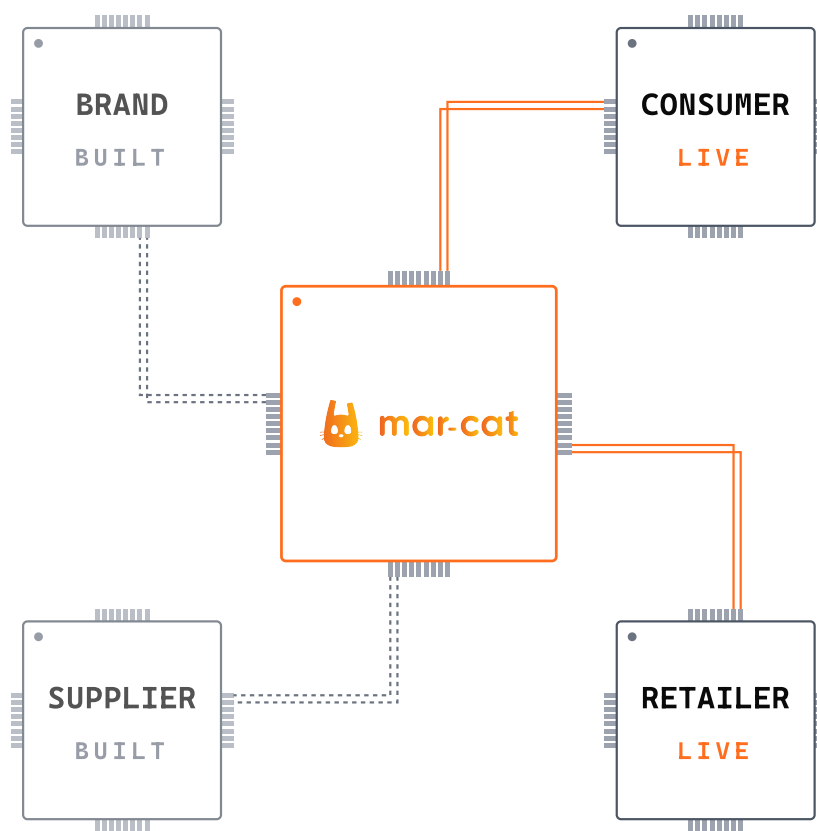


Building the demand network for Indian FMCG.

Every supermarket sale is an information event. The retailer, the distributor, the brand and the consumer all act on it — from four different versions of what happened. The transaction is shared. The understanding isn't. MarCat holds it in one place, so all four begin from the same event.



One transaction. Four decisions.

BRAND

Is the promotion working?

Finds out in 45 days.

SUPPLIER

Dispatch?

Still plans against 20.

RETAILER

Reorder?

Shelf says 19.

CONSUMER

Come back?

History locked in one store.

WHAT THE SYSTEM DOES TODAY

RUN THE STORE

Billing, stock, customers and replenishment for an independent supermarket.

CLOSE THE LOOP

That day's sales become the next purchase order, sent to the distributor's salesman over WhatsApp.

REMEMBER THE CUSTOMER

The same consumer is recognised across visits, with khata and loyalty attached.

Not a prototype. A running store.

BANJARA · AHMEDABAD · LIVE SINCE 27 APRIL 2026

16,775

BILLS PROCESSED

3,386

CUSTOMERS TRACKED

₹15.5L

GMV PROCESSED

6,724

ACTIVE SKUS

104

DAYS LIVE

~161

BILLS PER DAY

Figures as of 9 August 2026 · MarCat-processed transactions only

A captive R&D lab, not a paying customer — proof the software runs on real retail transactions, not proof of market demand.

WHAT COMES NEXT

One store proves the system. Multiple stores prove the model.

15–25 INDEPENDENT SUPERMARKETS · AHMEDABAD

Built from inside the problem.

Swarbhanu Gupta

FOUNDER · OPERATOR

Eight years building FMCG distribution software — Bizom, Happay, Qoruz, CultureX — and 55+ enterprise accounts closed. Opened the supermarket first, became the customer, then built the software he couldn't buy. Sole engineer of the platform.

Divya Pandya

CO-FOUNDER · OPERATIONS

Seven years in HR and people operations — Intugine, Outsourced. B.Tech + MBA. Runs daily store operations and cashier training at the lab, and the people side of city-scale rollout.

RETAILER SOFTWARE

Free Mobile tier · Pro from ₹15,000 / PC / year · ₹1 per WhatsApp message

DPIIT-recognised startup · Incubated at GTU Ventures, Ahmedabad

Sebretail India Private Limited · MarCat is the brand; Sebretail is the legal entity.