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Press Release

Just Buy Live - The world's first e-distributor?

1000+ brands, 3,00,000 products with 3000+ crores in inventory

Mumbai, 21st January, 2016: Just Buy Live, the world's first e-distributor, announced its official launch today. Created with a vision to empower Indian retailers, from *paanwallas* to *udupis*, *kiranas* to supermarkets, *chaiwallas* to chemists, Just Buy provides democratic access to every brand, higher margins and organized credit all through a simple mobile application.

Just Buy is purely brand aligned, supplying goods directly from brand to retailer wherein every product available is listed and priced by the brand. So far, Just Buy is the official distributor for over **1000+ brands, 3,00,000 products with 3000+ crores in inventory, already making it the largest distributor in India**. The company aims to have 10,000 brands and 1 million products on offer reaching out to 1 million retailers with 1000 crores in credit lines deployed by the end of 2016.

During Diwali 2014, e-tailers resorted to unnatural discounting to shift consumers away from traditional retail. On that very day when promotions were at their peak, the founders realized trade would never be the same again. Brick & mortar retailers watched helplessly as their customers took to online shops like bees to honey.

"That moment was the end of the layered trade margin system. Pricing models that were relevant for the last 100 years were replaced with instant price discovery," said **Sahil Sani, Chairman & CEO, Just Buy Live**.

Organized and unorganized retailers started to confront their suppliers looking for answers to counter the e-tailers. Shopkeepers and salesmen were constantly taunted by customers showing off cheaper prices on their smartphones. Amazement followed by disbelief, and ultimately despair, shrouded the retail community as they could not get their heads around how these 'new-tailers' grew exponentially. Against this background, **Sahil believes** *"technology was the real disruption, not just burn economics which only served the temporary purpose of accelerating adoption successfully towards the platforms."*

The company was founded in February 2015 by Sahil Sani & Bharat Balachandran. Sahil, a multi-awarded entrepreneur has been in sales & distribution since 2000. Bharat, also a self-made man has a 15-year history in debt syndication and M&As. Both have years of business cred and experience in building and growing profitable businesses from the ground up.

New Commerce which Sahil explains as *"any system that disrupts known models successfully and efficiently leading to increased profitability"* is here to stay. Technology is that systemic disruptive force. Just Buy is a company born out of this philosophy. The question he asked was *"Can I use this technology to give power back to the aam dukandaar?"* This led to the vision and execution of the Just Buy system.

Just Buy Live is poised to be the grandest e-commerce project in India with limitless scalability and its unique asset-light model. *"Just Buy is primarily about sound unit economics where every transaction is profitable and customer acquisition and retention is cost efficient. Just Buy is not merely a startup but is a mega e-corporation in the making"*, **he further added**.



With this disruptive launch, Just Buy has built a platform that will both democratize and empower the very citizens who drive 50% of India's GDP. Just Buy currently operates across 15 cities in ten states. It aims to expand to 500 cities and towns by the end of 2016.

The company closed its Series A fund raise of USD \$20 million from Alpha Capital Advisors Pvt. Ltd., a Mumbai based niche private equity investment management firm.

About Just Buy: Just Buy Live, a brand owned by Just Buy Live Enterprise Pvt. Ltd. is indeed the world's first e-distributor. It has a Brand to Retail business model (B2R) that is unique in its efficiency, innovations and scale. The company was incorporated in 2015 and has executed its vision of empowering retailers with precision and speed.

For more information, please visit www.justbuylive.com

About Alpha Capital: Alpha Capital is an India based Investment Manager spearheaded by Vishal Ootam and co-founded by Vivek Anand PS. The company focuses on identifying experienced and promising entrepreneurs with the ability to build and operate good quality businesses that will tap into the growing consumer spend in India. Alpha Capital invests in traditional brick and mortar businesses or businesses that are using technology platforms to integrate traditional businesses to serve the new age consumer.

For more information, please visit www.alphacapindia.com

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