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# eMACH.ai
# Retail 6DX
# PROFIT DESIGN STUDIO

# Industry Experts

## Mahesh Kumar Jakhetiya

Vice President, iDTC

Mahesh is a seasoned leader with over 23 years of experience spanning retail, mobile VAS, ad-tech, e-commerce, and government procurement. He leads product development, implementation, and support for iDTC at Intellect, driving the growth and innovation of products built on the eMACH. ai framework.

With a strong entrepreneurial background, Mahesh has successfully developed and scaled products from the ground up. His expertise lies in navigating complex challenges, fostering alignment among stakeholders, and delivering impactful solutions that create value for all parties. His strategic vision and execution excellence make him a key driver of transformative innovation in the industry.

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## Amit Kumar Singh

Assistant Vice President, iDTC

With over 15 years of industry experience, Amit brings deep expertise in product design, analysis, and release management, coupled with a strong operational understanding of customer needs. His in-depth knowledge of ERP, CRM, and retail domain processes has been instrumental in shaping efficient and scalable operational products.

Amit's strengths lie in product innovation, operational transformation, and program governance, enabling him to drive strategic decision-making and deliver impactful solutions that enhance business efficiency.

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# Executive Summary

> **“The eMACH.ai Retail 6DX Profit Design Studio is an intelligent, analytics-driven platform** that enables retailers, manufacturers, and distributors to collaboratively design, deploy, and optimize comprehensive profit strategies across multiple dimensions.”
>
> **- Mahesh Kumar Jakhetiya**

In today’s dynamic and competitive retail landscape, personalized, data-driven profit strategies are essential for customer engagement and sustainable growth. The eMACH.ai Retail 6DX Profit Design Studio is an intelligent, analytics-driven platform that enables retailers, manufacturers, and distributors to collaboratively design, deploy, and optimize comprehensive profit strategies across multiple dimensions.

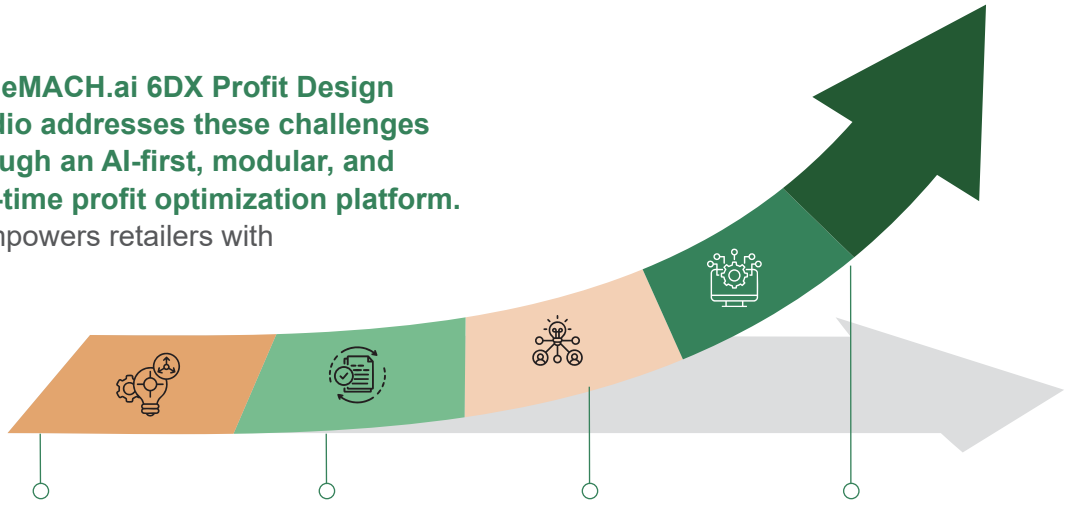
This whitepaper introduces the Profit Design Studio, highlighting its modular architecture and core components—including Store Profit Designer, Item Group Designer, Promotion Designer, Discount Designer, Employee Incentive Designer, and Price Drop Designer. Each module is tailored to address a specific aspect of retail profitability, enabling users to craft targeted and context-aware strategies.

Through a structured overview of its features, use cases, and strategic benefits, this document demonstrates how the platform empowers stakeholders to co-create intelligent profit models, enhance operational efficiency, and stay ahead in an ever-evolving retail environment.

# Introduction

The evolution of customer expectations in retail has outpaced the capabilities of traditional profit and promotion management systems. Disconnected customer journeys, static strategies, and the lack of data-driven personalization result in suboptimal experiences, limited agility, and reduced ROI.

**The eMACH.ai 6DX Profit Design Studio addresses these challenges through an AI-first, modular, and real-time profit optimization platform.** It empowers retailers with



Contextual and personalized strategies across physical and digital channels.

Scalable profit modeling using behavioral, transactional, and operational data.

Seamless collaboration with suppliers and stakeholders for co-funded and aligned initiatives.

Integrated design tools, such as Store Profit Designer, Promotion Designer, Discount Designer, and more enabling end-to-end control and agility.

This paper offers a comprehensive look at how the Profit Design Studio redefines retail profitability, enabling intelligent decision-making and delivering future-ready experiences in a fast-evolving market.

# Industry Challenges in Promotion Management

Modern retailers face several systemic and operational challenges in designing and executing profit strategies:

**Fragmented Customer Journeys**
Disconnected data across physical stores, online platforms, and partner ecosystems leads to inconsistent customer experiences.

**Lack of Personalization**
Generic, one-size-fits-all strategies result in low customer engagement and missed revenue opportunities.

**Manual and Disjointed Configuration**
Time-consuming and error-prone setup of promotions, discounts, incentives, and pricing models across disparate systems.

**Supplier Silos**
Inefficient collaboration with suppliers limits the effectiveness of co-funded campaigns and incentive programs.

**Limited Real-Time Visibility**
Inadequate analytics on the performance of profit levers (e.g., promotions, discounts, price drops) impedes agile decision-making.

**Fraud and Misuse Risks**
Vulnerabilities in digital couponing, incentive abuse, and unmonitored redemptions affect profitability and trust.

These challenges collectively hinder revenue growth, reduce operational efficiency, and strain both customer and supplier relationships. The Profit Design Studio is purpose-built to address these issues through unified, intelligent, and scalable profit management.

# Solution Overview: eMACH.ai 6DX Promotion Designer

## 4.1 Platform Architecture

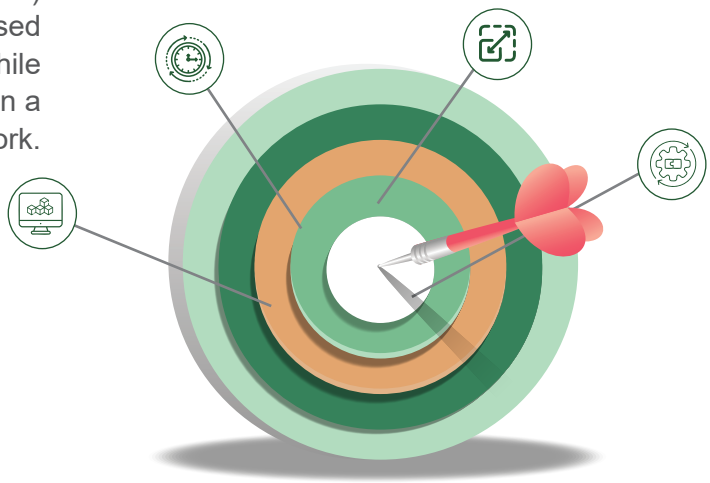
The Profit Design Studio is an eMACH.ai powered, modular profit designer platform designed for scalability, personalization, and real-time execution. It provides a unified architecture that integrates various profit levers including promotions, discounts, price drops, employee incentives, and store-level strategies into a cohesive and intelligent system.

### Key architectural highlights include:

**Modular Design**
Individual designers (e.g., Promotion Designer, Discount Designer, Employee Incentive Designer) allow focused configuration while working within a unified framework.

**Real-Time Execution**
Supports dynamic deployment and updates across both digital and physical retail environments.

**Scalable and Extensible**
Built to support enterprise-scale operations, with the flexibility to adapt to evolving retail business models.



**Seamless Integration**
Easily connects with POS systems, eCommerce platforms, CRM, ERP, for end-to-end visibility and execution.

**"This architecture enables retailers to respond faster to market dynamics,** and deliver more impactful, measurable outcomes."

**- Amit Kumar Singh**

# 4.2 Key Modules

The eMACH.ai Profit Design Studio is composed of six specialized modules, each designed to address a critical area of retail profitability. These modules work individually and in unison to create a flexible, data-driven ecosystem for designing, executing, and optimizing profit strategies across physical and digital channels.

The Store Profit Designer allows retailers to create and manage store-specific strategies tailored to regional demographics, sales patterns, and localized goals. It enables hyperlocal execution of profit tactics, helping businesses fine-tune their approach based on store-level performance.

The Item Group Designer helps in bundling products into logical groups—such as categories, brands, or seasonal collections for streamlined application of promotions, discounts, or pricing rules. This ensures scalable management of product strategies while maintaining alignment with business objectives.

The Promotion Designer serves as the core engine for building intelligent, contextual, and real-time promotional campaigns. It leverages eMACH.ai and advanced segmentation to deliver highly personalized promotions based on customer behavior, purchase history, and engagement patterns.

The Discount Designer enables the creation of flexible, rule-based discount models, including volume-based discounts, conditional offers, and limited-time deals. It helps retailers maintain precise margin control while still offering competitive pricing that drives conversions.

The Employee Incentive Designer focuses on aligning workforce performance with business outcomes. It allows businesses to design transparent, performance-based incentive programs that reward employees for achieving sales targets or operational KPIs, fostering motivation and accountability.

**“Together, these modules form a powerful and cohesive platform** that enables modern retailers to move beyond traditional promotional tools and adopt a unified, eMACH.ai driven approach to profit management.”

**- Mahesh Kumar Jakhetiya**

Lastly, the Price Drop Designer supports intelligent markdown strategies by analyzing factors such as inventory aging, demand patterns, and competitive pricing. It helps retailers reduce excess stock, improve sell-through rates, and make timely price adjustments to protect profitability.

Together, these modules form a powerful and cohesive platform that enables modern retailers to move beyond traditional promotional tools and adopt a unified, eMACH.ai driven approach to profit management.

# Dimensions of Promotion Configuration

The Profit Design Studio platform is built to support multi-dimensional configuration, allowing retailers to precisely fine-tune profit strategies—including promotions, discounts, price drops, and incentives—based on a wide range of contextual factors. This flexibility ensures that campaigns are both relevant and impactful across different customer segments, product categories, and retail environments.

Promotions and other profit levers can be configured time-based, targeting specific hours, days of the week, weekends, or seasonal periods such as holidays and festivals. Customer-based dimensions allow targeting based on loyalty tiers, RFM (Recency, Frequency, Monetary) models, and demographic attributes, enabling advanced personalization.

Geography-based targeting can be applied at the store level, zone level, or regionally, supporting hyperlocal strategies and localized execution. The platform also supports product-based configurations, whether at the SKU level, by product category, or using specific product attributes such as brand, price range, or packaging.

Additionally, campaigns can be driven by cart and purchase behavior, such as cart size, bill value, or item bundling, enabling value-based triggers and upsell opportunities. Lastly, supplier-sponsored promotions—including co-branded and co-funded campaigns can be easily configured and tracked, fostering stronger collaboration between retailers and their vendor partners.

This rich configurability ensures that every profit strategy deployed through the platform is optimized for maximum relevance, reach, and return.

# Engagement Strategies

The 6DX Designer empowers businesses with over 11 customizable engagement types, each tailored to drive profitability, loyalty, and operational efficiency. These engagement strategies are seamlessly integrated through the Profit Design Studio, which consists of six specialized modules: Store Profit Designer, Item Group Designer, Promotion Designer, Discount Designer, Employee Incentive Designer, and Price Drop Designer. Each module is designed to manage specific aspects of engagement and profit strategy.

**Store Profit Designer:** The Store Profit Designer supports location-based and store-wide promotional activities. This includes Store Promotions, such as localized, seasonal, or clearance events, which are essential for driving foot traffic and inventory turnover. The designer also supports Savings models, including bundled and volume-based discounts, implemented at the store level. Additionally, it facilitates Event-Based Benefits, enabling businesses to create offers around store anniversaries, customer birthdays, and other lifecycle events, enhancing customer personalization and retention.

**Item Group Designer:** Focused on category- or product-level strategies, the Item Group Designer enables the implementation of Savings through bundled pricing and volume discounts. It also plays a key role in executing Cashback Programs, where customers receive instant or delayed cashback based on item purchases or group promotions. Additionally, Coupon Programs tailored to specific product groups or sales channels can be deployed via this designer, supporting both online and offline formats.

**Promotion Designer**: The Promotion Designer is central to crafting customer-facing marketing initiatives. It enables a wide array of engagement strategies including Promotions, where customers are rewarded with bonus or exclusive offers. It also supports the Welcome Bonus program, targeting new customer acquisition through incentives for app downloads or signups. The designer plays a vital role in Vouchers distribution for acquisition or win-back campaigns and supports Store Promotions and Event-Based Benefits by running time-limited and occasion-based promotional events.

**“Each module is designed to manage** specific aspects of engagement and profit strategy.”

**- Amit Kumar Singh**

**Discount Designer:** The Discount Designer provides businesses with the tools to implement flexible and targeted pricing strategies. It supports Coupon Programs, allowing discounts to be applied through various formats and channels. It also enables Savings approaches, particularly through bulk or bundled item offers. Furthermore, the designer supports Nth Customer Reward strategies such as surprising every 100th visitor with a gift as well as Cashback Programs, which can be tied to purchase thresholds or specific discount schemes.

**Incentive Designer:** This module is designed to align internal teams or partners with customer-facing initiatives. It supports Program participation for staff, encouraging performance-based rewards through tiered points systems. It also facilitates Profile Upload Bonuses, incentivizing employees to assist customers in completing their profiles or registrations. Additionally, Nth Customer Rewards and Welcome Bonuses can be orchestrated via employee engagement, reinforcing staff involvement in promotional strategies and customer onboarding.

**Price Drop Designer:** The Price Drop Designer automates price reduction strategies in a rule-based manner, supporting time-sensitive and inventory-driven tactics. It enables Vouchers linked to price-drop events, making them ideal for reactivation campaigns. It also supports Cashback Programs tied to specific price drop thresholds and contributes to Store Promotions, especially those related to clearance or end-of-season markdowns.

# End-to-End Promotional Journey

A closed-loop journey is a continuous cycle used to improve marketing effectiveness and ROI. It starts with analyzing the product, understanding its strengths, weaknesses, customer feedback, and market performance. This insight helps design targeted promotions tailored to specific audiences, using the right channels and compelling messaging. Once the promotion is ready, businesses notify customers through personalized and timely communication across email, SMS, or other platforms.

Next, companies track sales and customer behavior to see how the promotion performs, using tools to measure conversions and identify what's driving results. Finally, they evaluate the promotion's effectiveness, reviewing key metrics like ROI, customer response, and sales lift. The insights gained feedback into the next campaign, allowing for continuous improvement. This loop ensures each campaign gets smarter, more efficient, and more profitable over time.

# Channel-Specific Benefits

Channel capabilities vary across platforms to deliver tailored customer experiences. In brick-and-mortar stores, smart in-store promotions and code deals enhance engagement by blending physical and digital touchpoints. On the web, banners and overlays adapt to user behavior, increasing relevance and conversion.Mobile commerce leverages offers and app-only deals to deliver timely, location-specific promotions.

# Value Proposition by Stakeholder

### Retailer / Business

Retailers benefit upfront through increased footfall, larger basket sizes, and more frequent transactions driven by targeted promotions. Over time, these efforts lead to stronger customer loyalty, better merchandising decisions, and improved collaboration with vendors, all contributing to sustained business growth.

### Manufacturer

Manufacturers see targeted product visibility and can share promotion costs with retailers, making campaigns more efficient. Long-term benefits include better demand forecasting and deeper customer insights, helping them refine products and strategies.

### Customer

Customers gain tailored deals and easier product discovery in the short term, enhancing their shopping experience. In the long run, they enjoy smarter spending through relevant offers and earn loyalty benefits, such as rewards, exclusive deals, and personalized service.

### Distributor

Distributors benefit from faster inventory movement and greater retail penetration due to improved product visibility and turnover. Over time, they build channel loyalty and gain more predictable reorders, making logistics and supply planning more efficient.

# Real-World Use Cases

## Kalyan Hypermarket

### Technology Overhaul & Operational Efficiency

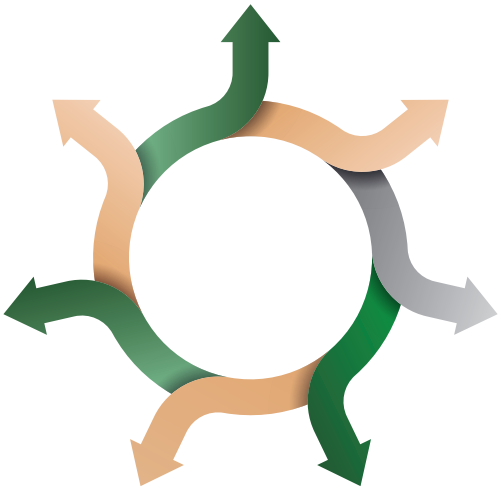
They implemented a cloud-native POS system (via eMACH.ai Retail 6DX) which helped reduce maintenance time, speed up updates, and improve overall terminal management. For instance, POS update time and interruptions were reduced significantly.

### Large Product Range & Brand Variety

Kalyan Hypermarket offers over 60,000 products across more than 2,000 brands, making it a one-stop destination for groceries, food, essentials.

### Increase in Transactions & Customer Base

With upgraded digital tools, promotions engine, and better customer engagement (through their app “Star Koins”), Kalyan achieved an 8× increase in daily transactions within a year and a 140% increase in its customer base over five years.



### Improved Store Channel Integration

The e-commerce / mobile app revamp (multi-store functionality) made it easier for customers to shop online, choose based on store-city filtering, etc. This enhanced reach and improved customer experience.

### Greater Promotional Flexibility

They introduced 200+ promotion combinations through the promotion engine, enabling more tailored and varied deals to customers.

### Enhanced Customer Engagement & Loyalty

Through features like the “Star Koins” loyalty app, customers could access exclusive offers, view purchase history, manage points etc., leading to improved engagement.

### Better Inventory Visibility

Real-time inventory management was part of the implementation, which helped maintain optimal stock levels and avoid overstocking or stockouts.

# Greensmart

Greensmart, a well-known supermarket chain, was struggling with an underperforming loyalty program that lacked personalization and failed to engage customers effectively. The generic rewards and offers did not resonate with shoppers, resulting in low sign-up rates and limited repeat visits.

To solve this, Greensmart implemented personalized loyalty offers tailored to each customer's visit frequency and basket size.

This data-focused approach allowed the company to deliver relevant promotions that truly matched individual shopping habits, improving the overall customer experience.

As a result, Greensmart saw a remarkable increase in loyalty program sign-ups and a rise in repeat visits. These improvements significantly boosted customer retention and helped establish long-term value for both the brand and its customers.

# HomeTown

HomeTown, a well-known furniture retailer, was heavily reliant on seasonal sales events, which caused revenue fluctuations during off-peak periods. This dependence made it challenging to maintain consistent sales throughout the year.

To tackle this, HomeTown introduced personalized promotions based on detailed invoice data and product attributes. By analyzing customers' purchase histories and preferences, they were able to deliver more relevant and timely offers, improving customer engagement beyond just the seasonal peaks.

As a result, HomeTown saw an increase in non-seasonal sales, helping to stabilize revenue year-round. Additionally, manufacturers benefited from improved ROI due to enhanced product visibility and more targeted marketing campaigns.

# Strategic Implications

The 6DX Promotion Designer helps retailers shift to Data-driven campaign management, automating and optimizing promotions for better results. It enables personalization at scale, delivering tailored offers to millions of customers based on their purchase and preferences.

The platform also fosters supplier-led innovation, allowing suppliers to actively contribute to promotion strategies, sharing costs and aligning efforts. Lastly, it supports predictive and autonomous promotion design, where the system anticipates trends and customer needs to create smarter, more timely campaigns with less manual work.

**“The platform also fosters supplier-led innovation,** allowing suppliers to actively contribute to promotion strategies, sharing costs and aligning efforts.”

**- Mahesh Kumar Jakhetiya**

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