



amerex

*Live more. online.*

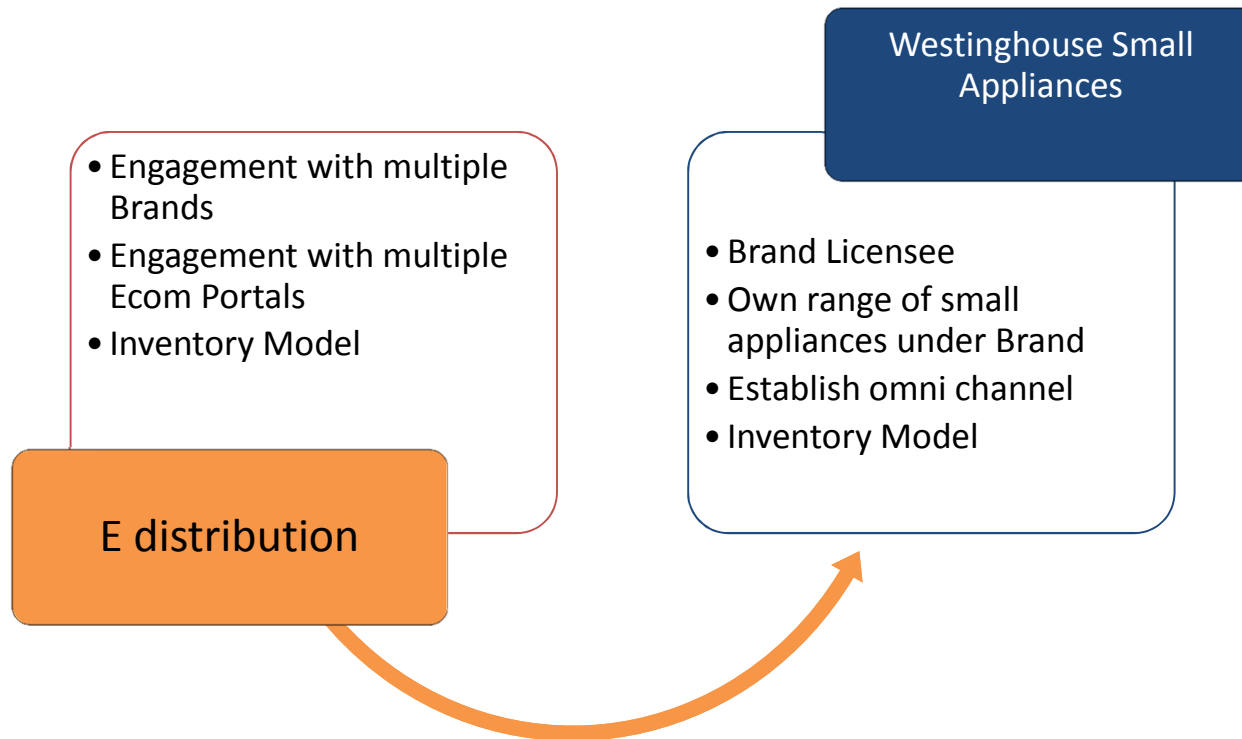


## Amerex Overview.....



***Amerex is the new age consumer company focused on building an appliance company by utilizing growth in online sector and taking advantage of both online & offline business segment.***

***Amerex is involved in selling various appliance brands through e commerce portals and also developing its own exclusive appliance portal and own range of appliances.***



# Amerex's Business Portfolio



## Amerex e Distribution

e-distribution of various products from brands across Major e com portals.

This is an Inventory Based Model



India Licensee of Westinghouse Brand (130 Year Old US Brand )




**Own range of small home & kitchen appliances with Westinghouse Brand Name**



## Amerex's Key Assets

---

 amerex E Distribution	 Westinghouse INNOVATION YOU CAN BE SURE OF
Inventory	Inventory
Brands & Portal Association, Warehouse locations	Sourcing Vendors, Distribution and Trade Partners, Warehouse Locations
Dedicated Team	Dedicated Team



# Amerex: E Distribution

Well equipped to provide PAN India fulfillment services through warehouses in 6 key locations:

Delhi  
Karnataka

Kolkata  
Haryana

AP/ Telengana  
Maharashtra



- End- to - End Order Fulfillment
- Flexible Scalability
- Large Capacity
- Timely Delivery

OVER 70000  
PRODUCTS FULFILLED

OVER 6000 SQFT OF FULFILLMENT  
& TRANSPORTATION INFRASTRUCTURE  
MANAGED

WE REACH OVER 18000 POSTAL  
CODES , 1000+ CITIES

WE PROCESS 95%+  
ORDERS IN <24 HOURS

WE'VE BUILT A SCALABLE,  
FLEXIBLE STACK IN THE INDUSTRY

WE SERVE OVER 512 BRANDS & 900+  
SELLERS ACROSS CATEGORIES

# Associated partners & portals

Over 20+ associated appliance brands

Current Year

2019

2020

2021



30+ Brands

45+ Brands

60+ Brands



Plan to reach over 8+ online portal for B2B Business Opportunities



# Westinghouse



**A HERITAGE USA BRAND**  
Westinghouse has brought best to our lives since 1886



**1909**

First continuous-filament tungsten light bulb



**1917**

First all-electric kitchen range



**1969**

First "Instant-On" Television



**2005**

First consumer LCD TV 1080p monitor introduced



**2015**

Digital LED-based 4k Interactive Whiteboards



**2017**

Entered India through licensee partner- Amerex'

## Channel

Distributors	54
Online Partners	8
LFR ( Large Retail Format )	1
Retailers	515
B2B & R&R Clientele	50

## Online Presence



## Manpower

### Sales Support

RM- North	2
RM- West	1
RM- South	2
AM- North	9
AM- West	8
AM- South	3
To be Hired( in process)	10
<b>Total</b>	<b>35</b>

### Corporate

Marketing	2
Product	2
Service	1
QC	2
B2B/ Institutional	3
<b>Total</b>	<b>10</b>

**Over 40 models launched in home & kitchen appliances**  
**Plan to expand in 140+ cities from 55 existing cities in 2019-20**



## Marketing Initiatives :Key Campaigns

### 1. PAN INDIA Retail Week

(Pre-Festive Season campaign)



'Westinghouse Warrior':- PAN INDIA RETAIL WEEK Activity- Aug- Sept'18. The team visited more than 400 outlets for relationship building & motivation and sent photo frames with warrior jacket as gratification.

### 2. PAN India Cinema Activity



Westinghouse Brand Film

Covering more than 250 screens, 35 cities, all major Bollywood/ English & regional film releases



Supporting campaign by another exposure through standees placed in concierge

### 3. 'FLY TO USA' campaign for consumer pull



Facebook Linked customer promotion campaign to give away 'A ticket to USA'



# Marketing Initiative: Digital Footprints

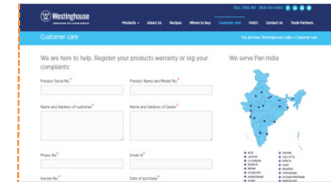
## Brand Website



Brand Introduction



Product Description



Customer contact support

## Social Media



FB: 456 likes ( organic)  
5 star Rating

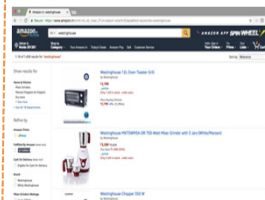


LinkedIn: 52 followers  
( in span of 2 months)

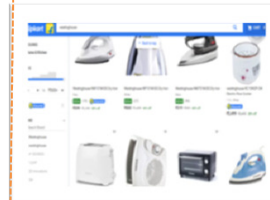


Youtube Page

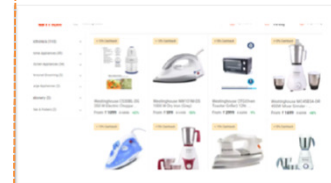
## E commerce



Amazon



Flipkart



PayTM

## Affiliate & Cross Marketing



Contest With Times of India



Cross Marketing Activation with Liebherr to give away Westinghouse chopper as Gift on purchase of Liebherr Appliance

## Marketing Initiatives: General Trade

### General Trade Visibility



Outlet Branding ( GSB)

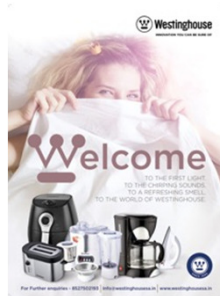


Counter Branding

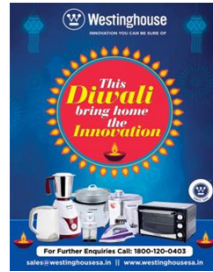


Inshop Branding

### POSM Support



Brand & Festival Posters



Catalogs & Leaflets



Newspaper Inserts Tent Cards, Dangers & Shelf Strips & Stickers

### Events & Activations



Exhibitions



RWA & Dealer  
Activations



Dealer Meet

# Amerex “Office”

---

## Head Office

5<sup>th</sup> Floor, B-09,  
Pinnacle Towers-II,  
Sector- 3,  
Noida-201301, U.P  
India  
+91-11-410-03993

## Delhi Office

1/20 Asaf Ali Road  
New Delhi-110002  
India  
+91-11-410-03993  
+91-959-978-0122



[www.amerexpl.com](http://www.amerexpl.com)



+91 8800444666



[info@amerexpl.com](mailto:info@amerexpl.com)