

**Karatplus Jeweltech Private Limited**

# ◆ 3D Jewels India – Complete Jewellery Business & Platform Model

## Core Concept

3D Jewels India is a **digital Jewellery commerce network** connecting:

- **Manufacturers**
- **Wholesalers**
- **Retailers**
- **Customers**

Through a **central platform and distributed E-commerce websites**.

Every participant can **showcase Jewellery designs, set pricing, and receive orders** while the **3D Jewels platform manages product distribution and order routing**.

---

## ◆ Ecosystem Structure

The system works as a **multi-layer Jewellery distribution network**.

### Participants

- 1  Manufacturers
  - 2  Wholesalers
  - 3  Retailers
  - 4  End Customers
-

## Product Flow

Manufacturer uploads design in his website/platform and transfers to 3D jewels platform



Product becomes available on **3D Jewels platform**



Wholesalers & retailers can add the design to their E-commerce website from admin to showcase to customers with their own branding

Customer places order



Retailers / Whole sellers Orders routed through **3D Jewels platform**



Manufacturer or wholesaler fulfills the order

---

## 💎 Ecommerce Website Network

3D Jewels creates **individual ecommerce websites** for:

- Manufacturers
- Wholesalers
- Retailers
- Designers

Each partner gets their **own branded store** powered by the **3D Jewels catalogue system**.

Example structure:

manufacturerbrand.com  
wholesalerbrand.com  
retailerbrand.com  
Designers.com

---

# ◆ Product Upload System

All participants can upload products.

## Upload Details

Each product listing Details:

- product images/video ( yellow, white, rose )
- CAD design images
- product description
- metal weight
- Product Details L.B.H
- stone details
- category
- SKU / design code
- Categories
- Brands
- Price

---

## ◆ Dual Pricing System (Key Feature)

Each product will have **two price layers**.

### 1 Manufacturer Base Price

Set by manufacturer.

Example:

Gold ring manufacturing price  
₹25,000

---

### 2 3D Jewels Platform Price (Variable / Mrp)

This is the **network distribution price**.

Example:

Manufacturer price  
₹25,000

3D Jewels platform price  
₹27,000

This price is visible to **wholesalers and retailers**.

---

### 3 **Retailer / Wholesaler Markup (markup on Metal / Stone / Making / Wastage)**

Wholesalers and retailers can apply their own markup.

Example:

3D Jewels price  
₹27,000

Retailer markup  
₹3,000

Final customer price  
₹30,000

---

## 💎 Pricing Structure Example

Layer	Price
Manufacturer price	₹25,000
3D Jewels price	₹27,000
Retailer selling price	₹30,000

This ensures:

- ✓ Manufacturer profit
  - ✓ platform margin
  - ✓ retailer margin
-

# ◆ Order Routing System

Orders follow a **structured workflow**.

## Step 1

Customer orders on **retailer ecommerce site**

## Step 2

Retailer confirms order.

## Step 3

Order is routed to:

Manufacturer  
or  
Wholesaler

Via **3D Jewels platform**.

## Step 4

Manufacturer produces / ships.

---

# ◆ Platform Dashboards

The platform should have **four dashboards**.

---

## 1. Manufacturer Dashboard

Features:

- upload designs
- set manufacturing price
- set 3D Jewels price
- manage orders
- view retailer sales

---

## 2 Wholesaler Dashboard

Features:

- access manufacturer designs
- apply markup
- sell to retailers or customers
- manage inventory
- track orders

---

## 3 Retailer Dashboard

Retailers receive **their own ecommerce website**.

Features:

- select Jewellery designs
- set markup pricing
- sell to customers
- share product links
- track orders

---

## 4 3D Jewels Admin Dashboard

Admin controls entire ecosystem.

Features:

- approve manufacturers
  - approve retailers
  - manage catalogue
  - monitor pricing
  - track commissions
  - analytics dashboard
-

---

# 💎 Website Structure for 3D Jewels

Main sections of [www.3djewelsindia.com](http://www.3djewelsindia.com).

**India's Digital Platform Connecting Jewellery Manufacturers, Wholesalers & Retailers**

---

## **Jewellery Manufacturer**

Explain:

- upload designs
- reach retailers
- get orders
- Complete Dashboard

CTA:

Become a Manufacturer Partner

---

## **Jewellers Retailer**

Explain:

- get your own Jewellery12 website
- sell thousands of designs
- no inventory required or upload your own inventory]9

CTA:

Start Your Jewellery Store

---

## Jewellery Wholesaler

Explain:

- access manufacturer catalogue
- distribute designs
- supply retailers

CTA:

Join as Wholesaler

---

## Catalogue Page

Display Jewellery designs.

Categories:

- rings
  - necklaces
  - earrings
  - bangles
  - bridal sets etc
- 

## 💎 Revenue Model

3D Jewels can earn through **three revenue streams**.

---

## 1️⃣ Website Setup Fee

For E-commerce stores. Manufacturer / wholesaler's website

Retailer website

₹20,000 – ₹1,75,000 yearly

---

## 2 Platform Subscription

Manufacturers and wholesalers pay to access network website & Storage/Hosting

---

## 3 Transaction Commission

Small margin on each order.

Example:

2–3%

---

## Core Value Proposition

### For Manufacturers

- own ecommerce website
  - reach hundreds of retailers
  - increase order volume
  - digital catalogue
- 

### For Wholesalers

- own ecommerce website
  - distribute designs
  - access multiple manufacturers
  - expand network
- 

### For Retailers

- own ecommerce website

- sell thousands of designs
  - no inventory risk
- 

## ◆ Ultimate Platform Positioning

### 3D Jewels India

Digital infrastructure for the Jewellery industry.

3D Jewels (Karatplus Jeweltech Private Limited)