



digitizing
local
commerce

Y Ravi



Y Ravi

founder – **chotu**

IIT Delhi – IIM Bangalore grad
visited 10K+ shops in sales stints
ex-marketing head, airtel
led teams at Nokia, Microsoft
launched **world's first smart SIM**

 /chotu

FIRST THINGS FIRST

local commerce

≠

e-commerce

Civilise the “savage”

Rudyard Kipling

Whiteman's burden

Colonial Mindset

Educated People:

Organize the unorganized



A good product

looks like me

talks like me

thinks like me

How does
local commerce
work?



ORDER



BILL



PAY





simple



vs

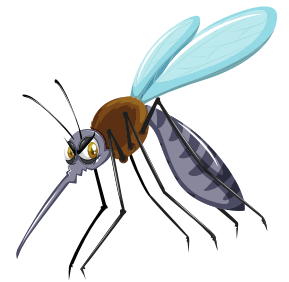
accurate



flexible



bargaining



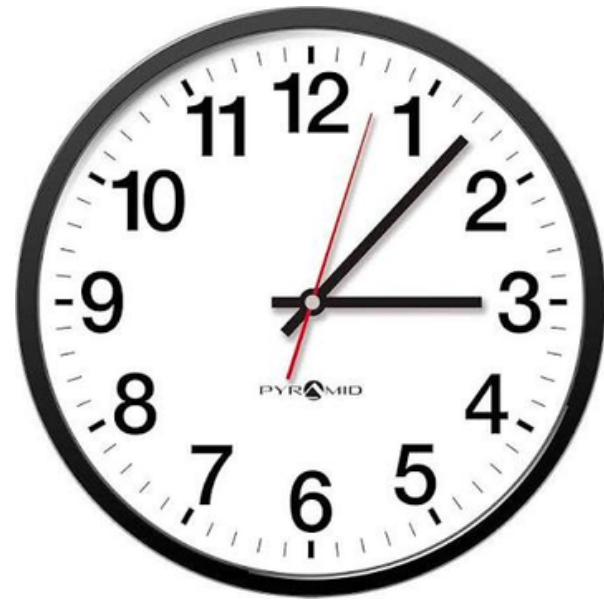
no over-engineering



multi
modal

VS

only
app orders



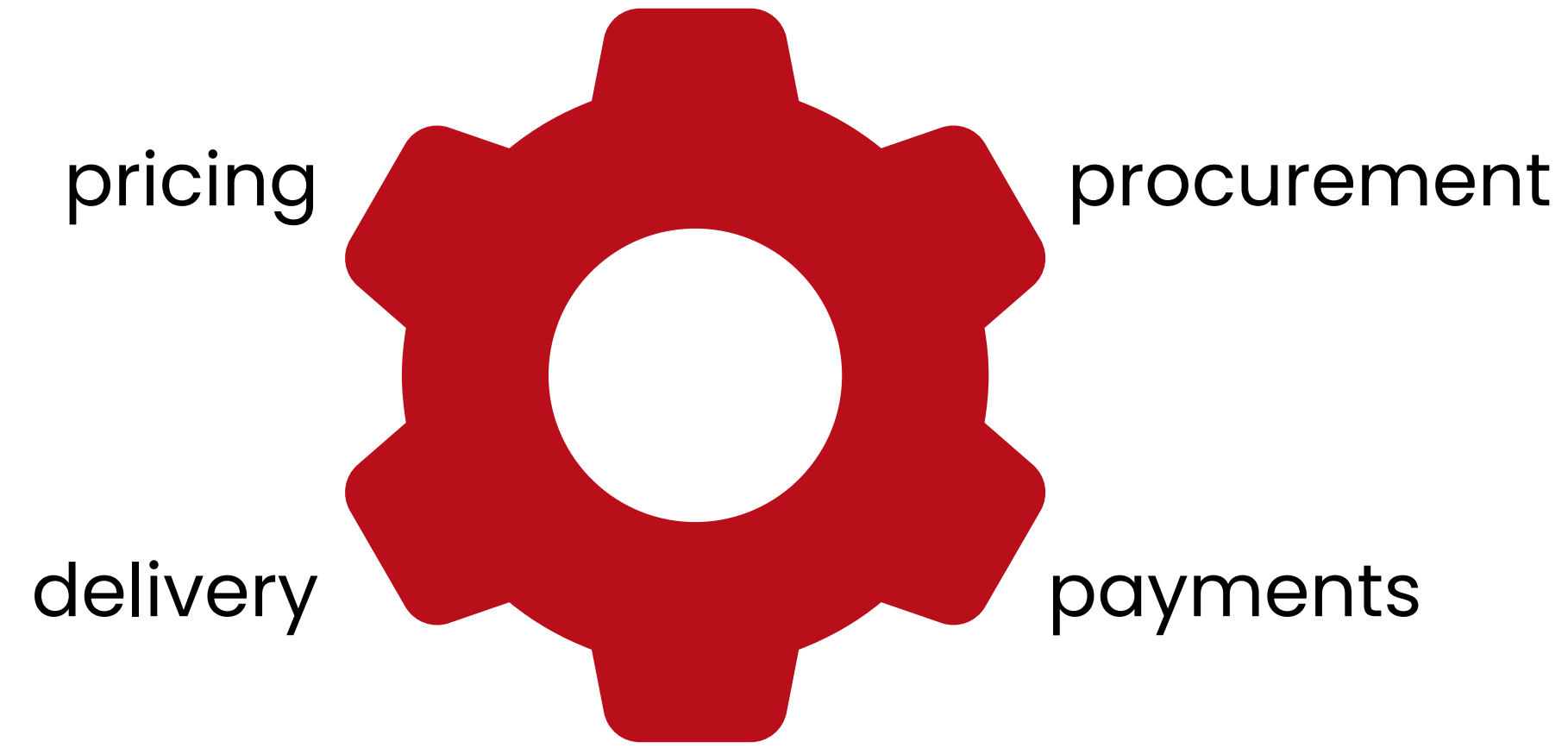
single
purpose

vs

multi
purpose



innovation $\neq$
addition of features



full control



apni **pehchaan**
banaaye rakhein



instant value



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jai Vyapari
jai Bharat



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