



# Building India's Digital Business Infrastructure

Empowering 63M+ Local Businesses with Digital Transformation



# The Digital Discovery Challenge for the Indian Businesses



**naturals**  
unisex salon & spa

**green trends**  
HAIR & STYLE SALON



**Reliancefresh**

**bigbasket**



**BIG BAZAAR**  
NAYE INDIA KA BAZAAR

**amazon**



**First Choice**  
MULTIBRAND CAR WORKSHOP

**gobump**



- > 70-80% customers discover businesses through local search

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- > 55% of website traffic comes from google my business

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- > 200% growth in "Near Me" searches

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- > Over 50% searches lead to store visits



**Yet only 10% of India's 63M+ SMBs have effective digital presence**

# Why Businesses Stay Offline. What's stopping them?



## Technical Complexity



- Multiple tools to manage (Website, Google my Business, Social Media)
- Expensive implementation
- Complex technical requirements

## Knowledge Barrier



- Limited understanding of digital tools
- No expertise in digital marketing
- Can't maintain online presence effectively

## Integration Issues



- Fragmented solutions (One for website, another for chatbot)
- No single dashboard
- Multiple vendors and platforms

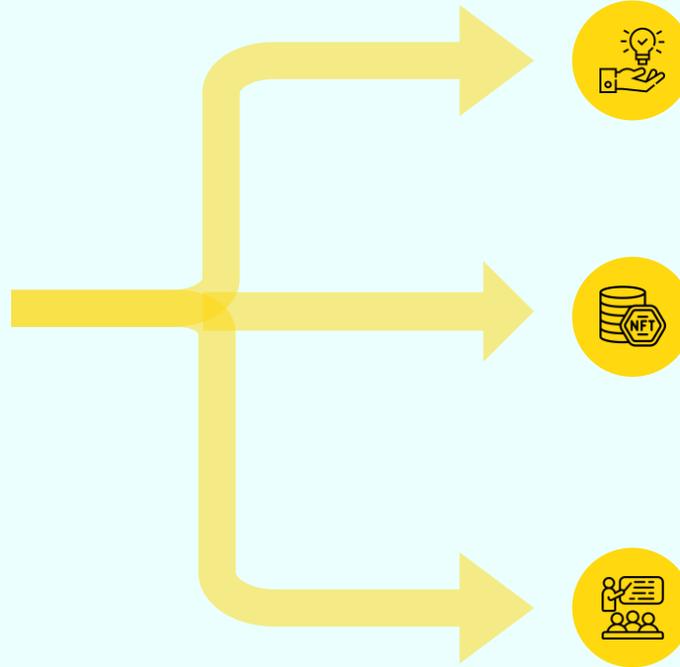
**Even with available solutions, businesses struggle because tools without education don't solve the real problem**

# Introducing MBG Card: Education-First Digital Transformation Platform

## Complete Digital Transformation:

Where Technology Meets Education.

We build your online presence, automate your operations, and teach you how to master it all



### Category-Specific Solutions

- Pre-built digital packages for 250+ business types
- Each industry gets exactly what they need
- From salons to bakeries to restaurants



### Complete Digital Stack

- Business Website & Profiles
- Local Search Optimization
- Social Media Integration
- Unified Management Dashboard



### Built-In Education System

- Just like Tally succeeded by teaching accounting
- We teach digital transformation
- Hands-on implementation support

**We don't just provide tools - We teach businesses how to succeed digitally**

That's why businesses choose us at ₹36,000 while competitors charge ₹2,000

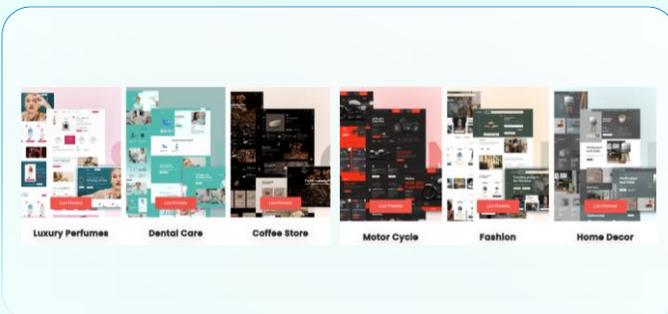
# How MBG Card Works

## One Platform. Complete Digital Transformation.

### Create the Online Presence



- Professional website optimized for specific industry
- Google Business Profile setup and optimization
- Social media profile creation and branding



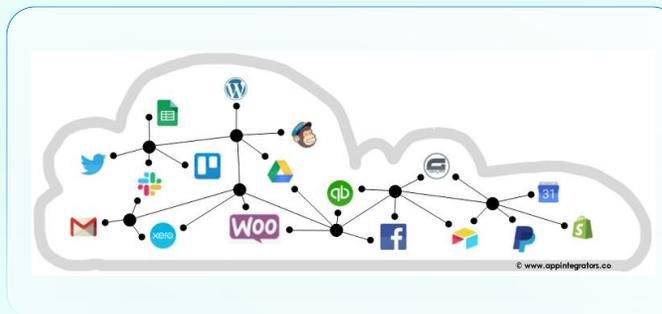
### Chatbot Automation



#### 50+ platform integrations including:

- WhatsApp, Facebook, Instagram, Telegram
- Review management systems
- Digital marketing tools

#### Single dashboard control



### Training & Scaling for Ads



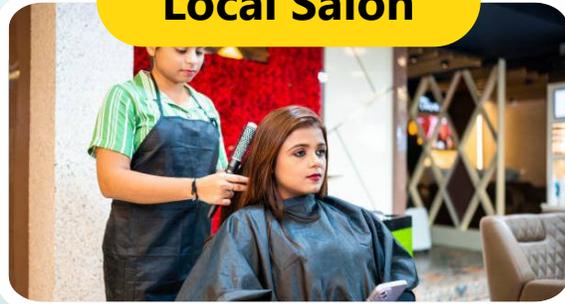
- Industry-specific digital skills training
- Marketing best practices
- Regular optimization updates
- Ongoing support



# How Businesses Transform with MBG Card

## Industry specific Vertical Solutions

### Local Salon



- Limited to walk-in customers
- No online presence
- Manual appointment system

- 70% bookings through digital channels
- Strong Google Business presence
- Automated appointment management

**3x increase in customer inquiries**

### Restaurant



- Word-of-mouth marketing only
- No digital menu or ordering
- Limited reach in local area

- 55% orders through website
- Active social media presence
- Digital catalogue reaching new customers

**60% boost in online visibility**

### Dental Clinic



- Paper-based patient records
- No online appointment system
- Limited patient communication

- Digital appointment scheduling
- Automated patient reminders
- Growing through Google reviews
- Streamlined patient communication

**40% growth in new customers**

# Massive Untapped Market in India

## Qualifying factors:

- Revenue > ₹10 lakhs/year
- Urban/semi-urban locations
- Customer-facing businesses

## Focus categories:

- 250+ business verticals
- Premium segment willing to pay ₹36,000/year
- Education-focused customers

**TAM**  
**6.3Cr MSME**

(1,26,000 Crores)

₹20,000/year Average digital transformation spend:

Total market value calculation:  
 $6.3Cr \times ₹20,000$

**SAM**

**1.5Cr MSME**

(32,000 Crores – 25% of TAM)

1.58Cr MSMEs that are ready for digital transformation

Target segments:  
Retail, healthcare,  
services & hospitality

**SOM**

**10Lakhs MSME**  
**3600Cr**

Our target for next 5 years  
(36000 INR \* 10Lakh Businesses)



# Proof of Concept: Tally's Education-First Model Dominates MSMEs

Validating the "education-first" model with a proven success story



## Key Stats

- **Revenue (FY24):** ₹672 Cr  
5-Year CAGR: 5%  
2024-25 Growth Target: 30-40%.
- **Market Share:** 90%+ in MSME accounting software.
- **Key to Success:** Education-driven adoption (training users on software usage)

## Tally's Strategy Parallels

- **Education-First:** Built training modules, certifications, and local workshops.
- **Vertical Focus:** Customized solutions for MSMEs (e.g., GST compliance).
- **Pricing Premium:** Despite cheaper alternatives, Tally dominates due to trust + education.

## Link to MBG Card

"**Just like Tally**, MBG Card combines **technology + education** to drive adoption and loyalty in India's SMB digital transformation.

## Quote from Tally's MD

"Our training programs ensure businesses master the tool – that's why 9/10 MSMEs choose Tally."



# MBG's revenue model

₹ 999/-

## Silver

- Positive Review Qr Code
- Adboost (Festival creatives App)

₹ 20000/-

## Gold

- Google My Business optimization tool
- Social Media Scheduling tool
- Positive Review QR Code & Google Review Autoreply
- Adboost (Festival creatives App)
- 5 Promotional Creative

**Validity 12 Months**

₹ 36000/-

## Platinum

- Gold Plan +
- Website
- Chat-Bot Solutions

**Validity 12 Months**



Unlimited Updates



Service Demonstration



Photo Gallery and brochures



Payment details and gateway



Address and contact details



Product Listings and viewer stats

# We are poised to win this game

## Website



## Presence Management



Local Digital Marketing Companies

## Education



## Marketing



## Chat-bot



## The MBG Card Advantage

### Industry-Specific Solutions

Pre-built solutions for 250+ business categories

### Integrated Platform

All digital needs managed from one dashboard

### Education + Implementation

Not just tools - complete business transformation support

### Premium Value

Customers choose us at ₹36,000 vs ₹2,000 alternatives

# MBG's Traction & Growth

## Growing Fast, Growing Right

Active Customers

**5,000+**

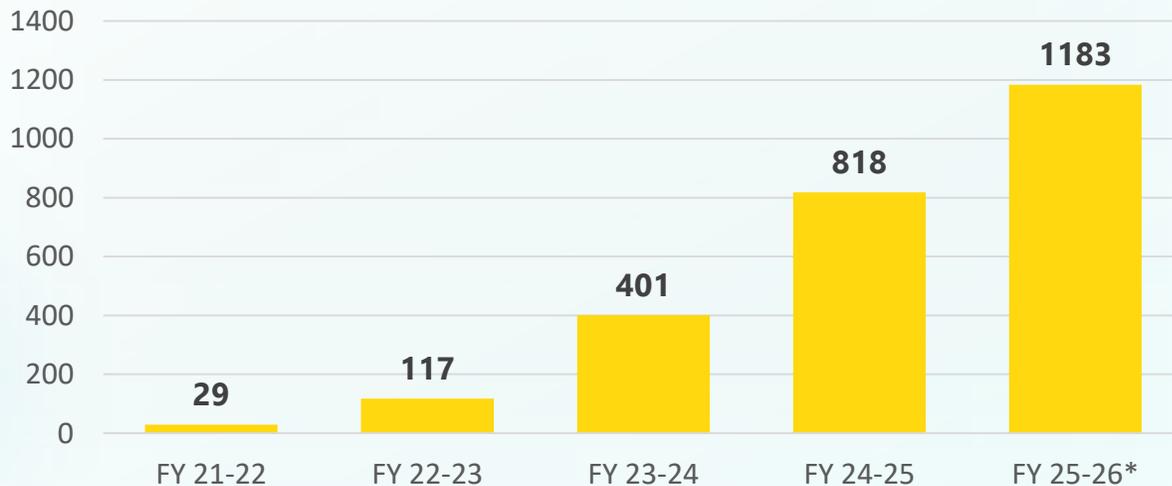
Cumulative Revenue

**25.48 Cr**

EBITDA

**12%**

### Annual Revenue Growth (in Lakhs)



### Key Business Metrics

Premium Plan Adoption

**70%**

Avg. Revenue Per User

**₹36,000/year**

Customer Acquisition Cost

**₹8,500**

Customer Lifetime Value

**₹72,000**

### Last 3 Months Revenue

- September 2025 – 1.92 Cr
- October 2025 – 1.78 Cr
- November 2025 – 2.6 Cr

# Team that's building MBG



**Abhinav Dubey**

*Founder & CEO*

10+ years building tech-based startups from scratch. B-Tech in Computer Science & MBA in Marketing  
Expert in growth & expansion business development. Helped FabHotels expand from 100 to 10k+ franchise rooms



**Utkarsh Jain**

*Marketing*

Performance Marketer | Co-Creator at MBG Holding a B.Com and MBA from Shree Ram College of Commerce, I bring over 5 years of expertise in performance marketing. Specializing in SEO, paid media, and conversion optimization



**Sandeep Thakral**

*Finance*

A results-driven with over a decade of experience in financial management, auditing, taxation, and corporate finance. A qualified CA from the November 2013 batch, Spent 8+ years in FabHotels, where he rose to the position of Head of Finance, leading financial strategy, budgeting, fundraising, and regulatory compliance.



**Raj Koshta**

*Tech Lead*



**Naman Soni**

*Data & Operations*

4+ years of experience leveraging data-driven insights to drive growth. Proficiency in investor relations, operations, and organizing online webinars.

## Board Members



**Dr. Anand Banka**

IFRS Expert | Angel Investor



# Where We're Heading

## Phase 1

### Geographic Expansion

- Tier 2 & 3 city penetration
- Regional language support
- Local partner network development

## Phase 2

### Deepen Category Solutions

- Marketplace integration capabilities
- Advanced analytics and business intelligence
- AI-powered business recommendations

## Phase 3

### International Expansion

- To other South east Asian countries

# Ask & Use of Proceeds

Seeking  
**35Cr**

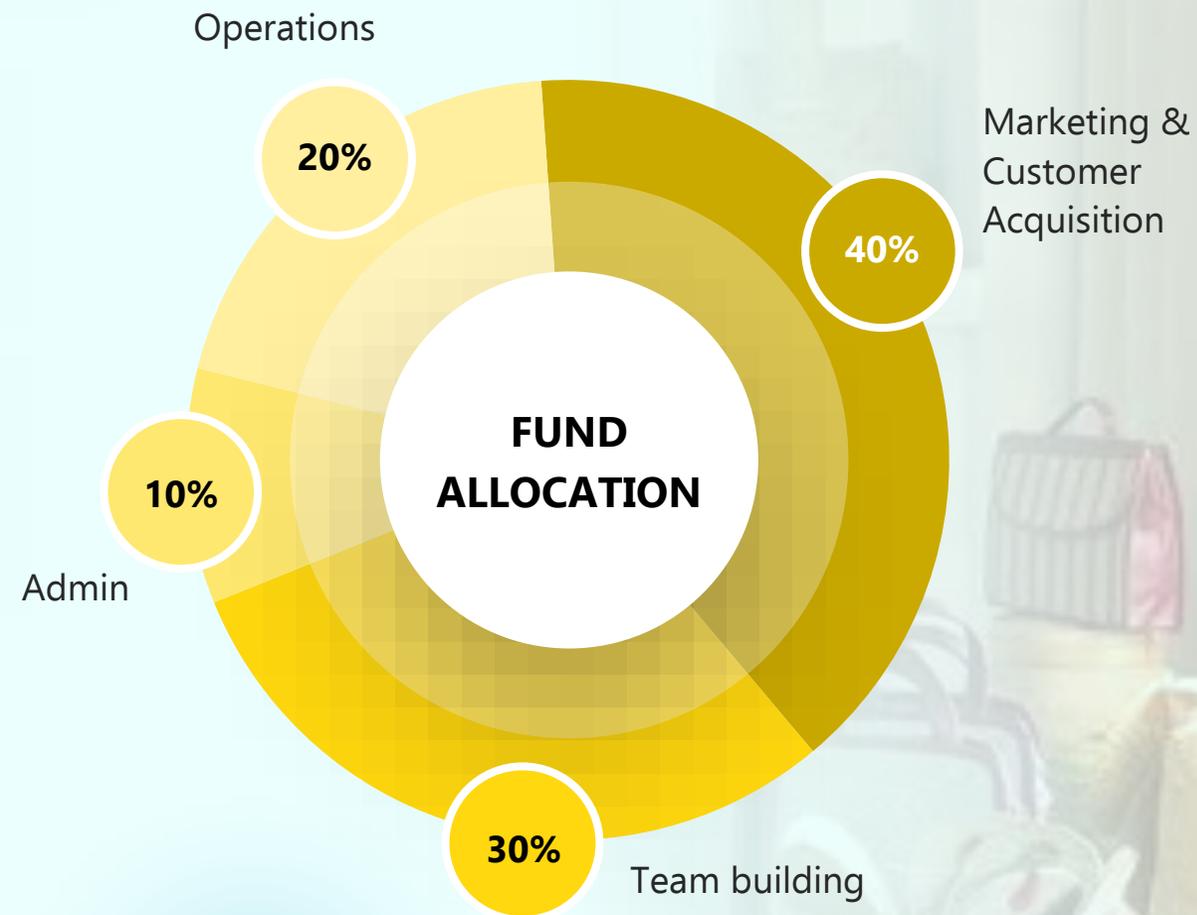
Projected runway  
**12** months

Last round raised  
**1.7Cr**

Investor



Pre Money-Valuation  
**27Cr**



# Join Us!

- > Experienced team
- > Massive market opportunity
- > Competitive advantage
- > Clear path to scale
- > Multiple exit routes



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