



SEED ROUND INVESTOR DECK • ₹3 CRORE

The Transaction Operating System for India's SME IT Channel

Connecting sales, sourcing, billing, and recurring renewals with a live
wholesale procurement marketplace.

CAPITAL ASK

₹3.0 Crore

RUNWAY

18 Months

MILESTONE

1,000 Partners

Founder Contact: nikhil.g@itsetu.com • advitwala.com



ADVITWALA

iTSetu Technosoft Pvt Ltd



Aditwala in One Executive Slide

THE PROBLEM

Fragmented Operations

Excel for quotes, WhatsApp for sourcing, and Tally for bookkeeping.

THE SOLUTION

Unified Operating Hub

One portal linking customer demand directly to supplier purchase orders.

THE MOAT

Quote-to-PO Cascade

Customer quote acceptance triggers locked wholesale procurement lines.

₹2L Cr

Indian IT Hardware Market

~30,000

Organized Channel Partners

₹3 Cr

Seed Investment Ask

1,000

Target Paying Partners



India's IT Channel Runs Across Disconnected Tools



Spreadsheet Quotes

Unchecked pricing revisions cause margin leakage and quotation disputes.



Chat-Based Sourcing

Unstructured WhatsApp groups create sluggish replies and blind pricing.



Isolated Accounting

Tally holds final accounts while deals are manually re-keyed from scratch.



Lost AMC Renewals

Untracked contract dates quietly surrender recurring annual maintenance cash.

Core Insight: The problem is not ERP absence, but the missing transaction rail between selling and sourcing.

MARKET GAP



One Operating System for Both Sides of the Deal

STEP 01

Customer Lead

Structured demand intake

STEP 02

Smart Quote

Versioned BOM pricing

STEP 03

Quote Acceptance

Customer approval lock

STEP 04

Auto PO Cascade

Supplier line creation

STEP 05

Invoice & Renew

Ledger sync & AMC tracking

Revenue Cycle Engine

Manages lead pipelines, formal quotations, customer invoicing, and receivables ageing.

Sourcing Cycle Engine

Converts back-to-back purchase requests directly to distributor POs without re-keying.



The Quote-to-PO Cascade is the Product Lock

01

Instant Acceptance

Customer sign-off triggers automated line-item procurement requirements.

02

Cascade Dispatch

Purchase orders are dispatched across distributor networks with zero manual input.

03

Locked Gross Margin

Selling rate remains locked to confirmed source cost for full profit transparency.



Bidirectional TallyPrime synchronization preserves the legal ledger without disruption.

GSTIN Native • DPDP Ready



A ₹2 Lakh Crore Channel to Digitize

₹2L Cr

Total Hardware TAM

India IT hardware market size

₹70K Cr

Serviceable GMV (SAM)

Estimated 35% channel share

1,000

Target SOM Cohort

Paying partners over 18 months

~30,000 SME Partners

Organized system integrators, dealers, and regional distributors.

Transaction-Led Scale

SaaS provides recurring software stickiness; marketplace take-rate drives venture returns.



SaaS is the Wedge. Marketplace GMV is the Prize.



01. SaaS Packs

Predictable recurring subscriptions billed monthly or annually per partner firm.



02. Take-Rate Spread

Transaction take-rate on intermediated wholesale sourcing GMV.



03. Retention Moat

Accumulating quote history and AMC workflows create >100% net revenue retention.



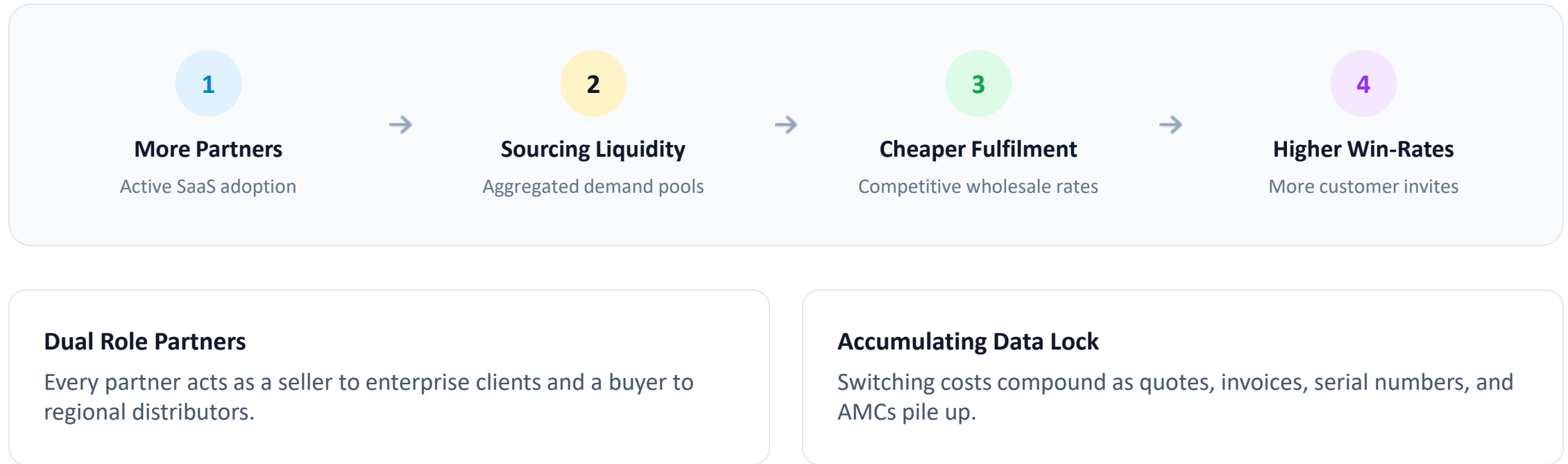
04. Enterprise Tier

Custom ERP integrations, supplier catalog hosting, and white-label deployments.

GMV expands with channel network density rather than linear sales headcount.



The Marketplace Network Effect Flywheel





Targeted Cluster-Led Channel Distribution



Primary ICP

System Integrators: 5–50 staff.

IT Resellers: Regional hardware dealers.

Distributors: Upstream supply nodes.



Acquisition Motion

Direct Sales: Hub-based field reps.

Associations: Regional IT trade bodies.

Distributor Push: Downstream partner onboarding.



Land & Expand

Land: Partner runs daily quotes.

Expand: Sourcing requests via network.

Self-Distributing: Partners invite buyers.



Not Another Tally, Zoho, or IndiaMART

Platform	Core Territory	Channel Sourcing	Quote-to-PO Cascade
Tally / TallyPrime	Statutory Ledger	None	Manual Re-keying
Zoho / Vyapar	Generic SMB CRM	None	No Sourcing Link
IndiaMART / Udaan	Discovery Listings	Listing Enquiries	Zero Workflow
Aditwala	Vertical Channel OS	Live Intermediated Sourcing	Automated Margin Lock

Aditwala runs the deal and integrates with Tally rather than trying to replace it.



Built and Running: Core Engine is Live

CURRENTLY LIVE

Production Modules

Core Workflow: Leads, quotes, and POs.

Quote Cascade: Automated line conversion.

GSTIN Billing: Full tax and invoice engine.

OPERATING HUB

Partner Controls

Receivables Ageing: Live cash tracking.

Service Contracts: Warranty and AMC logs.

Margin Clarity: Itemized profit spreads.

NEXT HORIZON

Scale Features

Tally Connector: Two-way automated sync.

Distributor Network: Live catalog APIs.

Sourcing Clearing: Automated settlements.



Raising ₹3 Crore Seed Round for 18 Months

ROUND TARGETS

₹3.0 Cr

18-month execution runway to reach 1,000 paid subscribing partners.

18 Mo.

Target Runway

1,000

Paid Partners

40% • Partner Acquisition & Channel Sales

Cluster-focused sales force, regional association summits, and distributor motions.

30% • Product Engineering & Tally Bridge

Bi-directional Tally sync, mobile approvals, and DPDP compliance hardening.

20% • Marketplace Operations & Success

Distributor inventory onboarding, fill-rate monitoring, and partner enablement.

10% • Working Capital & Reserves

Operational buffers and regulatory contingency capital.



18 Months: From Operating System to Network

MONTHS 01–06

Foundation

TallyPrime: Deploy live bi-directional sync.

Sales Engine: Execute territory sales motion.

Target: 150 active subscribed partners.

MONTHS 07–12

Scale Up

Distributors: Onboard regional wholesale nodes.

Associations: Roll out channel partnerships.

Target: 500 active subscribed partners.

MONTHS 13–18

Liquidity

Marketplace GMV: Intermediated trade monetization.

Network Effects: Self-reinforcing sourcing volume.

Target: 1,000 paid subscribing partners.



Founder-Led Execution with Deep Domain Insight



Nikhil Shripati Gole

Director & Founder • MCA (Engineering)

9 Years Running AVNS Technosoft: Channel expertise.

Domain Mastery: IT infrastructure, networking, security.

Direct Founder-Market Fit: Built from operator pain.

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Shraddha Nikhil Gole

Director • BCA

Client Operations: Enterprise support management.

Partner Success: Account onboarding and training.

Administration: Business compliance and governance.

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INVESTMENT SUMMARY

Digitising the Transaction Rail of India's SME IT Channel

Raising ₹3 Crore to scale from a proven operational system into a high-liquidity channel marketplace.



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