



# Lumi.

**“A ONE STOP SOLUTION FOR USERS TO TRY EVERYTHING THEY  
NEED FOR A GOOD LIFE”**

# Global First Free Store

## vision.

Our vision is to open chain of Offline Stores where all available items such as Product Samples, Discount Vouchers & Advertised water are free to use.

## mission.

We are setting up an offline track to build Offline Product Sampling Network and help brands in Customer Acquisition and retention with our services.

# about us

Lutf. is a Community based offline marketing company that works on a **freemium model** and helps brands in **Customer acquisition or Retention** through their innovative solutions such as Distribution of Product Samples /trials & Discount Vouchers, Corporate Gifting, and Premium Water Advertising.

With this next level offline marketing we PUT YOUR BRAND IN EVERYONE'S HAND and add value to your offerings.

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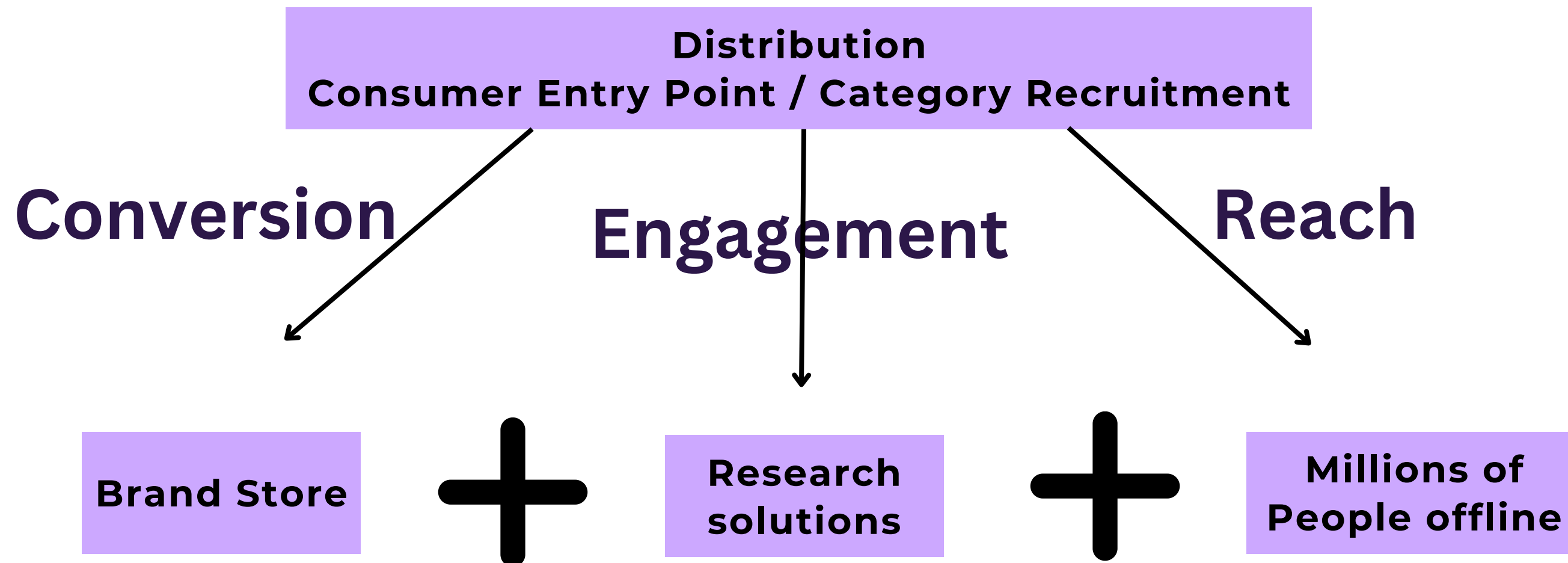
# Put Your Brand In Everyone's Hand

Our team of experts can help you achieve your advertising goals and build strong brand loyalty among your target audience. Receive meaningful impressions and utilize the greatest brand loyalty platform in the ad industry.





# Lutf. Business Model



**INDIA'S First Offline Demand Generating Platform**

# Global First: Offline Sample & Voucher Distribution & Lead Generation Network



Pull-led v/s Push-led Consumer Trials



Micro Targeting Of Specific Consumer Cohorts



Direct Feedback On Your Whatsapp



Most Effective D2C Sampling

# How It Works?

01

**We promote the brand among our community and educate people about the product or service.**

02

**To get free product or voucher individual needs to scan the QR Code available on the product/voucher.**

03

**After scanning the Product/Voucher they will send Thank you message directly to brand's whatsapp link.**

04

**Brand receive the Customer information and can use it for retargeting or other promotional activities.**



# Our Kits





# Our Kits

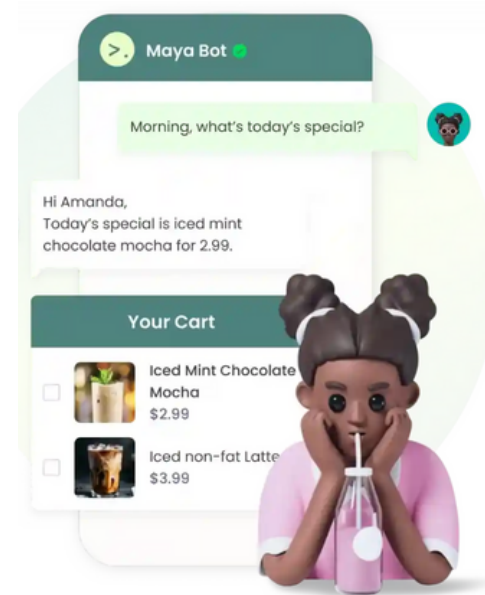


# Get leads guaranteed

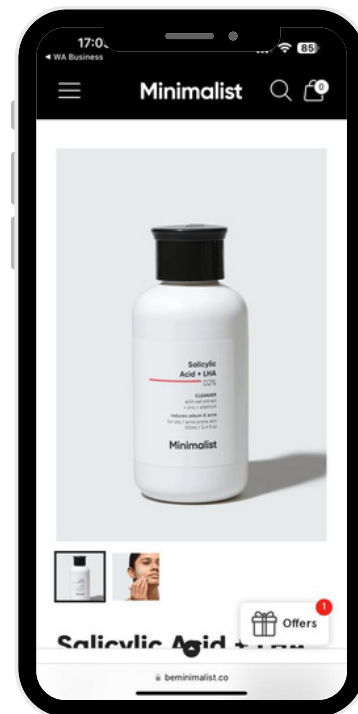


Get Leads on Whatsapp

Or take them to your Website



Convert through sales team



Convert through sales team





# Our Network

**500+**

## **PARTNERED COLLEGES**

Shaheed Sukhdev College, Xavier College, SRCC, IIT Madras, VIPS, DTU, Bhartividyapeeth University, Amity, Arena Etc.

**30+**

## **STARTUPS, MNCS & CORPORATE OFFICES**

Use our Voucher & Product sample kits as Employee reward & Recognition.

**85000+**

## **TRIALS/ VOUCHERS SERVED**

To our audience and generated leads for our partnered brands through College Sponsorships, Affiliates & Offline Stalls.

**1 Million+**

## **COMMUNITY REACH**

We have offline reach to 1 million+ members which includes Students, Women & LGBT community groups through our partners.

# Distribution Channels

## 1. Scan & Get Free Product Campaign

We setup our stalls at busiest places and run Scan & Get a free product campaign.

## 2. Sampler Box:

Each Box includes 6 products samples of different brands.

## 3. Voucher Box:

Each Box includes 6 Vouchers/Gift Cards of different brands.

## 4. Mixer Box:

Each Box includes 10 SAMPLES & 10 Vouchers of different brands.

## 5. Omnichannel distribution (Coming Soon):

Deliver Sampler, Voucher or Mixer Boxes via Swiggy Instamart, Blinkit, Amazon Fresh.

## 6. Subscription Box (Coming Soon):

Receive Lottery box monthly to your door steps.

**Our Aim is to Distribute  
3 Lac+ Boxes in 2023**

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# Our product is a blank canvas

With a variety advertising options to choose from, you can create a customized campaign that fits your budget goals. Start saving money while growing your business today by advertising with us!

## Use QR Codes

to connect anything on the internet, such as websites, coupons, and videos

## Choose a Distribution Model

if you want us to distribute it through our channels or do it yourself.

## Sell or Freely Distribute

ad supported water bottles from Lutf.

## Subsidize or Cover the Entire Cost by Sharing the Ad Space

with non-competing brands



# WHY Sampling?

## **1. Better consumer engagement & brand recall** sampling

Enables users to get hands on experience of the products resulting in better brand salience and recall.

## **2. Quicker purchase decision cycle**

Sampling is the single largest purchase decision influencers with up to 38% influence leading to significantly quicker adoption cycles.

## **3. Lower customer acquisition cost (cac)**

In digital industry the standard conversions led by marketing activities vary between 0.5% to 1% where as conversion via online sampling averages between 5 to 15% leading to significantly lower customer acquisition cost.

# It's a Mini Billboard In Everyone's Hand

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# Our Offerings

- **Economical Marketing Campaigns**

10x Cheaper than other out of home marketing

- **Direct Interaction**

Adding Personalized experience with your offer put huge impact on consumers.

- **Gather Data /Instant Results**

You can easily see the real-time results and measure the return on investment (ROI) of the campaign like how many impressions, follows, likes, views, shares, and even purchases.

- **Personalized Targeting**

Precise targeting ensures that the content reaches the most relevant audience, increasing the likelihood of conversion

- **Build Trust and Awareness**

Direct engagement fosters a sense of trust and personal connection.

- **Experimental Marketing**

Brands can perform A/B Testing with us due to less cost and Venue options.



# Places We Setup Our Stalls





Outside/Inside Metro Station



Markets



Corporate Meets



Famous Places to Hangout



College Fests & Events



Concerts





Outside/Inside Shopping Malls



Outside/Inside Hospitals & clinics



Outside/Inside Movie Theater



Offices



Events



Banquets, Hotels & Restaurants



# Commercials

## SAMPLING PLAN:

### 1. QUANTITY:

- **#SKUS:** NO RESTRICTIONS
- **SUGGESTED QUANTITY:** 500 UNITS FOR EACH SKU

**2. Information sharing:** Brand will receive the information of the customers who owns their Product sample or voucher and communicate freely via whatsapp.

### 3. COMMERCIALS FOR SAMPLING:

- **For Product Samples :** Commercials will range anywhere between ₹10-₹15 per unit on the basis of scale & objective.
- **For Vouchers:** Commercials will range anywhere between ₹5 - ₹8 per unit on the basis of scale & objective.

# Commercials

**4. Supply process:** The brand dispatches the samples to Mr Advertiser's Warehouses post that complete pick-pack and dispatching to the end-consumer services and cost will be taken care of by Mr Advertisers.

**5. Mandate details on Sample:** The samples should have EAN codes, Manufacturing and Expiry dates, Size, either MRP or Not for Sale

## Premium Water Advertising

Commercials will range anywhere between ₹13-₹15 per unit on the basis of scale & objective.



# Get In Touch



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## Let's Grow Together