



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/_689

04th August 2023

Sub. Placement opportunity for students of GGSIP University of the batch passing out in year 2023 in the company “Digi2L”.

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of placement opportunity for students of GGSIP University of the batch passing out in year 2023 in the company “Digi2L” for your reference and circulation to students to apply by 7th August 2023.

Registration Link – <https://forms.gle/KCSgeg6LGDVY2xSR6>

Name of Company: Digi2L, UTC Digital Technologies Pvt. Ltd.

Position: Sales Associate

Locations: Kochi, Chennai, Bangalore, Hyderabad, Ahmedabad, Jaipur, Delhi, Lucknow, Raipur, Mumbai, Pune, Kolkata.

Academic: Graduate or Post Graduate with strong academic back ground.

Probation period: 6 months

CTC offered: During Probation INR 3.0 along with conveyance allowance.
After probation INR 4.0 LPA

Please find attached company profile and JD for more information.

THE LAST DATE FOR REGISTRATION IS 7th AUGUST 2023

(Ms. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIP University

JOB DESCRIPTION	
Position/ Grade:	Sales Associate
Department:	Sales
Location:	Kochi, Chennai, Bangalore, Hyderabad, Ahmedabad, Jaipur, Delhi, Lucknow, Raipur, Mumbai, Pune, Kolkata
Reports to (Position):	Regional Sales Manager
Job Summary (The primary purpose or objectives and an overall description of the position)	As a Sales Associate, you will play a crucial role in driving growth and market expansion in the used appliance segment. You will be responsible for sourcing and on boarding used appliance dealers, managing their accounts for sales and collections, and fostering strong relationships with dealership teams to maximize business performance. Your focus on proper addressability and brand building will be instrumental in propelling sales and establishing the Digi2L brand in the market.
List the Duties & Responsibilities (That are significant in achieving the objectives of the job)	<ul style="list-style-type: none"> • Source and on-board used appliance dealers. • Manage dealer accounts, overseeing sales and collections. • Drive market expansion efforts. • Interact with dealership personnel and front-end teams for business performance. • Ensure sales through targeted addressability and effective lead extraction. • Establish the Digi2L brand in the used appliances segment.
Experience Required (Minimum relevant or equivalent industry experience required. Please also state what might be desirable/ advantageous)	<ul style="list-style-type: none"> • Fresher or up to 2 years of experience • Comprehending addressability and extraction. • Familiarity with ERP software • Availability to travel as needed • Proficient in basic accounting. • Excellent presentation skills with negotiation capabilities • Preferred candidates : Male
Academia (The minimum/ critical qualifications you deem necessary for this profile)	<ul style="list-style-type: none"> • Graduate or Post Graduate with strong academic back ground.
Personal Attributes	<ul style="list-style-type: none"> • Highly self-motivated and directed to work in unstructured start up • Scenario to build and create business. • Strong relationship skills • Keen attention to details with strong process management skills

	<ul style="list-style-type: none">• High bias for quality execution & speed• Adaptable, transparent and high on integrity, easy to work with
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India's 1st Digital Platform To Sell Used Appliances!



Emergence Of Used Gadgets Resale Market



Short product life cycle

Product retention less than 5 years



Frequent technology upgradation

Facilitated by high disposable income



High aspiration level of tier 3 markets

Facilitated by affordability and accessibility of high-end products



Digi2L: An Organized Player In An Unorganized Market



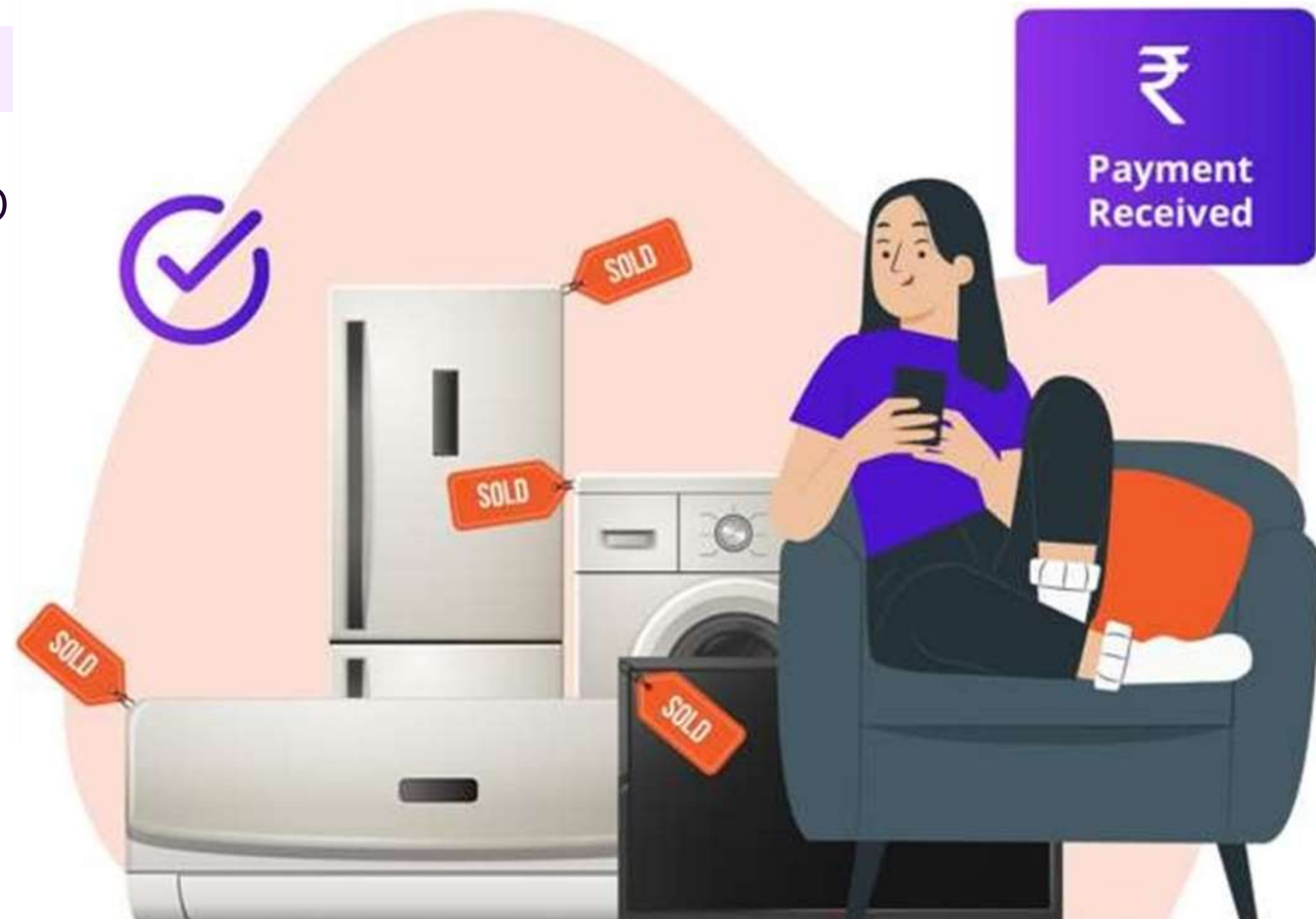
- Small time vendors
- Local dealers
- Scrap dealers
- Online traders



Digi2L: Tech Enabled Solution for all Stakeholders



Digi2L is India's first tech-enabled online platform for customers who want hassle-free disposal of their used gadgets for the best value without having to wait for a buyer.



Brands Associated With



Company has 15 brand partnerships as on date

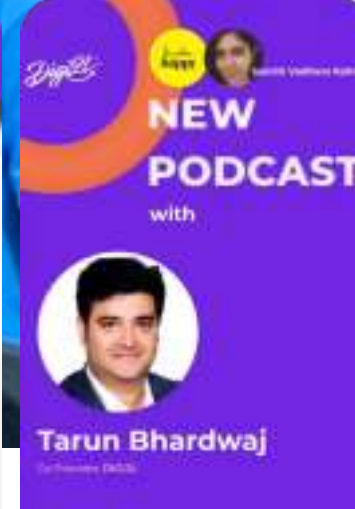
The partnership with Assurant will help the company to grow in the refurbished phones segment, which has huge demand and acceptance over new phones

About Us

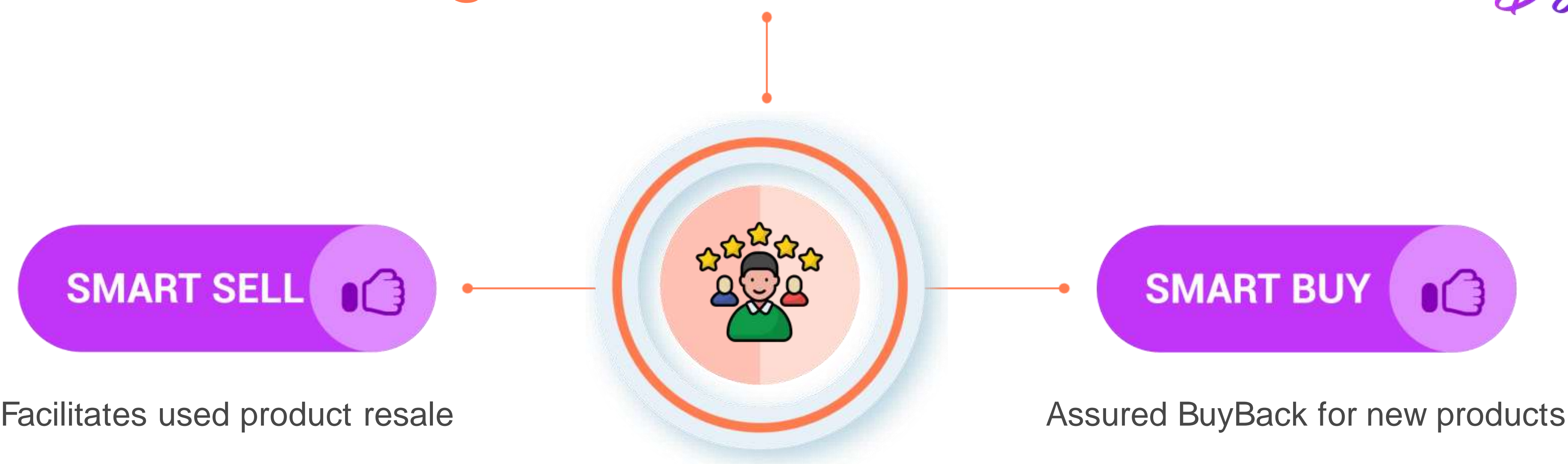


- India's 1st Digital Platform To Sell Used Appliances
- Recognized by startup India
- Founded by Alok Mathur & Tarun Bharadwaj in April 2021
- Owned by UTC Digital Technologies
- 50,000 + Customers, 1200 + Reseller network

- Presence in 4500 + retail outlets
- Presence across 100+ cities & 5000 + Pincodes
- A full fledged tech center at Indore
- Head quarter in Mumbai
- A profitable organization well funded by Accel Backed Onsitego



Our Programs For Direct Customers



Facilitates used product resale

Assured BuyBack for new products

Sell Your Old Appliances At The Best Price.

Digi2L: India's 1st Digital Platform To Sell Used Appliances.

SMART SELL

In 5 Minutes.

Appliance Category

Select Appliance Category

Product Type

Product Brand

Select Product Condition

Working

Heavily Used

GET YOUR BEST PRICE

Buy Smart Buy Plan And Ensure The Resale Value Of Your Appliance

Product group

Product type

NEXT STEP

Smart Buy

Today, technologies are getting obsolete quickly and product features are getting redundant so easily. Upgradation to new products has now become a

The Big Consumer Opportunity

*Digi2U**



Best value for used
gadgets



Facilitates easy
upgradation to new
technology



Affordability &
Accessibility of high
end gadgets to tier 3
markets



Anytime anywhere sell



Avenue to sell used
gadgets with trust &
transparency

The Digi2L Customer Promise



 **Customer Ready**

No waiting for buyers
Digi2L is the ready buyer



 **Price Ready**

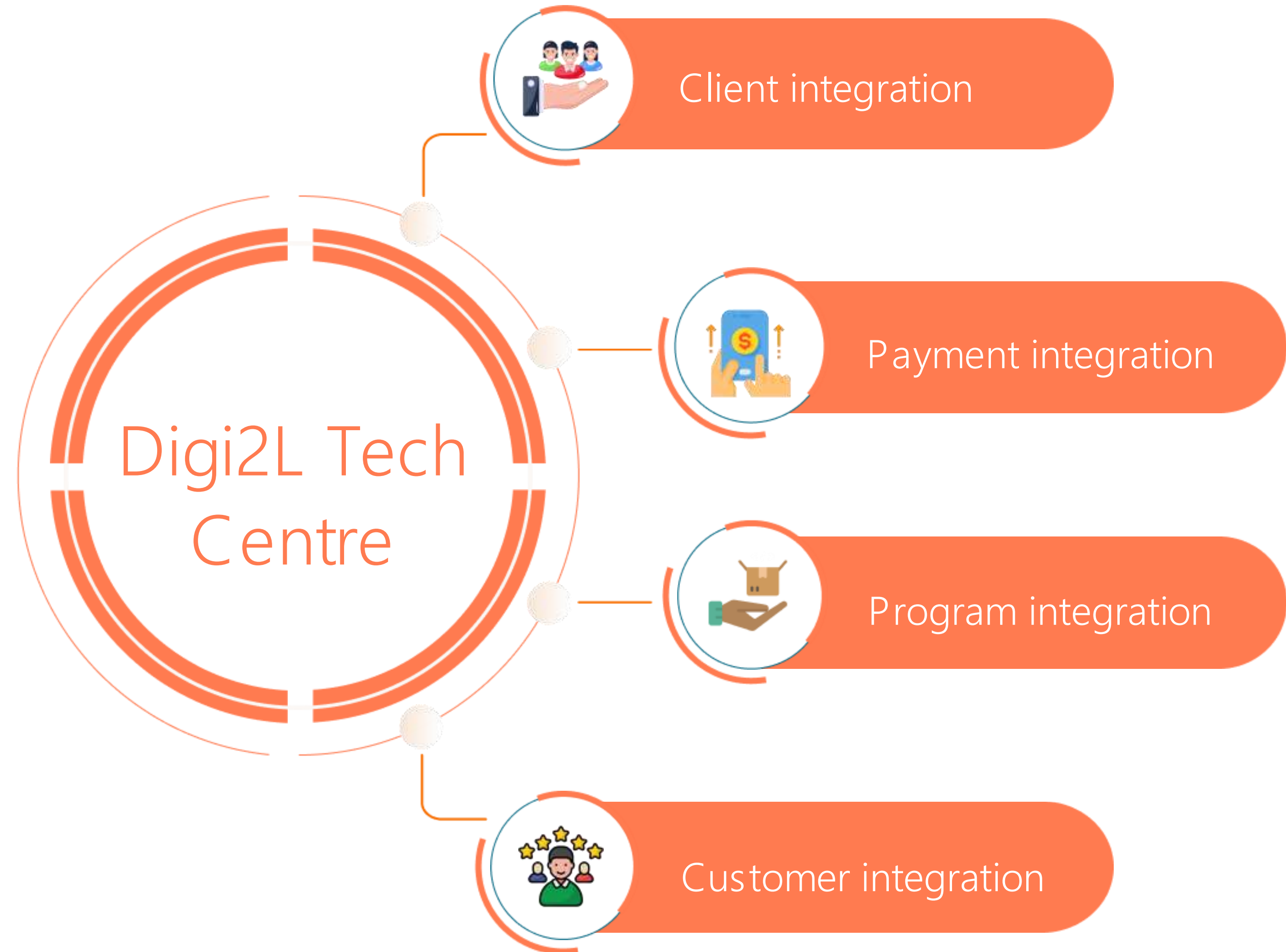
No hassles of price negotiation
prior price approval by you



 **Payment Ready**

Payment on delivery

Technology Our Key Differentiator



Our Programs For OEM's & Retailers



Smart exchange

Insta-Smart Exchange Program by Digi2L

Instant gratification for customer at point of sale

- On the spot voucher issue via SMS (at the shop Floor)
- Tech enabled voucher management system for retailers to do immediate redemptions
- Free doorstep pickup

Pick & Pay Exchange Program by Digi2L

Settlement after assessment

- Best price guaranteed
- Free QC & Pickup
- Instant payment via UPI

Assured BuyBack

Get upto 60% Buyback price on your new appliances invoice price.

Available for AC, TV, REF, WM, Dryer & DW

Pickandpay Smart Exchange Program



Step 1

Select the Product to be purchased
& Tap the Exchange button

Step 2

Fill the State, City and Store details
and it will redirect to the exchange
registration page

Step 3

Fill the customer details

Step 4

Fill product details to exchange and
it's quality standard and press submit

Step 5

OTP Verification & Auto SMS

Step 6

Payment to customer

Instasmart Exchange By Digi2L



The screenshot displays the 'Instasmart Exchange' app interface. It includes sections for 'Product Details' (Product Name, Model Number, Product Type, Brand, Product Price, Product Image), 'Place of Order' (All Dealer Store, State: Kerala, City: ERNAKULAM, Store Name: Fridge House Retail (P)), 'Customer Details' (Name, Mobile Number, Email, Address, Pin Code), and 'Customer Acceptance' (Terms & Conditions). A 'CTF has been set' message is visible. Below the form, there are two confirmation messages: 'Dear Customer - Congratulations!!! You has been validated an Voucher code worth R for Bosch is RA3XDU4 share this with your d the time of purchase product. This code is for 14/09/2022 you ca download the same fr utcbridge.com/UTCTe Home/V/5827). From i Technologies.' and 'Dear Customer - We are in receipt of your Exchange order through Bosch store with Ref No.EJAY5W and shall contact you soon. By UTC Digital Technologies.'

Step 1

Select the product to be purchased & tap the exchange button

Step 2

Select location details

Step 3

Update customer details

Step 4

Accept terms & conditions

Step 5

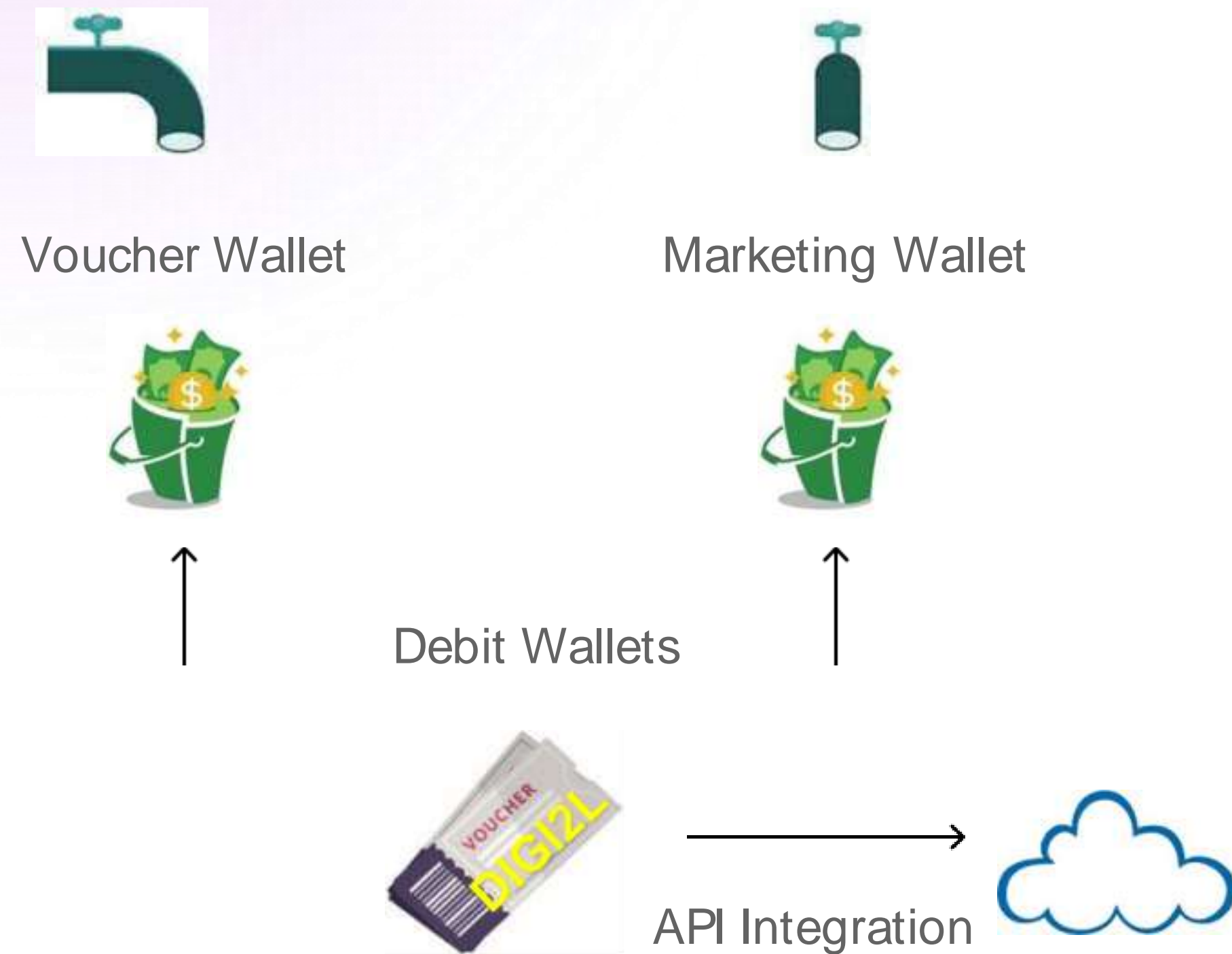
Verify OTP

Step 6

Instant voucher received on sms that is redeemed at dealer store and get discount on new product

Once the customer receives the confirmation message, it needs to be verified at the dealer store to avail instant

Instasmart Exchange By Digi2L: Voucher Redemption Process



Program Manager

1. Gets the new sale verified
2. Issues Voucher credit to dealer

Dealers are given a dashboard where they can easily log in the program through a URL link

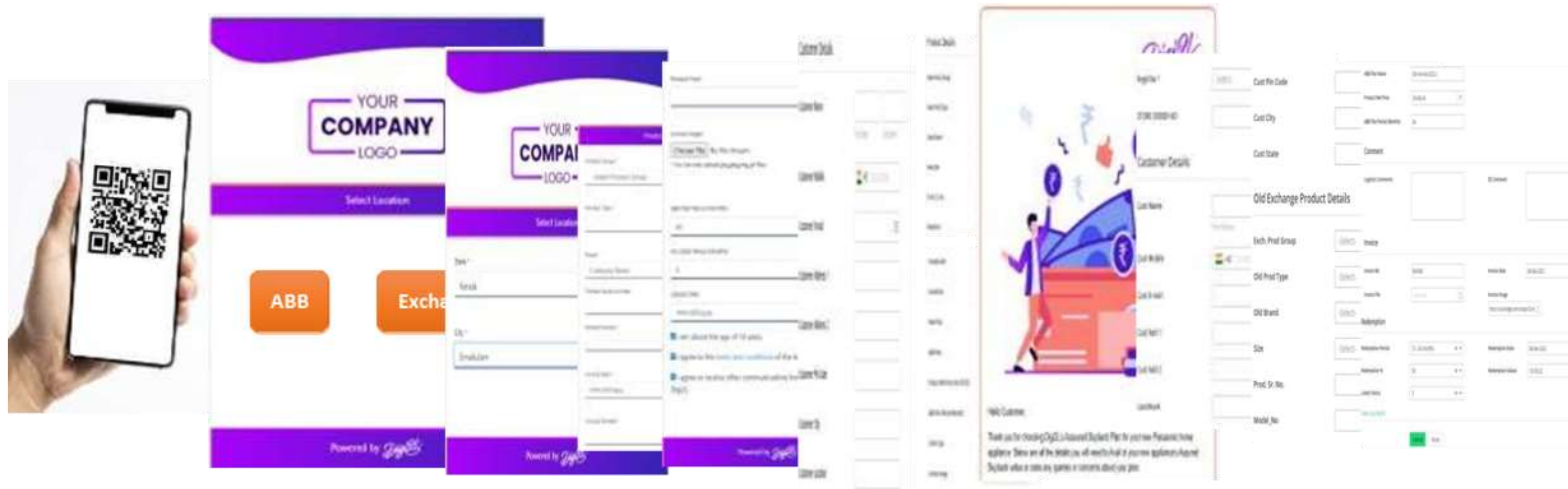
For redeeming the voucher the dealer logs into the voucher system and checks voucher#, Mobile#

Voucher is validated for – Not redeemed, Issued to Mobile#

For redemption – OTP is sent to Mobile# + redemption details

Customer provides the OTP to dealer for redemption

Smart Buy Assured BuyBack Process by Digi2L



Step 1

Refer and Scan the QR Code

Step 3

Select the location, store name, customer details and new product details and upload invoice details

Step 5

Customer receives ABB emailer for the activation

Step 2

Select the plan "ABB" Or "Exchanges" for which order need to be processed

Step 4

Digi2L admin verifies the details and approves to activate the ABB Plan

Step 6

ABB Redemption

- Once the customer requests for ABB redemption, the entire data will get auto populated on the dashboard based on the R number.
- The Redemption period and redemption % is selected and based on the % selected.
- Redemption value is calculated based on the Product price.
- Once Digi2L admin submits this request, Redemption request is generated and further QC process is initiated with an reconfirmation message, it needs to be verified at the dealer store to avail instant gratification.

Key Benefits Of Assured Buyback - A Smart Decision For Customers!



Best buyback value guarantee

Choose the plan to get the best future value for your appliances at the time of its purchase itself.



Seamless hassle-free buybacks

Selling gets easier with free doorstep pickup & instant credit of the assured buyback value into your account.



Protection against price fluctuations

Never worry about low market value, or modl discontinuity affecting your appliance's resale price.



Great savings for better upgrades

Upgrading to new models & exciting variants is easier when your bank great savings with our ABB plan.

Key Advantages For Brands Which Market Assured Buyback Plans



Renewal offers

1. The ABB Plan provides stickiness with renewal opportunity for longer customer retention.
2. This is a differentiated consumer offering bringing down replacement cycles



Customer retention

1. Increase the market share at no extra cost.
2. Redemptions Add new set of customers for the Brand, who could not afford first time around



Increase customer LTV

1. Increase the Lifetime Value of your customers and retain them longer with repeat sales

Digi2L Assured Buyback - Our Standard Plans

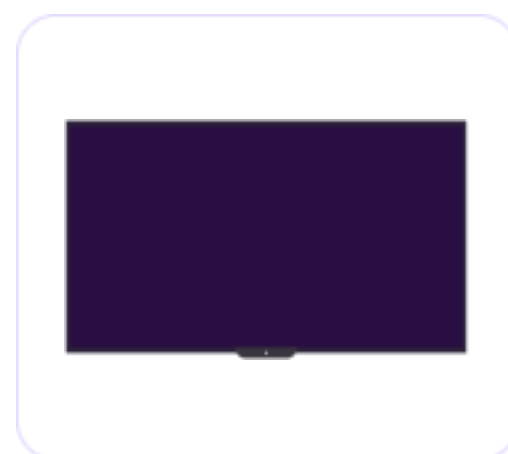


Buyback Period	Guaranteed Assured Buyback Price
6-12	Get 60% of the invoice value
13-24	Get 50% of the invoice value
25-36	Get 40% of the invoice value
37-48	Get 30% of the invoice value
49-60	Get 20% of the invoice value

Product Categories Covered



Room Air
Conditioner



Panel TV



Washing
Machine



Refrigerator



Dishwasher



*Product price subject to product condition

Revenue Impact Of Bundled Assured Buyback



Assumptions	Year 1	Year 2	Year 3	
Sales Volume	1000000	1250000	1500000	
Average Selling Price (ASP)	10000	10500	11000	
Revenue (Rs/Cr)	1000	1313	1650	
Customer Acquisition Cost at 30% (Rs/Cr)	300	394	495	
ABB Redemption	20%	25%	30%	
Renewal Customers	200000	312500	450000	
Average Price at the time of Renewal	11000	11500	12000	
Incremental Renewal Revenue (Rs/Cr)	220	359	540	1119
Incremental Margin due to zero CAC (Rs/Cr)	66	108	162	336

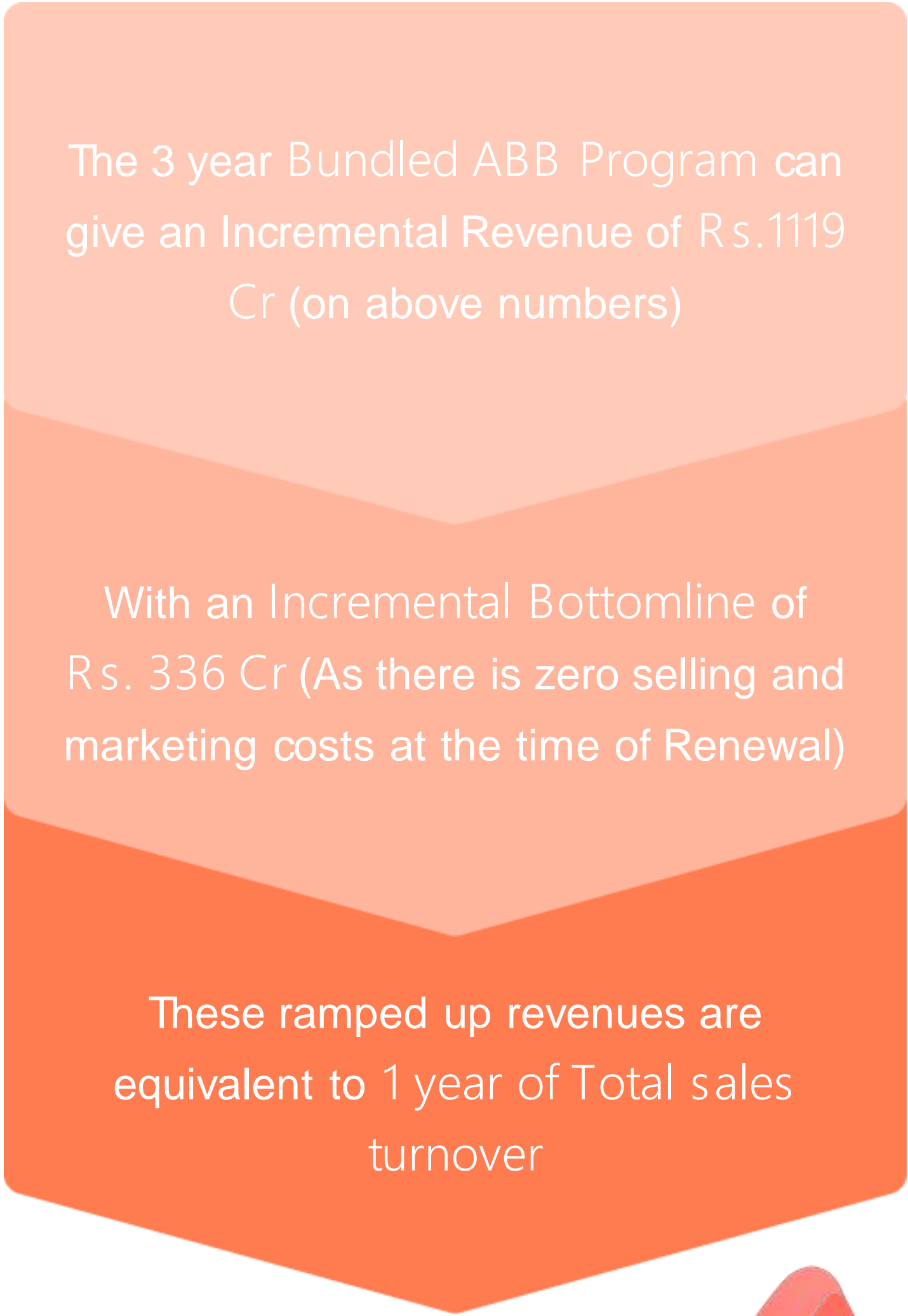


ABB Coverage Cities & States Covered By Us



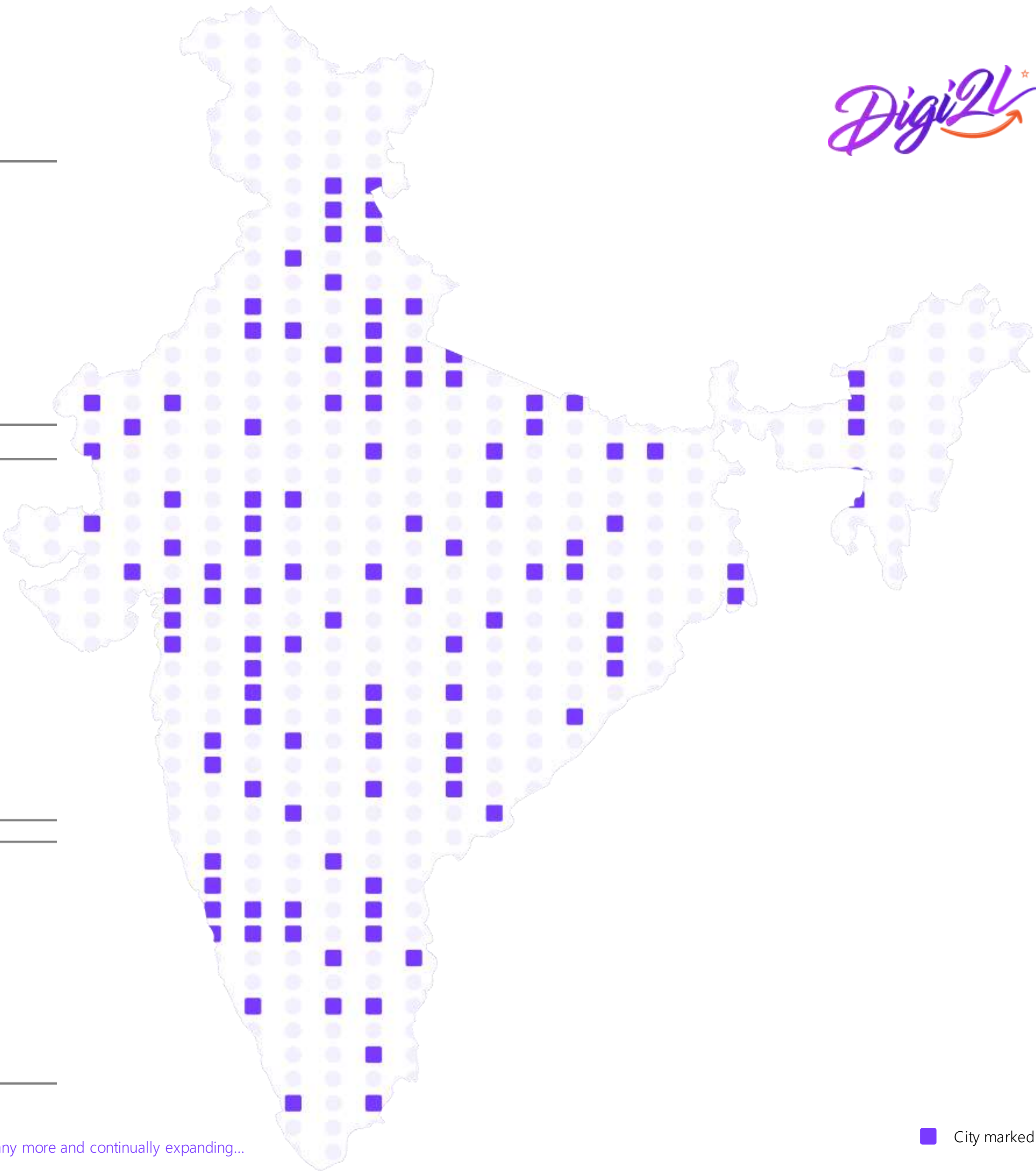
- Jodhpur
- Bikaner
- Jaipur
- Agra
- Mathura
- Palwal
- Gautam Buddha Nagar
- Faridabad
- Gurgaon
- Ghaziabad
- Delhi
- Bareilly
- Lucknow
- Kanpur Nagar
- Patiala
- Zirakhpur
- Panchkula
- Chandigarh
- Ludhiana
- Jalandhar
- S.A.S Nagar(Mohali)
- Amritsar
- Darjeeling
- Jalpaiguri
- Karnal
- Durg
- Haridwar
- Kalimpong

- Udaipur
- Kota
- Mahesana
- Surat
- Ahmedabad
- Vadodara
- 24 Paraganas South
- Indore
- Bhopal
- Amravati
- Nagpur
- Palghar
- Thane
- 24 Paraganas North
- Pune
- Sangareddy
- Hyderabad
- Mumbai
- Vijaywada
- Jhansi
- Visakhapatanam
- Prayagraj
- Varanasi
- Patna
- Malda
- Nadia
- Kolkata
- Paschim Bardhaman
- Gandhinagar
- Ranga Reddy
- Allahabad
- Aurangabad
- Dehradun
- Jalgaon
- Medchal Malkajgiri

- Kolhapur
- Nanded
- Nashik
- Raipur
- Ranchi
- Chennai
- Thiruvallur
- Cuddalore
- Villupuram
- Chengalpattu
- Mysore
- Kanchipuram
- Ernakulam
- Malappuram
- Kozhikode
- Wayanad
- Coimbatore
- Tiruppur
- Thiruvananthapuram

- Panaji
- Rohtak
- Sangli
- Solapur
- South Goa
- Tiruvallur
- Bengaluru Urban and Rural and many more and continually expanding...

City marked



Assured Buy Back Redemption through UPI/Voucher Process



Customer Can Connect With Digi2L Via



Chat bot



Call Center



Email



WhatsApp

Connects and places a request for redemption by giving the registration number OR mobile number

Customer & Product Details Get Auto Populated



Regd No *

STORE ORDER NO

Customer Details

Cust Name

Cust Mobile

Cust E-mail ☐

Cust Add 1

Cust Add 2

Landmark

Cust Pin Code

Cust City

Cust State

Old Exchange Product Details

Exch. Prod Group

Old Prod Type

Old Brand

Size

Prod. Sr. No.

Model_No

Value Is Calculated As Per The Redemption Period



ABB Plan Name	<input type="text" value="BSH-BH-84-2022-2"/>		
Product Net Price	<input type="text" value="39,406.43"/>	<input type="text" value="₹"/>	
ABB Plan Period (Months)	<input type="text" value="84"/>		
Comment			
Logistics Comments	<input type="text"/>		
QC Comment	<input type="text"/>		
Invoice			
Invoice No	<input type="text" value="Bsh098"/>	Invoice Date	<input type="text" value="08-Dec-2022"/>
Invoice File	<input type="text" value="Select File"/>	Invoice Image	<input type="text" value="https://utcbbridge.com/utcapl/Cont"/>
Redemption			
Redemption Period	<input type="text" value="13 - 24 months"/>	Redemption Date	<input type="text" value="08-Dec-2022"/>
Redemption %	<input type="text" value="50"/>	Redemption Values	<input type="text" value="19,703.22"/> <input type="text" value="₹"/>
Latest Status	<input type="text" value="3"/>		
View Log Details			
<input type="button" value="Submit"/> <input type="button" value="Reset"/>			

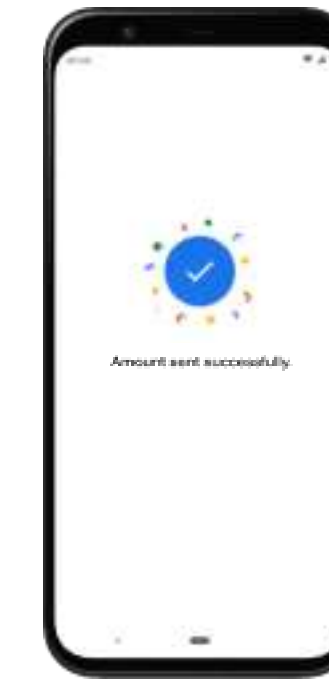
QC process is initiated

Qc To Logistics Process



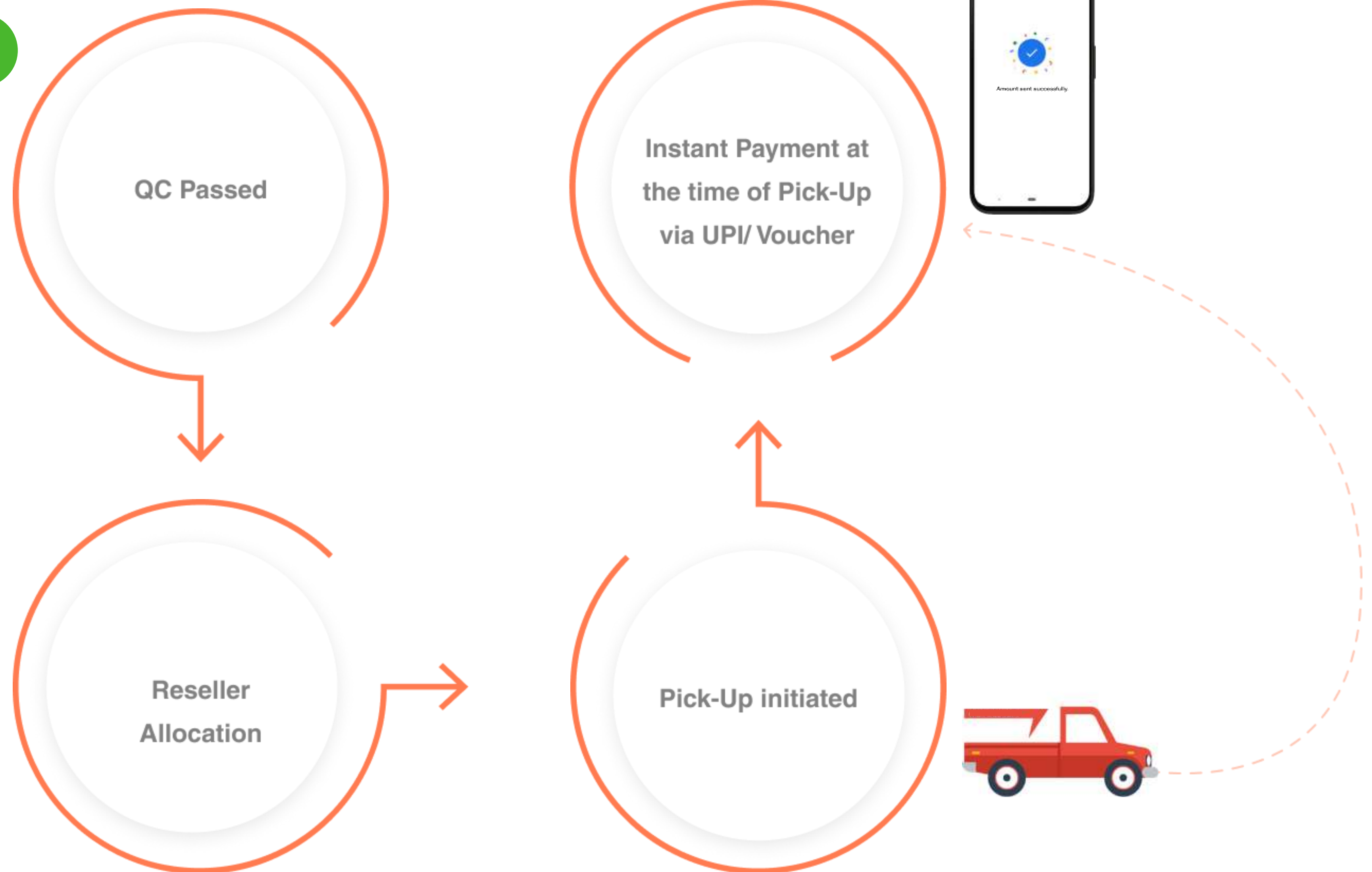
QC Passed

Instant Payment at
the time of Pick-Up
via UPI/ Voucher



Reseller
Allocation

Pick-Up initiated



Voucher Redemption ABB

Customer At Dealer Store



Voucher Redemption Process



1

2

3

4

Dealer login into the system with his credentials

Enter voucher code and phone number for OTP verification

Verified customer data is pre-populated at the time of exchange

Product details with Prices pre-populated

Voucher Redemption Process Completed



5

Enter new product details and upload Invoice

A screenshot of a web form titled "Invoice Details". It contains several input fields: "Product Group" (dropdown menu with "Refrigerators" selected), "Product Type" (dropdown menu with "Two Door Frost Free" selected), "Brand" (text input with "Samsung"), "Model Number" (text input with "CTC27W24EI"), "Serial Number" (text input with "1234"), and "Invoice Number" (text input with "9876"). At the bottom, there is an "Invoice Image" section with a "Choose File" button and the text "No file chosen". Below this, a small thumbnail of "Invoice-Sample.jpg" is visible.

6

Select location and store name

A screenshot of a web form titled "Dealer Detail". It contains three dropdown menus: "State" (with "Kerala" selected), "City" (with "ERNAKULAM" selected), and "Store Name" (with "Lan Mark Shops India Pvt. Ltd./1036 C & D, Kulathinkarottu Mispah" selected). A "Validate Voucher Code" button is located at the bottom right. The footer says "Powered by Digi2L".

7

OTP verification is done with customer mobile number

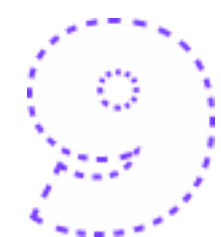
A screenshot of a web form for OTP verification. It shows a text input field with "4044" and a dropdown arrow. To the right are two buttons: "Verify OTP" and "Re-Send OTP". Above the input field, it says "OTP has been sent to +91 xxxxxxxxxx". The footer says "Powered by Digi2L".

8

Voucher is redeemed

A screenshot of a confirmation screen with a purple header and footer. The footer says "Powered by Digi2L". The main content area has a dark blue background with white text that reads "Thank You, your voucher has been redeemed successfully."

Dealer Voucher Redemption Dashboard



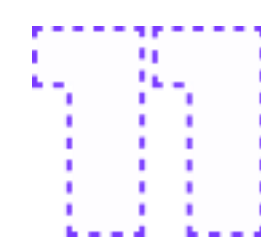
Secure Login with
credentials

The login form features the Digi2L logo at the top. Below it is a 'Login' button. The form includes fields for 'User Name*' (with 'Test@gmail.com' as an example) and 'Password*' (with masked characters). A 'Login' button is at the bottom right. The footer says 'Powered by Digi2L'.



Access available for
dashboard and redemption
details

The dashboard shows a 'Menu' with 'Dashboard', 'Redemption', and 'Logout'. Below is a 'Voucher Verification' section with fields for 'Voucher Code*' (example: RAX1245WSD) and 'Registered Phone Number*' (example: 1234567891). A 'Validate' button is at the bottom. The footer says 'Powered by Digi2L'.



From the hamburger menu
select dashboard to view all
voucher redemption details

The dashboard shows a 'Menu' with 'Export To Excel'. Below is a 'Select Location' section with dropdowns for 'State*' (Kerala), 'City*' (ERNAKULAM), 'Store Name*' (Lan Mark Shops India Pvt. Ltd., 1036 C & B), and 'Select Month & Year*' (12/2022). A 'Reset' button is below. Below this are summary statistics: 'Order Count : 3', 'Pending Amt : 12700', and 'Recieved Amt : 0'. A 'Download CSV' button and a 'Search:' field are also present. A table lists vouchers with columns: Voucher, Product, Exc. Amt., Sweetener Amt., and Status. The table has 3 rows of data. The footer says 'Powered by Digi2L'.

Voucher	Product	Exc. Amt.	Sweetener Amt.	Status
C2DPBRV5	Refrigerator	5750	1000	
NKDSIP2M5	Washing Machine	1950	1000	
TEIKIMEH5	Refrigerator	5000	1000	



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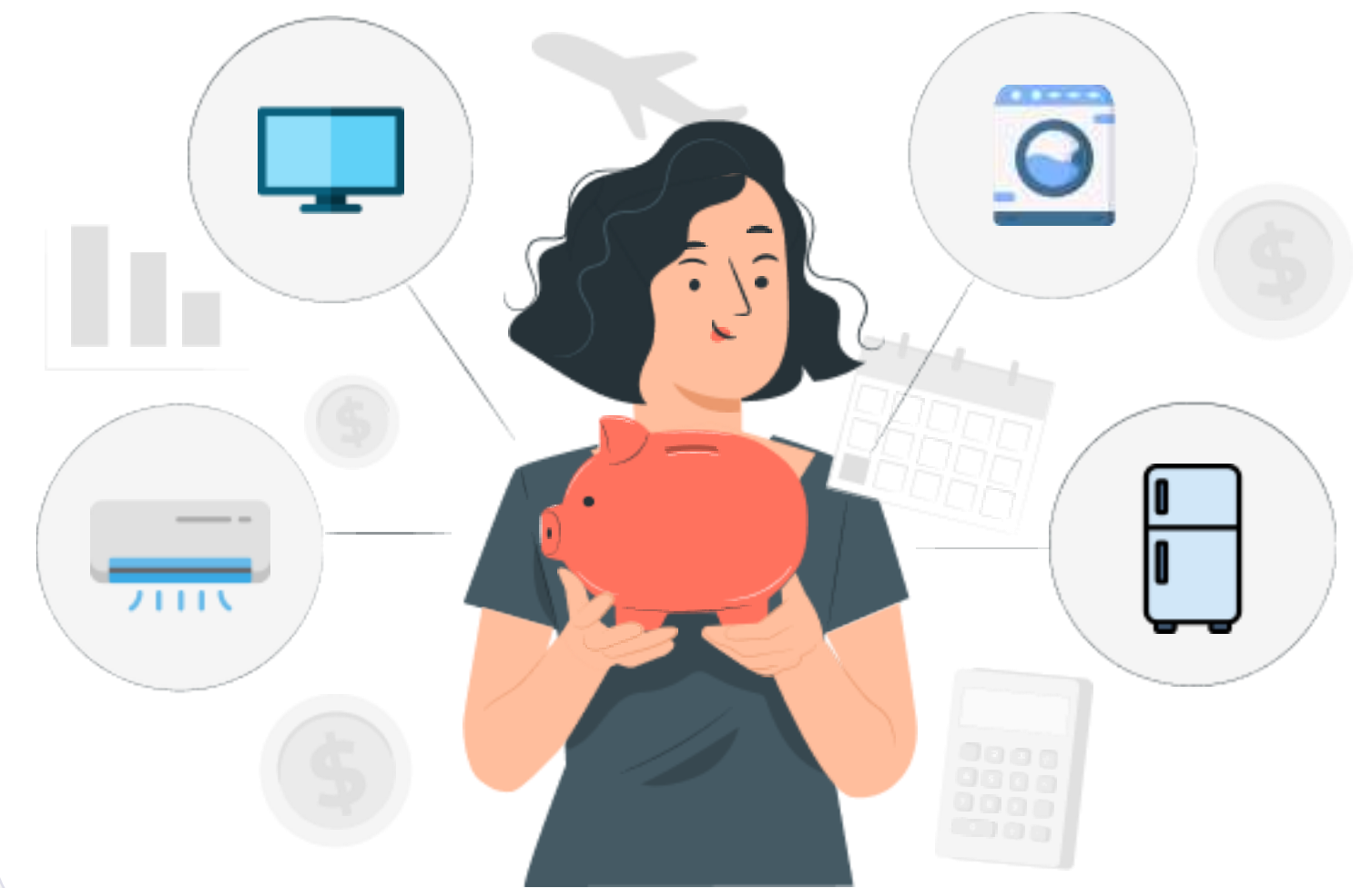
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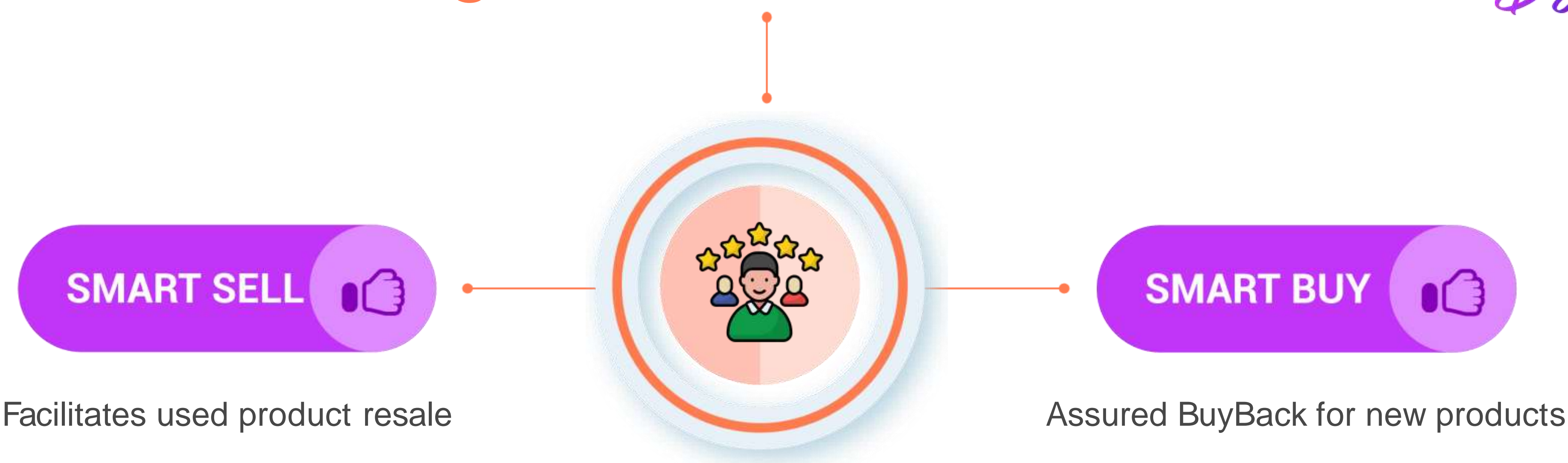


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Select Appliance Category

Product Type

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Product type

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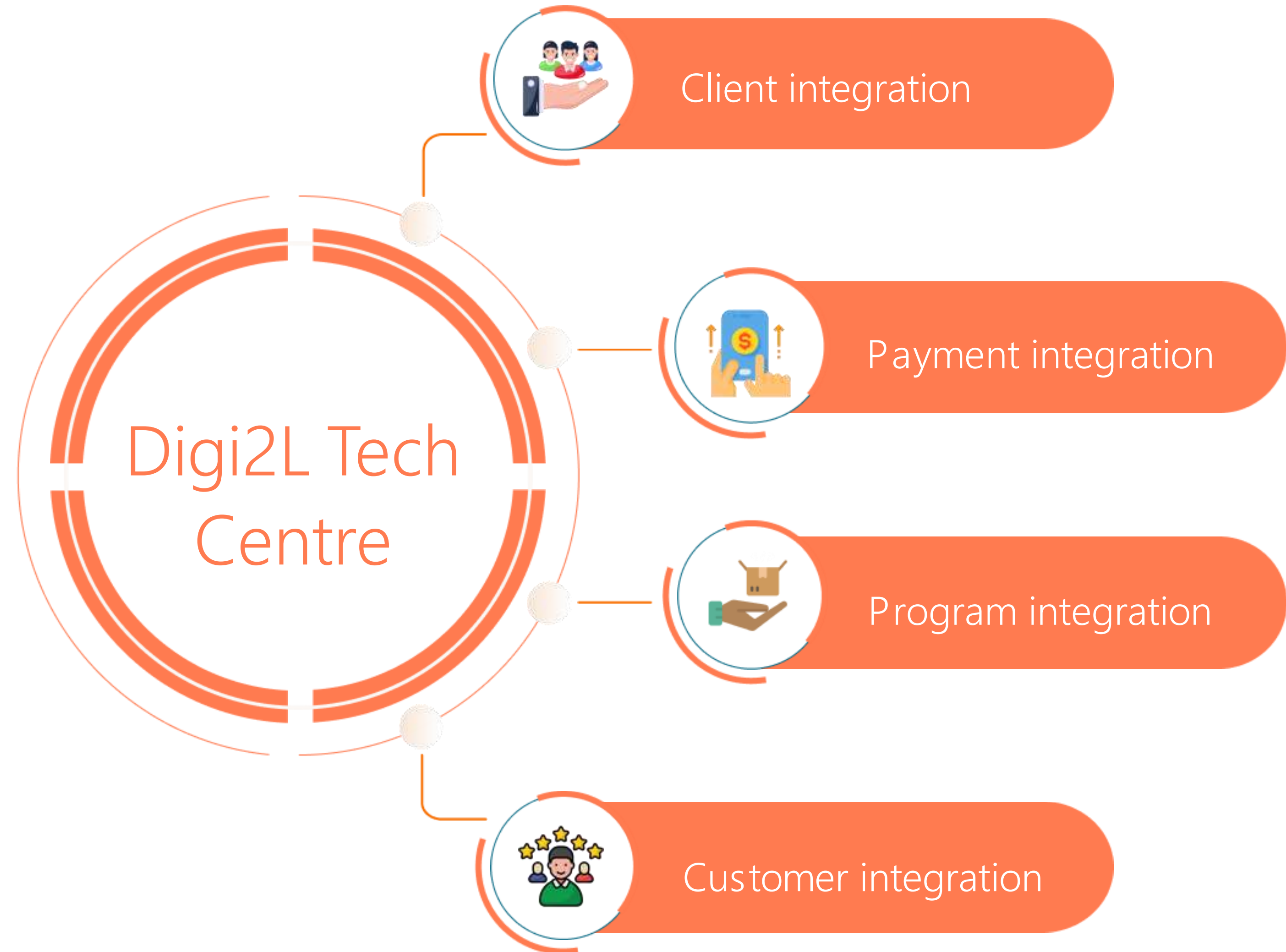
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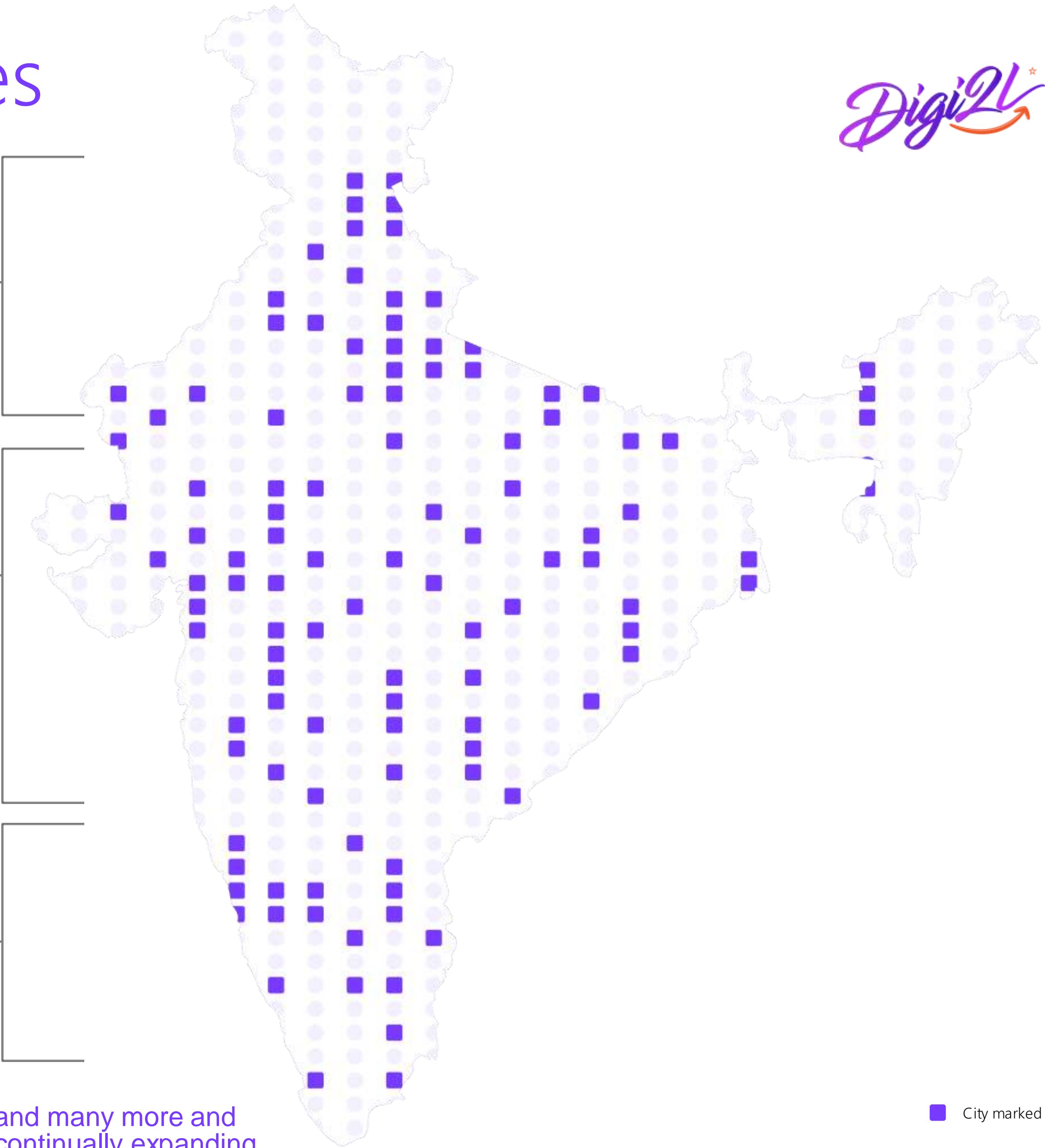
Get upto 60% Buyback price on
your new appliances invoice price.

Available for AC, TV, REF, WM,
Dryer & DW

Digi2L is Present in 90+ cities and 5000+ Pincodes



- Jodhpur ■ Bikaner ■ Jaipur ■ Agra ■ Mathura ■ Palwal ■ Gautam Buddha Nagar
- Faridabad ■ Gurgaon ■ Ghaziabad ■ Delhi ■ Bareilly ■ Lucknow ■ Kanpur Nagar
- Patiala ■ Zirakhpur ■ Panchkula ■ Chandigarh ■ Ludhiana ■ Jalandhar ■ S.A.S Nagar(Mohali)
- Amritsar ■ Darjeeling ■ Jalpaiguri ■ Karnal ■ Durg ■ Haridwar ■ Kalimpong
- Udaipur ■ Kota ■ Mahesana ■ Surat ■ Ahmedabad ■ Vadodara ■ 24 Paraganas South
- Indore ■ Bhopal ■ Amravati ■ Nagpur ■ Palghar ■ Thane ■ 24 Paraganas North
- Pune ■ Sangareddy ■ Hyderabad ■ Mumbai ■ Vijaywada ■ Jhansi ■ Visakhapatanam
- Prayagraj ■ Varanasi ■ Patna ■ Malda ■ Nadia ■ Kolkata ■ Paschim Bardhaman
- Gandhinagar ■ Ranga Reddy ■ Allahabad ■ Aurangabad ■ Dehradun ■ Jalgaon ■ Medchal Malkajgiri
- Kolhapur ■ Nanded ■ Nashik ■ Raipur ■ Ranchi
- Chennai ■ Thiruvallur ■ Cuddalore ■ Villupuram ■ Chengalpattu ■ Mysore ■ Kanchipuram
- Ernakulam ■ Malappuram ■ Kozhikode ■ Wayanad ■ Coimbatore ■ Tiruppur ■ Thiruvananthapuram
- Panaji ■ Rohtak ■ Sangli ■ Solapur ■ South Goa ■ Tiruvallur ■ Bengaluru Urban and Rural



and many more and continually expanding...

■ City marked



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