

THE INFRASTRUCTURE BEHIND
GLOBAL BRAND GROWTH

unxpctd.

ONE CONTRACT, ONE INTEGRATION ACCESS
TO THE INDIAN FASHION + BEAUTY MARKETS



AN ANGLO-INDIAN COMPANY

A woman with blonde hair is climbing a large, textured rock face. She is wearing a light-colored, patterned shirt and dark pants. The background is a dark, textured rock wall. On the left side of the image, there is a red, circular, dotted pattern.

INDIA IS NO LONGER THE NEXT BIG OPPORTUNITY

- + IT IS THE OPPORTUNITY
- + THE WORLD'S LARGEST POPULATION
- + ONE OF ITS YOUNGEST CONSUMER BASES
- + A RAPIDLY EXPANDING MIDDLE CLASS
- + HUNDREDS OF MILLIONS OF DIGITALLY CONNECTED SHOPPERS
- + AN ECONOMY ON COURSE TO BECOME ONE OF THE WORLD'S LARGEST
- + FOR **GLOBAL BRANDS**, THERE HAS **NEVER BEEN A MORE IMPORTANT MARKET**

YET FOR DECADES, INDIA HAS PRESENTED A PARADOX

- + BRANDS SEE EXTRAORDINARY DEMAND, BUT FACE XTRAORDINARY COMPLEXITY
- + EVERY OPPORTUNITY COMES WRAPPED IN OPERATIONAL FRICTION



WE REMOVE COMPLEXITY, SO BRANDS CAN BUILD DESIRE

- + FOR BRANDS, THE CHALLENGE HAS NEVER BEEN CREATING DEMAND
- + IT'S BEEN NAVIGATING COMPLEXITY
- + CONSUMERS DON'T FALL IN LOVE WITH CUSTOMS DOCUMENTATION
- + THEY FALL IN LOVE WITH BRANDS WITH STORIES, DESIGN, DESTINATION
- + THE BRAND SHOULD OWN THE RELATIONSHIP WITH THE CUSTOMER
- + THE BRAND SHOULD CONTROL ITS OWN NARRATIVE
- + WE BUILT THE OPERATING SYSTEM THAT ALLOWS GLOBAL BRANDS TO **LAUNCH, GROW AND SCALE** IN INDIA
- + UNXPCTD IS THE INVISIBLE INFRASTRUCTURE POWERING THE JOURNEY
- + INDIA **SIMPLIFIED**, GROWTH AMPLIFIED

ONE CONNECTION. EVERY OPPORTUNITY

- + A SINGLE COMMERCIAL RELATIONSHIP AND ONE TECHNICAL INTEGRATION, BRANDS GAIN ACCESS TO INDIA'S FASHION ECOSYSTEM
- + CROSS-BORDER COMMERCE
- + LOCAL MARKETPLACE FULFILMENT
- + PREMIUM RETAIL
- + OWNED D2C + B2B OPERATIONS
- + WHOLESALE (OFFLINE)
- + INFLUENCER COMMERCE
- + FUTURE MANUFACTURING
- + BUILT FOR THE FIRST CHAPTER. DESIGNED FOR THE WHOLE JOURNEY



WE DON'T JUST LAUNCH BRANDS. WE BUILD BUSINESSES

- + EVERY PARTNERSHIP BEGINS LONG BEFORE THE FIRST ORDER
- + TOGETHER WE BUILD A THREE-YEAR INDIA STRATEGY
- + WHICH CHANNELS MATTER
- + HOW INVESTMENT SHOULD BE PHASED
- + WHAT SUCCESS LOOKS LIKE
- + WHERE THE RISKS EXIST
- + HOW PROFITABILITY IS ACHIEVED
- + ENTERING INDIA SHOULDN'T FEEL LIKE EXPERIMENTATION
- + IT SHOULD FEEL LIKE EXPANSION
- + MEASURED, STRUCTURED + COMMERCIALLY INTELLIGENT

BUILT OF CHAPTER ONE, DESIGNED FOR THE WHOLE JOURNEY

UNXPCTD TECHNOLOGY-LED ECOSYSTEM
EFFECTIVELY ENABLES LOW COST ACCESS
FOR BRANDS WISHING ENGAGE THIS
UNPRECEDENTED AUDIENCE.

AN ECOSYSTEM THAT DELIVERS PROFITABLY
AND SCALE, WITHOUT RESTRICTION, LEAVING
BRANDS IN CONTROL OF THEIR OWN
DESTINES.

INDIA, A JOURNEY LIKE NO OTHER.

unxpctd[®]

ONE PLATFORM.

ONE INTEGRATION

INFINITE POSSIBILITIES



A BEAUTINDIA COMPANY