GRIPIT
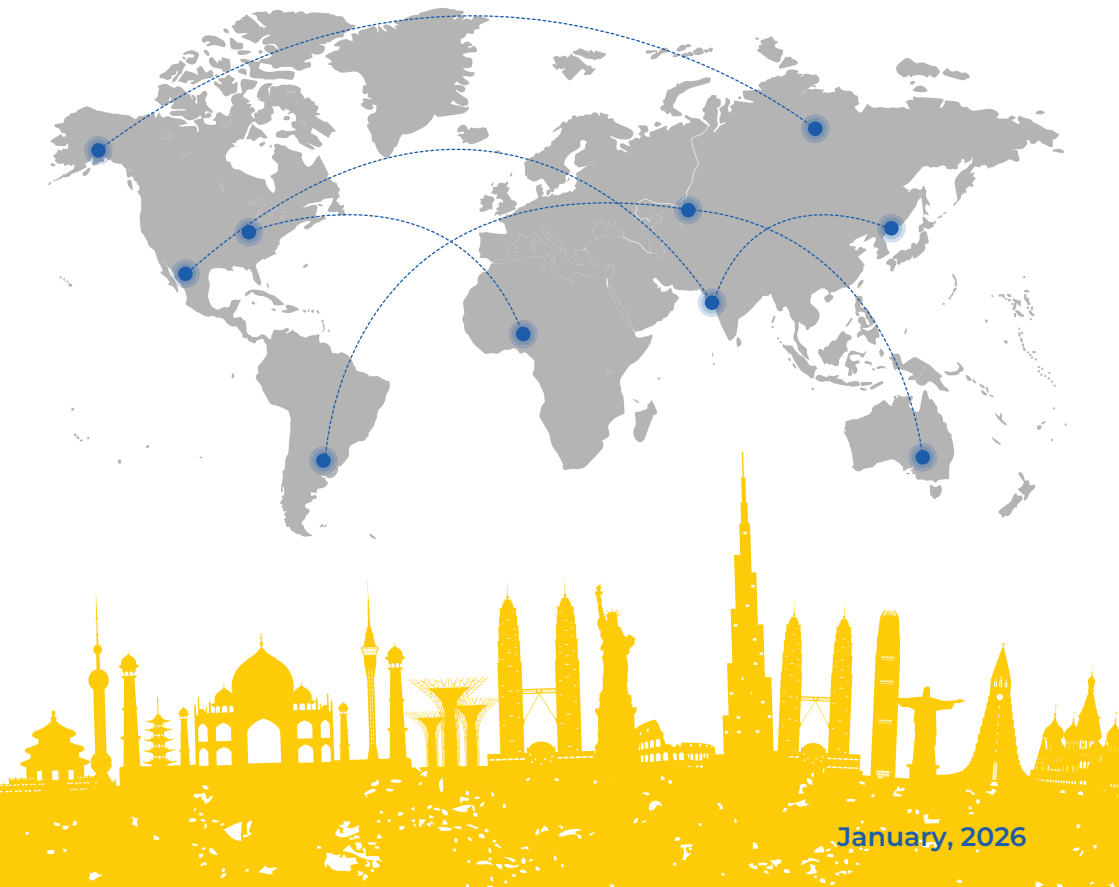
BUILDING BRANDS
BEYOND BORDERS

OUR PHILOSOPHY

At the heart of GRIPIT is a simple belief:

Good brands grow when the basics are done right.

GRIP STANDS FOR

GROWTH

We focus on steady, measurable growth by understanding India's market and building the right foundations.

RELIABILITY

We show up consistently. Our partners trust us because we do what we commit to — across distribution, operations, and execution.

INNOVATION

We look for better, simpler ways to work. From processes to platforms, we improve what already exists instead of overcomplicating it.

PARTNERSHIP

We work as an extension of our partners' teams. Every decision we take is aligned with long-term success, not short-term wins.

ABOUT US

How It All Started:

Gripit was built to help brands navigate India's complex and fast-moving market. What began as a marketplace-focused operation has grown into a full-scale brand enabling platform, helping global and Indian brands scale with clarity & confidence.

What Do We Do:

We help brands grow by managing the pieces that matter most when entering or expanding markets.

Operate

We handle marketplace operations, supply chain coordination, and platform execution to ensure smooth day-to-day performance.

Scale

We support brands as they grow by aligning marketing, operations, and distribution for consistent execution.

OPERATE

INNOVATE

SCALE
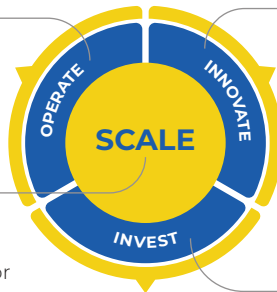
INVEST

Innovate

We improve processes, explore better ways of working, & adapt strategies to match changing market needs.

Invest

We also focus on new partneships and investing in businesses that align with our vision.

How Do We Do It:

We work closely with our brand partners, acting as an extension of their team. Our approach is built on clear communication, reliable execution, and practical problem-solving. Every decision is guided by long-term growth, transparency, and mutual trust.

Global → India

We help international brands enter India with the right market strategy, localisation, distribution, and operational setup making the transition smooth and scalable.

India → Global

We support Indian brands looking to expand globally by aligning them with the right platforms, processes, and growth frameworks.

KEY DIFFERENTIATORS

At Gripit, we take pride in co-creating success stories for the brands we represent. By combining in-house excellence, strategic partnerships, and innovative tools, we ensure every brand thrives in the Indian market. Here's how we make it happen

Hassle-Free Market Entry & Compliance

We manage regulatory, documentation, and compliance requirements end-to-end, ensuring smooth and timely entry into the Indian market.

What this means for brands:
· Faster go-to-market and lower risk
· Complete regulatory peace of mind

Omni-Channel Distribution & Sales Presence

Brands scale across major e-commerce platforms and offline retail networks through a unified, well-managed distribution strategy

What this means for brands:
· Wider reach
· Stronger visibility
· Demand creation across touchpoints

End-to-End Brand Solutions

From launch to scale, GRIPIT covers every touchpoint - strategy, operations, marketing, sales, and after-sales strategy.

From market entry to scale, we manage:
· Strategy & planning
· Operations & supply chain
· Marketing & demand generation
· Sales & distribution
· Customer support & after-sales

Marketing, PR & Visibility Engine

Performance marketing,PR, influencercollaborations, and content work together to build awareness, demand, and trust.

What this means for brands:
Marketing that drives outcomes — not just impressions.

KEY DIFFERENTIATORS

Strong Demo, Installation & Service Backbone

In partnership with ChQMe, we enable hands-on product experiences and reliable after-sales support across India.

Capabilities include:
· Home demos & installations (virtual + physical)
· Nationwide service coverage
· Faster issue resolution & customer confidence

Operations & Supply Chain Excellence

Inventory, warehousing, demos, dark stores, and fulfillment are managed with precision to avoid stock gaps and delays.

Focus areas:
· Stock accuracy & availability
· Faster dispatch cycles
· Reduced supply chain friction

Tech-Led Infrastructure

Smart systems power every decision and workflow.
CRM & customer lifecycle tracking
Real-time inventory & demo tracking
Marketing automation & analytics

Technology enables:
· CRM & customer lifecycle tracking
· Marketing automation & analytics
· Real-time inventory, demo & service tracking

Commitment to Make in India

We actively support localization initiatives from assembly and sourcing to long-term manufacturing partnerships.

Focus areas:
· Local assembly & sourcing
· Manufacturing partnerships
· Long-term cost and supply stability

MAKE IN INDIA

Joint Venture (50-50 Partnership)

GRIPIT and Optimus Infracom have come together to build a strong manufacturing ecosystem under the Make in India initiative combining global product know how with Indian operational excellence.

What This JV Enables

Local manufacturing for global brands
Reduced dependency on imports
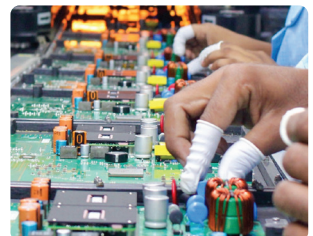Better control on quality, timelines, and scale

Manufacturing Vision

Manufacturing Hub: Integrated production, R&D, and logistics
Scale Focus: Targeting high-volume, consistent output
Quality First: Global standards with local execution

Strategic Intent

Align global innovation with Indian manufacturing
Build long-term, scalable production capabilities
Create products Made in India, for India and the world

Together with Optimus, GRIPIT delivers a complete, scalable, and reliable ecosystem which helps global brands win in India, the right way.

KEY STATISTICS

2 Core
Business Verticals

2
2 Offices

16
Warehouses

100+
Minds and Souls

10+
Channel Partners and Dealers

16+
Portolio of Brands

10+
Years of Experiecne

120M+ USD
Annual Turnover

330+
Service Centers

16+
Demo & Installation Cities

50
GRIPIT Business Associate

OUR ASSOCIATED BRANDS

Home & Kitchen

BISSELL®

NARWAL

Yale

EF ECOFLOW

AIPER®
bring vacation home

Blueair

NINESTARS®

Shark | NINJA

Consumer Electronics

CASIO

HONOR

CHUWI

OBSBOT

Health & Personal Care

loop

G-SHOCK

HOME & KITCHEN

- Narwal
- Shark
- Ninja
- EcoFlow
- Bissel
- Yale
- Blueair
- Aiper
- Ninestars

Founded in 2016, Narwal is a global leader in robotic floor-care, serving 4+ million users worldwide with intelligent, design-led cleaning solutions. In India, GRIPIT has helped scale Narwal into one of Amazon's top-performing sellers and a Top 3 robotic vacuum brand, backed by strong distribution, demos, and after-sales support—strengthening a portfolio powered by 1,000+ global patents.

FLOW

Freo Z10

Freo Z Ultra

25% Market Share in Robotic Cleaner category on Amazon

Shark is a globally trusted brand known for powerful vacuum cleaners, air purifiers, and beauty appliances built on advanced engineering and user-first design. GRIPIT introduced and launched the NeverChange Air Purifier Max in India, achieving **1,100+ units sold within 30 days** through online channels alone. Through omni-channel distribution, marketplace expansion, and strong operational execution, GRIPIT continues to scale Shark's presence in India, with new product categories set to launch in February 2026, across platforms.

Shark Beauty FlexStyle®
Air Styling & Drying System

NeverChange™
Air Purifier MAX

Cordless PowerDetect™
Clean & Empty System

**From #50 to Top 5 on Amazon's
HEPA Air Purifier category in just 20 days.**

Ninja is a globally trusted kitchen appliance brand known for high-performance products that simplify modern cooking.

GRIPIT is expanding Ninja's India presence across marketplaces and retail, and will introduce **Ninja's wider kitchen appliance range in February,** supporting demand generation, availability, and long-term category growth in India.

Foodi Dual Zone Air Fryer

Ninja Blast - BC151

Foodi Blender Cold & Hot (HB150)

A Globally Trusted & Leading Kitchen Appliance Brand

EcoFlow is a global leader in portable power solutions, known for clean, reliable energy designed for both adventure and everyday backup. GRIPIT drives EcoFlow's India growth across e-commerce, retail, and D2C through scalable distribution, performance marketing, demos, and customer support—helping the brand become India's #1 portable power station, backed by 5M+ influencer video views fueling awareness and demand.

RIVER 2

DELTA 2

RIVER 2 Pro

78% Market Share in Portable Power Stations

BISSELL is a global floor-care leader with 140+ years of innovation, known for powerful, professional-grade cleaning solutions worldwide. **GRIPIT** has scaled BISSELL's India presence through marketplace expansion, retail visibility, demo-led selling, and strong after-sales support - driving pan-India brand recognition, executing star collabs with Kareena Kapoor, Nayanthara, Farah Khan, PV Sindhu & mega-influencer campaigns, and generating 2M+ content views to move the brand from presence to preference across channels.

Spotclean
Proheat

Spotclean
Hydrosteam

CrossWave
HydroSteam

CrossWave
HF2

NO.1 SELLER
Source: Circana/Retailer Tracking Service, unit share, 52WE Jan 28, 2023
★★★★★★★★★★

Market share - 17% Upright 46% Spot Cleaning

Yale is a globally trusted name in locks and smart security, with nearly 200 years of legacy in protecting homes and businesses worldwide. GRIPIT enables Yale's growth in India by managing marketplace and retail distribution, strengthening brand visibility, supporting demos, and coordinating after-sales—helping build trust and adoption across Indian homes.

YDME 100 NXT

YDM 3115-A

YMI 70

YSS 390 DB2

YSEM 250 EG1

Smart Outdoor Camera

Indoor Camera

Video Doorbell

Smartest & Most trusted Door locks For Home

Blueair

Blueair is a Swedish air-care brand known globally for clean, quiet, and high-performance air purification. GRIPIT supports Blueair's growth in India through marketplace expansion, metro-city focus, demo enablement, and strong after-sales support—building long-term consumer trust and brand credibility.

PROTECT 7470I

211i Max

CLASSIC PRO CP7I

Designed to Bring the Freedom to Breathe for All

Aiper is a global innovator in cordless robotic pool cleaners, designed to make pool maintenance effortless through smart, efficient technology. GRIPIT drives Aiper's India journey by leading market entry, channel strategy, product positioning, demos, and end-to-end after-sales execution for premium pool owners across the country.
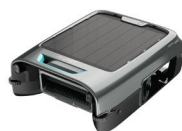

S1

S1 PRO

SURFER S1

SURFER S2

World's Best Cordless Robotic Pool Cleaner

NINESTARS®

NineStars is a pioneer in motion-sensor trash cans, bringing smarter hygiene and everyday convenience to homes and workplaces. GRIPIT drives NineStars' growth in India by managing distribution, strengthening retail presence, and building category awareness across both home and commercial segments.

| DZT-12-5 | DZT-10-35 | DZT-12-13 | DZT-15-13 | DZT-50-13R | DZT-50-28 | DZT-50-9 |

Smart Solutions for Everyday Living

ELECTRONICS

- Casio
- Honor
- Chuwi
- Obsbot

Casio is a globally trusted Japanese brand known for innovation across **Musical Instruments and Office Supplies.**

GRIPIT supports Casio's growth in India by strengthening retail and marketplace presence - making Casio products **available across 20 Vijay Sales outlets** and boosting visibility across key categories.

CT-S200RD

CT-X8000IN

PX-S7000HM

fx-82ES PLUS-2

fx-991CW

Now Live in 20 Vijay Sales stores across India

HONOR is a global technology brand known for smart devices that balance performance, design, and reliability across its ecosystem. In India, GRIPIT drives HONOR's laptop go-to-market, managing marketplace operations, strengthening retail visibility, and executing performance marketing to support scale and consistent growth across channels.

MagicBook X14 i5

MagicBook X16 i5

MagicBook X16 AMD

High Performance Innovative Laptops

CHUWI

CHUWI delivers high-performance, value-driven laptops and tablets designed for everyday computing. GRIPIT has scaled CHUWI across India's online and offline channels, achieving 50,000+ units sold in the last 3 years through marketplaces and modern retail.

CoreBook X i5

FreeBook

GemiBook X Pro

HeroBook Plus

India's Favorite Student Laptop Brand

OBSBOT is an AI-powered camera brand built for creators, streamers, and professionals, redefining video creation through intelligent tracking and automation. GRIPIT has scaled OBSBOT's India presence across online and offline channels, driving strong demo-led and creator adoption and selling 5,000+ units in the last 2 years.
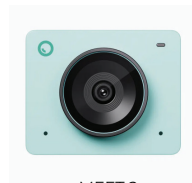

Tiny 2

Tiny 2 Lite

Tail 2

MEET 2

World's First PTZR & AI Powered Webcams

PERSONAL CARE

- Loop Earplugs
- G-SHOCK - Casio

Loop Earplugs is a design-led audio brand, redefining hearing protection through comfort, style, and performance for modern lifestyles.

GRIPIT led Loop's India market entry with focused marketplace execution, clear brand storytelling, and consumer education - driving cultural relevance through a **collaboration with Sunrisers Hyderabad, and launching the niche Swarovski × Loop edition, which sold out within just three weeks.** It's also recognized at the **exchange4media D2C Revolution Awards 2025,** where Loop won Best Effective Use of Data Analytics, New Product Launch, and Category Creation.

| LOOP X SARWOSKI | LOOP X McLAREN | EXPERIENCE 2 | ENGAGE 2 |

47% market share on amazon

G-SHOCK

Casio's wearables portfolio blends iconic design with everyday performance, led by globally celebrated lines like G-SHOCK. Known for durability, precision, and timeless style, these watches are trusted by consumers worldwide. GRIPIT is enabling Casio's upcoming retail expansion in India, supporting launch planning, retail presence, and in-store visibility to build strong momentum for Casio wearables across key markets.

DW-5600BB-1   GA-100-1A1   GA-140-1A1   GA-140GB-1A1

Most Versatile & Robust Gravitational Shock Watches

DEMO PARTNER

CheQMe supports GRIPIT's on-ground and virtual product experience execution across key cities. Through seamless **physical and digital** demos, installations, and assisted customer experiences, CheQMe helps brands build trust, add convenience, and convert interest into confident purchase decisions.

KEY SUPPORT AREAS:

- PRODUCT DEMOS & INSTALLATIONS
- ASSISTED CUSTOMER EXPERIENCE
- CITY-LEVEL EXECUTION SUPPORT

TECHNOLOGY PARTNER

Hashtechy powers Gripit's technology backbone with scalable, custom-built solutions. They enable smooth operations, system integrations, and platform stability across digital and operational touchpoints.

- CUSTOM SOFTWARE DEVELOPMENT
- E-COMMERCE & SYSTEM INTEGRATIONS
- CLOUD SOLUTIONS
- ENTERPRISE SOLUTIONS
- UI/UX & PLATFORM OPTIMIZATION
- DATA & ANALYTICS SUPPORT

hashtechy™

MARKETING
TEAM

Our in-house MarCom team drives end-to-end marketing across digital, retail, performance, and content. We help global brands scale in India with consistent visibility, strong storytelling, and sales-led execution. From strategy and creative to marketplaces, influencers, and reporting, we ensure clarity, coordination, and impact across every touchpoint.

Offline Activities

- On-ground brand visibility & retail execution
- In-store branding, activations, demos, POSM
- Vendor coordination, audits & store compliance

Amazon Ads & Performance Ads

- Marketplace growth & performance marketing
- Amazon Ads, Meta Ads. Google Ads
- Sales tracking, ACOS, ROI & reporting

PR & Collabrations

- PR, influencer & celebrity collaborations
- Media outreach, events & partnerships
- Brand storytelling & reputation management
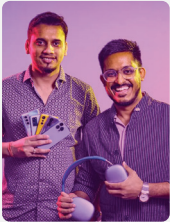
Creatives & Social Media

- Visuals, copy, video & campaign concepts
- End-to-end creative production
- Social media growth and management

OUR SOCIAL MEDIA
INFLUENCER ARMY

Macro Influencers

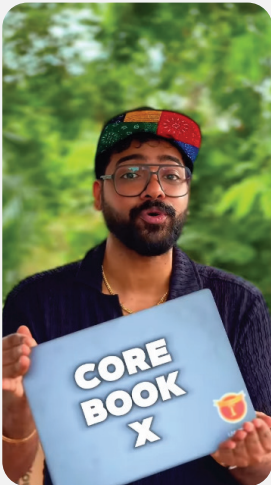| BEEBOM	TECH BURNER	SABA AZAD	TOTAL GAMING	FARAH KHAN
Youtube - 3.38M	Youtube - 12.4M	Youtube - 513K	Youtube - 44.5M	Youtube - 4.4M

Micro Influencers

Partnership with 1000+ leading influencers,

Including with over two years of proven expertise, to drive authentic brand engagement and deliver measurable marketing impact.

MARCOM HIGHLIGHTS
Star & Brand Collaborations

KAREENA KAPOOR
13.4M
Instagram

FARAH KHAN
4.4M
Instagram

PV SINDHU
3.9M
Instagram

NAYANTHARA
10M
Instagram

SRH X LOOP
224K
Instagram

GRIPIT CUSTOMER
SUPPORT SERVICES

Built to Support. Designed to Convert. Trusted to Resolve.

At GRIPIT, customer experience is not an afterthought - it's a growth lever. Our Customer Support & Sales team operates at the intersection of service, sales enablement, and brand trust, ensuring every customer interaction moves the journey forward. We manage the complete pre-purchase and early-journey experience, combining fast responses with informed guidance to drive confidence, conversion, and satisfaction.

CUSTOMER SUPPORT & SALES

This team manages all pre-purchase, support, and experience touchpoints, ensuring customers get fast answers, confident guidance, and smooth resolutions.

What We Do
- Act as the first point of contact across channels
- Support customers through discovery, evaluation, and purchase
- Resolve queries with speed, clarity, and ownership
- Capture insights that improve product-market fit and messaging

What We Handle
- Handles customer enquiries, product support & basic troubleshooting
- Supports purchase intent, demos & assisted sales
- Manages feedback, VOC programs & escalation tracking
- Ensures fast response times with clear issue ownership
- Same-day escalations and SLA-driven resolution
- Structured reporting to improve conversion & customer satisfaction

Why It Matters
- Reduces drop-offs during consideration
- Improves conversion through confidence-led selling
- Builds brand reliability from the very first interaction
- Turns support conversations into growth insights

AFTER-SALES SERVICES

Reliable Service. Transparent Processes.
Long-Term Trust.

After purchase is where brands are truly tested.
GRIPIT's after-sales ecosystem is built to protect brand reputation, reduce friction, and ensure customers feel supported long after the sale.

All after-sales operations are fully managed end-to-end by 24*7 Agency, with proven systems, trained teams, and strong on-ground infrastructure.

With 4 dedicated dark stores across Delhi NCR, Pune, Bengaluru, and Hyderabad, we ensure fast turnaround times, accurate diagnostics, and dependable service resolution.

What We Do
- Manage the entire post-purchase service journey
- Ensure clear communication at every stage
- Coordinate service, parts, approvals, and closures
- Deliver consistency across cities and service touchpoints

What We Handle
- In-warranty service & replacements
- Out-of-warranty repairs & paid parts management
- DOA (Dead on Arrival) verification & approvals
- Technician allocation & service hub coordination
- Spare parts logistics & documentation
- Final resolution, closures & reporting

Key Responsibilities
- Verified service workflows and SOPs
- Centralized ticket tracking and escalation control
- Transparent customer communication & updates
- Quality checks before resolution and closure
- Performance monitoring across locations

Why It Matters
- Protects brand credibility post-sale
- Reduces negative customer experiences and churn
- Builds long-term loyalty through dependable support
- Enables brands to scale without service breakdowns

GRIPIT D2C OPERATIONS

D2C department manages complete D2C operations - from storefront setup to checkout, dispatch, delivery, and returns - ensuring a smooth buying experience for customers and brands. They also manage:

- Shopify store setup, catalog control & checkout optimization
- Order processing, SAP invoicing, warehouse & courier coordination
- Fast dispatch, accurate fulfillment, low RTOs & cancellations
- Returns and exchanges.
- Customer engagement nudges, follow-ups & retention journeys
- Conversion, logistics & returns automation powered by GoKwik
- (Kwik Pass, Kwik Optimizer, Kwik Engage, GoKwik Cart, Kwik Checkout, Kwik Ship, Return Prime)

Specialized D2C Processes

- **DOA Management:** Verification, approval, and replacement flow
- **Freebies Handling:** Mapping, packing, and dispatch control
- **Plugins & Integrations:** Conversion, logistics, and returns automation

BRAND MANAGEMENT

GRIPIT leads end-to-end brand management for global brands entering India - owning strategy, positioning, pricing, communication, and cross-channel execution. By aligning marketing, sales, operations, and support with real-time market feedback, we enable faster market entry, stronger consumer trust, tighter team coordination, and scalable growth without brand dilution - ensuring brands don't just enter India, but stay relevant, competitive, and trusted.

It makes sure that brands don't just enter India. They stay relevant, competitive, and trusted - with GRIPIT managing the journey end-to-end.

OPS TEAM

Ops manage the backbone of brand execution - ensuring inventory, billing, dispatch, and platform operations run smoothly and reliably across channels.

Core Focus

ACCURACY • SPEED • SYSTEM DISCIPLINE • SCALABILITY

B2B Marketplace Operations

- Handles backend operations across major marketplaces.
- Listings, updates, error fixes, coordination with platforms.

Platforms: Amazon | Flipkart | Myntra Tata CLiQ | Zepto | Blinkit | Instamart

B2C Operations

- Ensures stock availability and accuracy across all platforms.
- Daily stock checks, reconciliation, RIS maintenance, shortage alerts.

Channels: Indiamart | Offline Sales

Stock Management

- Handles backend operations across major marketplaces.
- Listings, updates, error fixes, coordination with platforms.

SAP Team

- Manages all billing, invoicing, and compliance entries.
- SO, PI, DC, invoices, approvals, documentation.

Stock Reconciliation

- Maintains system vs physical stock accuracy.
- SAP, WMS, warehouse matching and variance control.

Warehouse Operations

- Executes storage, inward, outward, and dispatch operations.
- Pick & pack, GRN, WMS updates, dispatch coordination.

LOCATIONS: SANATHAL (PRIMARY FC) | BANGALORE (SOUTH FC)

RETURNS MANAGEMENT & AFTER SALES LOGISTICS

Managed end-to-end by 24*7 Agency, GRIPIT's RMA operations handle marketplace returns, DOAs, replacements, refurbishments, and after-sales logistics.

The team manages inward checks, GRPO, stock validation, segregation (sellable / unsellable / dead), billing coordination, claims, and daily reporting - ensuring fast inward processing, clean inventory visibility, timely resolutions, and quality-controlled refurbished output across brands.

The RMA function ensures inventory accuracy, protects brand reputation, and enables dependable after-sales operations by closing the loop between marketplaces, warehouses, service teams, and finance.
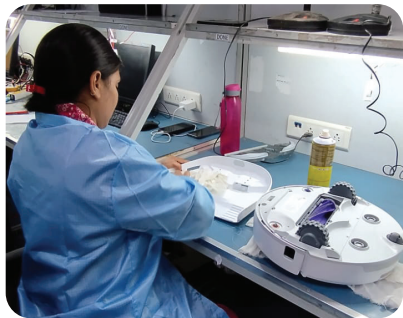
GRIPIT APP - ONE APP. ENDLESS POSSIBILITIES

The GRIPIT App is a single-point ecosystem that lets Indian consumers discover, experience, and buy innovative global brands with ease. More than shopping, it connects products with demos, deals, and reliable after-sales support.

WWW.GOGRIPIT.COM
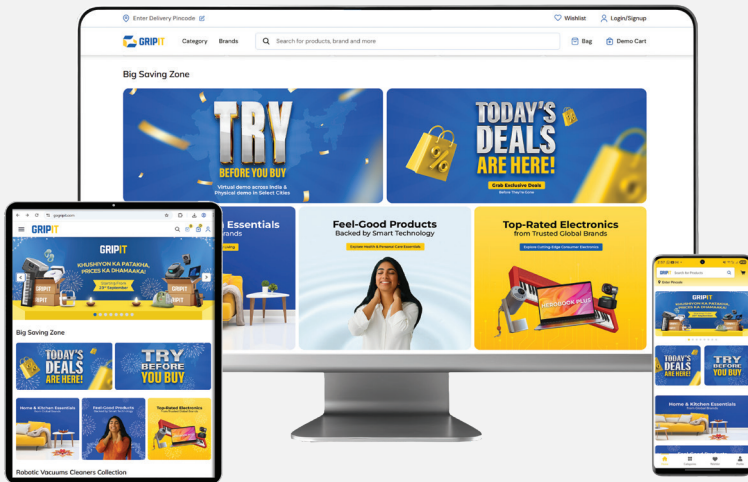
IOS App

Website

Android App

ONE-STOP ACCESS TO GLOBAL BRANDS	TECH-FIRST DEMO & INSTALLATION EXPERIENCE	CUSTOMER-FIRST AFTER-SALES SUPPORT
SMART, INTEGRATED SUPPORT ECOSYSTEM	PREMIUM, SEAMLESS SHOPPING EXPERIENCE	BEST DEALS AND LOCALIZED OFFERS

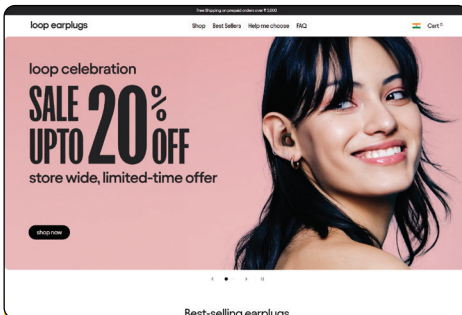At GRIPIT, we don't just sell products - we build experiences made for India.
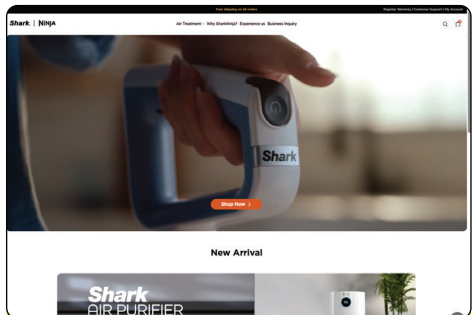
ECOMMERCE
WEBSITE PORTFOLIO
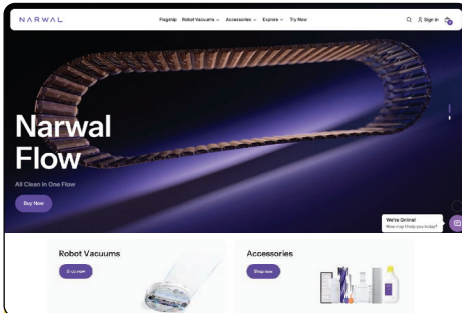
Brand - Narwal
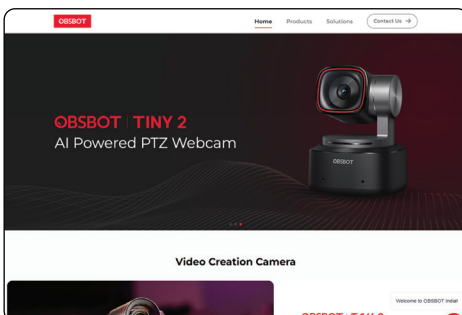Web URL - narwalindia.com
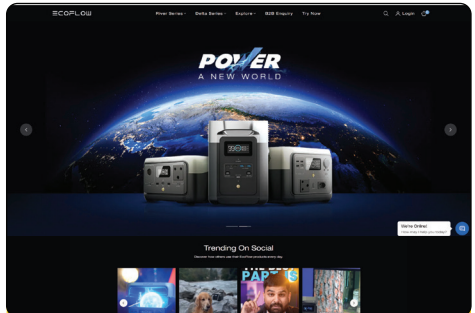
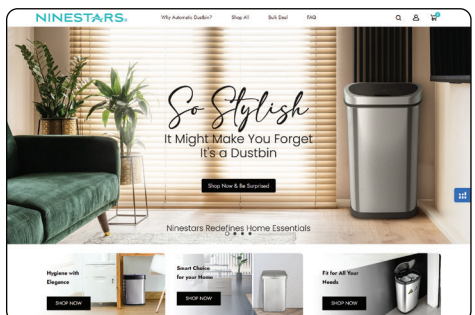Brand - Ecoflow
Web URL - ecoflowindia.com

Brand - Loop Earplugs
Web URL - loopearplugs.in

Brand - Shark ninja
Web URL - sharkninja.in

Brand - Obsbot
Web URL - obsbot.in

Brand - Ninestars
Web URL - ninestarsindia.com

OUR STRATEGIC PARTNERS

Strategizing the brand dreams into success with our esteemed strategic partners:

Market Place

amazon | **Flipkart** | **Myntra**

AJIO | **TATA CLiQ**

Modern Trade

croma A TATA Enterprise | **vijay sales** | **Reliance digital**

Mobility Modern Trade

Phone Wale INDIA'S TECH PARTNER | **Sangeetha** PIONEER THEN, LEADER NOW

POORVIKA | **Jio Mart**

Quick Commerce

zepto

SWIGGY **blinkit**

Together, we forge powerful collaborations that drive growth, inspire innovation, and deliver outstanding results. With these industry giants by our side, we turn possibilities into achievements and challenges into opportunities.

TOOLS WE USE

At the heart of our success is a suite of game-changing tools that propel us to new heights:

SAP
Accounts

ZOHO
CRM

ChQMe
Demo & Installation

Microsoft Teams
Internal Team

Power BI
Data Analytics

Helium 10
Data Analytics

Keepa
Data Analytics

mailchimp
Communication

Razorpay
Payment

Shiprocket
Delivery

shopify
E-Commerce Store

Bitrix24
Project

GoKwik
D2C Support

GRIPIT

Get social with us!

GRIP IT	in	[Instagram]	[YouTube]	f