



WEST VELOCITY

AI-Powered B2B Industrial Marketplace & Social Commerce Platform

COMPANY PROFILE

2026

Legal Entity:	Poonthottathil Gardenz Fresh LLP
LLP Identification:	AAZ-5387
Recognition:	DIPP124938 — Startup India Certified (DPIIT)
Founder & CEO:	Shabeer M. Poonthottathil
Website:	www.west-velocity.com
Email:	info@west-velocity.com
Phone (India):	+91 95261 51069
Phone (Saudi Arabia):	+966 56 065 7898

Headquartered in India for Asia & the Pacific • Saudi Arabia hub for the Middle East & GCC

1. ABOUT WEST VELOCITY

West Velocity is an AI-powered B2B industrial marketplace and social commerce platform that connects international industrial brands with local manufacturers, distributors, resellers, and buyers across Saudi Arabia, India, and global markets. The platform unifies the discovery power of social media, the transactional capability of an online marketplace, and the operational depth of an enterprise system (ERP, Finance, HR) — all under one roof.

We exist to close the visibility gap. The world's most famous industrial brands already command the attention of buyers. West Velocity brings those brands onto one platform, and then uses that gravity to give every local manufacturer and supplier — regardless of size or country — the same digital visibility, reach, and credibility as a global brand.

West Velocity is the flagship project of Poonthottathil Gardenz Fresh LLP, a DPIIT-recognised startup (DIPP124938) incorporated in India. The platform is live, deployed on enterprise cloud infrastructure, and operates a dual-headquarters model serving Asia from India and the Middle East & GCC from Saudi Arabia.

2. COMPANY SNAPSHOT

Legal Entity:	Poonthottathil Gardenz Fresh LLP
Entity Type:	Limited Liability Partnership (India)
LLP ID:	AAZ-5387
Government Recognition:	DIPP124938 — Startup India Certified by DPIIT, Ministry of Commerce & Industry, Government of India
Flagship Project:	West Velocity — B2B Industrial Marketplace & Social Commerce Platform
Industry:	B2B E-Commerce, Social Commerce, Enterprise SaaS
Asia Headquarters:	Kerala, India
Middle East Hub:	Saudi Arabia (serving the GCC region)
Website:	www.west-velocity.com
Founder & CEO:	Shabeer M. Poonthottathil

3. OUR VISION & MISSION

Vision

To become the leading digital platform where every industrial supplier — from a single workshop to a global manufacturer — competes on equal footing, discovered and trusted by buyers worldwide.

Mission

To bring world-famous industrial brands onto one platform and use that reach to elevate local manufacturers and suppliers to the same level of visibility, while equipping them with free enterprise and AI tools that make them efficient, professional, and ready to grow.

"Big brands attract the customers. The platform lifts every local supplier into the same spotlight."

4. WHAT WE DO

West Velocity brings three powerful concepts into a single, unified platform — so a supplier no longer needs separate tools for marketing, selling, and running the business:

- **Social Commerce Hub** — An Instagram / LinkedIn-style social platform built for industry. Suppliers post products, share updates, publish reels, host events, run groups, and build a brand presence that creates organic discovery and trust.
- **AI-Powered Marketplace** — A full e-commerce marketplace where buyers browse products, compare specifications, request quotes, place orders, and pay — with AI-optimised listings, images, and search.
- **Free Enterprise Tools** — Every supplier gets free access to ERP, finance & accounting, HR & payroll, POS, inventory, help desk, training/LMS, and 30+ AI tools — making them self-sufficient and productive from day one.

5. SOLUTIONS & CAPABILITIES

Area	What It Delivers
Social Hub	Feed, posts, stories, reels, groups, events, polls, messaging, follow system, notifications
Marketplace	Product listings, cart, checkout, orders, reviews, ratings, coupons, wishlists, deals
Product Management	SKUs, categories, brands, specifications, images, videos, comparisons, bill of materials
ERP Hub	60+ operational modules across 12 categories from one role-based dashboard
Finance & Accounting	Double-entry bookkeeping, invoices, tax, P&L, balance sheet, multi-country VAT/GST
HR & Payroll	Employees, leave, attendance, shifts, payroll, payslips, hiring, referrals
Inventory & POS	Warehouse management, stock movements, transfers, POS terminal, barcode scanning
Training / LMS	Course creation, lessons, quizzes, enrolment, progress tracking, certificates
AI Tools	Image optimisation, data analysis, brochure generation, SEO, QR codes — across 5 AI platforms
Multi-Country	12 languages incl. Arabic (RTL), multi-currency, per-country tax and bank accounts

6. INDUSTRIES WE SERVE

West Velocity is purpose-built for industrial and trade sectors, including:

- Industrial marking, engraving & laser systems
- Precision tools, cutting tools & machine tooling
- Electrical equipment & power solutions

- Manufacturing, fabrication & metalworking
- Safety equipment & industrial garments
- Distribution, wholesale & reseller networks

7. OUR CORE VALUES

Value	What It Means
Empowerment	We lift local suppliers to the same digital stage as global brands.
Quality	Verified suppliers, accurate listings, and trusted transactions.
Innovation	AI woven through discovery, listings, and operations.
Transparency	Clear pricing, honest reviews, and open communication.
Accessibility	Free enterprise tools so cost is never a barrier to growth.
Partnership	We grow only when our suppliers and buyers grow.

8. WHY CHOOSE WEST VELOCITY

- ✓ **All-in-One Platform** — Social media, marketplace, ERP, and AI tools in a single login — no competitor combines all four for B2B industrial trade.
- ✓ **Free Tools That Stick** — Free ERP and AI tools remove the cost barrier for SMEs and make the platform part of their daily workflow.
- ✓ **Equal Visibility** — A small supplier gets the same professional storefront and discovery reach as a global brand.
- ✓ **Multi-Country Ready** — Built-in VAT/GST, multi-currency, 12 languages, and per-country payments from day one.
- ✓ **AI-Native** — Five AI platforms power listings, images, and search today, with a proprietary industrial-AI model in development.
- ✓ **Trusted Foundation** — A government-recognised startup (DIPP124938) operating on enterprise-grade cloud infrastructure.

9. GLOBAL PRESENCE

West Velocity operates a dual-headquarters model to serve two of the world's fastest-growing industrial regions:

Location	Region Served	Focus
India HQ	Asia & the Pacific	Product sourcing, technology development, platform operations
Saudi Arabia Hub	Middle East & GCC	Regional onboarding, brand partnerships, market operations

10. LEADERSHIP

Shabeer M. Poonthottathil — Founder & CEO. Shabeer brings deep experience in international trade and industrial product distribution, with active on-ground presence in both India and Saudi Arabia. This gives West

Velocity direct access to manufacturer relationships across Asia and buyer networks across the GCC — the bridge the platform is built to scale.

11. MILESTONES & RECOGNITION

- **Startup India Certified** — Recognised by DPIIT (DIPP124938), Government of India.
- **Platform Live** — A fully functional platform deployed at west-velocity.com.
- **Comprehensive Build** — 35+ integrated applications spanning social, marketplace, ERP, finance, HR, POS, training, and help desk.
- **AI Integration** — Five AI platforms operational, with a proprietary industrial-AI model in development.
- **Multi-Country Configuration** — VAT, GST, multi-currency, 12 languages, and per-country payments all configured.
- **Enterprise Infrastructure** — Production cloud deployment with SSL, security hardening, and a professional domain.

12. CONTACT US

Company:	Poonhottathil Gardenz Fresh LLP
Project:	West Velocity
Founder & CEO:	Shabeer M. Poonhottathil
Website:	www.west-velocity.com
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Thank you for your interest in West Velocity. We look forward to partnering with you to bring industrial trade into the digital age.