



LOGISTICS SIMPLIFIED

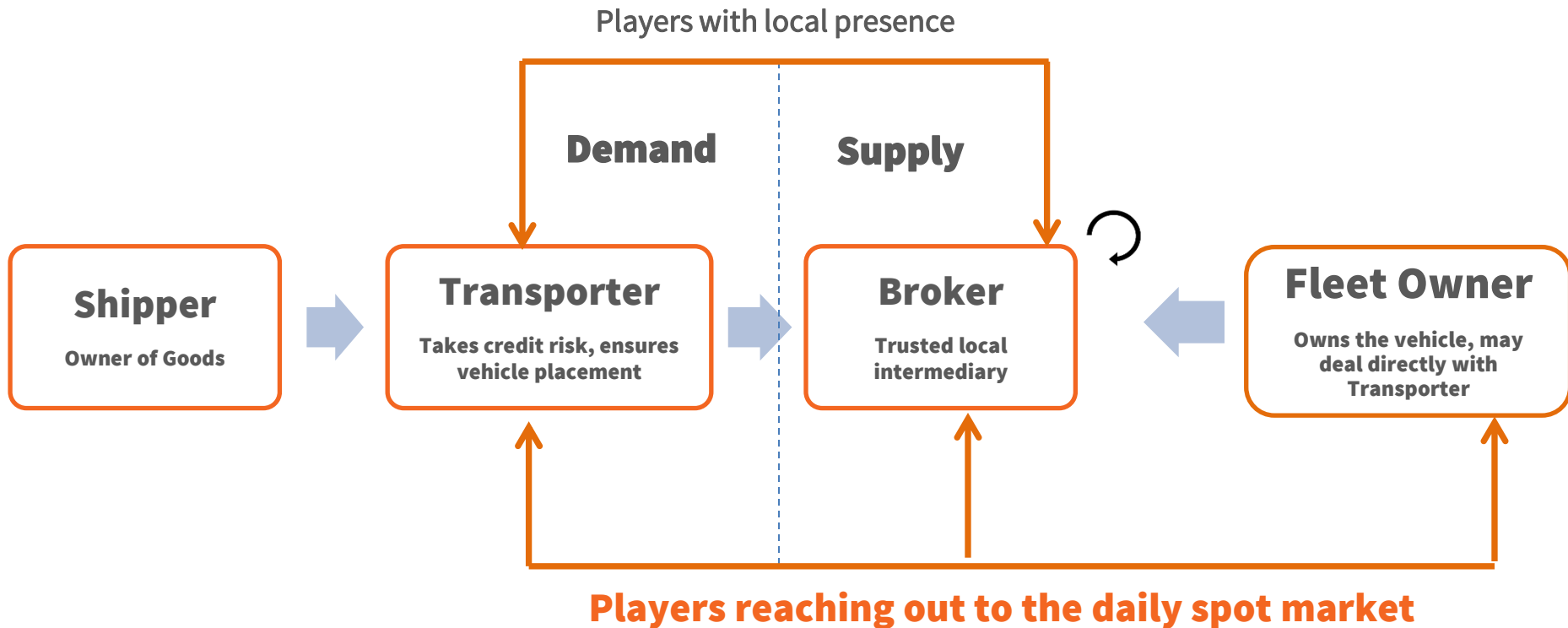
RELIABLE, EFFICIENT, TECH-DRIVEN TRANSPORTATION

INCUBATED BY



Strictly Confidential | Visit <http://www.truckhall.com> for more details

Our Battleground



Market Size

7,064,000

Goods Vehicles, running on Indian Roads

1,325

Billion ton-km of Freight

US\$ 45B

Indian Trucking Industry

Freight traffic expected to double by 2025. US \$300 B by 2020.
Almost 90% of the industry falls under un-organized segment

Source – <http://data.gov.in>, Mckinsey

Economic Times 2017 <http://economictimes.indiatimes.com/small-biz/startups/how-dreams-of-logistics-startups-turned-to-dust/articleshow/56695456.cms>

Opportunity

- Industry is heavily **fragmented**
- Too **many layers** between Shipper and Fleet Owner
- No **reliable** way of efficiently matching demand & supply
- Poor **service levels**
- High degree of **price volatility & pilferage**

Our Solution

A **web and mobile app based platform** which fulfils Full Truck Load (FTL) requirements by-

**AGGREGATING
Vehicle Suppliers**

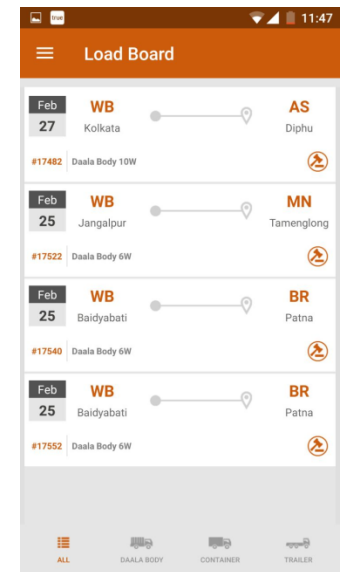
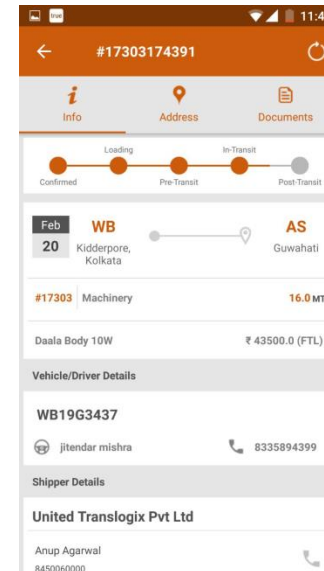
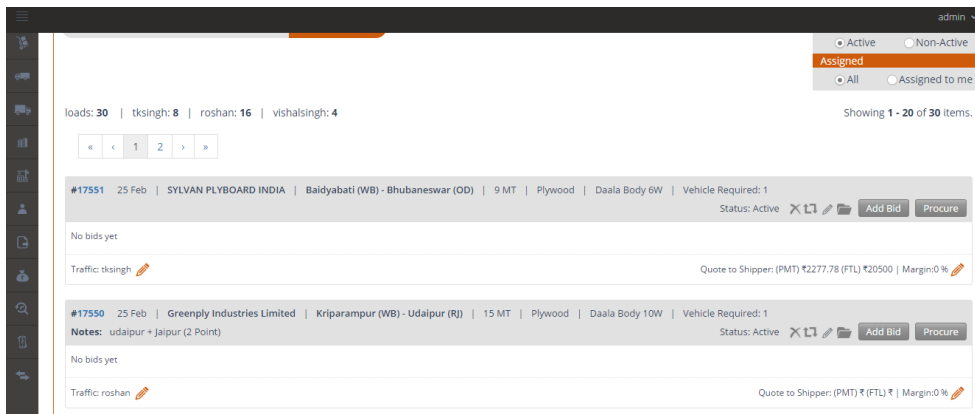
**GAMIFYING
Vehicle Procurement**

**IMPROVING
Price Discovery**

Taking end to end responsibility of the transaction

Product

Post Requirements > Get Bids > Confirm > Deliver



Once the vehicle supplier is matched, TruckHall takes **responsibility** for the entire transaction by providing key services such as **loading support, payouts, vehicle tracking, on route support and quick pod retrieval.**

Our Services



Daily Spot Movement



Project Cargo Movement



Price Discovery



**Co-ordination
between
Stakeholders**



On-route Tracking

**PROOF
OF DELIVERY**

Quick PoD Retrieval

Revenue Model



TruckHall **auctions the requirements** of shippers on its platform in a time bounded manner to get the best price and ensures complete fulfilment as a transporter making an average **12% margin** on every transaction.

Our Journey

**Information
Exchange Between
Transporter and
Vehicle Suppliers**

**Trusted Vehicle
Supplier to
Transporters**

**Started working
with Shippers**

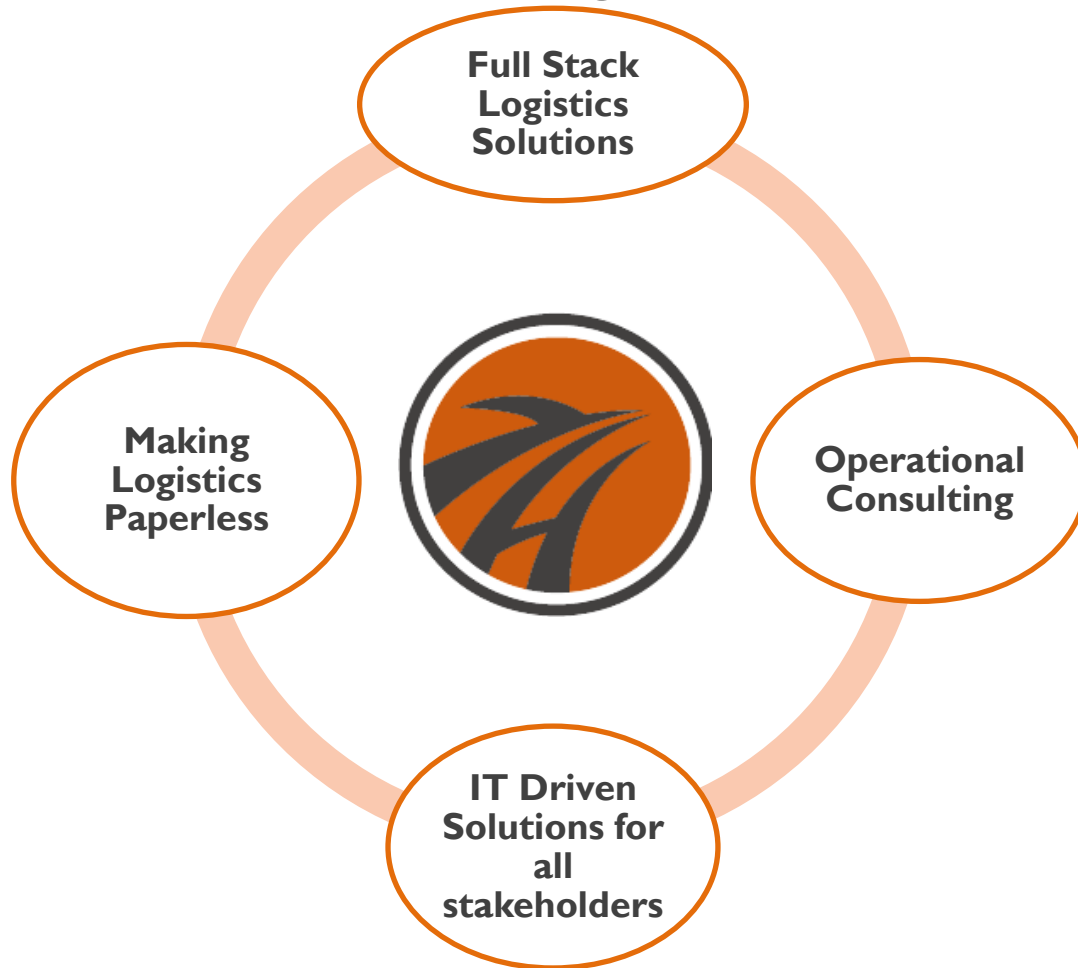
Oct 2015

March 2016

Nov 2016

Vision

To assist **businesses** move their goods **efficiently** across India

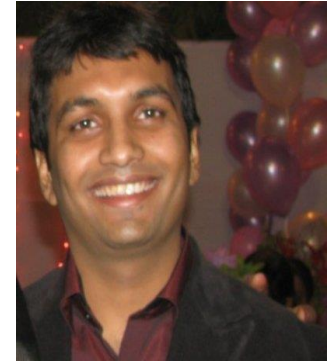


To help **100,000 businesses** in **optimizing** their transportation needs by **2020**

Challenges

- Poor **payment** cycles (**>60 days** is the average duration)
- **Rough** and heavily un-organized industry
- Technology adoption will take its **time**
- **Pilferage** of goods and money
- **Better pricing** is the only barrier to entry

Team



Anup Agarwal

- Founder & CEO
- IIM-Lucknow
- 12+ years cross-functional experience in Heavy and Agriculture Industry

Manisha Sharaf

- Co-Founder & Finance Lead
- CA Rank Holder
- 12+ years' as financial consultant

Ankit Dudhwewala

- Co-Founder & Marketing Lead
- NMIMS, Mumbai
- Founded SoftwareSuggest.com
- Experience in building marketplaces

Varun Biyani

- Co-Founder & CTO
- CMU, USA
- Co-Founded LogiNext
- 9+ years in IT industry, Strong Logistics Industry background



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