

Business Overview :

1.Merchant Acquisition:

Merchant acquisition is a crucial service that we specialize in. We understand that expanding the merchant base is essential for businesses to drive revenue growth and strengthen their position in the market. With our expertise in merchant acquisition, we help business identify and onboard new merchants through banks referral model and open market strategy.

During the onboarding process, we ensure a seamless experience for both the merchants and our clients. We facilitate the collection of necessary documentation, such as Know Your Customer (KYC) information and business entity proof, to meet compliance requirements.

Furthermore, we assist merchants in setting up the necessary infrastructure to accept payments from the end customer. This includes providing guidance on point-of-sale (POS) systems, payment gateways, and other payment processing technologies. We ensure that the merchants have a smooth transition and are equipped with the tools necessary to deliver excellent customer experiences.

Setting up Payment Infrastructure: The merchant acquiring company helps businesses set up the necessary payment infrastructure, which includes providing them with point of sale (POS) machines, payment terminals, or online payment gateways.

Enabling Card Payment Acceptance: The acquiring company ensures that businesses can accept various forms of electronic payments, such as credit cards, debit cards, and mobile wallets. They establish partnerships with card networks (e.g., Visa, Mastercard) to facilitate these transactions.

Payment Processing: When a customer makes a purchase using a credit or debit card, the acquiring company processes the payment on behalf of the merchant. They securely transmit the transaction information to the respective card networks, verify the transaction's legitimacy, and transfer funds from the customer's account to the merchant's account.

Risk Management and Security: Merchant acquiring businesses also handle risk management and security aspects. They employ fraud detection systems and adhere to industry standards to protect against fraudulent transactions. They may also offer chargeback management services to help merchants handle disputed transactions.

Value-Added Services: In addition to payment processing, acquiring companies may offer value-added services to merchants. These can include analytics and reporting tools, loyalty programs, integration with accounting systems, and customer support.

Fee Structure: Acquiring companies charge fees to merchants for their services. These fees typically include transaction fees, which are a percentage of each transaction, and fixed fees for specific services or equipment. The fee structure may vary based on factors like transaction volume, industry, and risk associated with the business.

Merchant acquiring businesses play a crucial role in enabling businesses to accept electronic payments, expanding customer payment options, and streamlining transaction processes. They act as intermediaries between merchants, card networks, and financial institutions to ensure smooth and secure payment transactions.

Industries to which it caters its services

Merchant acquiring services can cater to businesses across diverse industries. The aim is to provide convenient and secure electronic payment solutions to any business that wants to accept card payments from their customers, regardless of their industry or size.

Industry Example:

Retail: This includes brick-and-mortar stores, supermarkets, convenience stores, boutiques, and other businesses that sell physical products directly to customers.

E-commerce: Online businesses and retailers that operate through websites or mobile apps rely on merchant acquiring services to facilitate secure online payments and process transactions.

Hospitality: Hotels, resorts, restaurants, cafes, and other establishments in the hospitality industry utilize merchant acquiring services to accept card payments from guests and customers.

Entertainment and Leisure: This category encompasses movie theatres, amusement parks, sports stadiums, concert venues, and other entertainment venues where customers make purchases for tickets, concessions, or merchandise.

Healthcare: Hospitals, clinics, dental practices, and other healthcare providers may use merchant acquiring services to handle patient payments, insurance co-pays, and other financial transactions.

Services: Various service-based businesses, such as salons, spas, gyms, repair services, professional consultants, and freelancers, often rely on merchant acquiring services to accept payments from their clients.

Travel and Tourism: Travel agencies, tour operators, airlines, car rental companies, and hotels in the travel and tourism industry require merchant acquiring services to process payments from customers.

Non-profit Organizations: Non-profit organizations and charities often use merchant acquiring services to accept online donations and process payments for fundraising events or campaigns.

2. Field Support

The merchant onboarding process is followed by the process of installation of terminals which is done through field support. Field service management typically involves dispatching technician, workers or contractors to a location outside company premises to install, maintain or repair equipment, systems or assets. In addition, these professionals manage the team, assign tasks, prepare reports, and maintain customer relationships. Field service managers keep track of an organization's field resources, troubleshoots and coordinate the work of field service practitioners who deliver skilled, specialized and proprietary services to clients. Plada has successfully created a national front line support team to provide clients with seamless support.

Field support is used in Installation of the terminal, De-installation and management of terminal base, Collection of KYC documents, Collection of NACH, POP (Point of Presence) Deployment, Brand promotion activities & other marketing activities, Training & Roll delivery and POS AMC. The Company combines the right people, industry standards, process driven methodologies and industry leading tools to deliver custom managed service solutions.

a. **Installation and Setup:** When a merchant signs up for merchant acquiring services, the acquiring company's representatives visit the merchant's location to install and set up the necessary payment infrastructure, such as POS terminals or online payment gateways. They ensure that the equipment is properly configured and integrated with the merchant's systems.

b. **Training:** Field support teams also provide training to the merchant's staff on how to use the payment equipment and software effectively. They educate them on transaction procedures, troubleshooting common issues, and maintaining security standards. This ensures that the merchants can smoothly operate the payment system and resolve any minor issues on their own.

c. **Maintenance and Repairs:** In case of equipment malfunctions or technical issues, field support teams promptly respond to merchant requests and provide on-site maintenance or repairs. They may replace faulty equipment, upgrade software, or troubleshoot connectivity problems to minimize downtime and ensure uninterrupted payment processing.

d. Upgrades and Enhancements: Field support teams stay up-to-date with the latest advancements in payment technology. They assist merchants in upgrading their equipment or software to take advantage of new features, security enhancements, or regulatory compliance requirements.

3. Recruitment & Payroll Management

Plada offers Payroll Management services as a complete and an integrated solution. The clients comprise Banks & Corporates for whom end-to-end payroll management is done through the platform Kundali.

The Company recruits, trains and monitors resources for their clients, along with human resource management additional benefits are also given to the employees by providing insurance, training in soft skills, performance review and career guidance via enrolment in specialized courses.

Plada Infotech looks at Payroll Management as a holistic program by providing end-to-end solutions across Recruitment, Salary Processing, Monthly Salary Report, Salary Calculation & Tax Deduction, Pay Scale & Increment, Attendance Management, Employer Contribution Processing, and Maintaining Pay Slips & Pay Sheets.

Recruitment: Recruitment involves the process of identifying, attracting, and selecting qualified individuals to fill job positions within an organization. Here are the key steps involved in recruitment:

- a. **Job Analysis:** The process begins with analysing the job requirements and creating a detailed job description and specification. This helps in understanding the skills, qualifications, and experience necessary for the position.
- b. **Sourcing Candidates:** Various methods are used to source candidates, such as advertising job openings on job boards, using recruitment agencies, leveraging social media platforms, and internal referrals. The goal is to attract a pool of potential candidates.
- c. **Screening and Selection:** This stage involves reviewing resumes, conducting interviews (in-person, phone, or video), and assessing candidates' skills, qualifications, and cultural fit. Background checks and reference checks may also be conducted to verify the information provided by candidates.
- d. **Decision-Making and Offer:** Based on the evaluations, the most suitable candidate(s) are selected, and an offer of employment is made. Negotiations on salary, benefits, and other terms may occur during this stage.
- e. **Onboarding:** Once the candidate accepts the job offer, the onboarding process begins. This involves providing the necessary paperwork, introducing the new employee to company policies and procedures, and facilitating their integration into the organization.

Payroll Management: Payroll management encompasses all activities related to paying employees accurately and on time. It involves handling various aspects, including:

- a. **Employee Information:** Gathering and maintaining accurate employee records, such as personal details, employment contracts, tax information, and bank account details.
- b. **Timekeeping and Attendance:** Recording and managing employee attendance, working hours, leaves, overtime, and other relevant information to calculate accurate pay.
- c. **Salary Calculation:** Determining employee wages, salaries, bonuses, and deductions based on factors like hours worked, leave taken, tax regulations, and company policies.
- d. **Taxation and Deductions:** Ensuring compliance with tax laws by calculating and deducting appropriate income tax, social security contributions, insurance premiums, and other deductions from employee salaries.

e. Payslip Generation: Providing employees with detailed payslips that outline the salary components, deductions, taxes, and net pay. These payslips can be issued electronically or in physical form.

f. Payment Processing: Initiating the process of transferring funds to employees' bank accounts through direct deposit or issuing physical checks. This includes adhering to payment schedules, managing statutory obligations, and ensuring confidentiality and security of financial information.

g. Compliance and Reporting: Meeting legal and regulatory requirements by generating reports and submitting necessary information to tax authorities, social security agencies, and other relevant entities.

h. Recordkeeping: Maintaining accurate payroll records, including payslips, tax forms, and employment contracts, as well as archiving past payroll data for auditing and compliance purposes.

Effective recruitment and payroll management are crucial for organizations to attract and retain talented employees, ensure accurate and timely compensation, and maintain compliance with legal and regulatory obligations. These processes contribute to the smooth functioning and success of the organization and its workforce.

Products:

PRUF: A platform Using One Time Mandate block and release of funds to ease the trust deficit between seller and buyer using blockchain smart contract. This solution provides way of accepting payments (through UPI Mandate Process) and allows monitoring of shipments. (by integrating API of Logistic companies)
On integration stage with Yes bank and On agreement stage with ICICI along with Worldline.

PROBLEM STATEMENT

Ecommerce Challenges: RTO (Return to Origin) and COD (Cash on Delivery) are indeed some of the biggest challenges that merchants face in the e-commerce industry. On the other hand, non-delivery of prepaid orders is a significant challenge for customers. Also it is a Revenue Opportunity loss for PG/PA/Bank in case of COD/UPI orders:

RTO & COD is the biggest challenge for merchants:

RTO is a situation where the shipment is returned to the merchant's origin due to several reasons such as undeliverable address, unavailability of the recipient, or refusal to accept the package. This results in additional shipping charges for the merchant. COD is another challenge as the payment is collected only when the product is delivered, and merchants have to deal with the risk of fraud, fake orders, or customer refusal.

Non-delivery of prepaid orders is a challenge for customers:

Non-delivery of prepaid orders is a significant challenge for customers as they have already paid for the product, but it is not delivered on time or at all. This can lead to frustration, inconvenience, and financial loss for the customer. In such cases, customers have to follow up with the merchant or the courier company to track the shipment and seek a refund or replacement.

Opportunity Loss to PA/PG/ Banks:

COD orders pose a revenue opportunity loss for PG/PA/ Banks as they do not make any Revenue in COD. Acquiring individuals and non-setup merchants is challenging as they may not meet eligibility criteria, limiting revenue potential. PG/PA companies have less control over shipment, which can lead to customer complaints, disputes, and impact their reputation, requiring a robust dispute resolution mechanism.

SOLUTION:

In an effort to address the trust deficit between sellers and buyers, Plada is Developing a new platform PRUF that leverages blockchain technology to facilitate the secure release of funds. Using OTM (On-Time Mandate) block and release of funds, this platform offers an alternative to COD, which is a widely-used but risky payment method in e-commerce. By using blockchain smart contracts, the platform provides a secure and transparent way of monitoring shipments, which enhances the overall trustworthiness of the transaction. In this way, the platform aims to make e-commerce transactions safer and more efficient for both buyers and sellers.

USP:

Our platform has incorporated blockchain smart contracts to enable the use of the OTM block and release of funds model, which assures the security of payments until the delivery of goods is confirmed. The platform thus provides a seamless alternative to COD, which is known to be a risky payment method. With the funds being blocked until the delivery partner confirms the delivery of the items, the trust deficit that often exists between buyers and sellers is significantly reduced. This presents an investment opportunity in a growing market where the platform aims to revolutionize the way e-commerce transactions are conducted, while enhancing security and trust. Phase 2 will be to offer same solutions on Credit cards and net banking.

REVENUE OPPORTUNITIES

PRUF will increase revenue for payment gateway/payment aggregator (PA/PG) companies, Banks, and merchants while solving the trust deficit by leveraging OTM UPI 2.0 technology. PRUF's platform allows for secure and transparent monitoring of shipments, which mitigates the risk associated with cash-on-delivery (COD) payments. The use of OTM enables the blocking and release of funds model, ensuring that funds are only released to the merchant after delivery is confirmed. By reducing the trust deficit between buyers and sellers, PRUF's platform offers an alternative to COD payments, increasing revenue for PA/PG companies and merchants.

OTHER MARKET ENABLERS:

Global data predicts that e-commerce sales in India will grow by 21.5% in 2022 and reach \$120 billion by 2025.

Due to low internet penetration in 2-4 tier cities, nearly 90% of new buyers in India opt for cash on delivery (COD) as their preferred payment mode, as of 2020.

The return rate for COD orders is higher compared to pre-paid orders, with customers returning between 10% and 30% of COD orders, as opposed to 5% to 15% for pre-paid orders.

Delivery partners in India typically charge a minimum of Rs. 100 or up to 4% of the transaction amount for cash handling and service, which retailers may pass on to their customers.

According to a study by Bluestek, UPI (Unified Payment Interface) accounts for over 80% (Overall) of digital payments in India, which also makes it a viable option for availing PRUF's services.

Tentative timeline for Completion of the product : 1st September,2023

KUNDALI:

It is the only all-in-one, cloud-based HR suite that adapts to the way you work. Built on a single database, Kundali features Human Resource Management, Payroll, Benefits, Talent Management, Time & Labour Management, Learning and Analytics, and Return to Office capabilities. Managing your people has never been easier. Kundali equips you with the tools not just to track HR information, but to help you manage your workforce and make data-driven decisions. And, as you grow, you can add the functionality you need. Empower all levels of your organization with tools and capabilities designed specifically to provide an engaging experience for business leaders, managers, and workers. Many organizations in India struggle with manual and inefficient HR processes, such as employee data management, leave and attendance tracking, performance evaluations, payroll management, and compliance with labour laws. These outdated methods often lead to errors, time-consuming administrative tasks, lack of real-time data, and difficulties in maintaining accurate employee records. Additionally, manual HR processes limit scalability, hinder decision-making, and impede employee engagement and productivity.

Solutions: An HRMS offers an integrated software solution to automate and streamline various HR processes. Here are some key solutions an HRMS can provide:

Centralized Employee Database: An HRMS provides a centralized database to store and manage employee information, including personal details, employment history, performance records, and documents, eliminating the need for manual record-keeping and reducing the risk of data errors.

Employee Self-Service Portal: With an HRMS, employees can access a self-service portal to update personal information, view pay stubs, apply for leaves, track attendance, and access company policies and documents. This empowers employees and reduces HR's administrative burden.

Leave and Attendance Management: HRMS automates leave management, allowing employees to apply for leaves online, managers to approve or reject requests, and the system to calculate leave balances and accruals accurately. It also tracks attendance data, overtime, and enables seamless integration with attendance devices.

Performance Management: An HRMS facilitates performance evaluations, goal setting, feedback, and performance tracking. It enables managers and employees to track progress, provide continuous feedback, and streamline the appraisal process, leading to improved performance and employee development.

Payroll and Compliance: HRMS automates payroll processing, including salary calculations, tax deductions, statutory compliance, and generating accurate payslips. It ensures compliance with labor laws, tax regulations, and reporting requirements, reducing the risk of errors and penalties.

Analytics and Reporting: An HRMS provides data analytics and reporting features, offering insights into workforce trends, turnover rates, performance metrics, and other key HR indicators. It enables data-driven decision-making, identifies areas for improvement, and supports strategic workforce planning.

India Market Opportunity: The Indian market offers a significant opportunity for HRMS providers due to the following factors:

Growing Business Landscape: India has a thriving business ecosystem, with a large number of small, medium, and large enterprises across various industries. These organizations are increasingly realizing the need for efficient HR processes to manage their expanding workforce and remain competitive.

Shift towards Digitalization: India's digital transformation journey has accelerated in recent years, and businesses are embracing technology solutions for streamlined operations. This presents an opportune environment for HRMS providers to offer their solutions and help organizations modernize their HR practices.

Complex Labour Laws: India has a complex regulatory framework regarding labour laws, including compliance with payroll, taxation, and reporting requirements. An HRMS that automates and ensures compliance can be highly valuable for organizations seeking to navigate these complexities effectively.

Focus on Workforce Productivity: Indian companies are recognizing the importance of employee engagement, productivity, and talent management for business success. An HRMS that offers performance management tools, employee self-service features, and analytics can contribute to enhanced workforce effectiveness.

Scalability and Growth Potential: With India's vast and diverse business landscape, HRMS providers have opportunities to cater to organizations of various sizes and industries. As businesses expand and require scalable HR solutions, the demand for efficient HRMS platforms will continue to grow.

Live & currently being used internally by the company.

MERCHANT LOYALTY: It is designed to incentivize customers to return to a business and make repeat purchases, by offering discounts or benefits for their loyalty. When customers feel valued and appreciated, they are more likely to become repeat customers and recommend the business to others. There are many different types of loyalty programs that can be implemented on a POS system, including points-based systems, discount programs, and cash-back rewards. The key is to find a program that works for your business and your customers, and to make it easy and convenient for customers to participate.

Problem Statement: Many merchants in India face challenges in implementing effective loyalty programs and point redemption systems on their point of sale (POS) devices. They encounter difficulties in integrating loyalty programs into their existing POS infrastructure, tracking customer transactions and reward points accurately, and providing a seamless redemption experience. This results in limited participation, manual processes, and customer dissatisfaction.

Solutions: Implementing an efficient merchant loyalty and point redemption system on POS devices can address these challenges. Here are some key solutions:

POS Integration: The loyalty program seamlessly integrate with the merchant's POS system. This integration allows automatic tracking of customer transactions, point accruals, and redemptions directly through the POS terminal, ensuring accurate and real-time loyalty program management.

Customer Enrollment: Merchants can enable customer enrollment in the loyalty program directly at the POS terminal. This can be done by capturing customer detail such as phone number during the checkout process. The information collected is then used to link customer accounts to their purchases and track loyalty program activities.

Points Accumulation: The loyalty program is enable with automatic points accumulation based on customer transactions. The POS system accurately calculate and assign points to customers for each eligible purchase made. This ensures that customers are rewarded based on their spending and encourages repeat purchases.

Real-time Point Balance: Merchants provide customers with instant access to their loyalty point balance directly on the POS display. This allows customers to stay informed about their available points, making it easier for them to decide when to redeem their rewards.

Seamless Redemption: Merchants can enable customers to redeem their loyalty points directly at the POS terminal during the checkout process. The system provides a seamless and intuitive interface that allows customers to select points redemption option, apply them to their purchase, and see the updated transaction details instantly.

India Market Opportunity: The Indian market offers a significant opportunity for merchant loyalty and point redemption solutions on POS devices due to the following factors:

Large and Diverse Merchant Base: India has a vast and diverse ecosystem of merchants, ranging from small businesses to large retail chains. Implementing loyalty and point redemption systems on POS devices can cater to this diverse market and drive customer engagement across various industries.

Growing Digital Payments Adoption: With the rise in digital payments, especially through POS devices, integrating loyalty programs directly into the POS infrastructure can leverage this trend and increase customer participation.

Increasing Customer Expectations: Indian consumers are increasingly seeking personalized and rewarding shopping experiences. Merchants who implement effective loyalty and point redemption systems on POS devices can meet these expectations and differentiate themselves in the competitive market.

Retail and E-commerce Growth: India's retail and e-commerce sectors are witnessing significant growth, presenting opportunities for merchants to implement loyalty programs and encourage repeat purchases, both online and offline.

Government Initiatives: The Indian government has launched initiatives like Digital India and Make in India, which emphasize digital transformation and support the adoption of technology in various sectors. This creates a favourable environment for implementing innovative loyalty and point redemption solutions on POS devices.

In summary, the Indian market provides a promising opportunity for merchants to implement effective loyalty and point redemption systems on POS devices. By addressing integration challenges, enabling seamless transactions, and expanding redemption options, merchants can enhance customer engagement, drive sales, and foster long-term loyalty in the competitive Indian market.

Tentative timeline for Completion of this development : 1st September,2023

Strategic or Financial Partnerships

As on the date of this Draft Prospectus, Our Company has entered into strategic partnership with 4th Wave Inc., Toronto, Canada to market and promote the 4th Wave Products and Services, and solicit purchase orders for the 4th Wave Products and Services, within the Territory

Product:

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Target Market: Public & Private Banks, Fintech, MNC & Domestic Player dealing in deployment of POS device and Merchant Acquisition.

Concentration of business in any particular states. Across the nation

