DISTRIVO NETWORKS

INVESTOR PITCH · 2026

The AI distribution layer for India's next 1,000 brands.

90% of FMCG in India still sells offline. We're building the AI operating system that puts emerging brands on the right shelves — with AI store-matching, demand forecasting and hyper-local marketing.

₹65L Cr	1.3 Cr+	90%	10,242
FMCG MARKET	KIRANA STORES	SALES OFFLINE	STORES ONBOARDED

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01 · EXECUTIVE SUMMARY

The one-page thesis

Distrivo Networks is India's first distribution-led marketing platform powered by AI. We help emerging FMCG and consumer brands sell online and offline — through kirana stores, modern trade, chemists and D2C — with AI choosing the store, the SKU and the campaign.

- Problem: 1,000s of D2C brands hit an online ceiling. Offline distribution in India is broken — opaque, relationship-driven, and impossible to scale without ₹10 Cr+ in field sales.
- Solution: An AI-native OS that scores every store, predicts demand by pincode, auto-triggers reorders, and runs hyper-local marketing — all attributed to real sell-through.
- Traction: 10,242 stores onboarded across Tier 1 & 2 cities. Live AI model in production. Growing at 100+ new stores every day.
- Model: 8–15% distribution margin + ₹15K–₹1L/mo SaaS + AI marketing spend. All recurring, all margin-positive.
- Ask: Raising Seed round to expand to 4 lakh+ stores, scale the AI marketing engine, and deepen our forecasting models.

WHY NOW

D2C brands need offline. Kiranas are digitising via UPI, WhatsApp and POS. There is no clear leader in AI-led offline distribution. The 'Shopify of offline India' slot is empty — we intend to own it.

02 · THE PROBLEM

Offline India is a black box.

India has a ₹65 lakh crore FMCG market and 1.3 crore+ retail outlets. Yet emerging brands cannot reach them at scale.

× Distribution is relationship-driven

Brands rely on regional distributors, sub-stockists and stockists — most of whom don't share sell-through data.

× No visibility, no data

Brands ship stock and pray. There's no way to know which store sold, when, or why.

× ₹10 Cr+ to build a field team

Traditional distribution needs 200+ reps across cities before you see a single reorder pattern.

× Marketing spends don't attribute

TV, print, hoardings — none of it ties back to a specific SKU on a specific shelf.

× D2C brands have hit an online ceiling

CAC on Meta & Google has 3x'd. Founders know offline is the only unlock — but no one has cracked it at scale.

03 · THE SOLUTION

AI picks the shelf. We ship the box.

Distrivo is an AI-powered Retail Distribution OS. We combine a proprietary AI model, an asset-light distribution network, and a full-stack marketing engine — all in one platform.

AI STORE-MATCHING

Our model scores every store in our network by category fit, sell-through velocity, geo-demand and margin potential. It picks the exact stores where your SKU will move.

ASSET-LIGHT DISTRIBUTION

We orchestrate distributors, sub-stockists and last-mile via AI routing — without owning the trucks. Ship faster, cheaper, everywhere.

AI MARKETING ENGINE

Hyper-local creatives, WhatsApp campaigns, paid shelf placements — all auto-generated, all attributed to real sell-through at the pincode level.

04 · HOW IT WORKS

From brand HQ to an AI-picked shelf — in 4 steps.

01

ONBOARD

Brand signs up. Uploads SKUs, margins, target geographies. AI scores product-market fit in days.

02

AI PLACE

The model picks the exact kirana, modern trade & chemist stores per pincode. We ship the SKU.

03

TRACK

Live dashboard: which store, which SKU, sell-through, reorder velocity, campaign ROI.

04

AI SCALE

Model doubles down on winning patterns. Expand cities, channels and SKUs based on data, not gut.

The compounding loop

Every order, every reorder, every stockout feeds the model. The longer Distrivo runs, the better it picks — and the harder it becomes to compete with.

05 · MARKET OPPORTUNITY

A ₹65 lakh crore market, still offline.

TAM

₹65 Lakh Cr

[illegible]

SAM

₹8 Lakh Cr

SOM

₹40,000 Cr

Tailwinds

- 1,000+ D2C brands raised in the last 5 years — nearly all need offline distribution to grow.
- UPI + WhatsApp + POS adoption has made kirana stores digitally addressable for the first time.
- GST + FSSAI compliance now standard — no more grey-market friction for new brands.
- AI cost has dropped 90% in 3 years — hyper-local forecasting is finally economical at scale.

06 · BUSINESS MODEL

Three streams. All recurring.

Distribution margin
8–15%

Standard trade margin on every unit moved through our AI-routed network. Scales linearly with GMV. This is our base layer.

AI SaaS subscription
₹15K–₹1L /mo

Brands pay monthly for the AI dashboard — store-matching, demand forecasts, reorder automation and campaign ROI. High-margin recurring revenue.

AI marketing & visibility
20–35% margin

AI-generated hyper-local campaigns, paid shelf placements and sampling — attributed to real sell-through. Grows with brand ambition.

UNIT ECONOMICS · PER BRAND

Average annual revenue per brand: ₹35–45L. Blended gross margin: 42%. CAC payback: under 6 months. LTV:CAC > 6x within 24 months.

07 · TRACTION

We're not slideware. It's live.

10,242
Stores onboarded

100+
New stores / day

Tier 1 & 2
Live cities

18
AI model version in production

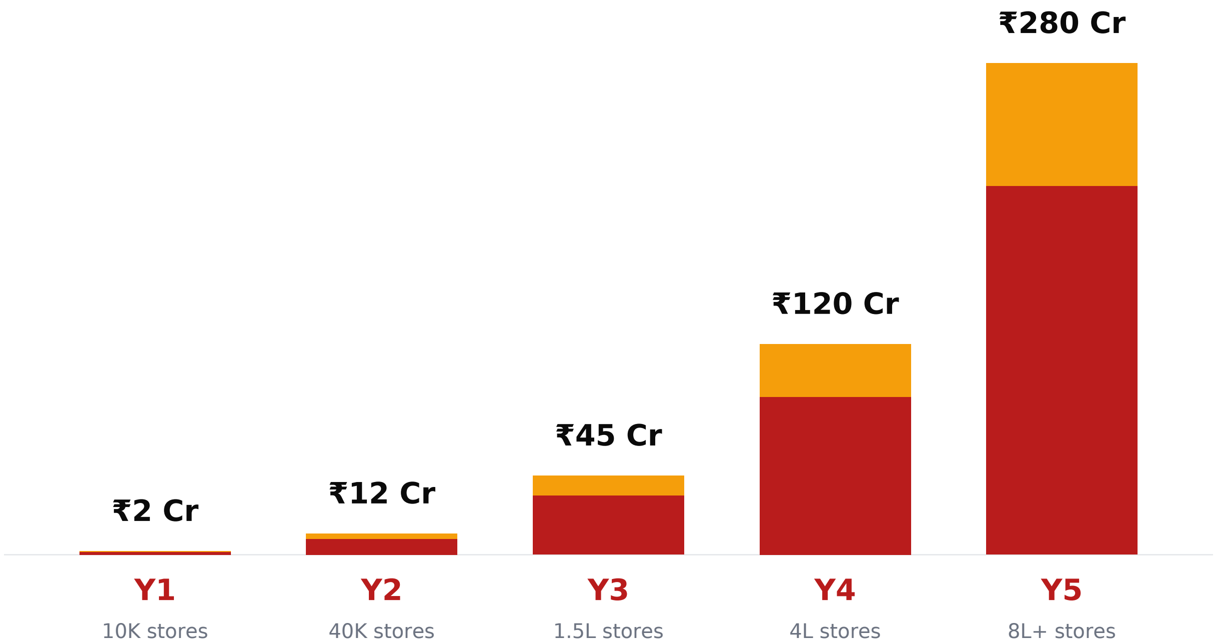
What we've built

- Proprietary AI store-scoring engine trained on Indian retail geographies.
- Live merchant dashboard in 6 Indian languages (English, Hindi, Tamil, Telugu, Kannada, Malayalam).
- Full-stack ops: onboarding, order management, payments, complaints, loans — all under one roof.
- Founding team with combined 30+ years across retail, distribution, D2C and AI.

08 · 5-YEAR PROJECTIONS

Path to ₹280 Cr ARR

Conservative projections based on 8–12% blended take-rate and a clear store-expansion path.



YEAR	BRANDS	STORES	GMV	REVENUE	TAKE-RATE
Y1	8	10K	₹22 Cr	₹2 Cr	9%
Y2	35	40K	₹120 Cr	₹12 Cr	10%
Y3	120	1.5L	₹420 Cr	₹45 Cr	10.7%
Y4	350	4L	₹1,050 Cr	₹120 Cr	11.4%
Y5	800	8L+	₹2,300 Cr	₹280 Cr	12.2%

09 · COMPETITIVE LANDSCAPE

Why Distrivo wins.

	AI Matching	Offline Network	Marketing Engine	Data Transparency
Traditional distributors	×	✓	×	×
D2C-only agencies	×	×	✓	Partial
Modern trade aggregators	Partial	Partial	×	Partial
Distrivo Networks	✓	✓	✓	✓

Our moat

- Data flywheel: every order teaches the AI. Competitors can't retro-fit this.
- Asset-light structure: we scale to 8L stores without owning trucks or warehouses.
- Full-stack platform: brands don't need 5 vendors — distribution, marketing, warehousing, AI in one place.
- Vernacular-first merchant experience: kirana adoption is 3x faster than English-only tools.

10 · TEAM

Built by operators who've done this before.

A cross-functional founding team with deep experience across retail distribution, D2C brand building, and applied AI.

Retail & Distribution

Combined 15+ years operating physical distribution networks across India — kirana, modern trade, chemists.

AI & Product

Deep expertise in applied machine learning, geo-spatial modelling and marketplace product design.

Growth & GTM

Scaled D2C brands from launch to ₹100 Cr+ ARR across FMCG, personal care and packaged foods.

11 · THE ASK

Why we're raising.

Capital goes into building the moat — stores, brand and tech. Not vanity spend.

50%

Network expansion

Onboard 4 lakh+ new stores across Tier 1 & 2 (Tier 3 coming). Boots-on-ground sales reps in 15 cities.

30%

AI marketing engine

Scale AI creative + campaign engine so every brand on Distrivo runs hyper-local marketing automatically.

20%

AI & product

Deeper demand forecasting, route optimisation and AI store-matching models per pincode.

MILESTONES POST-RAISE · 18 MONTHS

150K stores onboarded · 50 paid brands · ₹15 Cr ARR run-rate · AI model v25 · 5 new city launches · Series A readiness.

12 · EXIT STRATEGY

Multiple paths to liquidity.

Strategic acquisition

YEAR 4–6

FMCG majors (HUL, ITC, Dabur, Marico) and global retail / distribution players acquire scaled networks at 4–8x revenue. Comparable: Udaan, ElasticRun raises & strategic interest.

IPO

YEAR 6–8

Indian retail / consumer-tech IPO market is hungry. ₹500 Cr+ ARR puts us squarely in IPO territory. Comparable: Zomato, Nykaa, Honasa.

Secondary / PE buyout

YEAR 4+

Late-stage PE rounds let early investors exit at strong multiples while the business keeps compounding.

LET'S TALK

Let's build India's distribution rail — together.

We're meeting a select group of investors this quarter. If our thesis resonates, we'd love to talk.

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