

POS Market Overview

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India: Top POS Brands & Strategy

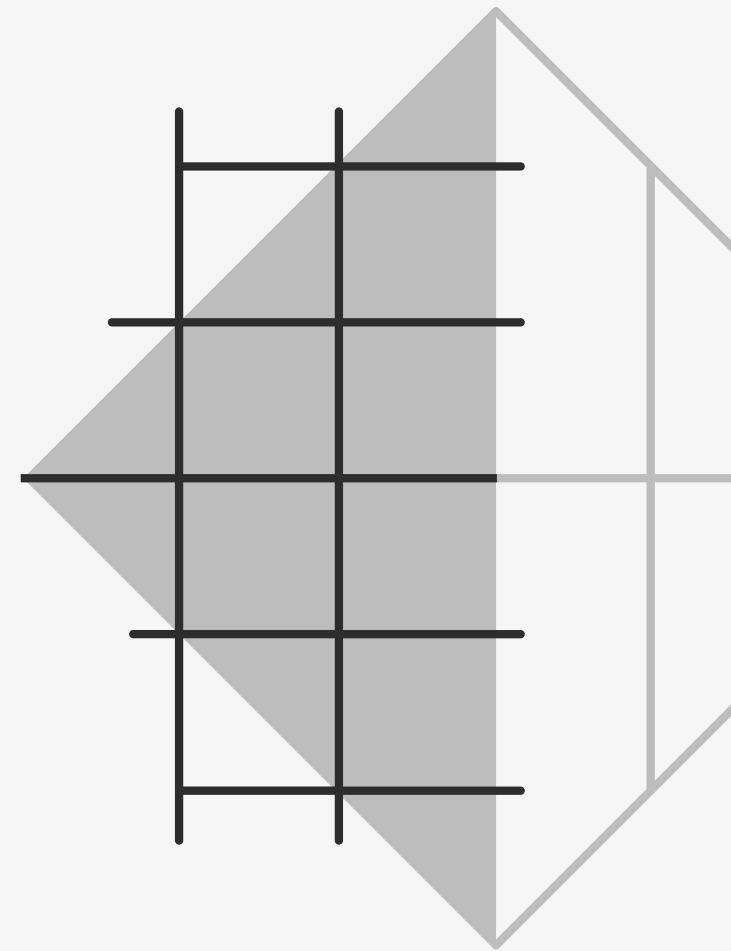
Top Growing POS Brands

- Pine Labs
- Zoho POS
- PetPooja

Their Strategy

- Simple cloud POS for small shops
- Low monthly cost
- Strong payment solutions (UPI, cards, Soundbox)
- Easy onboarding and training
- Large partner and reseller network

India POS brands grow by keeping the system simple and connected to payments.





UAE: Top POS Brands & Strategy

Top Growing POS Brands

- Foodics
- Cloudscape POS
- TrueBays POS
- ShopKeep UAE

Their Strategy

- Cloud POS for F&B and retail
- Fast setup and training
- Multi-branch features
- Strong customer support
- Add-ons like inventory and payments

UAE POS brands grow by offering cloud tools with strong support for SMBs.





Qatar: Top POS Brands & Strategy

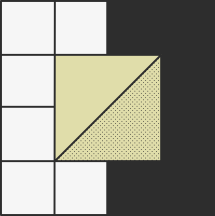
Top Growing POS Brands

- Foodics
- POSRocket (acquired by Foodics)
- Qatar POS Systems

Their Strategy

- Easy tools for restaurants
- All-in-one POS with payments and inventory
- Simple interface for new business owners
- Expanding through local partners

Qatar POS brands grow by giving simple F&B-focused POS solutions.



Oman: Top POS Brands & Strategy

Top Growing POS Brands

- Foodics
- Focus POS Oman
- Cloud POS O

Their Strategy

- Affordable cloud POS
- Local language and tax support
- Strong after-sales service
- Works well for cafés, groceries, salons

Oman POS brands grow by offering affordable POS with good local support.

