

Digital Product Passports - Track. Trace. Trust.

Supply Chain Traceability Made Simple

RFID • Digital Twin • Digital Product Passport



Powered by Karpine



The Problem

Supply chains today are still blind.

- No real-time visibility
- Manual audits & errors
- Expiry & mismatch losses
- No product-level tracking

**Most companies still operate on Excel
+ assumptions.**





Why Now

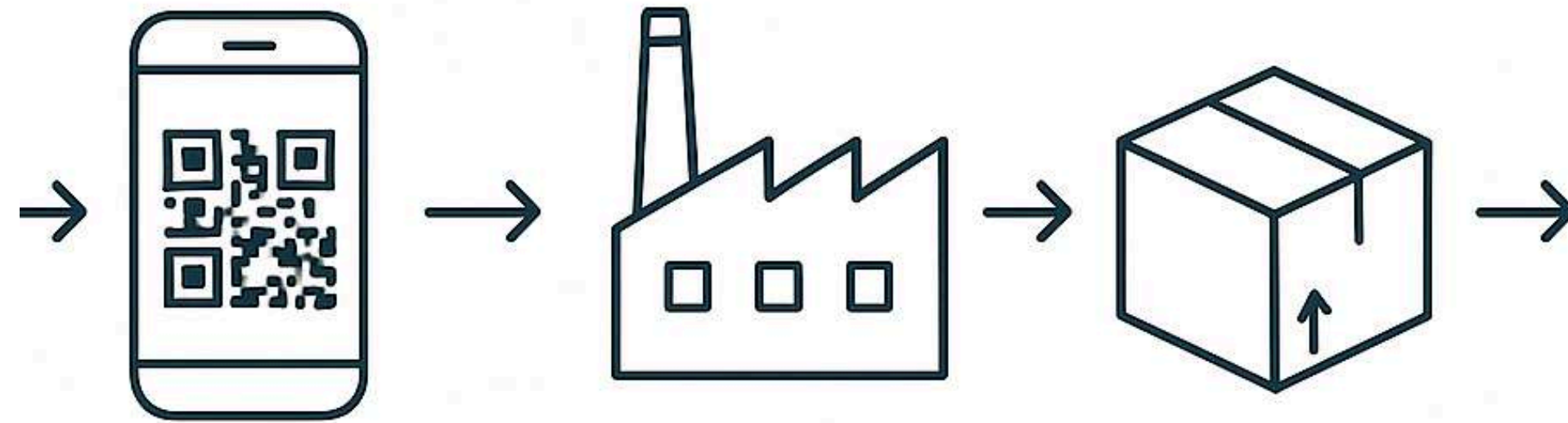
- RFID adoption rising in India
- Export markets demanding traceability
- Brands need audit readiness
- Automation replacing manual processes

Traceability is moving from optional → inevitable

The Solution

Karpine enables end-to-end traceability using:

- RFID / QR / Hybrid Labels
- Digital Twin for each product
- Real-time visibility across supply chain



Track every product, from factory to customer.



How It Works

1. Tag the product

- RFID / QR assigned

2. Capture movement

- Scan at factory, warehouse, store

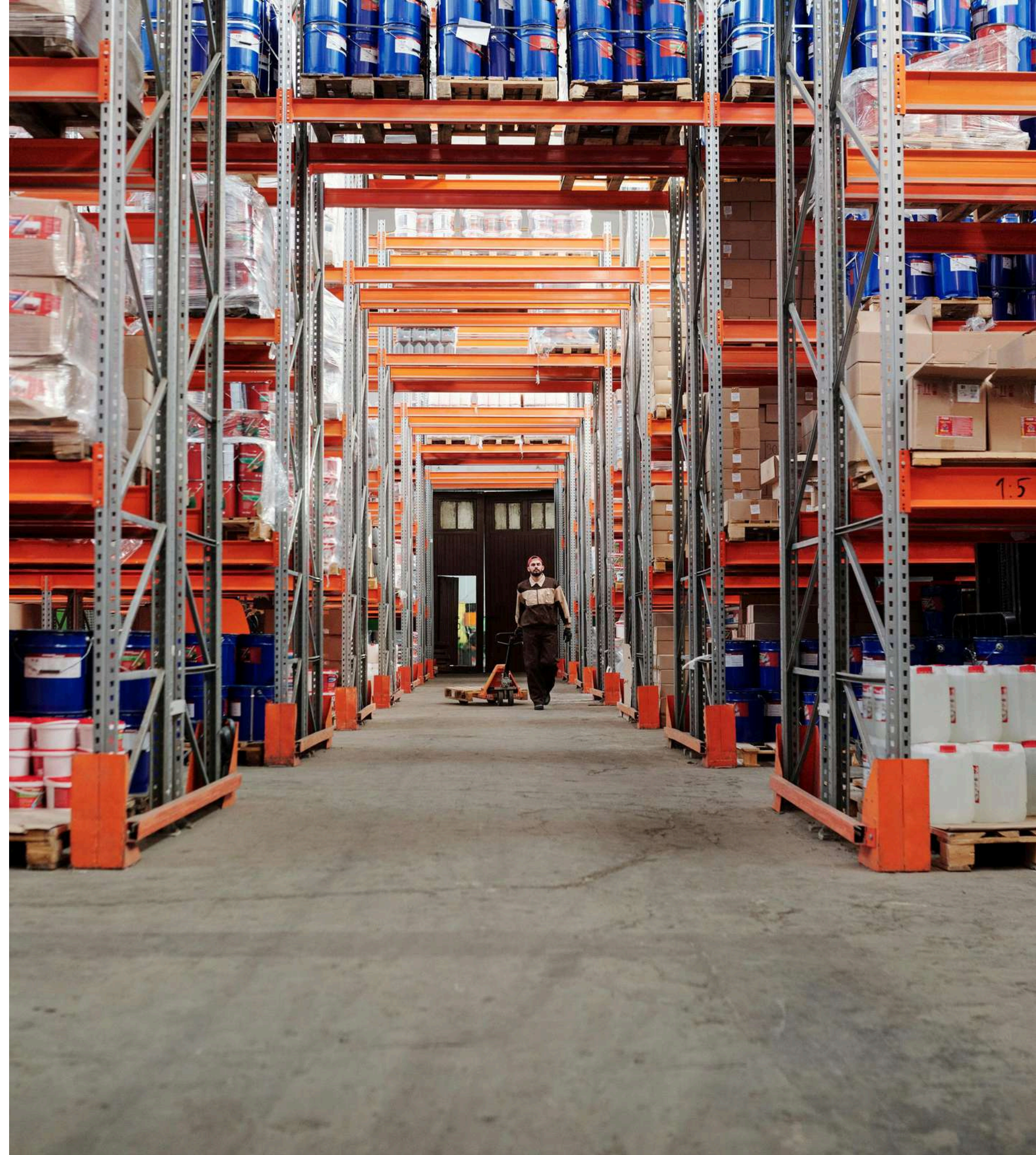
3. View insights

- Dashboard + alerts + audits

Use Cases

- Warehouse automation
- Expiry & FEFO tracking
- Dispatch & inward tracking
- Retail / EBO visibility
- Audit & compliance

**Works across FMCG, Fashion,
Pharma, Food**





Business Impact

Typical outcomes:

- 50–80% faster operations
- Reduced losses & mismatches
- Accurate inventory
- Audit-ready anytime

Pricing Model

Simple SaaS model:

- ₹1 per product tracked
- Scales with volume
- Low upfront cost

Starts from ₹2L engagement





Partner Opportunity

Earn through:

- 20–40% margins
- Recurring revenue
- Hardware + SaaS bundling

Higher volumes = higher earnings

Hybrid Model

Bundle RFID + Traceability

Example:

- RFID tag + tracking
- One integrated solution
- Higher deal size

Sell solution, not just hardware





Target Customers

Ideal buyers:

- Operations Head
- Supply Chain Head
- Factory Head
- IT / Digital Transformation

Industries:

- FMCG
- Fashion
- Food
- Pharma

How to Sell

Step 1: Identify pain

How do you track products today?

Step 2: Introduce solution

We enable product-level traceability

Step 3: Pitch outcome

Reduce losses + improve visibility





Deal Size Positioning

Typical engagement:

- ₹2L – ₹10L initial
- Recurring ₹1 per product

Why Karpine

- Proven deployments
- Scalable architecture
- RFID + DPP + Digital Twin combined
- Partner-first model





Support for Partners

- Sales support
- Demo assistance
- Implementation support
- Training

Engagement Model

- Start as reseller
- Grow to VAR
- Unlock white-label





Next Steps

Start with:

- Identify 3–5 prospects
- Schedule demo
- Close first deal

We support you in closing your first deal