Trag – Traceability Sustainability Authenticity Customer Engagement

vlinder

October 2022

Enhancing Brand Trust, Transparency and Cx

vlinder

Industry Challenges

Counterfeits

Transparent Supply Chain
Clean Produce
Provenance
Fair Trade Practice
ESG – Scope 1, 2, 3

Customer Engagement

Trag Platform

Producers, Farmers, Suppliers:
**Mobile App,
API and Dashboard**

Persona based Provenance:
Consumer, Inspectors, Retail
Mobile App, API

**GS1 Standards
API integration with SAP**
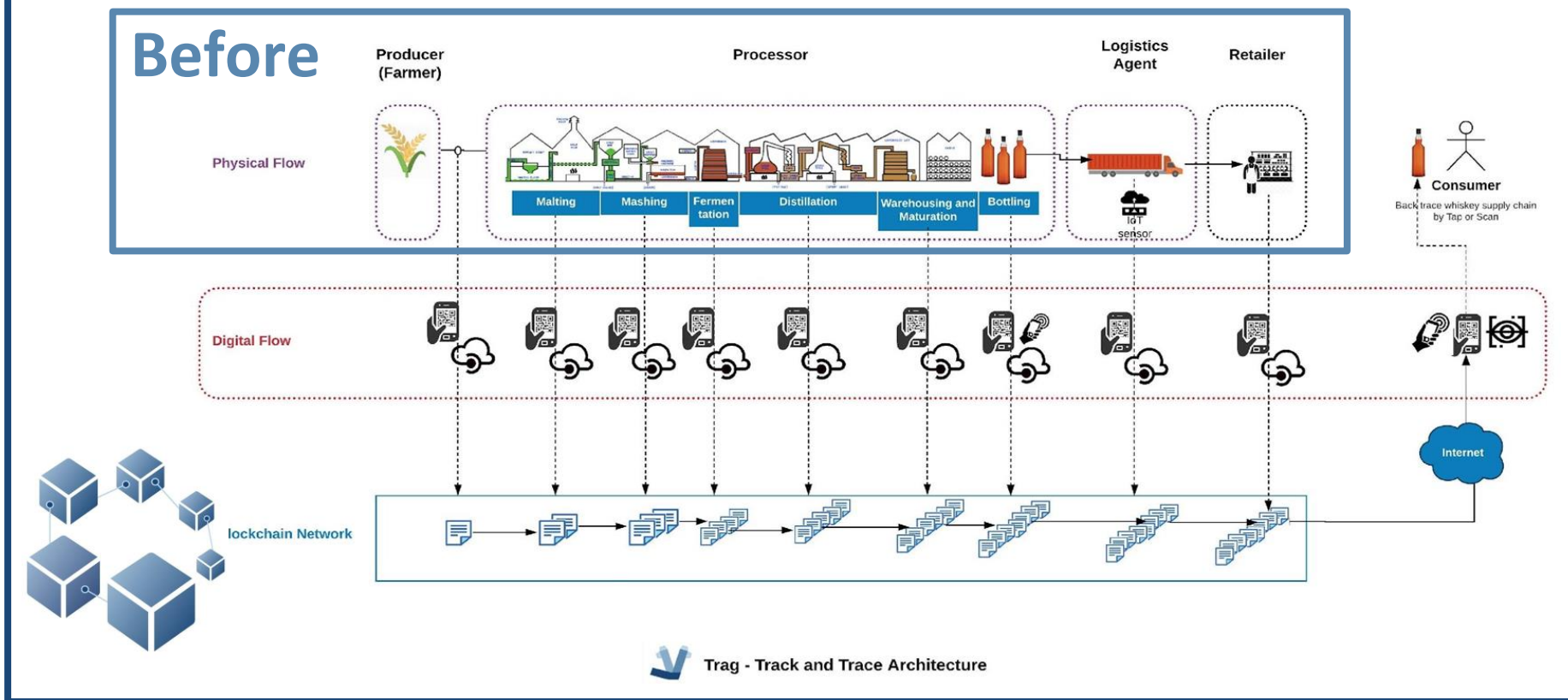
**Channels:
QR, Barcode. NFC. Smart Label**

Value for Brands

Brand Protection

Counter Revenue Leakage
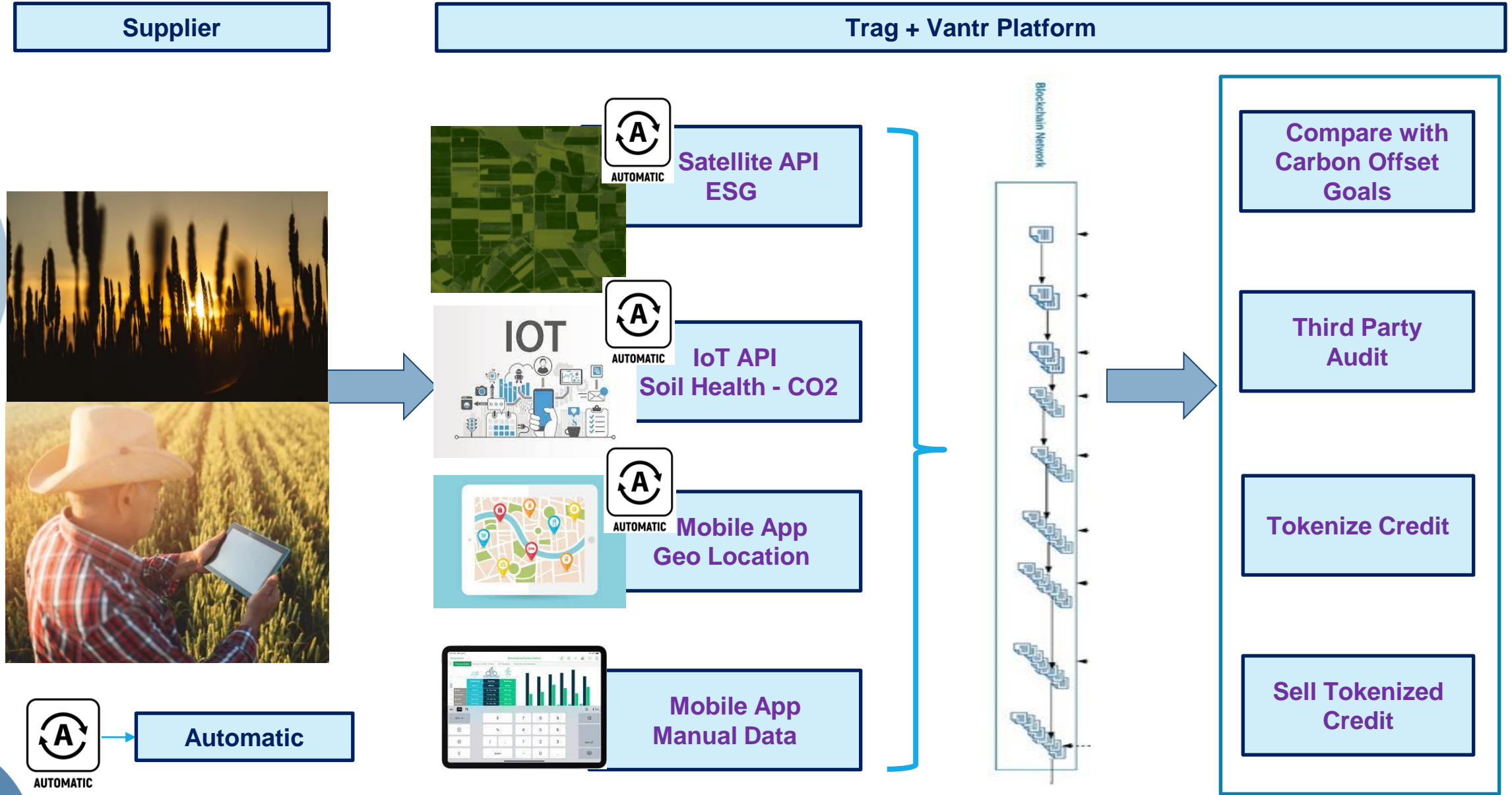
Transparent Brand

Brand <> Customer Connect

Carbon Credits

antr

Premiumization

**Incentivization / Rewards /
Warranty Access Tokens - NFTs**

Trag Platform Overview

After

Before

Trag - Track and Trace Architecture

The Origin and Journey Steps (Geolocation + Other Details including **ESG**) is recorded in the Blockchain

Sustainability – Carbon Offset Goals and Incentivization

Supplier

Trag + Vantr Platform

Satellite API
ESG

IoT API
Soil Health - CO2

Mobile App
Geo Location

Mobile App
Manual Data

Blockchain Network

AUTOMATIC

Automatic

Compare with
Carbon Offset
Goals

Third Party
Audit

Tokenize Credit

Sell Tokenized
Credit

Success Story 1

vlinder

Amrut Distilleries
SINCE 1948

Metrics

PRODUCTS Onboarded	Volume	Engagement Channels
18	**10,000+**	**QR Barcode NFC**

Customer Live Video : https://vlinderdeveloper.wistia.com/medias/mf6rhq132s

Smart Label Scan: https://vimeo.com/742281339/138c05e026

Value

Benefits

Brand Protection	Enhanced Customer Experience

Success Story 2

vlinder

DIAGEO
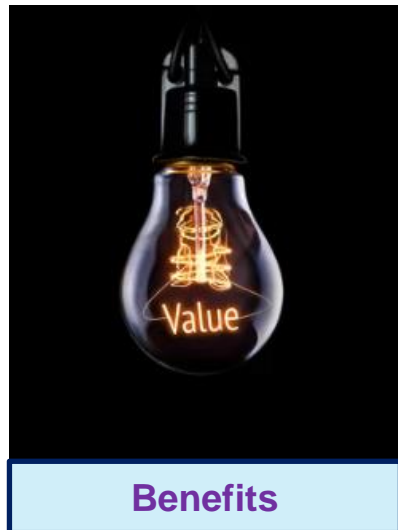
Metrics

PRODUCTS Onboarded 5	Bottles to be tracked in 2022 500 Million +	Engagement Channels QR Barcode Smart Label Scan

Demo Link (On Live Product) – Follow Provenance Button:

https://trackntrace.trag-vlinder.io/product/NjBESUFHRTYxMDE3MTExMjI3MzAwMDAwMQ.u10MkHbLmkqhSClKuAN7W10Ks8Hf3Wc2X_jSTIj-ef4
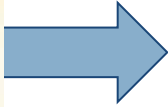
Value

Benefits

Brand Protection	Foundational Platform for : Sustainability / ESG, Inventory, Quality Checks Smart Label Scan enabling Mono-Carton Removal
Customer Engagement Augmented Reality	Internal Inspector Check

Success Story 3

UNIFYING KARNATAKA
Through It's GI Products

PRODUCTS Identified
40

Volume to be tracked in 2022 & Q1 2023
5,000+

Engagement Channels
QR Barcode
Smart Label Scan

Heritage Protection

Brand Premiumization

Revenue Generation

Benefits

THANK YOU