BIDPOINT PLATFORM PRIVATE LIMITED

“BIDPOINT – FULFILLING THE DREAMS OF DREAMERS.”



Driving the Future: Our Vision, Mission & Introduction

At BidPoint, we are redefining the way India buys and sells through **smart, secure, and transparent online auctions.** Our platform empowers both **buyers and sellers** to connect, compete, and close deals with confidence. With a **user-centric interface, AI-powered listing, real-time bidding tools,** and **24/7 customer support,** BidPoint delivers a streamlined experience for individuals and businesses alike. Every feature is **design to build trust, improve efficiency, and data-driven decisions.**

Driven by a bold vision, we aim to become **India's most trusted digital auction ecosystem.** At BidPoint, we believe in the power of technology to **simplify commerce**, break barriers, and create opportunities for all. Whether you're a first-time bidder or a seasoned seller, we make sure **your journey is easy, rewarding, and secure.** Join us and be part of the future of **competitive and credible e-trade in India.**

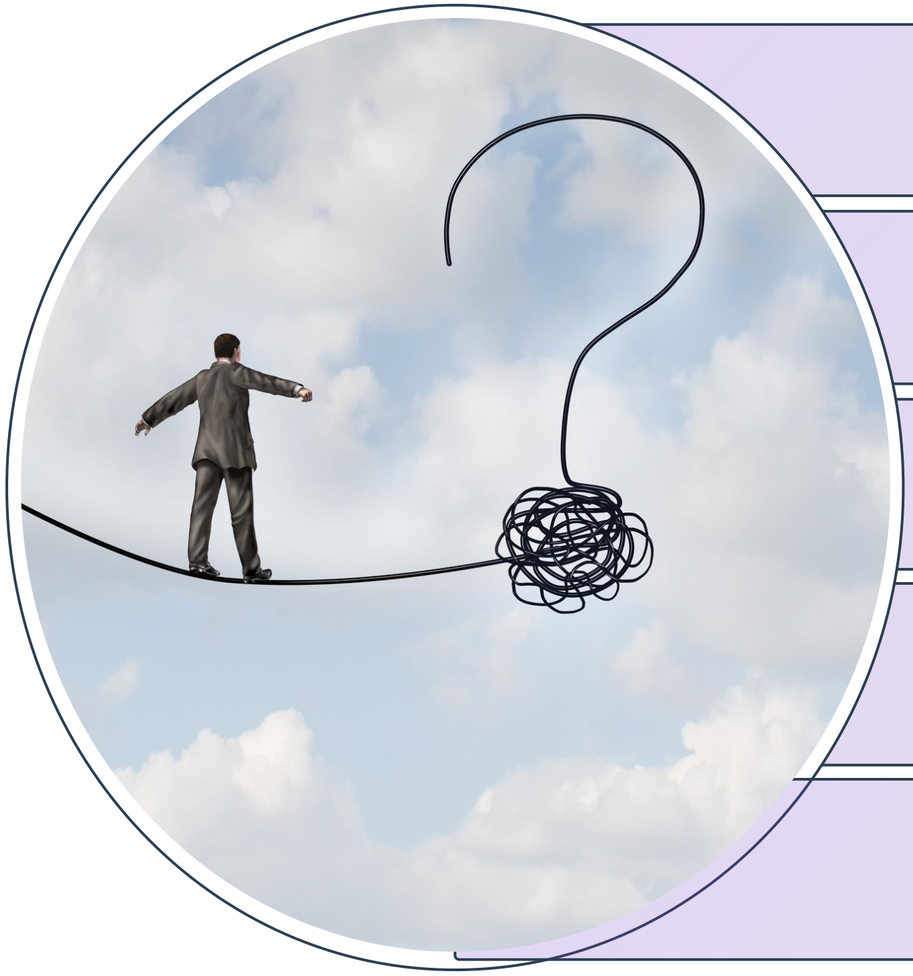
Vision:

- To revolutionize India's digital commerce by building the most trusted, transparent, and efficient online auction ecosystem.

Mission:

- To empower buyers and sellers with a secure, user-friendly platform that simplifies bidding, ensures fair competition, and drives value in every transaction.

Major Problems in India’s Auction & Bidding Market



Lack of Trust & Transparency

- Fake bids, hidden commissions, and sellers manipulating prices are common.
- Buyers often feel cheated because of unclear rules.

Limited Reach & Awareness

- Most auctions are local, offline, or closed groups.
- Sellers can’t reach buyers outside their region.

Cumbersome Offline Processes

- Manual paperwork, physical visits, delays in payments.
- High dependency on middlemen.

Delayed or Unsecured Payments

- Sellers often struggle with delayed payments or frauds.
- Buyers fear losing money if the seller doesn’t deliver.

Fragmented Market (No Unified Platform)

- Auctions are scattered across small platforms, WhatsApp groups, brokers.
- No centralized place to compare deals.

Language & Tech Barriers

- Many sellers in Tier 2/3 cities are not tech-savvy.
- English-only apps exclude a large user base.

Solutions We Are Offering

Trust & Transparency

Blockchain-backed / timestamped bidding history for transparency. , Verified seller/buyer profiles with ratings & Aadhar KYC. , Auto-generated digital receipts for every bid.

Reach & Awareness

- Pan-India online marketplace accessible 24/7.
- Multi-language support for regional inclusivity.
- Push notifications & smart recommendations to connect sellers with active buyers.

Streamlined Online Processes

- 100% digital process: from listing → bidding → payment.
- Instant e-contracts & invoices generated in-app.
- Secure escrow-based payment gateway to protect both parties.
- Easy to use user interface

Timely or Secured Payments

- Escrow protection: funds are only released when both sides confirm.
- Multiple payment options (UPI, bank transfer, wallets).
- Buyer/seller dispute resolution system inside the app.

Unified Market (Integrated Platform)

- One-stop platform for all categories: industrial goods, retail, collectibles, services, etc.
- Advanced filters + real-time bidding dashboard.
- Early-bird sellers get highlighted in “featured auctions.”

Language & Tech Support

Local language interface (Hindi + regional). • Guided listing process (step-by-step with icons with info). • Simple “Sell Here” button with minimum fields. • Biddings and Auctions are like e-commerce shopping platform.

Unique Selling Proposition (USP)

AI-Powered Product Listing

Create detailed product listings in seconds using AI-generated titles, descriptions, and specifications.

Real-Time Live Bidding Marketplace

Participate in transparent, live auctions with instant bid updates and competitive pricing.

BidPoint Luxury Marketplace

A dedicated marketplace for premium, rare, collectible, and high-value products with enhanced verification.

Multi-Category Marketplace

Buy and sell both new and used products across electronics, vehicles, fashion, machinery, collectibles, luxury items, and more.

Regional Language Support

Browse, list, and bid in multiple Indian languages for a seamless local experience.

End-to-End Trust Ecosystem

AI-assisted listing, verified users, transparent real-time bidding, secure transactions, and dispute resolution designed to build confidence for buyers and sellers.

BidPoint stands out by combining trust, transparency, and technology to deliver a seamless, inclusive, and competitive online auction experience.

Unique Selling Proposition (USP)

Buyer & Seller Dashboards

Manage listings, bids, orders, payments, analytics, and account activity from one place.

Smart Discovery & Recommendations

Personalized recommendations, wishlists, recently viewed products, and category-based browsing.

Integrated Reels & Stories

Discover products through short videos, seller stories, and featured marketplace content.

Secure Order & Payment Management

Track orders, invoices, addresses, delivery updates, and transaction history within the platform.

Advanced Search & Filters

Find products quickly using category, location, price, condition, auction status, and other smart filters.

Dispute Resolution & Customer Support

Built-in support center with automated assistance, ticket management, and dispute handling for secure transactions.

BidPoint combines AI-powered listings, live auctions, verified users, intelligent fraud prevention, escrow-backed transactions, and creator-driven commerce into one unified marketplace for trusted buying and selling.

BidPoint: Premium, Intelligent & Live Digital Auctions

Luxury Auctions – BidPoint Exclusive

- A curated platform for authenticated, high-value, and celebrity-endorsed assets.
- Creates a premium, trusted marketplace for high-net-worth buyers and sellers.

AI-Optimized Listing & Auction Excluded

- Our platform will utilize AI to automate listing setup, optimize auction parameters, and enhance discoverability.
- This ensures both new and experienced sellers can conduct auctions efficiently and maximize engagement and returns.

Bideos – Live Auction Platform

- Real-time live-streamed auctions for immersive, interactive bidding experiences.
- Seamless integration with notifications, updates, and instant bidding for maximum engagement.

Strategic Investor Advantages

- Differentiated positioning in India’s digital auction space.
- Combines exclusivity, AI-driven intelligence, and live engagement for a competitive edge.
- High growth potential through premium asset auctions and technology-driven user experience.

Target Market – STP Analysis

SEGMENTATION

We segment our audience based on four key dimensions:

- **Demographic:**
  - Small business owners (21–55 yrs) – Digitally active and growth-focused.
- **Geographic:**
  - Tier II & III cities – High digital potential, low auction access.
- **Behavioral:**
  - Value seekers – Prefer verified listings and quick deals.
- **Category-Based:**
  - Electronics & commercial goods – High resale and bidding interest.

TARGET MARKET

We focus on niche yet scalable user segments:

- **Primary Target:**
  - Digitally literate individuals and small businesses looking to buy/sell through a transparent and easy-to-use platform
- **Secondary Target:**
  - Institutions or dealers seeking custom auction solutions for inventory liquidation, bulk selling, or product discovery
- **Expansion Target (Mid-Term):**
  - Enterprises, government bodies, and NGOs needing auction-based procurement or disposal services

POSITIONING

We position BidPoint as:

- **India's most transparent and user-friendly online auction platform**
  - Delivering real-time bidding, fair competition, and secure transactions
- **A one-stop marketplace**
  - Offering a multi-category auction environment with verified listings and round-the-clock support
- **A solution built for inclusivity**
  - Designed to empower individuals and small enterprises with access to digital commerce through smart bidding tools

Differentiation:

- BidPoint stands apart by offering a verified, real-time bidding platform that combines transparency, multi-category access, and user-friendly design—ensuring trust and ease for both buyers and sellers.

Market Size

Globa

Global Online Auction Market

2025	2033 (Est.)	CAGR (2025–2033)
$5278.97 M	**$10322.7 M**	**8.744%**

$5278.97 M $10322.7 M

Relative Online Auction growth from 2025 to 2033.

Source

India

Indian Online Auction Market

2024	2033 (Est.)	CAGR (2025–2033)
$228.4 M	**$767.3 M**	**22.9%**

$228.4 M $767.3 M

Relative Online Auction growth from 2025 to 2033.

Source

Competitive Analysis Table

Feature	BidPoint (Our Company)	MSTC Limited	eAuction India	Salasar Auction	eAuctions India
Multi-Category Auctions	✅	✅	✅	✅	✅
User-Friendly Interface	✅	❌	❌	❌	❌
Real-Time Bidding Experience	✅	✅	❌	❌	❌
24x7 Customer Support	✅	❌	❌	❌	❌
Verified Product Listings	✅	✅	✅	✅	✅
Mobile App Availability	✅	✅	❌	❌	❌
Training & Onboarding Support	✅	❌	❌	❌	❌

Competitive Landscape

Existing Solutions :

MSTC Limited, eAuction India, Salasar Auction, and eAuctions India provide online auction platforms for industrial goods, scrap, and government assets, enabling buyers and sellers to trade digitally across India.

Issues / Problems with Existing Solutions :

Complex user interface, limited transparency, slow customer support, minimal real-time bidding features, low user engagement, and lack of tailored solutions for small businesses and individual buyers.

Our Edge

User-Centric Platform: Intuitive interface and real-time bidding ensure easy participation for both individuals and businesses.

Transparency & Trust: Data-driven operations, secure payments, and 24/7 support increase confidence and fairness in transactions.

Inclusive & Scalable: Caters to local sellers, resellers, and shop owners with future-ready expansion capabilities across multiple product categories.

Revenue Model

Primary Revenue Streams

Listing Fees

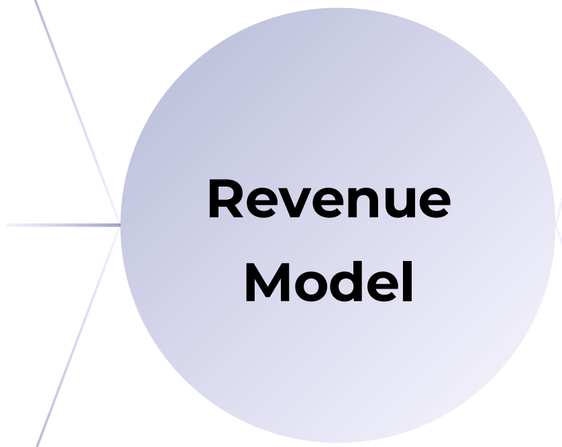
Sellers pay a nominal fee to list their products or services, with premium charges applied to high-value or celebrity items featured under the BidPoint Luxury section.

Transaction Commission

A small commission is charged on each successful auction, either from the buyer or seller, based on the item category and sale value.

Featured Auctions & Promotions

Vendors can boost visibility by paying for featured slots, banner placements, and promoted listings within relevant product categories.



Additional Revenue Streams

Enterprise & Bulk Auction Services

Custom auction models designed for businesses, institutions, or government bodies handling bulk inventory or specialized assets.

Subscription Plans

Recurring revenue through paid plans offering zero listing fees, early bidding access, and premium support for power users.

Advertising Revenue

Monetization via in-platform ad space and third-party banners targeting active buyers across key categories.

Traction & Validation

120 Pilot Users Onboarded

Early market adoption confirms strong demand for digital auctioning.

Growing Repeat Usage from Sellers

Resellers and shop owners are listing multiple products, validating revenue potential.

Scalable Demand Across Segments

Adoption from local sellers to individual buyers demonstrates broad market fit.

85 Active Users (71% Activation)

High engagement shows users trust and continue to use the platform.

Positive Feedback on Transparency & Pricing

Users appreciate fair bidding, better price discovery, and secure transactions.

Customer Acquisition Strategy

Channel	Strategy	Metrics
Direct B2B Sales	Partner with banks, NBFCs, vehicle yards, liquidation firms	B2B contracts signed
Digital Performance Marketing	Google Ads, Meta, marketplace listings	CAC, buyer registrations
Dealer & Franchise Program	Regional partners to onboard inventory	Inventory volume per territory
Influencer & Community Commerce	Promote real auction success stories	Trust signals, conversion uplift
Referral & Loyalty Programs	Rewards for verified users & repeat transactions	Viral coefficient, retention

Scale-Up Plan – Driving Sustainable Growth



Geographic Expansion

Extend platform reach across Tier II & III cities in India by leveraging local partners and region-specific marketing strategies.

Continuously improve platform performance, integrate AI for smarter bidding suggestions, and scale infrastructure for higher user loads.

Technology Enhancement





Category Diversification

Introduce new auction categories like real estate, industrial machinery, and services to attract wider user segments.

Collaborate with logistics providers, payment gateways, and large suppliers to streamline fulfillment and build trust.

Strategic Partnerships





Mobile-First Optimization

Enhance mobile app capabilities to cater to the growing number of smartphone users and increase accessibility in rural regions.

Social Innovation / Impact

Promotes Fair Commerce
Transparent bidding eliminates fraud and favoritism, ensuring equal opportunities for all.

Empowers Small Sellers
Local entrepreneurs and SMEs gain nationwide reach without heavy marketing costs.

Boosts Regional Economies
Localized auctions allow farmers, artisans, and small businesses from Tier 2 & 3 cities to participate.

Encourages Digital Inclusion
Multi-lingual and mobile-first design makes e-commerce accessible to non-English and first-time internet users.

Builds Trust in Digital Ecosystems
Secure payments and verified listings increase confidence in India’s online commerce landscape.

Reduces Waste & Encourages Reuse
Auctions for surplus stock, second-hand goods, and unused assets promote a circular economy.

Team



Sujit Kumar

Founder

- **Educational Background:**
  - **Holds a Ph.D. in Science, demonstrating a strong foundation in analytical thinking, research methodologies, and problem-solving skills.** His academic expertise contributes to the strategic rigor and operational discipline at BidPoint.
- **Professional Experience:**
  - Brings over 7 years of industry experience across research, technology integration, business operations, and digital innovation. His career spans projects involving process optimization, data-driven decision-making, and market analysis.



Babita Devi

Director

- **Leadership Role:**
  - As a Director at BidPoint, Babita Devi plays a key role in overseeing strategic planning, stakeholder coordination, and operational alignment across the platform.

THANK YOU!

We’d love to hear from you!
BidPoint is transforming India’s auction ecosystem through a transparent, real-time, and user-friendly digital platform that connects buyers and sellers across diverse categories.

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