

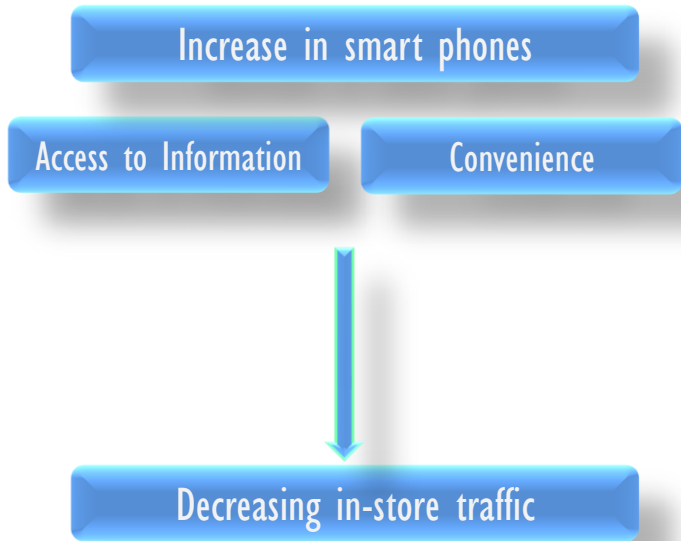


Walk2ShopTM
Proximity . Relevance



Retail — Offline Vs Online - Dramatic Shift





Retail — Dramatic Shift

TOP 10 ONLINE SHOPPING SITES IN INDIA

Logos: eBay.in, Flipkart.com, Snapdeal, Yebhi.com, HomeShop18.com, Jabong.com, Amazon, Naaptol, Pepperfry, Mynta.com

Browser tabs: M Test - a, M Inbox, G shopping, G what is, Indian, https://

URL: [ictimes.indiatimes.com/topic/Retail](https://www.economicstimes.com/topic/Retail)

THE ECONOMIC TIMES ENGLISH NEWS MARKETS INDUSTRY WEALTH LIFE PORTFOLIO

21 Jun, 2016, 02:46PM IST

All News Videos Photos f t

Reliance Retail's LYF third largest LTE smartphone brand with 13% share in Q1: CMR

Korean major Samsung and China's Lenovo were the top two LTE smartphone brands in the quarter with 22% and 14% market share, respectively.

17 Jun, 2016, 11:29AM IST

Veggies go online: Retail trade business for grocery launched

An online retail trade business had been launched for grocery and vegetables in Coimbatore. Despite strong objection from the traders, the flagship website was launched by its founder Rajesh Keerthi, who by stating an example said vegetables such as tomato would be sold at a cheaper price as no commission would be involved.

23 Jun 2016 01:00PM IST

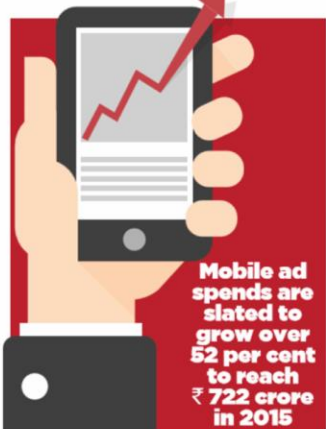
The screenshot shows a news article from The Economic Times. A red circle highlights the article titled 'Veggies go online: Retail trade business for grocery launched'. The article mentions an online retail trade business for grocery and vegetables in Coimbatore, launched by Rajesh Keerthi, with a focus on selling vegetables at cheaper prices.

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The mobile medium has been consistently showing higher growth rates than any other medium. It continues to evolve as marketers and agencies are exposed to new concepts that are pushing the horizons of possibility even further.

A report by IDC in June'14 stated that India was the highest growing market in Asia Pacific with a year-on-year smartphone shipment growth of over 186% in Q1'14. Though smartphone penetration still hovers around the 10% mark (Source: IDC), it is an indication of how rapidly the mobile ecosystem is changing.

The Mobile Marketing Association (MMA) has been working towards driving business growth with closer consumer engagement. With over 800 member companies, the MMA has, over the years, witnessed the mobile ecosystem get



Mobile ad spends are slated to grow over 52 per cent to reach ₹ 722 crore in 2015

right track," said **Siddhish Sriganesh**, Marketing Manager (Corporate, Colour, Media and Digital) of Asian Paints.

going forward but we need to do our homework," opined **Shashi Shankar**, CMO of Idea Cellular.

marketer, an increase in smartphone penetration.

"Mobile has huge potential across the board from a media reach and targeting perspective. From finely segmented audiences in cities to those who are in media dark areas, mobile can deliver massive numbers for any campaign. The challenge lies in getting the right idea and keeping the engagement going," said **C.V. Srinivas**, CEO at GroupM South Asia.

According to IAMAI, India has already overtaken the US in terms of internet users, standing second behind China. A major chunk of this growth is being driven by the mobile. IAMAI estimates that the number of mobile internet users was 155 million in India by the end of March 2014, and 185 million in June 2014, maintaining a Q-o-Q growth of 20%, while rural India is growing at a faster rate of around 50%.

"We are witnessing



E-commerce leading the charge

E-commerce will be one sector that will drive the growth of mobile ad spends in the coming years.

"Companies are investing disproportionate money on advertising on mobile platforms as growth is much faster on this screen. Our estimates suggest that 40-50% of total spends online will be on mobile platforms in the near future," opined **Sundeep Malhotra**, Founder & CEO, HomeShop18.



Walk2Shop — The Catalyst — Providing the “Click & Mortar” solution





W2S — Traditional — through the line



As in the dictionary — A Catalyst speeds up a reaction by lowering the activation energy required for the reaction to proceed.

Combating the challenge

Proximity reach — to their finger tips

Store navigation

Interactive - Chat

Rate & Review

Enables in-store experience

Campaign Model

Cheapest form of advertising

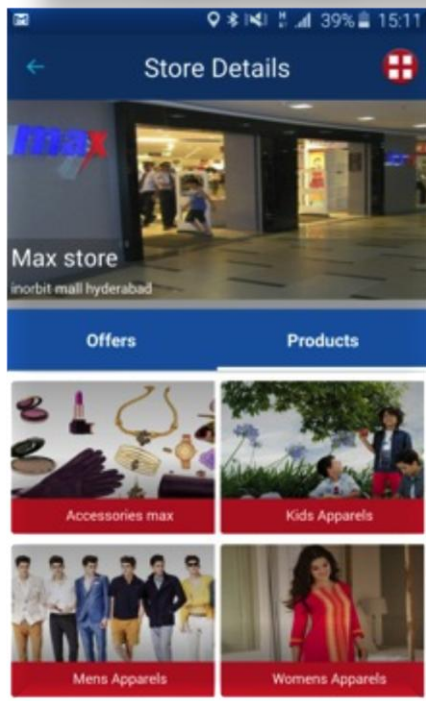
Beacons — In-store targeting

Geo Sense

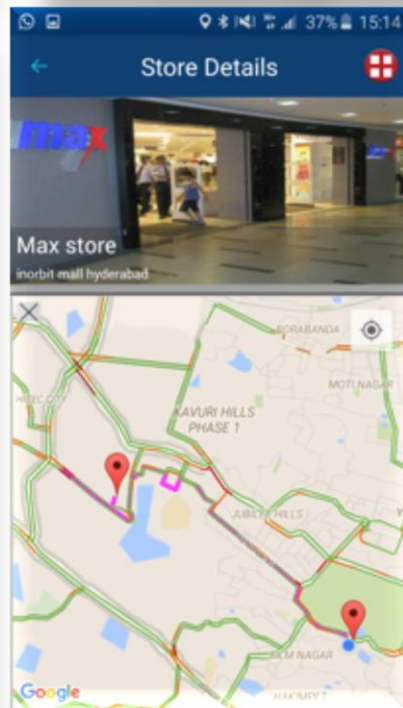


W2S — The Advantage

Products & Offers



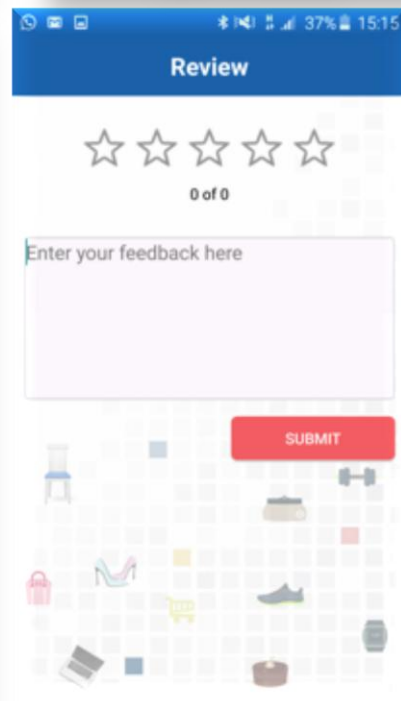
Direction Map



Interactive Chat



Rate & Review



W2S — The Shopper's Experience



Beacons : Target base within store

Product Promotion

Low cost device

Product Availability

Attached to shelves or walls

In-store Experience



Geo Fencing

Reach within Upto 2 Kms

Increase in conversion

Promotion based on segmentation

Brand Visibility

Analyze to optimize



W2S — The Advantage

The smartest, innovative, low-cost solution

Only
₹33/-
Per Day

W2S — The Perfect Solution



JO DIKHTA HAI WOHI BIKTA HAI.

This virtual platform is a one stop solution for

- 📍 Low cost advertising.
- 📍 Neighbourhood Shopping.
- 📍 Effective Segmentation.

All this and more with the First Mover Edge.

Technology advantage for both retailer and shopper

- 📍 Geo-Sense Driven Customer walk-in.
- 📍 Beacon driven in-store experience.

Something that the customer would really love and is being practiced the world over!

Put your shop in customer's radar with walk2shop, a smart, new way to market your business for as little as Rs. 33/- per day.

Simply download and register your business, showcase your products and promote your offers.

The first 3 months is absolutely FREE*

*Conditions Apply

Only
₹33/-
Per Day



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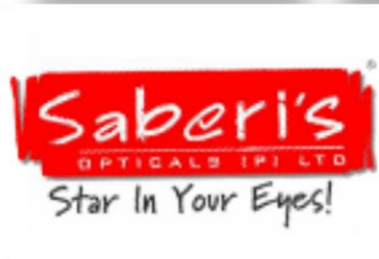
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W2S — Bucket of big brands



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