NEW

Launching Simbus Velo

> Fashion's short seasons can't be forecast — they have to be executed. Simbus Velo senses what every store sells and replenishes the look, every single night — so winners stay on the shelf and markdowns stay off the P&L.

Krishna Kumar · Founder and CEO, Simbus Technologies



Sell More at Full Price.
Hold Less of the Stock.

Simbus Velo is an AI-powered allocation and replenishment platform built for fashion retail. It keeps every store stocked with the options and sizes its shoppers are buying, so winners stay on the floor and slow sellers don't pile up.

1. **Place** PRE-SEASON
   Puts your committed buy in the right stores, in the right sizes.

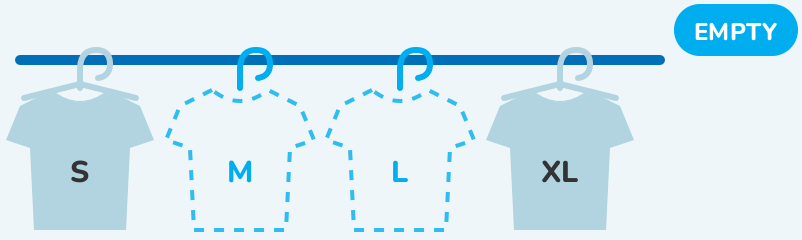
2. **Replenish** IN-SEASON
   Refills every night to what actually sold, not to a forecast.

3. **Replace** WHEN A WINNER SELLS OUT
   Proposes the next-best look so the shelf keeps selling.

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THE PROBLEM

Winners stock out.
Slow sellers pile up.



Winners: pivotal sizes gone



Slow sellers: rack overflowing

6–9 mo
design-to-shelf vs a ~12-week season

94%
of brands buy new options to long-range forecasts

30–40%
of inventory cleared in EOSS after ~45 days at full price

20–40%
size-set breakage

90–150
days of stock on hand, ~14% above pre-2020

Sources: Vector Consulting Group × NIQ; McKinsey × BoF State of Fashion 2026; listed Indian apparel retailers' filings.

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THE GAP

Why today's planning stack can't fix it

01



Locked & pushed

Spreadsheet OTB and WSSI lock the buy, and push allocation leaves every store with its first guess.

02



No history, no forecast

Forecast-led tools need history, and new options have none.

03



No next-best look

When a winner sells out, nothing proposes the next-best look.

How It Works

One continuous loop: Assort › Replenish › Replace

PRE-SEASON

1 Buy plan & OTB intake
Season budget, options, bucket mix

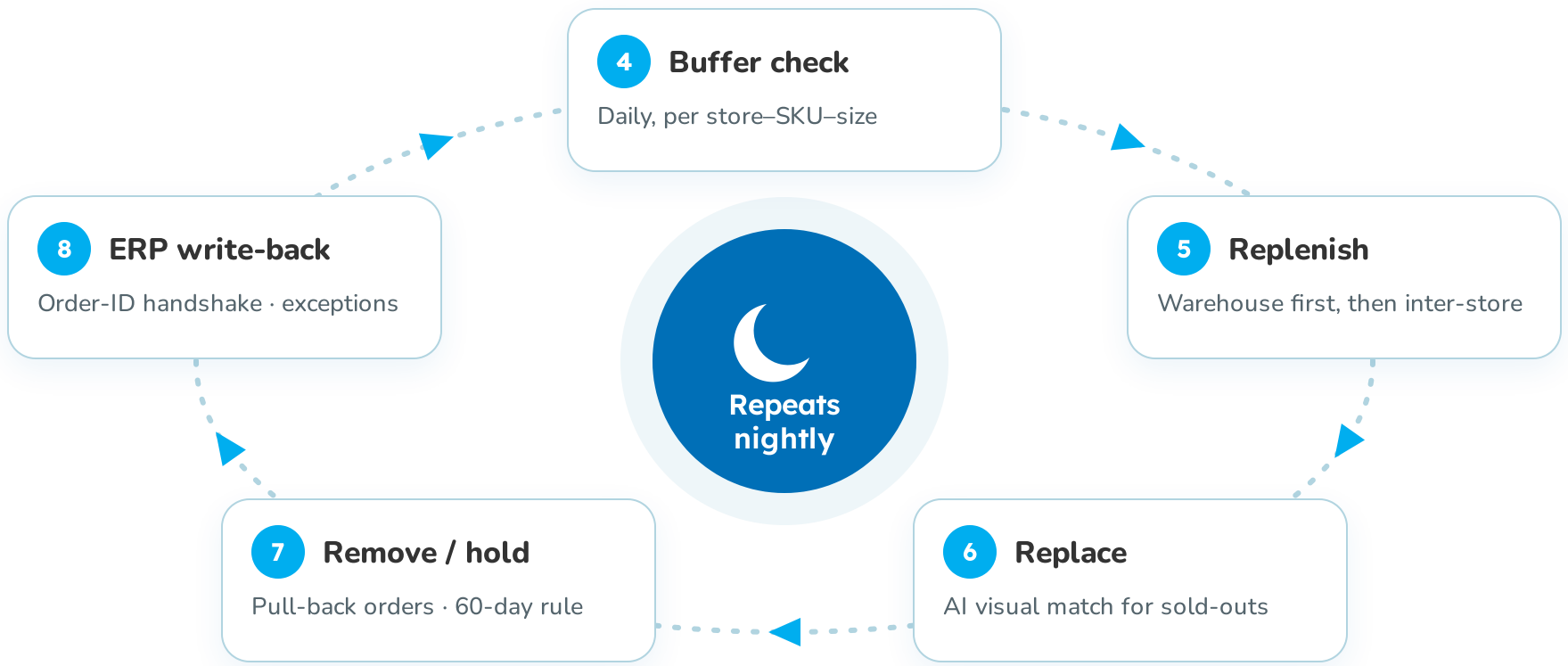
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2 Constrained assortment
Bucket min/max · planogram · size depth

→

3 Initial fill
AI split: store vs warehouse reserve

IN-SEASON · DAILY LOOP



Repeats nightly. Orders are in your ERP before stores open; decisions land in role-based dashboards, with Databricks Genie for ask-in-English insights.

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OUTCOMES

What we commit to

INCREASE

20–25%

in full-price sell-through

REDUCTION

30–40%

in markdown value

INCREASE

15–20%

in on-shelf availability

TARGET

60%+

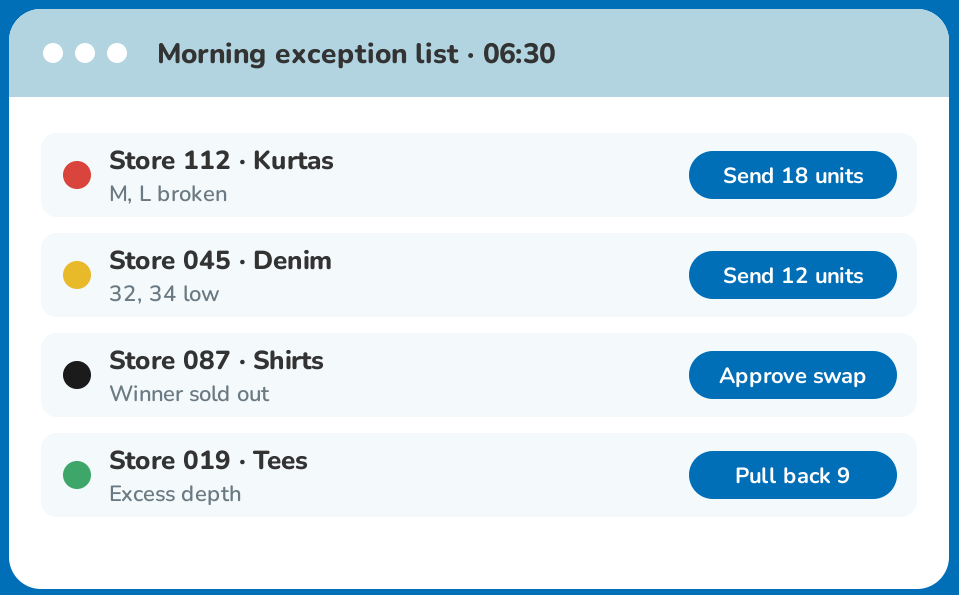
of stock in the Green zone

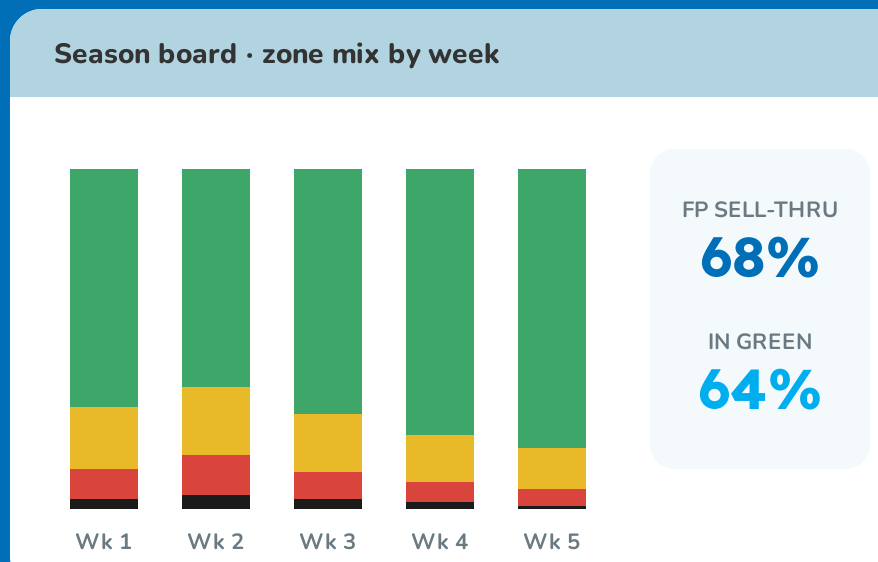
Contracted success metrics on your data, with part of our fee linked to them.
Measured on the TOC scorecard: throughput, inventory, operating expense.

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NEXT STEP

Stop funding the EOSS.
Start protecting full-price sell-through.





Complimentary Availability & Sell-Through Health Check

Pivotal-size availability, broken size sets and full-price sell-through lost, by store and category.

Book your Health Check →