



# SaaS Marketplace



**Empowering businesses with Exclusive Software  
Discounts**



# Nuclei

## INTRODUCTION



**2018**

5 years since  
incorporation



**20+ Clients**

Presence across Asia  
and Middle East



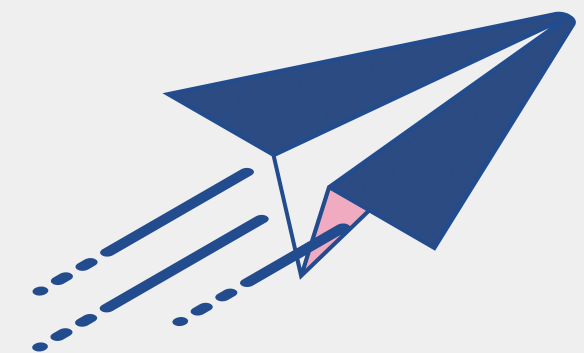
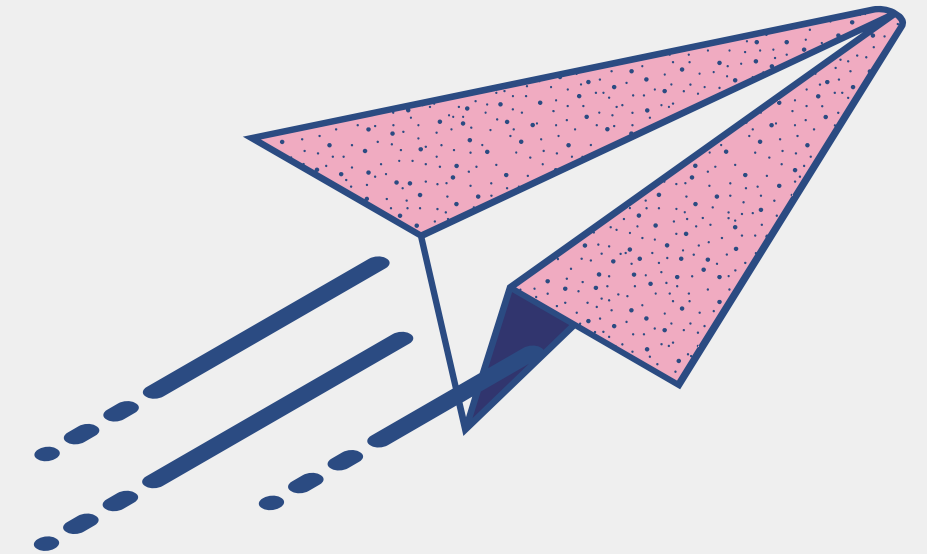
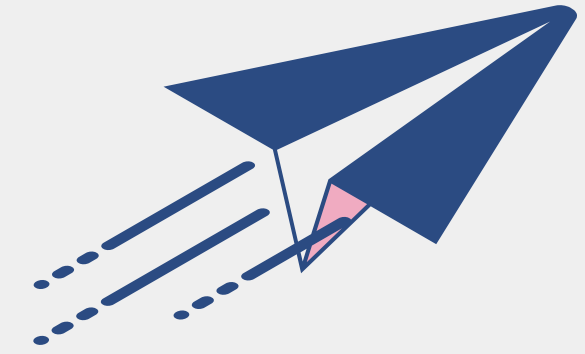
**5 million+**

Transactions  
processed per month



**250+**

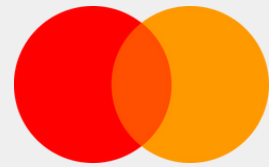
Global partners



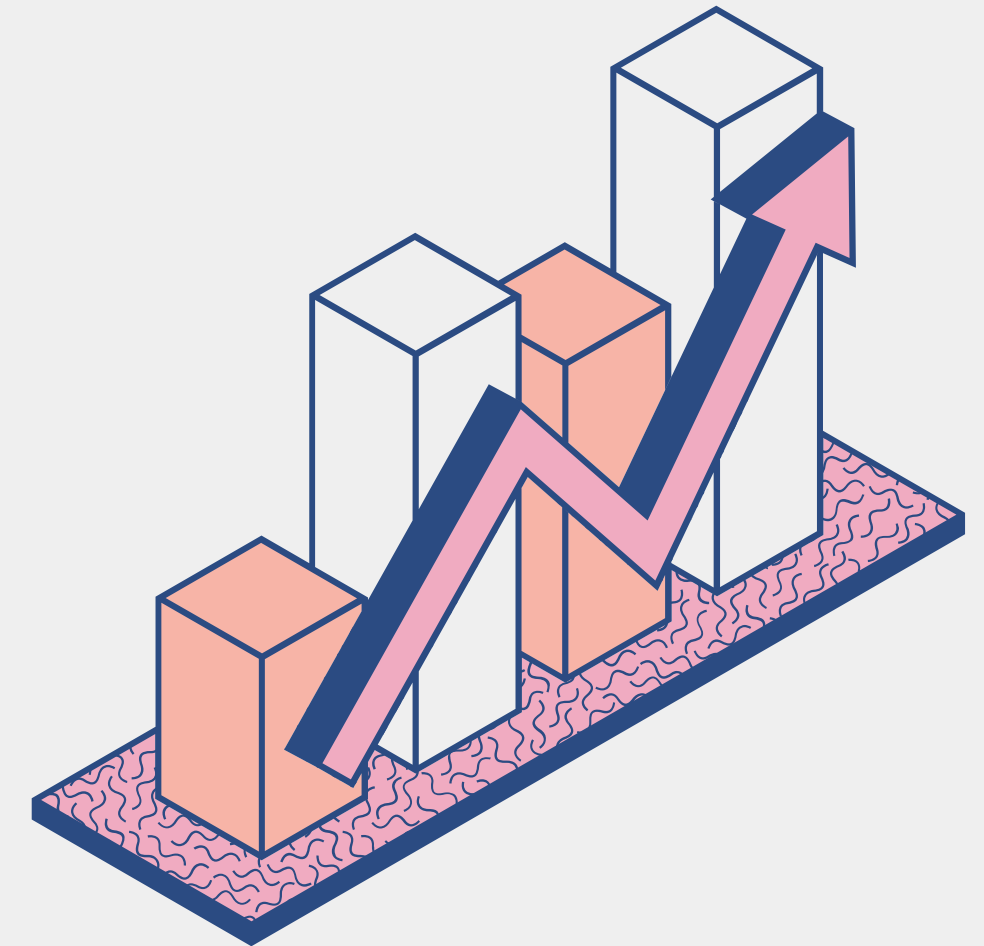
# Trusted By



# Strategic Partners



# Products



# Carving out a USP

## Retail credit cards

- Travel
- E-commerce
- Shopping
- Mobility
- Co-branded Cards
- Education
- Health
- & many more

## Commercial Credit Cards/ Business Banking

- Business
- Corporate

White Space



# SaaS Discounts by Banks attracting SMBs



## Explore our software catalog

All Products

Start for free

Top products

Startup friendly

Launch Offers



### Microsoft 365

Office Productivity Suite Includes Word, Excel, and PowerPoint

Sold by Meridian Solutions

Min 23% Instant Discount



### Google Workspace

How teams of all sizes connect, create and collaborate.

Sold by Econz

Up to 44% Instant Discount



### Amazon AWS

Amazon Web Services (AWS) is the world's most comprehensive and broadl...

Sold by AppSquadz

Upto 30% Instant Discount



### Freshdesk

Online cloud-based customer service software providing helpdesk support wi...

Sold by Operisoft

Save upto ₹ 6,800 per user



### Microsoft Azure

AI-powered innovation—accelerated with Azure

Sold by Meridian Solutions

Upto 30% Instant Discount



### Freshsales

















Sell smarter and faster with Freshsales

Sold by Operisoft

Save upto ₹ 3,750 per user

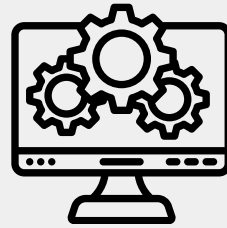


# Every business has Software Needs

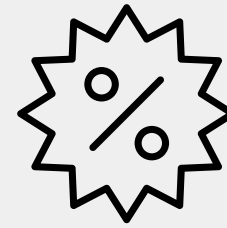
Business type	Count	Apps/Softwares				
Small	2+					
Startup	50+					
Medium	75+					
Enterprise	200+					

# Discover, Purchase, Manage Software

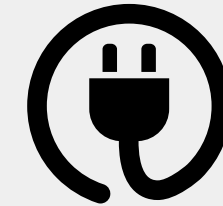
One stop SaaS Marketplace for all Business requirements



White label platform



Recurring discounts



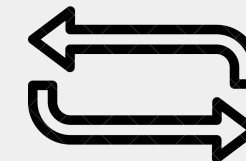
Plug and play integration



Global brands like AWS,  
Google, Microsoft, Atlassian,  
Adobe, etc



Local brands for  
categories like Accounting  
and HRMS



End to end partner  
management

Software Marketplace in Action >>> [Link](#)

# Attract net new business via improved corporate cards



Tech + Speed



Trust + Distribution



Improved Corporate Cards/Business Banking proposition

Bank Benefits



MDR + New Customer Acquisition



# Software Marketplace Benefits



## Customer Benefits

Recurring Discounts that were otherwise unattainable

Easy Management of Licenses

On-demand Support by certified partners

One-stop platform for all softwares



## Bank Benefits

Increased share of recurring payments

Highly Differentiated offering

Acquisition, Engagement, Retention of Corporate Customers

Hassle-free End-to-end partner management



# Differentiator: Beyond one time vouchers

## Offer Aggregators

Purchase/manage journey



Recurring discounts



Customer/technical Support



Local Softwares



Network agnostic



Catalog Size

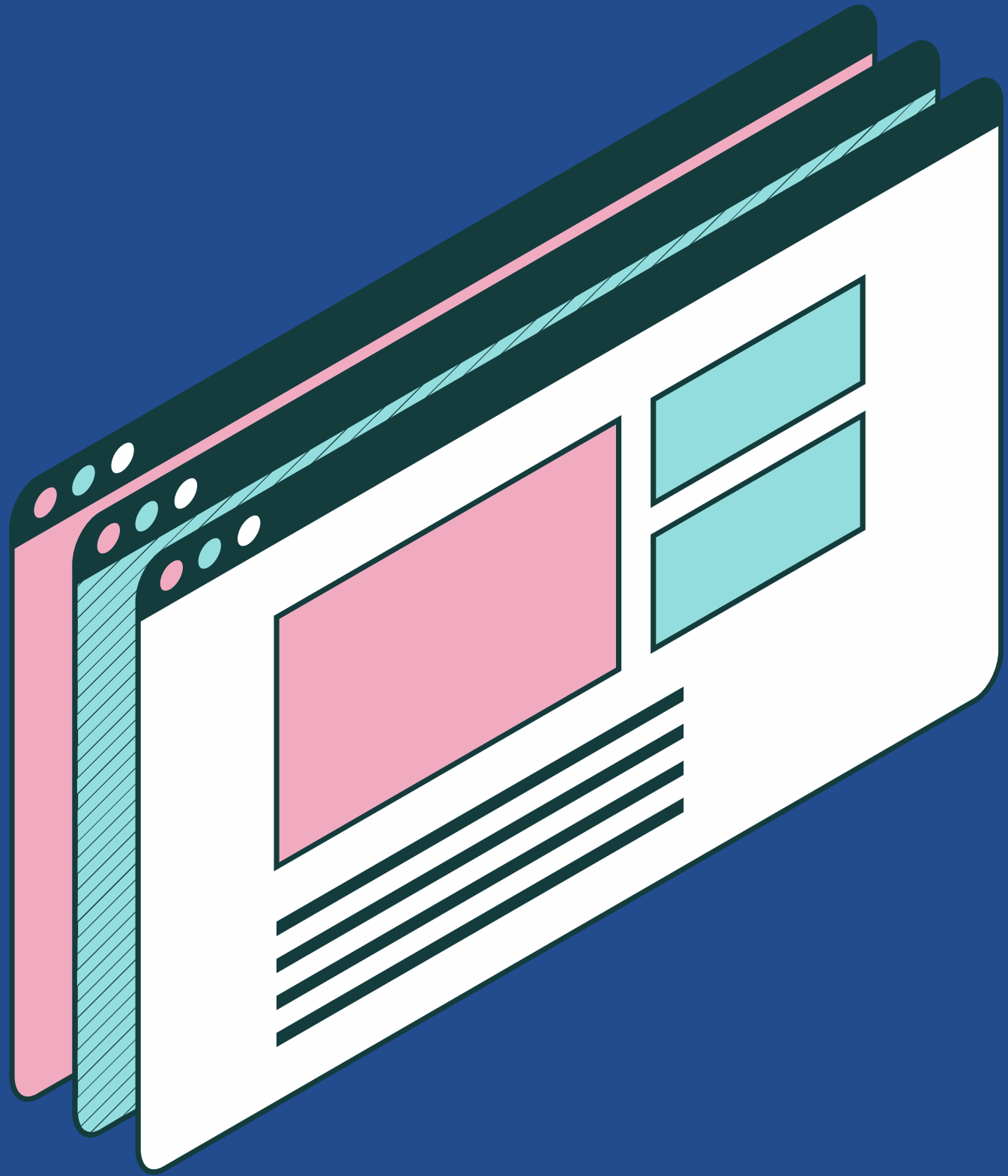
Limited

## Nuclei



Growing





Thank you