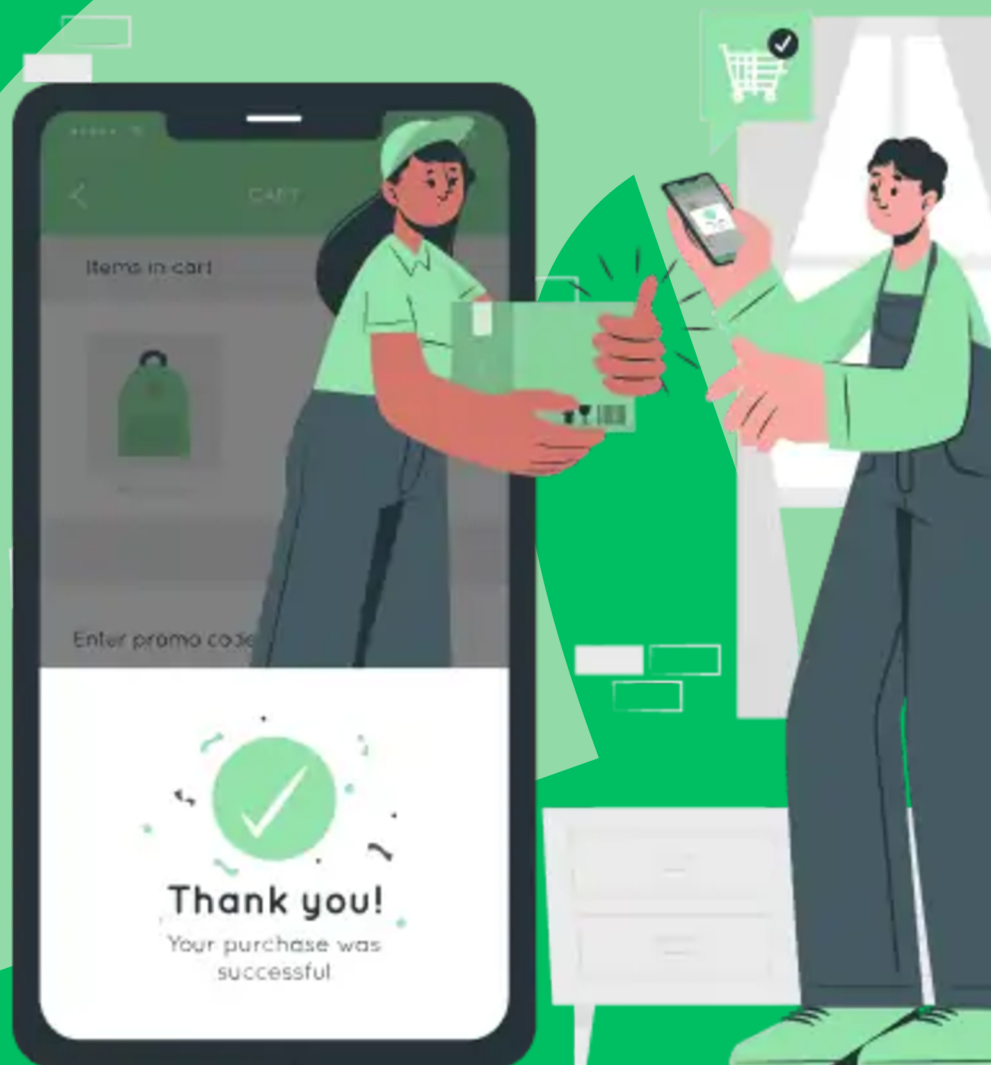
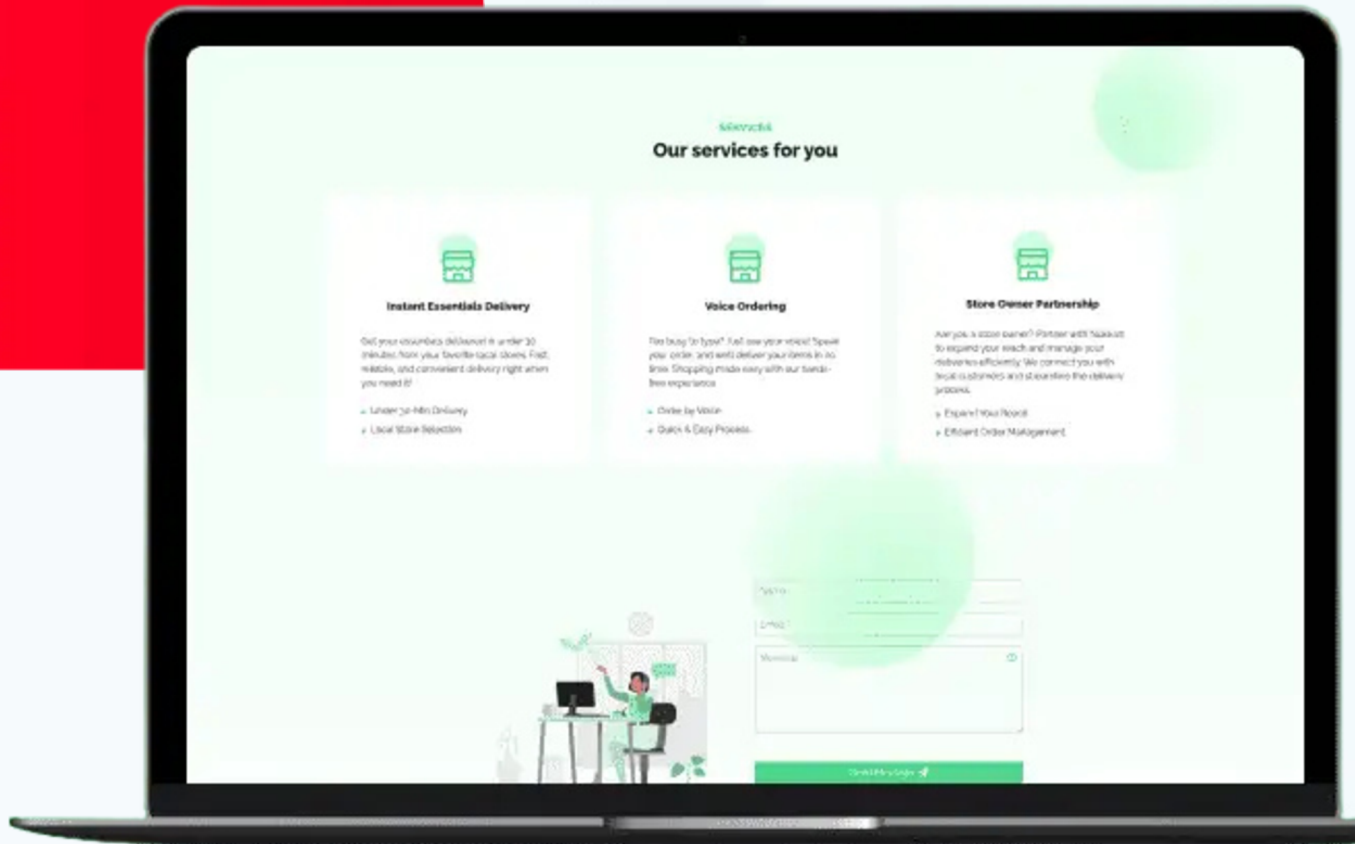


● CASE STUDY

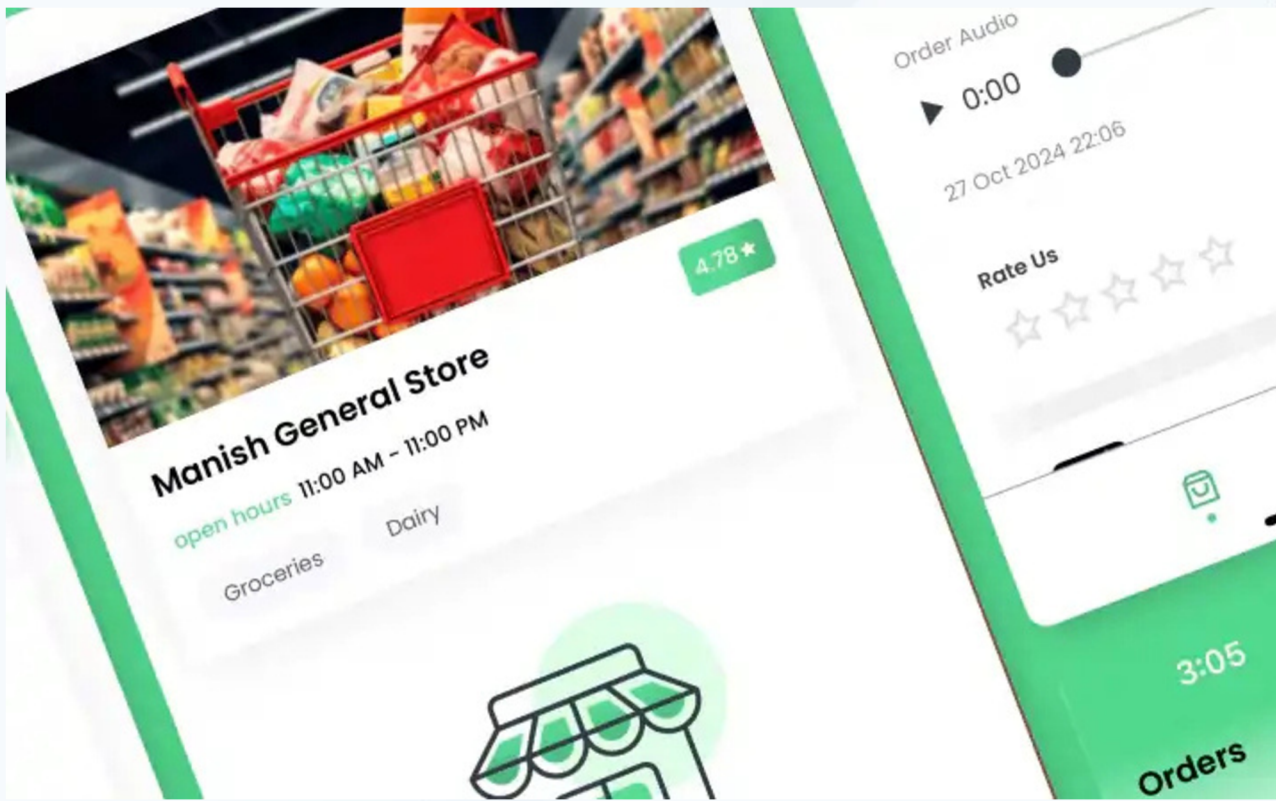
Nukkart - Transforming Local Shops Through Technology





Transforming Local Shops Through Technology

Local grocery stores, dairies, and kirana shops are the backbone of India's economy, especially in Tier 2 and Tier 3 cities. Despite their importance, these shops face significant challenges in keeping up with the growing demand for convenience and efficiency. Manual processes, disorganized inventory, and limited customer engagement make it difficult for them to compete with supermarkets and online delivery platforms.



* Overview

Nukkart is a mobile-first platform designed for small and local retailers. It allows shopkeepers to manage customer orders efficiently and provides customers with a seamless shopping experience. By enabling voice-based ordering, real-time updates, and simple inventory tracking, Nukkart ensures that even shopkeepers with limited technical skills can digitize their operations.

Take the case of Sharma General Store in Varanasi. With over 20 years in business, the shop was struggling to manage a surge in orders during the festive season. Calls for orders often went unanswered, and incorrect deliveries led to customer dissatisfaction. Nukkart provided a simple yet powerful solution to streamline their operations, improve order accuracy, and increase sales.

* Challenges

Local shopkeepers, such as Sharma General Store and Rakesh Dairy in Kanpur, face several operational challenges:

❖ **Complex Lead Tracking**

Orders were taken over phone calls or on slips of paper, leading to frequent errors.

For example, Sharma General Store lost 15% of its orders due to misplaced notes or miscommunication during peak hours.

❖ **Limited Inventory Tracking**

Stockouts or overstocking caused lost revenue and wastage.

Rakesh Dairy often ran out of popular items like butter and milk, losing customers to nearby competitors.

❖ **No Customer Engagement Tools**

Shopkeepers lacked the ability to notify customers about discounts or loyalty programs, reducing repeat business.

❖ **Hesitation to Adopt Technology**

High costs and complexity deterred many local shops from using digital tools.



* Development and Vision

Agami Technologies aimed to address these challenges by creating Nukkart—a platform designed to empower local shopkeepers while being affordable and easy to use. The team envisioned Nukkart as a tool that simplifies:



Order management by introducing voice-based ordering and real-time status updates.



Customer engagement through built-in CRM features.

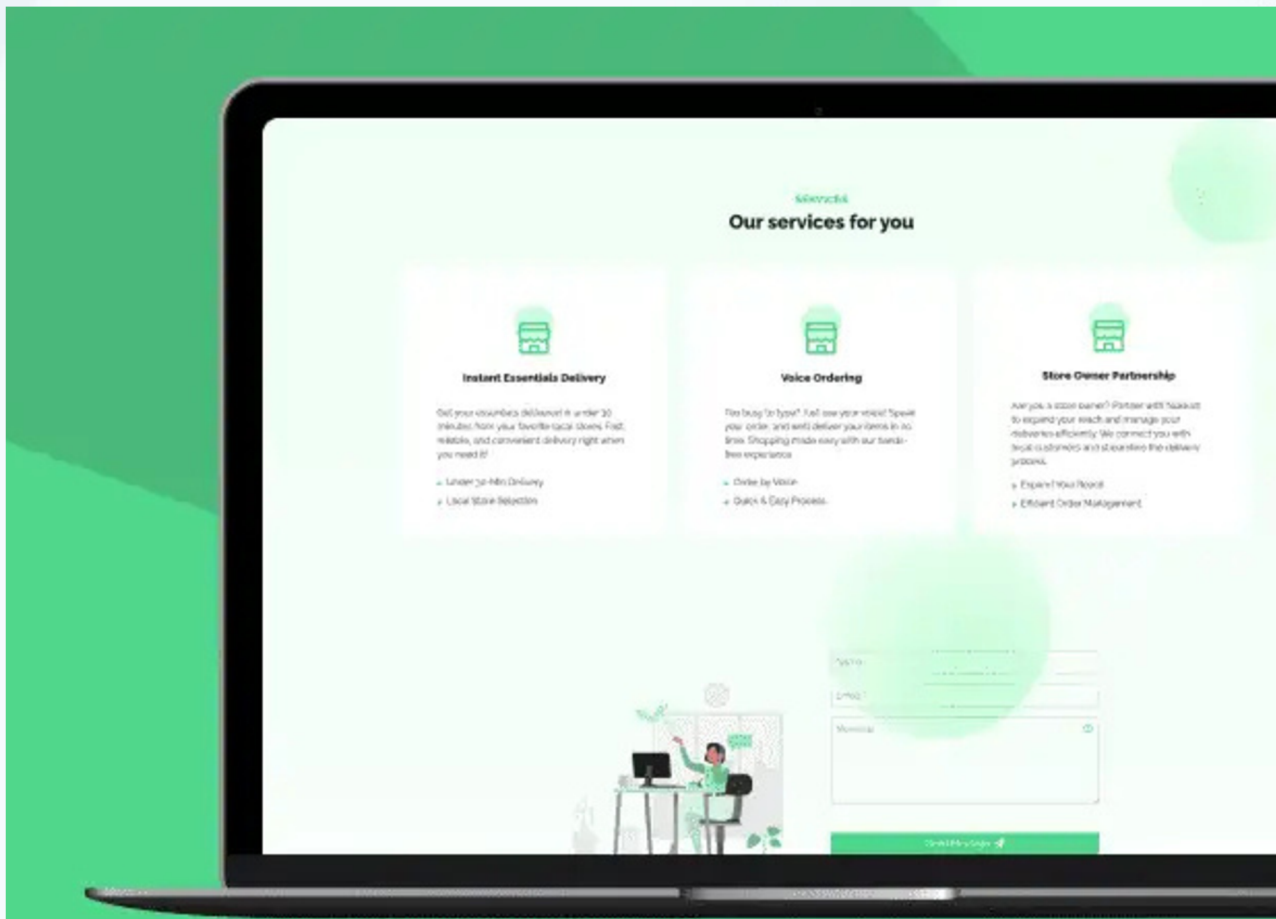


Inventory management by providing timely stock alerts and insights.



* About Agami Technologies

Agami Technologies specializes in developing technology solutions for underserved markets. Their focus is on building affordable, scalable, and user-friendly platforms that empower small businesses. With Nukkart, Agami Technologies reinforces its commitment to bridging the digital divide for local retailers.



* Solutions

Nukkart offers end-to-end features tailored to local shops:

For Customers:

- ❖ **Voice Ordering:** Customers like Mrs. Gupta in Varanasi now place their weekly grocery orders by simply speaking into their phone.
- ❖ **Order History:** Repeat orders for staples like rice and oil take just a few clicks.
- ❖ **Real-Time Updates:** Customers receive updates on order status, reducing wait times.

For Shopkeepers

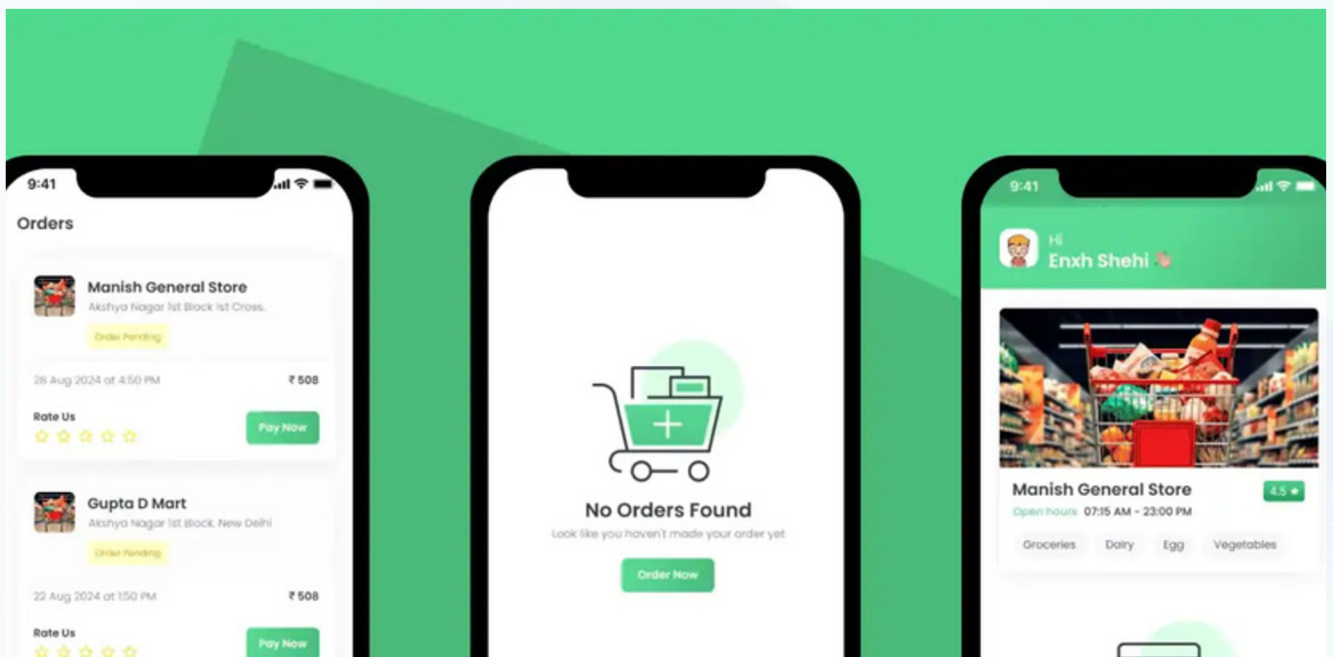
- 🛑 **Order Management** : Shopkeepers like Ramesh of Sharma General Store can now listen to voice orders, confirm them, and update the status in real time.
- 🛑 **Inventory Alerts** : Automated notifications prevent stockouts of fast-moving items like biscuits or milk.
- 🛑 **Customer Insights** : Nukkart helps shopkeepers

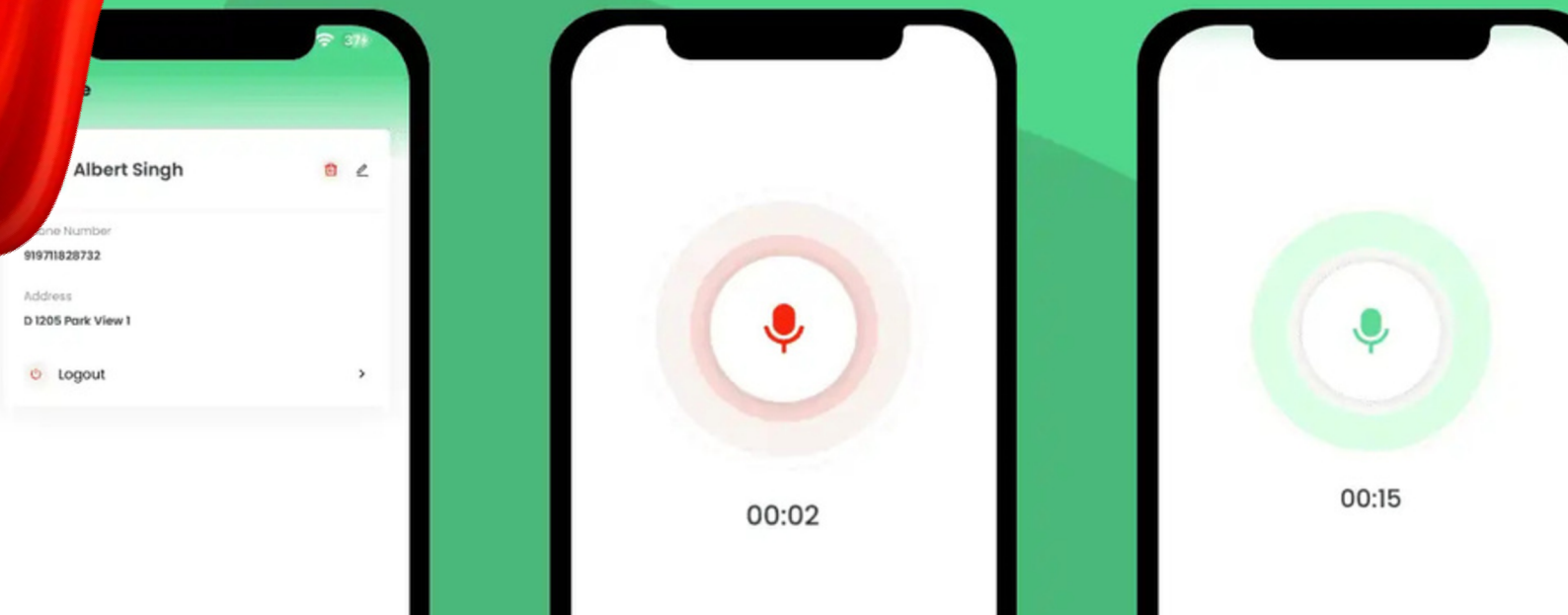
Mobile-First Design

With a simple interface designed for smartphones, Nukkart ensures even non-tech-savvy shopkeepers can use it effortlessly.

Affordable Pricing

At a low monthly cost, Nukkart removes the financial barriers to digital transformation.





* Results

The results of Nukkart's implementation have been remarkable:



Improved Efficiency

Sharma General Store reduced errors by 70% during festive seasons, ensuring all orders were accurately fulfilled.



Enhanced Customer Retention

With features like voice ordering, shops like Sharma General Store retained customers who preferred the convenience of placing orders without visiting the store.



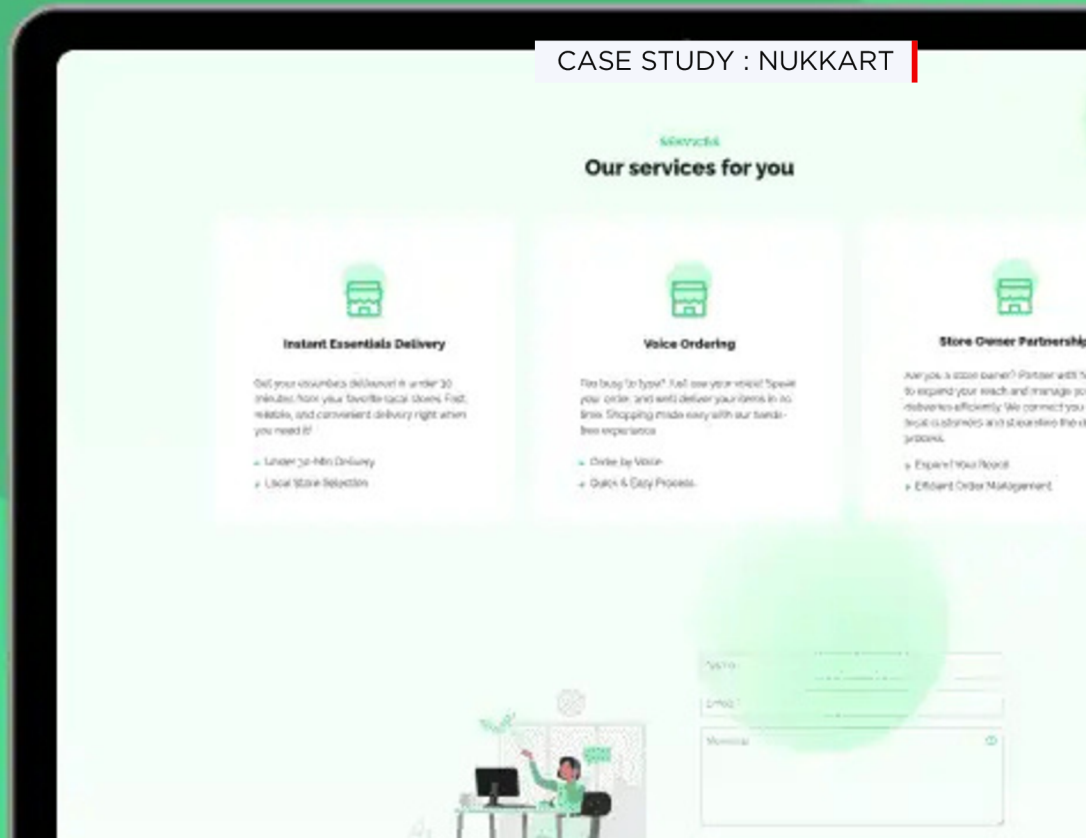
Higher Revenue

After adopting Nukkart, Rakesh Dairy saw a 25% increase in revenue, driven by better order management and customer loyalty tools.



Wider Adoption

Over 15,000 small shops across India, from local kirana stores to dairies, have adopted Nukkart within the first year of its launch.



* Conclusion

Nukkart exemplifies Agami Technologies' dedication to empowering local businesses. By addressing the unique challenges faced by small shops, it has enabled them to thrive in a competitive market.

For local shops like Sharma General Store and Rakesh Dairy, Nukkart has been a game-changer. It not only streamlines operations but also creates a more engaging shopping experience for customers. As Nukkart continues to evolve with features like online payment integration and marketing tools, it is set to redefine the way local shops operate in the digital era.

● CASE STUDY

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