



iksula

#eCommerceUninterrupted

## Iksula GenAI Solution

Trusted partner for ecommerce businesses globally

# We help businesses drive digital revenue growth

## WHAT WE DO?

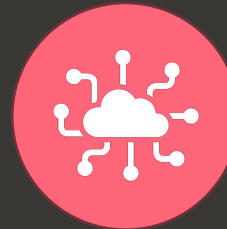
Iksula delivers scalable, high quality business solutions to support high growth digital businesses

- ◆ Business Operations Management
- ◆ Technology implementation
- ◆ Enterprise Intelligence & Analytics



### **Personalized Commerce**

Drive deeper customer engagement, lower CAC and higher LTV



### **Omnichannel Enablement**

Enabling true omnichannel through seamless information availability & process continuity



### **AI & Automation**

Create enterprise efficiencies through AI-powered process automation

# Key Trends for GenAI in retail/ eCommerce Industry

\$8.4B  
USD

Generative AI in retail is predicted to hit \$8.3 billion in 2032, growing at a CAGR of 36.8%<sup>1</sup>

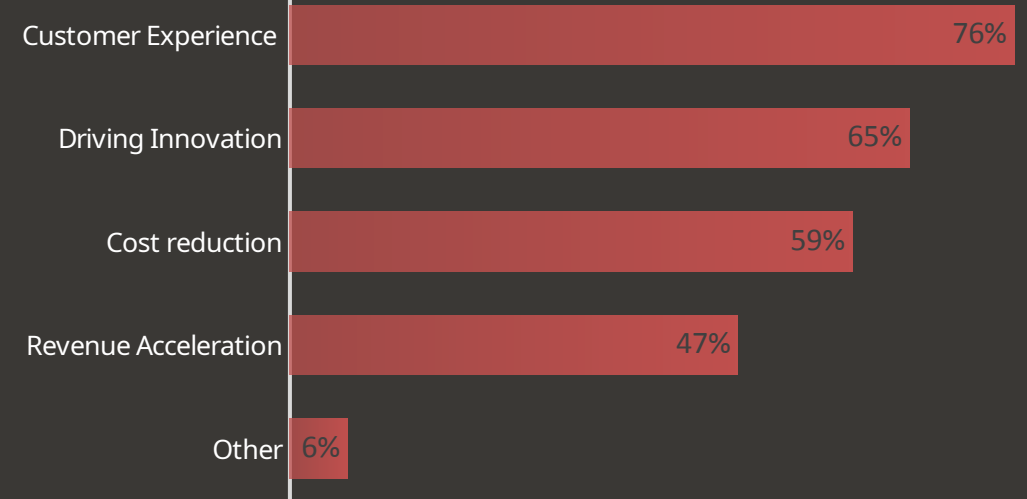
\$2.1B  
USD

Generative AI in ecommerce is predicted to hit \$2.1 billion in 2032, growing at a CAGR of 14.90%



Demands for an improved customized experience, customer engagement, and product recommendations are key drivers of AI adoption

Retail: What facets of your business would GenAI Impact (Survey by E&Y<sup>2</sup>)

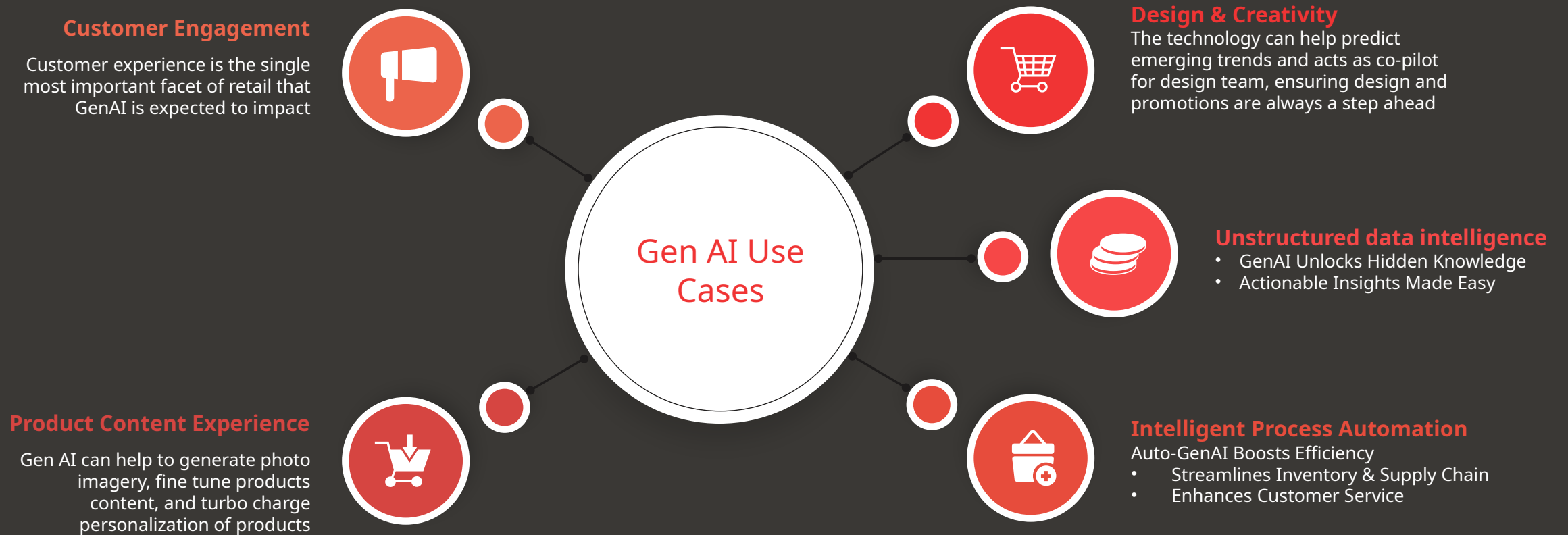


Ethical concerns and data quality are major barriers to the widespread usage of generative AI in ecommerce

1: <https://marketresearch.biz/report/generative-ai-in-retail-market/>

2: [https://www.ey.com/en\\_in/ai/generative-ai-india-report/industries-in-transformation/retail](https://www.ey.com/en_in/ai/generative-ai-india-report/industries-in-transformation/retail)

# Unveiling the Power of Generative AI in E-Commerce and Retail



## Examples of how Iksula has delivered value to our customers for each use cases

### Customer Engagement

*Large Multinational & Multi Brand Conglomerate with turnover in excess of \$0.5 billion*

- Headless omnichannel stack deployment
- Deployed "Insider" AI based personalization stack for customer 360 view and personalization
- Loyalty platform deployment
- Customer segmentation for personalized targeting for new users/ existing users/ loyalty users
- Conversion Rate of **0.85% to 1.15% for Website**

### Product Content Experience

\$4Bn+ green industry player dealing in irrigation & landscaping supply

- Deployed Iksula's AI enabled product content creator tool to generate product description & features for 100k+ products
- Lifestyle image creation using AI imaging model for products
- Improvement in Turn around time for Go-Live from **7 days to 2 days** with first time quality of **99.5%**

### Design & Creativity

Large Fashion retailer based out of Middle East

- Trends prediction for fashion retailer basis competition tracking, influencer & hashtags tracking on social media
- ML based data normalization
- AI to extract attributes from images
- Iksula Trend scouter tool used as guidance system for designers & sourcing team including pattern, category & price point

### Unstructured Data Intelligence

For a large home improvement retailer based out of US

- Data normalization & structuring for scrapped data
- ML based class Matching b/w clients & competition taxonomy
- Product matching for exact & similar matches using BERT algorithm
- Assortment Analysis
- Competitive Price Index
- Promotional Price Trending and Analysis

### Intelligent Process Automation

Demand forecasting for a large FMCG player

- Deployed AI based forecasting tool
- Eliminate OOS with a process-driven approach by stock transfers across procurement and distribution
- Reduce working capital usage and increase cash to conversion cycle
- Reduced production average inventory days to **15 days** across DC
- Visibility and control over distribution cost , reducing it by 30% ensuring OTIF

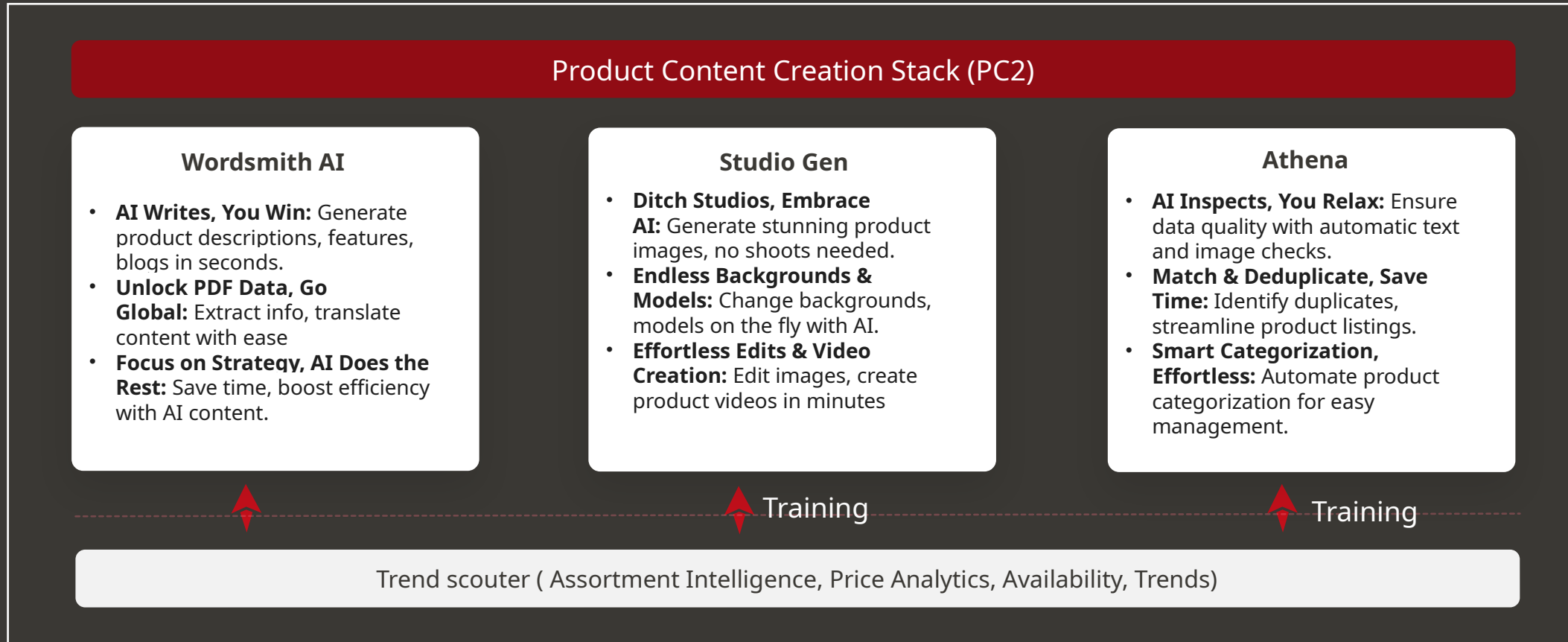


How is Iksula helping brands and retailers in improving product content experience using GenAI

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# Product Content Automation (Business View)



**Business Benefits**

**Productivity**

Gains of between 50 - 75% as compared to traditional content creation processes

**Quality**

High-quality processes help achieve 98% accuracy. Human processes are hugely expensive to traverse the next 2%. AI can help you to achieve +98% quality at a fraction of the human cost

**Scalability**

Easily scale content creation efforts to meet growing demands without compromising quality or speed, we are talking of millions of SKU additions for our clients

PC2 leverages GPT4, Gemini and open-source LLMs to

Create *product descriptions*, *Feature bullet* extraction, *Image QC & Editing* and *multi-lingual translation*

**Create New Product**

**Project Name**  
Gillette Skinguard Razor

**Product information/keywords**  
The country of origin of this product is Poland, and it carries the model number 81693471. The product has dimensions of 2.2 x 10.5 x 20 cm and weighs 67 grams, which corresponds to the item's dimensions of 22 x 105 x 200 millimeters. The package contains 1 count of the product with the ASIN B07XH858SB. The product package includes blades and razors components.

**Product Price**  
200

**Project Image \***

Drag & drop or Browse +

Upload Maximum 10 files upto 20MB

Close Create

60%  
Reduction  
in Content  
creation costs

2X  
throughput  
for average SKU  
creation

Demo and  
pilot at your  
convenience



Lower cost of photoshoots for luxury products, vast option of virtual models from different ethnicities

**Model training and testing for Adobe Firefly, Stable Diffusion and Dall-E**

**From Commute to Cubicle: Our AI Model Takes the Wheel and the Desk with Style**

**Original Photo**



**On the move**



**In the boardroom**



Low-cost video generation for luxury products, vast option of virtual models from different ethnicities

**Model training and testing for Stable Video, Runway ML, Pika Labs**



# Our ecommerce Data Quality Platform - Athena

- ML-based **enterprise data quality** platform
- Product & customer **data deduplication**
- **Grammar** Corrections, **Image Validation**

**Dynamic rule builder** panel for business users to configure any data quality rule at global as well category level

The screenshot displays the Athena Data Quality Platform interface. At the top left is the 'iksula' logo. A sidebar on the left contains navigation items: Masters, Rule Builder, Perform QC, Enr 1 Generate Report, Enr 1 Project History, Athena Response Log, Athena Response Error Log, Users, Roles & Permissions, Enr1 Products Converter, and PN120 Automation Master. The main content area features a file upload section with a 'Choose file' button (showing 'No file chosen'), an 'Upload Product Sheet' button, and a 'Download Error Report' button. Below this, it shows 'File Name: Automotive\_Demo\_V1.1.xlsx' and 'Sheet Name: Sheet1'. Further down, it displays 'No. of SKUs: 25' and 'No. of Categories: 2'. A breadcrumb trail reads 'Home | Air, Fuel, Emission & Exhaust'. The central focus is a 'Rule Error Chart' pie chart with the following data series:

Error Category	Percentage
General Validations - Restricted Special Character	16.9%
General Validations - Data not as per List of Value	7.8%
Manufacturing Brand Variation Change	6.5%
Duplicate Bullets - Duplication of Data	3.9%
Competitor Names	3.9%
Manufacturing Brand - Unapproved brand present	2.6%

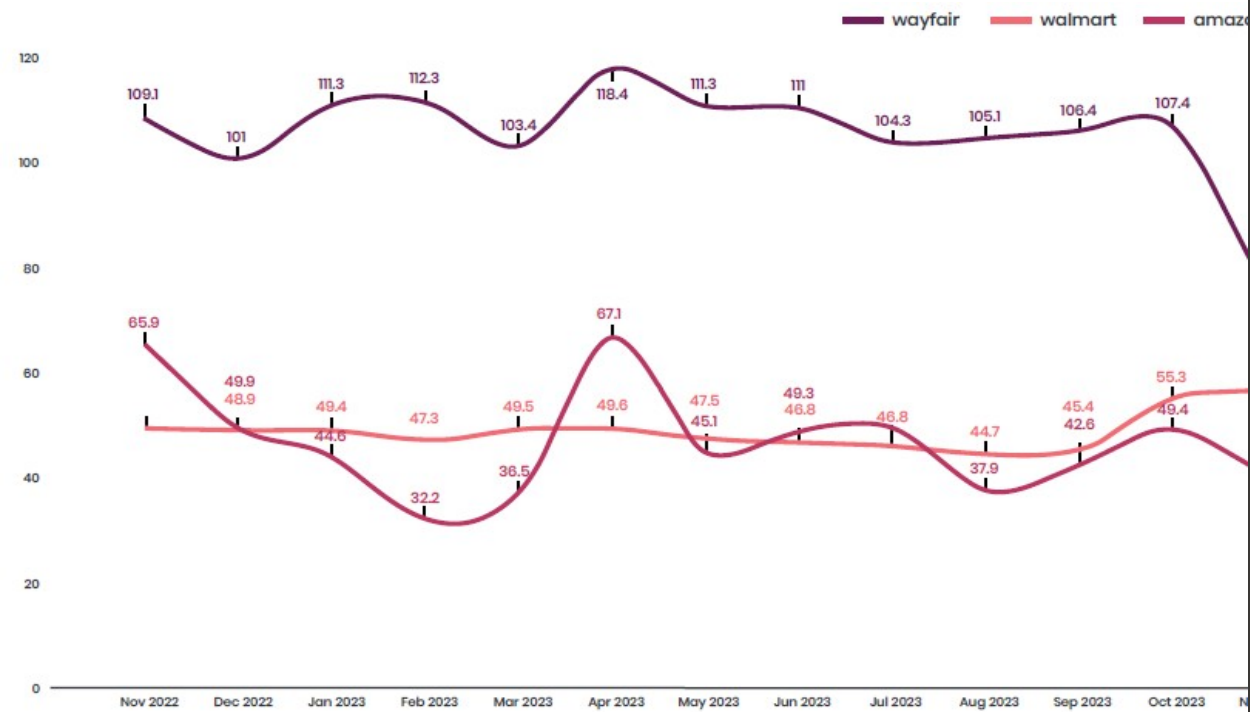
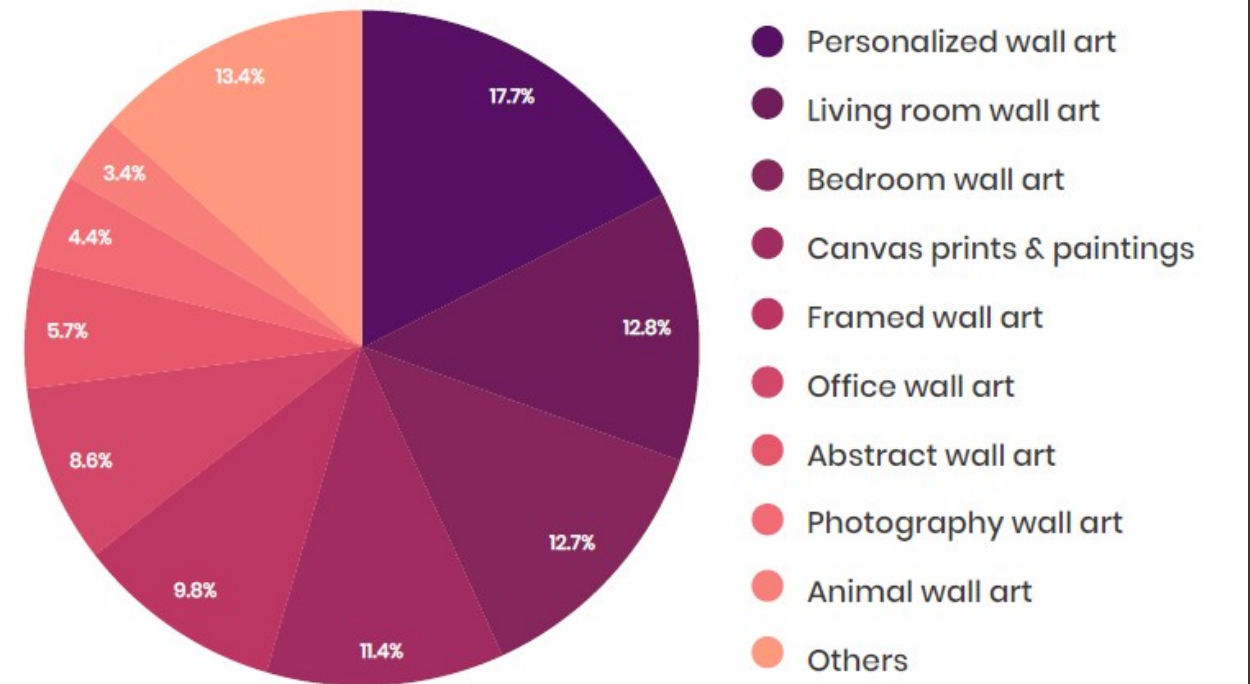
80%  
Reduction  
in Content  
creation costs

20X  
throughput  
for average SKU  
creation

Demo and pilot at  
your convenience

Category level assortment analysis can provide *early signals on emerging trends*

Pricing comparison time-series is a key input to derive *competitive pricing strategies*





# AI Photoshoot Capabilities – Details on Studio Gen

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Use cases of eCommerce Photoshoot in Fashion  
Person Lifestyle Swap

Change the model and setting showcasing the product



## Use cases of eCommerce Photoshoot in Fashion Fashion Scene Change

Swap the background of a model wearing the product



## Use cases of eCommerce Photoshoot in Fashion Flatlay to Person

Add a model to flatlay photo of clothing





Use cases of eCommerce Photoshoot in Fashion  
Furniture scene change

Generate unique lifestyle images for furniture



## Use cases of eCommerce Photoshoot in Fashion Product Scene Change

### Swapping the product background



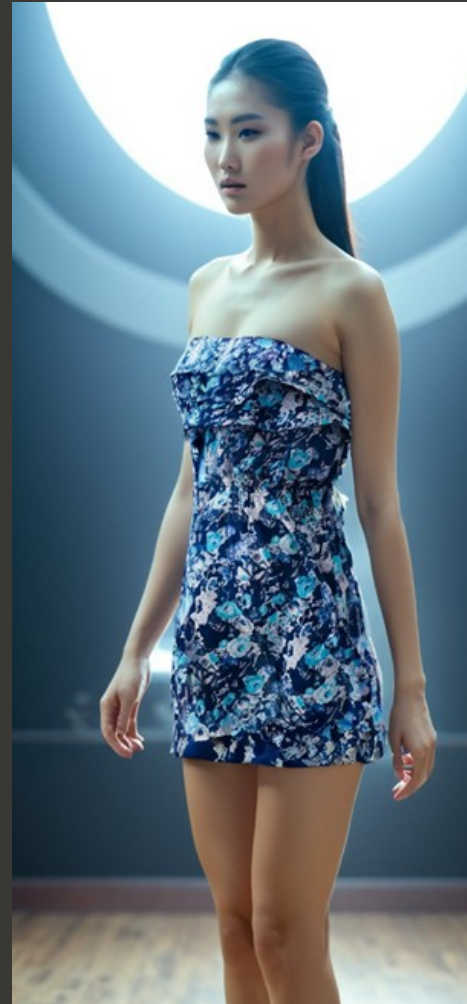
Use cases of eCommerce Photoshoot in Fashion  
Ghost-Mannequin to person

Add a model to transparent mannequin photos



Use cases of eCommerce Photoshoot in Fashion  
Mannequin to person

Convert mannequin to model wearing clothing



Use cases of eCommerce Photoshoot in Fashion  
Studio Photo

Showcase the products in studio backdrop



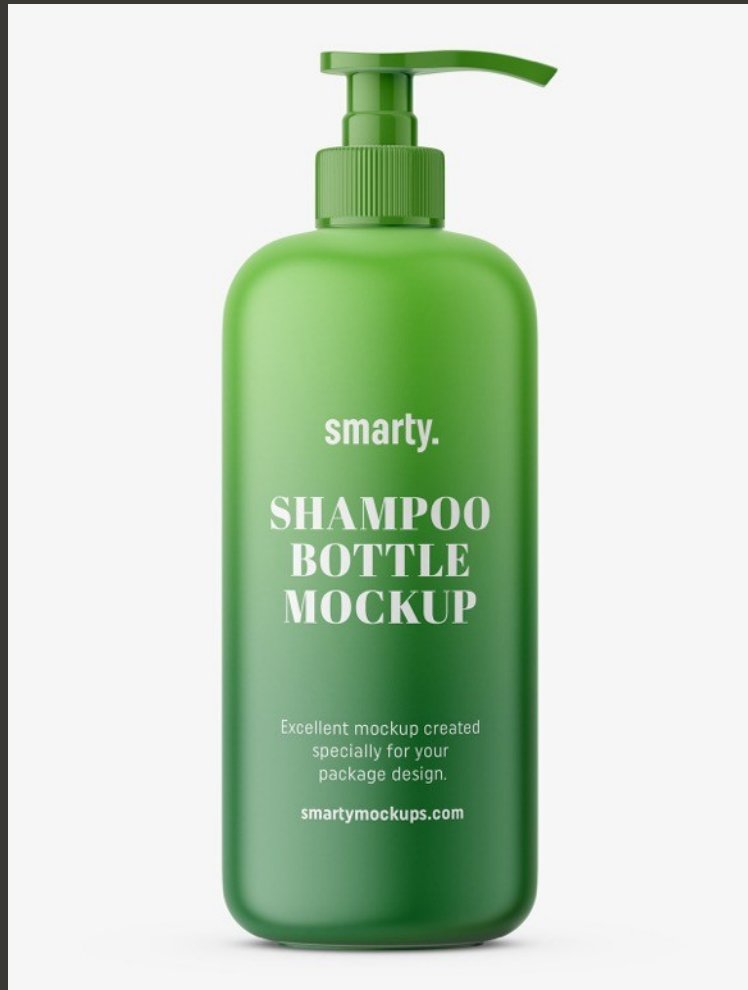
Use cases of eCommerce Photoshoot in Fashion  
Shoe on person

Swap the footwear being worn by a model



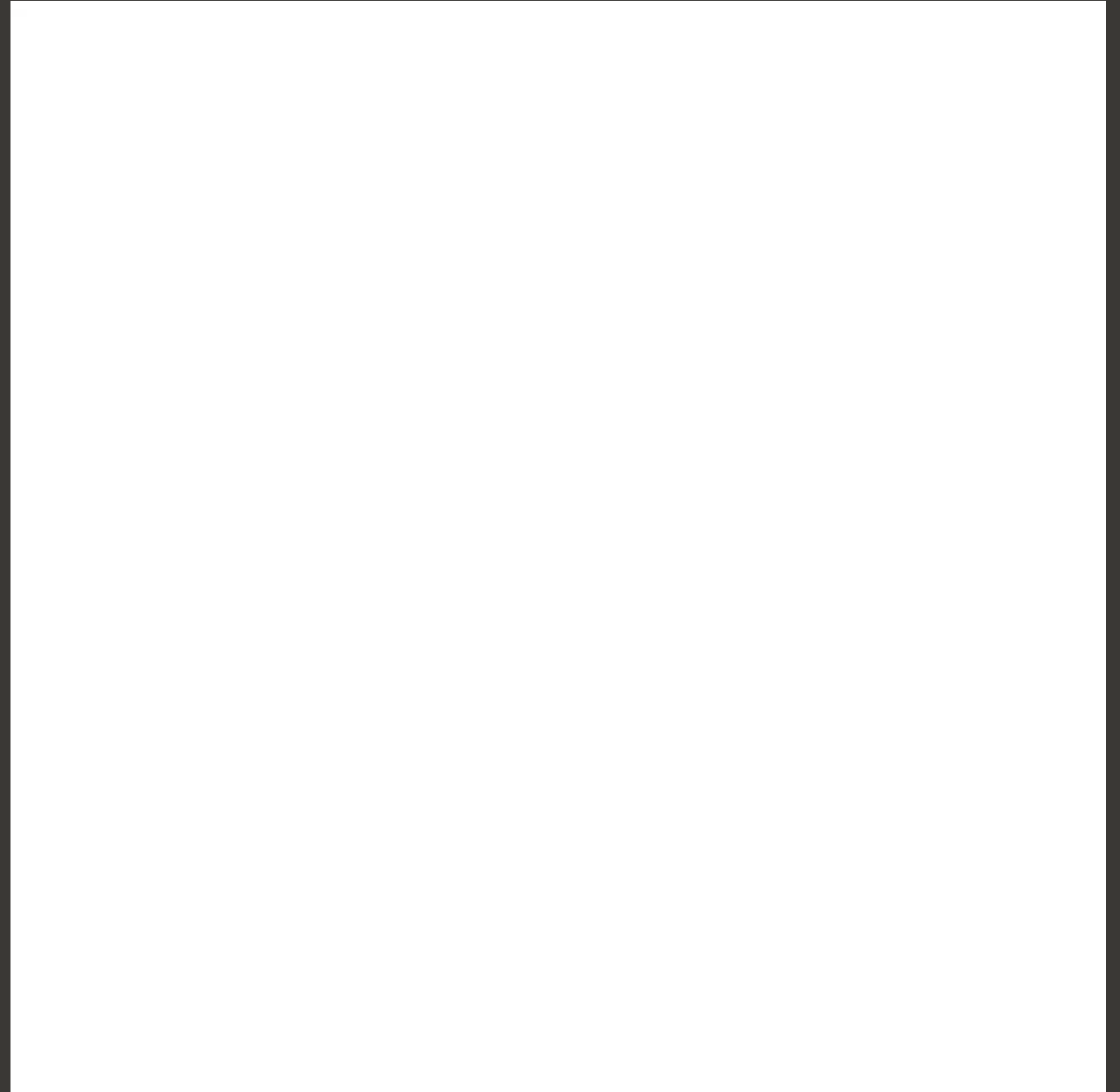
## Use cases of eCommerce Photoshoot in Fashion Product in Hand

Place your products in the hands of a model



# What lies Ahead?

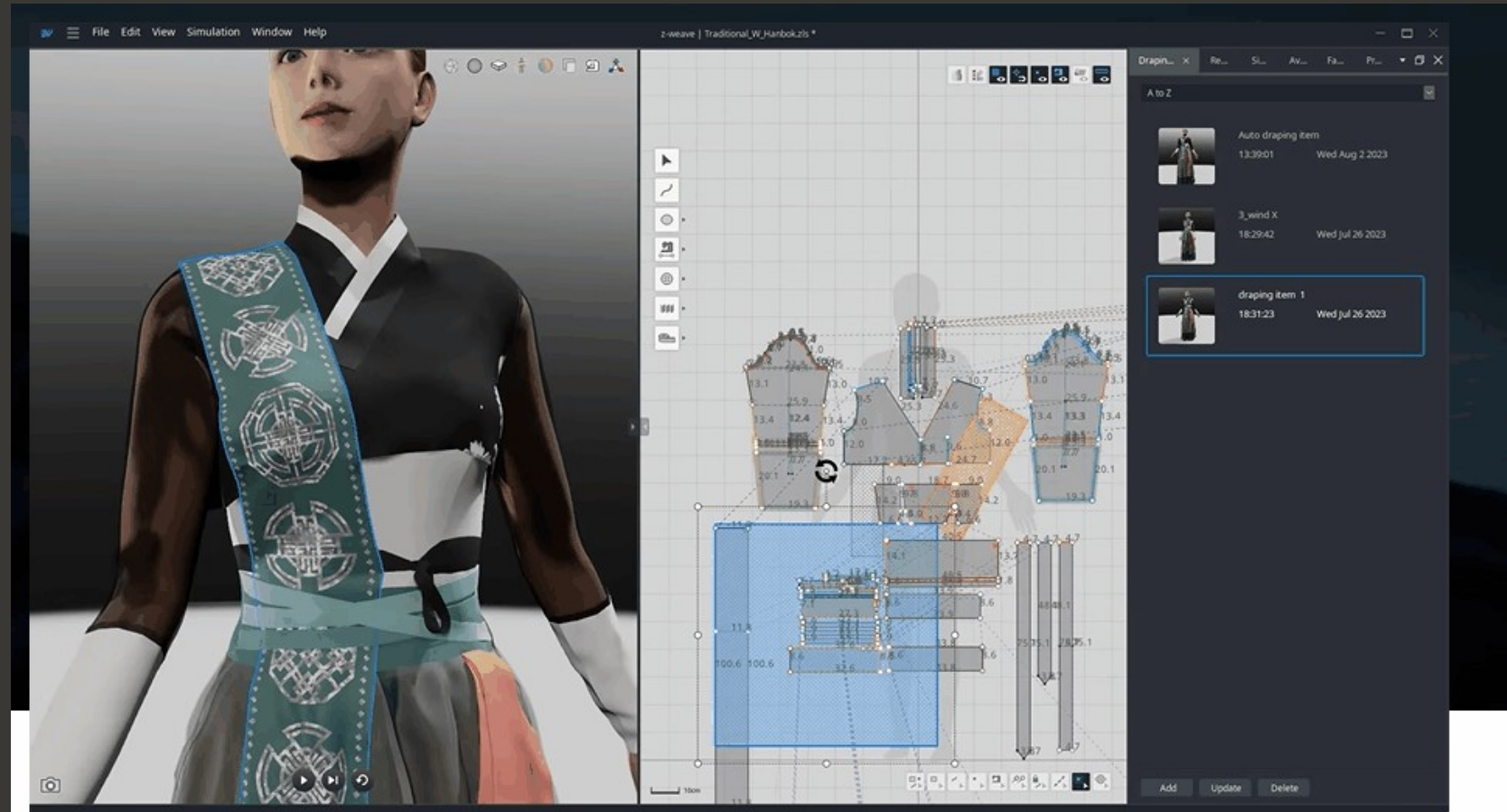
- Iksula is working on new AI model using which:
  - Any product can be placed on any model
  - Multiple products can be places on same model
  - Same model can wear multiple products and product sets





# What lies Ahead?

- 3D designing of products and option to visualize the products in 3D
- Visualisation of any product on 3D models
- Creation of 3D AI Models



# Our Other Key Solutions



## Digital Transformation

Omnichannel tech enablement covering whole tech stack across ecommerce value chain

## Trust and Safety

Fraud & scam processed to identify and prevent potential threats on seller and customer side



## Operations outsourcing

Run operations at scale at offshore with RPA enabled processes

## Marketing Operations

Campaign design, budgeting, roll out and measurement



## Tech Staffing

Staffing of resources across whole eCommerce omnichannel stack (Onshore and offshore)

## Product Development

Low-cost MVP development for new product roadmaps





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Thank You

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