anayra mart

India's 1st Liquidation Ecosystem

Company Profile

Empowering growth through innovation and excellence

Our Pillars

Company Persona

Introduction	04
Organizational Structure	10
Corporate Overview	11
Our Group Concepts	12
Our Awards	13

Business Strategy

Where and How We Stand	15
Map Presence	16
Map Expansion	17
Retail Footprint	18
Company Growth	19
Success Recipe	20
Product Categories	21
Brands In Our Stores	22
Your Ideal Partner	23
Long-term Partnership	24

Operational Excellence

Our Stores	26
Our Facilities	32
Operational Efficiency	37
E-Commerce	38

Environmental, Social & Governance

Environmental Responsibility	40
Social Responsibility	41
Corporate Governance	42

anayra mart
India's 1st Liquidation Ecosystem

Our Pillars

Company Persona

Introduction	04
Organizational Structure	10
Corporate Overview	11
Our Group Concepts	12
Our Awards	13

Business Strategy

Where and How We Stand	15
Map Presence	16
Map Expansion	17
Retail Footprint	18
Company Growth	19
Success Recipe	20
Product Categories	21
Brands In Our Stores	22
Your Ideal Partner	23
Long-term Partnership	24

Operational Excellence

Our Stores	26
Our Facilities	32
Operational Efficiency	37
E-Commerce	38

Environmental, Social & Governance

Environmental Responsibility	40
Social Responsibility	41
Corporate Governance	42

Introduction

Anayra Mart is India's first unified liquidation ecosystem, designed to transform how surplus inventory is managed, distributed, and monetized.

Built on a foundation of structured systems and modern commerce thinking, Anayra Mart connects businesses with a nationwide network of buyers, enabling efficient movement of overstock, returns, and excess inventory.

From retailers and brands to distributors and resellers, the platform creates a seamless environment where inventory is no longer a burden — but an opportunity.

anayra mart
India's 1st Liquidation Ecosystem

Guided by a strong vision, built on structured systems and execution excellence

Anayra Mart stands as a next-generation platform for businesses seeking smarter ways to manage inventory.
With a focus on efficiency, transparency, and scalability, we enable partners to unlock value from surplus goods while maintaining full control over their operations.

Pioneer and Leader in Liquidation Ecosystem in India

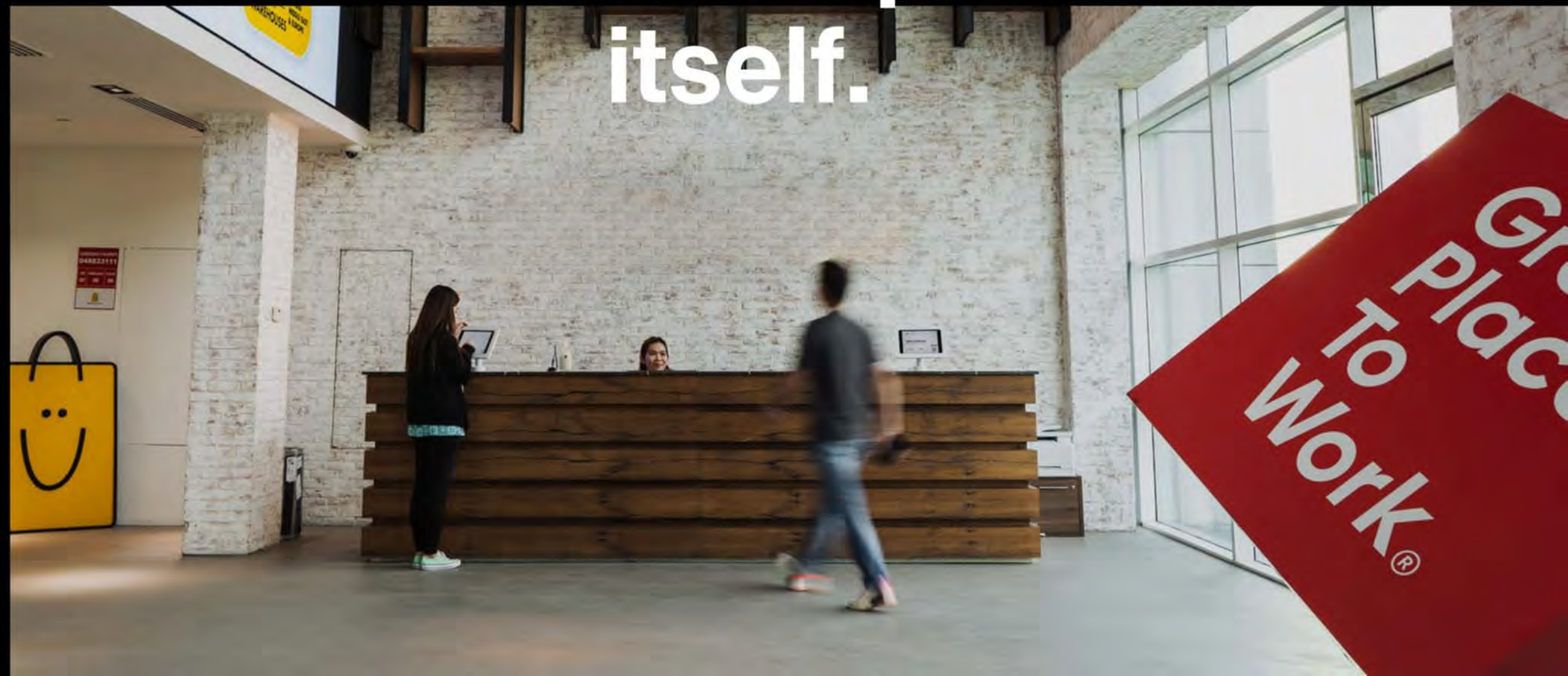
We are redefining liquidation in India by introducing a structured, technology-driven approach that replaces fragmented and unorganized systems.
Through a unified platform, Anayra Mart connects supply with demand, ensuring faster inventory turnover and better value realization.

Continuous Purchasing across all categories of branded men, women and children's apparel, footwear, home goods, toys, cosmetics, consumer products, watches, sunglasses, perfumes and accessories

Aggressive expansion strategy applied

A history of achievements that speaks for itself.

Our journey is driven by the vision to organize India's liquidation landscape and build a system that benefits both businesses and buyers.
Each step reflects our commitment to innovation, efficiency, and long-term value creation.



Retail Landscape

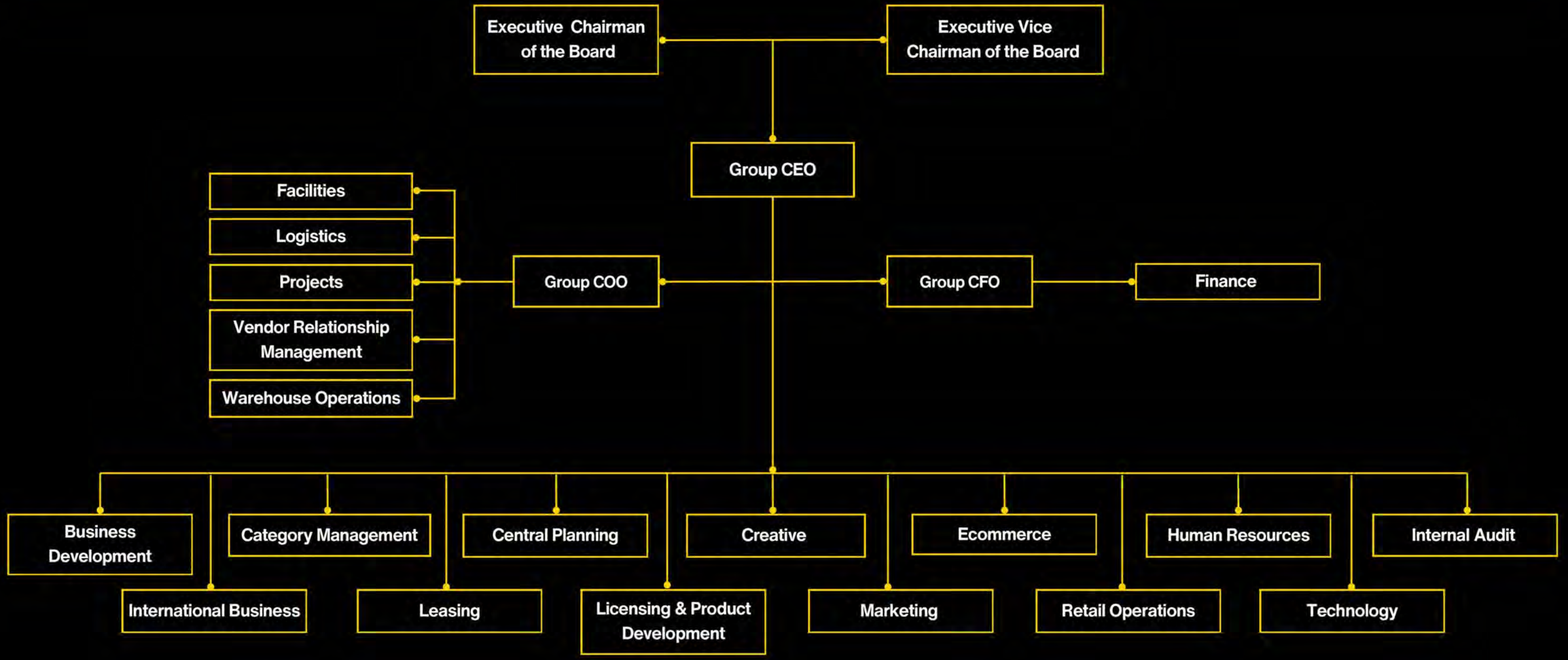
- Pan-India
  Operational Reach
- Growing Network
  Of Businesses & Resellers
- Nationwide Demand
  Across Categories
- Multi-City
  Buyer Network
- Scalable Infrastructure
  For Inventory Movement

Business Model

Our position in the markets we lead and how we do it

1	**Constant Purchase**	High Inventory turnover, hence frequent merchandise purchases.
2	**"Treasure Hunt" Concept**	Freshness in stock everyday, presents a wide array of treasures for our customers to covet
3	**Rapid Merchandise Offering**	We take immediate decisions on product offerings. Our objective is to deliver our merchandise onto our stores instantly.
4	**Effective Marketing Strategy**	Smart initiatives targeting increased traffic flow, extended loyalty for both brick & mortar and online channels
5	**Powerful Product Display**	Exciting visual merchandising and neat product display.
6	**Pull Strategy**	Customers are bound to come back as we update our stores with new daily arrivals.
7	**Various Categories, Great Value**	Large selection of categories, all at great value.

Organizational Structure



Corporate Overview

Anayra Groups

- Anayra Impex
- Anayra Mart
- D.T Wallet
- Anayra Paws

Recognizing Excellence

We are committed to building a platform defined by:

- Operational excellence
- Transparent systems
- Scalable business models
- Strong partner relationships

anayra mart
India's 1st Liquidation Ecosystem

Our Pillars

Company Persona

Introduction	04
Organizational Structure	10
Corporate Overview	11
Our Group Concepts	12
Our Awards	13

Business Strategy

Where and How We Stand	15
Map Presence	16
Map Expansion	17
Retail Footprint	18
Company Growth	19
Success Recipe	20
Product Categories	21
Brands In Our Stores	22
Your Ideal Partner	23
Long-term Partnership	24

Operational Excellence

Our Stores	26
Our Facilities	32
Operational Efficiency	37
E-Commerce	38

Environmental, Social & Governance

Environmental Responsibility	40
Social Responsibility	41
Corporate Governance	42

Where and How We Stand

Explaining Why Anayra Mart is your ideal partner

Leading Formula

A structured liquidation ecosystem designed for efficiency and scale

Unique Value Retailer

Unique position as the only retailer in the value channel that offers a wide variety of authentic brands at discounted prices.

Aggressive Expansion Strategy

Expanding rapidly across India with a scalable, asset-light approach

anayra mart
India's 1st Liquidation Ecosystem

Starting with a strong foundation in India, Anayra Mart is designed to scale across regions and expand into global markets in the future.

Map Expansion

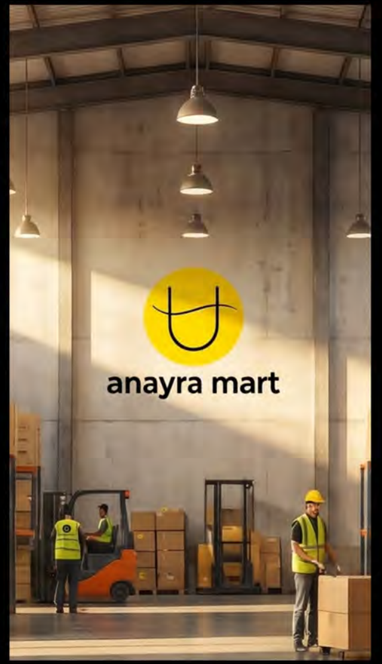
Starting with a strong foundation in India, **Anayra Mart** is designed to scale across regions and expand into global markets in the future.

Success Recipe

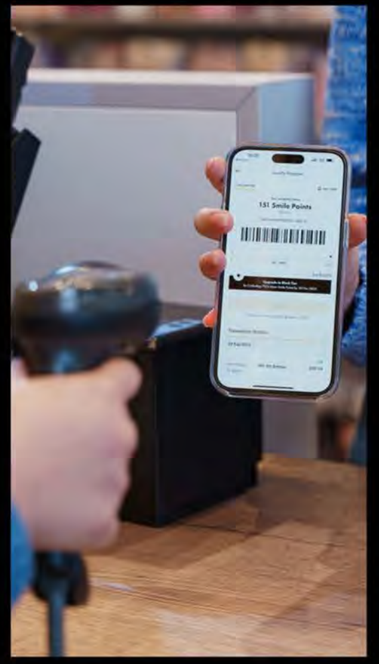
Explaining our Business Model and how we work it out

Leading worldwide Designer Brands at significantly discounted prices

Outstanding execution and scaling capabilities for off-price retail concept utilizing world-class operating standards



Best-in-class fully automated and AI driven infrastructure supporting regional operations



Ever-growing online and offline customer base with excellent customer loyalty and retention

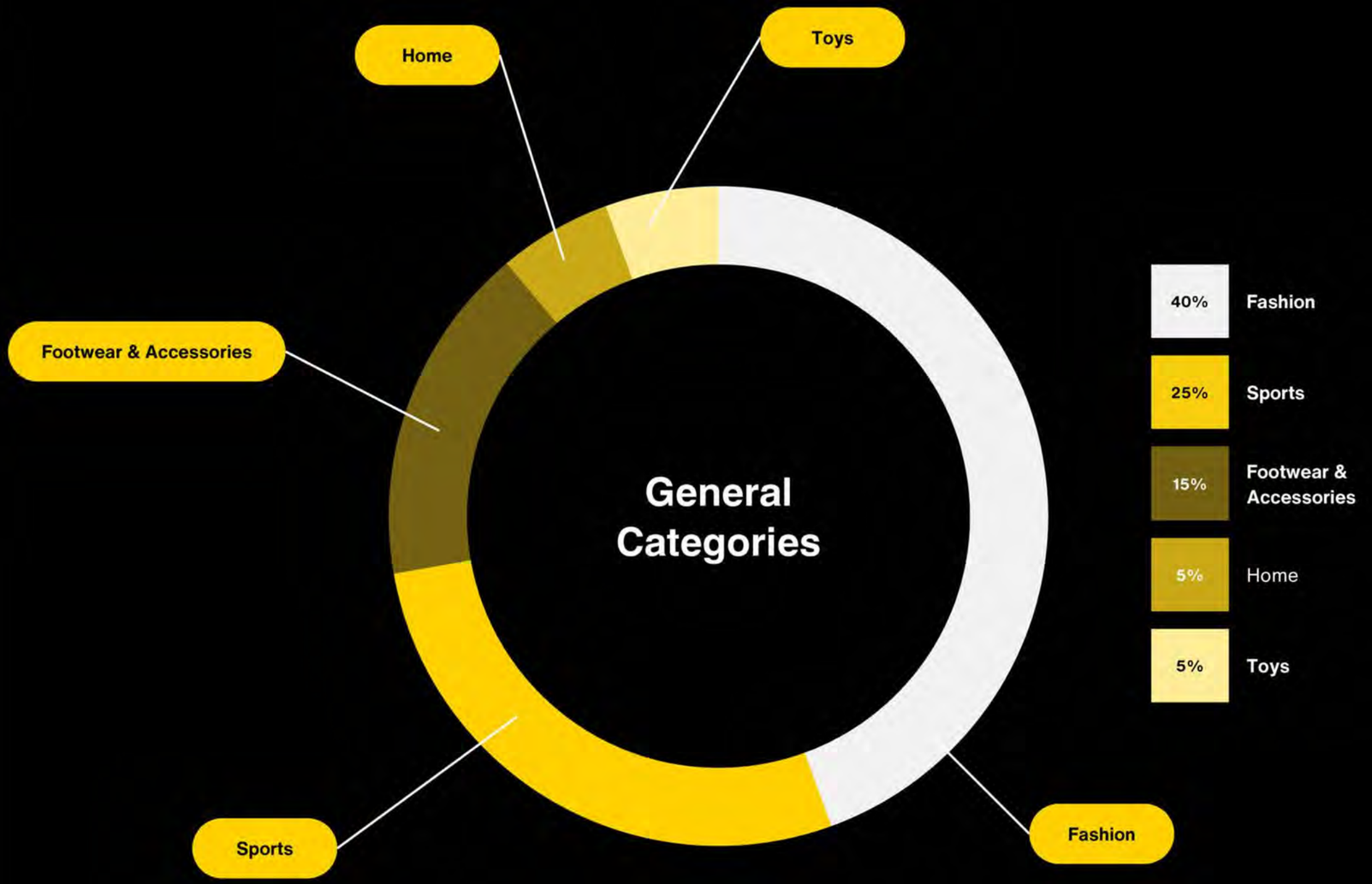
New arrival of brands & products every single day

An experienced team of experts with passionate hearts and keen minds curating the extraordinary experience

anayra mart
India's 1st Liquidation Ecosystem

Anayra Mart Product Categories

Diverse Categories. Continuous Inventory. Maximum Value. **Anayra Mart** offers a wide range of product categories sourced from surplus, overstock, returns, and liquidation channels — ensuring consistent availability and high-value opportunities for buyers.



Brands In Our Stores

... and many more

Your Ideal Partner

Your Trusted Partner for Inventory Liquidation & Supply Solutions
Delivering efficiency, transparency, and scale across every stage of the inventory lifecycle.

Our Pillars

Company Persona

Introduction	04
Organizational Structure	10
Corporate Overview	11
Our Group Concepts	12
Our Awards	13

Business Strategy

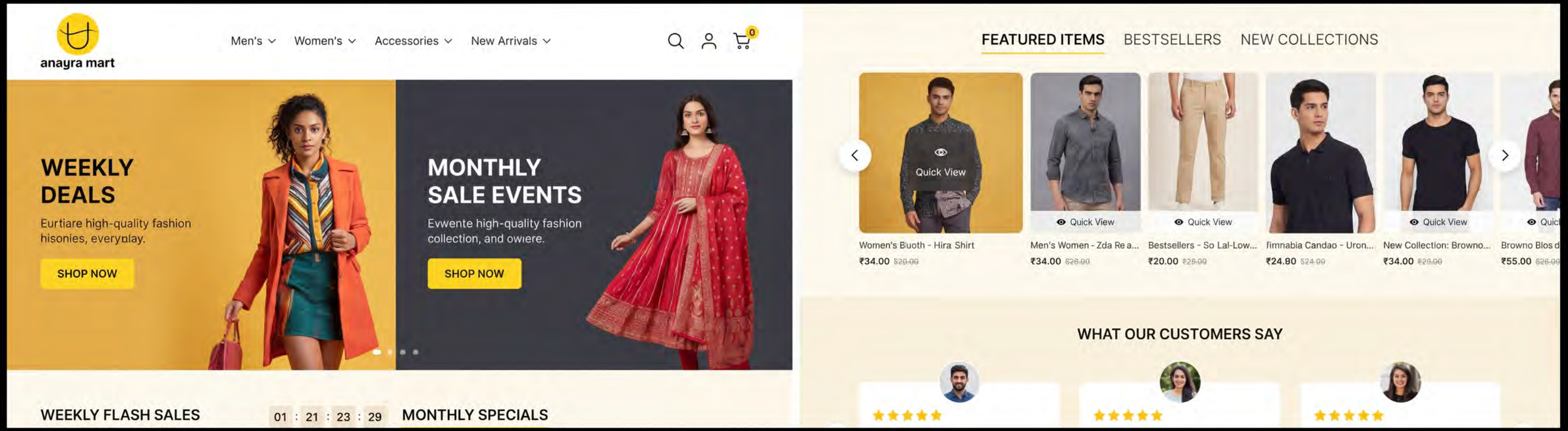
Where and How We Stand	15
Map Presence	16
Map Expansion	17
Retail Footprint	18
Company Growth	19
Success Recipe	20
Product Categories	21
Brands In Our Stores	22
Your Ideal Partner	23
Long-term Partnership	24

Operational Excellence

Our Stores	26
Our Facilities	32
Operational Efficiency	37
E-Commerce	38

Environmental, Social & Governance

Environmental Responsibility	40
Social Responsibility	41
Corporate Governance	42



anayra mart
India's 1st Liquidation Ecosystem

Our Online Store Anayra Mart

Anayra Mart is a unified liquidation marketplace designed to help businesses and buyers unlock value from surplus inventory through a structured and scalable platform. From overstock and returns to bulk liquidation lots, we connect sellers with a nationwide buyer network for faster inventory movement and better value realization.

With weekly deals and exclusive monthly mega liquidation sales, we create consistent buying opportunities and high-volume sell-through events. Backed by smart cataloging and transparent systems, Anayra Mart delivers a seamless experience for sourcing, selling, and scaling in modern commerce.

Anayra Mart

India's First Liquidation Ecosystem

A structured, technology-driven platform designed to transform how surplus inventory is managed, distributed, and sold across the country. By connecting sellers, buyers, and logistics into one unified system, Anayra Mart enables faster inventory movement, better value recovery, and scalable business growth.

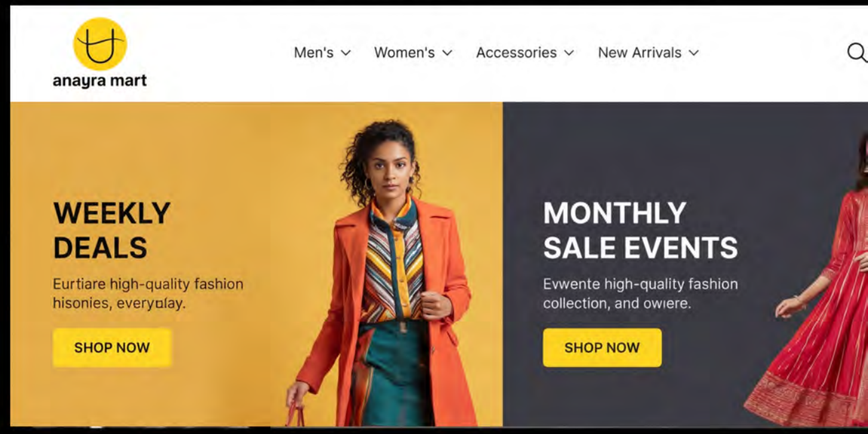
anayra mart

India's 1st Liquidation Ecosystem

Our Facilities

Experience the Future of Work

Anayra Mart facilitates efficient inventory movement through a structured ecosystem with strong networks and scalable infrastructure. It offers accurate digital cataloging with SKU-level grading to enhance transparency and buyer confidence. The platform connects sellers with a nationwide network of resellers, retailers, and bulk buyers, supported by integrated 3PL logistics for streamlined inventory management. Sellers can access multi-channel sales options, including marketplace listings and exclusive deals, while a centralized dashboard provides real-time inventory and order visibility for operational control.



Our Offices

Our headquarters is based in Bangalore, serving as the central hub for our operations and strategic planning. While our core office is located here, Anayra Mart operates as a digital-first platform, enabling us to serve businesses and buyers across India seamlessly. Through our online marketplace and partner network, we ensure efficient sourcing, liquidation, and distribution nationwide without geographical limitations.

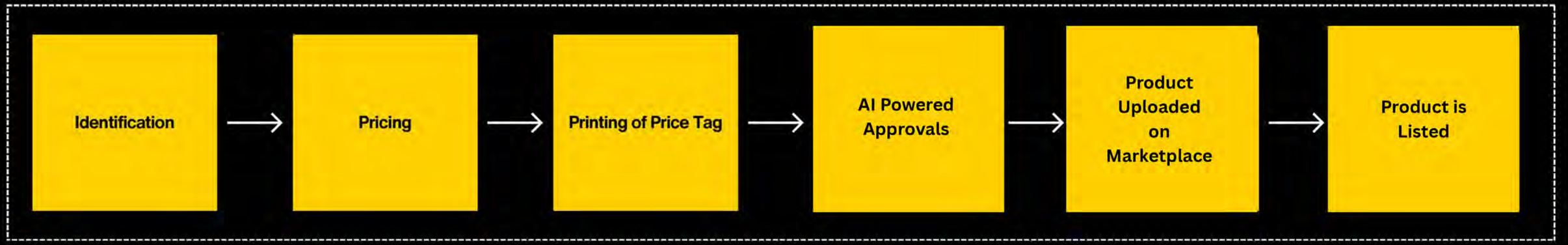
Operational Efficiency

Anayra Mart is built on a streamlined, technology-driven model designed to ensure fast, reliable, and scalable operations across the liquidation ecosystem. Our entire workflow—from QC testing and product grading to vendor dashboards and inventory management—is enhanced by intelligent, AI-driven systems that enable smarter decision-making, accuracy, and efficiency.

By combining structured processes with integrated logistics coordination, we ensure seamless inventory movement from seller to buyer with minimal delays. Our asset-light approach, supported by real-time tracking and centralized systems, reduces operational costs while maintaining full transparency and control—allowing businesses to liquidate inventory faster and more efficiently.

1.8 seconds

Entire Process



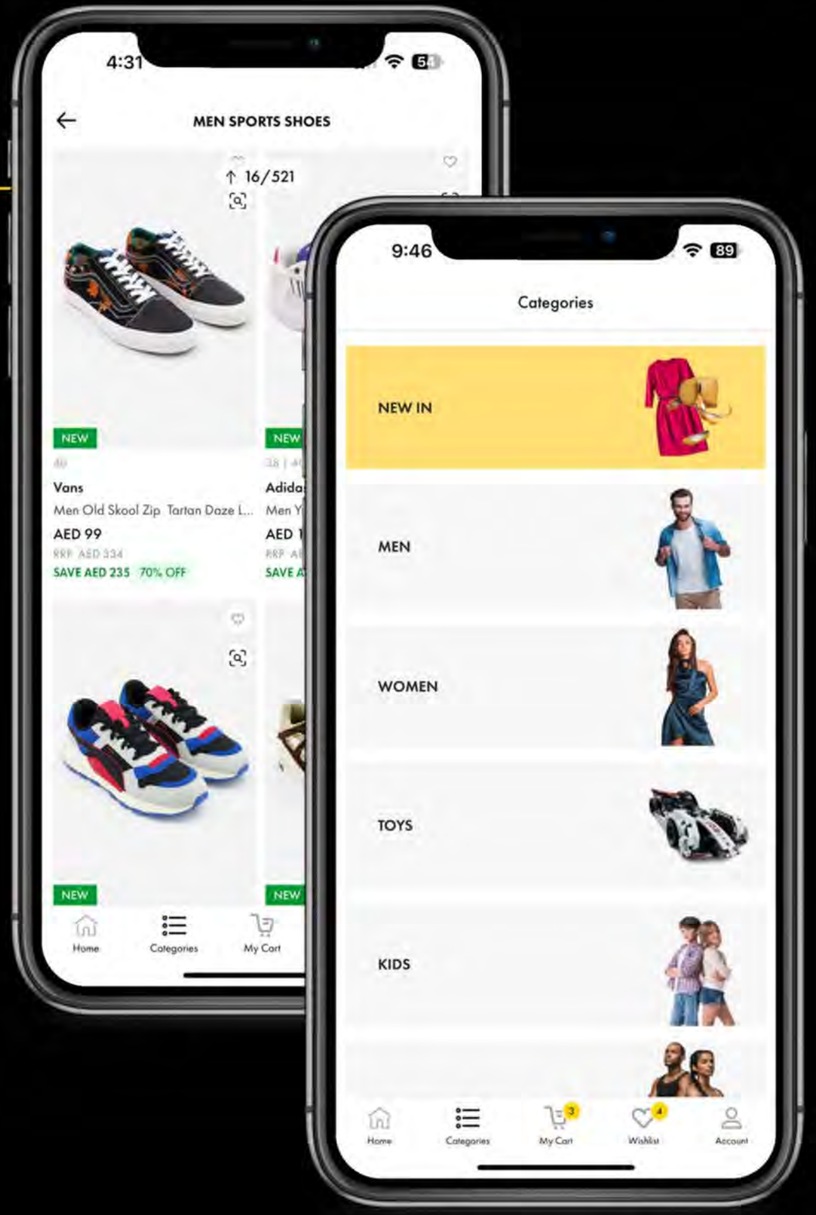
anayra mart
India's 1st Liquidation Ecosystem

E-Commerce Platform

1.2m+
Monthly Website Visits

1.3m+
Loyalty Customers

3.5m+
Sold SKU Quantities



Anayra Mart is a digital-first e-commerce platform focused on simplifying liquidation in India. It connects sellers and buyers, allowing businesses to manage and liquidate inventory easily. Key features include smart cataloging, AI pricing insights, vendor dashboards, and real-time tracking, ensuring transparency and efficiency. With multi-channel selling and integrated logistics, Anayra Mart offers a comprehensive ecosystem for online surplus inventory transactions.

anayra mart

India's 1st Liquidation Ecosystem