

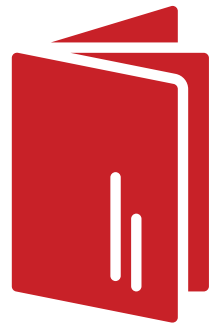
# Khatabook Pitch Deck



- 01** Khatabook Company Overview
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- 03** Understanding Market Potential for Khatabook
- 04** How Khatabook Works
- 05** Khatabook Key Market Competitors
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Purpose of the following slide is to display the Overview of the Organization as it displays Key Information of the Company such as the Year in which it was Founded, Current Status and the Total Number of Employees of the Organization


## Company Overview

- Founded in year 2018 , one of the key players in the Smart Phone based Credit Management Application Industry
- 60 MM raised in Series B round of Funding
- Designed to Update User and Customer about the Total Credit of their Respective Account
- Add Text Here
- Add Text Here

 **Founded**  
2018

 **Status**  
Acquired/Merged

 **Employees**  
249

 **Latest Deal Type**  
Series B

 **Latest Deal Amount**  
\$60 M

 **Investors**  
45

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# Valuation and Funding for Khatabook

Funding Timeline of a Company displays Major Highlights of when and where has the organization generated Funds. The provided slide also displays a Funding Timeline for Khatabook as it Highlights the Type of deal made, the Date on which the Deal took place, Total Amount Raised, and Post Valuation



	Deal Type	Date	Amount	Raised to Date	Post-Val	Status	Stage
8.	Early Stage VC (Series B)	20-May-202	\$60M	xx/xx/xxxx	xxx	Completed	Generating Revenue
7.	Angel (Individual)	17-Mar-2020	xxx	xx/xx/xxxx	xxx	Completed	Generating Revenue
6.	Early Stage VC (Series B)	30-Sep-2019	xxx	xx/xx/xxxx	xxx	Completed	Generating Revenue
5.	Early Stage VC (Series A)	17-Sep-2019	xxx	xx/xx/xxxx	xxx	Completed	Generating Revenue
4.	Seed Round	20-Apr-2019	xxx	xx/xx/xxxx	xxx	Completed	Generating Revenue
3.	Accelerator/ Incubator	19-Apr-2019	xxx	xx/xx/xxxx	xxx	Completed	Generating Revenue
2.	Merger/ Acquisition	01-Oct-2018	\$25 M	\$150K	xxx	Completed	Generating Revenue
1.	Accelerator/ Incubator	01-Jan-2018	\$150K	\$150K	xxx	Completed	Startup

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The following slide displays the Market Potential for Khatabook as it displays the Multiple Users of the Application in India along with the key stats such as Total Merchant Value, Daily Number of Transactions, Daily Customers and the Total Districts that have Khatabook Users.

## Merchants Using Khatabook Across India



**\$100 Bn+**

- Total Merchant Value Recorded
- Add Text Here
- Add Text here

**9.5 Lac+**

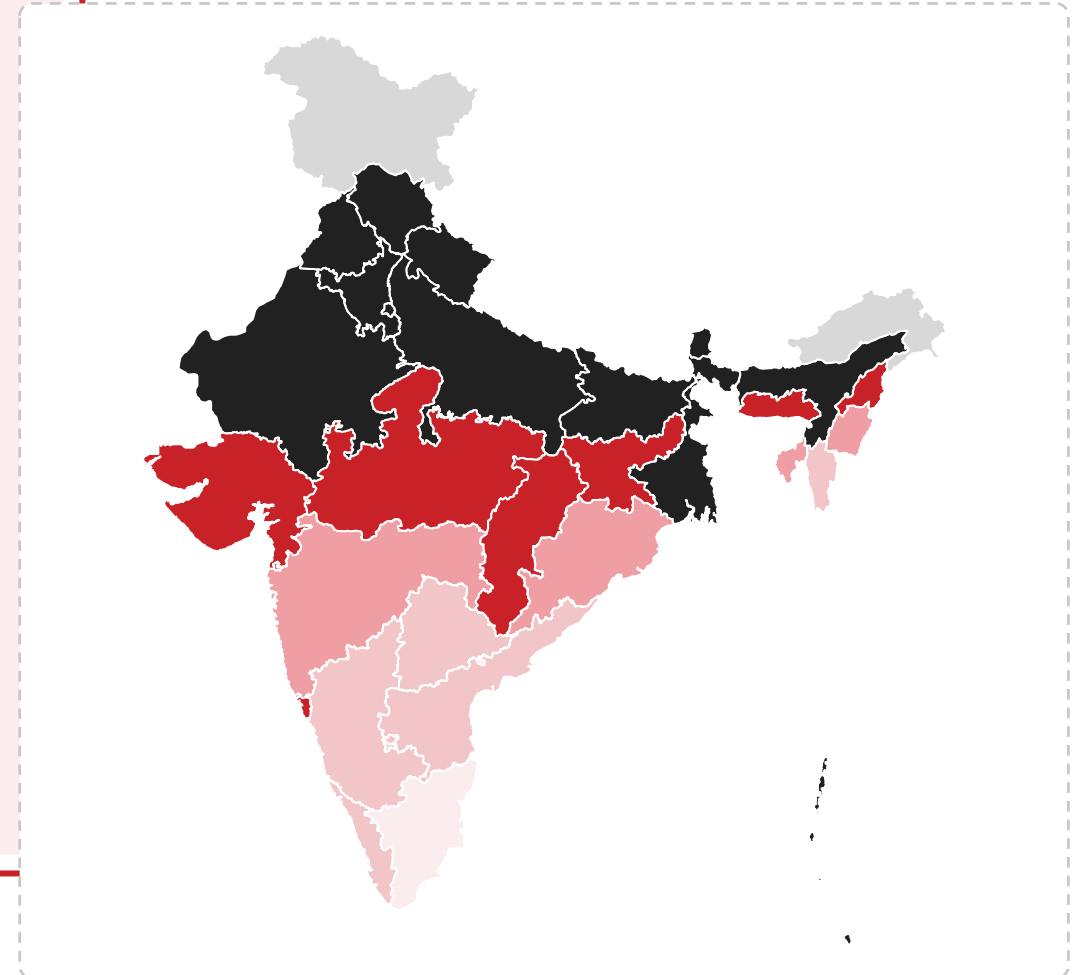
- Total number of Daily Transactions on Khatabook
- Add Text Here

**\$150 Mn+**

- Total Customers added by Merchants
- Add Text Here
- Add Text Here

**95%**

- India's districts have Khatabook users
- Add Text Here
- Add Text Here



→ **Khatabook** is a mobile app that assists small businesses with accounting and credit balance recording.

→ It alleviates the stress of bookkeeping and accounting.

### How Khatabook Works

Purpose of the following slide is to display how the Khatabook Application works as it displays multiple features such as Managing Credit and Debit, Record Maintenance, SMS Sender and Download of Database.

- Effectively managing credit and debit Records
- Add Text Here

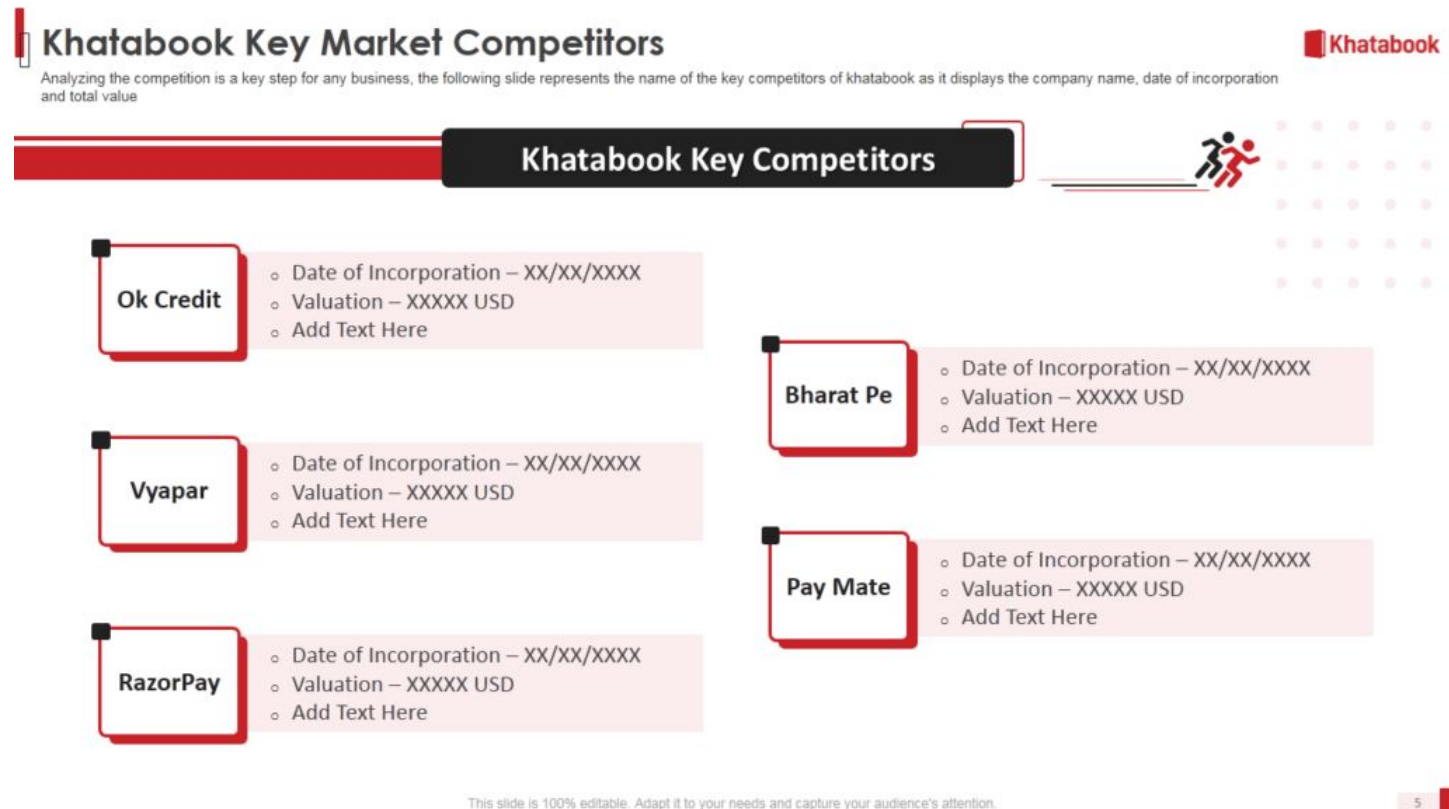
- Record maintenance of each customer
- Add Text here

- Free SMS to customer
- Add Text Here

- Download of regular account available
- Add Text Here

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→ **Key competitors** are the ones who take your customers, even if those companies do not sell the same exact product or service as you do.



**Khatabook Key Market Competitors**

Analyzing the competition is a key step for any business, the following slide represents the name of the key competitors of khatabook as it displays the company name, date of incorporation and total value

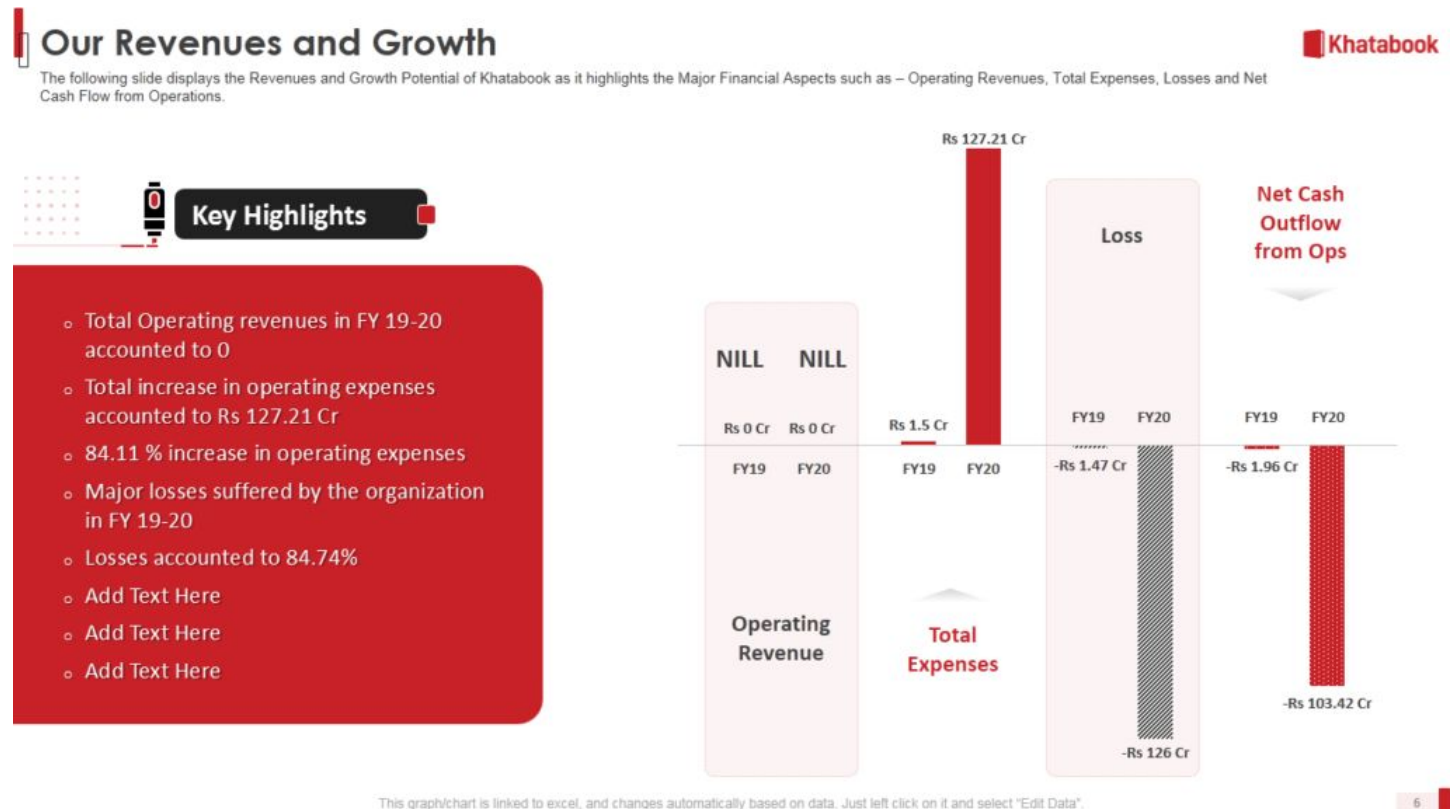
**Khatabook Key Competitors**

<b>Ok Credit</b>	<ul style="list-style-type: none"><li>o Date of Incorporation – XX/XX/XXXX</li><li>o Valuation – XXXXX USD</li><li>o Add Text Here</li></ul>	<b>Bharat Pe</b>	<ul style="list-style-type: none"><li>o Date of Incorporation – XX/XX/XXXX</li><li>o Valuation – XXXXX USD</li><li>o Add Text Here</li></ul>
<b>Vyapar</b>	<ul style="list-style-type: none"><li>o Date of Incorporation – XX/XX/XXXX</li><li>o Valuation – XXXXX USD</li><li>o Add Text Here</li></ul>	<b>Pay Mate</b>	<ul style="list-style-type: none"><li>o Date of Incorporation – XX/XX/XXXX</li><li>o Valuation – XXXXX USD</li><li>o Add Text Here</li></ul>
<b>RazorPay</b>	<ul style="list-style-type: none"><li>o Date of Incorporation – XX/XX/XXXX</li><li>o Valuation – XXXXX USD</li><li>o Add Text Here</li></ul>		

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5

- **Operating revenue** is the overall cash inflow from your major source of income.
- **Operating income** is the amount of money you make after deducting your business expenses.







## What is the purpose of Khatabook?

- Khatabook operates India's leading ledger app, with over 10 million monthly active users.
- The Khatabook app assists micro, small, and medium-sized businesses in tracking transactions in a secure and effective manner.

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## Is Khatobook a unicorn startup?

- From Dunzo to Purplle to Khatobook, these are 21 firms that could become unicorns by 2022.
- In 2021, four startups will become unicorns on average every month. In 2021, eighteen ecommerce and fintech firms became unicorns.

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## Is Khatobook a piece of accounting software?

- Khatobook is a robust piece of accounting software for small business owners.
- This GST-compliant accounting software is jam-packed with features that make bookkeeping a snap.

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