

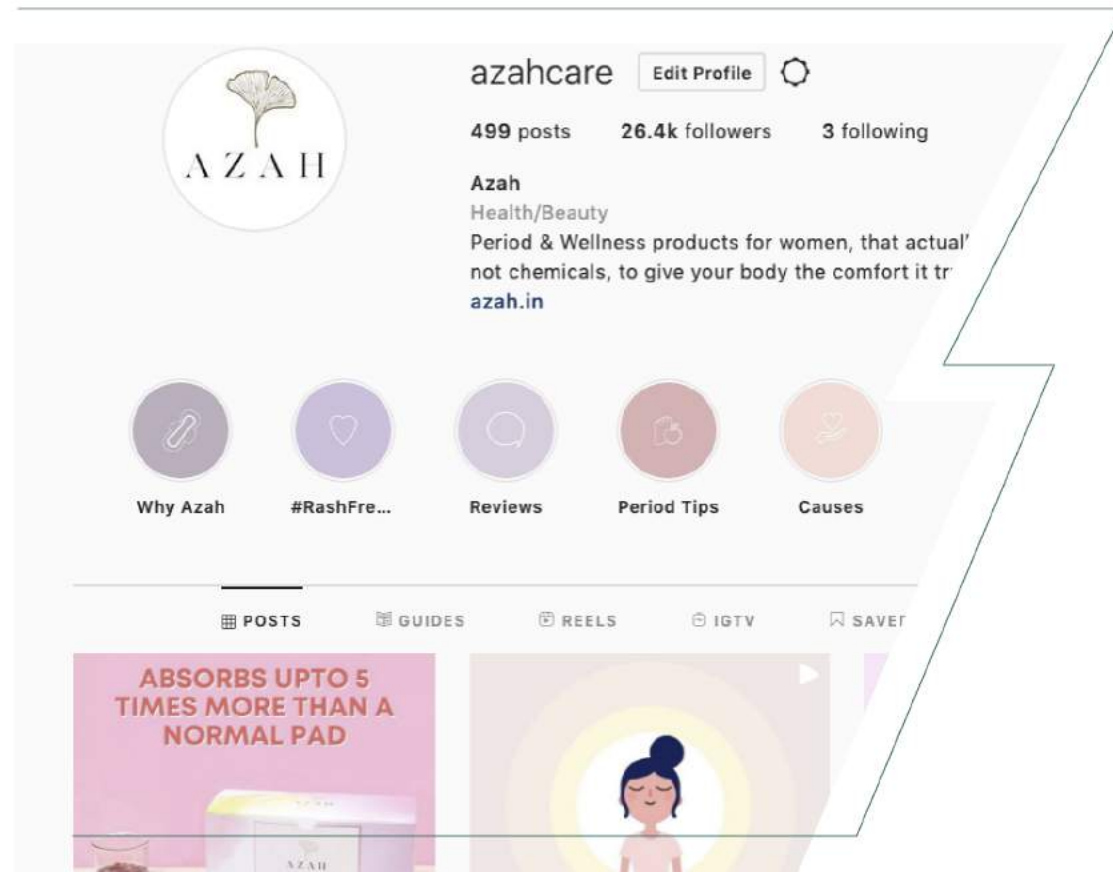


3.5x growth in monthly revenue
5.5% in improvement in EBITDA margins

Last 12 months of Operation

Brand building (social media)

Social Media Content



Live Sessions, Q&A, Videos with Experts



Organic Celebrity Endorsements



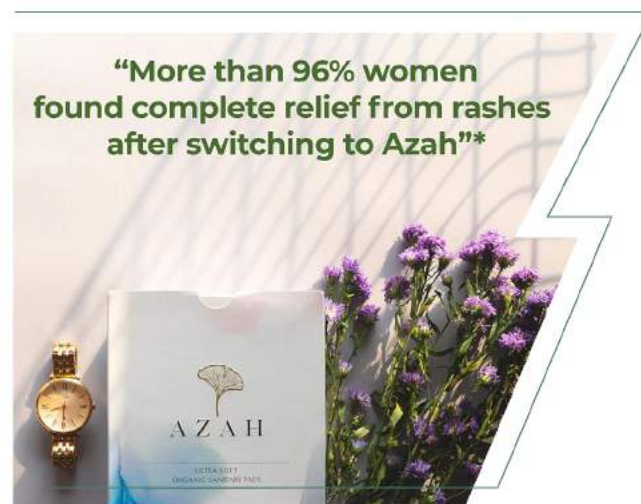
Brand Building

Well defined logo, packaging and brand guidelines to create a strong coherent visual identity



67% of consumers cite high-quality images as the biggest influence when purchasing a product

Detailed, SEO Optimised A+ Content across all the listings to improve organic search rankings.



85% of shoppers doing research online before buying a product, having an accurate description can make or break a sale.

Listing videos clearly highlighting value propositions, product usage and key USPs



Videos can help increase conversion rates on a landing page by up to 80%

International certifications to generate trust among potential customers

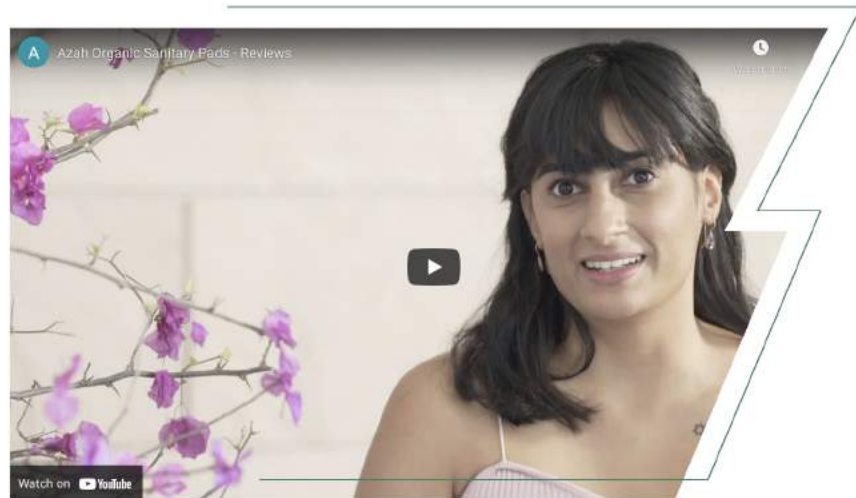


Safe Cosmetics Australia CE Europe US FDA

Product certifications can help smaller brands build trust by reassuring customers of product quality.

Video Assets | High-quality video assets for Amazon and Social Media

Testimonials from existing Azah customers



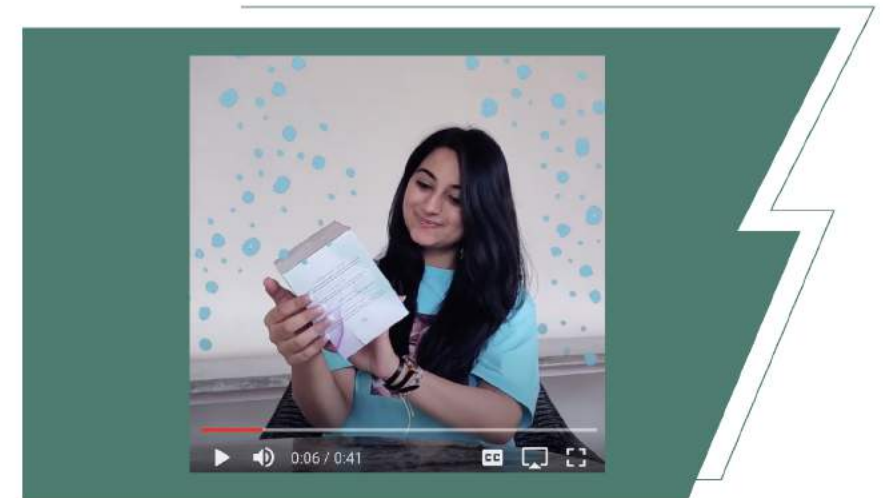
<https://youtu.be/t10FnY9p3E0>

Animated snippets



<https://youtu.be/wQxaW9sqZdY>

User generated content



https://azah.in/influencer_video

Performance Marketing

Awareness

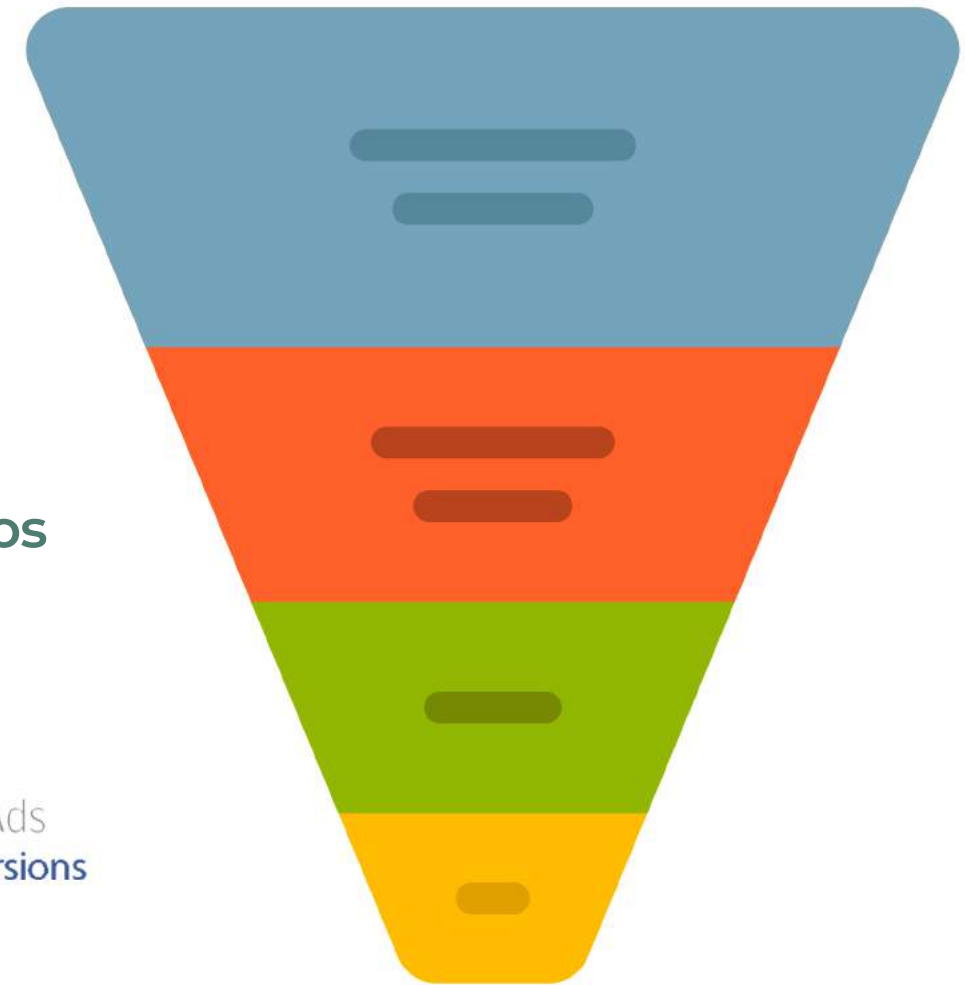
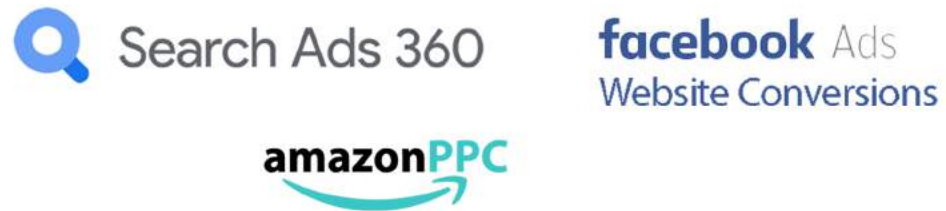


Consideration



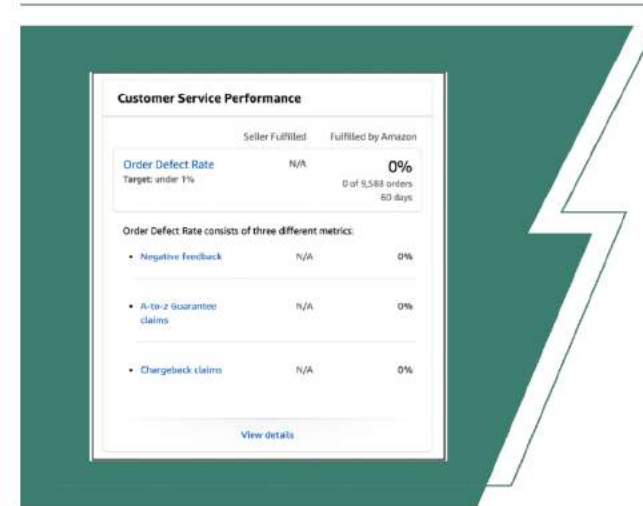
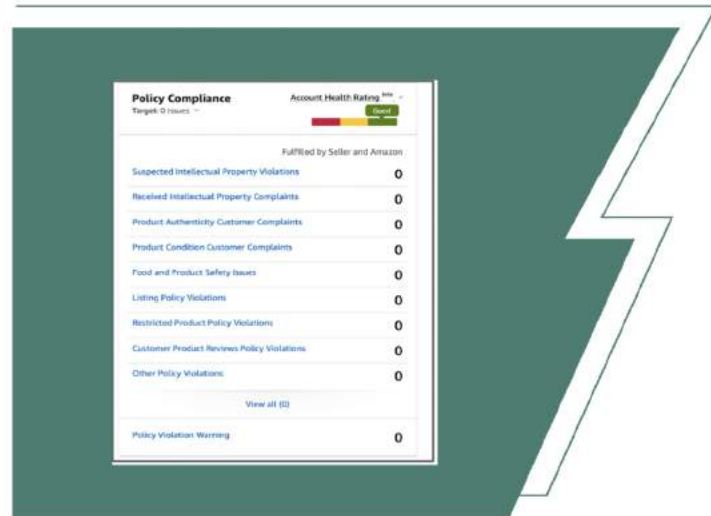
Micro-Influencers
Sponsored Brand Videos
Amazon DSP
Behaviour-based Retargeting

Conversion



OPERATIONS

Stock replication across more than 12 warehouses in 4 states.
Reduced delivery times, Higher Conversion, Reduced shipping cost



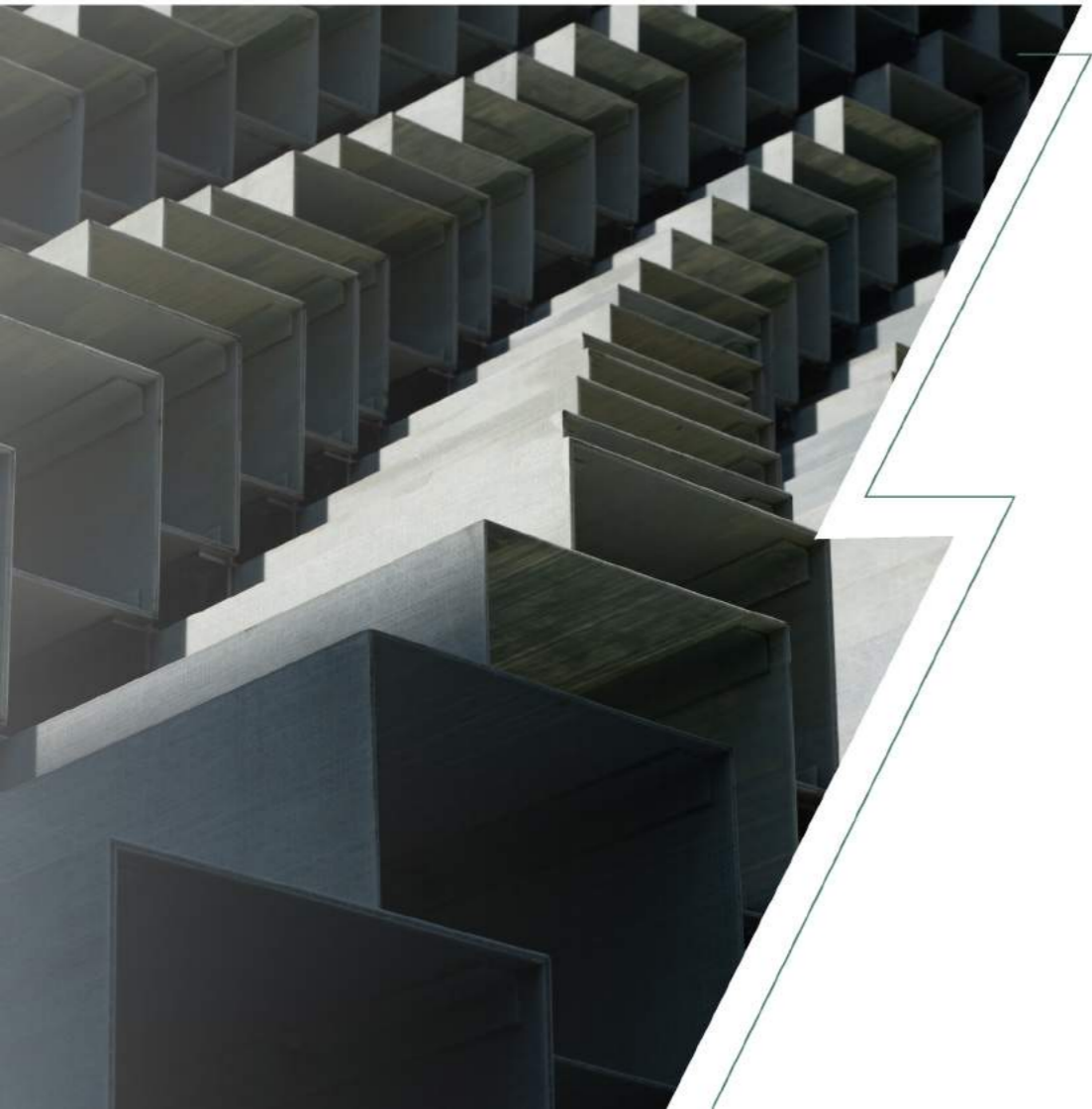
0% Order Defect Rate | < 0.01% Out of Stock rate | 7% reduction in average Shipping cost due to warehouse replication | Zero compliance issues

Onboarded on Amazon's Inventory Placement Programme for automatic replication of stock across all the warehouses from a single origin

Presence across 5 marketplaces



SOURCING AND PACKAGING



Helped vendors setup the necessary SOPs to adhere to MADESAFE certification, ensuring all materials in the entire manufacturing process are toxin-free.



Clearly defined QA metrics for manufactured goods. Partnership with independent local quality assurance agencies to ensure adherence before the stock is shipped by the manufacturer.



Set up relationship with multiple vendors for better leverage in rate negotiations



Optimised packaging and combos according to different weighing slabs. Setup mechanism to recycle and reuse packaging for bulk shipments reducing the overall logistic costs.