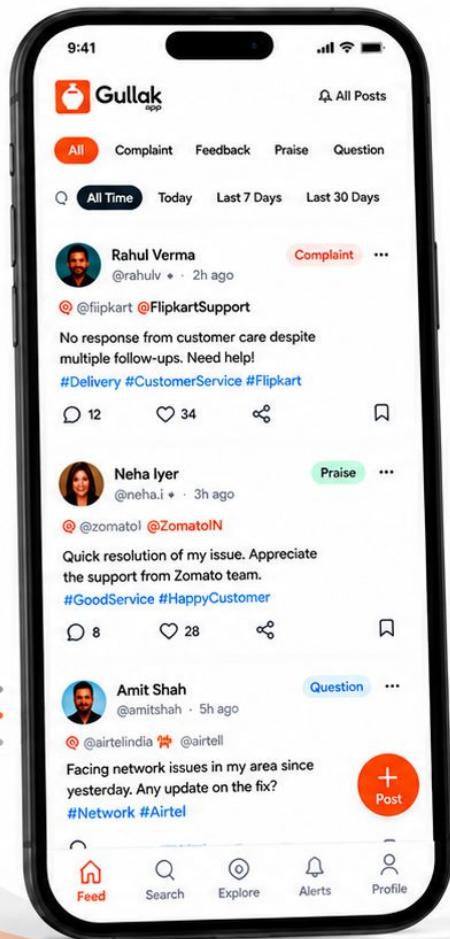




Gullak app

The Customer Service Platform

Founder
Abhinav Pachpor



+91 7798403226
(Call / WhatsApp)



abhinavas.pachpor@gmail.com
Personal Email



hello@gullakapp.com
Work Email

Problem



Customer Challenges



Before purchasing, customers struggle to find reliable experiences and answers.



After purchasing, customer service conversations happen privately, making transparency, accountability, and timely resolution difficult.



Customers spend time repeating issues, switching between channels, and following up with brands.



Business Challenges



Businesses struggle to manage, track, and respond to customers from one place.



Customer feedback and insights are scattered across multiple platforms.



Customer acquisition, engagement, support, and retention are becoming increasingly expensive.



Solution



CUSTOMERS



Questions



Complaints



Feedback



Praise



Experiences



Gullak
app



BUSINESSES



Respond



Resolve



Engage



Learn



Build Trust

A dedicated platform connecting
customers and **businesses**.

Ideal Customer Profile

DEMOGRAPHICS



Age

18 – 45 Years



Gender

All Genders



Location

Tier 2 → Tier 1 → Metro

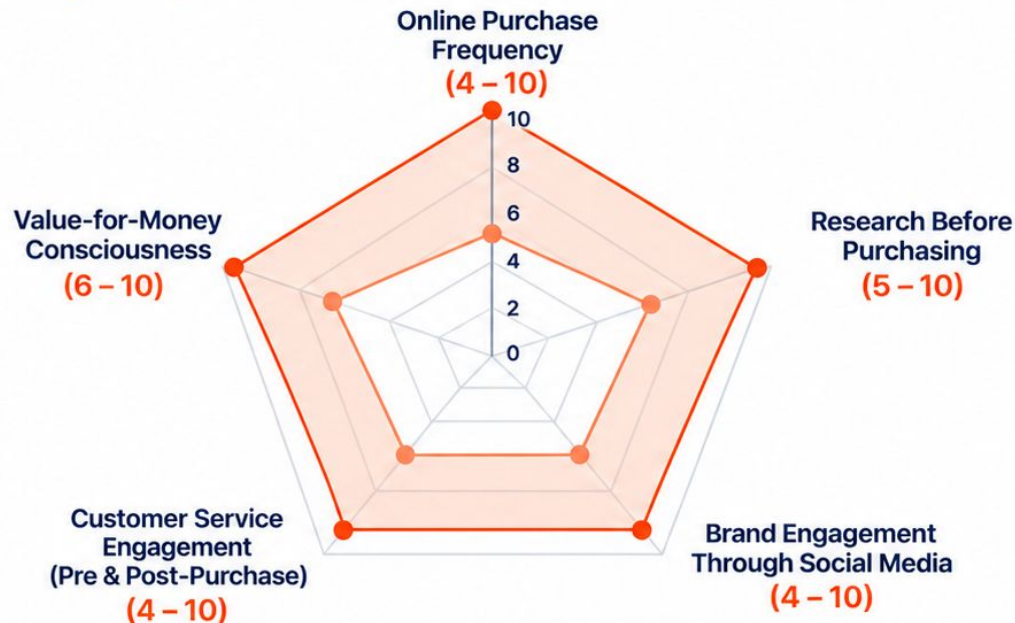


Monthly Spending

₹5,000 – ₹50,000+

BEHAVIOURAL PROFILE

Target range for key behaviours (Scale: 0 – 10)



Our ideal customer is **18–45 years old**, from **Tier 2 to Metro** cities, spends **₹5,000–₹50,000+** monthly, **buys online frequently**, **researches** before purchasing, **engages with brands on social media**, **contacts customer support** before and after purchase, and looks for **value for money**.

Market Opportunity



Formal Consumer Grievances in India



National Consumer Helpline

17.7 Lakh+

Annual Complaints



Consumer Courts

1.6 Lakh+

Cases Filed Annually



E-commerce Complaints

4.44 Lakh+

Annual Complaints

Source: Ministry of Consumer Affairs, Government of India



Public Data Not Available

There are **no official India-wide statistics** available for:



Reviews published across online review platforms



Customer service requests made through social media



Customer feedback and product experiences shared online



Customer complaints posted on digital platforms



Positive experiences and appreciation shared publicly

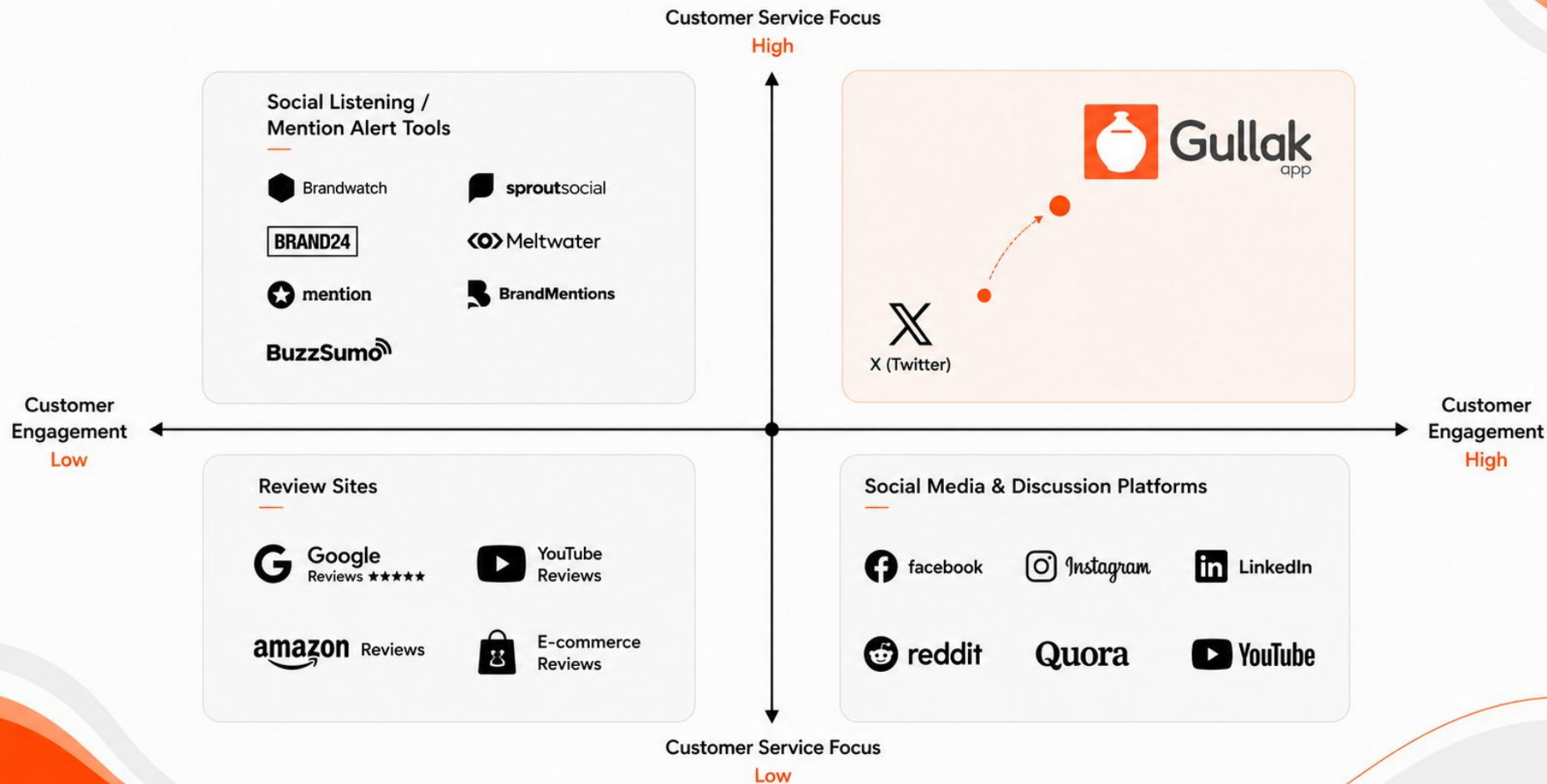


Key Insight

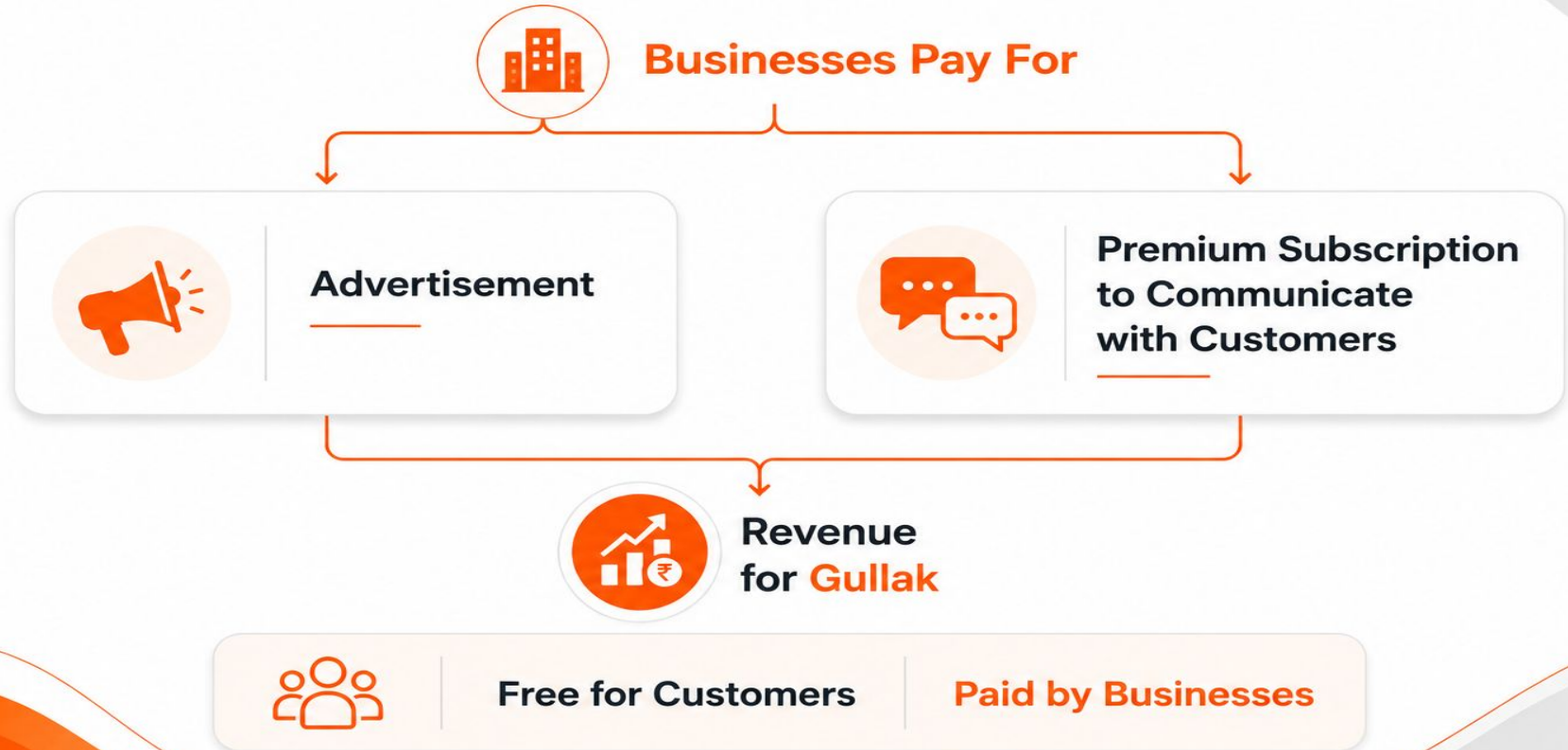
The available government data represents **only formal grievance channels**. Millions of customer-business interactions also occur through review platforms, social media, business support channels, emails, messaging apps, phone calls, and many interactions that are never publicly recorded.

No official source currently measures these interactions collectively.

Competition Landscape



Business Model



Product : Communication Resolution Journey

**Priya Sharma**
@priyasharma · 2h ago

Complaint

Regarding **amazon.in** @amazon.in

Claims Purchaser View Document

I received a faulty mobile on 10 May.
Return requested on the same day but pick-up has failed multiple times. No resolution yet.
Requesting immediate help.

#FaultyProduct #ReturnPickupFailed #NeedSupport

Customer Sentiment Very Dissatisfied (-8)

Very Dissatisfied

Very Satisfied

Product: Mobile
Order ID: 407-1234567-8901234
Order Date: 10 May 2024

View Product / Service

Open Mark Resolved Private Resolution Active Invite

Reply (3) Helpful (2) Share WhatsApp



BRAND REPLIES

**amazon.in** Brand Reply @amazon.in · 1h ago

Hi Priya, we're sorry for the inconvenience caused. We've checked your order and see that return pick-up attempts failed due to unavailability at your address. We have rescheduled the pick-up for tomorrow. You will receive an SMS with the confirmation. We appreciate your patience.

Helpful (1) Reply

POST CREATOR REPLIES

**Priya Sharma** Post Creator @priyasharma · 50m ago

Thank you for the update.
Please ensure the pick-up happens as scheduled this time.

Helpful Reply

COMMUNITY REPLIES

**Rohit Jain** @rohitjain · 35m ago

I faced the same issue last week. After multiple failed attempts, I raised it on chat support and they arranged pick-up the next day. Hope it works for you.

Helpful (2) Reply



Reply (3) Helpful (2) WhatsApp Reply Privately

Product : Explore

#speedisalwayslow

×

hathway.com

×

TIME PERIOD

Today

Last 7 Days

Last 30 Days

Custom

FROM

TO

14-07-2026

📅

28-07-2026

📅

×

Clear

🔍

Show Results

1 post found



Rahul Sharma

@rahul.sharma · 10d ago

Complaint



Regarding **hathway.com** @hathway.com

Claims Purchaser

View Document

The internet speed is consistently much lower than promised. Browsing, video streaming, and downloads are frequently slow, causing regular interruptions.

This has been an ongoing issue despite multiple attempts to use the service at different times. Please resolve it permanently.

#speedisalwayslow

Customer Sentiment

Dissatisfied

Dissatisfied

Satisfied

Product: Internet Services

Purchased: 2025-01-01

Order ID: Using Since January Found no improvement



View Product / Service



Open

Mark Resolved



Invite



Reply (1)



Helpful



WhatsApp (2)



Customers don't have to scroll through thousands of unrelated posts. Search a **specific brand** together with a **relevant hashtag** to instantly discover the conversations that matter.

Product : Purchase Tracker

Add Purchase ×

PRODUCT NAME *

BRAND

SELLER

PURCHASE DATE *

WARRANTY / GUARANTEE (MONTHS)

NOTES

BILL / RECEIPT

Upload Bill or Receipt
JPG, PNG, WEBP, PDF - Maximum file size: 1 MB per file.

Save Purchase

← **Purchase Tracker** + Add
Purchase & warranty records

Mobile phone
 Samsung Zepto 23 Mar 2026 Bill attached

Warranty / Guarantee Active
Expires in 7 months

1yr warranty / guarantee

Desktop Computer
 Assembly KARAN SOLUTIONS PVT LTD
 18 Feb 2026 Bill attached

Warranty / Guarantee Active
Expires in 1yr 7mo

2yr warranty / guarantee

Every item is assembled thus warranty claim are supposed to be handled by respective brands, but bill useful for all the warranty

Keep all your purchases in one place.

Track **warranties, guarantees, bills, and get timely reminders**—so you never miss important deadlines.

Product : Subscription Tracker

Add Subscription

SUBSCRIPTION DETAILS

SUBSCRIPTION FOR *

e.g. Netflix, Gym Membership

AMOUNT *

e.g. 499

BILLING CYCLE *

Select billing cycle

DATES

START DATE *

dd-mm-yyyy

NEXT RENEWAL DATE *

dd-mm-yyyy

RENEWAL

AUTO RENEWAL *

Yes

No

REMIC ME BEFORE *

Select reminder

Save Subscription

Subscription Tracker

Track your recurring subscriptions

+ Add

Premier pro

Active

₹1200.00 / Month

Auto Renewal: No

18 Sept 2026

Renewal Active

Renews in 21 Days

Monthly

Bolt

Active

₹2500.00 / Month

Auto Renewal: Yes

22 Aug 2026

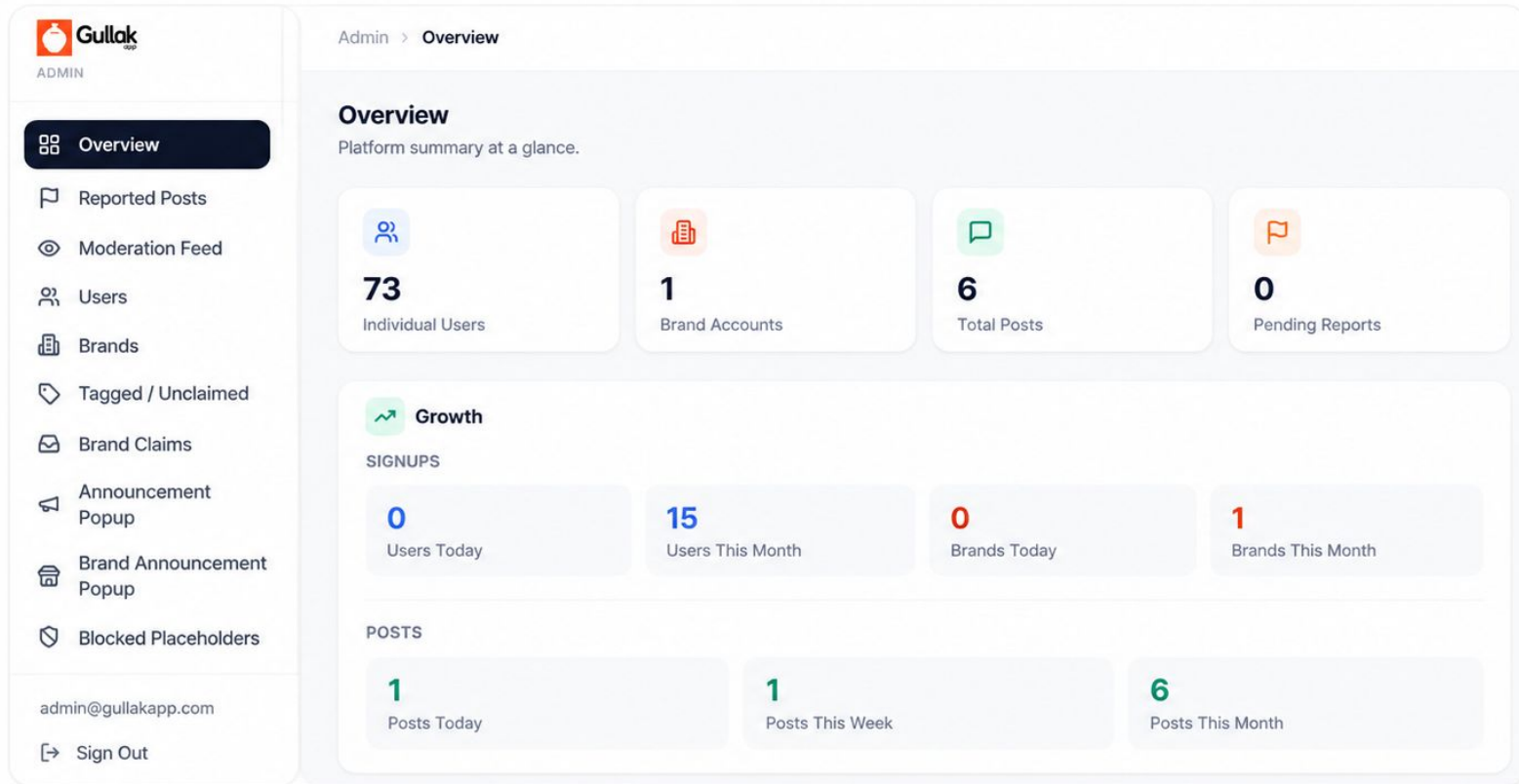
Renewal Date Passed

Delete this subscription and create a new one if you renewed it.

Monthly

Keep track of your subscriptions and **get reminders before you get charged next time.**

Product : Admin Dashboard



Get a complete overview of your platform with **real-time insights and easy moderation tools.**

Traction



**MVP
Ready**



**Published on
Google Play Store**



**Getting First
Few Users**

In Progress

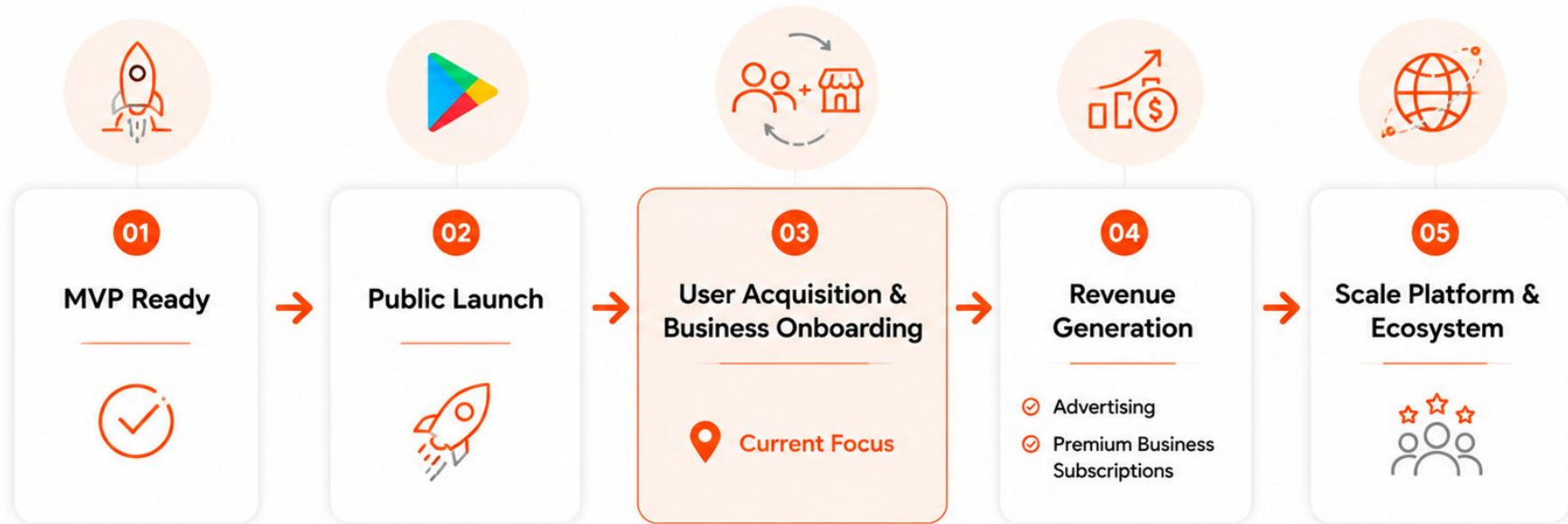


**Seeking
Strategic Investment**

Today

Roadmap

Our journey to build the #1 customer-business communication platform.



Building a transparent ecosystem where every **customer voice** is heard and every **business** is accountable.

Our Team



Abhinav Pachpor

MBA (Marketing and HR)
Mechanical Engineer
Customer Service Expert



+91 7798403226

(Call / WhatsApp)



abhinavas.pachpor@gmail.com

Personal Email



hello@gullakapp.com

Work Email

Abhinav Pachpor
Founder



Our **Vision**

To build the world's
leading platform for customer service.

