intelligence, Commercial Intelligence, Procurement Memory, and Workflow Automation.

Product Intelligence

- Curated catalog of verified healthcare products
- Standardized specifications, certifications & supplier mapping

Commercial Intelligence

- Customer-specific pricing based on quantity, location & commercial terms
- Negotiated pricing retained for future purchases

Procurement Memory

- "My Products" stores previously purchased products
- One-click repeat procurement with saved commercial terms

Workflow Automation

- RFQ → Quotation → Purchase Order → Dispatch → Invoice → Delivery
- Live order tracking through a unified platform

Platform Outcome

- ☒ Faster Procurement
- ☒ Smarter Commercial Decisions
- ☒ One-Click Repeat Procurement
- ☒ Complete Order Visibility

DealersKart transforms procurement from a manual process into an intelligent, data-driven software experience.

DealersKart™ Platform Preview



ADMIN dashboard

My RFQs

Find all RFQs submitted and also generated for various inventory

RFQ #2024-001 | Created: 2024-01-15 | 10:30 AM

RFQ ID	Item Name	Unit	Quantity	Unit Price	Total Price	Status	Created By	Created At
RFQ-2024-001	Generic Syntexin 500 mg	100 Pcs	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-002	MSD-Ral 1200 mg	20 Box	100 Pcs / Box	\$6.12	\$612.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-003	Phar-Ral 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-004	Phar-Ral 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-005	MSD-Ral 1200 mg	20 Box	100 Pcs / Box	\$6.12	\$612.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-006	Generic Syntexin 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-007	Phar-Ral 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-008	MSD-Ral 1200 mg	20 Box	100 Pcs / Box	\$6.12	\$612.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
RFQ-2024-009	Generic Syntexin 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
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Dealer RFQ Management



Client Product Pool

My Quotations

Find all quotations generated and also generated for various inventory

Quotation #2024-001 | Created: 2024-01-15 | 10:30 AM

Quotation ID	Item Name	Unit	Quantity	Unit Price	Total Price	Status	Created By	Created At
Quotation-2024-001	Generic Syntexin 500 mg	100 Pcs	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
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Quotation-2024-007	Phar-Ral 500 mg	20 Box	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
Quotation-2024-008	MSD-Ral 1200 mg	20 Box	100 Pcs / Box	\$6.12	\$612.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
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Client My Quotation



Logistic Dispatch Queue

Assigned PPRs

Find all PPRs assigned to the user

Assigned PPR #2024-001 | Created: 2024-01-15 | 10:30 AM

Assigned PPR ID	Item Name	Unit	Quantity	Unit Price	Total Price	Status	Created By	Created At
Assigned-PPR-2024-001	Generic Syntexin 500 mg	100 Pcs	100 Pcs / Box	\$6.40	\$640.00	Pending	ajay@gmail.com	2024-01-15 10:30 AM
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Purchase Executive Assigned PPR (purchase Product Request)

Why DealersKart Is Investment Ready

Built on 14+ Years of Industry Experience

Before launching **DealersKart™**, we built **Agarwal Closures**, a healthcare manufacturing and trading business serving dealers, distributors, laboratories, and hospitals across India. Over the years, we developed a proven procurement network that is now being transformed into a technology-driven Procurement Operating System.

Proven Market Validation

400+	75%	50+	30+
Active Customers	Repeat Orders	Supplier Partners	Qualified Leads / Day

Offline Procurement Business Performance

Financial Year	Trading Revenue (₹)	Growth
FY 2023–24	99.8 Lakh	—
FY 2024–25	2.01 Cr	+101%

Revenue Growth: +101% YoY

Why DealersKart?

While serving 400+ healthcare dealers, we identified a common challenge—**procurement was still manual, fragmented, and relationship-driven**. Dealers repeatedly searched for products, negotiated prices, and tracked orders manually.

Instead of solving these problems one customer at a time, we built **DealersKart™** to digitize the entire procurement lifecycle through **Product Intelligence, Commercial Intelligence, Procurement Memory, and Workflow Automation**.

Investment Thesis

DealersKart is not a zero-stage startup. It is a technology platform built on a proven procurement business with validated demand, an established customer base, trusted supplier relationships, and years of operational experience.

Why This Creates a Moat

The Software Layer Powering India's First Healthcare Procurement Operating System

Unlike traditional B2B marketplaces that only connect buyers with suppliers, DealersKart builds intelligence into every procurement transaction.

Four Core Intelligence Engines

 Product Intelligence	 Commercial Intelligence
Verified Product Database	Customer-Specific Pricing
Standardized Specifications	Quantity, Geography & Freight Logic
Curated Supplier Mapping	Smart Commercial Rules

 Procurement Intelligence	 Workflow Intelligence
Procurement Memory ("My Products")	RFQ → Order → Dispatch
One-Click Repeat Procurement	Invoice → Tracking → Delivery
Purchase History	Live Notifications

How DealersKart Gets Smarter

Every Procurement Transaction
↓
More Product & Pricing Data
↓
Smarter Procurement Intelligence
↓
Better Dealer Experience
↓
Higher Repeat Procurement

Technology Advantage

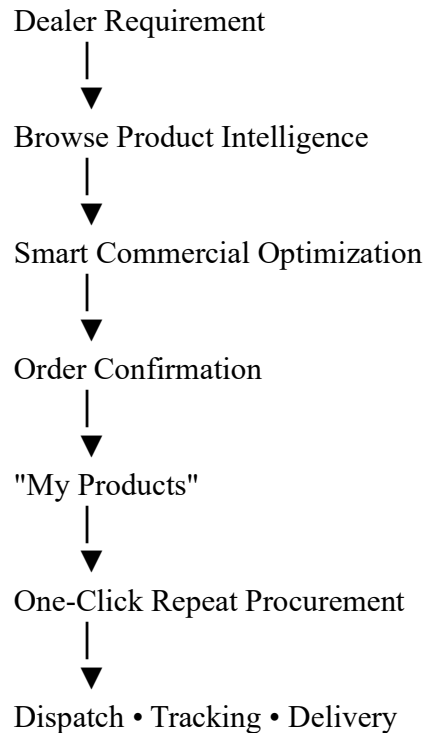
Negotiate Once. Reorder Forever.

Every transaction strengthens our product data, pricing intelligence, procurement memory, and workflow automation—creating a software platform that becomes smarter with every order.

How DealersKart™ Works

Transforming Manual Procurement into Intelligent Repeat Procurement

The Procurement Journey



Powered by the DealersKart Intelligence Engine™

Procurement Stage	Intelligence Layer
Product Discovery	 Product Intelligence
Commercial Optimization	 Commercial Intelligence
Repeat Procurement	 Procurement Intelligence
Order Fulfilment	 Workflow Intelligence

Dealer Benefits

-  Faster Procurement
 -  Customer-Specific Commercials
 -  Negotiate Once. Reorder Forever.
 -  Live Order Tracking & Delivery Visibility
-

Key Takeaway

Every completed procurement enriches DealersKart's Intelligence Engine, enabling smarter pricing, faster repeat procurement, and a continuously improving dealer experience.

Market Opportunity – Digitizing India's Healthcare Procurement

A Large, Growing & Highly Fragmented Opportunity

India's healthcare industry is expanding rapidly, while procurement remains fragmented, relationship-driven, and largely manual—creating a significant opportunity for software-led transformation.

Market Size

Market	Opportunity
Indian Healthcare Industry	~US\$638 Billion (2025)
Industry Growth	17.5–22.5% CAGR
Growth Drivers	Healthcare Spending • Infrastructure Expansion • Digital Adoption

DealersKart's Initial Focus

- Medical Disposables & Consumables
- Laboratory Consumables
- Surgical Instruments
- Lab Equipment
- Healthcare Chemicals

Why DealersKart Will Win

- Dealer-first Procurement Operating System
- Software-driven procurement automation
- Highly fragmented market with low digital adoption
- Strong network effects driving better pricing and supplier participation

Strategic Opportunity

DealersKart is building the digital procurement infrastructure for India's healthcare supply chain—connecting manufacturers, suppliers, and healthcare dealers through one intelligent Procurement Operating System.

Source: India Brand Equity Foundation (IBEF) – *Healthcare Industry Report, 2025*.

DealersKart™ – Business Model & Growth Strategy

Procure • Scale • Own

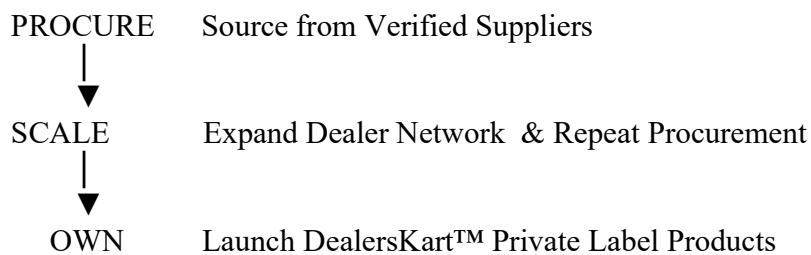
A Technology-Enabled Trading Platform for Healthcare Procurement

DealersKart procures healthcare products from verified suppliers at the best commercial terms and supplies them to healthcare dealers through a technology-enabled procurement platform.

Revenue Model

Today	Tomorrow
Product Trading Margin	Private Label Products
Procure from verified suppliers and supply to healthcare dealers with a transparent trading margin.	Introduce DealersKart™ branded high-rotation products to improve gross margins and build long-term brand value.

Business Evolution



Why This Model Works

- ✓ Technology-Enabled Procurement
 - ✓ Asset-Light Trading Model
 - ✓ Recurring Dealer Procurement
 - ✓ Higher Margins Through Private Labels
-

Key Message

Build Trust Through Trading. Build Value Through Brands.

DealersKart™ – Competition & Differentiation

Building India's First Procurement Operating System for Healthcare Dealers

Traditional B2B marketplaces help businesses **find suppliers**. DealersKart helps healthcare dealers **run procurement**.

Competitive Landscape

Platform	Core Focus
IndiaMART	Generic B2B Marketplace
TradeIndia	Generic B2B Marketplace
Medikabazaar	Hospital Procurement
Aknamed	Hospital Supply Chain
DealersKart™	Healthcare Procurement OS

Feature Comparison

Capability	DK	IndiaMART	TradeIndia	Medikabazaar	Aknamed
Built for Healthcare Dealers	✓	✗	✗	✗	✗
Product Intelligence	✓	✗	✗	●	●
Commercial Intelligence	✓	✗	✗	✗	✗
Procurement Memory	✓	✗	✗	✗	✗
Workflow Automation	✓	✗	✗	●	●
Repeat Procurement	✓	✗	✗	●	●
Curated Supplier Network	✓	✗	✗	●	●

Legend: ✓ Full | ● Partial | ✗ No

Why DealersKart Wins

- Dealer-first Procurement Operating System
- Negotiation happens once; future orders become one-click reorders
- Software remembers products, pricing, and buying history
- End-to-end workflow from quotation to delivery
- Built on 14+ years of real procurement experience

Strategic Positioning

IndiaMART helps you find suppliers. DealersKart helps you run procurement.

DealersKart™ – Business Growth Engine

A Bottom-Up Growth Model Built on Proven Execution

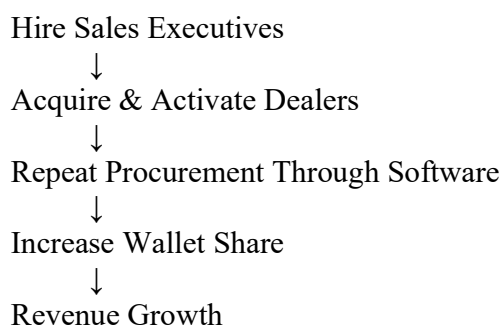
Key Operating Metrics

KPI	Value
New Dealers Onboarded / Sales Executive / Month	10
Dealer Activation	~1 Week
Time to ₹1 Lakh Monthly Procurement	2–3 Months
Active Dealers Managed / Sales Executive	50
Average Monthly Procurement / Dealer	₹1 Lakh
Repeat Procurement Rate	75%+

Growth Roadmap

Growth Driver	FY26–27	FY27–28	FY28–29
Sales Executives	10	20	35
Active Dealers	500	1,000+	1,750+
Supplier Partners	100+	200+	350+
Product Catalog	2,000+	8,000+	20,000+
GMV	₹36 Cr	₹108 Cr	₹210 Cr

Growth Engine



Key Message

DealersKart grows dealer by dealer—not product by product. Every active dealer becomes a long-term procurement customer, while technology drives repeat procurement and increasing wallet share.

Financial Outlook

Path to Sustainable Growth

Metric	FY26–27	FY27–28	FY28–29
Revenue	₹36 Cr	₹108 Cr	₹210 Cr
Gross Margin	18%	22%	26%
EBITDA Margin	-8%	5%	12%
EBITDA	-₹2.9 Cr	₹5.4 Cr	₹25.2 Cr

Capital Deployment

₹2 Crore Seed Investment

- 30% Product & Technology
 - 30% Sales Expansion
 - 20% Dealer Acquisition
 - 15% Working Capital
 - 5% Operations & Compliance
-

Financial Milestones

 Gross Margin: 18% → 26%

 EBITDA Positive: FY27–28

 Break-even: Q4 FY27

Key Message

Building a profitable, technology-enabled healthcare procurement platform with improving margins, disciplined capital deployment, and a clear path to profitability.

Leadership & Organization

Building DealersKart with Industry Experience and Operational Execution

Leadership

Aditya Agarwal

Founder & CEO

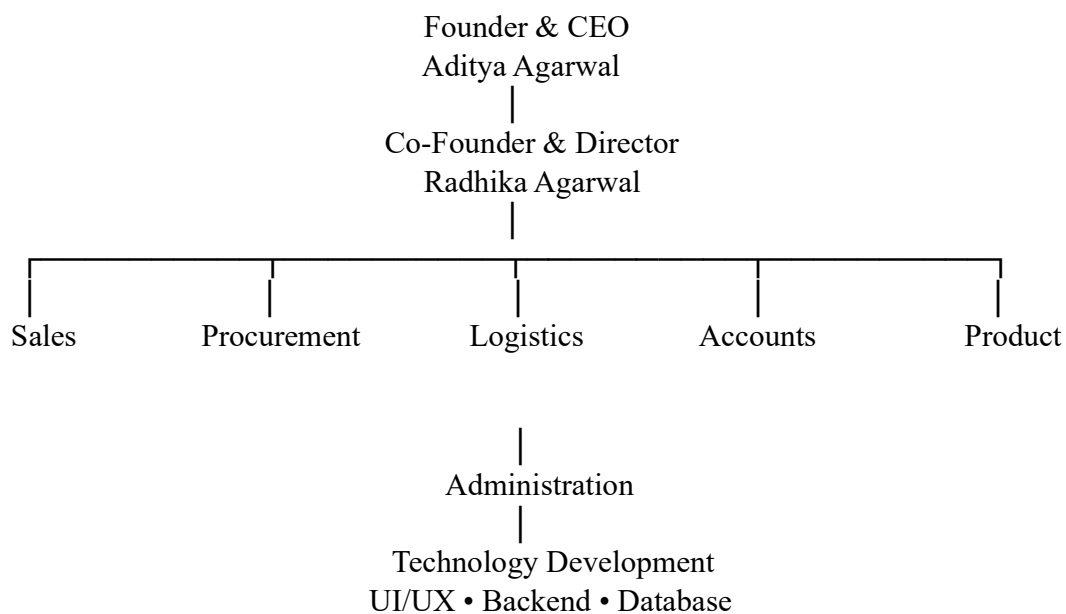
Business Strategy • Procurement • Growth

Radhika Agarwal

Co-Founder & Director

Marketing • Operations • Administration

Organization Structure



Post-Funding Focus

Expand Sales, Procurement, and Technology teams to support nationwide growth.

Investment Opportunity (The Ask)

Seeking ₹2 Crore Seed Investment

Capital Raise	₹2 Crore
Equity Offered	Up to 10%
Target Pre-Money Valuation	₹18–20 Crore

Use of Funds

| Product & Technology | 30% |

| Sales Expansion | 30% |

| Dealer Acquisition | 20% |

| Working Capital | 15% |

| Operations | 5% |

Why Now?

- ✓ 14+ Years of Procurement Expertise
 - ✓ 400+ Active Dealers
 - ✓ 75% Repeat Orders
 - ✓ Proven Offline Business Ready for Digital Scale
-

"We're not building a business from scratch—we're transforming a proven healthcare procurement business into India's Procurement Operating System."

Let's Build the Future of Healthcare Procurement Together.

Aditya Agarwal
Founder & CEO

THANK YOU