

ORNAMI

AI Retail Infrastructure for the Jewellery Industry

Investor Pitch · 2026

Executive Summary

Ornami is building the world's first AI-native retail operating system for jewellery stores. Our platform transforms traditional jewellery retail into a data-driven, AI-powered omnichannel ecosystem that increases:

- Footfall
- Conversion rates
- Inventory turnover
- Marketing ROI
- Customer lifetime value

We combine AI try-on technology, smart catalog digitisation, automated marketing, CRM, and inventory intelligence into one unified platform for jewellery retailers.

Ornami is not a single product — it is a full retail ecosystem.

Vision

To become the default operating system for global jewellery retail by digitizing every stage of the jewellery retail journey — from design to discovery to purchase.

Problem Statement

Jewellery retail is a \$350B+ global industry, yet it remains:

Highly Fragmented

- Offline-first stores
- Manual catalog handling
- No unified customer data

Inefficient Marketing

- Low ROI campaigns
- No personalization
- No automation

Dead Inventory Crisis

- 25–40% stock remains unsold
- No demand prediction
- No visibility across stores

Limited Customer Experience

- No virtual try-on
- No omnichannel journey
- High drop-off before store visit

Our Solution: Ornami Retail OS

Ornami connects store hardware + AI + software + marketing into a single platform. We digitize the entire jewellery lifecycle:

- Catalogue digitisation
- AI try-on & discovery
- Lead generation & automation
- Smart CRM & conversational AI
- Inventory intelligence
- Automated content & marketing
- E-commerce integration
- Sales & payment integration

The Ornami Ecosystem

1. Try-On Experience Layer (Customer Acquisition Engine)

Smart in-store and mobile try-on solutions:

- TryOn Smart Mirror
- TryOn 15.6" Counter Display
- TryOn 43" Display
- TryOn Mobile App

Impact

- Attracts walk-ins
- Captures customer data
- Enables viral sharing
- Generates qualified leads

2. Aura Box – Catalogue Digitisation Engine

A hardware + AI system that converts physical jewellery into digital assets.

- 360° jewellery capture
- Microscopic detailing
- Automatic tagging & classification
- Instant catalog creation

Output feeds into

- AI model training
- Design generation
- Marketing content
- E-commerce store

3. AI Design & Content Studio

Once catalogue is digitised, Ornami automatically generates new designs and marketing assets.

- New jewellery design generation
- Trend-based variations
- Marketplace for design studios

AI Content Studio outputs

- Product photos
- Social media creatives
- Marketing videos
- Short reels
- Campaign creatives

4. Automated Marketing Engine

Ornami automatically triggers campaigns across channels.

- WhatsApp campaigns
- Instagram campaigns
- YouTube reels
- Referral & chain marketing

Trigger sources

- User try-on events
- App behaviour
- Lead activity
- Inventory insights

5. Lead Engine & CRM

All user interactions feed into a unified Jewellery CRM.

- Try-on mirrors
- Mobile app
- Campaigns
- Referrals
- Website

AI CRM Features

- Lead scoring
- Behaviour tracking
- Conversion insights
- Customer segmentation

6. Conversational AI & Appointment Automation

AI handles customer engagement end-to-end.

- AI bot calling
- AI conversational voice bot
- Appointment booking
- Store visit scheduling

Outcome

- Stores get qualified visitors instead of random walk-ins.

7. Smart Inventory Intelligence

Ornami integrates with RFID readers, inventory tracking, sales ERP and payment systems.

- Dead inventory detection
- Demand prediction
- Real-time stock updates

Outcome

- Directly improves inventory turnover and cash flow.

8. Jewellery E-commerce Integration

Ornami automatically builds an online store from the digitised catalogue.

- Online store
- Digital catalogue
- Automated marketing
- CRM integration

Outcome

- No technical setup required.

Business Model

SaaS + Hardware + Usage

Hardware Revenue

- TryOn Displays
- Smart Mirrors
- Aura Box Digitisation Unit

SaaS Subscription

Monthly platform access:

- CRM
- AI Marketing
- Inventory Intelligence
- Automation tools

Usage Revenue

- Campaign credits
- AI content generation
- Voice bot minutes

Why Ornami Wins

Full Stack Platform

Competitors solve one piece. Ornami solves the entire retail chain.

Hardware + Software Integration

Deep integration creates strong switching costs.

Network Effects

More stores → more designs → better AI → better marketing.

Recurring Revenue Model

High lifetime value and predictable SaaS revenue.

Market Opportunity

Global Jewellery Market	\$350B+
Target Initial Market (India)	\$80B+
Serviceable Market (Digitisable Retail)	~1M jewellery stores worldwide

Even a small penetration creates a multi-billion opportunity.

Go-to-Market Strategy

Phase 1 – India

- Premium jewellery chains
- Franchise networks
- Mall retailers

Phase 2 – Middle East & Southeast Asia

- High jewellery spending regions

Phase 3 – Global Expansion

Scale Ornami as the default OS for jewellery retail worldwide.

Ornami — The Operating System for Jewellery Retail.