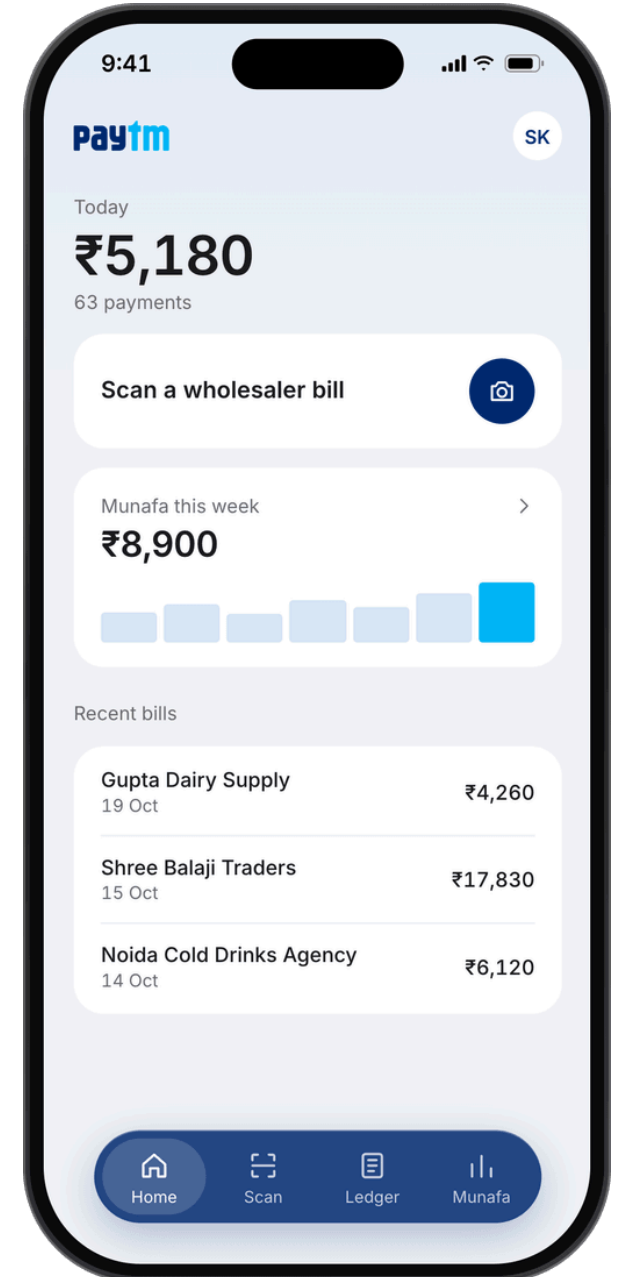




# Munafa

A kirana pays its wholesaler by taking a photo of the bill. Paytm reads every item, keeps the ledger, and shows the owner what each item really earns.

Paytm Build for India AI Hackathon, Delhi · Track 1: Merchant Growth AI  
Akash Wadhvani · sheets.works



# Problem: Paytm sees money coming in, not what the shop buys

## What Paytm sees today

**₹5,400 a day**

coming in on the QR. The AI Soundbox already tells the owner this number, in 11 languages.

Source: Paytm AI Soundbox launch, Global Fintech Fest, Oct 2025

## What nobody sees

- What the shop buys, and from which wholesaler
- What each item earns once you count how fast it sells
- How much cash is sitting on the shelves
- The wholesaler bills, mostly paid in cash or cheque

**The owner knows his margin on one packet. He doesn't know which items make him the most money each week.**

# The wholesaler's bill already has the item data

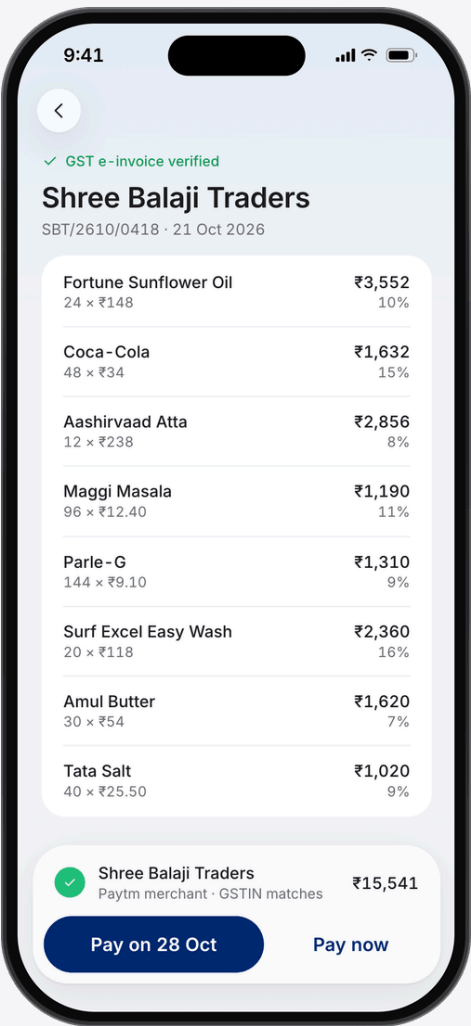


- 1 Every bill lists the item, quantity, rate paid and MRP.  
The margin on each item is already written down.
- 2 A kirana sells about what it buys.  
If 48 bottles of Coca-Cola come in every 4 days, about 48 go out every 4 days.
- 3 Owners won't scan bills to get a report, but they will to pay.  
So in Munafa, scanning the bill is how you pay it.

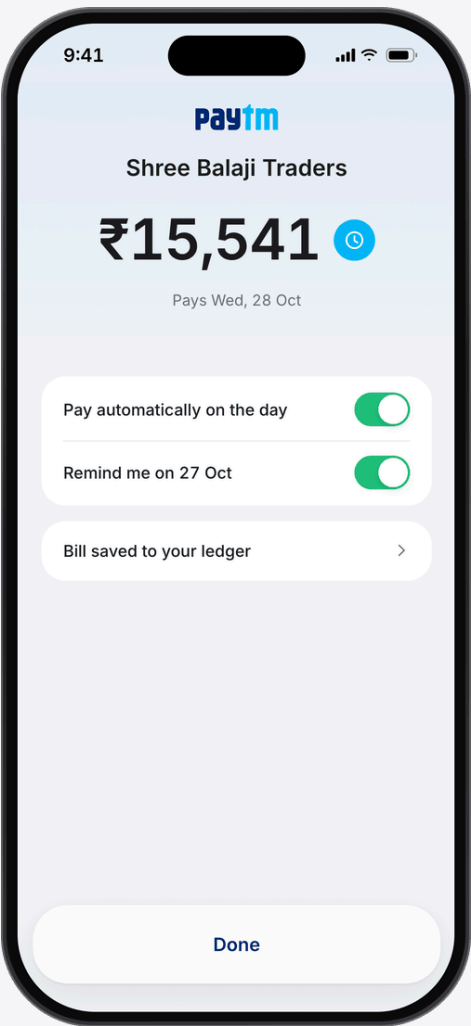
# Solution: scan the bill, pay it on the due date, see the profit



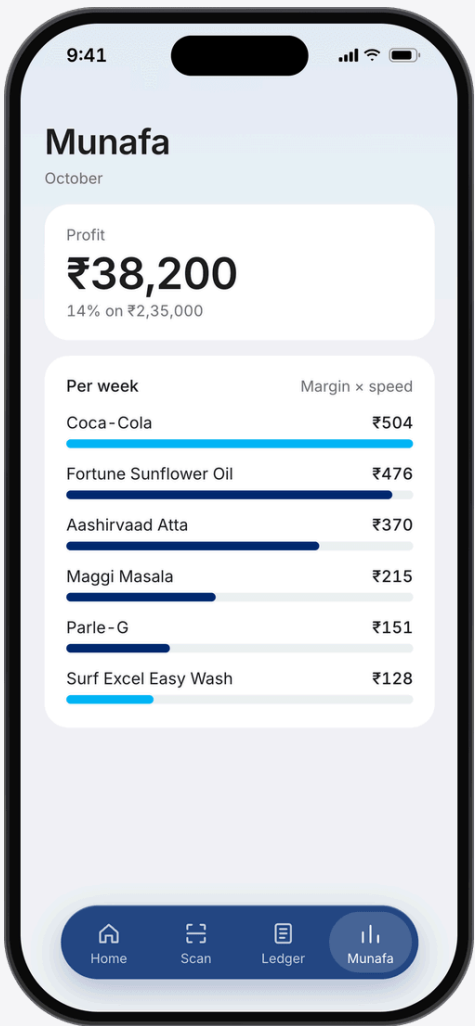
1. Scan the bill  
Every line is read



2. Check it  
Wholesaler found on Paytm

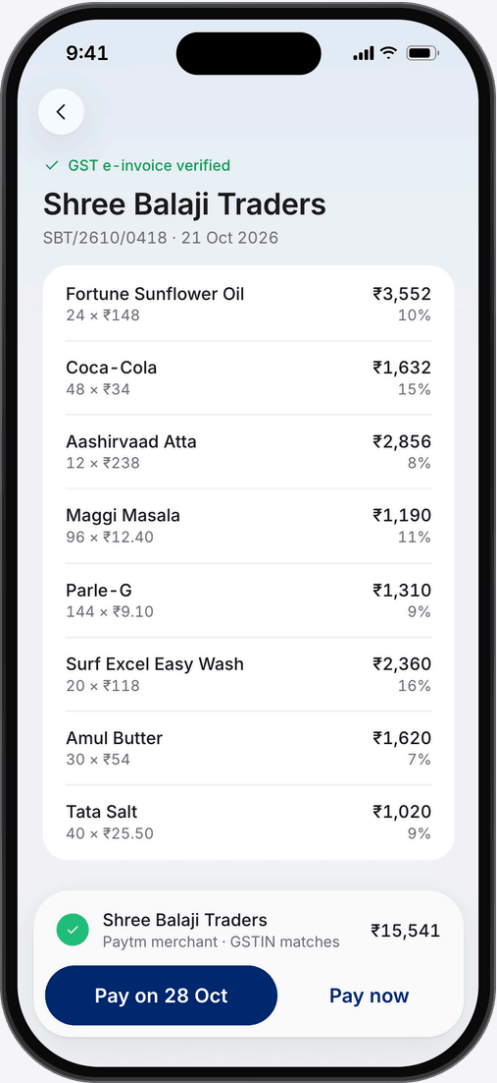


3. Pay on the due date  
Or pay now



4. Munafa  
What each item earns

# How the money reaches the wholesaler



## Already on Paytm

Many wholesalers take payments on a Paytm QR. Paytm matches the GSTIN or phone number on the bill to that merchant and pays him there.

## Bank details on the bill

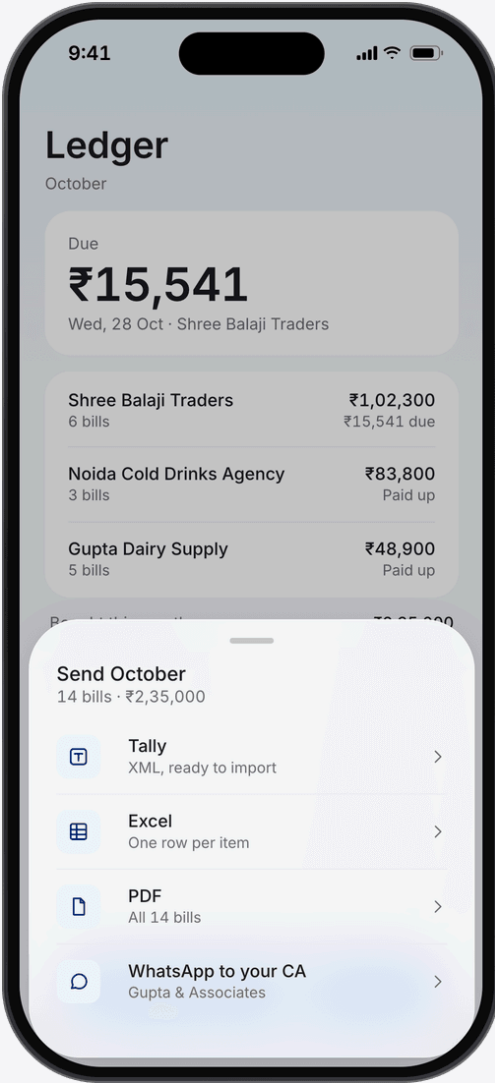
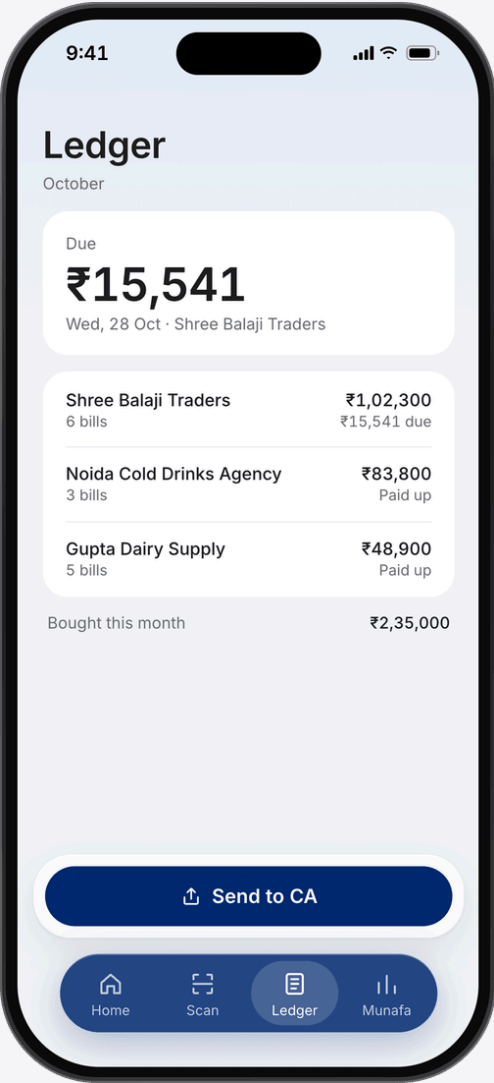
Many bills print an account number and IFSC, or a UPI QR. The app reads them and pays by UPI.

## Neither

The first time, the owner scans the salesman's QR. After that, every bill from that GSTIN goes to the same account.

Before any payment, the name the bank has for the account is checked against the name on the bill. Wholesalers usually give about 7 days of credit, so the owner can pay on the due date and Paytm reminds him the day before.

# Every bill lands in a ledger the CA can use

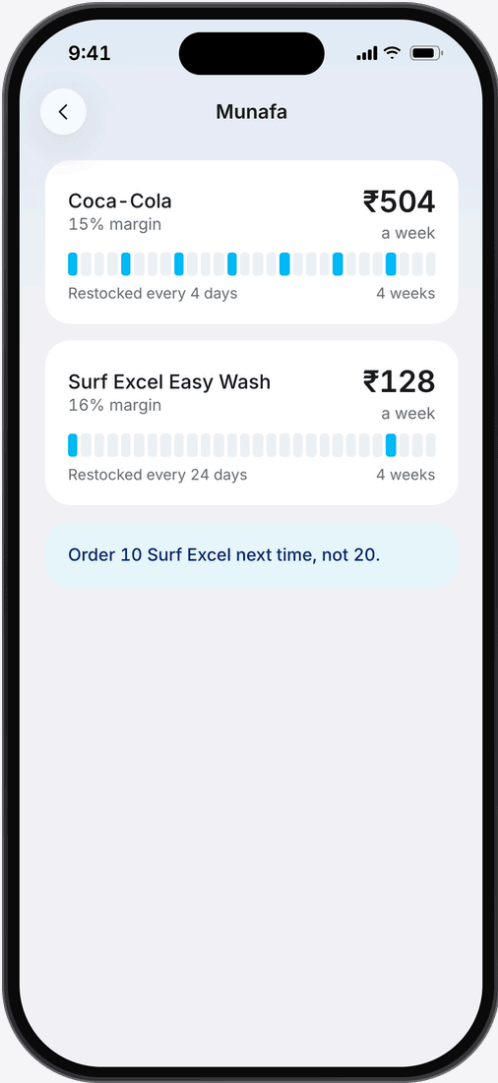
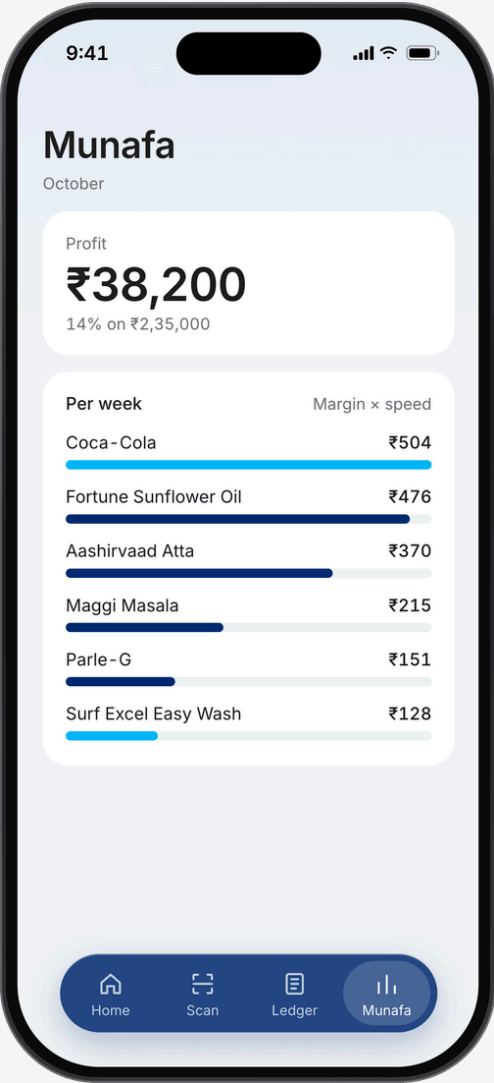


All bills, dues and payments by wholesaler, in the Paytm app.

At month end the owner sends it to his CA in one tap: Tally XML, Excel, PDF of every bill, or WhatsApp.

Shops registered for GST need these purchase bills to claim input tax credit, and today most of them sit in a drawer.

# Profit per item is margin times speed



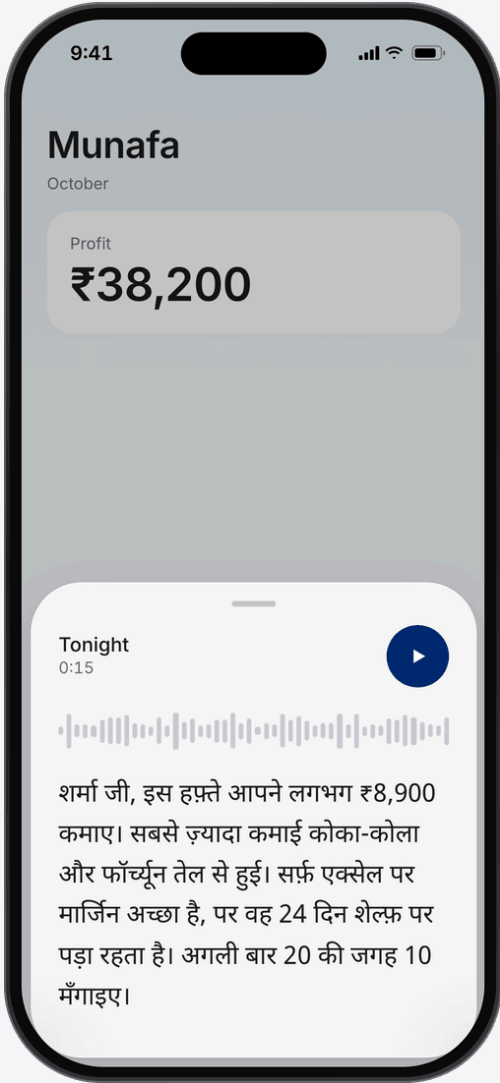
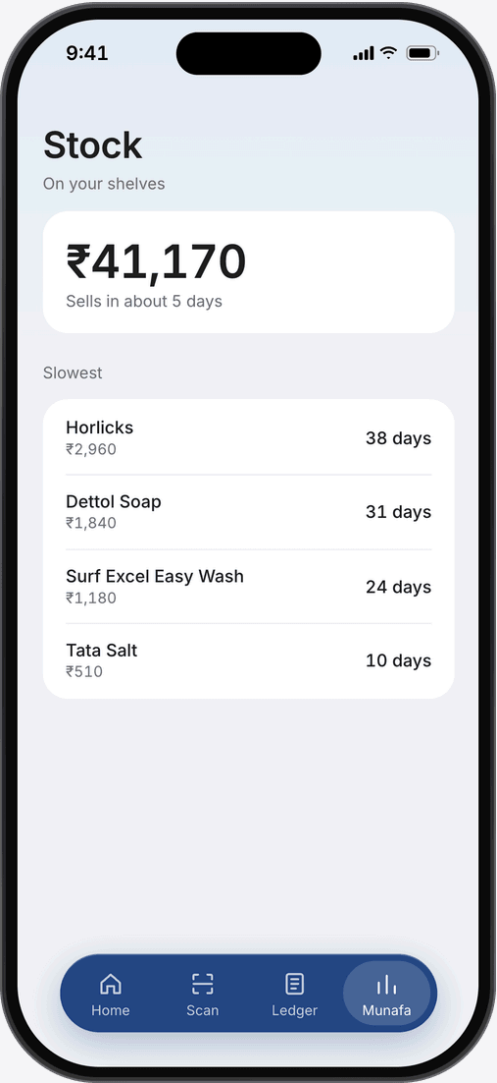
Coca-Cola and Surf Excel have about the same margin, 15% and 16%.

Coca-Cola sells a bill of 48 in 4 days. Surf Excel takes 24 days to sell 20. Coca-Cola earns ₹504 a week and Surf Excel ₹128.

Order 10 Surf Excel next time, not 20, and ₹1,180 stays free.

Sample shop and bill, made up for the demo.

# Cash on the shelves, and a note in Hindi every night



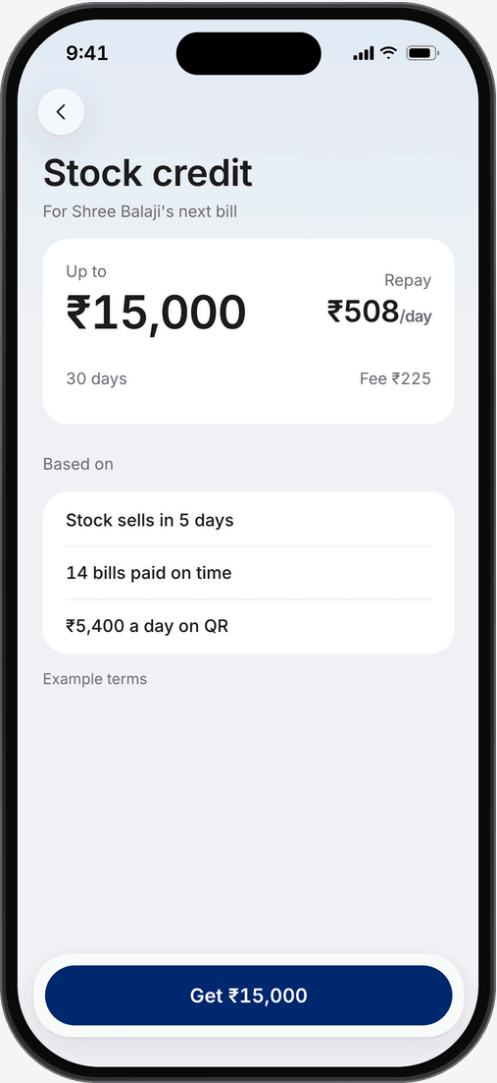
₹41,170

is paid to wholesalers and still sitting on Sharma ji's shelves. The Horlicks has been there 38 days.

## 15 seconds in Hindi after closing

What he earned, what sold best, and one thing to change on the next order.

# Stock credit, against stock Paytm can now see



**Stock turnover** This shop sells its stock in about 5 days. A loan for stock is backed by stock that moves.

**Payment record** Fourteen wholesaler bills paid through Paytm, on time.

**Real bills** Bills from wholesalers above ₹5 crore turnover carry a GST e-invoice QR signed by the government. Paytm checks it, so a made-up bill can't raise credit.

Example: Paytm pays the wholesaler ₹15,000 today and the shop repays ₹508 a day from its QR for 30 days, 9% of its daily QR. The terms are only an example; a lending partner sets the real ones. More than half of Paytm's merchant loan disbursements already go to repeat borrowers (Q4 FY26 release).

# What Paytm learns about one shop

## Today

Money in

₹5,400 a day by QR

## After a month of Munafa

Money in

₹5,400 a day by QR

Money out

₹2,35,000 a month to 3  
wholesalers

Item mix

54 items, with margin and  
speed for each

Profit

about ₹38,200 a month, 14% on  
average

Stock

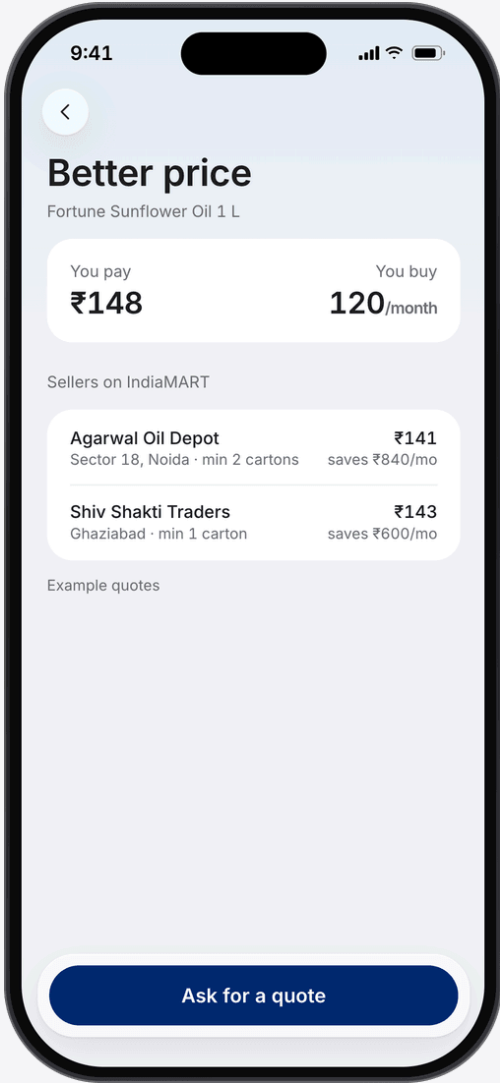
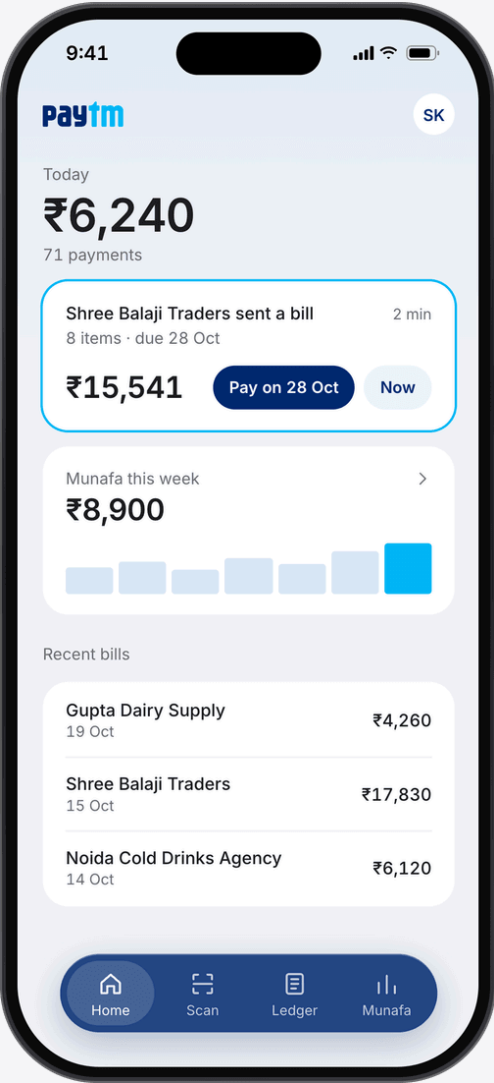
₹41,170 on shelves, sells in 5  
days

Suppliers

who they are, how often, how  
much, when due

The shop shares this with Paytm by consent, under the DPDP Act. Brand-level data leaves only as anonymised totals.

# Later: wholesalers send bills, and a better price for the same item



## Wholesalers send the bill to Paytm

Most wholesalers bill from Tally, Marg or BUSY. A small connector on their side sends each bill to the shop's Paytm, with the items. Tally already lets other software read its data; BUSY and Marg have no public API yet.

## Same item, cheaper

Munafa knows what each shop pays for each item. With IndiaMART, it can show sellers nearby quoting less for the same pack, and what that saves a month.

# Tech stack

## Capture

Camera in the Paytm for Business app; edge detection and de-skew on the phone

## Read the bill

A vision language model returns item, qty, rate, MRP, GSTIN and bank details as JSON. Claude for the demo; an open model such as Qwen2.5-VL on Paytm's own servers in production

## Find the payee

GSTIN and phone matched to Paytm merchants; UPI name check before every first payment

## Check the bill

GST e-invoice QR signature verified, totals re-added, duplicate bills caught

## Ledger

Bills, dues and payments per wholesaler; export to Tally XML, Excel and PDF

## Munafa engine

Days between bills give the sales rate;  $\text{margin} \times \text{rate}$  gives rupees a week; stock is bought minus sold

## Voice

The model writes the note from the numbers; Hindi text-to-speech from an Indian voice model (Sarvam or Bhashini)

## Pay and lend

UPI, with one-time mandates for due-date payments; stock credit through Paytm's lending partners

# USP: scanning the bill is how you pay it

Others

Munafa

**Billing apps**

BUSY, myBillBook and others read bills to enter stock. It's extra work, and the data stays in the shop's app.

The owner scans the bill to pay it, so the data comes in with no extra step and is tied to real money.

**Paytm AI Soundbox**

Answers questions about money coming in.

Covers money going out, item by item, so the answers are about profit.

**Merchant loans today**

Sized from QR collections.

Stock credit sized from stock turnover and checked bills, paid straight to the wholesaler.

# Impact and benefits

## The shopkeeper

- Sees which items earn and which sit
- Frees cash stuck in slow stock
- Pays on the due date, with a reminder
- A ledger his CA can use
- Stock on credit when he needs it

## Paytm

- Wholesaler payments move onto Paytm
- Item-level data on every active shop
- A better signal for lending, and a new loan
- Wholesalers join as merchants

## The wholesaler

- Paid on the due date, not chased in cash
- Fewer bills followed up by hand
- Sees which shops reorder

# Business model: free for the shop

Munafa costs the shopkeeper nothing. Paytm earns on what it opens up:

## Stock credit

Distribution income from lending partners, the way Paytm earns on merchant loans today, on a smaller loan taken more often.

## Payments

Wholesaler payments move onto Paytm, and wholesalers sign up for the gateway and devices.

## Soundbox and IndiaMART

Munafa answers join the Soundbox AI plan. Leads sent to IndiaMART sellers can earn a referral fee.

## Brand insight

With consent, anonymised sell-through by area, for FMCG brands who pay for this kind of data today.

# What we will build on 31 October

1. Scan a real wholesaler bill from a Noida kirana, live
2. Read every line, find the payee, show the margin on each item
3. Pay it now or on the due date, in UPI test mode
4. The ledger, sent to Tally and Excel in one tap
5. Munafa after a month of bills, with the Hindi note

Akash Wadhwani · sheets.works

Clickable demo: [akashwadhwani35.github.io/munafa](https://akashwadhwani35.github.io/munafa)

