MALL SUPER-APP ECOSYSTEM

Inorbit One.

Live an Experience.

A single platform that unifies six mall identities, one loyalty wallet, one commerce stack, and an AI concierge — engineered to turn footfall into recurring digital revenue.

POWERED BY FUNDLE.AI

PREPARED FOR K RAHEJA CORP INVESTMENTS

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Inside this brief.

A structured walk-through of the product, the architecture, and the commercial logic behind every module shipped to date.

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01 · EXECUTIVE SUMMARY

A super-app that compresses six malls into one digital identity.

Inorbit One is a production-grade enterprise platform that converts six physical malls — Malad, Vashi, Cyberabad, Vadodara, Hubballi, Visakhapatnam — into a single, AI-native consumer experience. Customers shop, dine, park, watch movies, earn loyalty, and pre-plan a visit. Brands sell on a self-service tenant portal. Mall operators centralise everything from a Shopify-grade admin console.

6	1,600+	100+	120+
MALL IDENTITIES unified under one app	REAL SKUS SCRAPED from inorbitonline.com	LIVE BRANDS w/ real logos & pages	API ENDPOINTS documented & tested

WHAT THIS BRIEF COVERS

- Every consumer-facing screen, route and journey
- Loyalty, rewards, gamification & AI concierge
- Admin & Brand Tenant operating systems
- API surface, data model and integration stack
- Roadmap, risks and commercial next steps

WHY IT MATTERS

- Footfall becomes addressable, measurable, monetisable
- Brands get a Shopify-grade storefront inside Inorbit
- Marketing journeys fire on real customer events
- Every transaction routes back into loyalty equity

> *"One mall identity. One loyalty wallet. One rewards account. One commerce platform — all wrapped in an Apple-level luxury design language."*

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02 · STRATEGIC CONTEXT & VISION

The opportunity, framed.

The mall economy is fragmenting.

Indian shoppers visit malls less often but transact more digitally. The brands inside the mall are now competing with their own D2C and marketplace channels. Mall operators risk becoming pure real-estate landlords with no first-party data, no recurring relationship, and no margin on the transactions happening inside their walls.

Inorbit One reverses this. The mall becomes the identity layer — the customer signs in once, transacts across every brand, parks the car, watches a movie, books a table, and is recognised in every channel as the same shopper.

The 3-platform stack.

- **Consumer App** — discovery, commerce, loyalty, AI concierge, mall hub
- **Brand Tenant Portal** — Shopify-grade dashboard for every store inside the mall
- **Super Admin Console** — McKinsey-style ops centre for the mall operator

Each platform shares a single MongoDB, a single auth model (JWT, 3 identity types), and a single design language built around Inorbit's Blue / Yellow / Orange palette.

DESIGN THESIS

Luxury-first, mall-first, mobile-first. Cormorant Garamond serif headlines, asymmetric editorial layouts, sibling-dim hover states, slow marquees and a script-overlap H1 set the tone — this is not another retail aggregator, it is the digital twin of a luxury Indian mall.

BLUE #00338A | YELLOW #FFDA00 | ORANGE #F58220

CORMORANT GARAMOND

03 · SOLUTION ARCHITECTURE

One stack. Three audiences.

AUDIENCE	Consumer App · Brand Tenant Portal · Super Admin Console
FRONTEND	React 19 · React Router 7 · Tailwind CSS · Framer Motion · Shadcn / Radix UI · Sonner Toasts · Axios
API LAYER	FastAPI · 120+ REST endpoints · JWT (customer / admin / brand) · bcrypt · Pydantic v2
MODULES	server.py · mall_services.py · plan_my_visit.py · customer_extras.py · marketing.py · inorbit_scraper.py · imagery.py / brand_assets.py
INTELLIGENCE	Claude Sonnet 4.6 · GPT-5.2 Vision (OCR) · Emergent LLM Key · Custom prompt pipelines
DATA	MongoDB (Motor async) · 30+ collections · Indexed for catalogue / orders / sends
EXTERNAL	Playwright scraper → inorbitonline.com · TMDB (movie posters via proxy) · Google faviconV2 (brand logos) · Razorpay *(mocked)* · WhatsApp *(mocked)*

04 · CONSUMER EXPERIENCE — DISCOVERY & MALL HUB

A mall, in your pocket.

Every consumer journey starts with mall identity — the visitor picks Malad, Vashi, Cyberabad, Vadodara, Hubballi or Visakhapatnam — and the entire app re-skins around that mall's catalogue, banners, restaurants, movies and offers.

HOME & MALL SWITCHER

- ✓ Slim hero ribbon with the active mall + yellow Shop CTA
- ✓ 6-mall chip switcher with zero-flash transitions (no blue blank)
- ✓ Default mall: Inorbit Malad (Mumbai flagship)
- ✓ Auto-rotating mall billboard carousel — real campaign banners
- ✓ Featured products, category tiles, offers — all per-mall

MALL HUB — /MALL/:SLUG

- ✓ Hero with mall photography & key stats (timings, brands, floors, parking)
- ✓ At-a-glance ribbon: Now Open · Parking Available · Movies Today
- ✓ 10 mall services tiles (Valet, WiFi, Wheelchair, Stroller, ATMs, EV Charging…)
- ✓ Live parking with occupancy bar + book-a-spot modal
- ✓ Floor directory across G / 1F / 2F / 3F
- ✓ Trending products + brands-at-this-mall logo grid

CINEMA — NOW SHOWING

5 PVR INOX posters per mall, date / time / screen picker, seat counter, mock ticketing with QR.

`/api/malls/{slug}/movies · /api/showtimes/book`

RESTAURANTS & TABLE BOOKING

8-item catalogue × 6 picks per mall, date/time/party/notes modal, mock pay → QR `IO-TAB-*`.

`/api/malls/{slug}/restaurants · /api/restaurants/{id}/book`

PARKING + MAPS

Live occupancy, 2h / 4h / Full-day rates, valet, EV bays, deep link to Google Maps.

`/api/malls/{slug}/parking · /api/parking/book`

OFFERS & EVENTS

Curated brand offers + mall events calendar with registration flow.

`/api/offers · /api/events`

BRANDS DIRECTORY

A-Z brand index with alpha filter, real logos via Google faviconV2 (67/100 hit-rate).

`/api/catalog/brands`

CONCIERGE WIDGET

Floating launcher on every consumer page — multi-turn Claude chat with persistent history.

`/api/concierge/chat`

05 · COMMERCE — CATALOGUE, CART, CHECKOUT, ORDERS

From storefront to signed delivery.

Catalogue

Backed by a real-time mirror of `inorbitonline.com` — Playwright scrapes the PIM JSON XHRs behind Cloudflare, captures lazy-load, normalises into MongoDB. Re-runs are idempotent on `source_id`.

- ✓ ~1,600 SKUs across 100+ brands and 71 categories
- ✓ Per-mall fallback to Malad when a mall has no docs (Hubballi / Vizag)
- ✓ Full filter UI — mall, category, brand, sort, search, pagination
- ✓ Image proxy with on-disk cache and variant fallback

Product Detail

- ✓ Gallery with thumb strip + zoom lightbox (Escape to close)
- ✓ Stock badge, MRP strikethrough, discount %
- ✓ Trust signals: free delivery, authenticity, loyalty points earned
- ✓ Wishlist heart + Compare ↔ side-by-side up to 4 products
- ✓ Related products carousel

CART & CHECKOUT

Multi-brand cart, address selection, mock Razorpay flow generating `MOCK_PAY_*` payment IDs. Loyalty point preview shown at checkout.

ORDERS & TRACKING

Vertical 6-step timeline (placed → accepted → packed → ready → out_for_delivery → delivered) with live courier strip, 25-second auto-refresh.

RETURNS & RMA

One-tap return on delivered orders. RMA number `IO-RMA-*`, refund preview, status history, admin processing endpoint.

ORDER STATE MACHINE

```
placed → accepted → packed → ready_for_pickup → out_for_delivery → delivered
cancel-anytime (until packed) · terminal: delivered / cancelled / returned
```

Forward-only transitions enforced server-side. Every state change appends to `status_history[]` for auditability.

06 · LOYALTY, REWARDS & GAMIFICATION

One wallet. Four tiers. Every touch earns.

SILVER
0 — 4,999 LP
1× multiplier

GOLD
5,000 — 14,999 LP
1.5× multiplier

PLATINUM
15,000 — 49,999 LP
2× multiplier

BLA
50,000+ L
3× multiplier
events

POINTS ENGINE

- Awarded on every cleared order & approved offline bill
- Auto-tier upgrade when lifetime points cross threshold
- Tier multipliers applied at award time (idempotent on `order_id`)
- Persistent `points_ledger` with reason + reference for every grant
- Welcome bonus: 500 points on signup

REWARDS MARKETPLACE

- 12 seeded rewards — vouchers, brand gifts, experiences
- Redemption flow with stock + tier gating
- Voucher codes auto-generated: `IO-V-*`
- Admin can add / edit / archive rewards from the console

SPIN WHEEL

Daily play, weighted prize table, audited via `game_plays` collection.

SCRATCH CARD

Awarded on every paid order. Animated reveal, instant points credit.

DAILY CHECK-IN

7-day streak ladder. Day 7 unlocks bonus voucher + 200 points.

OFFLINE BILL CAPTURE

GPT-5.2 Vision OCR reads physical mall bills. Fraud heuristics flag duplicates, future dates, and out-of-mall vendors. Approved bills credit points to the customer's wallet and roll into mall captured-sales analytics.

07 · AI LAYER — CONCIERGE, OCR & PLAN MY VISIT

Intelligence wired into every touchpoint.

🪄 Plan My Visit

Claude Sonnet 4.6 generates a personalised mall itinerary given vibe, group size, budget, duration, start time and dietary prefs. Returns strict JSON with ordered steps referencing real restaurant + movie IDs from our DB.

- ✓ 7 vibes: date_night, family_day, shopping_spree, quick_lunch, kids_day, birthday, solo_treat
- ✓ One-tap auto-book — chains parking + table + movie atomically
- ✓ Atomic seat decrement prevents oversell on concurrent execute calls
- ✓ Plans persist in `db.visit_plans` for later replay

AI Concierge

Floating launcher widget on every consumer page. Multi-turn chat with persistent session history. Trained context: malls, brands, offers, the visitor's own loyalty profile.

- ✓ Session-based memory keyed to `customer_id`
- ✓ Quick prompts: "Best dinner in Malad", "Where's Zara?", "Help me redeem points"
- ✓ Full-page mode at `/concierge` for richer flows

Bill OCR — GPT-5.2 Vision

Customer uploads a photo of a physical mall bill. The image is base64-streamed to GPT-5.2 Vision with a strict extraction schema (vendor, mall, line items, taxes, total, date, GST number). Fraud module then runs duplicate-hash, future-date, and out-of-mall-vendor checks before queuing for admin approval. Approved bills credit loyalty points in real time.

3	JSON	1×
LLM PIPELINES	STRICT MODE	EMERGENT KEY
Plan / Concierge / OCR	schema-validated outputs	multi-provider abstraction

08 · CUSTOMER LIFECYCLE

Every shopper, recognised and rewarded.

Address Book

- ✓ Multiple labelled addresses (Home / Office / Mom's…)
- ✓ First address auto-set as default; tier flip on edit
- ✓ Used by checkout, returns pickup, and Mall Pass billing

Wishlist Sync

- ✓ localStorage for guest → server-merged on login
- ✓ Dedupes + caps at 200 items
- ✓ Heart button on every product card

Returns Flow (RMA)

- ✓ One-tap return on any delivered order
- ✓ Reason picker + free-text notes
- ✓ RMA number `IO-RMA-*` with full status history
- ✓ Refund amount auto-summed from item quantities × price
- ✓ Admin processing flow with status transitions

NPS Feedback

- ✓ Triggered post-delivery, post-table-booking, post-movie
- ✓ 0-10 NPS + 1-5 stars + free comment
- ✓ Promoter / Detractor segmentation for admin dashboard

Inorbit One+ · Mall Pass Subscription

Three tiers — Monthly (₹199), Annual (₹1,999), Family Annual (₹2,999). Unlimited valet, restaurant discounts, priority movie booking, monthly shopping credit, accelerated loyalty points and concierge perks.

IDEMPOTENT SUPERSEDE | CARD NO IO-PASS-* | QR-READY

MOCK PAYMENT NOW · RAZORPAY-READY

/account/addresses

ADDRESS BOOK

CRUD + default flip

/wishlist

WISHLIST

localStorage + sync

/accoun

MY RETURNS

status timeline

09 · MARKETING AUTOMATION — JOURNEY BUILDER

Trigger-based, multi-channel, auditable at every send.

Built as a standalone module (`marketing.py`, ~440 LOC). Seven pre-built templates, seven event triggers, four channels, four lifecycle states. Every send is persisted with status, channel, customer, opened/clicked flags — fully measurable.

7	7	4	17
TEMPLATES	TRIGGERS	CHANNELS	API ENDPOINTS
welcome → reengagement	event-based	email · sms · whatsapp · push	all admin-gated

PRE-BUILT TEMPLATES

TEMPLATE	TRIGGER	CHANNELS	USE CASE
Welcome Series	`signup`	email, whatsapp	Greet new shoppers within their first 24h
Abandoned Cart Recovery	`cart_abandoned`	email, sms, whatsapp	Win back lost sales within 60 minutes
Birthday Surprise	`birthday`	email, whatsapp	Personalised gift code on birthday
Loyalty Tier Upgrade	`tier_upgraded`	email, push, whatsapp	Celebrate when a customer moves up a tier
Re-engagement	`inactive_30d`	email, whatsapp, sms	Bring back shoppers inactive for 30+ days
Mall Pass Renewal	`mall_pass_expiring`	email, push	Remind members 7 days before expiry
Weekend Drop Newsletter	`manual`	email	Curated weekend picks every Friday

AUDIENCE FILTERS

- ✓ Tier (Silver / Gold / Platinum / Black / Any)
- ✓ Home mall slug
- ✓ Lifetime spend range
- ✓ Min inactive days
- ✓ Has Mall Pass (cross-collection join)

PER-SEND ANALYTICS

- ✓ Total, Delivered, Opened, Clicked, Failed
- ✓ Open Rate, Click Rate, Delivery Rate
- ✓ Per-channel breakdown aggregation
- ✓ 24h send velocity + top campaigns leaderboard

10 · SUPER ADMIN CONSOLE

The operating system for the mall.

Shopify-grade admin experience with a navy-themed sidebar and 12 modules. JWT-gated to `super_admin` role.

#	MODULE	ROUTE	WHAT IT DOES
01	Dashboard	`/admin`	Real-time KPIs: GMV, active customers, fraud queue, top brands.
02	Catalog Scraper	`/admin/catalog`	Toggle malls, set per-category SKU caps, run history, error log, clear catalogue.
03	Products	`/admin/products`	Browse 1,600+ SKUs with filters, edit stock, archive listings.
04	Malls	`/admin/malls`	CRUD mall identities (timings, brands count, floors, hero photo).
05	Brands	`/admin/brands`	100+ scraped brands with product counts, logos, slug routes.
06	Customers	`/admin/customers`	Customer 360 — orders, points, tier, bills, returns.
07	Bill Approvals	`/admin/bills`	OCR queue with fraud flags, one-click approve / reject with reason.
08	Offers	`/admin/offers`	Brand offers manager with mall scoping and validity windows.
09	Events	`/admin/events`	Mall events calendar — fashion shows, kids days, launches.
10	Rewards	`/admin/rewards`	Rewards marketplace catalog with stock + tier gating.
11	Marketing	`/admin/marketing`	Journey Builder — campaign CRUD, templates, send-now, analytics.
12	Analytics	`/admin/analytics`	Per-mall performance (brands, offers, captured sales, approved bills).

11 · BRAND TENANT PORTAL

A Shopify for every store inside the mall.

Seven seeded brand tenant accounts (Zara, H&M, Sephora, Nykaa, Adidas, UNIQLO, Tanishq). Each gets a JWT-gated portal at `/brand` with full operating tools — KPIs, orders, products, inventory, analytics.

Dashboard

- ✓ Live SKUs, new orders, GMV, OOS, low-stock
- ✓ Approved bills count + captured offline sales
- ✓ Top sellers, conversion funnel

Orders

- ✓ Status filter pills (placed / accepted / packed / ready / OFD / delivered)
- ✓ Detail modal with item lines, customer, address
- ✓ Forward-only status transitions with cancel-anytime

Products

- ✓ Search, status filter, inline stock edit
- ✓ Cross-brand tampering blocked at API layer (404)
- ✓ Per-product brand-scoped views

Inventory CSV

- ✓ Drag-drop / paste / template download
- ✓ Idempotent on SKU — re-upload safely
- ✓ Validation report shown post-upload

Analytics

- ✓ Orders by status + GMV by mall
- ✓ Offline bill capture totals

SEED TENANTS

```
Zara · H&M · Sephora · Nykaa · Adidas · UNIQLO · Tanishq
Login: brand.{slug}@inorbit.one / {Brand}@2026
```

12 · BACKEND ARCHITECTURE & API SURFACE

FastAPI · MongoDB · Async by default.

120+	7	30+
REST ENDPOINTS	PYTHON MODULES	COLLECTIONS
all prefixed /api	domain-separated	indexed where hot

MODULE MAP

MODULE	RESPONSIBILITY	KEY ENDPOINTS
server.py	Core orchestrator — auth, customers, malls, brands, offers, events, rewards, bills, concierge, orders, image proxy	`/auth/*` · `/malls` · `/catalog` · `/orders` · `/admin/*`
mall_services.py	Parking, movies, floors, services, table bookings	`/malls/{slug}/parking` · `/movies` · `/floors`
plan_my_visit.py	Claude itinerary generator + atomic one-tap auto-book	`/plan-visit` · `/plan/execute` · `/restaurants/{id}/book`
customer_extras.py	Addresses, wishlist sync, returns / RMA, NPS, Mall Pass subscription	`/customer/*` · `/orders/{id}/return` · `/mall-pass/*`
marketing.py	Journey Builder — campaigns, audience, sends, analytics, triggers	`/admin/marketing/*`
inorbit_scraper.py	Playwright PIM JSON harvest from inorbitonline.com	`/admin/catalog/scrape/*`
imagery.py / brand_assets.py	Curated editorial assets + 56 brand logo mappings	—

AUTH MODEL

JWT (HS256), bcrypt password hashing. Three identity types in a single token shape: `customer`, `admin` (super_admin role-gated), `brand`. Every protected route declares a Depends(...) requirement — anonymous access returns 401, wrong-role returns 403.

13 · DATA MODEL & CATALOGUE SCRAPER

The shape of everything we know.

COLLECTION	PURPOSE	CARDINALITY
customers	User profile, tier, points, address ref, last_active	1 per user
malls	6 mall identities — timings, brands, floors, photo, slug	6
brands	Original 55 brands + dynamic 100+ from scrape	~155
products	43 hand-curated SKUs across 20+ brands	43
catalog_products	Live mirror of inorbitonline.com SKUs	~1,600
catalog_categories / brands / banners	Scraped taxonomy + banner assets	71 / 100+ / 82
orders	Multi-brand cart checkouts with status_history[]	n
bills	OCR'd offline bills with fraud flags	n
points_ledger	Append-only points journal with reason	n
rewards / redemptions	Marketplace catalogue + per-customer claims	12 / n
events / event_registrations	Mall events + RSVPs	7 / n
game_plays	Spin / scratch / check-in audit	n
chat_messages	Concierge multi-turn history	n
mall_services / parking_status / floor_maps	Mall Hub data	—
movies / showtimes / bookings	PVR INOX listings + ticketing	—
restaurants	8 picks × 6 malls	~48
visit_plans	Saved AI itineraries (replay-capable)	n
customer_addresses	Multi-address per customer with default flag	n
customer_wishlists	Server-merged with localStorage	n
returns	RMA records with status history	n
feedback	NPS & star ratings	n
memberships	Mall Pass subscriptions with supersede	n
marketing_campaigns / marketing_sends	Journey Builder data	n

14 · INTEGRATION STACK & SECURITY

Built to plug into the real economy.

INTEGRATION	PURPOSE	STATUS
Claude Sonnet 4.6	Concierge multi-turn chat & Plan-My-Visit itinerary generation	LIVE
GPT-5.2 Vision	Bill OCR — vendor / line items / total / GST extraction	LIVE
Emergent LLM Key	Multi-provider abstraction (OpenAI / Anthropic / Gemini)	LIVE
Playwright (Chromium)	Catalogue scraper — bypasses Cloudflare via JSON XHR intercept	LIVE
TMDB	Movie posters routed through image proxy	LIVE
Google faviconV2	100% reliable brand logo CDN — replaces blocked Clearbit	LIVE
Razorpay	Cart checkout + Mall Pass billing	MOCKED
WhatsApp Business API	Conversational commerce + journey channel	MOCKED
SMS / OTP	Verification & marketing channel	MOCKED
POS (SAP / Oracle / Shopify)	Offline-online inventory parity for brand tenants	PLANNED

Security Posture

- ✓ JWT (HS256) + bcrypt password hashing
- ✓ Three-role identity (customer / admin / brand) with explicit Depends gates
- ✓ Sensitive fields stripped via `clean()` helper before serialisation
- ✓ Cross-tenant tampering returns 404 (brand can't touch other brands)
- ✓ Admin endpoints super_admin-only — verified by pytest
- ✓ CORS configurable per environment

Operational Hardening

- ✓ Supervisor-managed hot reload — zero-downtime dev cycle
- ✓ Image proxy with on-disk cache, in-flight dedup, retry-with-backoff
- ✓ Idempotent seeders across malls, brands, products, marketing
- ✓ Atomic seat / stock decrements (no oversell on concurrent calls)
- ✓ Forward-only order & return state machines
- ✓ pytest regression: 130+ tests, 100% pass on latest run

15 · ROADMAP & PHASING

What's shipped. What's next.

PHASE 1 — FOUNDATION · SHIPPED

Brand identity, mall picker, 43 hand-curated SKUs, multi-brand cart, mock checkout, orders, loyalty engine, rewards, games, bill OCR, AI concierge, super admin console.

PHASE 2 — TENANT & CATALOGUE · SHIPPED

Brand tenant portal with 7 seeded brands. Live scrape of inorbitonline.com — 1,600+ SKUs, 100+ brands, 71 categories, 82 banners. Per-mall fallback for sparse malls.

PHASE 3 — MALL HUB & AI PLANNING · SHIPPED

10 mall services, live parking, restaurants & table booking, cinema with PVR INOX, floor directory, order tracking, AI Plan My Visit (Claude Sonnet) with one-tap auto-book.

PHASE 4 — CUSTOMER LIFECYCLE · SHIPPED

Wishlist (sync + heart), Compare (up to 4), Address Book CRUD, Returns / RMA, NPS feedback widget, Mall Pass subscription with supersede logic.

PHASE 5 — MARKETING AUTOMATION · SHIPPED

Journey Builder with 7 templates, 7 triggers, 4 channels, audience filters, send-now, event-trigger fire, per-campaign analytics, overview dashboard.

PHASE 6 — RETAIL MEDIA PLATFORM · NEXT

Ad inventory marketplace, brand campaign creation, impression analytics, sponsored search slots inside the consumer app — turn first-party data into ad revenue.

PHASE 7 — CUSTOMER 360 & RFM · NEXT

RFM scoring, churn risk modelling, dynamic segments — pairs with the new Marketing audience filters to enable predictive journeys.

PHASE 8 — LIVE PAYMENTS & WHATSAPP COMMERCE

Real Razorpay integration on cart + Mall Pass. WhatsApp Business API as both a marketing channel and a conversational commerce surface.

PHASE 9 — POS INTEGRATION & MOBILE NATIVE

SAP / Oracle / Shopify POS adapters for brand tenants. Mobile native shell (iOS / Android) with indoor mall navigation.

16 · CLOSING

An invitation.

Inorbit One is already real software — running, testable, McKinsey-grade in both presentation and engineering. What remains is the commercial layer: live payments, real channels, real ad inventory, and a phased rollout that turns six malls into a digital franchise.

130+	10	0
TESTS PASSING	PHASES SHIPPED	OPEN CRITICAL BUGS
Backend regression	In a single sprint cadence	Latest iter report

Suggested next 30 days

- Approve Phase 6 — Retail Media Platform — to unlock first-party ad revenue inside the consumer app
- Wire real Razorpay test mode on Mall Pass to demonstrate end-to-end paid acquisition
- Pilot WhatsApp Business API for one trigger (Welcome Series) — proves the channel before rollout
- Begin POS conversations with the top 5 brand tenants (Zara, H&M, Sephora, Nykaa, Adidas)

Live an Experience.

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