



Power & Scale - Channel, Customer & Audience Engagements



@Imond is an **award-winning** platform that augments business for brands by **powering and scaling** their **channel, customer and audience engagements** with mobile-first ai and web3.0 solutions.



partner
network



About

ESTABLISHMENT

TEAM SIZE

GLOBAL CLIENTS

2012

100+

70+

3Mn

80Mn

NCR

5

CHANNEL PARTNERS

ENGAGEMENTS

HEADQUARTER

GUINNESS RECORDS

TRUSTED BY

@Imond



AND MANY MORE..

The Platform

CHANNELVERSE™

A B2B channel engagement & experiences ecosystem

(extending into the Metaverse)

A digital universe of **utility experiences and engagements**, enabling brands to increase their revenues by effectively engaging sales teams and channel partners.



FEATURES

Loyalty & Rewards

Retailers, Distributors, Wholesalers, Sales Teams



An **entirely customizable loyalty reward platform** that supercharges any loyalty and reward program with instant rewards, physical gifts and payout integrations built for scale.

Retailer / Distributor Loyalty Programs

Channel loyalty solutions power your distribution network and create a win-win for your channel partners.

01

Customer Acquisition & Gratification

Identify and retain customers through our data-driven engagement platform that ensures repeat business.

02

Last Mile Engagements

It is a perfect platform for engaging the last mile of your business, be it the buyer, seller, or influencer.

03

Sales Incentivization

Inspire your sales team and amplify their performance with sales incentive structures, rewards and training solutions.

04

LOYALTY & REWARDS MANAGEMENT PLATFORM



Gamified engagements, communication

In-app interactive engagements,
360 communication with WhatsApp,



Instant gratification and exclusive rewards

2000+ rewards, vouchers, payment transfers,
recharges, experiences, personalized gifts



Realtime Analytics & AI Driven Insights

Secure cloud platform, customizable BI
dashboard and analytics reports

App + Web + WhatsApp powered, customizable and
integrate ready platform that supercharges your
channel partners and customer loyalty.



Virtual Meets & Training

1. The most interactive and effective solution for virtual and live dealer conferences, meetings, and events.
2. Our integrated platform allows to connect with local distributors, retailers and associations to effectively communicate, collaborate the virtual events and training seamlessly



ONLINE B2B EVENTS

Conduct **hybrid & online events** that deliver a highly differentiated experience.

Deliver product education.



Interactive
Content



Gamification
Engagement



WhatsApp
and
Integration

70+ FEATURES



Interactive content based education and engagement platform



Supercharge engagement with interactivity, call-to-action items, inputs and more



Increases viewer engagement, maximizes training impact, sell more product



Enhance remote learning, keep participant excited and interested, on their own schedule



Maximize training impact, improve retention, offer instant rewards



Collect data and generate insights, understand what is resonating



FEATURES

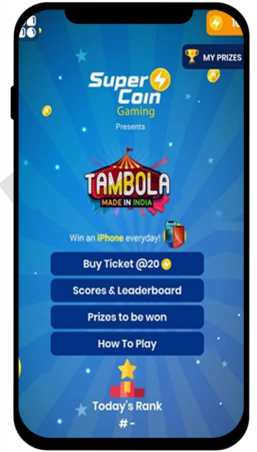
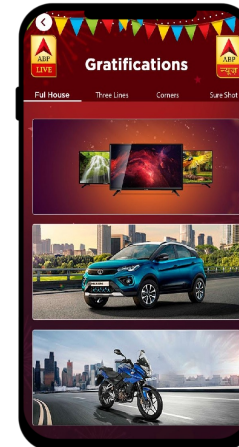
Engagements & Gamification

Retailers, Distributors, Wholesalers, Sales Teams



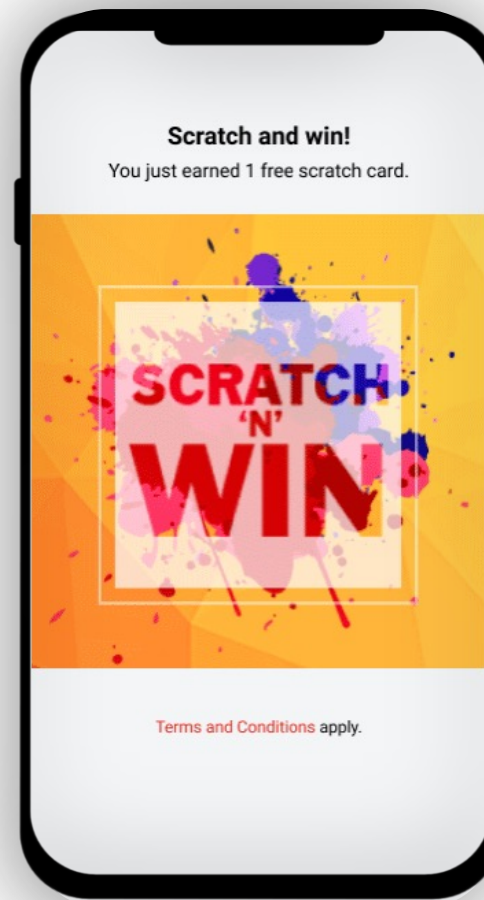
Gamification

1. 500+ games, ready to be customized for your target audience.
2. Gamification offers a unique approach to incentives & increases customer engagement and boosts connections.
3. The gamification increases user engagement by offering customers unique and fun ways to interact long term with the brand.





Gamified Mobile Engagements



Festive Offers & Promotions



Sales and referral programs



Scheme based engagements



Instant reward coupons

FEATURES



Physical Gifts

2000+
shippable items
across the country



Experiences

500+
Vacations, Shows,
Meet Celebrities etc.



Vouchers

700+
Gift Vouchers &
Cards



Wallets

UPI, Paytm,
Amazon



Recharges

ALL Telecom
Recharges, DTH,
Payment etc.

5000+ CATALOGUE ITEMS

Experiences Web 3.0

NFT, metaverse events, and meetups with lifelike avatars.

Mobile First Web 3.0 (No VR Headset / App Required)

Host virtual events in beautiful artist-built spaces without any gadgets.

Fully Customized Immersive and Alive 3D Experiences

We build a Metaverse that expresses your brand by building a custom environment for your needs.

Customized Avatars

Avatar creation using your face or photo with simple and easy steps.



NFT & Gamification Engagements

Exciting gamification and digital rewards in the form of NFTs and Crypto Tokens.

Secure and Scalable

Cloud-based environments, live translation, notetaking, and many more features.

Interactive and Engaging

An interactive 3D platform for events and collaborations, at any scale, for internal teams, B2B or B2C.

Awards & Recognitions

We strive for excellence.



#startupindia



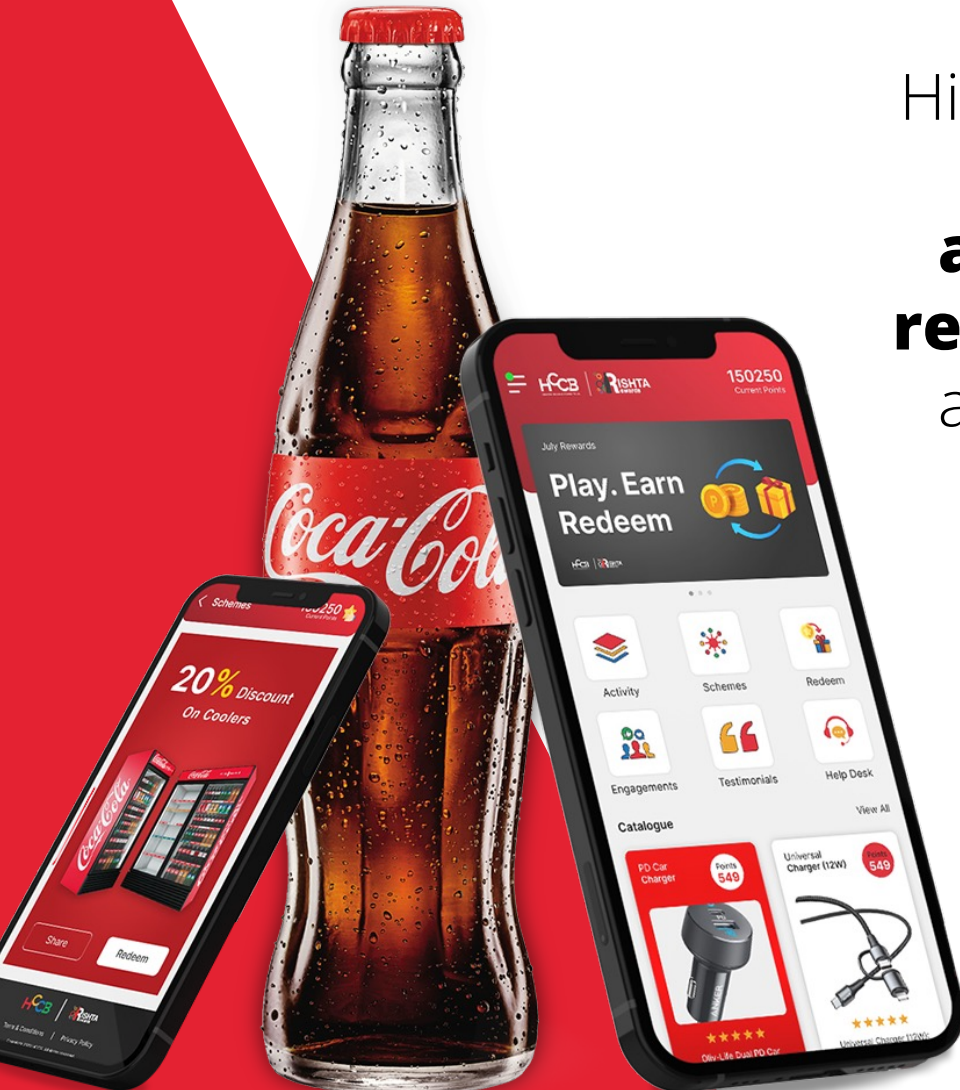
SOME HAPPY CLIENTS

OUR WORK



HINDUSTAN COCA-COLA BEVERAGES PVT. LTD.

MAKING **CHANNEL PARTNER** ENGAGEMENTS TASTIER THAN EVER BEFORE



Hindustan Coca-Cola was looking for an end to end solution to **accelerates distribution-led revenue growth** beyond offline activities and engagements with their channel partners.

They are now using almond's **Channelverse** – a b2b loyalty and engagement ecosystem by almond

190k+
OUTLETS

300k+
ENGAGEMENTS

20k+
REWARDS

3
PLATFORMS

OUR WORK



GODFREY PHILLIPS
—INDIA LIMITED—

900k+
OUTLETS

20MN+
TRANSACTIONS

2000+
REWARDS

21+
STATES

140+
CAMPAIGNS

5
CHANNELS

8
BRANDS

10
LANGUAGES

HOW TO CREATE LOYAL RETAILERS FOR A BRAND ?

CHALLENGE : Brand wanted to enrol new retailers to their trade channel, update existing retailers and smoothen the gratification process to motivate retailers for building long term loyalty.

SOLUTION : We developed a digitally transparent loyalty ecosystem that uplifts sales via retailers with timely reminders, push-based mechanisms with instant gratification and real-time analytics.

ACTIVE SINCE 2018



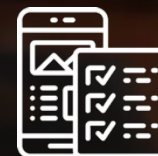
SMS



Helpline



IVR



APP &
WEB



GODFREY PHILLIPS
—INDIA LIMITED—

Modi Enterprises



OUR WORK





The Leading agriculture science and pest control solutions company, was struggling to build and engage their channel partner community.

FMC needed a digital solution to excite and engage their channel partners - PMPs (Pest Control Members) and PCOs (Pest Control Organisations)

FMC chose **Almond's Channelverse** to build entire loyalty, rewards and engagement ecosystem

Channel partners loved ❤️ channelverse's off-the-shelf features like invoice upload, point redemptions and instant gratifications over WhatsApp which converted channel partners into loyal nano-influencers.

PAN INDIA PROGRAM | ONGOING



+ 3000

CHANNEL PARTNERS



+ 100k

POINTS DISBURSED



+ 15%

REVENUE UPLIFTMENT



OUR WORK





India's leading paints and home solutions company wanted to educate their channel partners about product, features, safety manuals and reward them instantly for their time and learning.

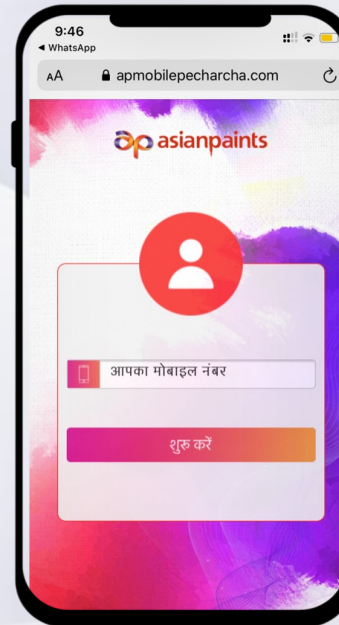
Almond delivered a mobile first interactive education, engagements and instant rewards solution for channel partners (painter, contractor) powered by Channelverse.

Easy to use, multilingual, interactive video and IVR based platform "Mobile Pe Charcha" received very fast adoption by the channel partners, who loved the interaction, instant rewards and kept coming back week after week on the platform.

150k **600k** **8** **20** **14**
CHANNEL PARTNERS **REWARDS** **LANGUAGES** **REGIONS** **WEEKS**



Omnichannel
Activation



Secure Login



Data Driven Content



Interactive Engagement



Instant
Rewards

OUR WORK

L'ORÉAL
PARiS

L'ORÉAL PARIS

The world's number one professional hair care products brand wanted to keep its salon channel partners engaged beyond the offline event -only experience.

India Hair-Dresser award is a yearly gathering of salon channel partners to share their expertise and innovation with the larger community. However, a growing community of more than **30k partners** needed experience beyond just an event to keep them engaged and motivated.

Loreal, with its agency partner, selected **Almond's Channelverse** to engage it's salon channel partners.

A perfect combination of features like **multilingual platform, pre-event engagements, mobile-optimized online event, interactive product education, rewards, and awards** made the hybrid experience loved by channel partners.

We called it a hair-raising channel experience.



30000
+CHANNEL PARTNERS

106000
+ENGAGEMENTS

100
+ REWARDS

7
LANGUAGES

उड़ा

udaan

LOYALTY, GAMIFICATION & REWARDS

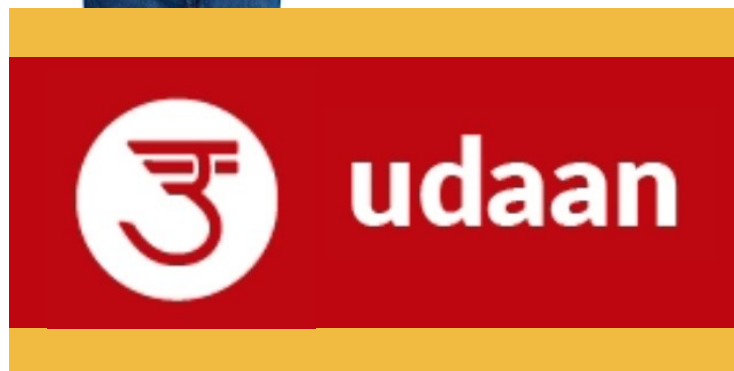


**India's Largest
B2B Marketplace**

Trusted by
15 Lakh + Buyers

Best Products from
30K + Sellers

Services Across
900 + Cities



600k+
RETAILERS
CONSUMERS



2CR+
YEARLY
REWARDS

15+
LOYALTY & REWARDS
CAMPAIGNS
SINCE 2019





*Hindustan Unilever
Limited*

HUL WANTED THEIR THOUSANDS OF PARTNERS TO LEARN AND EARN

300K+

PARTNERS
ENROLLED

15k+

VIDEOS
VIWED

75%+

PARTNERS
CERTIFIED

15

LIVE
LOCATION

16

SCRIPTED
MODULES

8

LANGUAGES
DEVELOPED

OBJECTIVE

Developing behavioral shift in choices that market drivers make while driving HUL Trucks.

SOLUTION

Kiosk digital platform for partners to learn and gain knowledge of driving and safety practices.

MODULES

Road Safety, Driving Etiquettes, Traffic Rules, Self Health , New Techniques, Vehicle Fitness





Power & Scale – Channel Engagements

BARREL-SCOPE

27-E Jiasarai, Near IIT Gate, Hauz Khas,

New Delhi 110016

info@barrelscope.in

+91 987371317, +91 9810002833

www.barrelscope.in



info@almond.solutions



+91 70 65 00 11 22



INDIA, USA, AFRICA



www.almond.solutions