



NITRO

The logo features the word "NITRO" in a bold, white, sans-serif font. A bright green lightning bolt is positioned between the "T" and the "R", partially overlapping both letters.

ACCELERATING COMMERCE

Our Vision

Is to Accelerate commerce. By solving challenges for the brands we believe we can double even triple the size of ecommerce in India.

The biggest roadblock that lies in front of brands is growth and we are **set out on a mission to help these 100K+ homegrown brands** to accelerate commerce

For the **past 10 years we have seen the challenges of these brands very closely** and we've analysed how complex marketing has become for these brands over the years

We are **set out on a mission** to simplify acquisitions, marketing, conversions and retention and make them affordable and accessible using our proprietary stack of technologies

India's **E-commerce Frontier**

India's e-commerce **explodes to a colossal \$80 billion in 2023**, with a whopping 65% (\$52 billion) belonging to independent e-commerce and D2C brands – Nitro's sweet spot.

This dynamic segment outpaces the overall market at a sizzling 25% CAGR, translating to a \$52 billion **addressable market for Nitro by 2025**.

But wait, there's more!

CHALLENGES **ECOMMERCE** and **D2C** *Face today*

Rising
Customer
Acquisition
Cost (CAC)

01

Poor Return
On Ad Spend
(ROAS)

02

The repetitive
cycle of
investing in the
same customer
pool, over and
over

03

99% of all your
audience is
always
anonymous

04

Approx 30% of PnL is spent on

acquisition of users

The big beneficiary of the same is  Meta,  Google &  Snapchat

Sadly, this space has seen the least amount of tech innovations emerge in India

We are building

India's First & Only Revenue-as-a-Service Stack,

Led by technology & the core thesis of these technologies will be making more money for the brands. We are on a mission to solve Conversion Rates for the industry.

Introducing NitroX

User Identification As A Service

NitroX is a software that helps your brand identify anonymous visitors and convert them into identifiable users. Leveraging our patent-pending proprietary technology, NitroX can identify nearly 90% of anonymous users who show intent on your website without using cookies.



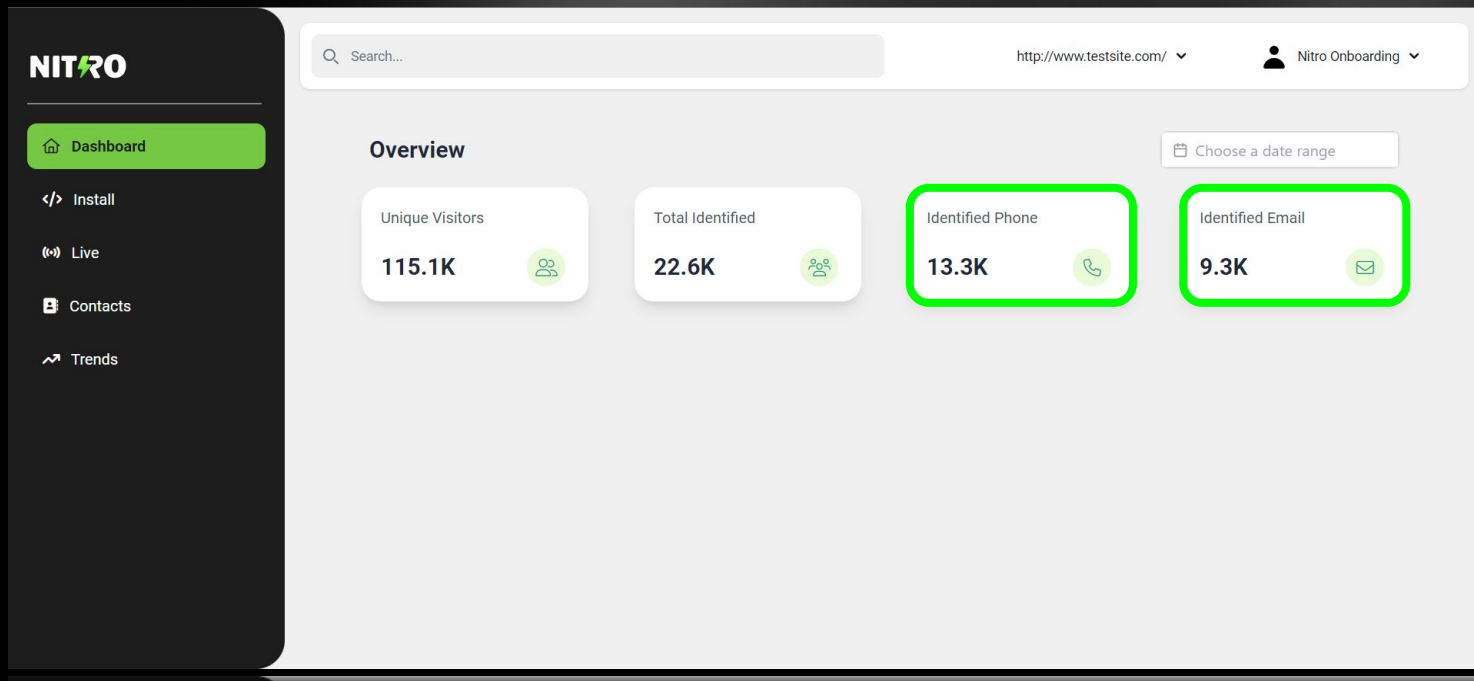
Before: Only 1% conversion rate of anonymous traffic



After: Over 20% user identification with NitroX

Unveiling NitroX As A Solution:

With a vision to accelerate the industry by 10x, we have spent our Decade long experience in building patent-pending identification technology that can turn your anonymous traffic into Opted In Users.



Data Enrichment

Nitro Allows Brands to enrich data to drive visitor Intelligence, Once again Industry first feature.

First & Last Name
to boost personalisation

Email Address & Phone No.
to reach out & increase conversion rate

Location
to do targeted marketing

Total Cart Value
to streamline prioritisation of the customers



Rakesh Yadav

4 May, 2024 | 16:42 (Male)



 Gurugram, Haryana

 89 Loyalty Points

Avg E-commerce Score: 5.8

How to calculate score?

Total purchase: 6

Last Activity: <http://nameoftheproduct/storename.com>

Previous purchase: None (in last 6 months)

Average E-comm Score
based on several data points & purchase history
Proprietary algorithm across Nitro network

Last Activity
on your website & the dedicated page

 **₹25,000**

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to boost personalisation

Email Address & Phone No.
to reach out & increase
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across Nitro network

Last Activity
on your website & the
dedicated page

BoFu Optimisation on the Go

Introducing high-intent users feature to convert potential customers into actual customers keeping in check over 10+ metrics simultaneously.

High Intent Users

Day

Week

Month

Sort By

**Rakesh Yadav**



4 May, 2024 | 16:42 (Male)

Gurugram,Haryana

 ₹25,000

**Vanshika Sharma**



4 May, 2024 | 12:15 (Female)

Gurugram,Haryana

 ₹21,000

**Priya Saxena**



4 May, 2024 | 11:49 (Female)

Gurugram,Haryana

 ₹18,500

**Himant Yadav**



4 May, 2024 | 11:42 (Male)

Gurugram,Haryana

 ₹18,200

**Rakesh Yadav**



4 May, 2024 | 16:42 (Male)

Gurugram,Haryana

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How to calculate score?

Total purchase: 6

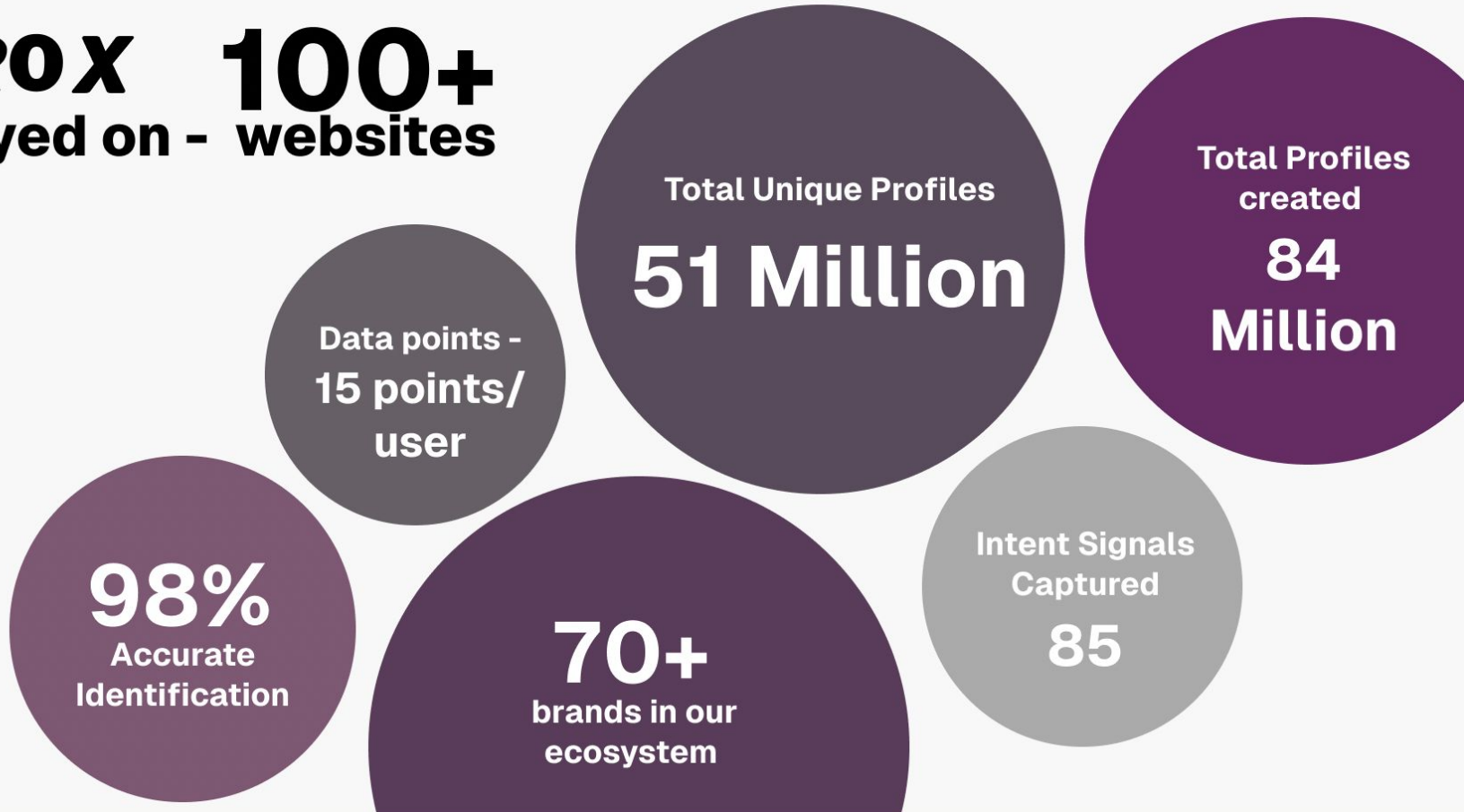
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 ₹25,000

Data in Action :

NITROX **100+**
deployed on - websites



Meet our Founders



Umair Mohammad
Founder & CEO

Mastermind Behind Wixgo

Successfully scaled the company to achieve a 10mn ARR

Proven Track Record

Empowered and collaborated with 1000+ prominent brands including FabIndia, Indian Terrain, and Converse

Visionary

Instrumental in realising the potential of e-commerce tech and pioneering innovations in the field.



Atyab Mohammad
COO

Decades Of Experience

With 15+ years in the tech industry, Atyab brings invaluable expertise in Nitro Commerce

Diverse Leadership Roles

From leading at renowned companies like Cannon, Interra, and Flipkart to being the CTO of Wizgo

Versatile and Adaptable

Showcased his prowess in client success and product strategies, adapting to the ever-changing e-commerce landscape.



Shamail Tayyab
CTO

Decade Plus Dedication

Shamail has over 14 years in tech, emphasizing consistent innovation and industry leadership.

Diverse Tech Tapestry

His roles in OYO, Wigzo, and Cyware highlight his broad and versatile tech expertise.

Strategic Visionary

Shamail adeptly anticipates tech trends, ensuring alignment with business visions for growth.



Prateek Anand
CBO

Industry Insight

Prateek has over 14+ years of experience in sales and partnership management within the tech, SAAS, and martech industries.

Entrepreneurial Expertise

He has built multiple successful businesses in India and the US for Infoedge, Wigzo, and his own consulting firm

Market Mastery

Demonstrated the ability to take new products to market and create a successful 0-1 journey.

Core Team



Karan Puri

VP Enterprise Sales

With over 15+ years of experience, Karan is a 2x Entrepreneur. Ex-Gokwik, Ex-Admissionhelp.com. He Spent 12 years building Admissionhelp.com a leading product in the automation of Admissions for the Higher Education business in India catering to 2 Mn+ students every year. Went on to build a D2C brand in 2019 and later went on to join Gokwik while helping them scale to over 1500+ brands. Comes with vast experience in consumer-facing businesses to create impact with high growth and looks forward to making a strong impact for Retail brands.

Nikhil has a total experience of over 13 years in the industry, with a focus on B2B, D2C and SaaS domains. Between 2010-2013, he worked as a consultant, majorly building backends for businesses around the world. In 2014, I co-founded a D2C chinos brand in India, which raised \$1M and achieved a \$6M annual run rate. Most recently, he co-founded a CRM SaaS for Shopify brands, raising \$250K in pre-seed funding.



Nikhil Goyal

Strategy & Innovation

Core Team



Parijat Kapoor
Project Lead

With over 4 years of experience, excels in large-scale program management, specializing in AI-powered marketing technology. He has a proven track record in managing SaaS and manufacturing projects, leading cross-functional teams, and working international clients. Fluent in Mandarin, English, and Hindi, he has transformed innovative ideas into market-leading solutions and enhanced customer experiences .

With over 8 years in the industry, she is skilled in Communication, Content Writing and Marketing. Jyoti is a dynamic professional with a strong background in advanced content marketing and upscaling. She has demonstrated expertise in leveraging analytical skills to improve branding efficiency for over 5 startups so far.



Jyoti Vashisth
Product Marketing



Shreya Saxena
HR & Operations

Human Resource Professional with nearly 7 years of experience that reflects year-on-year success in HRM, Employee Experience, Talent Acquisition & Management, Employee Engagement and Talent Development. Shreya is an effective communicator with excellent relationship management, interpersonal and negotiation skills

Shape the Future

With us

Together, let's sculpt the future
of e-commerce. Step in.

