



## Bompod Solutions

The fresh produce supply chain revolution - One step at a time

### The Problem

The fruits and vegetables supply chain faces great challenges today, which need to be urgently solved - because now, they can be! Decentralised production, inefficient logistics and redundant middlemen are just the surface of the problem.

[Learn More](#)



### The Bompod System

Rock Solid Process + Robust Tech = Scalable Retail

We have taken the best of traditional knowledge (from veteran retailers to the largest wholesalers) and blended it with our custom technology. Any process in the Bompod System goes through the following check list

- Intuitive and simple
- No prior knowledge required to operate
- No duplication of effort
- Should be operational without live internet

#### Smart Stock Flow

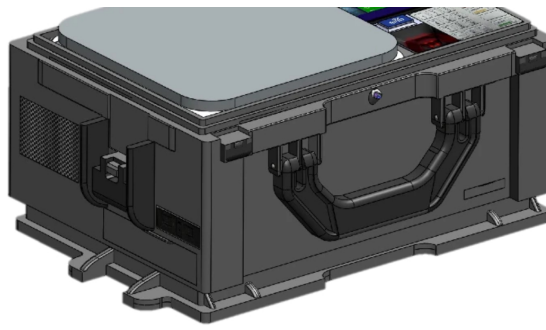
All retail locations are fulfilled **EVERYDAY**, and are completely emptied in the evening. This ensures assured fresh stock for the customers and immediate bulk sales of surplus. Consistent quality and minimum wastage are natural by products of the process.

#### The Stock Engine

- All stock is moved in **RFID tagged crates**



- Weight and timestamps are measured before any stock movement
- Realtime awareness of **how much** stock is **where?**



## Data Driven Ops

The F&V supply chain needs rapid decision making on a realtime basis to maximise profits and minimise wastage.

- Dynamic Pricing
- Smart Purchase Orders
- Stock Distribution

## Freshqo Farmers' Mart

We opened a chain of retail locations backed by local franchisee to realise The Bompod System. The numbers are out, and the field has spoken! *\*updated on 2 May 2020*

7 locations

Established in under 3 months

₹ 7.2 Crore

Current annual run-rate

10 tonnes

fresh produce being procured daily

4500

Loyal Customers

3250 sq. ft.

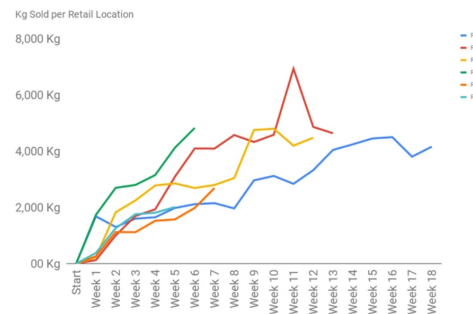
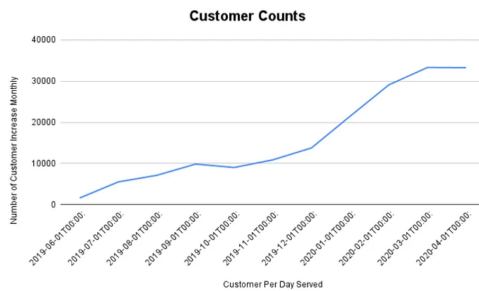
Retail Space

12000 sq. ft.

Sorting and Procurement Facility

## Current Status

With remarkable customer loyalty, steady growth in all retail locations, area saturation and a brilliantly located procurement facility - we are all geared to become the largest organised player in Ahmedabad

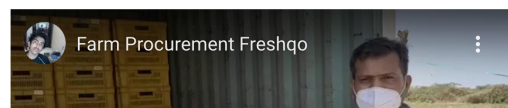
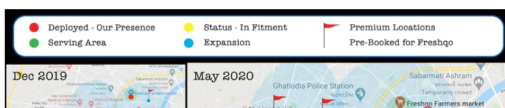


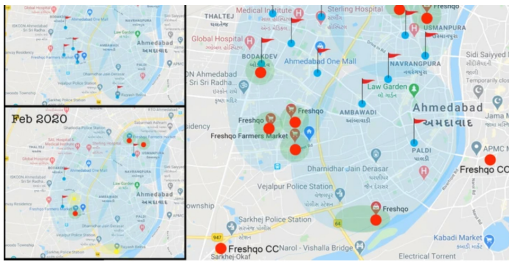
### Customer Loyalty

Freshqo has a customer retention of 85-90%, with an ever increasing customer base it strives at creating reliable demand

### Growth of Locations

All our retail locations follow a similar trend of growth, due to consistent supply and customer traction





### Deployment Map

Saturate first then spread



### Direct from Farms

We create backward linkages wherever possible, the natural by product of assured demand

## Daily Operations

Daily Fresh Procurement + Daily Full Stock Removal = Daily Assured Business



*Widest Range of  
Fresh Fruits & Crisp Vegetables*

### Road Map

Add subtitle

1

#### Explore and Discover Market ✓

Pushing carts to hyperlocal delivery, we've tried it all

2

#### Create Minimum Viable Product ✓

After using existing ERP's and PoS solutions we realised the only solution was to build from scratch - so we did. The PoS Hardware is built by our manufacturing partners in Shenzhen, and the entire software, application and accounts are built in-house.

3

#### Deploy System - Tech + Process ✓

Eager to flex our system, we launched Freshqo with one retail location. Tried and tested, we were ready to scale.

4

#### Freshqo Expansion 🏠 we're here !

We have 7 operational locations as of today with incredibly satisfied franchisees. Even Covid couldn't dampen our spirits or operations.

5

#### Create Platform

After having established presence and refining our process at scale, we will be ready to deploy a platform where independent retailers can subscribe to the Bompod process.

6

#### Network and Integrate the Supply Chain Backwards

With a sufficient grasp on demand, strong supply ties and storage facilities will be our focus. There is immense potential for produce branding in this scenario

## The Team

We've got a top notch team!



Ishan Gopal  
Director



Kunjan Chauhan  
Director

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