



Zaroori Retail **D2C** *Shining Stars*

The Boost Your Brand Needs

Start Your Journey with us >>



Make Way For Zaroori-Retail, Which Paves The Way For Excellent Online Brand Elevation

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We Are Covered By **abp LIVE**



Zaroori Retail, Emphasizing its Position as a Premium Onboarding Company for Curated Marketplaces:

» COMPANY OVERVIEW

Zaroori Retail, established six years ago, has rapidly evolved into a leading company in India, specializing in onboarding and managing brands on premium marketplaces.

» HEADQUARTERS AND GLOBAL PRESENCE

The company is headquartered in Ludhiana, India, demonstrating its strong roots in the country. Additionally, Zaroori Retail has expanded its global footprint with offices in key locations like Mumbai, Noida, Dubai, and the USA, signifying its international reach and ambition.

» CLIENTELE AND MARKET INFLUENCE

With a formidable client base of over **3600+**, Zaroori Retail has cemented its position as the largest company in India in its domain. This vast clientele is predominantly engaged in premium marketplaces, showcasing Zaroori Retail's expertise in high-end brand management and sales.

» EMPLOYEE STRENGTH AND EXPERTISE

The company prides itself on its team of over 120 dedicated employees. These professionals are not just numbers but are the backbone of Zaroori Retail, bringing diverse skills and unwavering commitment to the table.

» SPECIALIZATION IN FASHION AND COSMETICS

Zaroori Retail has carved a niche for itself as a specialist in managing fashion and cosmetic brands. This focus allows the company to offer tailored services and in-depth expertise in these dynamic and competitive sectors.

» COMPREHENSIVE SERVICES

The range of services provided by Zaroori Retail is comprehensive, covering everything from obtaining approvals for listing on marketplaces to detailed account management. This end-to-end service model ensures that client brands receive consistent and effective representation in the market.

» DIVERSE MARKETPLACE PARTNERSHIPS

Zaroori Retail collaborates with an array of premium marketplaces, including renowned names like Myntra, Nykaa, Tata Cliq, Pernia Pop-Up, Aza Fashions, Purple, Tira, Ajio, Mirraw, FirstCry, and others, including those in the UAE, USA, and Canada. This wide-ranging partnership network speaks to the company's versatility and ability to cater to varied market demands.

» CLIENT-CENTRIC APPROACH

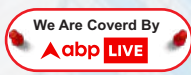
At the heart of Zaroori Retail's success is its client-centric approach. The company is dedicated to understanding the unique needs of each brand, ensuring that their presence on marketplaces is not just visible but also impactful.

» INNOVATION AND ADAPTABILITY

In an ever-evolving retail landscape, Zaroori Retail stays ahead of the curve by embracing innovation and adaptability. This forward-thinking mindset enables the company to navigate the complexities of online retail and marketplace dynamics effectively.

» COMMITMENT TO EXCELLENCE

Zaroori Retail's commitment to excellence is evident in every aspect of its Operations. From meticulous account management to strategic brand positioning, the company strives to deliver superior results that not only meet but exceed client expectations.



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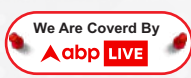
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OUR SERVICES & SUPPORT

- » **ACCOUNT SETUP AND ONBOARDING** : Zaroori Retail assists sellers right from the initial stage of account setup, ensuring a smooth onboarding process on various marketplaces. This includes guidance on completing necessary formalities and setting up profiles that resonate with target audiences.
- » **PRODUCT LISTING AND OPTIMIZATION** : Daily support includes helping sellers list their products effectively. Zaroori Retail offers expertise in optimizing product titles, descriptions, and images to enhance visibility and appeal to potential customers.
- » **PRICING STRATEGY AND COMPETITOR ANALYSIS** : Sellers receive assistance in developing competitive pricing strategies. Zaroori Retail conducts regular competitor analyses to ensure that sellers' pricing remains competitive and appealing to the market.
- » **INVENTORY MANAGEMENT** : Zaroori Retail provides daily monitoring and advice on inventory management, helping sellers maintain optimal stock levels to meet customer demand without overstocking.
- » **ORDER PROCESSING AND FULFILLMENT** : The company offers support in managing order processing and fulfillment operations. This includes assistance with packaging, shipping, and handling returns, ensuring a smooth transaction process for both sellers and buyers.
- » **MARKETING AND PROMOTIONAL STRATEGIES** : Zaroori Retail aids sellers in planning and executing effective marketing and promotional strategies. This includes campaign management, advertisement placement, and leveraging marketplace-specific promotional tools.
- » **CUSTOMER SERVICE AND QUERY RESOLUTION** : Providing daily support in customer service, Zaroori Retail helps sellers manage customer queries, feedback, and post-sale support, which is crucial for maintaining high customer satisfaction and loyalty.
- » **PERFORMANCE ANALYTICS AND REPORTING** : Sellers receive regular analytics and performance reports. This data-driven approach allows sellers to understand their marketplace performance and make informed decisions.
- » **COMPLIANCE AND POLICY GUIDANCE** : With constantly changing marketplace policies, Zaroori Retail keeps sellers updated and compliant with the latest rules and regulations, minimizing the risk of account suspension or penalties.
- » **FEEDBACK AND REVIEW MANAGEMENT** : Zaroori Retail assists in managing customer feedback and reviews, addressing negative reviews constructively and leveraging positive feedback to build the brand's reputation.
- » **CONTINUOUS EDUCATION AND UPDATES** : Sellers are kept informed about the latest trends, marketplace updates, and best practices in e-commerce through regular training and updates provided by Zaroori Retail.
- » **TAILORED STRATEGIES FOR BRAND GROWTH** : Understanding that each seller is unique, Zaroori Retail offers tailored strategies and personal consultations to address specific challenges and goals, fostering long-term growth and success.

In essence, Zaroori Retail's daily support encompasses a comprehensive range of services, ensuring that sellers not only sustain but also thrive in the competitive e-commerce landscape. This end-to-end support system is designed to manage all facets of online selling, allowing sellers to focus more on their products and less on the complexities of marketplace operations.



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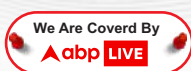
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Zaroori Retail D2C Program

Program Aimed at Building
The top 5000 D2C Brands from India With
Unique Selection for Fashion &
Cosmetics.



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Program Objectives



Accelerate Revenue Growth through consultative account management



Expand Marketplace base with better visibility & Growth

Brand and intent Building

Discovery

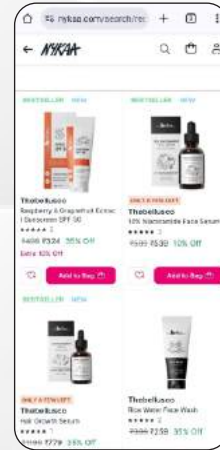
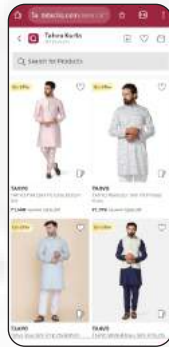
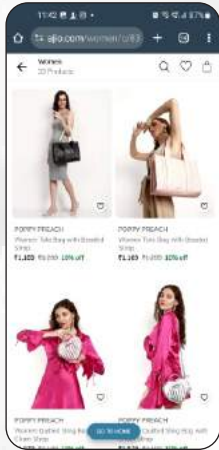
Engagement

Dedicated Static Nav Icon for **D2C Brands** on the home page.



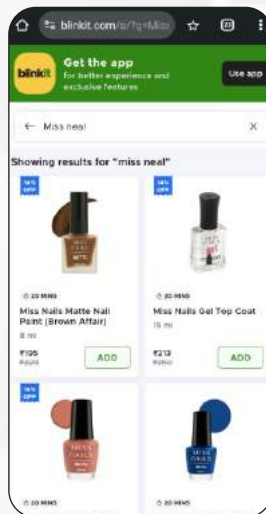
Dedicated touch point for D2C store on the home page

Relevant **Integration** in Everyday and Luxe Nav Icon

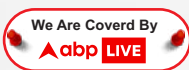


Customer Journey leading to dedicated D2C homepage- **Rising Stars**

Dedicated Brand store Ecosystem



Personalized Curation would ensure that each customer is presented with the D2C brand they like



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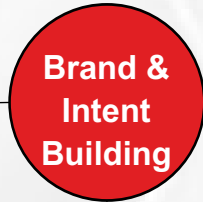
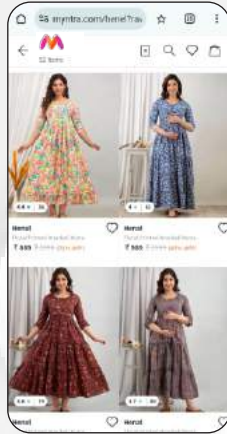
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Brand and intent Building

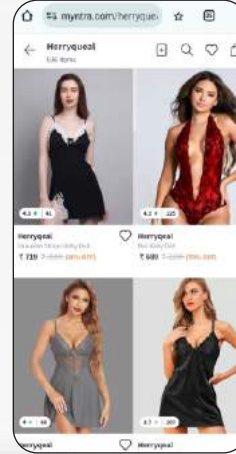
Discovery

Engagement

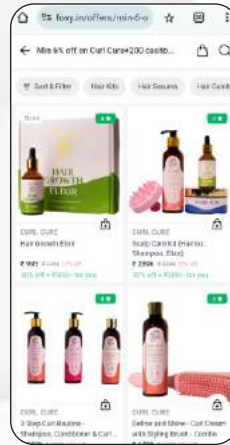
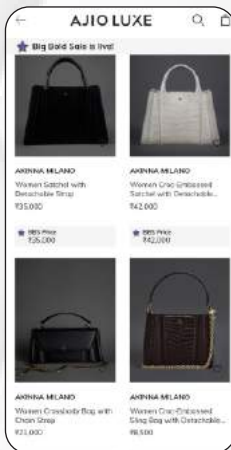
Our brand show on the home page



Mynta show the product according customer browser search



Influencer video with integrated commerce & social media like discovery

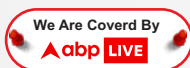


Multiple brand Suggestion in Multiple Platform

FOXY: Show new products as per customer browsing behaviour



Mynta - AI generated Tips for D2C brands customers and relevant product suggestions



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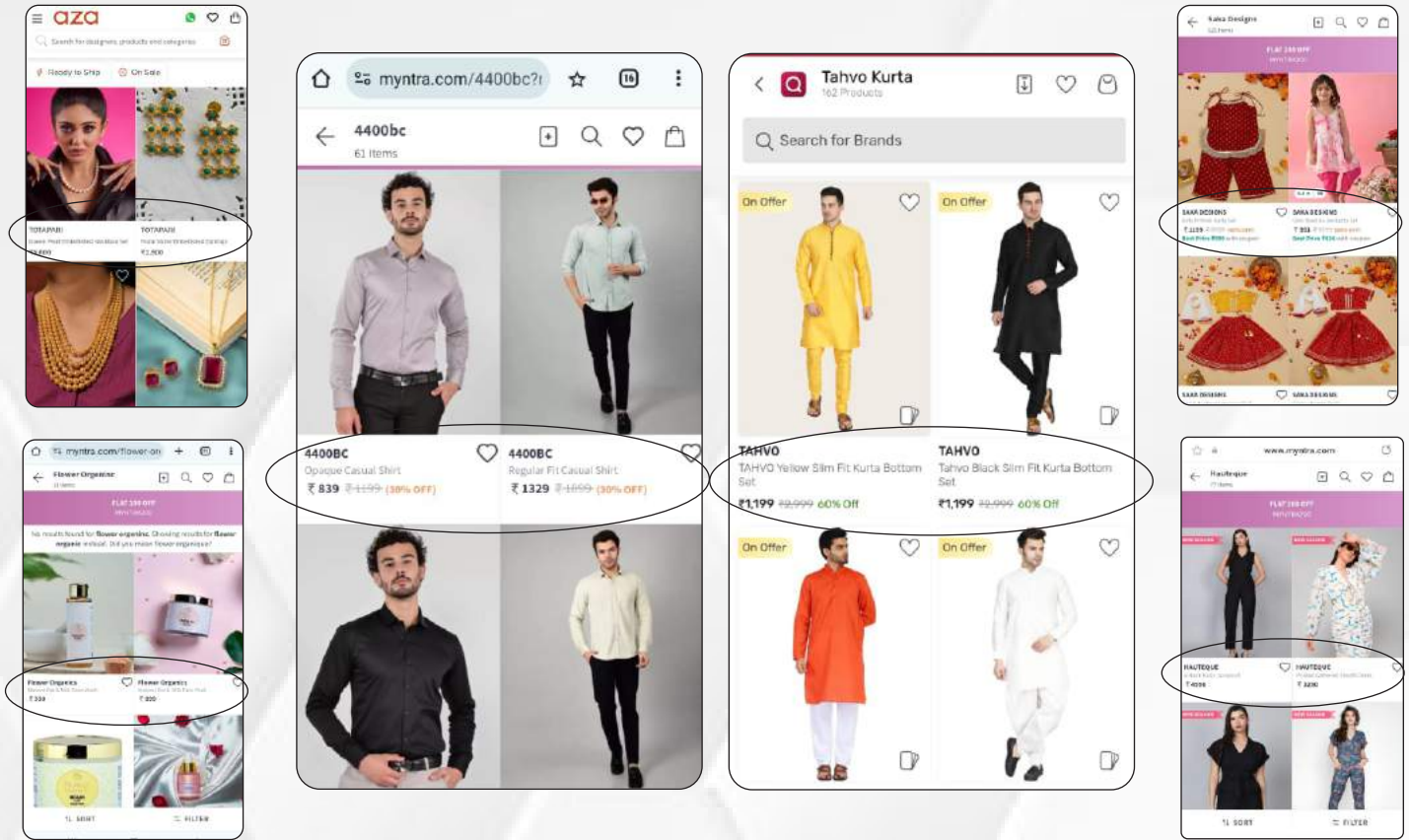
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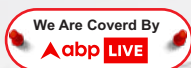
Revenue Growth Commitment-Key Tenets of our new Approach

Our Live Brand



Zaroori Retail

Deliverables	Shining Stars	Remark
Display ads pricing support	✓	Better Sales
Revenue Commitment	✓	Spends to increase only with committed GMV growth
Consultant A/C Management	✓	Zaroori team to help regularly review & optimize campaigns
Data Insights	✓	Access to competition and platform insights
Premium Approval	✓	Solving the Problems For Premium marketplace Approvals



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Zaroori Retail Account Management Support

 **Support on Hygiene - Priority Issue Resolution**
Timely and accurate issue resolutions through regular connects

 **Data Driven Pricing Inputs**
Brand vs Category pricing trends, white space analysis, style aging and revenue per style inputs.

 **Marketing & Visibility Insights**
Advocate for FOC Visibility, Monetization Optimization, Analysis of the Selling Article types and styles for better marketing input.

 **Return Analysis & Ops Performance Inputs**
PnL Strengthening with Deep dive & analysis on returns root cause and working on actionable insights.

 **Monetization Planning and Review**
Periodic connects with relevant stakeholders for a growth focused planning

 **Dedicated Brand Building with Customer and Product Insights**
Insights on new acquisitions, repeat buyers and strategy to expand new article types.



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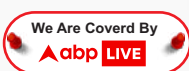
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Five problems we solve for you



Solves	Action Items	
Premium Approvals	Solving the Problems For Premium Marketplace Approvals	✓
Demand Shaping	Demand Shaping through personalized/affinity based push	✓
	Regular Consultative Reviews and growth focused interventions Assortment Range Planning, White Space Analysis	
Brand Building	On Platform - OBS store with Joint Marketing Campaign, Mlives/Mstudio suggestions, Dedicated Brand Visibility through D2C Constructs across the platform Off Platform - MAAs with Social commerce engagement suggestions	✓
	Brand Discoverability through OBS Store	
Data Insights	Data Analysis reports shared on weekly basis	✓
	DAAS as a complimentary service (PI + Vorta) Pricing/Selection/Freshness/Brokenness/Competition Benchmarking	
Account Hygiene	Coordination with internal teams to enable SJIT/MCF - for faster delivery	✓
	Priority Complaint Resolution and single point of contact with Faster TAT	



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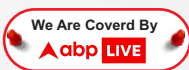
PROVIDING SERVICES FOR
PREMIUM MARKETPLACES

WORK STRATEGY

APPROVE - BUILD - TRANSFER MODEL

APPROVE - BUILD - RETAIN MODEL

ULTIMATE PLUS + MODEL



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Our Products

APPROVE - BUILD - TRANSFER MODEL

APPROVE - BUILD - RETAIN MODEL

ULTIMATE PLUS + MODEL

Zaroori Retail Product Offerings:

ABT: Approve Build Transfer

For Sellers Seeking Approvals and Cataloging : ABT is designed for sellers looking to secure approvals on popular online marketplaces and receive initial cataloging assistance After approvals, sellers manage their products independently. ABT is a one-year product.

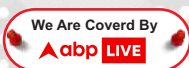
ABR: Approve Build Retain

For Comprehensive Seller Support: ABR offers sellers a complete package, including approvals, cataloging, sales management, and account management services. It provides end-to-end support for sellers to optimize their marketplace presence. ABR is a one-year product.



» Ultimate Plus

Full-Service Solution for Sellers: Ultimate Plus is an all-inclusive package that covers six major marketplaces and offers a comprehensive suite of services, including approvals, cataloging, sales management, account management, and more. It provides sellers with maximum support and market exposure. Ultimate Plus is a one-year product.



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Dedicated Team

Expert advice

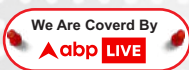


» Visibility Boost:

Partner with us and watch your brand climb the visibility ladder on the marketplace. Our close coordination with marketplace teams guarantees enhanced brand visibility.

» One Month Sales Management :

Let us drive your initial sales numbers, setting a robust foundation for your brand's success and ensuring you get the spotlight right from the start.




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Dedicated Team



Expert advice

**ONLINE
MARKETPLACE**



Approve :

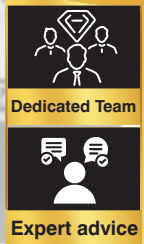
Getting Your Brand Onboard!

Personalized Curation Process :

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.

60 Days Package

Zaroori Retail Presents:



Approve - Build - Transfer

Approve :

Getting Your Brand Onboard!

Personalized Curation Process :

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.

Approval :

With Zaroori Retail's strong relations and proven strategies, we assure marketplace approval for your brand's on-boarding.

Build :

Amplifying Your Brand Presence!

Efficient Cataloging :

Say goodbye to the hassles of listing! Our team ensures your products are showcased the way they deserve.



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ZAROORI RETAIL PRICING POLICY

We offer our esteemed clients two unique service models tailored to cater to a diverse range of requirements.

Please review the details of our pricing models below:

With effective Forum from 1 January 2024.

1. ABT (Approval Build Transfer) Model



*One time Charge



*MEL - Rs 15,000/- Extra
*Runway - Rs 10,000/- Extra
*Rising Star - Rs 10,000/- Extra



*HIDDENGEMS - Rs 15,000/- Extra
*LUXE - Rs 15,000/- Extra



*TATA LUXE - Rs 15,000/- Extra



*LUXE - Rs 15,000/- Extra



Note: All mentioned prices are exclusive of GST.

We are committed to delivering excellence through our services. Please let us know if you need any assistance or further clarification on any of the pricing models.

100% Advanced Payment, First Come First Bases

T & C Apply



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360 DEGREE



END2END
PRODUCT



Platinum Care



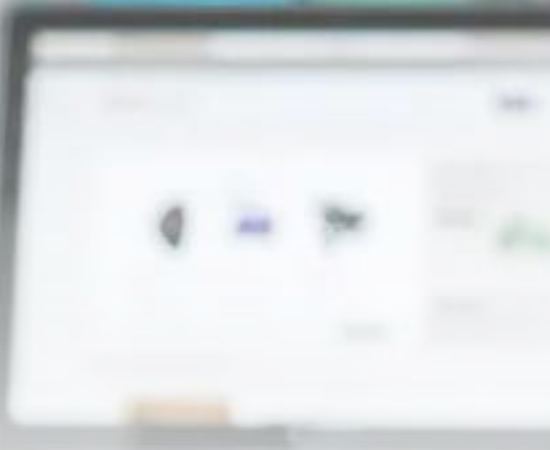
Dedicated Team



Expert advice



SERVICE



Approve :

Getting Your Brand Onboard!

Personalized Curation Process :

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Zaroori Retail Presents:

Approve - Build - Retain

Empowering Brands to Shine Brighter on Top Marketplaces!

» Approve :

Getting Your Brand Onboard!

» Personalized Curation Process :

We understand every brand is unique. Our experts review your brand, ensuring it aligns perfectly with marketplace demands.

» Approval :

With Zaroori Retail's strong relations and proven strategies, we assure marketplace approval for your brand's on-boarding.

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Amplifying Your Brand Presence!

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360 DEGREE



END2END PRODUCT



Platinum Care



Dedicated Team



Expert advice



1 YEAR SERVICE



Approve - Build - Retain

Key Features:

» Dedicated Team:

A team of four seasoned professionals exclusively aligned with your brand, ensuring smooth operations and unparalleled focus on your brand's growth.

- ♦ Chief On-boarding Head
- ♦ Key Account Manager
- ♦ Relationship Manager
- ♦ Project Director

» Marketing-All-Inclusive:

No hidden fees, no extra charges. Our marketing package covers every spectrum of the promotional journey, ensuring your brand always stays in the limelight.

» Sales Ownership:

With the ABR, sales become our responsibility. We steer the ship, ensuring your brand doesn't just survive, but thrives in the e-commerce domain.

» Unlimited SKU Listing & Cataloguing:

There's no cap. Introduce as many products as you have in your arsenal. Our team will catalogue and list each SKU to perfection.

» Daily Sales Support:

Everyday hurdles? We got them covered. Receive dedicated support every day to ensure the seamless functioning of your sales operations.

» Competitive Insights:

Stay ahead of the curve. Get regular reports on what your competitors are up to, ensuring you always have the upper hand in the market strategy.

» Event Participation

Our team expertly assists your brand in engaging with key marketplace events, including New Year sales, End of Season Sales (EOSS), and various festive promotions, ensuring maximized visibility and sales opportunities during these high-traffic periods.

» Customized Pricing Policy:

Our experts will devise a bespoke pricing strategy for your brand, ensuring optimal profitability while maintaining market competitiveness.



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ZAROORI RETAIL PRICING POLICY

We offer our esteemed clients two unique service models tailored to cater to a diverse range of requirements.

Please review the details of our pricing models below:

With effective Forum from 1 January 2024.

1. ABR (Approval Build Retain) Model

• Package Period : 1 Year



*One time Charge

 Rs/-57,000 *MEL - Rs 15,000/- Extra *Runway - Rs 10,000/- Extra *Rising Star - Rs 10,000/- Extra	 Rs/-57,000 *HIDDENGEMS - Rs 15,000/- Extra *LUXE - Rs 15,000/- Extra	 Rs/-57,000 *TATA LUXE - Rs 15,000/- Extra	 Rs/-57,000 *LUXE - Rs 15,000/- Extra	 Rs/-42,000 *LUXE - Rs 15,000/- Extra
 Rs/-42,000 *LUXE - Rs 15,000/- Extra	 Rs/-57,000	 Rs/-50,000	 Rs/57,000	 Rs/30,000
 Rs/-50,000	 Rs/-50,000	 Rs/-57,000	 Rs/-57,000	 Rs/-42,000
 Rs/50,000	 Rs/-57,000	 Rs/-50,000	 Rs/-50,000	 Rs/-57,000
 Rs/-57,000	 Rs/-60,000	 Rs/-42,000	 Rs/-50,000	 Rs/-57,000
 Rs/-57,000	 Rs/-57,000	 Rs/-57,000	 Rs/-57,000	 Rs/-57,000
 Rs/-65,000	 Rs/-60,000	 Rs/-57,000	 Rs/-57,000	 Rs/-57,000

Note: All mentioned prices are exclusive of GST.

We are committed to delivering excellence through our services. Please let us know if you need any assistance or further clarification on any of the pricing models.

100% Advanced Payment, First Come First Bases

T & C Apply



INTRODUCING

**ULTIMATE+
PACKAGE**



**At the
Price of 5** | **Get 6
Market Places**



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Confederation of Indian Industry
CII



1 YEAR PACKAGE

Ultimate Plus+

Key Features:

» Dedicated Team:

A team of four seasoned professionals exclusively aligned with your brand, ensuring smooth operations and unparalleled focus on your brand's growth.

- ▶ Chief On-boarding Head
- ▶ Key Account Manager
- ▶ Relationship Manager
- ▶ Project Director

» Marketing-All-Inclusive:

No hidden fees, no extra charges. Our marketing package covers every spectrum of the promotional journey, ensuring your brand always stays in the limelight.

» Sales Ownership:

With the Ultimate plus, sales become our responsibility. We steer the ship, ensuring your brand doesn't just survive, but thrives in the e-commerce domain.

» Unlimited SKU Listing & Cataloguing:

There's no cap. Introduce as many products as you have in your arsenal. Our team will catalogue and list each SKU to perfection.

» Daily Sales Support:

Everyday hurdles? We got them covered. Receive dedicated support every day to ensure the seamless functioning of your sales operations.

» Competitive Insights:

Stay ahead of the curve. Get regular reports on what your competitors are up to, ensuring you always have the upper hand in the market strategy.

» Event Participation

Our team expertly assists your brand in engaging with key marketplace events, including New Year sales, End of Season Sales (EOSS), and various festive promotions, ensuring maximized visibility and sales opportunities during these high-traffic periods.

» Customized Pricing Policy:

Our experts will devise a bespoke pricing strategy for your brand, ensuring optimal profitability while maintaining market competitiveness.



ULTIMATE PLUS PACKAGE

Introducing the (Ultimate Plus) package Duration - 12 Months

- ▶ An exclusive offering tailored for brands seeking a seamless e-commerce experience in both domestic and international markets.
- ▶ Dive into the vast online retail world with our premium services that encompass a year-long duration.



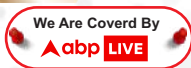
Note: All mentioned prices are exclusive of GST.

Take your brand to unparalleled heights with the Ultimate Plus package, Where we shoulder the journey's challenges while you enjoy the successes. Embrace the future of e-commerce with Zaroori Retail

Terms and Conditions :

- ▶ Shoots will be handled by clients.
- ▶ Some marketplaces charge extra for the Ad Campaigns as per the Commercials.
- ▶ Product Reviews will be charged as per third party.

GST excluded in all above prices and policy.



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Middle East

India





US



For more info contact us **7888834621** | **7740085560** | **7009008425**

-  **360 DEGREE**
-  **Platinum Care**
-  **FC SUPPORT**
-  **CONCESSION SUPPORT**
-  **LEGAL SUPPORT**
-  **INTERNATIONAL BANKING SUPPORT**

1 YEAR PACKAGE

RS- 2,25,000



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www.zarooriretail.com



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-  **CONCESSION SUPPORT**
-  **LEGAL SUPPORT**
-  **INTERNATIONAL BANKING SUPPORT**

ANNUAL PACKAGE

For any 4 Marketplaces

RS- 3,00,000

Premium Marketplace



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-  **Platinum Care**
-  **FC SUPPORT**
-  **CONCESSION SUPPORT**
-  **LEGAL SUPPORT**
-  **INTERNATIONAL BANKING SUPPORT**

ANNUAL PACKAGE
For any 4 Marketplaces
RS- 3,50,000
Premium Marketplace



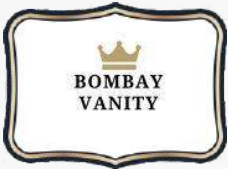
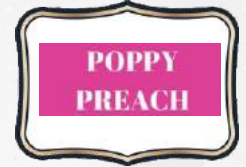
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SUCCESS STORIES

SOME OF OUR BRANDS





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06/04/2024, 11:17 Make Way For Zaroori Retail, Which Paves The Way For Excellent Online Brand Elevation

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Home / Brand Wire / Make Way For Zaroori Retail, Which Paves The Way For Excellent Online Brand Elevation Language

Make Way For Zaroori Retail, Which Paves The Way For Excellent Online Brand Elevation

Zaroori Retail is a fast-growing and expanding premium marketplace service provider that helps brands sell on multiple platforms, leading them to their desired brand success.

By: ABP Live Focus | Updated at : 05 Apr 2024 11:28 PM (IST)



New Delhi (India), April 5: It is genuinely astonishing to learn about all those brands, platforms, and businesses founded on a powerful purpose that goes beyond the conventional norms. A handful of these businesses thrive not just on the dedication and passion of an expert and experienced team but also on a purpose to positively impact their clients and customers, much like what **Zaroori Retail** by CEO & Founder Mr. Deepinder Ahluwalia has been doing, paving the way for greater growth and success for brands on top online marketplaces.

Zaroori Retail today has risen as one of the most sought-after and premium marketplace service providers that helps brands sell on multiple platforms, leading them to their desired brand success. The team highlights their passion for helping brands list their products on premium marketplaces like Myntra, Ajo, Nykaa, Tatacliq, and more. They are a team of professionals who are driven and committed to helping each of their clients by meticulously managing their e-commerce from account creation to supporting their products go live so they can focus on more crucial aspects of running their business.

Their top-notch online brand elevation services have helped several brands increase their customers and revenue considerably. Established only a few years ago, Zaroori Retail has become a prominent

name in the market, expanding not just in India in cities like Ludhiana, Noida, and Mumbai but internationally, like Dubai and the US.

Each of its services, from account setup and onboarding, product listing and optimization, pricing strategy and competitor analysis, inventory management, order processing and fulfillment, marketing and promotional strategies, customer service and query resolution to performance analytics and reporting, compliance and policy guidance, feedback and review management, continuous education and updates, and tailored strategies for brand growth, the Indian marketplace service provider has come a long way, earning a continuously expanding clientele, which has already exceeded a client base of 3600.



It has carved a niche by specializing in managing fashion and cosmetic brands, allowing the company to offer tailored services in these ever-evolving and dynamic sectors. Its focus on adaptability and innovation has allowed the company to stay ahead of the curve. This has helped them navigate the complexities of online retail and marketplace dynamics through a forward-thinking mindset and their passion for leading brands to outstanding success.

Zaroori Retail's (@zarooriretail) product offerings like the Approve - Build - Transfer model, Approve - Build - Retain model, and Ultimate Plus + model and their objectives to accelerate revenue growth through consultative account management and expand marketplace base with better visibility and growth reflects their commitment to achieving excellence as a leading company in India, specializing in onboarding and managing brands on top-notch marketplaces.

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As the leading force in India's premium marketplace sector, Zaroori Retail stands at the forefront of innovation and excellence. With our extensive network that includes celebrated names like Myntra, Nykaa, TataCliq, and many more, we have revolutionized the way brands showcase their products in apparel, cosmetics, personal care, fashion accessories, and footwear.

Why Choose Zaroori Retail?

Expertise

Unparalleled Experience in Navigating Premium Marketplaces Across India, the UAE, USA, and Canada.

Personalized Support

Dedicated Account Management for Over 3000 Clients, Ensuring your Brand's Unique Voice is Heard.

Global Reach, Local Insight

Offices in Ludhiana, Noida, Mumbai, Dubai, and the USA. Blending International reach with Local Expertise.

Your Success is Our Mission

Our commitment goes beyond just listing and account management. We are your partners in growth, helping you navigate the ever-evolving digital marketplace landscape. Let us guide you through the complexities of online retail, ensuring your brand not only grows but thrives.

Join us at Zaroori Retail, where your brand's potential meets our expertise. Together, let's set new benchmarks in the digital marketplace.

Reach out today and take the first step towards transforming your brand's future.

Contact us - 🏢 **India Offices** : Ludhiana | Noida | Mumbai | 🌐 **International Offices** : Dubai | USA

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