



### Our Partners



## In This Presentation

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- Call for a demo

Presented by

Yogesh Huja

Managing Director

M: +91-9810560650

E: [yogesh@swaransoft.com](mailto:yogesh@swaransoft.com)

# About Us



MOG's vision is to transform offline retail into smart retail. We can deliver digitally rich experience to shoppers of today. MOG is the right partner for shopping malls, ships, amusement parks & airports.



## Yogesh Huja, CEO & Founder

- History: Entrepreneur & Author
- Skill: Data Scientist, Mathematician
- Expert: Business & Analytics



## Esa Matti Harkke, CGO

- History: Chief Growth Officer
- Skill: AI, ML, IoT, MVC
- Expert: Product Development



## Kapil Goel, CFO & Co Founder

- History: CFO, Retail Tech
- Skill: The Number Cruncher
- Expertise: Finance & Crypto



## Shivani Huja, COO & Co Founder

- History: Operations Director SPL
- Skill: Persistent Warrior
- Expertise: Operations & Alliances



Yogesh Huja

Author

Footfall.in: Know Your Smart Shopper



## Media Mentions



BW BUSINESSWORLD

Entrepreneur MAGAZINE

MAIL TODAY  
Read by those who matter

VCCIRCLE



THE ECONOMIC TIMES  
SmallBiz

YOUR STORY  
INSPIRE INNOVATE IGNITE

# Problem Statement

Shopping Malls are dying !



Malls are struggling with...

- Store Sales
- Customer Experience
- Loyalty Programs Value
- Retail Analytics & Insights
- Tenant Mix is unsolved puzzle

The **BIGGEST** challenge is that people don't use the data effectively.

**80%** of all data is not searchable

44 Zettabytes

Sensors & Devices

Gap

Images/  
Multimedia

Text

Enterprise  
Data

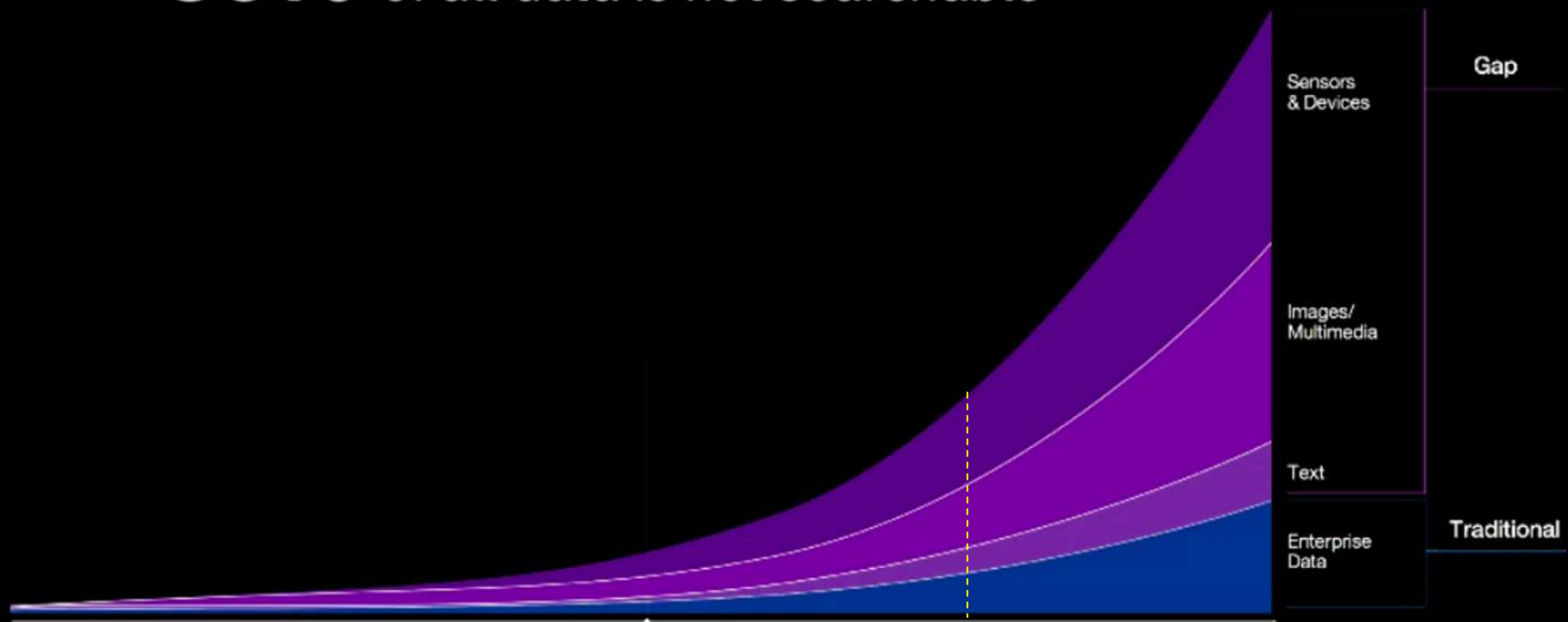
Traditional

2013

2018

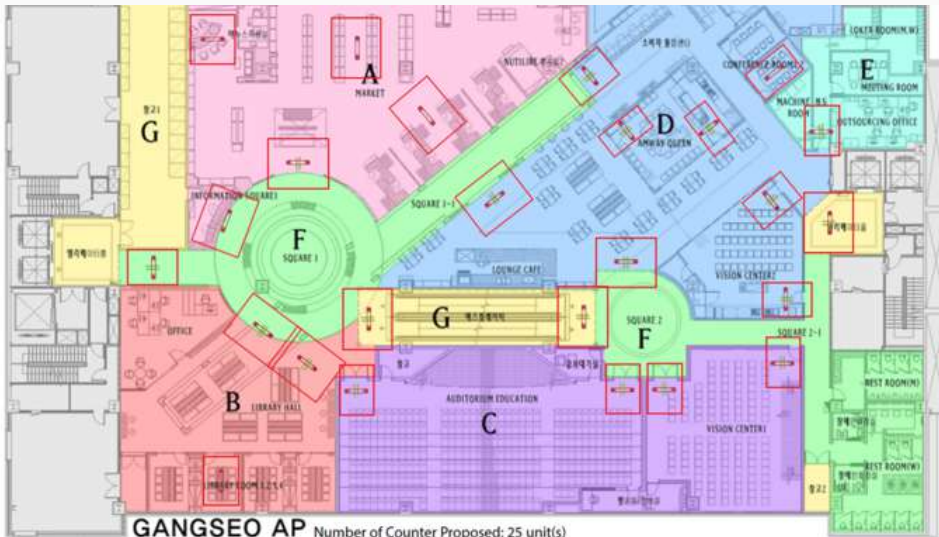
2020

2022



# Our Solution

## Digital Transformation



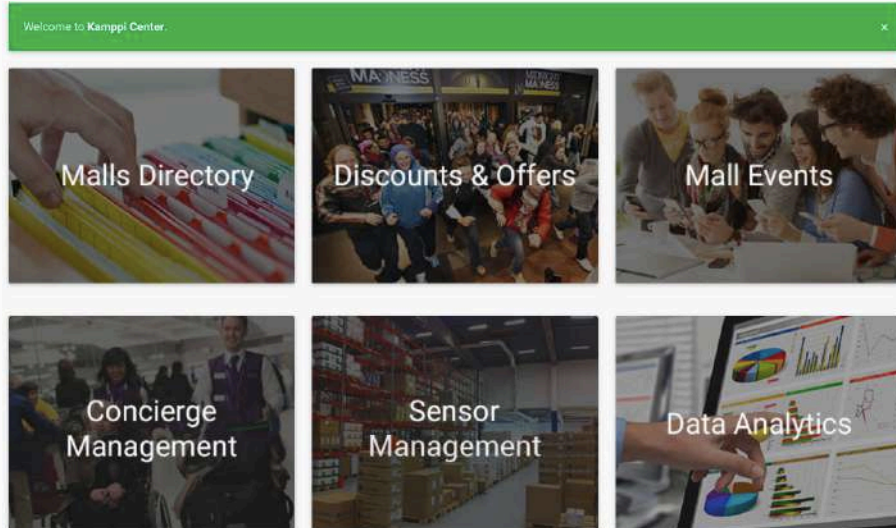
Malls must think of...

- Acquiring
- Engaging
- Rewarding
- Personalizing
- Retargeting

The **BIGGEST** advantage is that people can use the data effectively.

# Cloud, IoT & AI Ready

## Mall's Software as a Service



Our SaaS Suite Comprises of...

- Mall Management Suite
- IoT Sensors & Gateways
- Mall's Connect App
- Robust Data Analytics
- Mall's Loyalty Program

The **BIGGEST** success comes to those who can make decisions on data.

MOG Retailer  
Brand's Panel

- Dashboard
- Recharge MOG Points 12125.90
- Loyalty Program
- Stores
- Offers
- CashBack
- Events
- Store Connect
- List Management
- Analytics . . .
- Report >
- Settings
- Log off

**Offers**

13 Total      0 Active

[CREATE](#)

**List Marketing**

27 List      69479 Connect(s)

[START](#)

**Event**

5 Total      0 Active

[CREATE](#)

**MOG Account Balance**

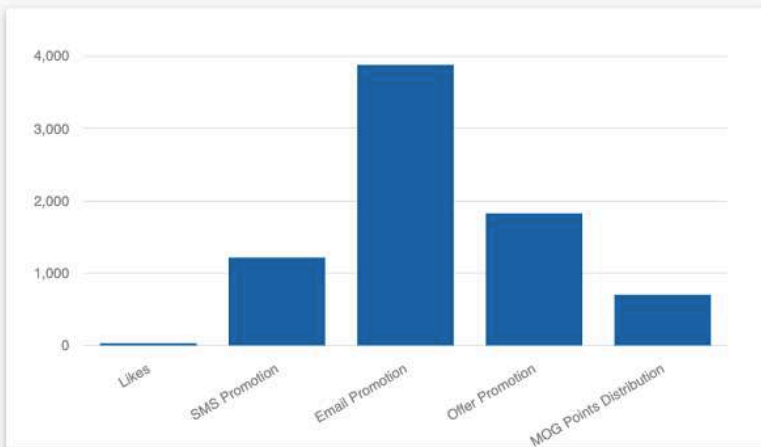
20000.00 Opening      12756.90 Closing

[RECHARGE](#)

**Cashback**

0 Total      0 Pending

[VIEW](#)



### TREND

Total 7243.10 MOG Points Consumption

[CLICK FOR DETAILS](#)



Positive (94%)



Negative (6%)

### CONSUMER'S FEEDBACK

Total (4811 + 288 = 5099) Feedback

[CLICK FOR DETAILS](#)

# IoT Network – Robust Retail Analytics

Total Visitors from main entrance

153310

▲ 1.98%



Unique Visitor

112958

▲ 0.13%



Average visit Duration in the mall

27m

▲ 3.85%



Returning Rate within a month

20%

▲ 11.11%



## ZONE PROFILING

Floor Plan A

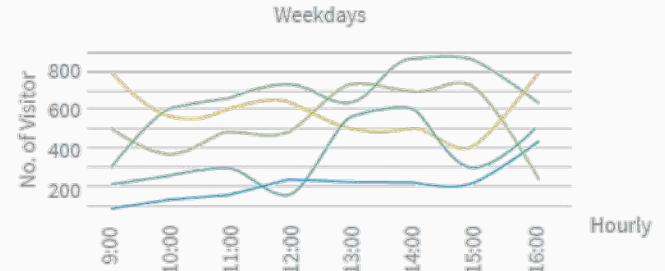


All the Plans, Floor Plans, layout Plans, Dimensions Areas, etc. are subject to change till final completion of the project.

Zone	Average Daily Traffic			Avr. Visit Duration			Average Returning Rate		
	This Year	Last Year	Changes	This Year	Last Year	Changes	This Year	Last Year	Changes
Zone A	34369	140 03	▲ 145%	19min	18min	▲ 5.6%	27%	25%	▲ 8%
Zone B	21356	142 28	▲ 50%	16min	14min	▲ 14.3%	25%	22%	▲ 13.6%
Zone C	16008	25763	▼ 38%	24min	21min	▲ 14.3%	21%	22%	▼ 4.5%

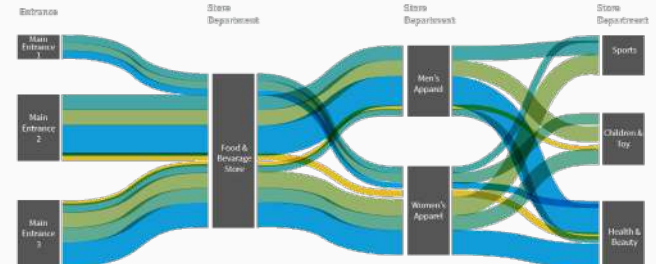
## Hourly Trends

■ Zone A ■ Zone B ■ Zone C  
■ Zone D ■ Zone E



## From Where Customers Came ?

Traffic Flow





# Deliver Personalized Shopping Experience



Feel the **Power** of **AI Bot** that assist you while you **shop**.

# Benefits

## Data Driven Intelligence



## Efficiency & New Revenue Streams

- Leasing Rate & Tenant Mix
- Connected Shopper & Retailer
- Mall Intelligence (IoT) Network
- Energy Optimized & Green Mall
- Retail Analytics & Alerts

The **FUTURE MALLS** will compete not over location but over **EXPERIENCE**.

# MOG Solution – Digital Transformation in Retail



It's time to **Shop** like a **VIP** across The **GLOBE**.

'DELIVER THE RIGHT SHOPPING EXPERIENCE'

# Next Steps

Schedule a demo !

+91-9810560650

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