



G A P



GUESS

TOMMY HILFIGER



ONLY



GANT



Calvin Klein



JACK&JONES

VERO MODA



AÉROPOSTALE

LOUIS PHILIPPE

celio\*



نمشتي NAMSHI



FOREVER 21



ROYAL ENFIELD



aramex



MANGO



DaMENSCH





**INCREFF**

Makes inventory efficient



# Increff Overview

**2016**

Founding  
Year

**~\$14M**

Overall  
ARR



Projected exit for CY2024

**~55%**

CAGR - Overall  
Revenue

CAGR from CY 2021 to  
CY 2024(P) on Product  
Revenue



## Industries

- Fashion & Retail
- Footwear
- Cosmetics & Skincare
- DIY
- Luxury Products
- Accessories
- Electronics

**250+**

Employees



## Investors

Raised ~\$80mn USD  
from  
TVS Capital Funds  
O21 Capital & Binny  
Bansal  
Sequoia Capital

## Presence



**26**  
Countries



**700+**  
Brands

# INCREFF Solutions



# Expose every piece of inventory across all point of sales seamlessly

## The challenge

- Fragmented inventory across channels
- Error-prone warehouse operations
- Warehouse labor challenges: attrition, shortage, training, & manual process
- SLA/Fulfillment breaches
- Wrong items picked, packed, and delivered
- High shipping costs and slow delivery
- 5 - 7 days to process returns
- Cycle counts
- Managing aging, refurbishment, expired products, etc.

## The solution

**Increff  
Omni Solution**





# Increff Omni: Unified, Streamlined & Powerful.

Unified omnichannel solution with robust integration capabilities offering



Warehouse Management System



Order Management System



Ship from Store



Serialization





## Values Delivered

**100%**

inventory exposure to all sales channels

**3x**

increase in sales velocity

**Zero**

requirement for buffer stock

**25-30%**

lower manpower costs

**~100%**

inventory accuracy & order fulfillment

**< 10-15 sec**

for real-time inventory-to-order sync

**100%**

digitization & boost productivity from day 1

**15%**

decline in logistics costs

# Solving \$400 Bn Problem of unsold Inventory



## Brick-and-Mortar and E-commerce Challenges

- Accurate demand forecast and target setting
- OTB Management
- Placing right inventory at right store at right time
- High Markdowns
- Overstocking & Understocking

## Results

### Increff Merchandising Solution

- Higher Revenue
- Sell-through rate
- Higher Rate of Sale
- Better Margins
- Lower working capital
- Automation at scale





# SOLUTIONS FOR END-TO-END MERCHANDISING



## MERCHANDISE FINANCIAL PLANNING

### Align financial goals

- Across store hierarchy, merchandise hierarchy, and timeline
- Top-down and bottoms-up



## MARKDOWN OPTIMIZATION

### Maximize margins

- Option/Size/Color level
- Increase/decrease discounts
- Driven by rate of sale, sell-through, ageing, and cut sizes



## PLANNING & BUYING

### Open-To-Buy Management

- True demand analysis
- Forward inventory projection
- Range planning
- Buy Planning / Line Selection
- Bestseller reordering



## INCREFF CO-PILOT

### Exception-based decision making

- AI driven actionable insights
- Persona-based analytics
- Flexible and customizable



## ALLOCATION & REPLENISHMENT

### Right inventory at the right store at the right time

- New season launch
- Automated replenishment/replacement
- Inter store transfers
- Event planning



# Values Delivered

**25%** Revenue degrowth contained with 25% reduction in inventory & 9% discount reduction

**13%** Improvement in inventory health

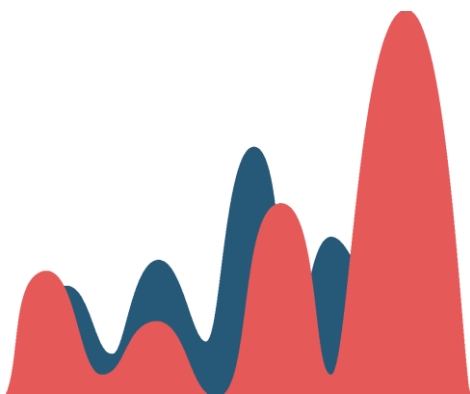
**~5%** Bottom Line Improvement



Reduction in weekly man-hours for inventory planning, allocation & replenishment



Savings in Logistics Cost



**13%**

Increase in full-price sell through



ROS enhancement through inter-store transfers



Boost in operational efficiency



# INCREFF

## Partner Ecosystem

09:00

Signal icons

Location Item Pieces

S001	0005	05
		07
		09
S004	0250	10
S005	995	12

SHIPPING DETAILS ORDER DETAILS

ORDER



7 5 10001954 00 05 4

TRACKING

VIEW ITEM

ORDER FOR TIME	06-06-24	STATUS
ORDER FOR TIME	06-20-24	IN PROGRESS
ORDER FOR TIME	06-20-24	ON TIME

# How Increff can help you set up the D2C/Retail Business?



# STRATEGIC PARTNERS



# INTEGRATION PARTNERS





# Industry Loves Us



“Solving complexity at scale, Increff provides Puma with a stable platform that drives inventory efficiency.”

**ABHISHEK GANGULY**  
Ex MD,



“Increff Merchandising Solution improved our inventory health, reduced manpower, and smartly allocated attribute-based inventory to the right stores.”

**NITHIN MOHAN**  
CEO,



“Increff helped us in scaling up ecommerce business by helping us overcome our big pain point of managing small B2C orders.”

**J SURESH**  
EX MD & CEO



“Increff has been helpful in improving relevant merchandise availability on the floor. The team is very responsive and open to learning and adapting.”

**SATYEN P MOMAYA**  
CEO, C



**MANISH KAPOOR**  
MD and CEO,



**MEDHA NAIK**  
Head of Merchandising



**PUSPEN MAITY**  
Business Head



**ABHIMANYU SINGH**  
VP of Products



**VENKETESH SS**  
Executive VP  
Operations



**ABIK HIRAWAT**  
CEO



Serving clients in

**THANK YOU!**

Let us help increase your  
revenue & margins!



Email : [sales@increff.com](mailto:sales@increff.com)

Case studies : <https://www.increff.com/case-study/>

Offices : New York | London | Dubai | India | Singapore

