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IIT STARTUPS
Cohort 12

Cross Border (xB)
Made-To-Order (MTO)
Procurements, *Simplified !!*

Faster . Cheaper . Simpler

- Plant OPEX Supplies
- Products for Contractors
- Value Added Services
- OEM Bought-Outs
- Fabricated Items
- Post Sales

Jan'25
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GLOBALLY BUYERS LOSE 10%+ ON MTO PROCUREMENTS

70%+ Get Delayed. Cross Border Procurements Are Complex

BUYERS	Plants	Contractors	OEMs
	Reduce Opex	*Diversify Supplier-base*	*Optimise Bought Outs*



Delays



Costs



Unreliability



SUGAR



Power



Cement



Steel



Oil & Gas



Food & Bev



Pharma

xB-MTO PROCUREMENT MODELS NEED DISRUPTION

25,000+ Traders With Limited Solutions. Legacy Marketplaces Do Not Help



Product Range



Uncertainties



Low Tech Interventions

Indiamart
Alibaba

Have Limitations Too

- ❌ No Focus for MTO Supplies
- ❌ Not Suitable for Heavy Industry Procurements
- ❌ No Service Integration

THE WORLDREF SOLUTION

MTO Procurements - 2x Faster, 15% Cheaper, Superior Quality

For Buyers

- ✔ Validated Suppliers
- ✔ Faster Quotes
- ✔ Smooth Communication
- ✔ 1 Click Post-Sales-Support
- ✔ End-To-End, 100% Visibility
- ✔ Flexible Payments

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- Acquire
- Onboard
- Curate
- Fulfil
- Serve

For Suppliers

- Assured Demand, Globally ✔
- Secured Payments ✔
- Warranty Support, Globally ✔
- 1-Click Offer Submission ✔
- Focus on Manufacturing ✔
- Professional Execution ✔

TECH-DRIVEN EFFICIENCY, SMARTER PROCUREMENT

Productised From RfQ To Order-Tracking



Buyer Platform (Web App + Mobile App)

- Personalised Catalogs - Faster RFQs
- Real-Time Milestone Tracking & Support (App)
- Automated Communication - No Delays
- Pre-Negotiated Rate Ranges - Quicker Offers



Internal Platform (Web App)

- AI-NLP Based Match - Faster Outreach
- Automatic Freight Calculation
- Manage RfQs, Suppliers, Products

Deal Management System



Supplier Platform (Web App)

- Demand Intelligence
- Prepare Catalog, Receive RFQs
- Submit Quotes & View Feedbacks

INDIA'S RISE AS WORLD FACTORY IS A GREAT OPPORTUNITY

Initial Focus On $100b+ Non Capital MTO

Demand:
ASEAN,GCC, Africa, South Asia, LatAm

Current Focus

Supply:
India

300K+ Plants
100K+ OEMS
50K+ Contractors

Ongoing

USD 100b+
Non-Capital-MTO

Parts, Equip Fab & Spcl Consumables

Next

USD 250b+
Capital-MTO

Parts, Equip, Fabrication

USD 25b+
Services

Global

1M+ Plants
300K+ OEMS
100K+ Contractors

USD 5t+
Cross Border Industrial Procurement

USD 2t+
Cross Border MTO Procurements

UNIQUE xB EXPERTISE IN HEAVY INDUSTRY-MTO

'Cross-Border First' DNA

	worldref Globalisation, Simplified.	KARKHANA.IO	ProcMart	Wootz.work
Focused Domain	Cross Border Procurement	Contract Manufacturing	Procurement Marketplace	Light Engineering Capex for OEMs
Cross Border First	✓			
Vast MTO Products	✓			
Heavy Industry MTO	✓	EV, Robotics, Medical Devices	Tail-end item, Generic Consumables	✓
Post Sales Support	✓			✓
Region Serving	ASEAN, ME, Africa, LATAM, SA	India, US, UK	India	Europe
Gross Margins	30-35%	NA	<2% EBITDA	NA
Turnover (FY'24)	$1m	$17 m	$80 m	NA
Funding	Bootstrapped	$9.8 m	$42.7 m	$3.5 m

WE HAVE MARKET VALIDATION

45+ Satisfied Buyers Across 12 Countries

Minergy, Philippines
Power

PNS, Indonesia
Sugar

Weltes Energi, Indonesia
Power, O&G

Triveni Turbines, India
Power

- 98% Customer Retention
- 84% Just-in-Time In Full
- '0' Material Rejections
- 0$ In Dead Payments
- 2x Order Growth '24
- 2x New Customers '24

Durrah, Saudi Arabia
Sugar

Emperador, Philippines
Distillery

Kibos, Kenya
Sugar, Distillery, Paper

ISGEC, India
Sugar

ROADMAP & BUSINESS MODEL

From Non-Capital To Capital To Services To Backward Integration

Current

2025-26

2026-27

2027-28

Approach	Buyers	Demand Regions	Industry Type	Product Type	Catalysts	Business Models
Demand First	Mid & Large Size Plants	Philippines, Indonesia, Nepal, Kenya, Saudi	Power, Sugar, Cement, F&B, Distilleries, Process Plants	- Non-Capital Spares, Equipment - Speciality Consumables - OEM Bought Outs	- Growth Engines	- Category Based Markups, Repeat Orders
	Local Contractors	Uganda, Tanzania, UAE, Vietnam, Thailand, Malaysia	O&G, Petro Chem, Mining, Chemical, Shipping, Water	- Capital Spares, Equipment & Packages	- Unlocking Finance - SAAS Based Post Sales @Scale	- Margins on VAS (Logistics, Packing, Insurance & Customs) - Credit Payment Fee
		LATAM	Steel, Pharma, Textile, Automotive, Paper		- SAAS Based QA Execution @Scale	- Order unit fee for Post Sales & Execution
Backward Integration	Local OEMs	Europe, USA, First World+	Defense, Aerospace	Select, Unbranded Products “Made by WorldRef” - OEM Component Mfg on Contract	- AI/ML Solutions	- OEM Abroad Support Subscriptions - Intelligence Solution Premium

WE ARE LED BY A DYNAMIC TEAM

Proven Leadership, Over 100y Of Combined Relevant Experience

Tech Development



Aparna
Ex IBM, ex Capgemini



Divyanshu
IIT Kanpur

Customer Success



Navneet
Delhi University

Customer Outreach



Ankit
NPTI, Delhi

Founders



Kirtiman
3x Founder, IIT Kanpur



Akash
IIT Kanpur



Himani
NIFT, Gandhinagar



Prashant
NPTI, Delhi



Harsh
IIT Kanpur



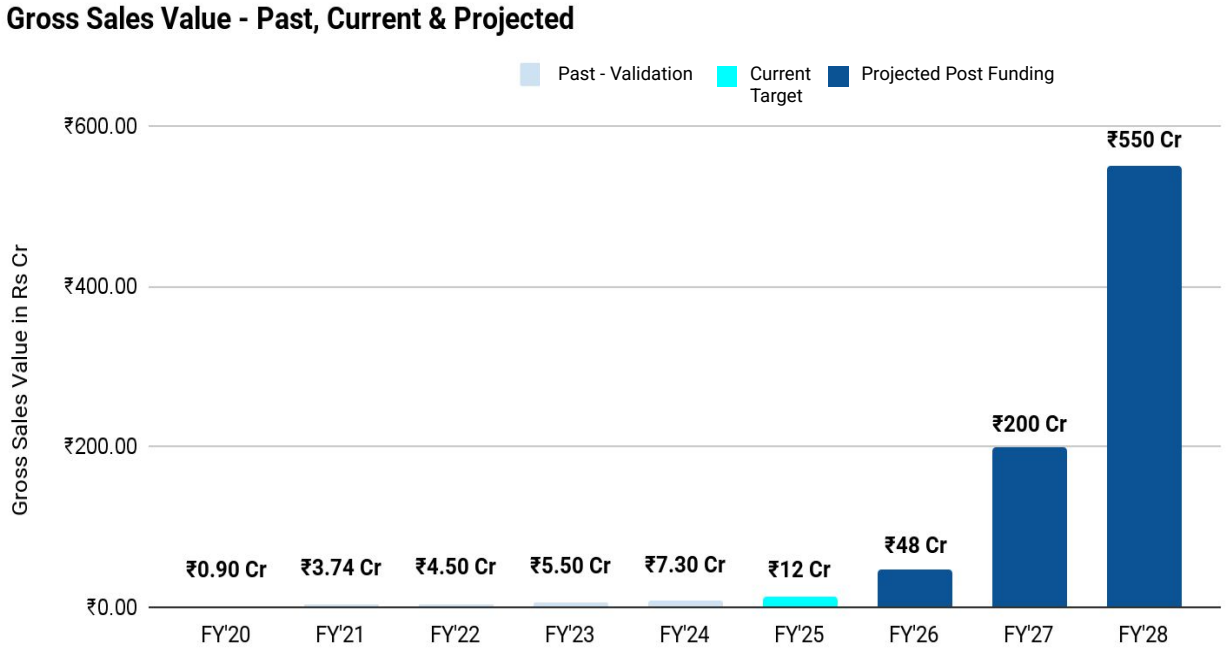
Jaideep
Ex-Thermax, NPTI

IBM Capgemini THERMAX BHEL

Engineers From IIT, BITS, HBTI, NSIT, NPTI

WE TARGET 5x+ GROWTH YOY

35%+ Avg. Gross Margin, Working Capital Efficient, Asset Light



PARTNER WITH US TO TRANSFORM xB-MTO

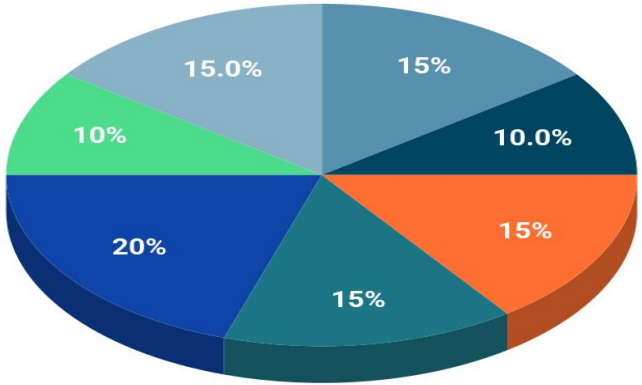
THE ASK ₹17 Crores for (18+6) Months

1Yr Post Funding Milestones

45 Cr+	250+	5000+	Market+	Tech+	Service+
Revenue	New Buyers	New Suppliers	New Locations	Expanded Features	New Services

Fund Deployment Break Up

- Product & Technology (15%)
- Acquisition & Retargeting (10%)
- Retention & Upselling (15%)
- Presence & Proximity (15%)
- Supplier Growth (20%)
- Order Fulfilment (10%)
- Operations & Working Capital (15%)



Let’s Connect !

TO BUILD FUTURE OF xB-MTO TRADE

- **ANY** Made to Order Supply
- **FROM** Anywhere Globally
- **WITH** Peace Of Mind

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Thank You

APPENDIX 1 - WE VALUE OUR PARTNERS

Many More Like Them Are Our Backbone

skydo

BRISKPE

Cross Border Payment Collection

DRIPC

Cross Border Finance

Volza
Grow Global

EXIM Data

flexport

MAERSK

LAVINSTAR LOGISTICS

OECL

DP WORLD

Cross Border Logistics

clay

Bitscale

Instantly

Smartlead.ai

Lead Generation

RemotePass

Cross Border Hiring

APPENDIX 2 - EXAMPLES OF NON CAPITAL SUPPLIES

Non Capital Spares


Pumps & Parts


Motors & Parts


Valves & Parts


Wires & Cables


Gearboxes & Couplings


Fans & Parts


Actuators


Instruments: Gauges, Switches, Sensors, Meters, Analysers,


Relays

Speciality Consumables


Welding Electrodes


Pump Repair Kits


Seals & Gaskets


Chain Links


Foam Concentrate, Bleaching/ Cleaning Agents


Filters & Strainers


Tubes, Pipes & Fittings


Fuses


Sugar Mill Hammers, Knives, Shells


Seals & Rings