



**Rajan Sharma**  
CEO, Checkers India

## “ We will Take our Partner Base to 60000 ”

Checkers India launched excess2sell.com in 2016, a platform to help partners clear their excess stocks. Checkers will work on all of the challenges which channel partners face and will be ‘The Key’ for Partner’s Profitability. Checkers also assures partners to provide the ‘Supply Chain Solution’ including multiplication billings on a touch of a click. The company wants to scale this platform further in 2017 and more partners. Rajan Sharma, CEO, Checkers India shares his insights with us.

**Q What have been the key highlights of your company during the year 2016?**

**A** We launched www.excess2sell.com, India’s premier overstock excess inventory platform for partners. This has been the key highlight for Checkers India in 2016. It allows partners to sell their excess inventories.

**Q What is the central force which keeps partners and consumers loyal to your company?**

**A** We have tried to bring in transparency in our platform which will allow them to clear their excess stocks. The platform

works with complete anonymity, confidentiality and neutrality. This platform helps in conducting profit-oriented dispensation of painpoints like ‘overstock’. It is the central force which is keeping partners loyal to Checkers India.

**Q Do you think that Government of India’s ‘Make-in-India’ and ‘Digital India’ programs are seeing the light of day?**

**A** Though we are not directly involved in these initiatives, we are evolving our platform www.excess2sell.com for the business opportunity post the GST rollout. It will develop in near future and give boost to Make in India and Digital India initiatives.

**Q How does the channel help you to reach out to your potential customers? What’s your channel strength?**

**A** Our team has cumulative experience of more than 60 years. Working closely with vendors, distributors, dealers, resellers and retailers, we have played an instrumental role in channel business structures of leading brands. We had helped many leading brands in establishing their footprint in India. This gives the confidence and trust to our channel community. We always believe in working as ‘consultant’ to our partners rather than ‘just sell’ approach.

**Q What is your assurance for providing excellent service support to your customer?**

**A** The whole platform www.excess2sell.com is backed by the idea of excellent service support and partner experience. We will never let them down as they have shown the confident. On our platform there are more than 15000 B2B partners offering IT, Telecom, Mobility, Electronics, Home Automation and Appliances.

**Q What’s your roadmap or strategy for the year 2017?**

**A** We are looking forward to a more invigorating 2017. We want to scale up our platform to the next level and reach 100 locations across India, taking our B2B partner touch base to 60000.

**Q What is your current revenue? What is your projection for the year 2017?**

**A** As we are yet to close the current financial year but this fiscal we are expecting to close with INR 200L. We started transactions by September 2016 only, so we had two quarter for business in this fiscal. We expect to reach INR 17500L in revenue by end of next financial year.