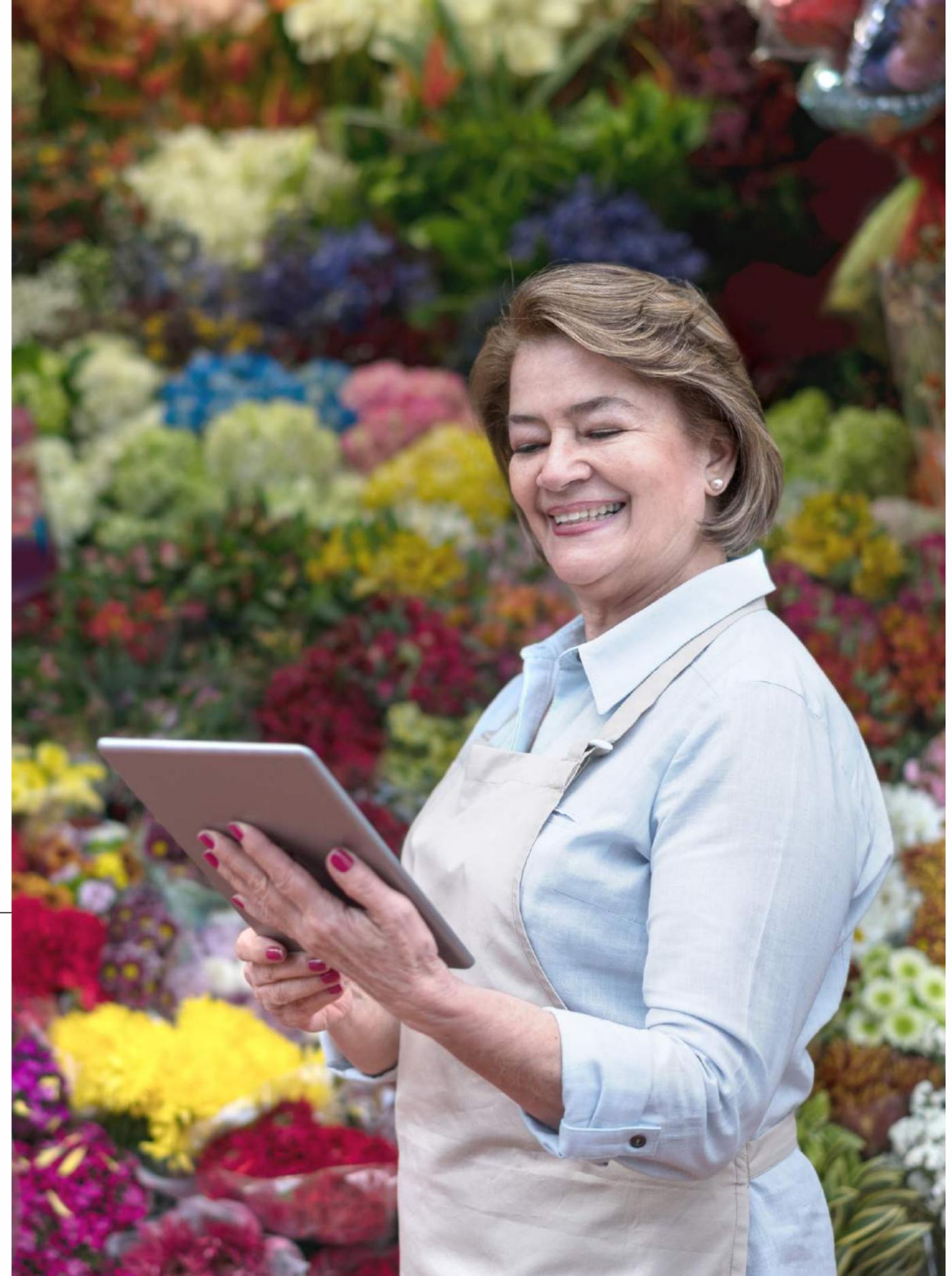




# DISPLAY GLOBALLY, SELL LOCALLY

---

Allow customers to order directly,  
increase sales and improve your  
margin with Yelo.



# Yelo, Jungleworks



Delivery  
Management  
powered by  
Tookan



Order  
Management  
powered by  
Yelo

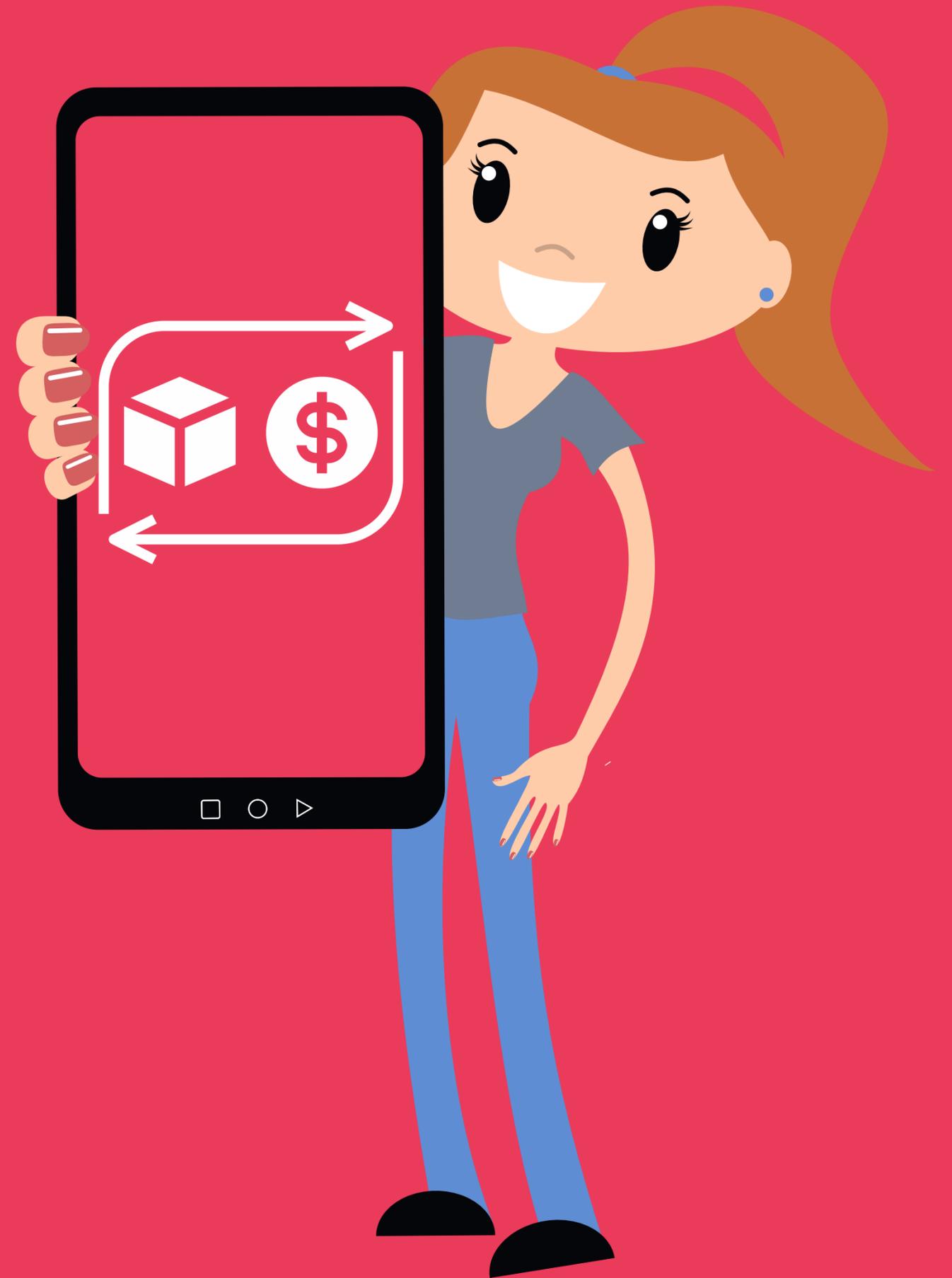


Customer  
Engagement  
powered  
by Hippo

# WHAT DO WE DO?

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We help entrepreneurs and business owners digitize their local businesses and take their brand **Direct-to-Consumer**.



# Digitizing your local business with Yelo

1

Create your unique digital presence

2

Provide the ultimate ordering experience

3

Offer a seamless checkout & payment process

4

Effectively promote & boost customer acquisition

5

Deliver straight to your customers' doorstep



# Who are our customers?

Yelo is a hyperlocal platform made for anyone who intends to sell products or services online using a Website or an App. Yelo is exceptionally useful for the following businesses:

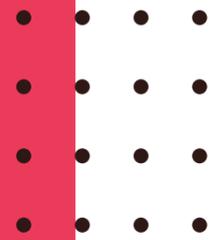
- Grocery shops
- Meat/Fish shops
- Restaurants/Hotels
- Fruit and Vegetable stores
- Clothes, Jewellery
- Furniture stores
- Home services
- Beauty & salons
- Pet care
- Dairy/Bakery shop
- Hyperlocal delivery and more..





# Miss Devika

Grocery Shop Owner



## Goal

Want to take my business online to get extra orders and grow my business faster than others.

## Brief Story

Miss Devika is the owner of a small food store in southern Philippines

Her business was doing well before the lockdown, but she is dissatisfied with the sales, which have dropped dramatically. She is continuously looking for methods to expand her firm, but she has been unable to do so due to a lack of financing and technical skills.



## Traits

### Positive traits

- Up for challenge
- Good social media presence
- Know business aspects

### Negative traits

- Less budget
- Lack of technical skill
- Afraid of using multiple tools

## Motivation

- Growth (Money) 
- Brand Building 
- Identity 



# CREATING YOUR UNIQUE DIGITAL PRESENCE

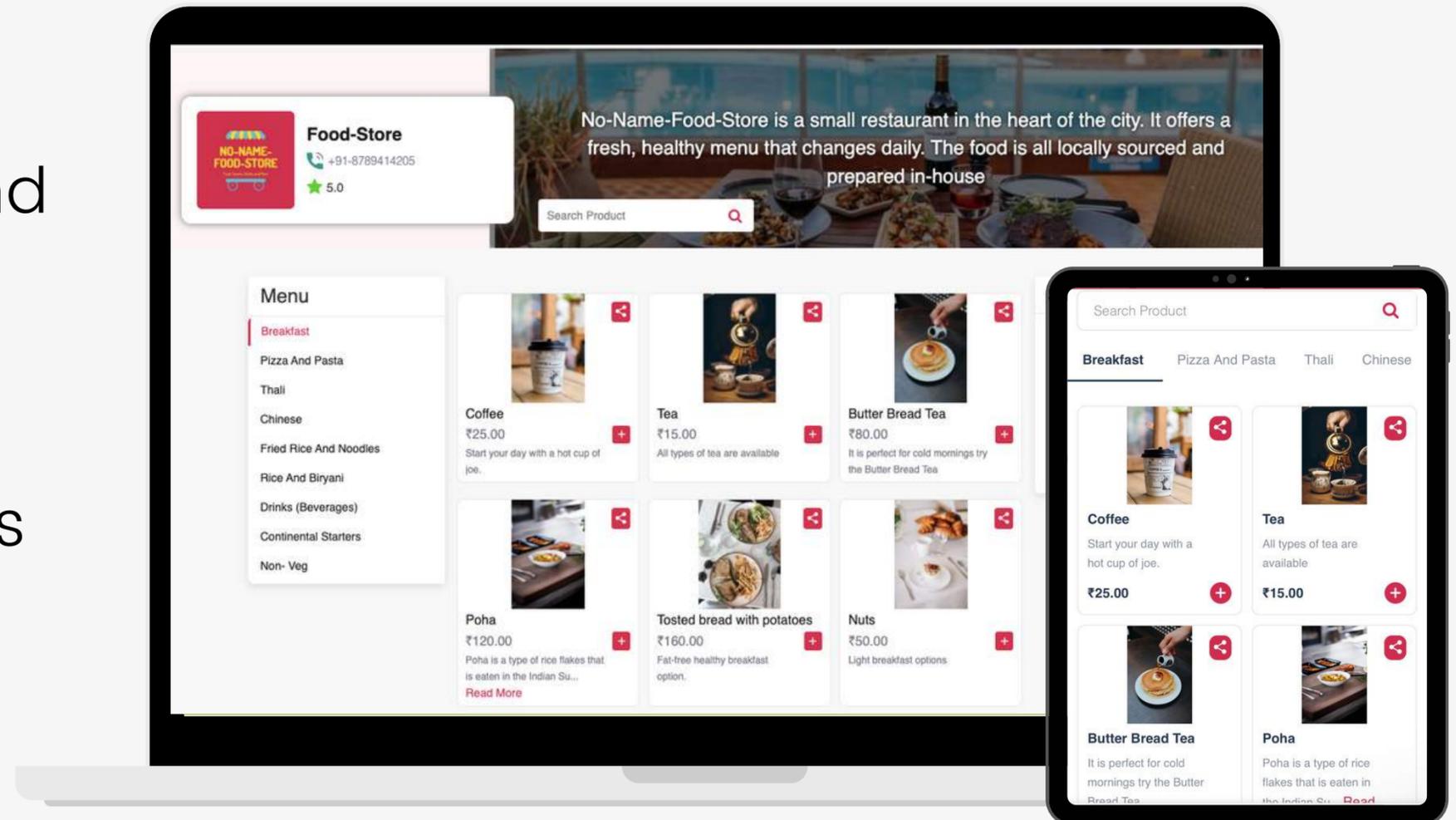
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# RESPONSIVE UI

Launch your SEO optimized responsive ordering website and set your footprint online.

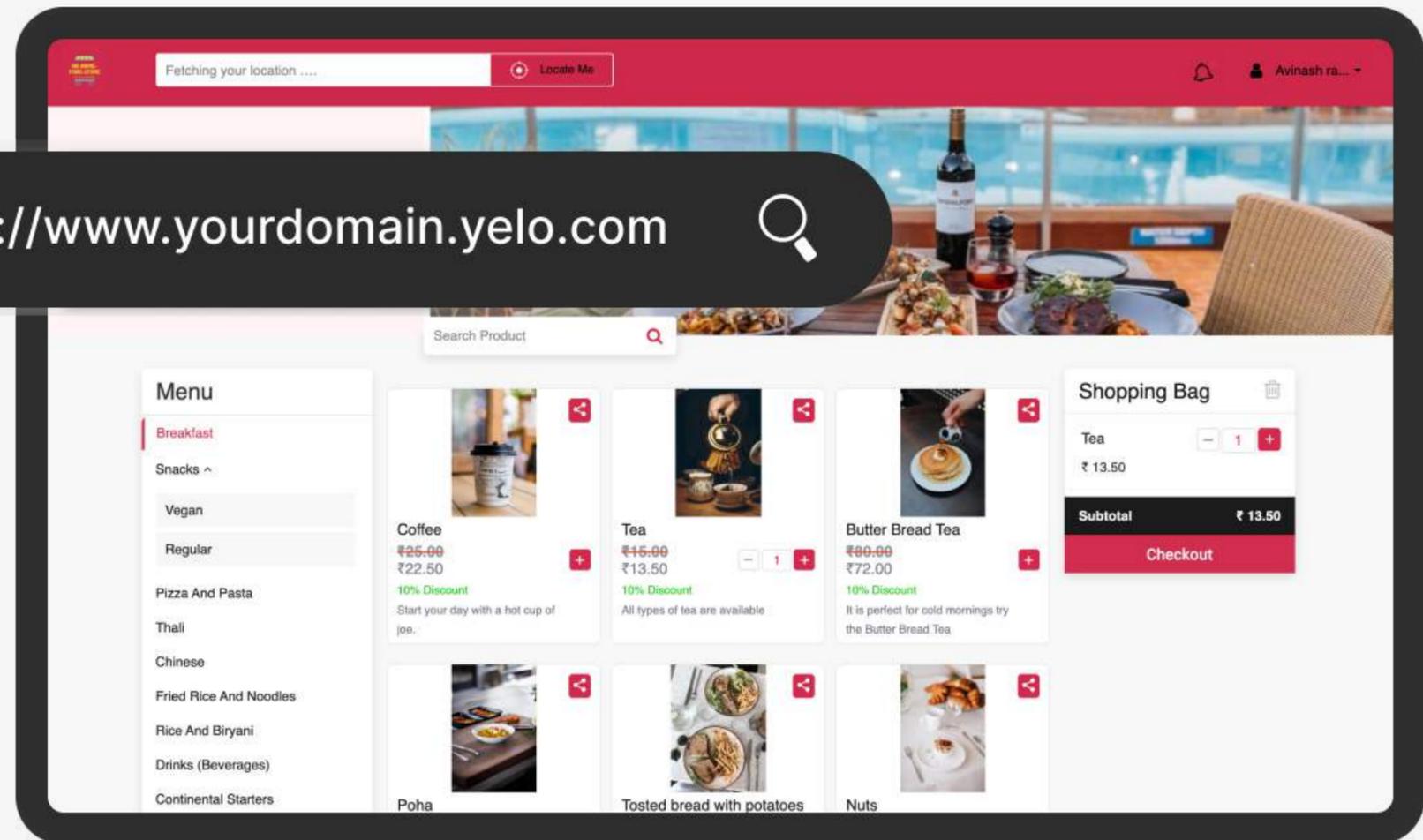
Unlimited bandwidth and free hosting to add unlimited listings and onboarding users. Pay as you go for extra transactions.



# PURCHASE YOUR OWN, UNIQUE DOMAIN OR USE OURS

While you can use our existing domain “yelo.red” for free to run your website, you also have the option to purchase your own domain to be registered separately.

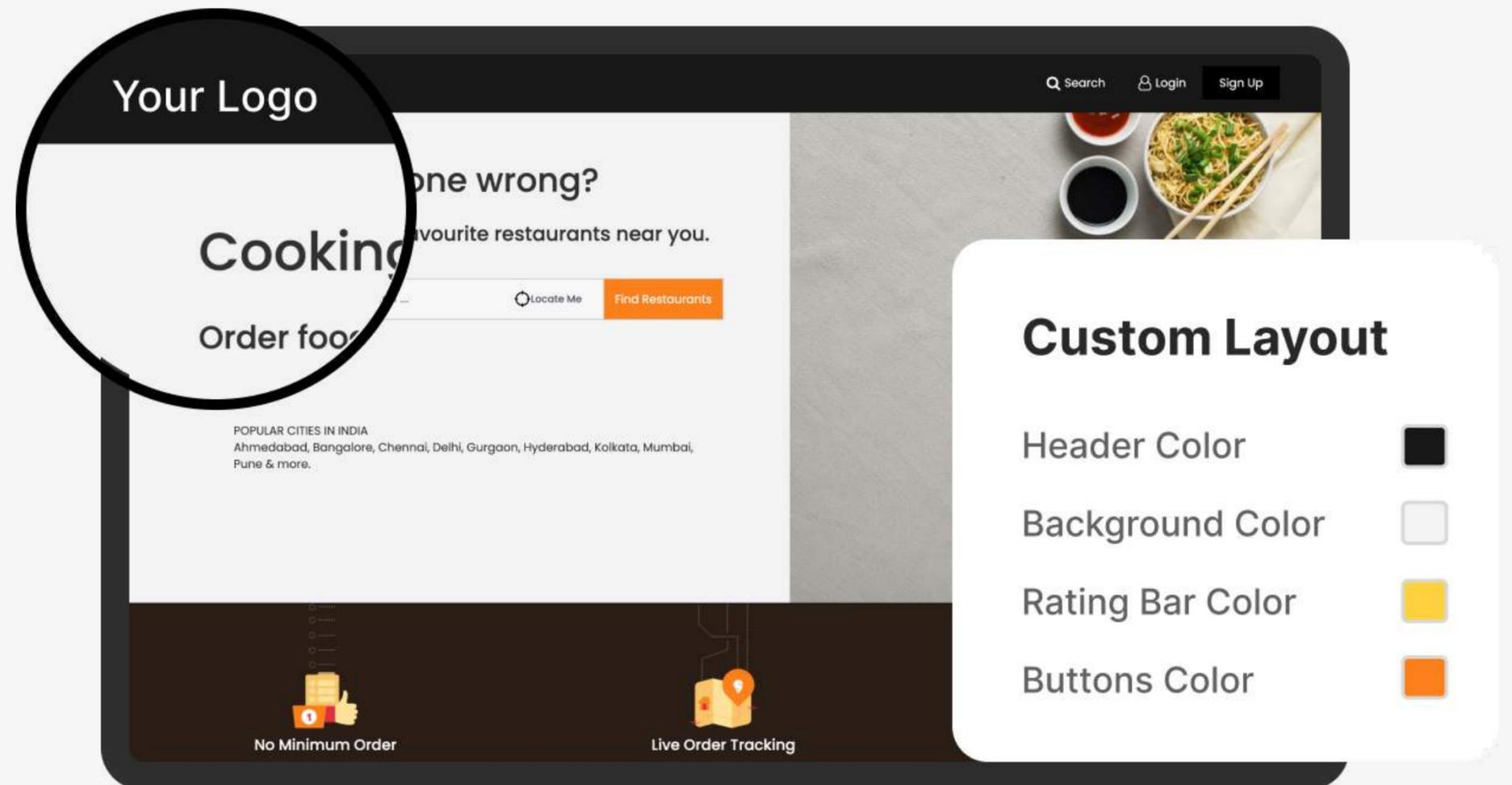
<https://www.yourdomain.yelo.com>



# ADD YOUR LOGO AND LOCALIZE YOUR BRANDS COMMUNICATION

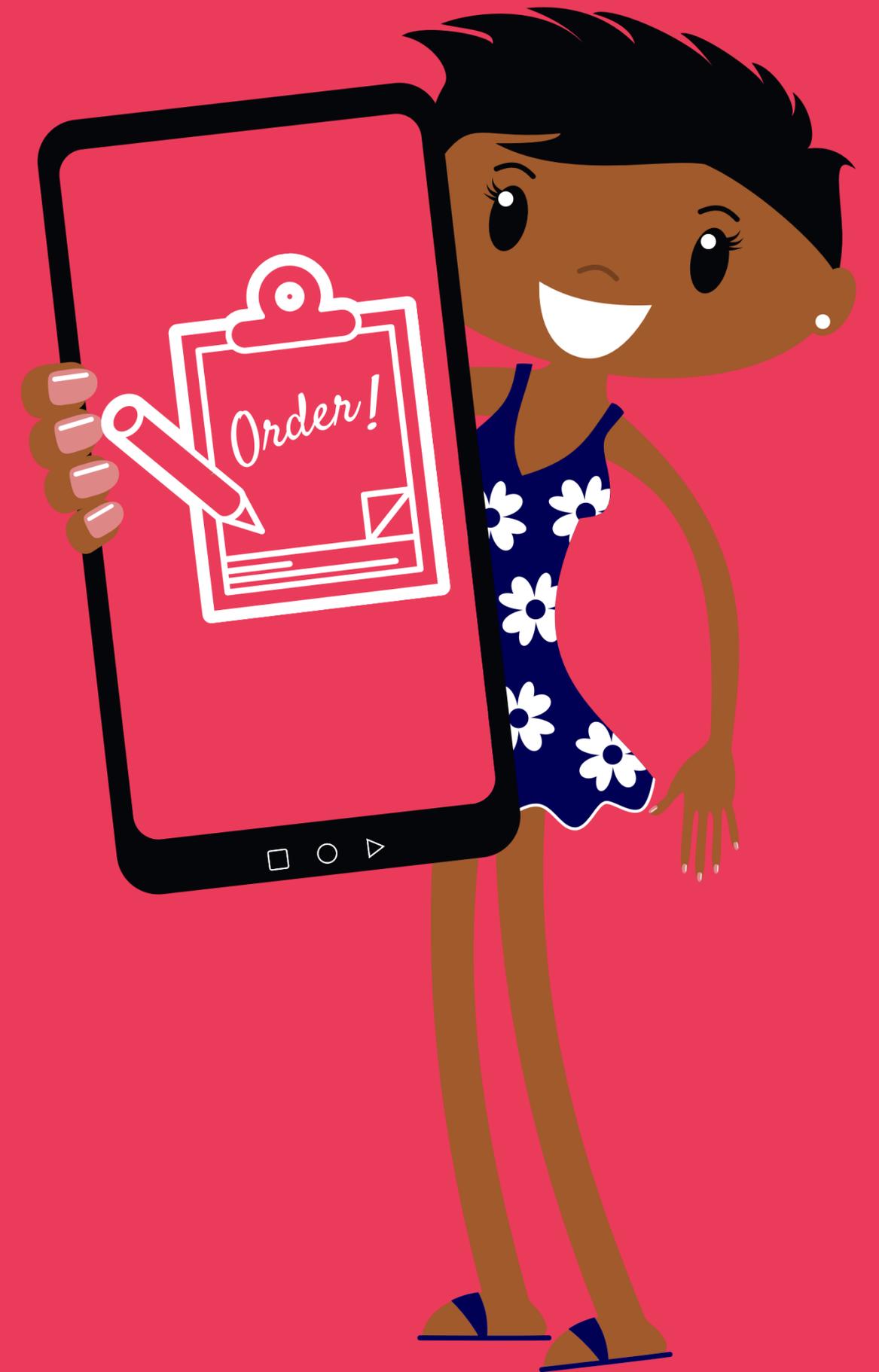
Upload your customized logo on your website and app to maintain your brand's identity.

Get in touch with your customers in more than 80 languages and ensure customer retention.



# THE ULTIMATE ORDERING EXPERIENCE

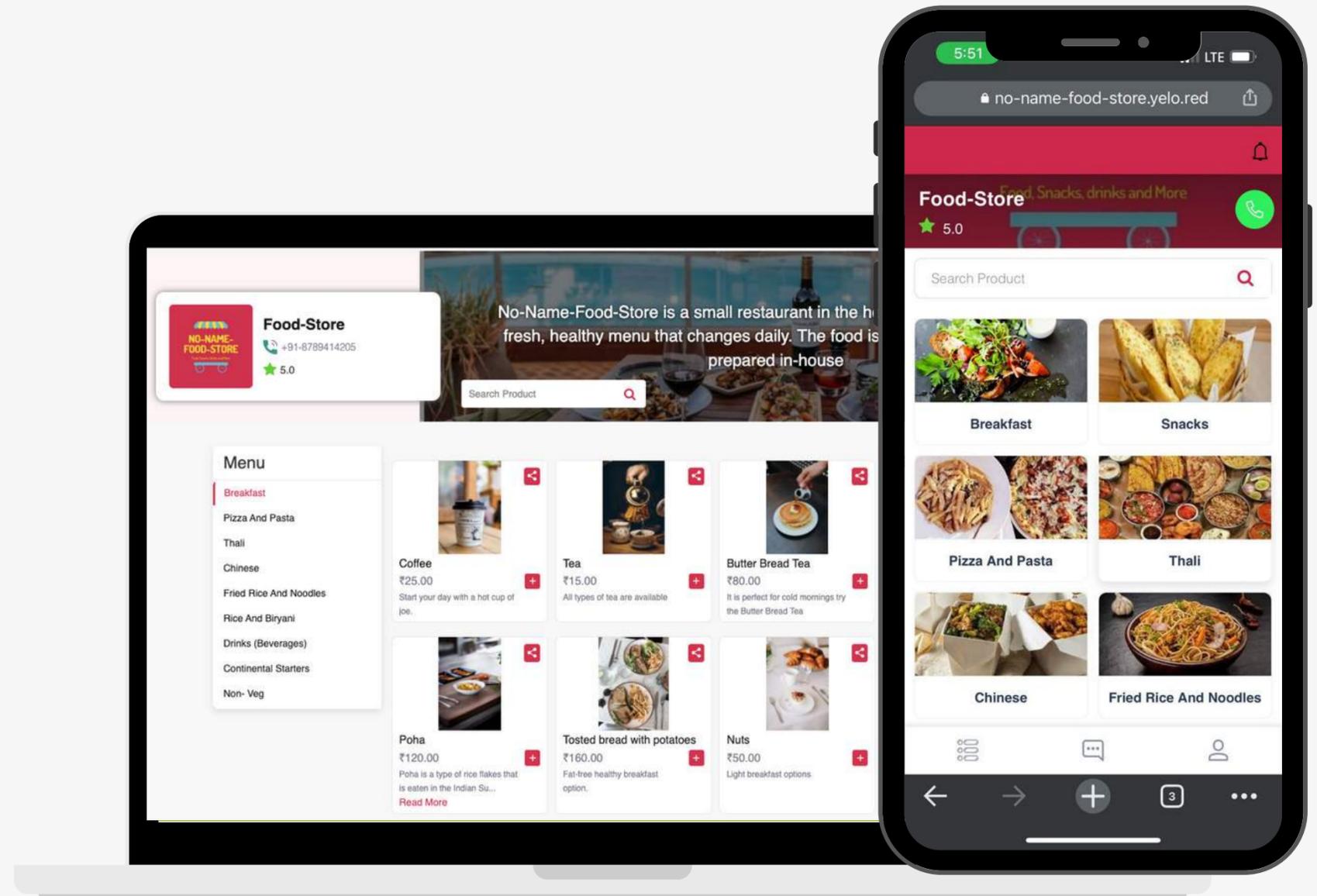
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# DIGITAL CATALOGUE

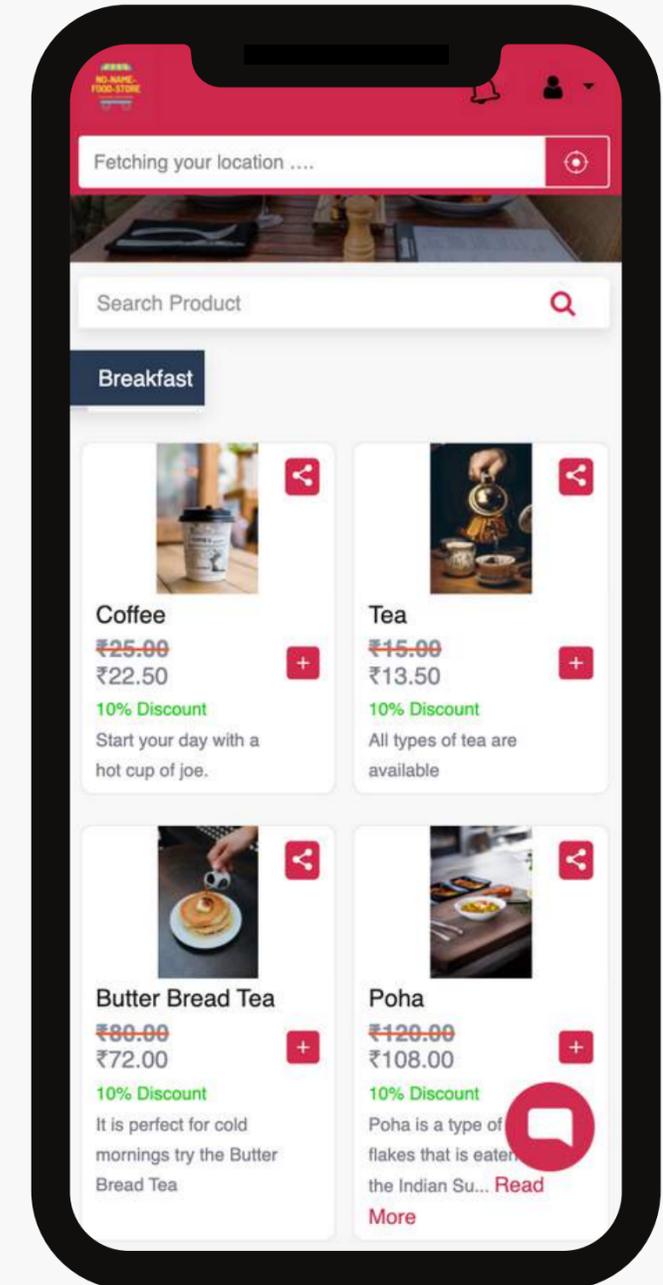
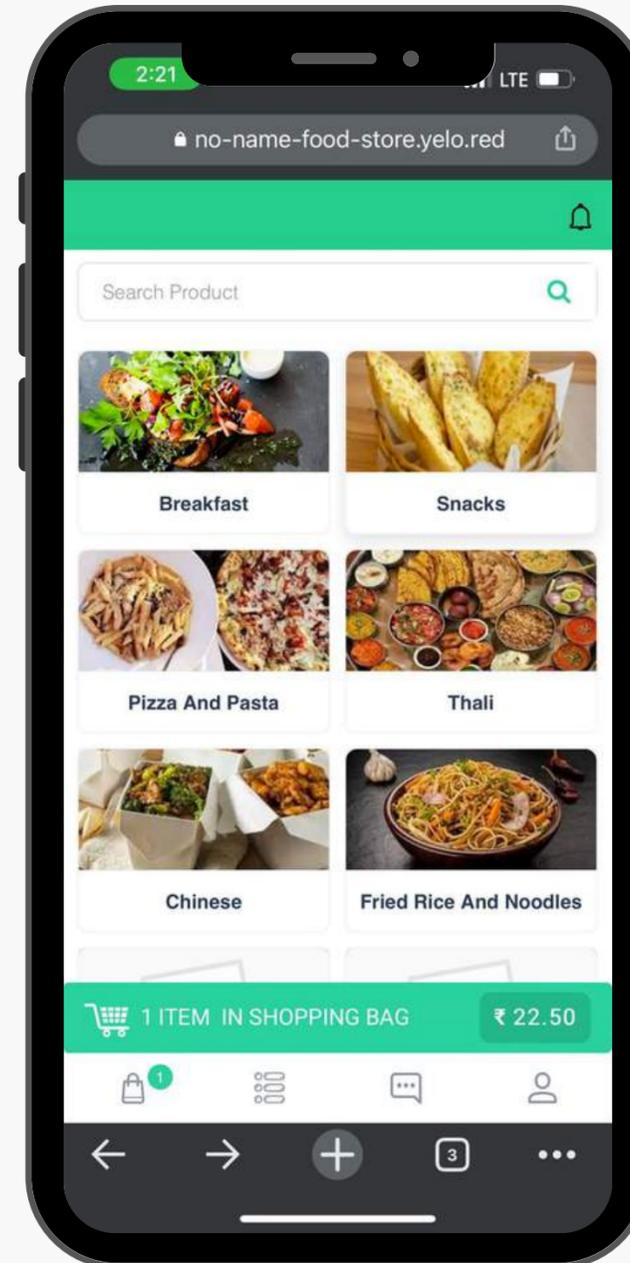
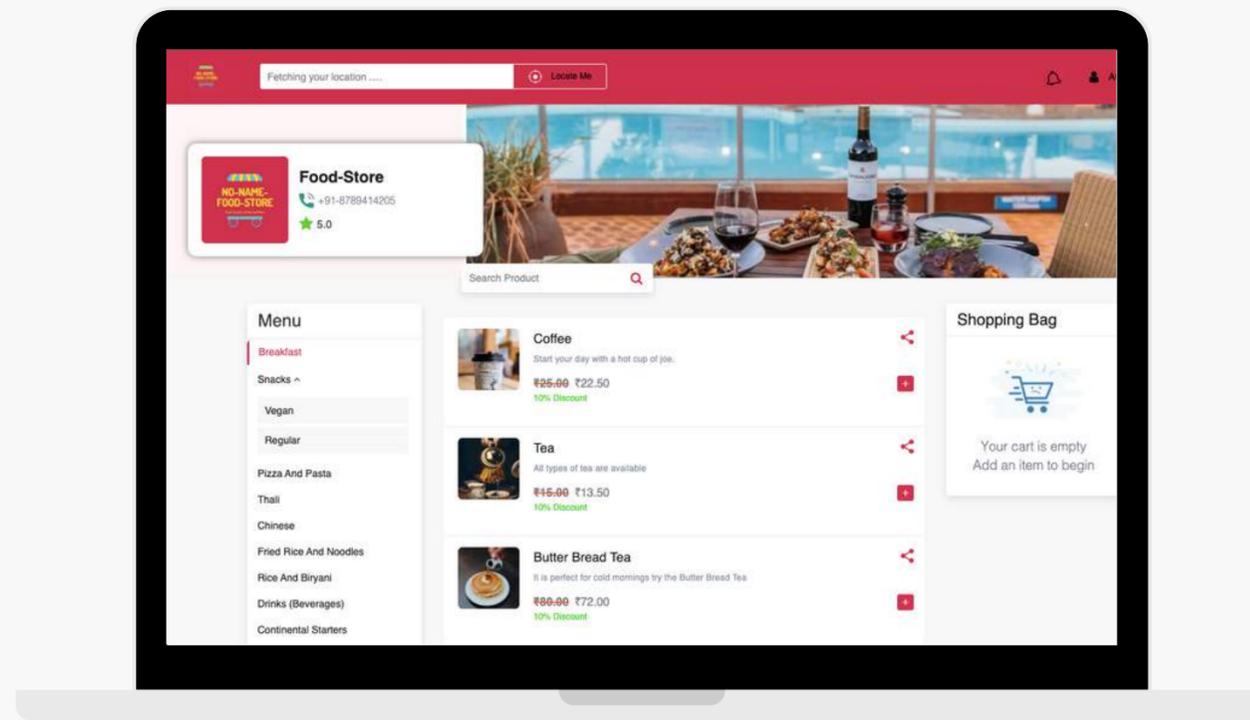
An enterprise level catalog personalized for your local business.

Customize and update your catalogue as per your arrangements. Its simple and quick.



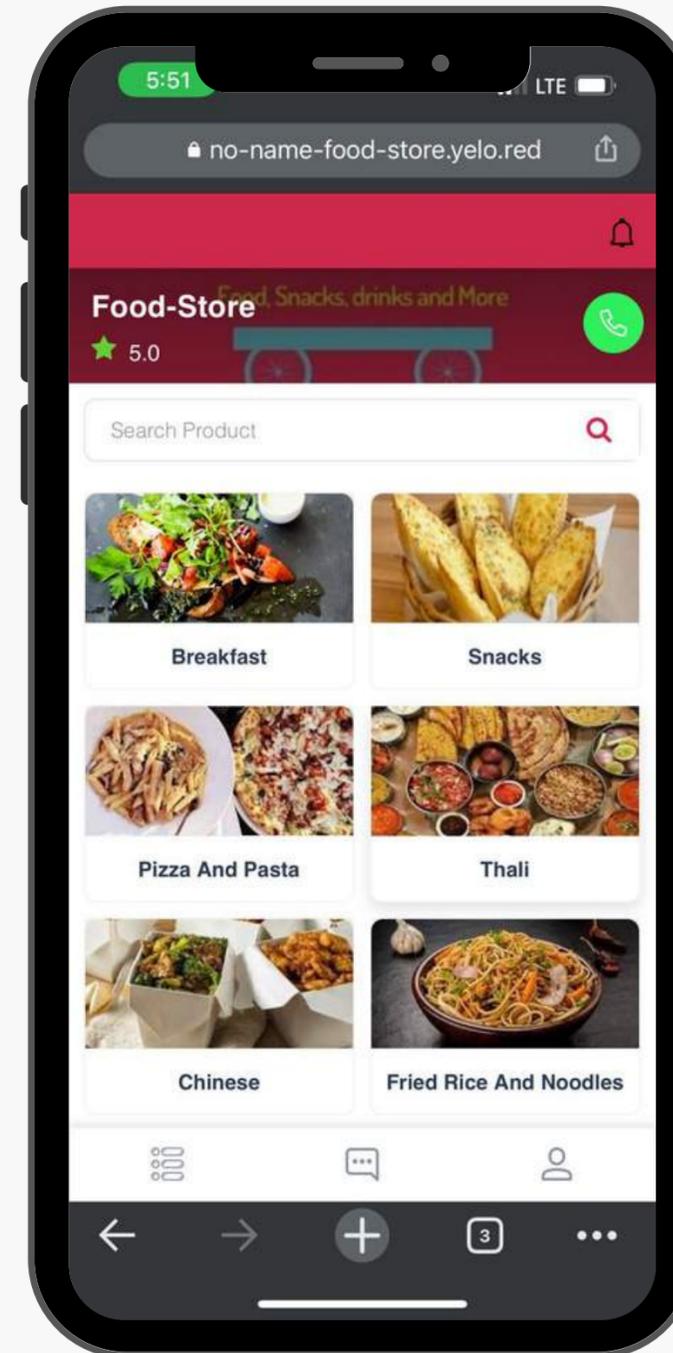
# LAYOUTS AND THEMES

Explore different layouts and choose a theme that represents your business the best



# MULTI-LEVEL CATEGORIES

List down your entire array of offerings by creating multiple levels of categories and subcategories in your catalogue.



## Menu

Breakfast

Snacks ^

Vegan

Regular

Pizza And Pasta

Thali

Chinese

Fried Rice And Noodles

Rice And Biryani

Drinks (Beverages)

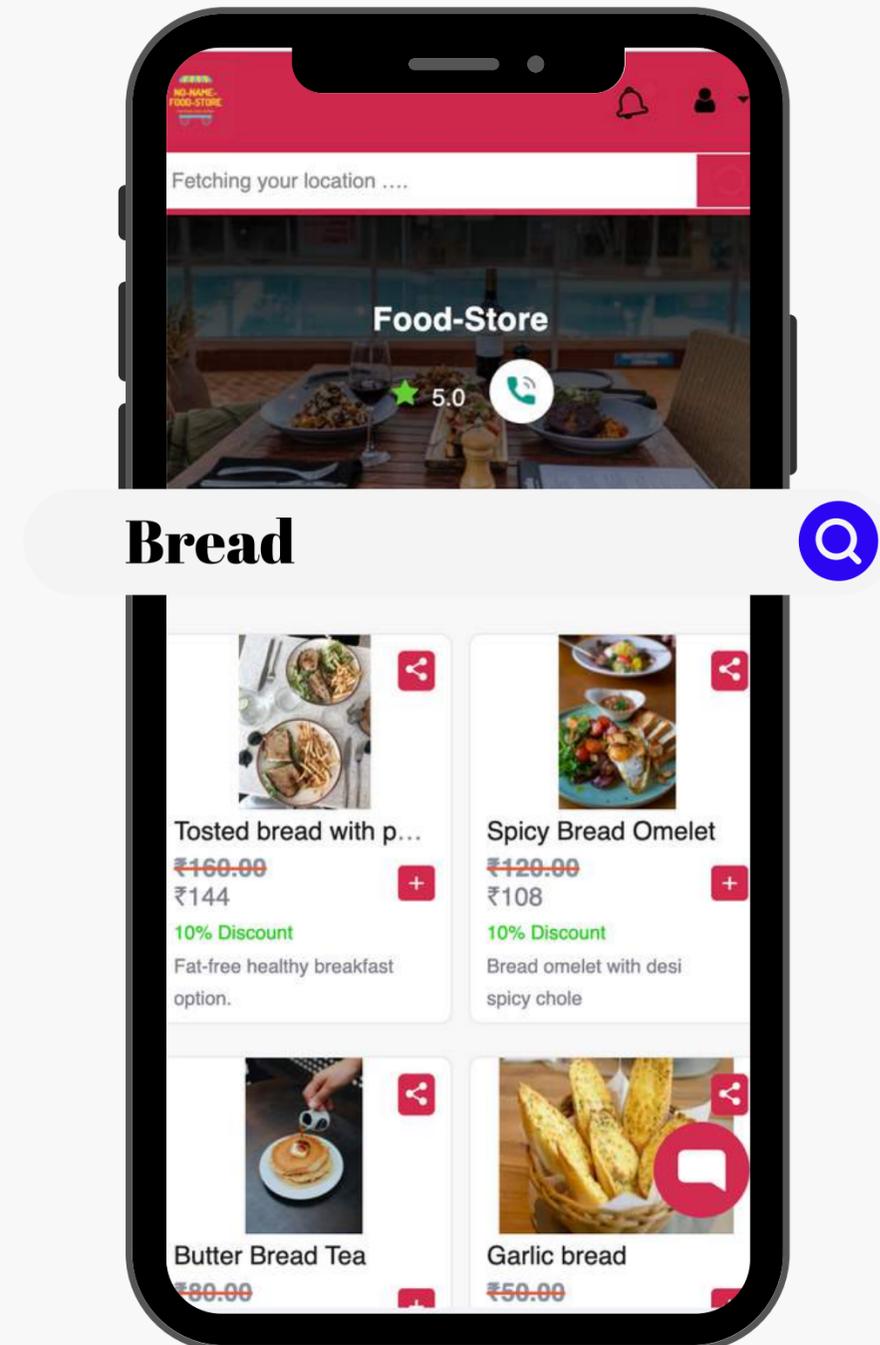
Continental Starters

# SEARCH & FILTERS

Provide search options for customers based on

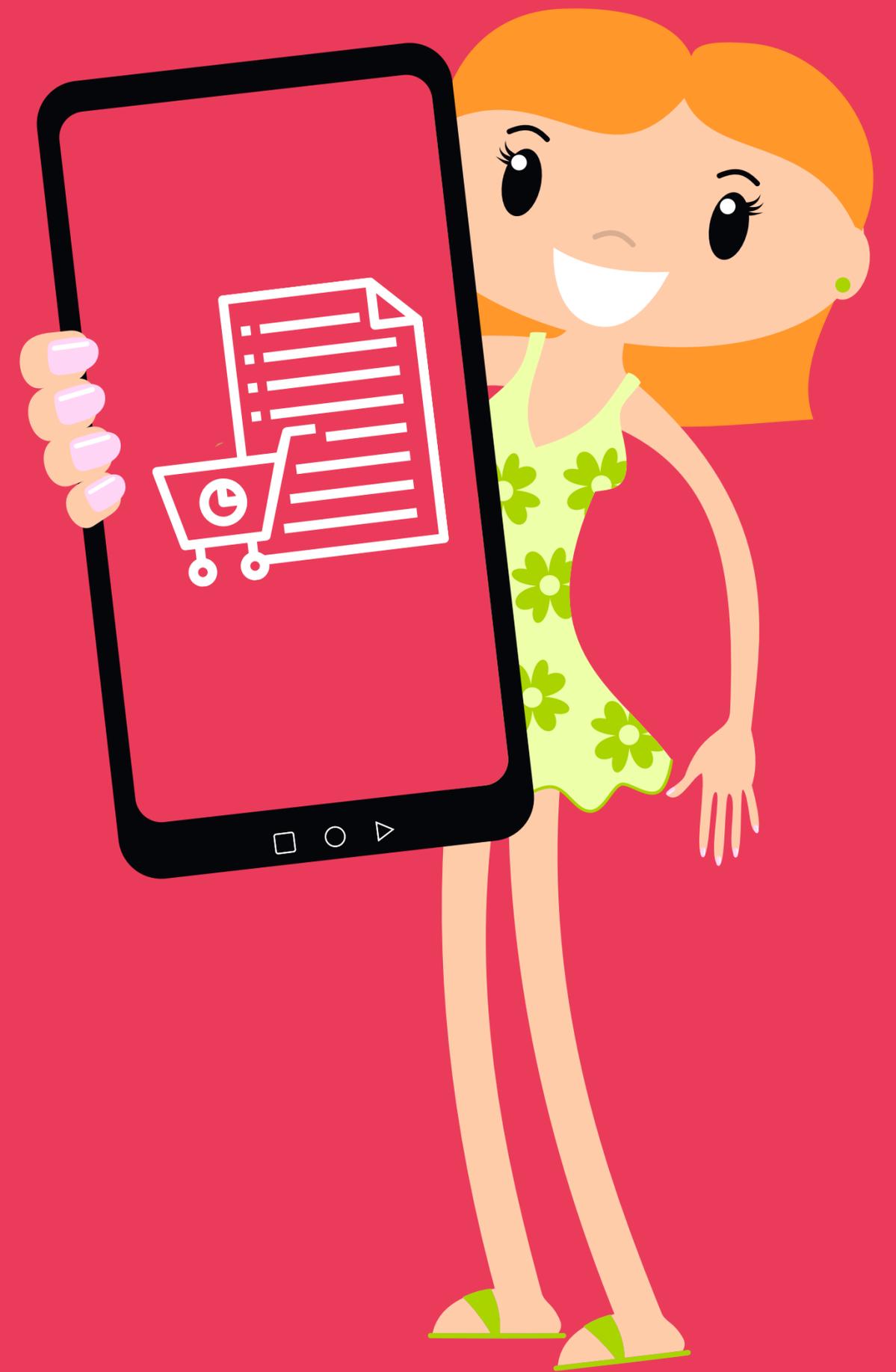
- Keywords
- Dates
- Categories
- Veg & non veg filters (for restaurants)

and more..



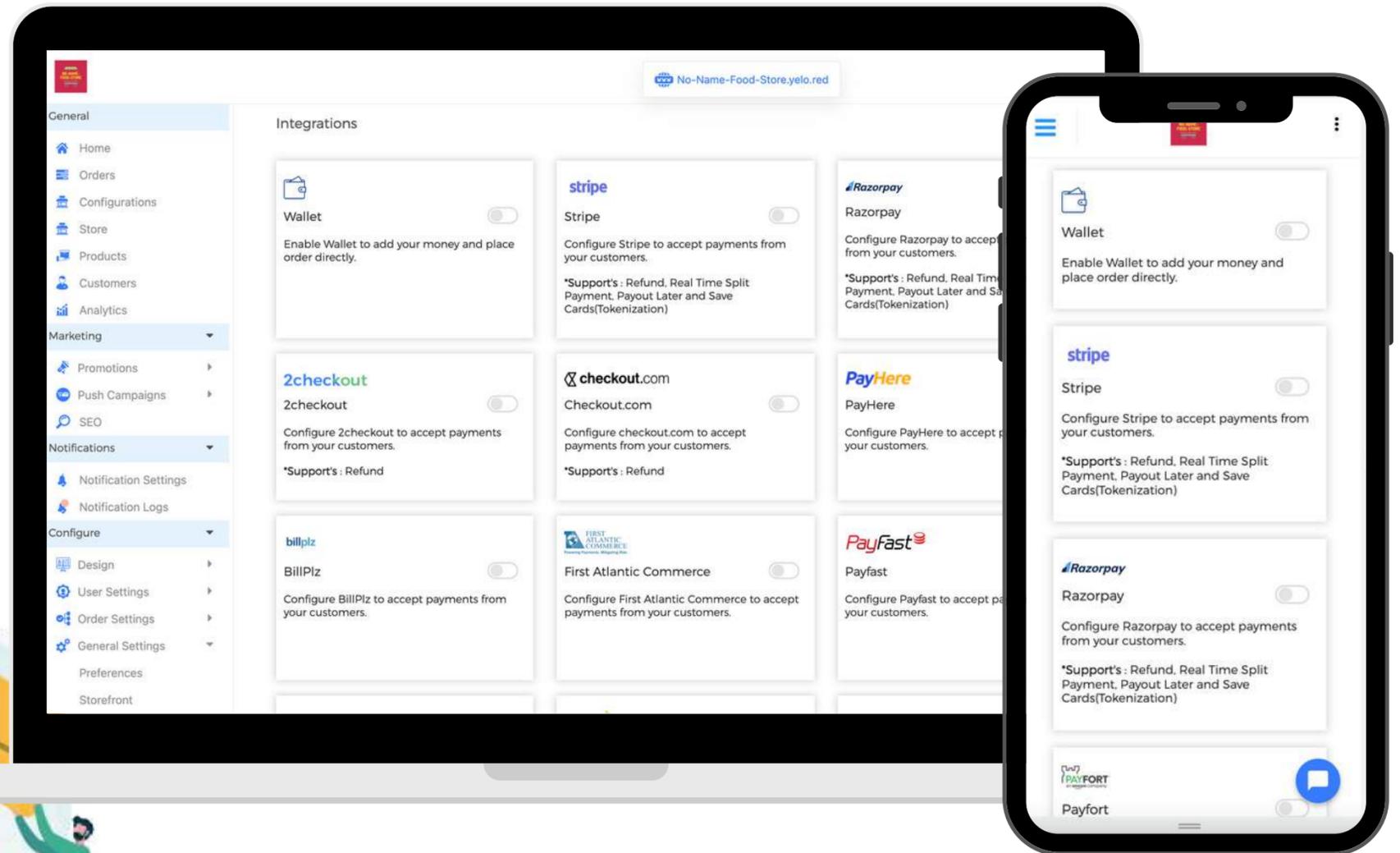
# SEAMLESS CHECKOUT AND FASTER PAYMENTS

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# 80+ PAYMENT GATEWAYS

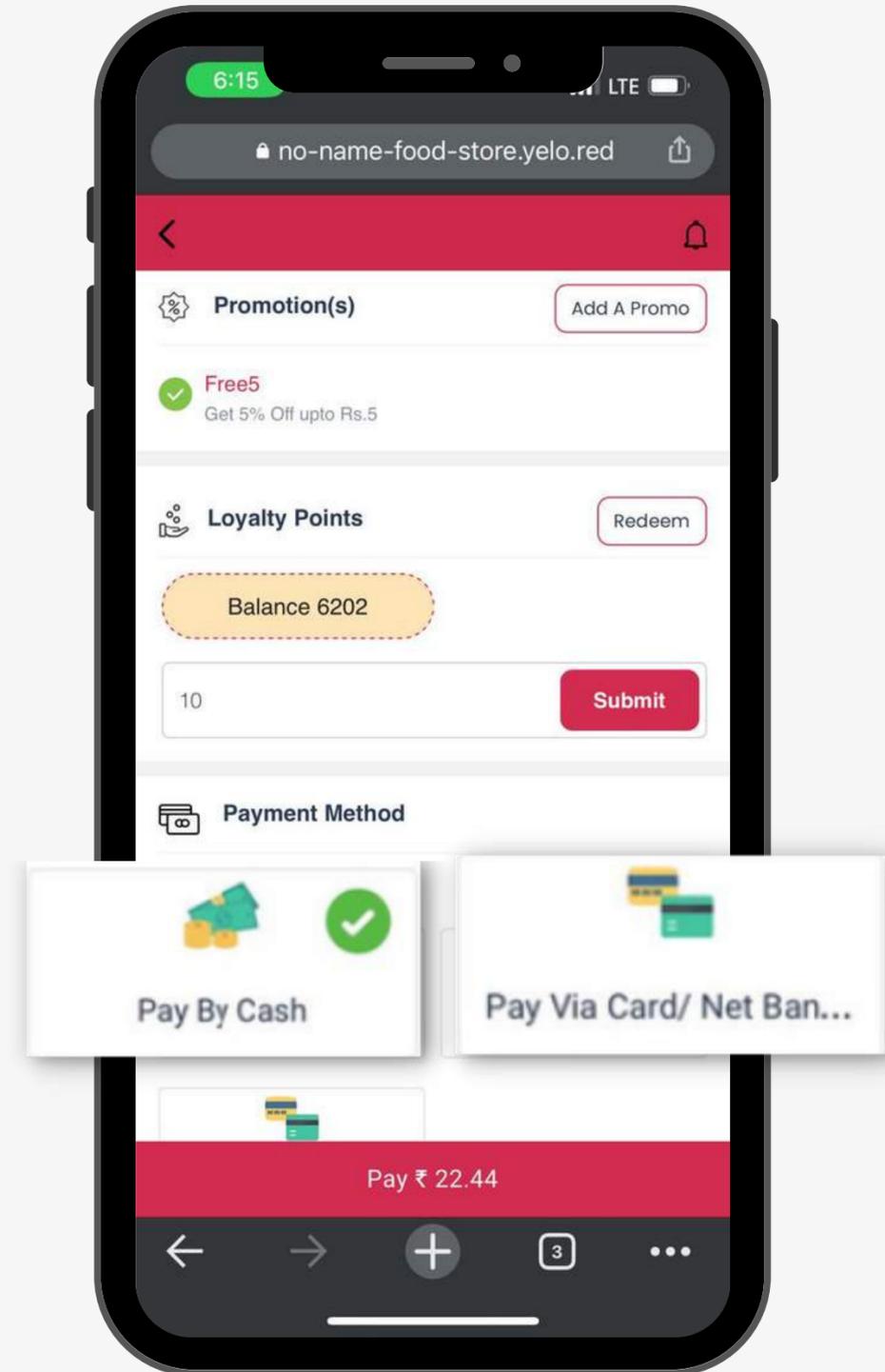
From Paypal to Razorpay to Paytm, Yelo has integrated with over 80+ external payment gateways from around the world.



# MULTIPLE PAYMENT METHODS

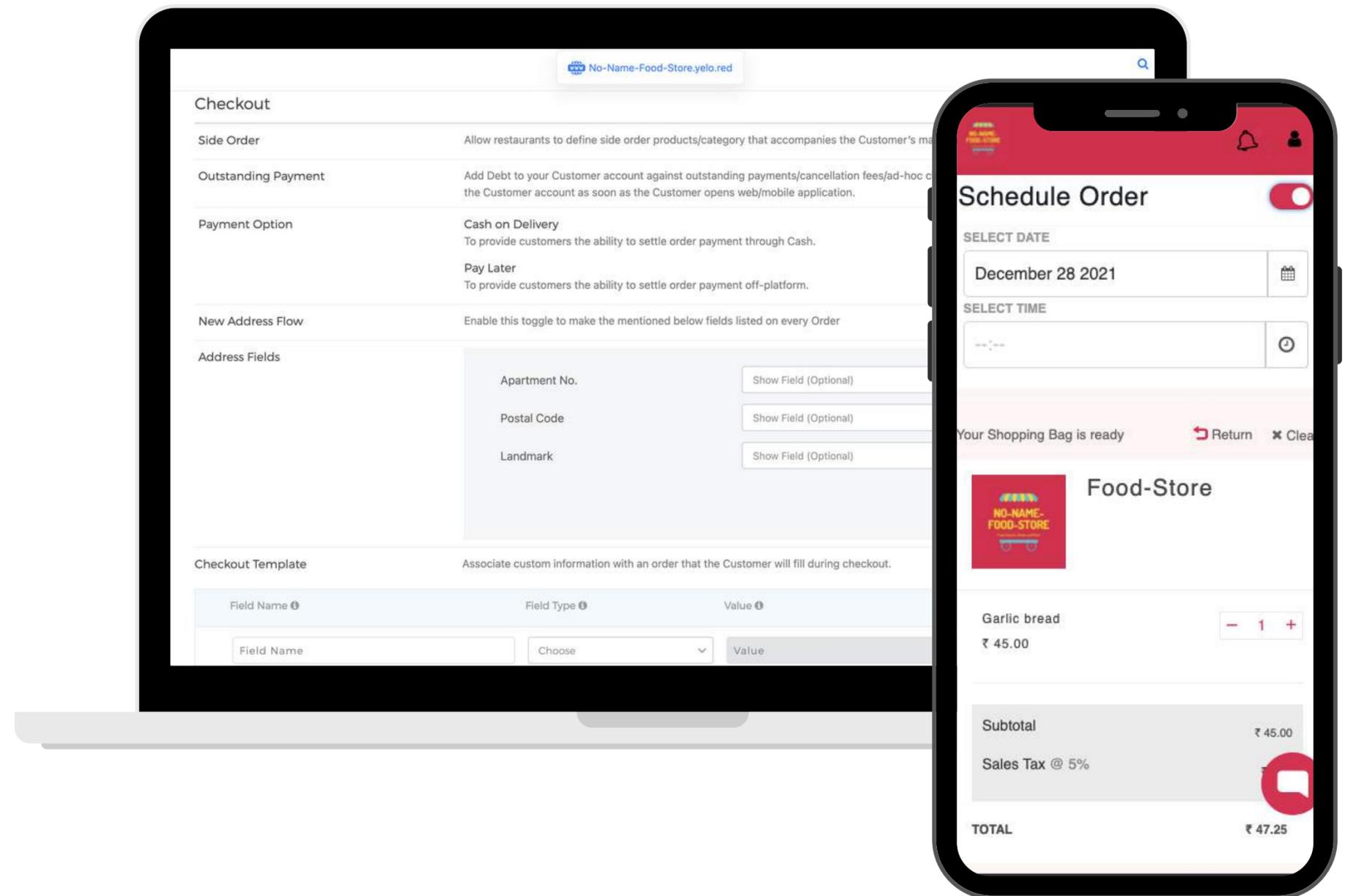
Offer your customers the option to pay by cash while placing online orders from your store's website.

Add and save cards for faster checkout. Allow customers to save their preferred cards on the checkout screen and pay with a click.



# CUSTOMIZABLE CHECKOUT AND SCHEDULING ORDERS

Customize your checkout screen by adding custom information with an order, that the customer will fill during checkout

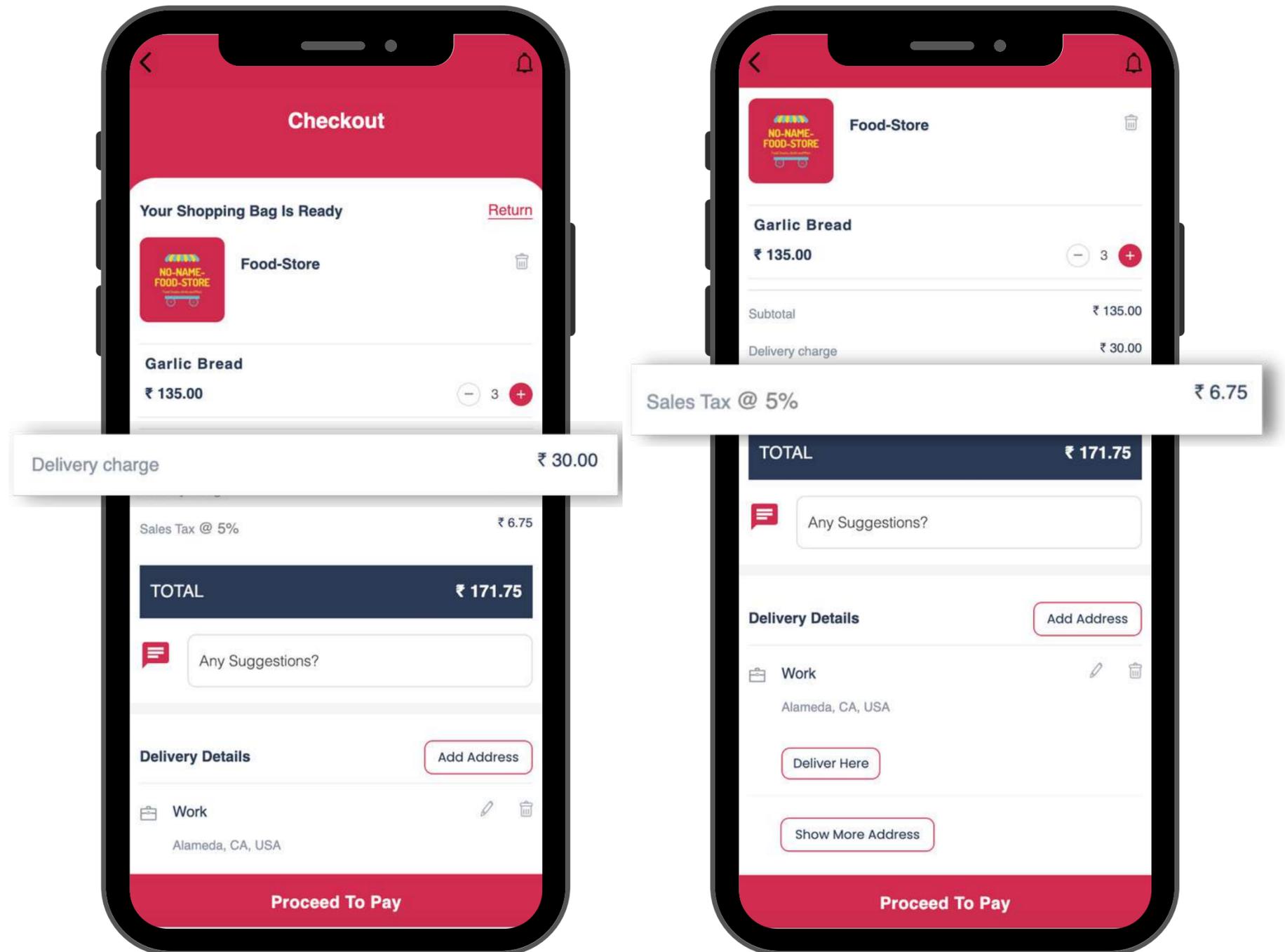


## DYNAMIC DELIVERY CHARGES

Set up shipping rates by fixed-price, tierced pricing, weight-based, and location-based rates.

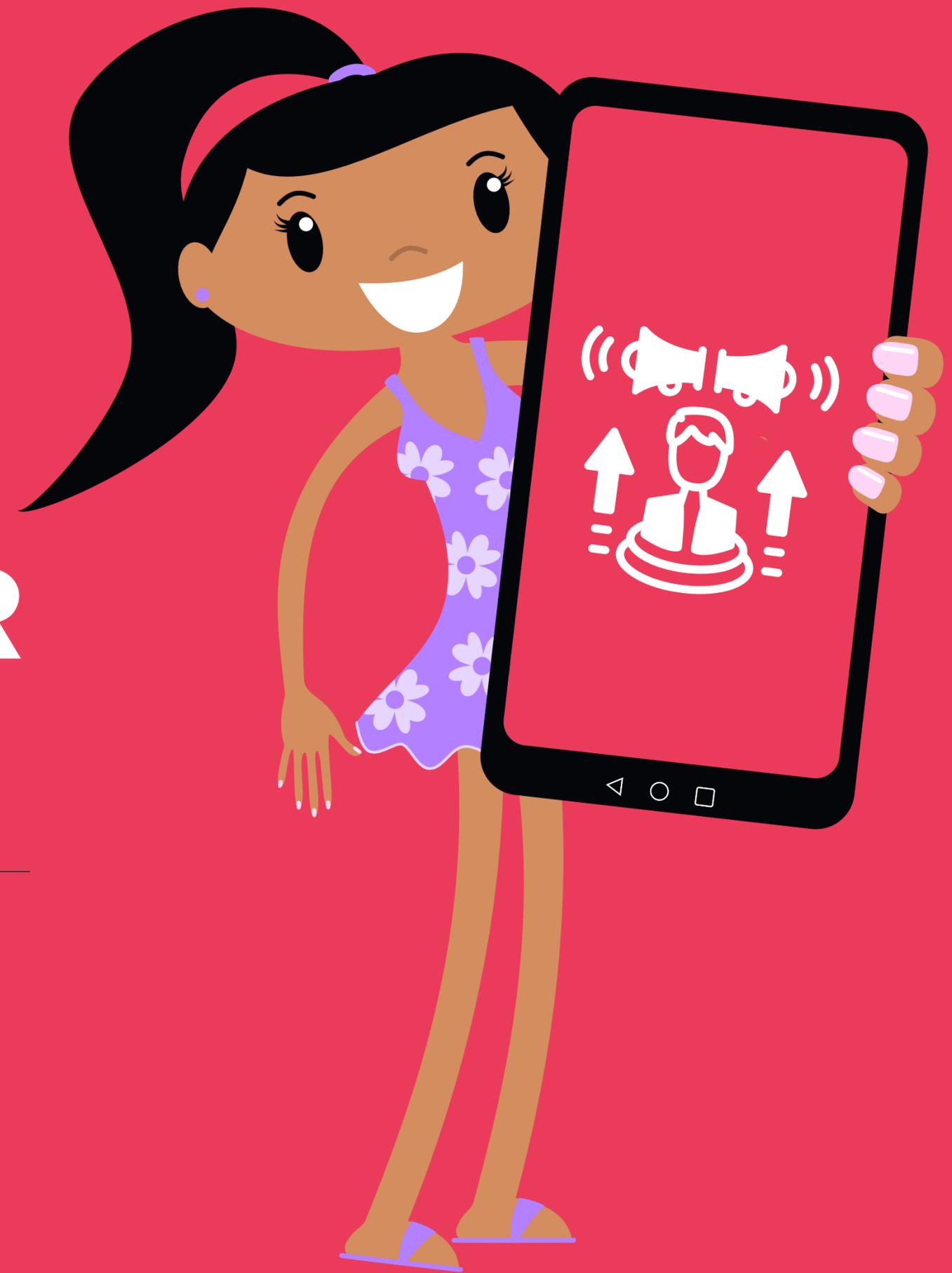
## AUTOMATED TAXES

Based on your location, Yelo will automatically handle major country and state tax rates.



# MARKETING MADE SIMPLER - BOOST CUSTOMER ORDERS

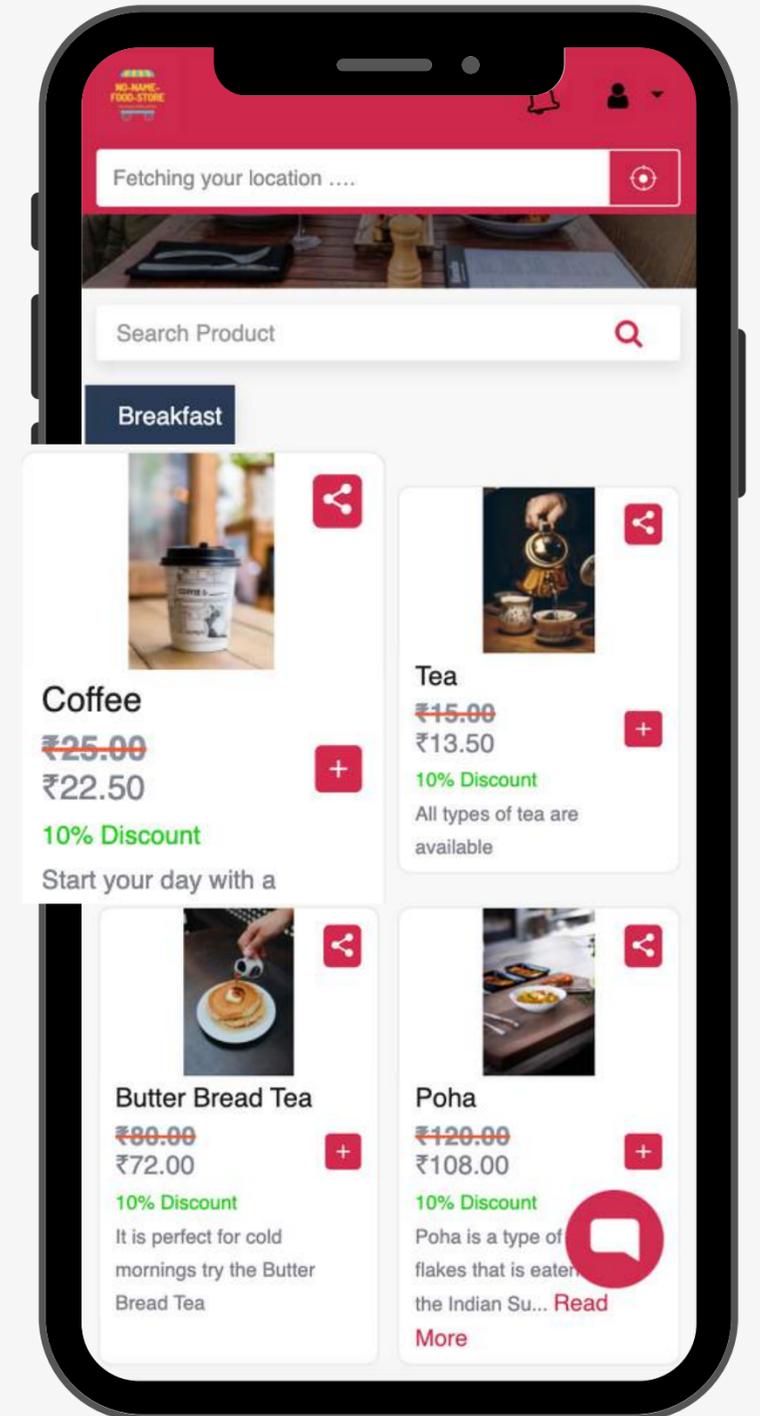
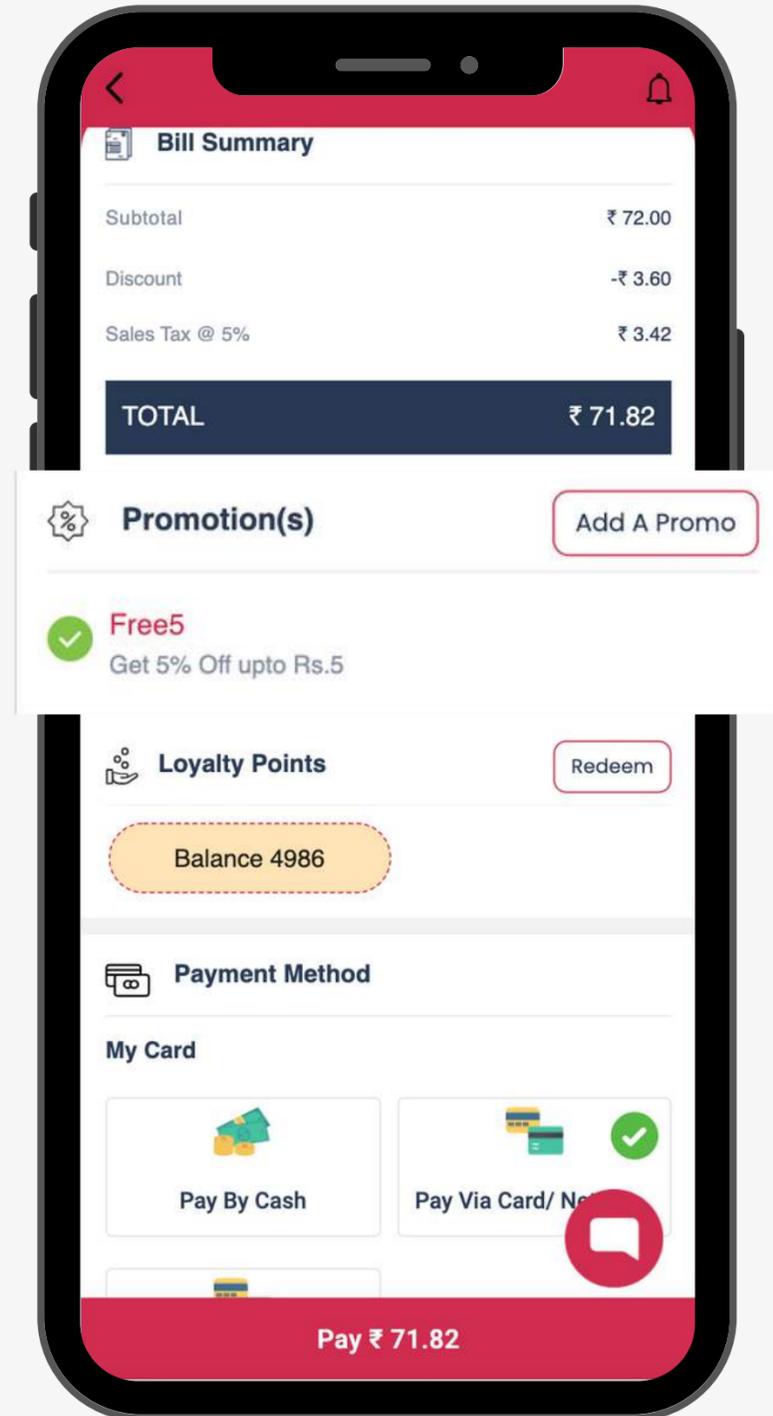
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# DISCOUNTS AND PROMO CODES

Attract Customer Orders by setting discounts and Promo Codes.

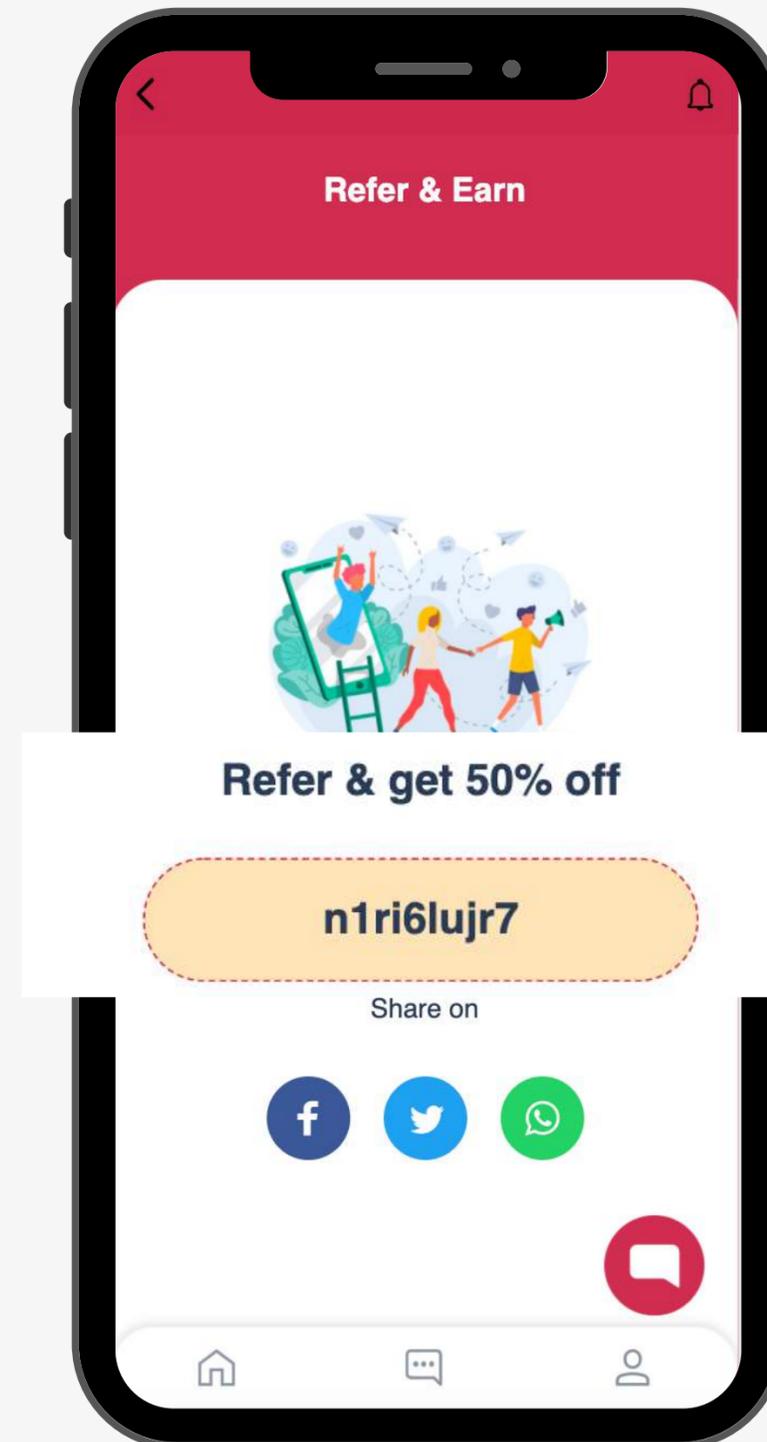
Discounts can be set on individual products or entire product catalogue



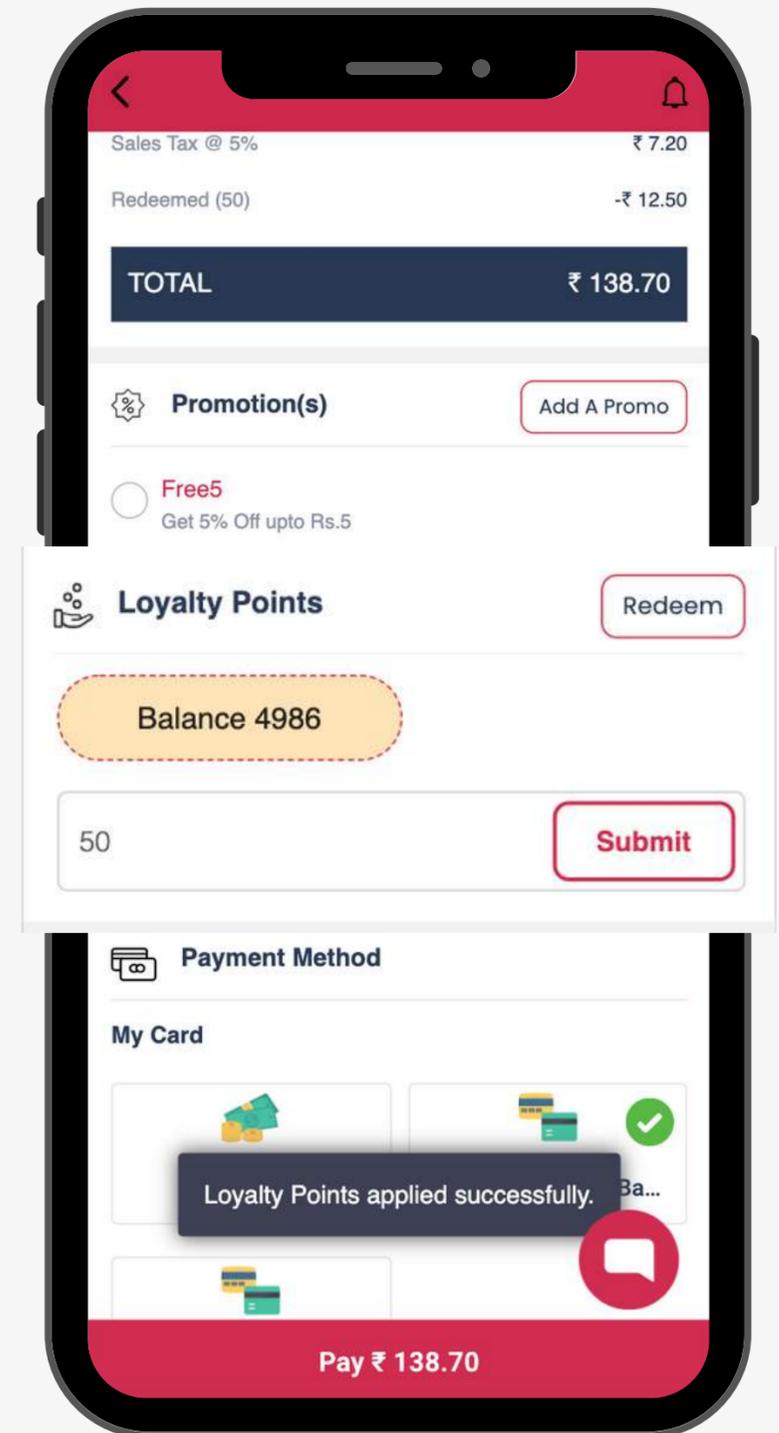
# REFERRAL AND LOYALTY PROGRAM

Allow word of mouth to spread about your store by implementing referral programmes.

Promote loyalty and encourage customers to return for purchase in the future



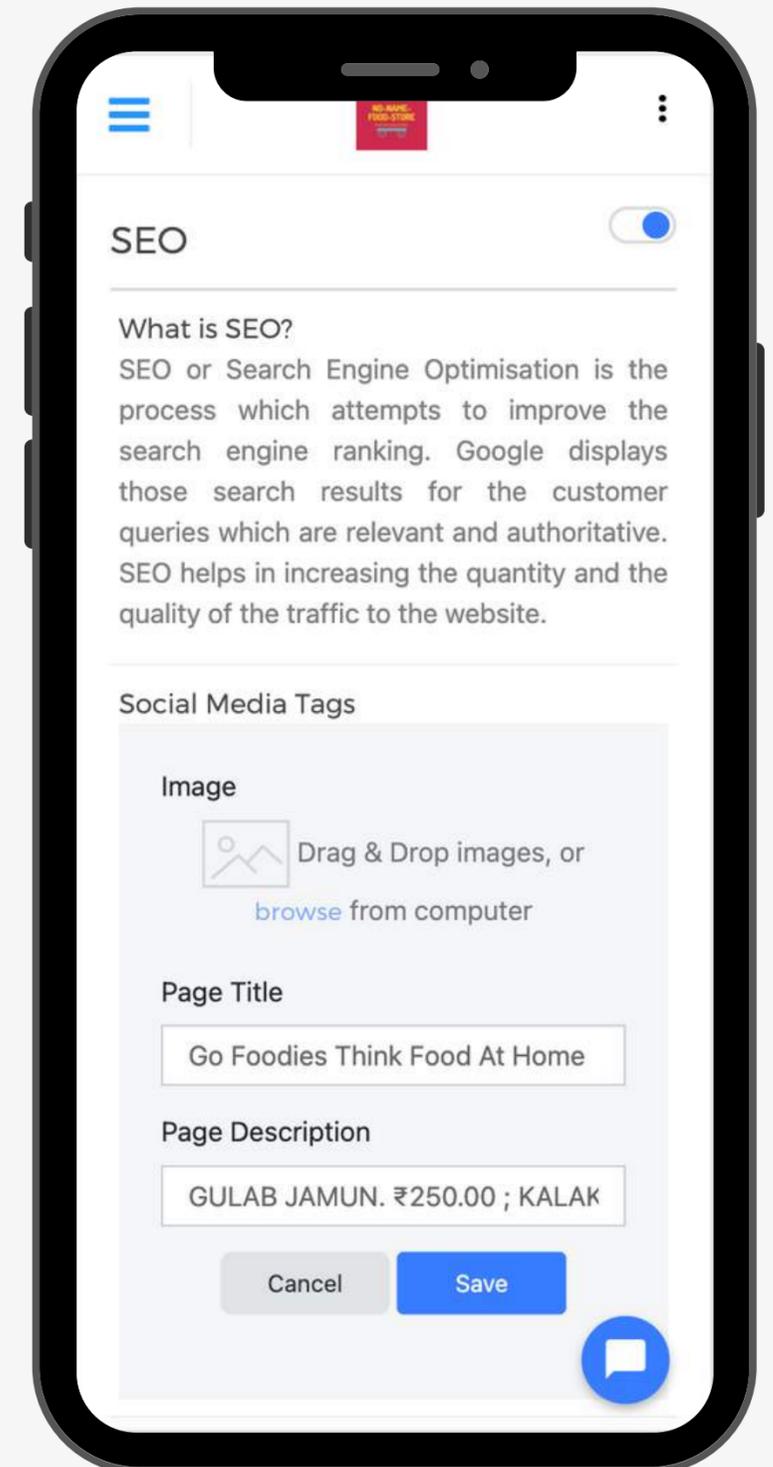
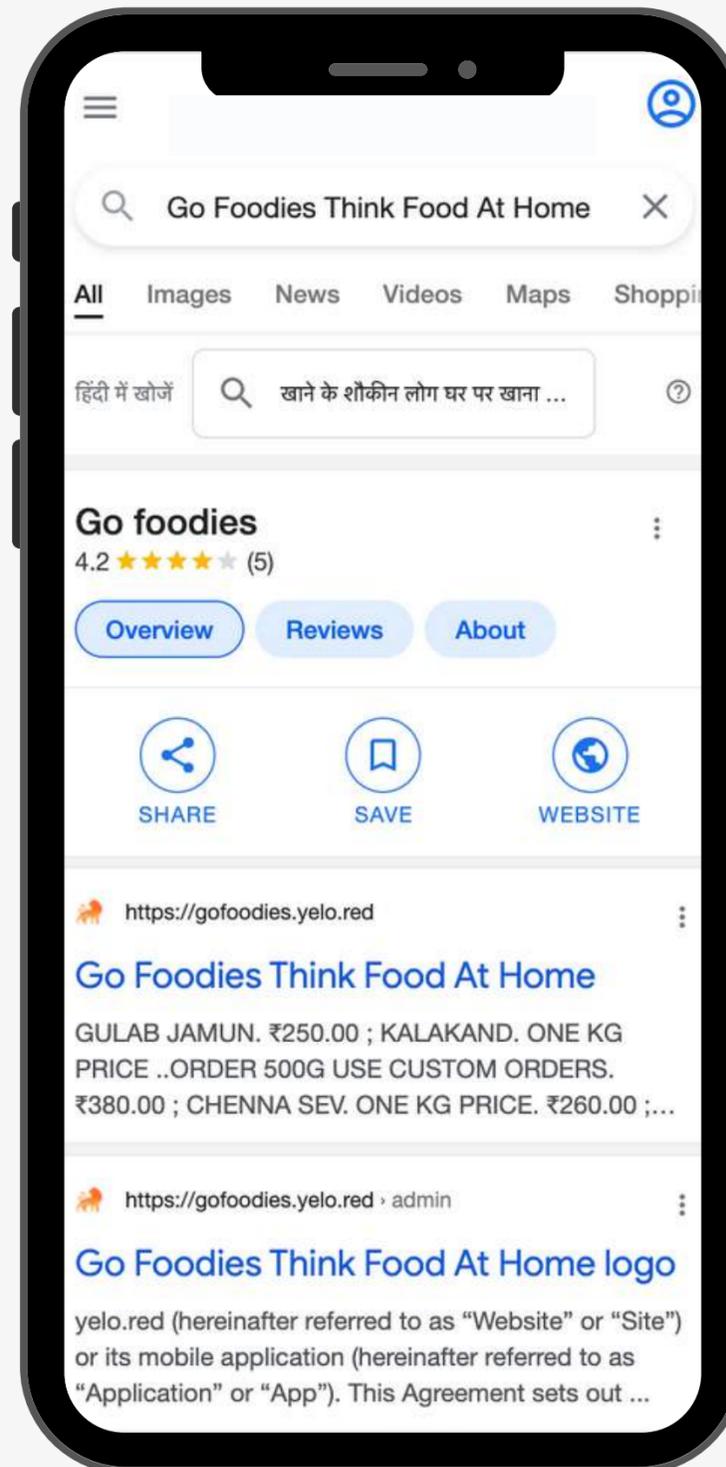
Referral



Loyalty

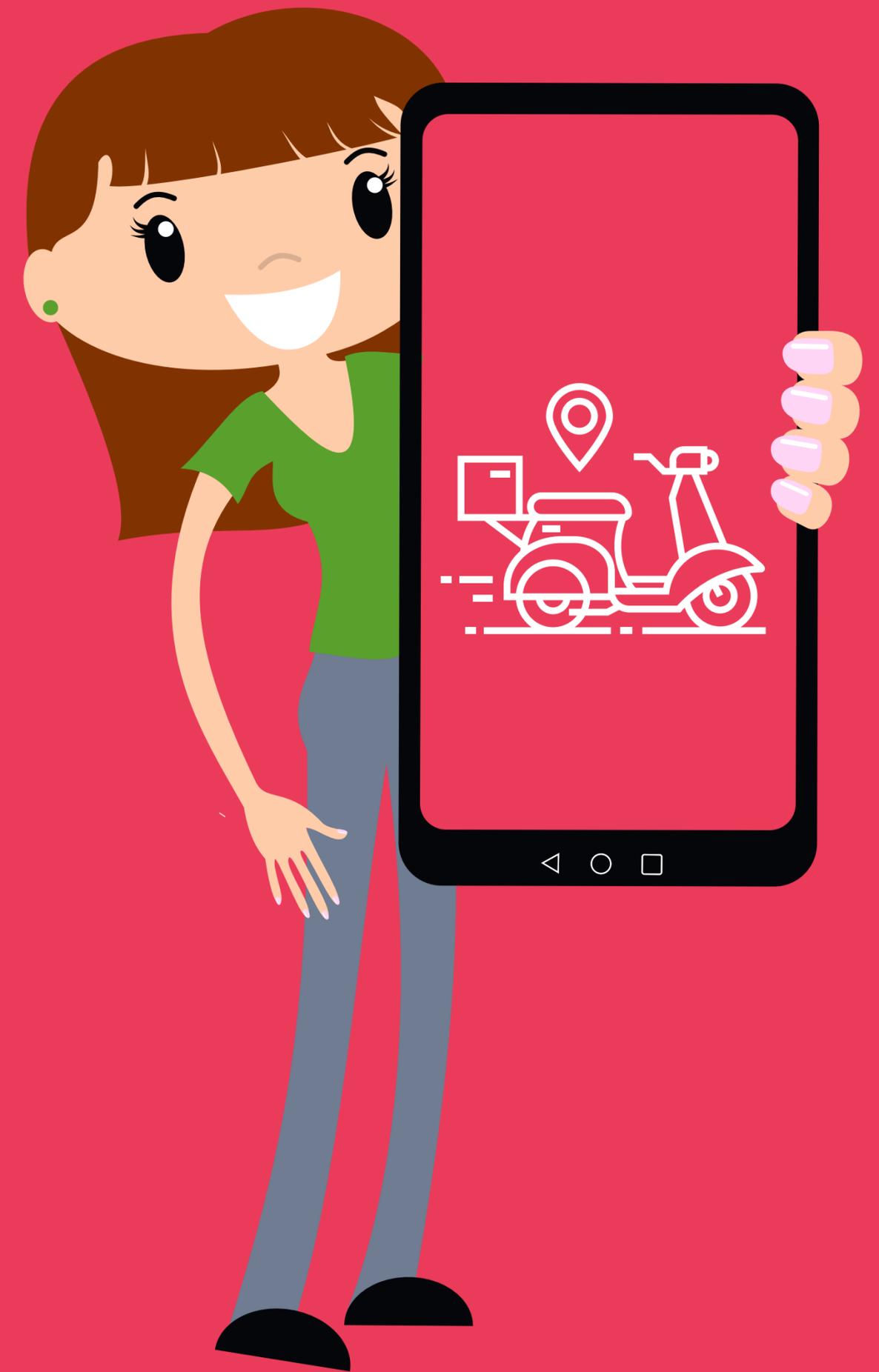
# BECOME MORE DISCOVERABLE

Optimize your online store's technical SEO configuration to make it easily discoverable in Google Search



# EFFICIENT DELIVERY MANAGEMENT

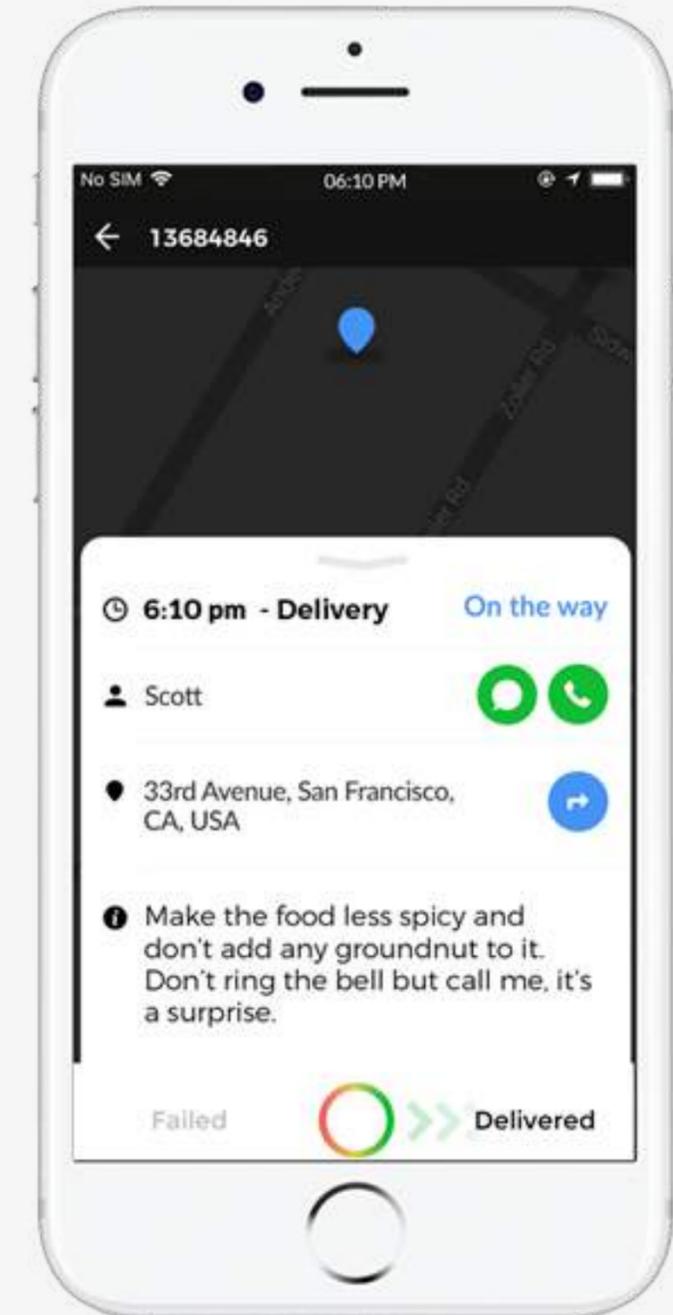
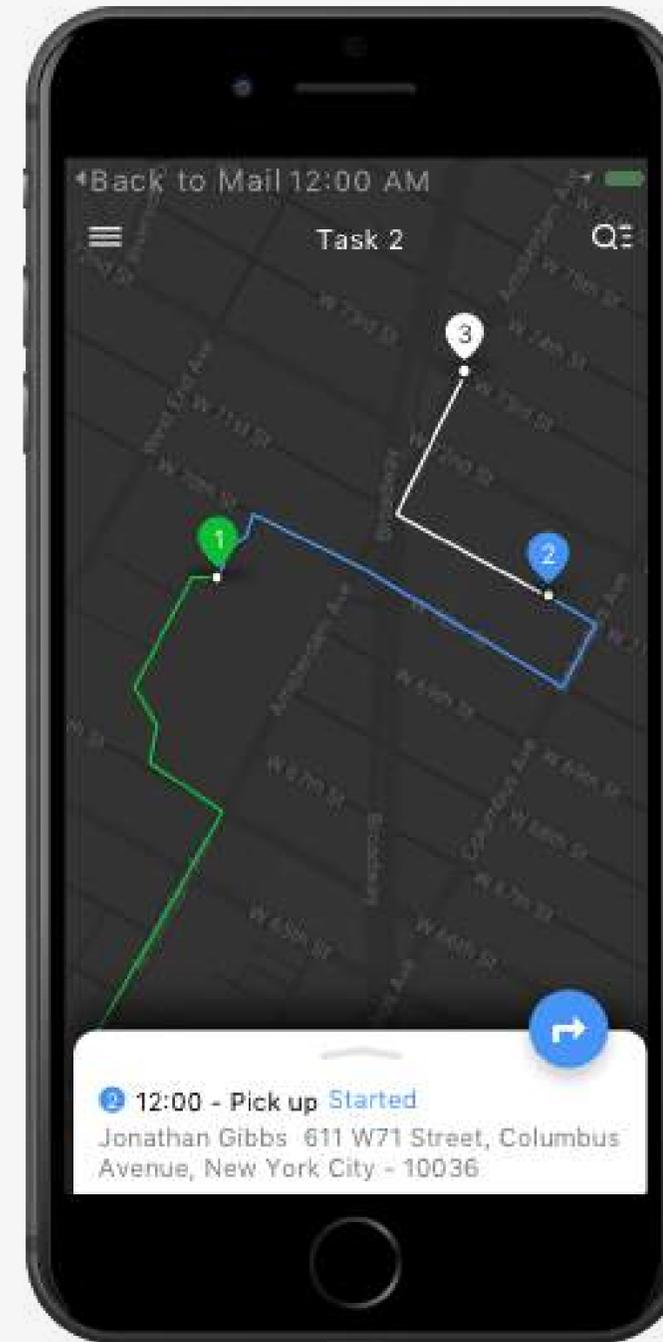
Powered by



# AUTO-ALLOCATION AND REAL TIME TRACKING

Auto-allocate orders to your nearest & available delivery agents.

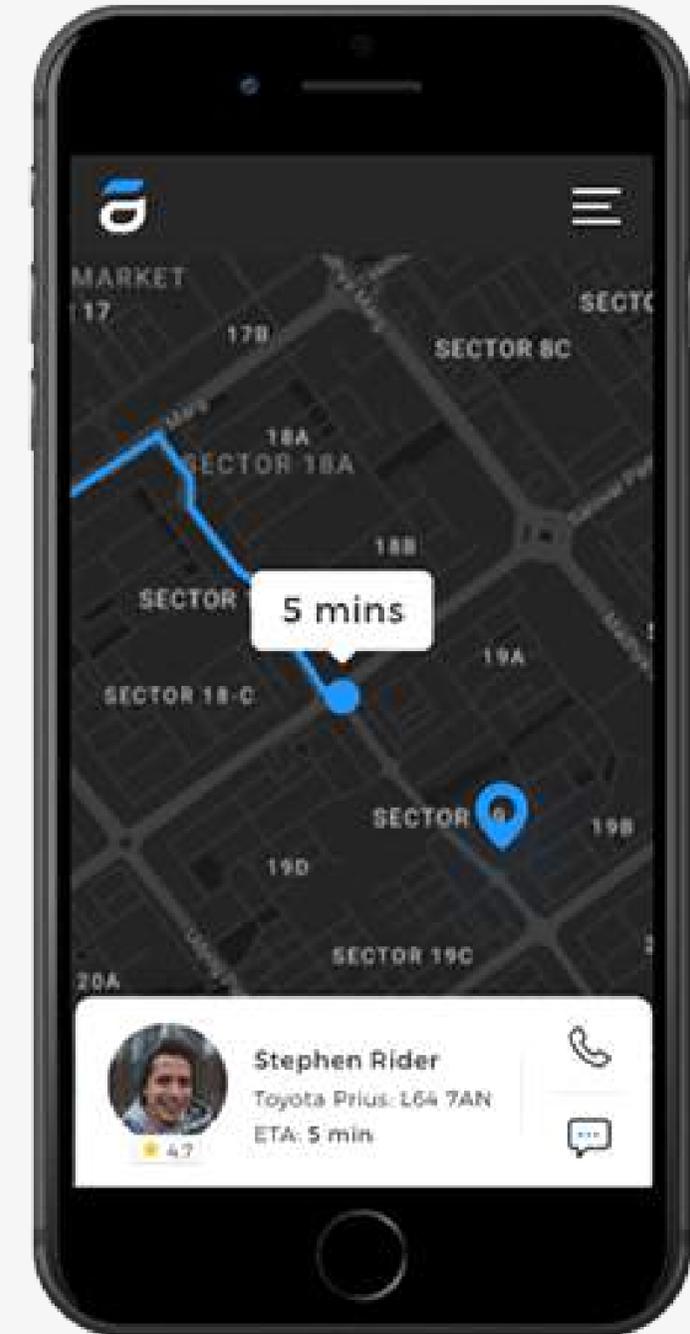
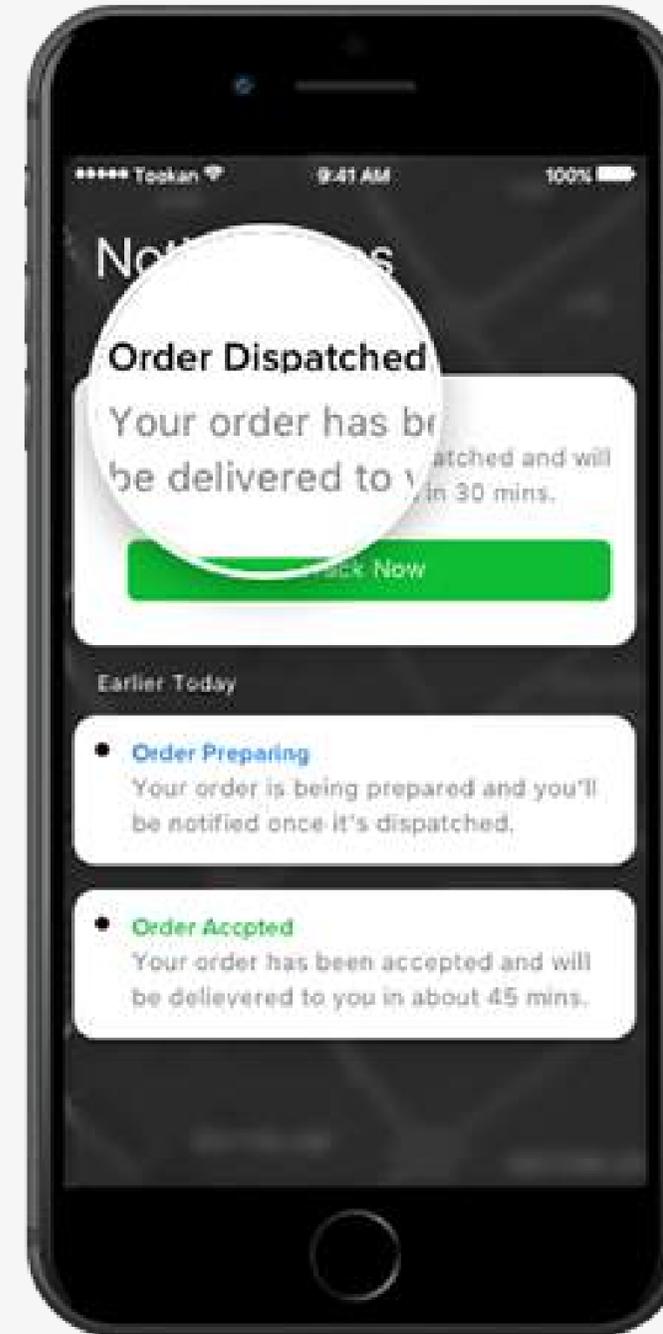
Seamless customer experience with real-time order tracking.



# ROUTE OPTIMIZATION

Easily navigate to multiple destinations and ensure on-time deliveries.

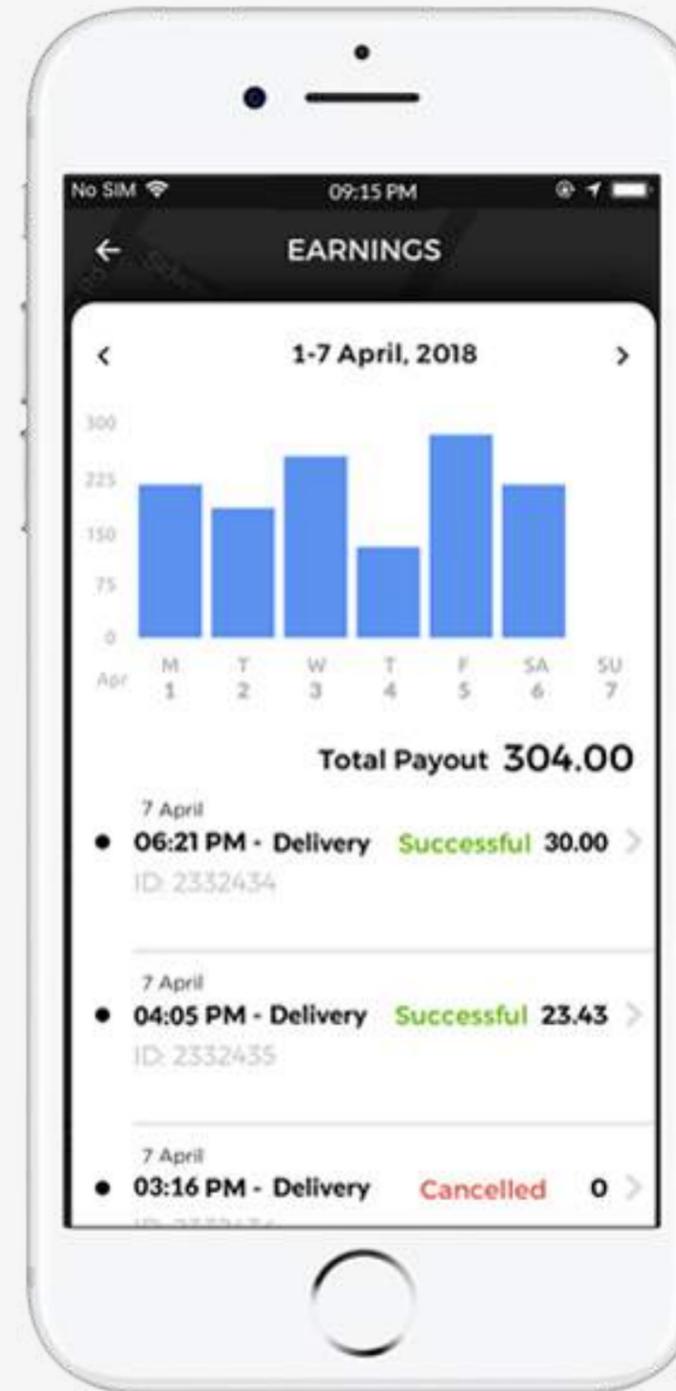
Optimize routes and schedules in one centralized view.



# ADVANCED ANALYTICS AND PROOF OF DELIVERY

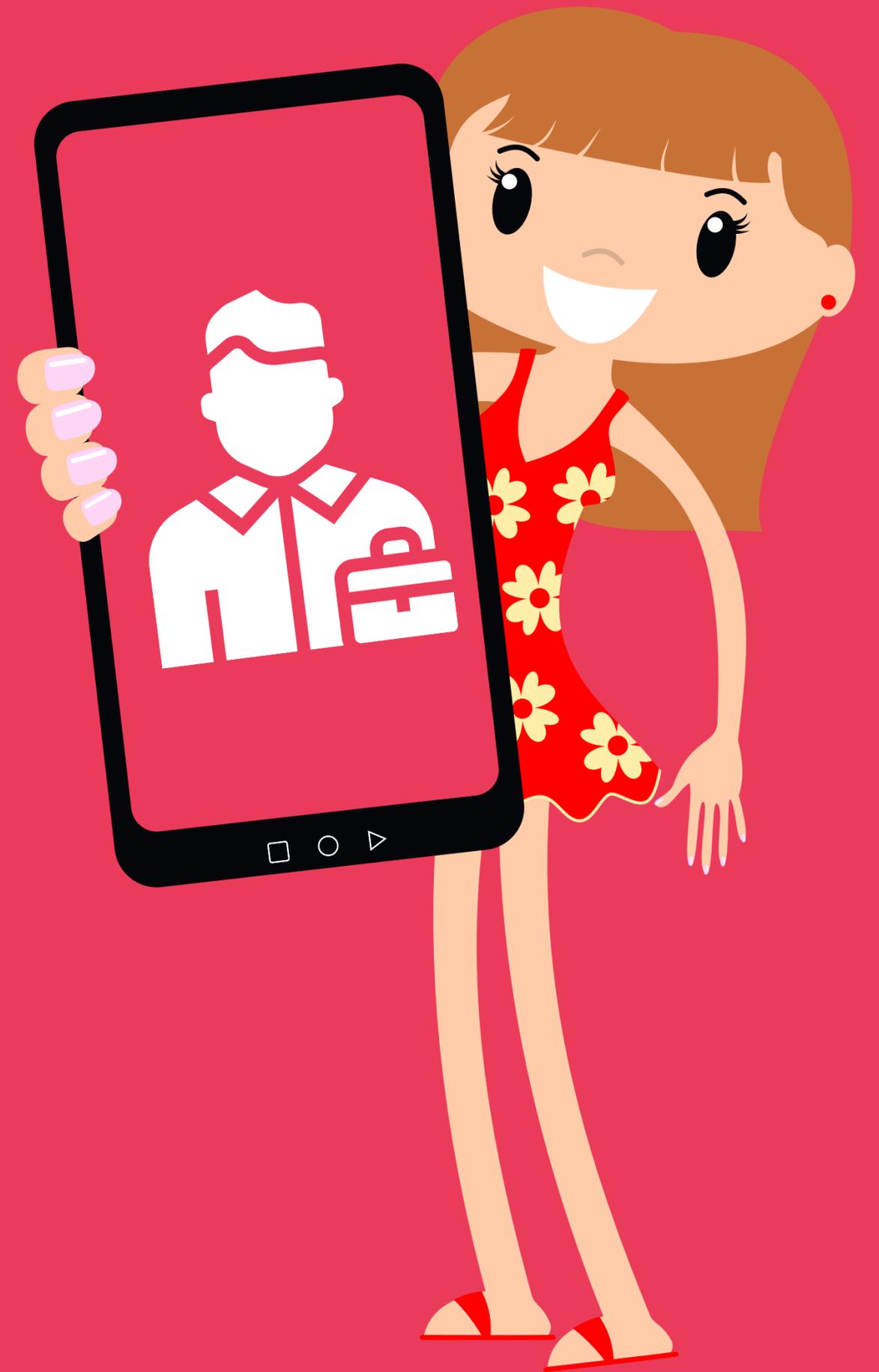
Allow your agents to scan barcodes, add notes, images and collect digital signatures from the customer.

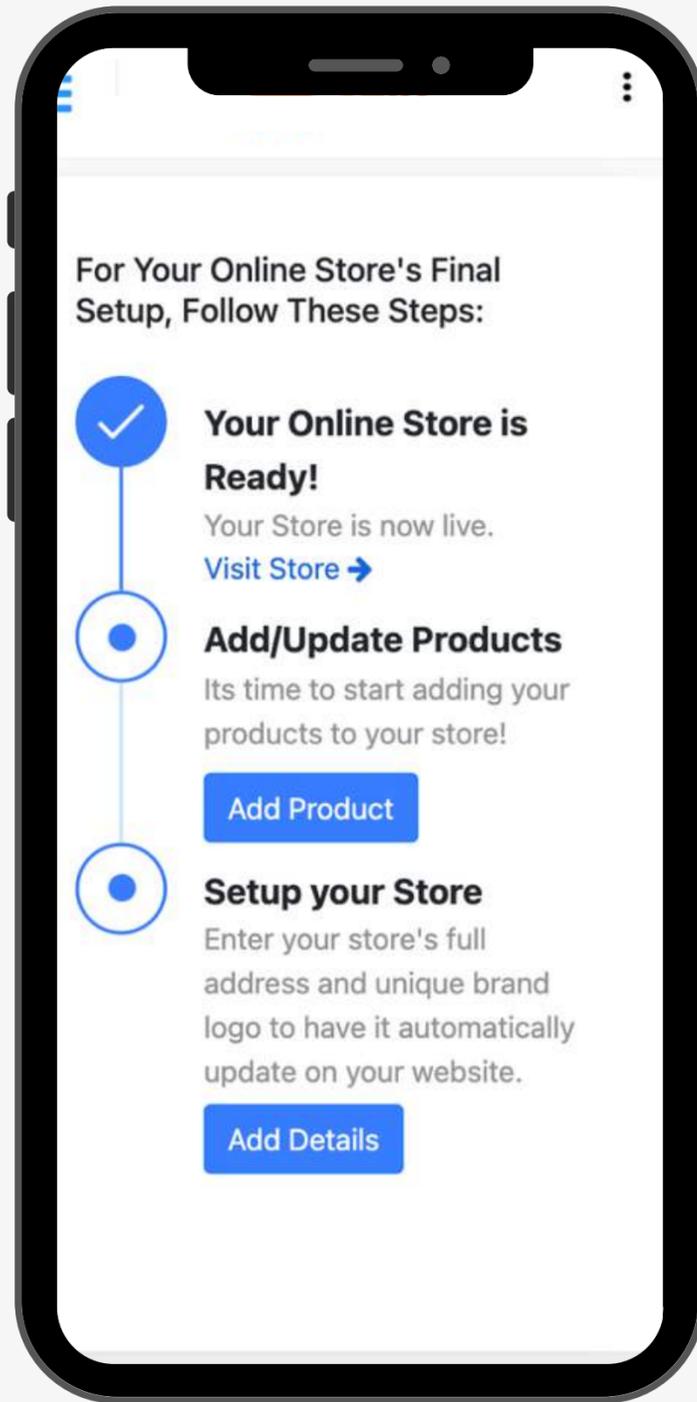
Analyze data and reports to improve and optimize the performance of fleets and drivers.



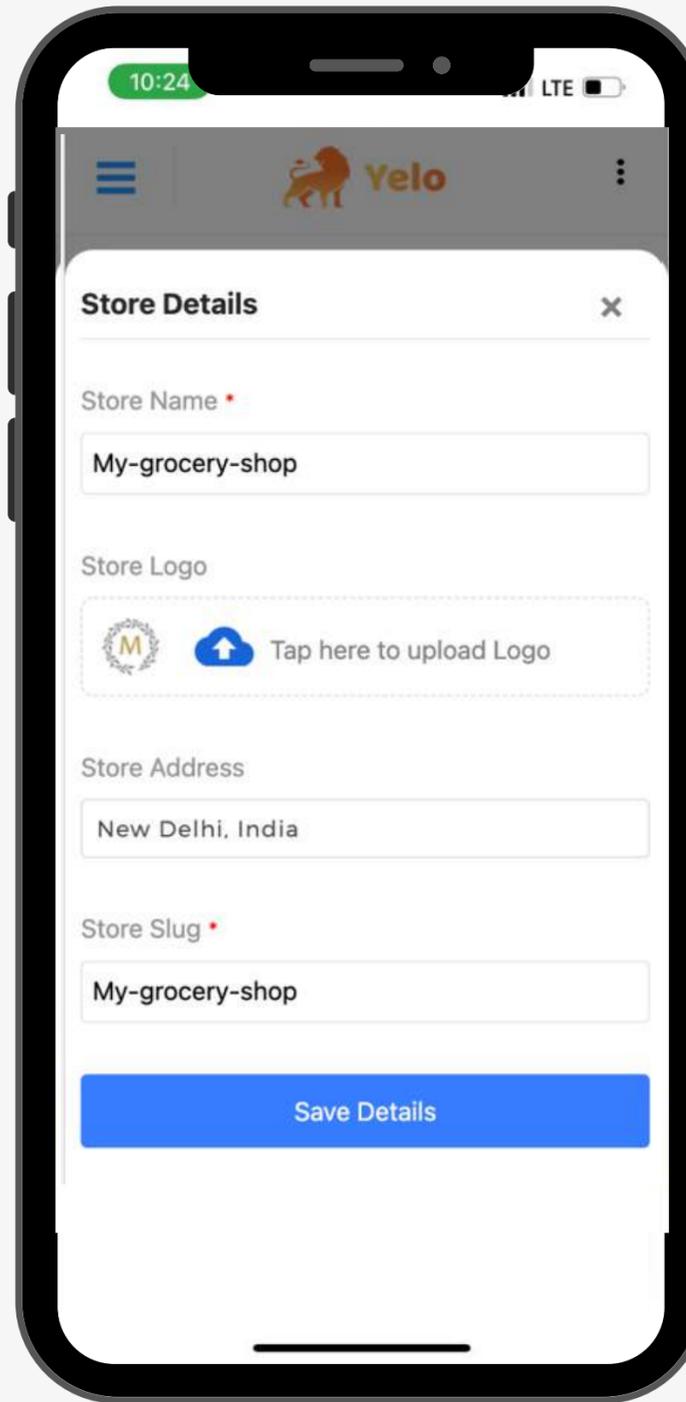
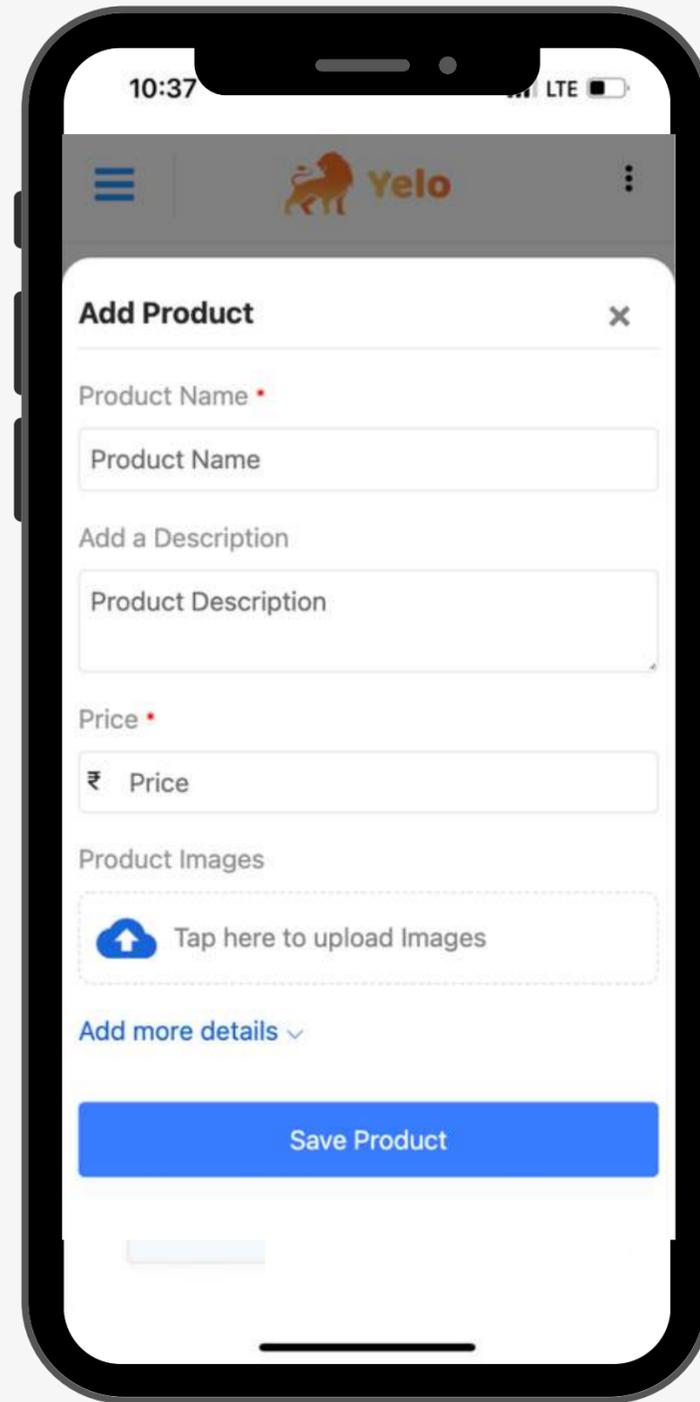
# SETTING UP YOUR STORE!

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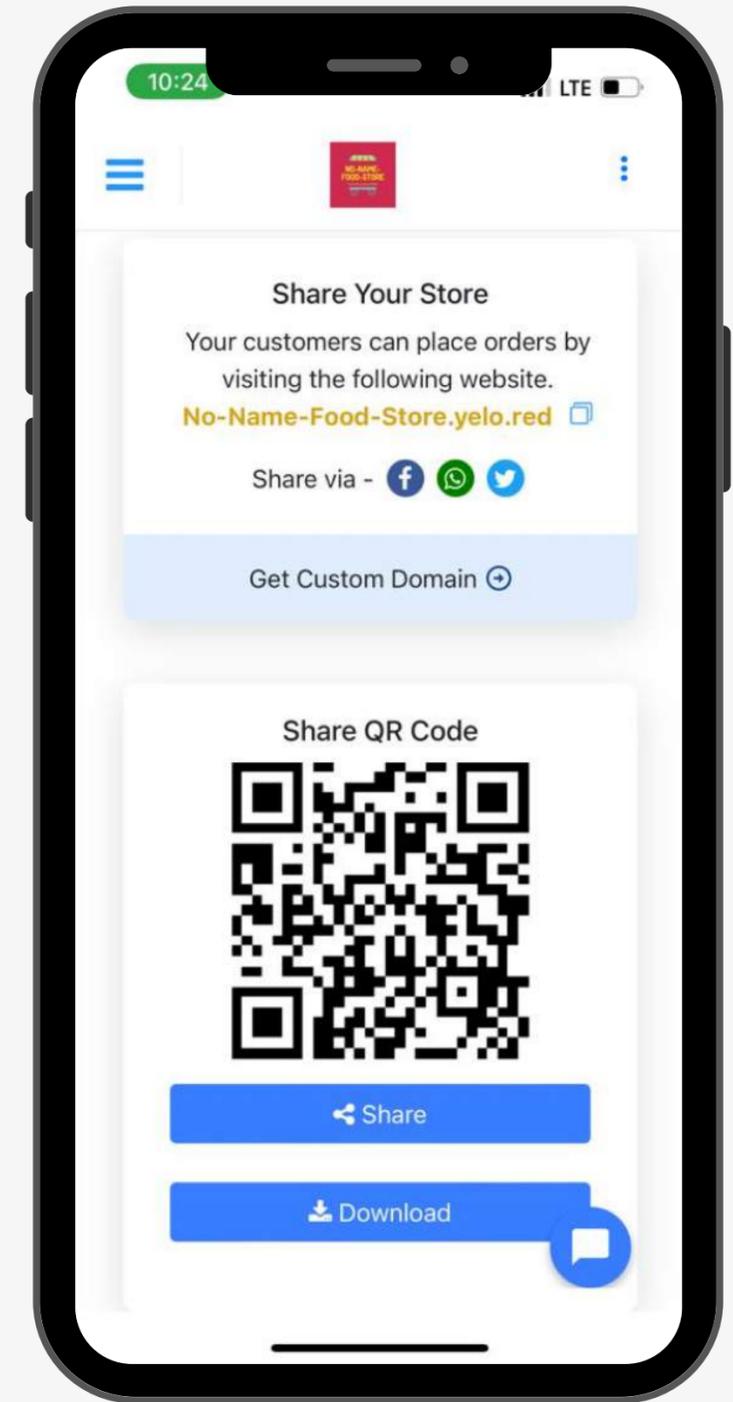




Add products for sale



Add store detail

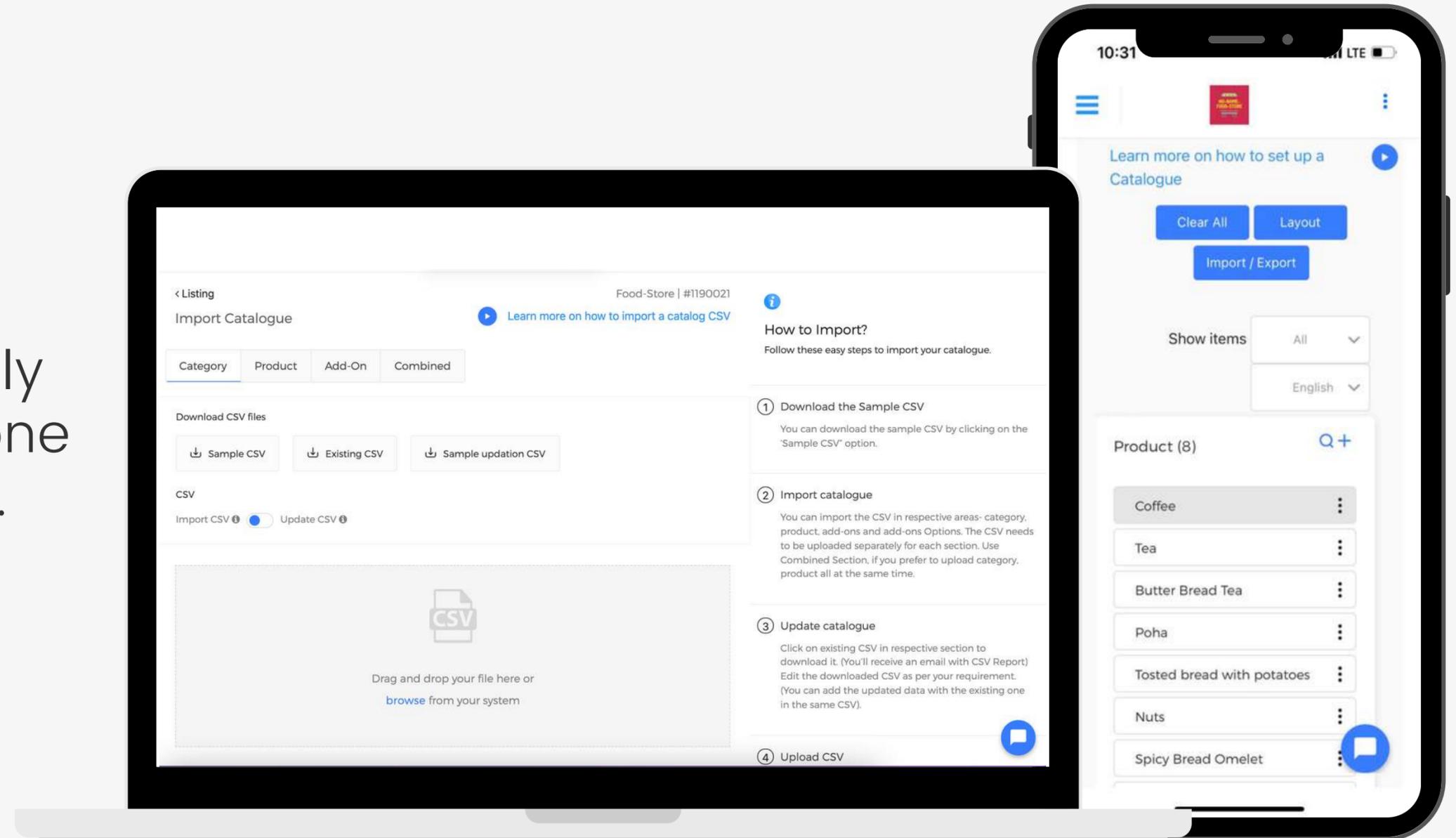


Share everywhere

# UPLOAD UNLIMITED PRODUCTS EASILY!

Upload your products easily using CSV files.

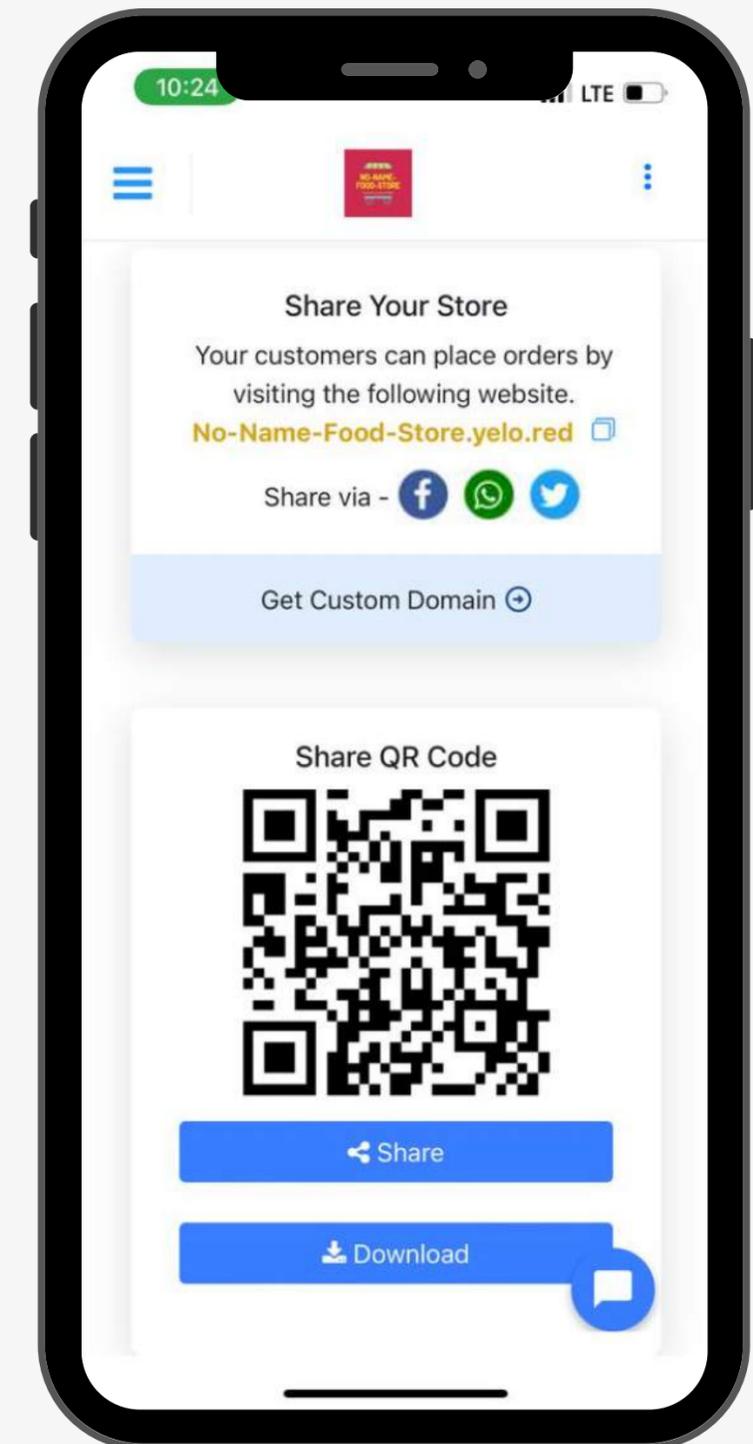
You could also manually add products one by one with or without images.



# TEST BY RECEIVING YOUR FIRST ORDER

1. Company details & products added
2. Share your store code/link with your friends & family
3. Get notified once an order has been placed
4. Check for your customer's details
5. Make changes in your store if required
6. Setup your payment methods
7. Setup your delivery system

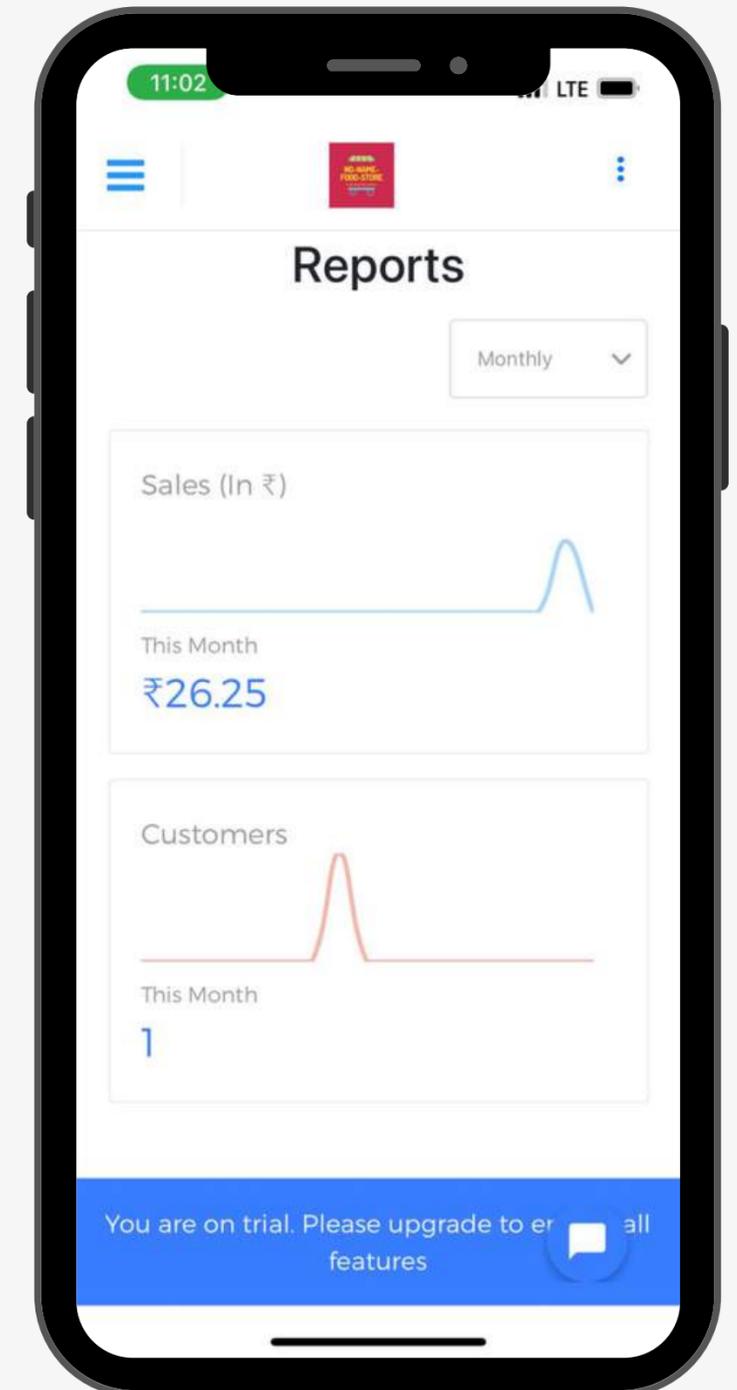
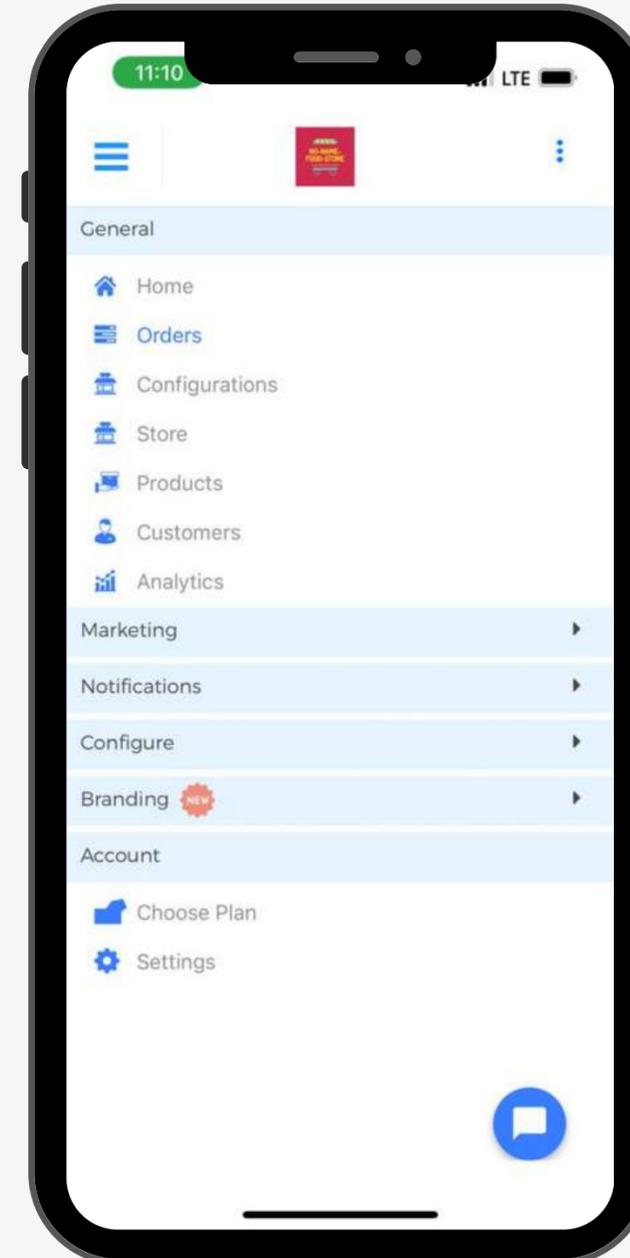
& you're good to go live and expand your reach!



# FEATURE-RICH ADMIN DASHBOARD AND REPORTING

Explore endless features on your dashboard that'll make your work easier.

Export customized reports to understand where you stand, & strategize further to boost your revenue.

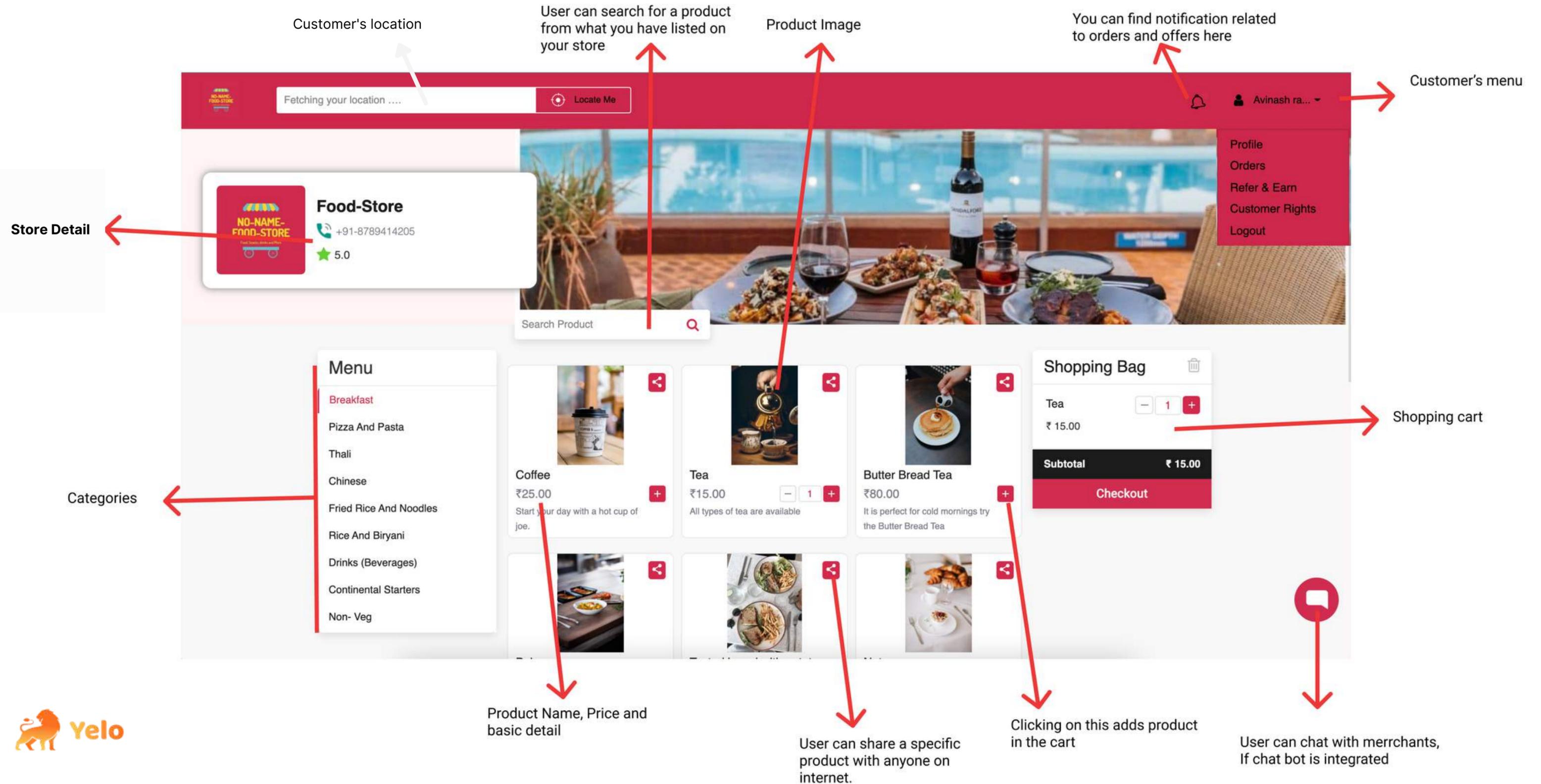


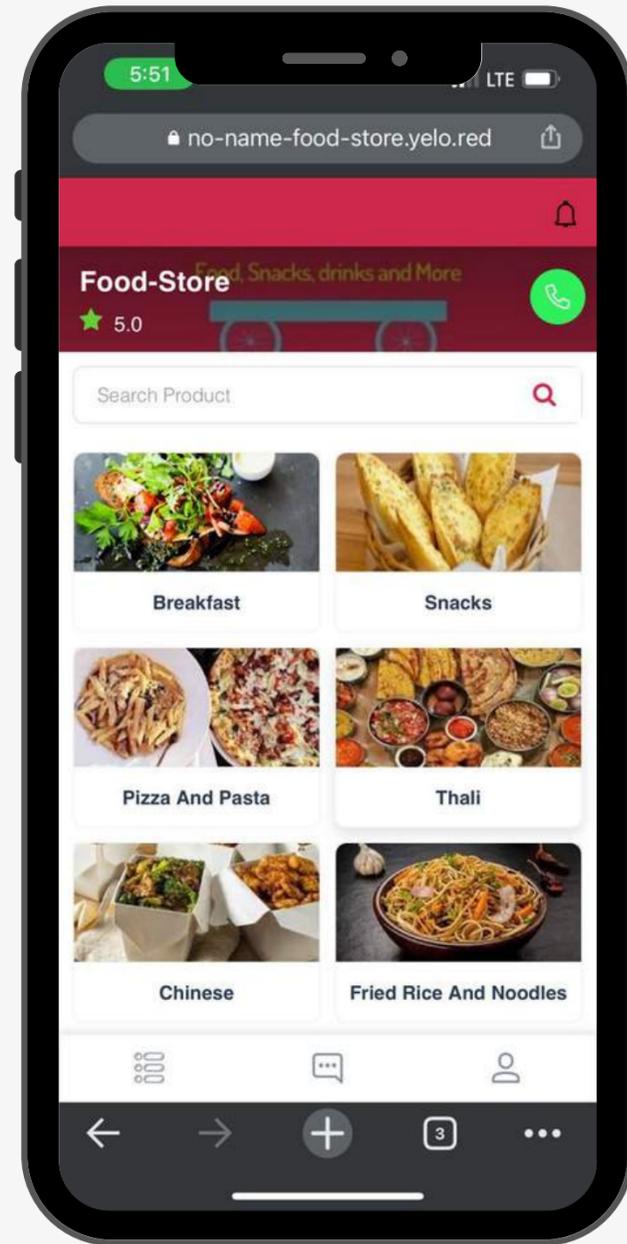
# CUSTOMER ONBOARDING

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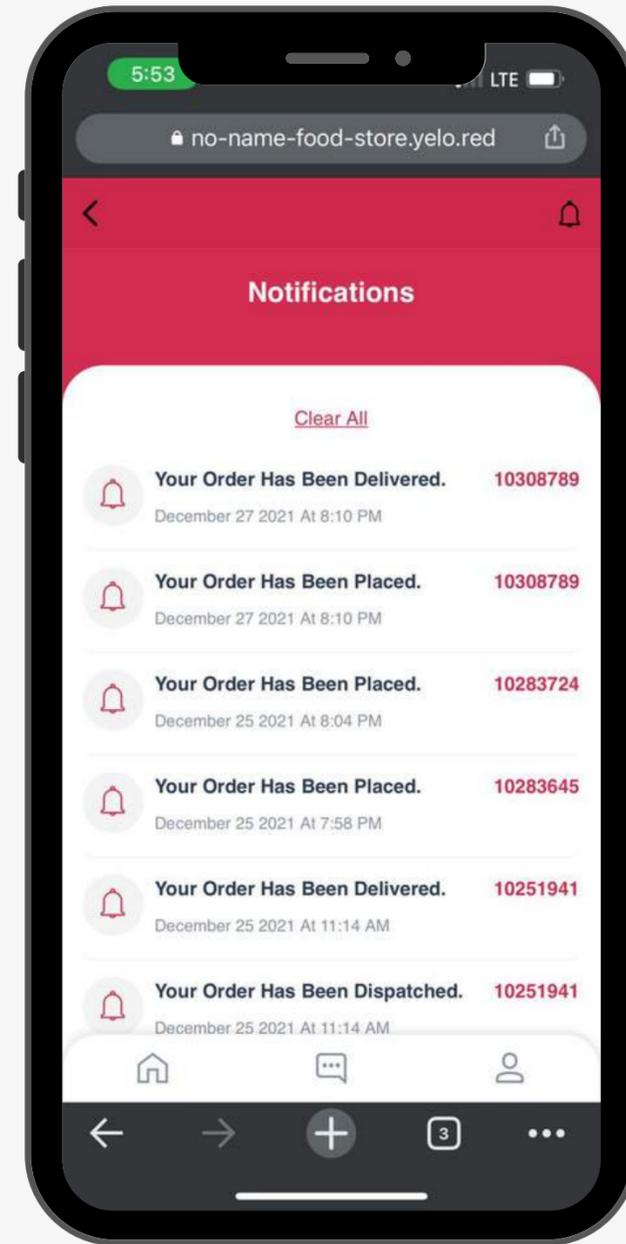


# ONLINE STORE TOUR

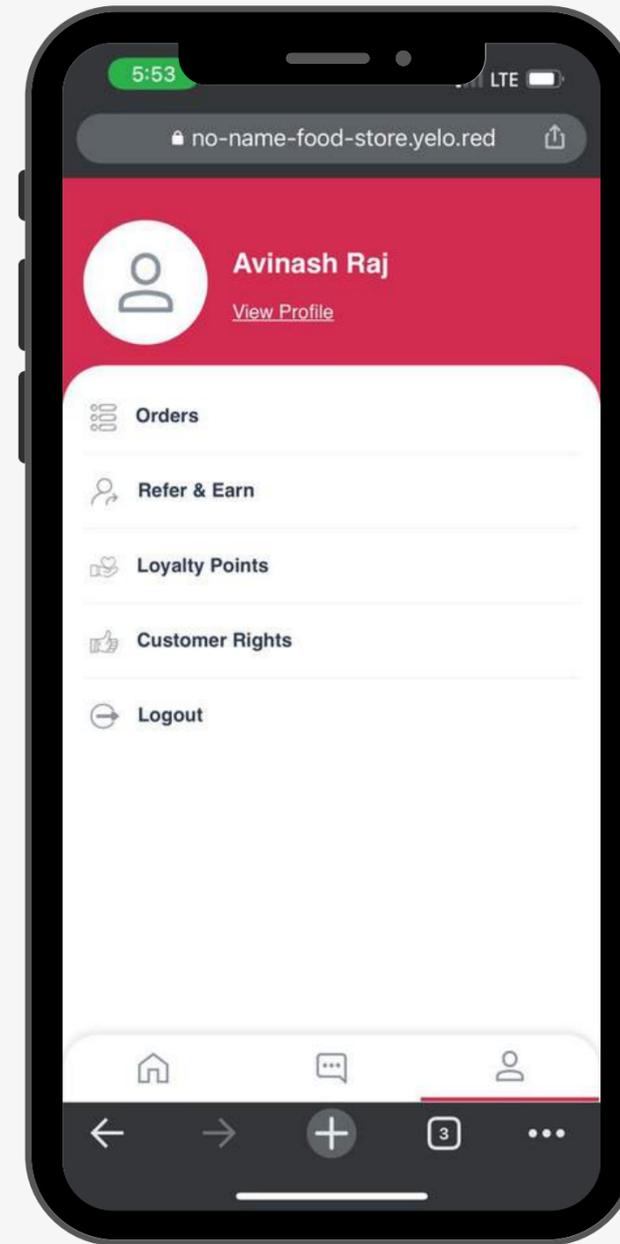




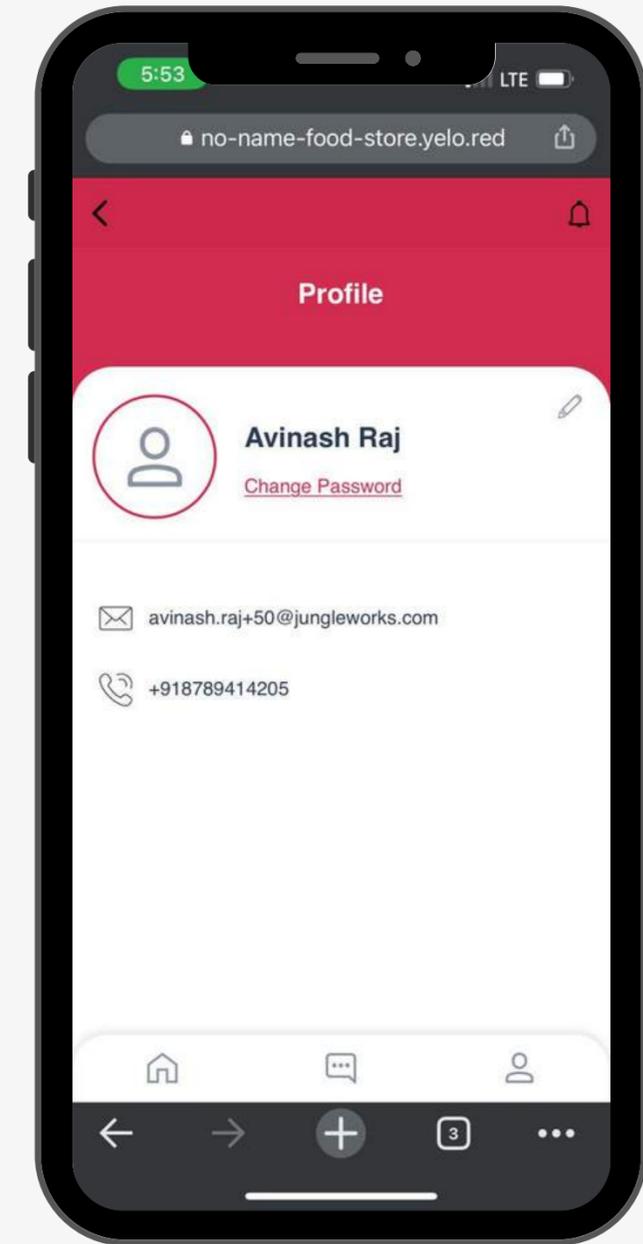
 Store's home



Notification logs

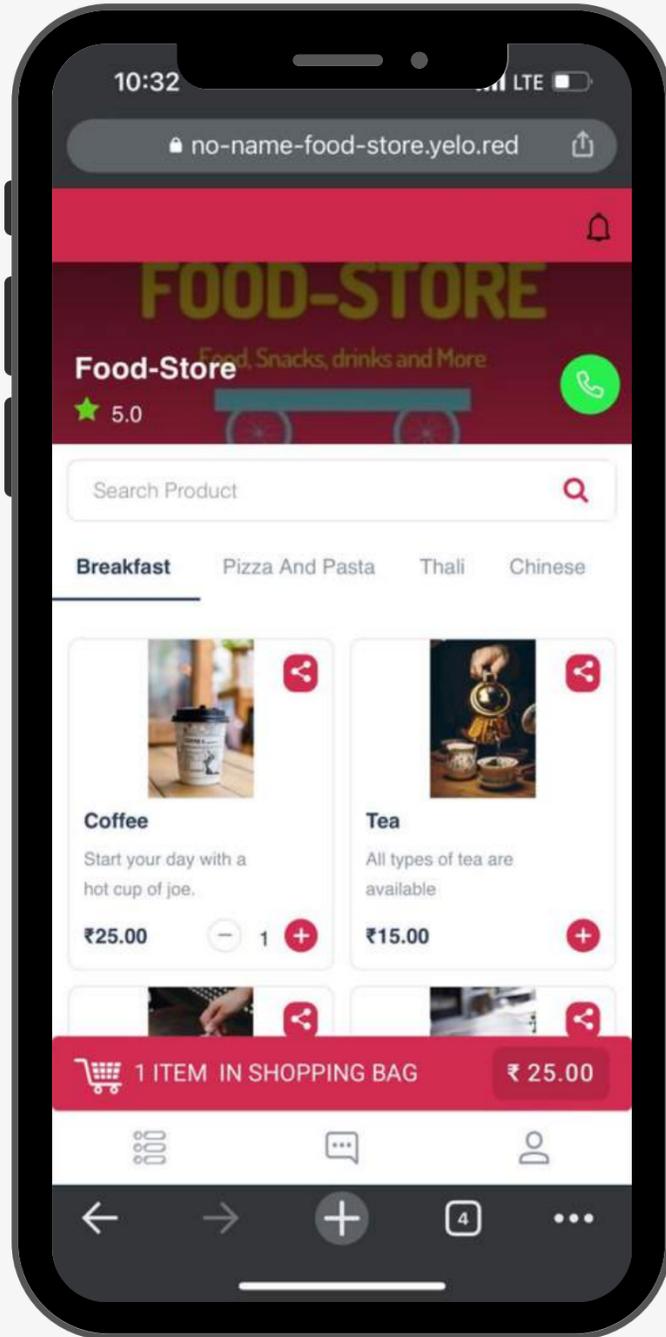


App Menu

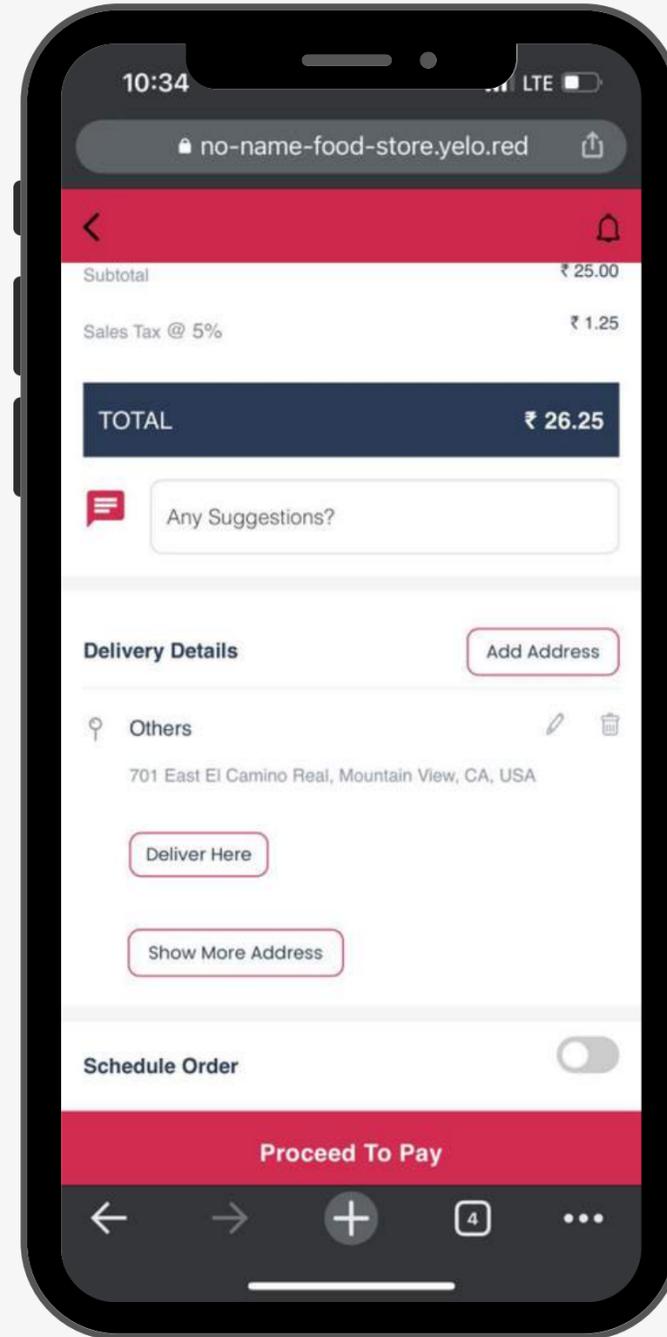


Customer's profile

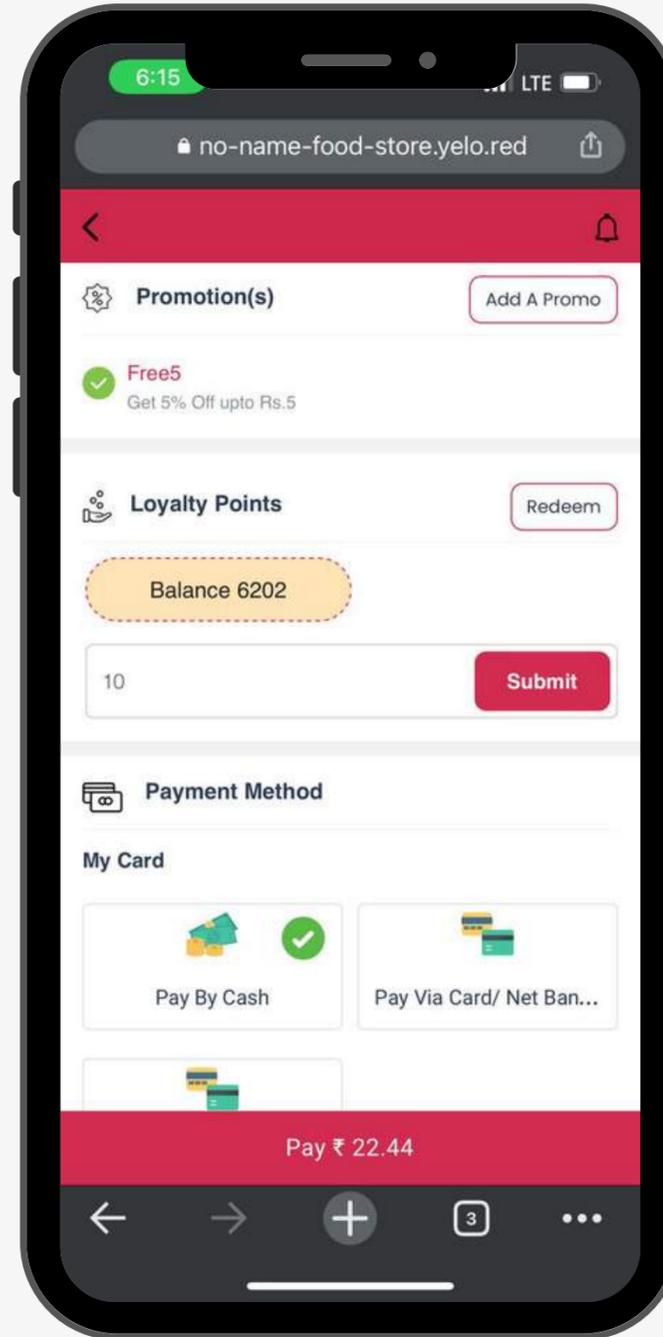
# LETS PLACE AN ORDER



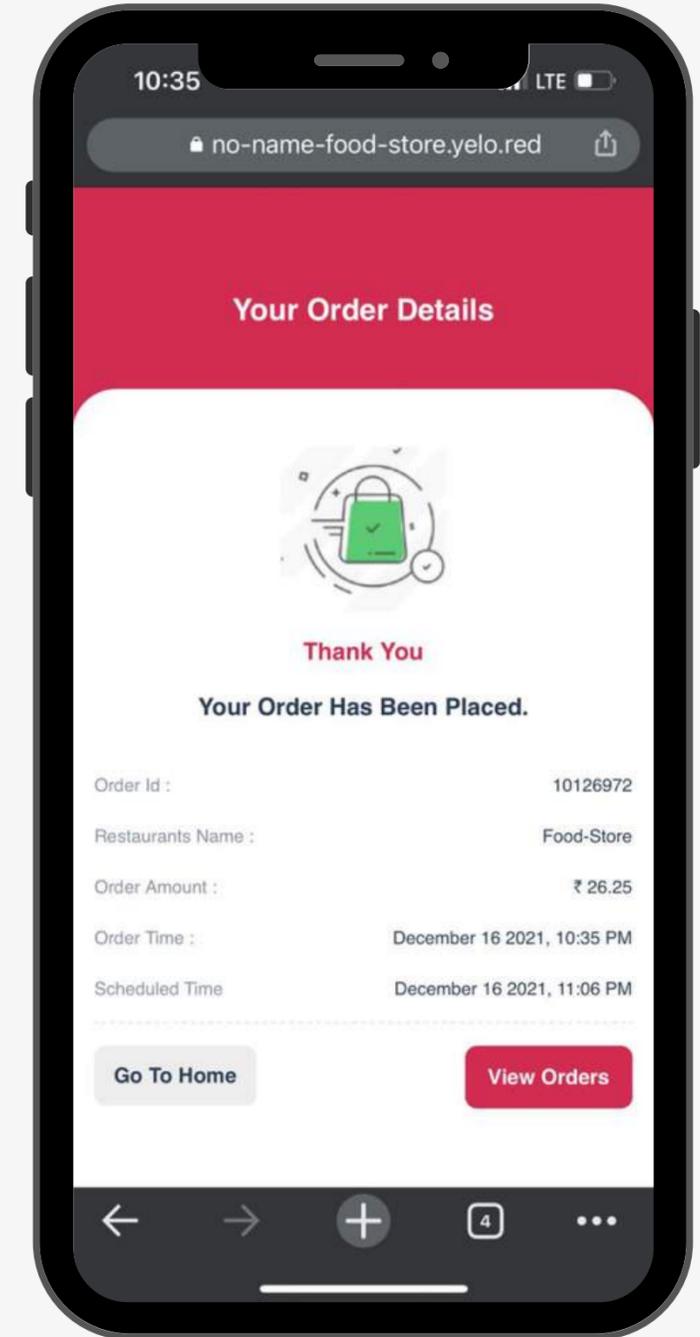
 Add items to cart



Select a delivery address

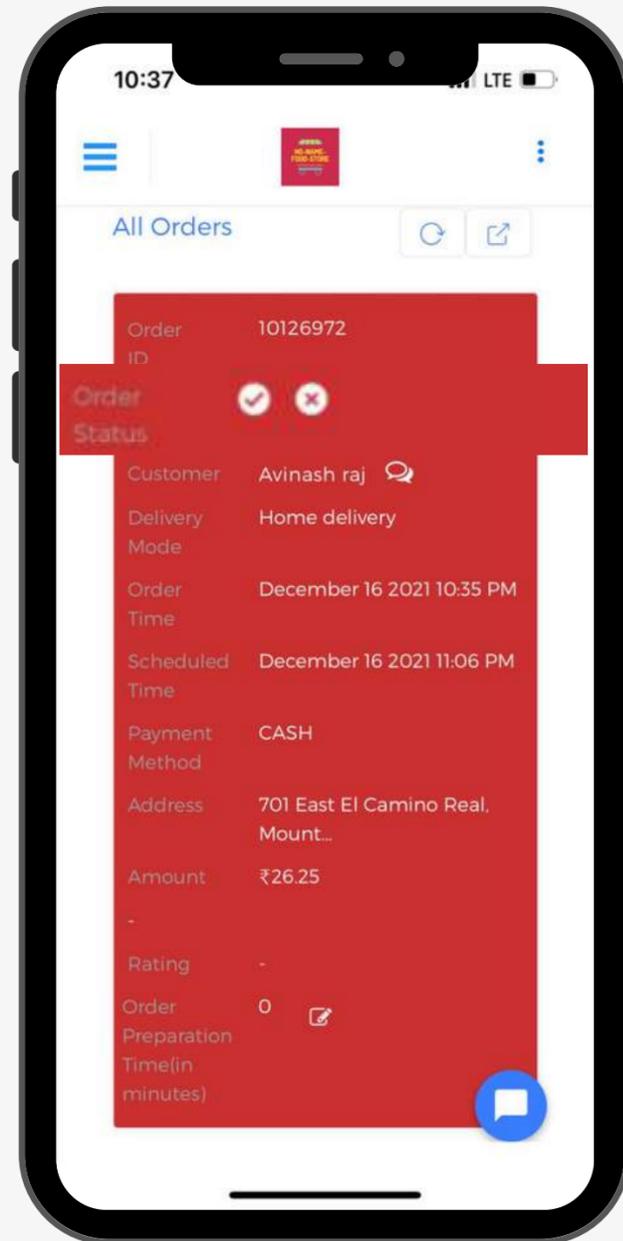


Apply promotions and pay

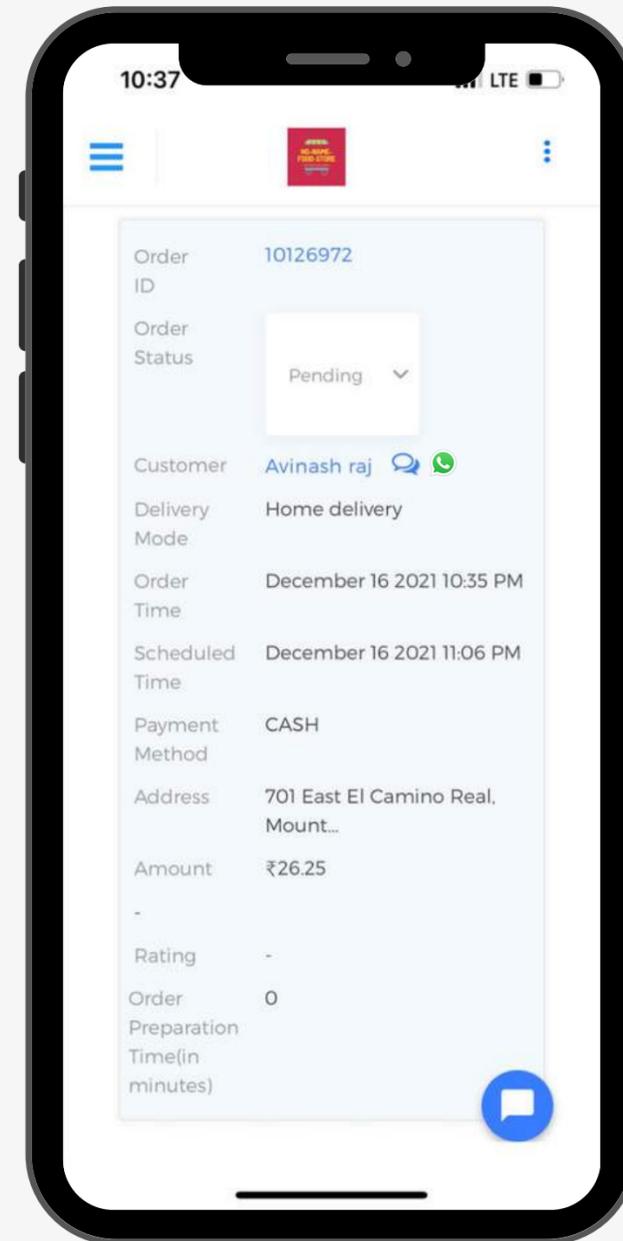


Order conformation

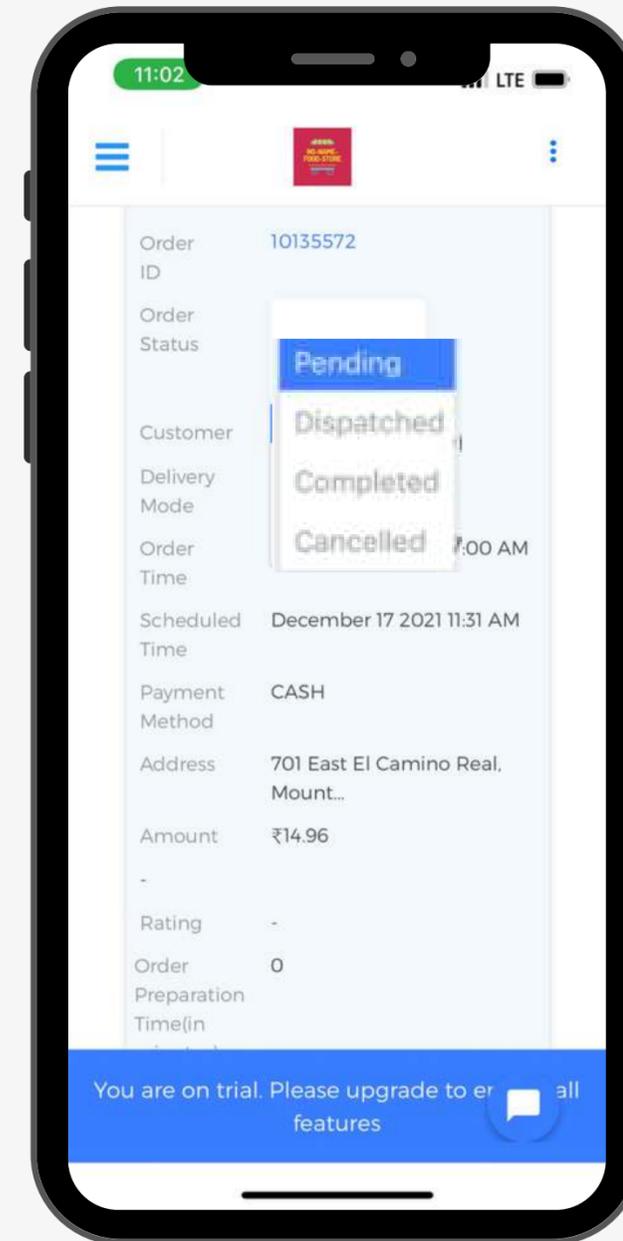
# SMOOTH ORDER PROCESSING



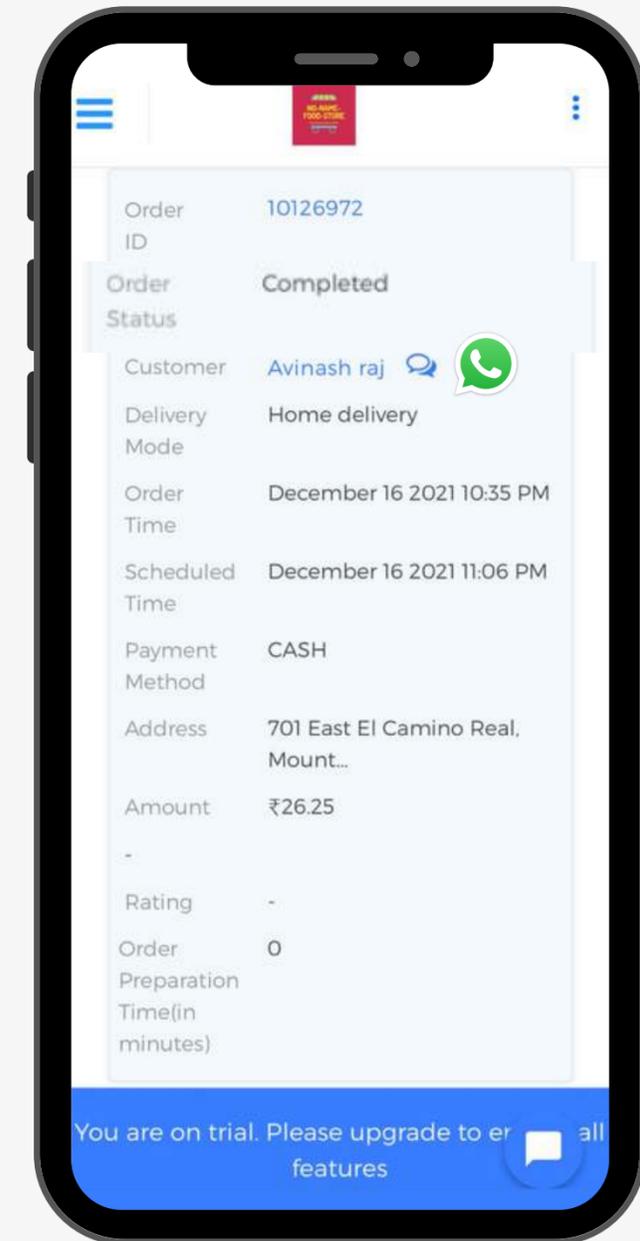
Accept/Reject



View Order detail



Order Status



Send Whatsapp Alert

# Reasons to choose Yelo.

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- Best fit for hyperlocal business
- Trusted globally
- Affordable pricing
- Easy integrations
- In house delivery management and growth software
- Global support
- No setup fee
- Multilingual & multi-currency support
- Free - Pay as you go



## Aggregators

- Overwhelming competition inside marketplace
- Absence of control
- High commissions
- Lack of brand recognition



## Competitors

- Ecommerce focused
- No Inhouse Integrations
- Setup fee
- High cost
- No Free Plan

# BENEFITS OF LAUNCHING AN ONLINE BUSINESS

- Reach to a wider audience
- Become the local business leader
- You have the freedom of choosing your location
- Huge income and growth potential
- Better Profit Margins
- Automation, Everywhere
- Marginal Setup Cost
- Enhanced Digital Marketing
- Analytics for growth
- Better Inventory Management





WEBSITE



PROMOTE  
YOUR BUSINESS



BOOST  
SALES

**Thank You**