

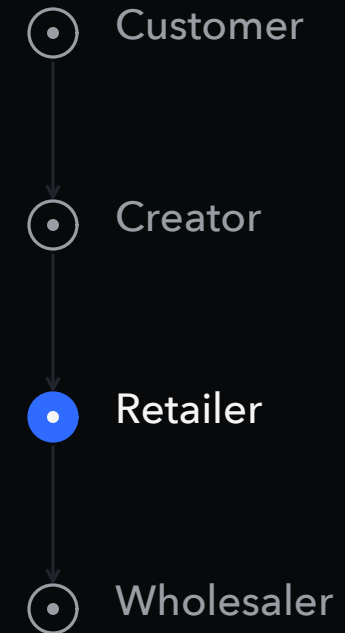
I don't want to build
another mobile store.

I want to connect the
ones that already exist.

Building a distributed digital sales & sourcing
network for India's mobile retail market.

AHMED SHAHABI

Founder · Builder · Marketplace Operator



I've already built the relationships.

Five years of operating a real marketplace gave me relationships inside India's mobile ecosystem.

₹ 50Cr+

Revenue generated
Last financial year

5+

Years operating

70+

Wholesaler customers

150+

Wholesalers connected

1,500+

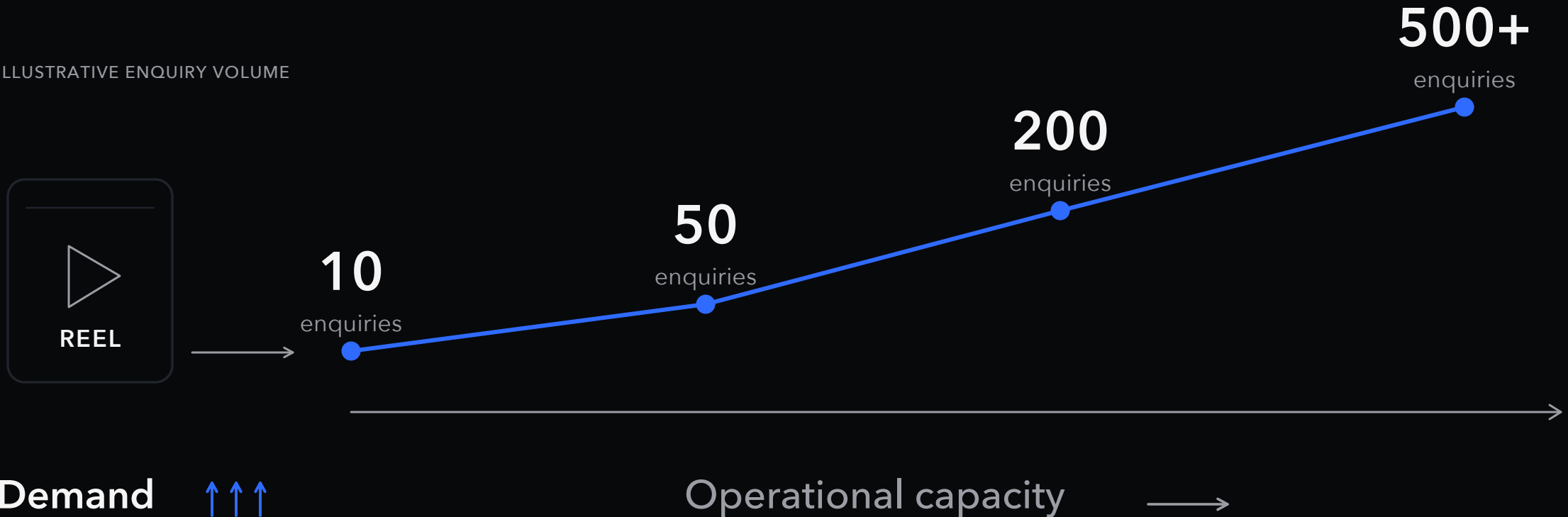
iPhone 17 units sold

The biggest asset I built wasn't only revenue.
It was the network behind it.

Then I started talking to mobile retailers.

Many are already using Instagram Reels to generate demand.

ILLUSTRATIVE ENQUIRY VOLUME



Their content is scaling faster than their operations.

The problem isn't demand.

It's what happens after demand arrives.

01

STOCK

Viral content can create demand beyond available inventory.

02

WHATSAPP

Hundreds of enquiries become difficult to manage.

03

RESPONSE

Slow follow-ups mean potential customers are lost.

04

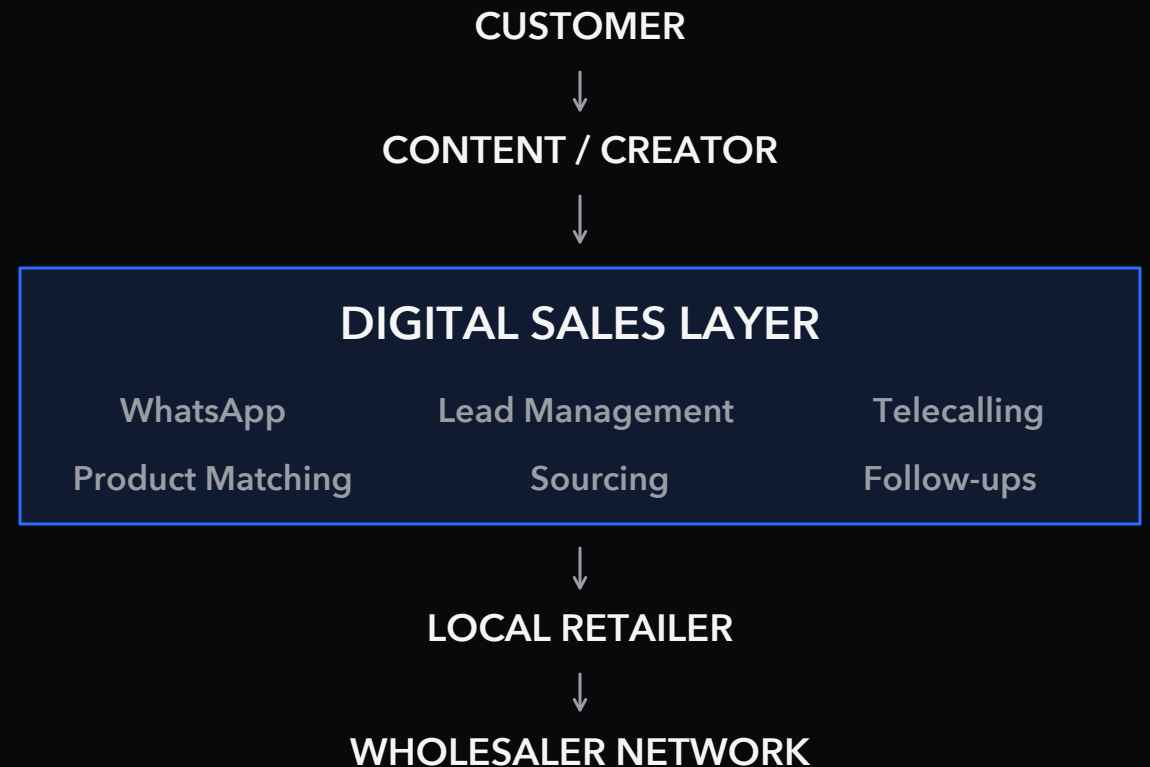
STAFFING

Hiring for unpredictable peaks is expensive.

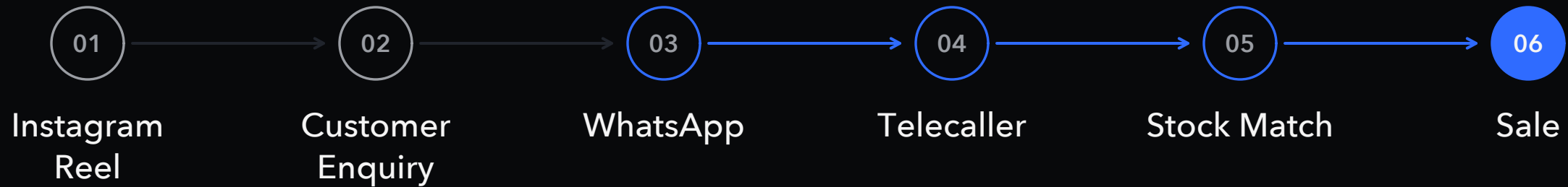
We become the digital layer around the retailer.

The retailer focuses on the physical product.

We build the digital engine around it.



When the Reel ends, the real work begins.

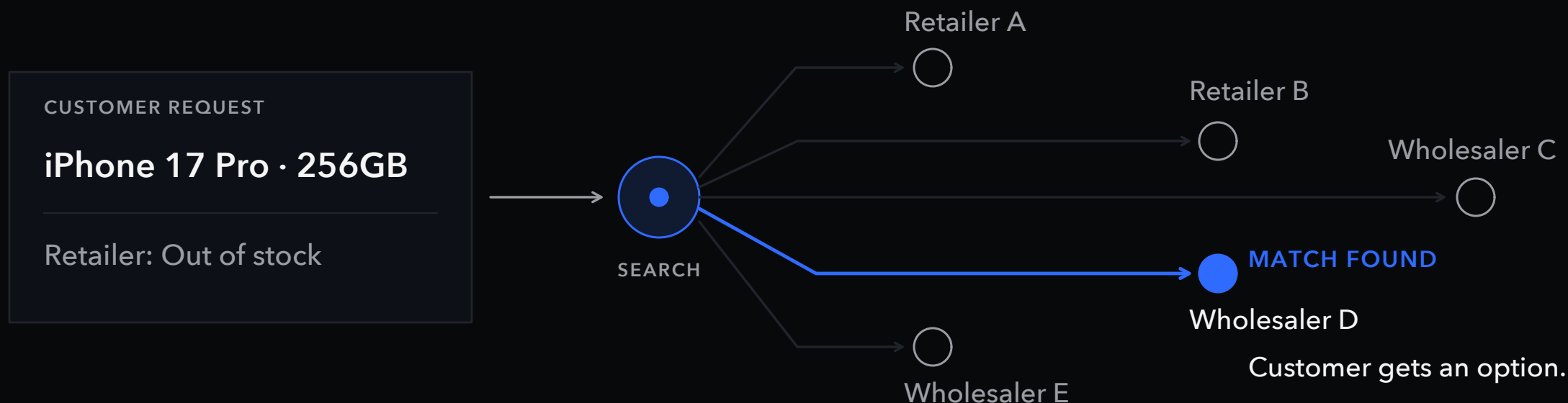


Content creates demand.

Our backend converts it.

I already have experience building WhatsApp-based systems for my existing business.

What happens when the retailer doesn't have the phone?



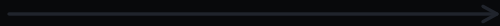
The inventory doesn't have to be in one store.

It can exist somewhere in the network.

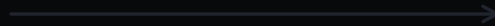
With relationships across 150+ wholesalers, sourcing across cities starts with an existing network.

Start with Kerala. Prove the model. Replicate it.

01



02



03

KERALA

Validate:

Retailer partnerships
Creators · WhatsApp
Telecalling · Sourcing

SOUTH INDIA

Replicate the
operating playbook.

INDIA

Build the distributed
mobile retail network.

Starting point: Kerala

How the network earns.

PLANNED REVENUE MODEL

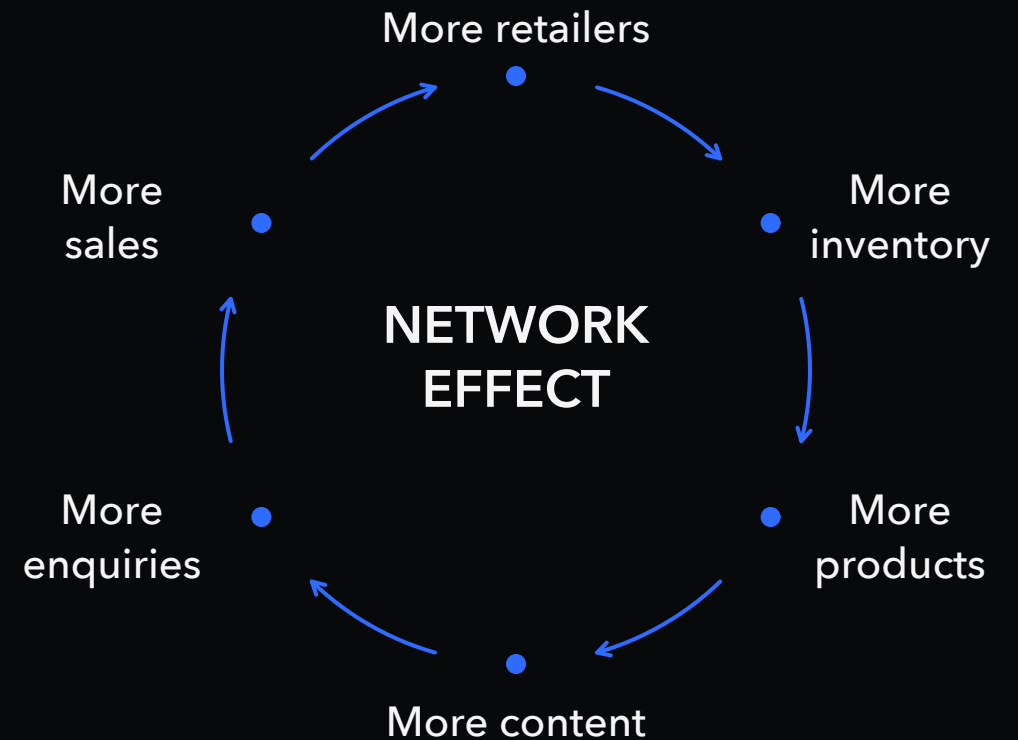
Monthly subscription

Shop owners pay a monthly fee to keep the digital sales and sourcing system running.

Sales commission

We earn commission on electronic items sold through other sellers.

THE FLYWHEEL



Why me?

I've spent the last five years building, operating and learning from a real marketplace business.

The biggest asset I've built isn't only revenue.
It's relationships.

5+ years

150+ wholesalers

70+ wholesaler customers

Existing WhatsApp infrastructure

Marketplace experience

**India doesn't need
another mobile store.**

**It needs a better way
to connect the stores,
inventory and customers
that already exist.**

Starting with Kerala. Building for India.

AHMED SHAHABI

ahmedshahabi.in

The support I need.

01 Visibility & introductions

Help the idea reach retailers, creators and industry networks.

02 Help build a great team

I've already started. Introduce people with strengths in technology, sales or operations.