

Niryat Setu: Your EXIM Partner

Niryat Setu is the export-import partner for small to medium-sized businesses. Streamline your business operations by outsourcing your Exim management to us. Focus on growth while we handle the complexities of international trade seamlessly.

Outsource your Exim operations and watch your business thrive



Our Inspiration

1

Identified Gaps

Founder's 20+ years in bulk commodity trading revealed execution challenges.

2

Market Exploration

Discovered widespread issues in containerized trade processes.

3

Solution Pivot

Shifted from bulk to containerized trade, creating Niryat Setu.

Current EXIM Management Challenges

Documentation Chaos

Scattered creation leads to retrieval and communication difficulties.

Partner Reliability

Struggle to find cost-effective, dependable logistics and service partners.

Growth Limitations

Small businesses face scaling barriers due to resource and expertise gaps.

Lack of Resources to manage EXIM process

Lack of expertise, and connections, often restricting them to domestic sales only



Niryat Setu: Your EXIM Solution

1

Partner Up

MSMEs and mall business with global buyers leverage Niryat Setu's expertise.

2

Manage Process

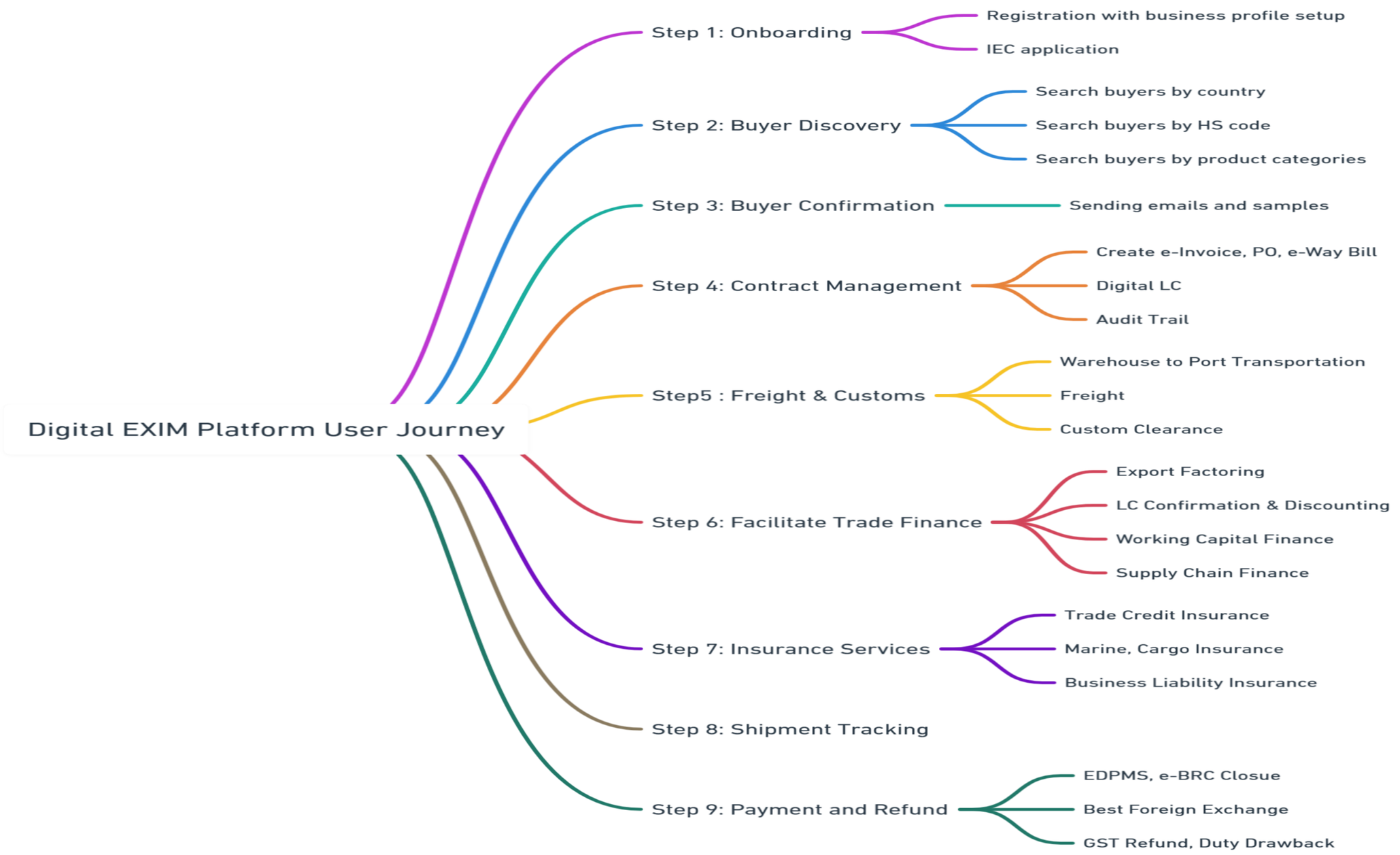
We handle the entire export-import transaction.

3

Scale Business

Standardized processes position your business for growth.




Digital EXIM Platform User Journey
Step 1: Onboarding
Registration with business profile setup
IEC application
Step 2: Buyer Discovery
Search buyers by country
Search buyers by HS code
Search buyers by product categories
Step 3: Buyer Confirmation
Sending emails and samples
Step 4: Contract Management
Create e-Invoice, PO, e-Way Bill
Digital LC
Audit Trail
Step5 : Freight & Customs
Warehouse to Port Transportation
Freight
Custom Clearance
Step 6: Facilitate Trade Finance
Export Factoring
LC Confirmation & Discounting
Working Capital Finance
Supply Chain Finance
Step 7: Insurance Services
Trade Credit Insurance
Marine, Cargo Insurance
Business Liability Insurance
Step 8: Shipment Tracking
Step 9: Payment and Refund
EDPMS, e-BRC Closue
Best Foreign Exchange
GST Refund, Duty Drawback

Bridging the Gap for Small Businesses

Large Business Advantages

- High volume
- Existing relationships
- Strong negotiating power

Niryat Setu's Solution for our Clients

- Economies of scale
- Advanced technology
- Domain expertise
- Professional consultancy
- Reliable Partners

Business Model: NiryatSetu

Revenue Model

- Subscription (Core Revenue)
- Monthly/Annual platform subscription
- Tiered pricing based on trade volume
- Customized Services Charges
- Advisory/Consulting Charges
- % of trade finance facilitated
- Commission from logistics providers
- Insurance referral fees

Pricing Structure

Basic Plan: ₹25,000/month

- Up to ₹5 Cr monthly trade volume
- 5 user licenses
- Basic features

Pro Plan: ₹45,000/month

- Up to ₹15 Cr monthly trade volume
- 10 user licenses
- All features + priority support

Enterprise Plan: Custom

- Unlimited trade volume
- Custom user licenses
- Dedicated support

5

Average customer retention (years)

₹15L

Basic LTV

₹27L

Pro LTV

₹50L+

Enterprise LTV

The Next Billion-Dollar Opportunity

Global Demand

Indian handicrafts, cosmetics, and jewelry are highly sought after.

ECEH Operator Model

DGFT's new model simplifies e-commerce exports.

Strategic Positioning

We're in talks to become an approved ECEH operator.



Future Growth Phases

1

Phase 1

Current EXIM management services

2

Phase 2

Help businesses enter exports, discover new buyers

3

Phase 3

Enable direct client-partner negotiation on platform



Market Size and Potential

$800B

Annual Exports

Current value of Indian exports, with room for growth.

1M+

MSMEs

Potential customers in India's export sector.

20%

Growth Rate

Projected annual increase in Indian exports.

Go-to-Market Strategy



Small Exporters

Target through chambers and CA networks in smaller cities.

Mid-Size Exporters

Approach via chambers and partnerships with resellers.

Bulk Traders

Leverage founder's network for one-on-one engagement.

E-Commerce Players

Target after becoming an approved ECEH operator.

Competitive Edge

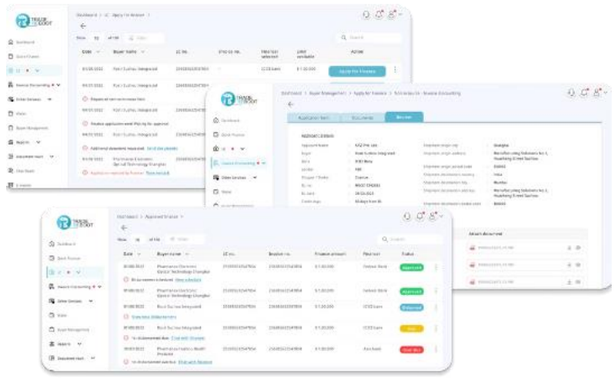
Competitors

- Fragmented services
- Limited combinations
- Focused on specific areas

Niryat Setu

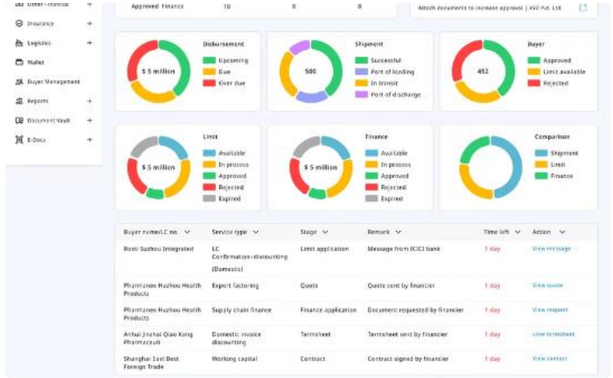
- Comprehensive solution
- One-stop EXIM management
- End-to-end process handling

Platform Overview



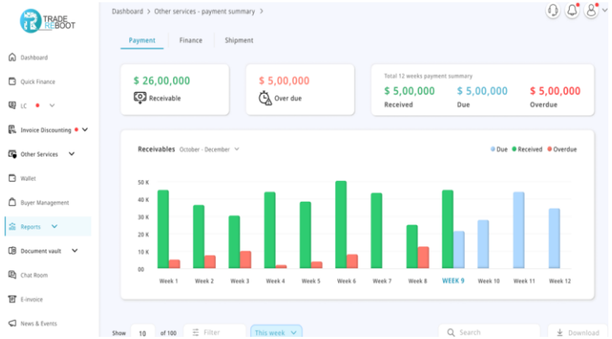
Real-time Data Visualization

The dashboard provides an overview of essential metrics related to your export business.



Key Performance Indicators (KPIs)

Track crucial indicators like order volume, revenue, and profitability.



Interactive Reports

Filter and drill down into specific data points for deeper insights.

Our Team

With 100 + years of combined experience in trading, finance, banking, management, blockchain and software development. Our team comprises experienced CA, bankers, IIT Alumni and techpreneurs.



CA Dhiraj Khandelwal
Founder & CEO
Central Council Member - ICAI, CA with 25+ years of experience, 10+ years experience in trading



Shubham Jain
Co-Founder, CTO & CMO
IIT Bombay Alumnus, ex Tata, ex Daikin (Japan), 4+ years of product & technical experience



Aman Mittal
VP – Sales & Partnership
Engineer, ex Blackstone Group, 4+ years experience in Product, Sales & Strategic Partnership



CA Aditya Gupta
Co-Founder
Engineer, CA with 8+ years of experience in Startup Advisory & SaaS Solution



Ravi Chamria
Adviser
Co-Founder and CEO - Zeeve, Co-founder – Sofocole, Founder & CEO - Prolitus



Vikram Pandya
Adviser
Director Fintech - SP Jain, Director AET, Research Head Varanium VC, 40 under 40

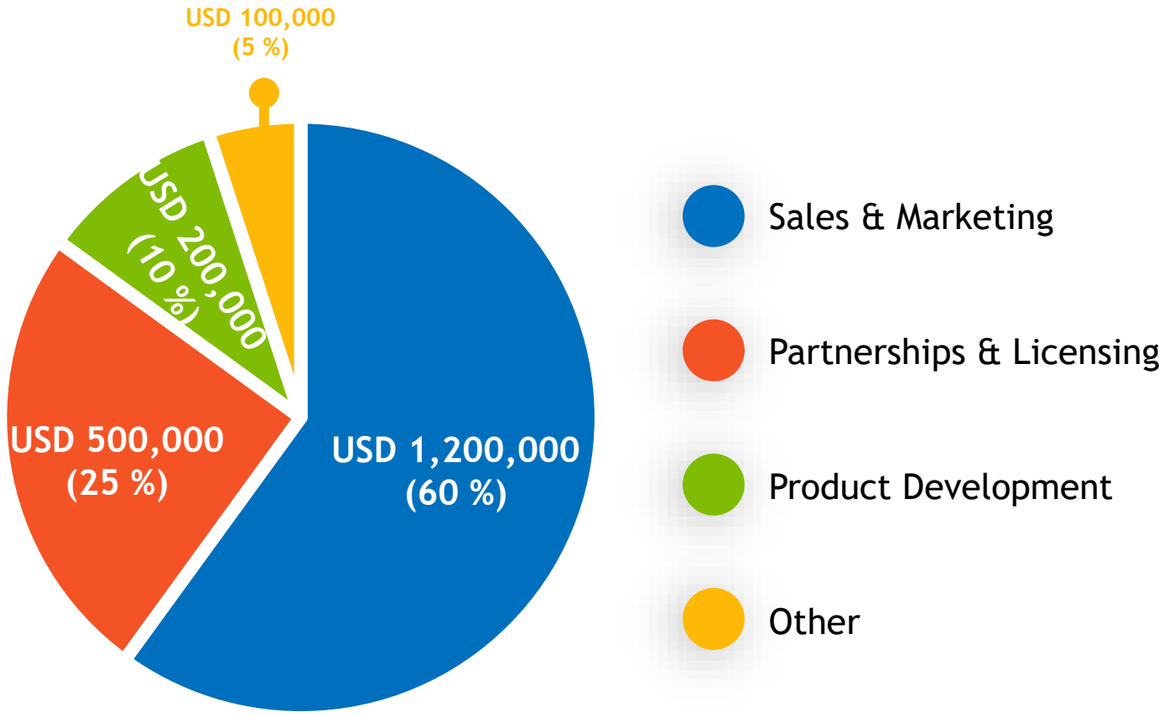
TATA
standard chartered
zeeve
HSBC
S P Jain School of Global Management
DUBAI • MUMBAI • SINGAPORE • SYDNEY

Round Structure

Seed Stage

Requirement — USD 2 Million

Valuation — USD 20 Million





Go Global, Go Digital, Go NiryatSetu

Thank you for your time and consideration. Join Us on the Journey

Invest Now

Be part of our growth story.

Contact Us

Shubham Jain
Co-founder and CTO