WELCOME TO

NITRO COMMERCE

Dear Jyoti,

Welcome to the Nitro Commerce family! We're thrilled to have you join us. At Nitro Commerce, our vision is to Accelerate Commerce by solving challenges that can double or triple the size of e-commerce in India.

Our Mission

With a mission to redefine digital commerce and marketing technology with AI-driven solutions that empower businesses to grow. Your role is crucial to our success, and we are excited to see the impact you will make.



Our Values

1. Collaborative Spirit: Achieving extraordinary results through teamwork.
2. Client Satisfaction: Understanding and meeting our clients' needs.



Our Vision

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



Welcome aboard!

Warm regards,
Umair Mohammed
CEO, Nitro Commerce

NITRO COMMERCE

Our Journey

2021

The Ex-founders of Wigzo Technologies started Nitro. Under their leadership, Wigzo became India's number one automation tool, serving renowned clients such as Libas, FabIndia, and Charmacy London. In 2021, his venture was acquired by Shiprocket, marking a significant milestone in the industry.

2023

In 2023, the team made a vigorous return with the launch of Nitro Commerce. The platform offers new-age AI tools designed for leading commerce brands. Nitro Commerce acts as a bridge, built from years of experience, enabling brands to navigate challenges like engaging anonymous visitors, streamlining complex marketing strategies, and smoothing out conversion processes.

2024

The launch of Nitro Commerce has been made possible through significant seed funding totalling USD 2 million. Leading the investment are Cornerstone, Warmup Ventures, Lead Angels, and Dholakia Ventures, along with notable individual investors Arjun Vaidya, Kunal Khattar, and Nikunj Jain.



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.

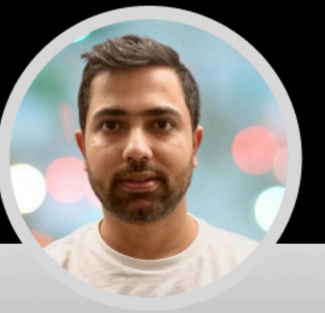


Shamail Tayyab
CTO

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, focusing on B2B, D2C and SaaS domains. In 2014, he co-founded a D2C brand (Henry & Smith) in India, which raised $1M and achieved over $12M annual run rate. Between 2010-2013, he worked as a consultant, building backends for businesses worldwide. 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

Our Products



NitroX
Patent-pending identity identification technology



Nitro Collab
Transforming micro-nano creators to brand ambassadors



Nitro Store
AI-driven personalized storefronts



Nitro AI
Solving commerce challenges through AI



Nitro Play
Gamified ads for enhanced engagement

Policies & Procedures

POSH Policy

Nitro Commerce is committed to providing a safe and respectful workplace. Our Prevention of Sexual Harassment (POSH) policy ensures that every employee is treated with dignity and respect. We have zero tolerance for any form of sexual harassment, and any complaints will be handled with utmost confidentiality and seriousness.

Performance Policy

You will have monthly reviews and the Appraisals will be done every year by the DOJ

Work From Home Policy

- No WFH on Mondays and Fridays.
- A maximum of 3 WFH days are allowed per month.
- Ensure your requests for WFH are approved in advance by your manager.

Leave Policy:

You will be entitled to 2.5 Leaves per month which will not be forwarded/encashed next year

Substance Use Policy:

- No smoking, drug abuse, or alcohol consumption is allowed on company premises.
- We maintain a drug-free workplace to ensure the safety and well-being of all employees.

IT Asset Policy

You will be solely responsible for taking care of IT Assets and any issue with the asset due to your carelessness/malpractice will be borne by you

Dress Code Policy:

- Maintain a professional and appropriate dress sense.
- Avoid wearing anything that may be considered vulgar or inappropriate for the workplace.

Attendance Policy:

Attendance needs to be marked on GretHR (HRMS) 10 AM-12 PM and subsequently complete 7.5 hours per day

Company Culture & Engagement



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