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Eazy AI Secures Pre-Seed Funding to Replace Traditional Product Search with AI-Powered Conversations

Dubai-based startup's multimodal platform eliminates endless product searching through intelligent text, voice, and image interactions

DUBAI, UAE, 31 July 2025 – Eazy AI, a conversational commerce platform which intends to disrupt the way customers shop online, today announced it has successfully closed an undisclosed pre-seed funding round from regional angel investors. The Singapore-registered company, which operates across the Middle East and Southeast Asia, is pioneering a new approach to online shopping by replacing traditional product search with AI-powered conversations.

Founded by serial entrepreneur and former Amazon product leader Ravi Shankar Mishra, Eazy AI envisions a future where online shoppers no longer need to navigate through endless product searches, sub-optimal search filters, or visiting multiple product detail pages to find items that match their preferences and budget.

For online retailers, this solves the problem of missing attributes in their online catalogue which makes search and search filters inefficient. Further, most retailers in the region struggle with poor conversion rate of 1% - 1.5% on their online stores, thereby impacting the revenue contribution from their online stores.

By using Eazy AI, they can easily enrich their product catalogue with a simple integration using their Enrich product which extracts the attributes from existing product images. The integration with Eazy AI is done in a matter of days rather than months as offered by existing solutions in the market. Further, they can integrate Eazy AI Convert product using chat-based conversational commerce SDK and even launch it using WhatsApp for their customers, driving higher conversion rate and revenues.

"We're fundamentally reimagining how people discover and purchase products online," said Ravi Shankar Mishra, Founder and CEO of Eazy AI, who is based in Dubai, UAE. "Traditional search is broken – customers spend too much time searching and often abandon their carts because they can't find exactly what they're looking for. Our vision is to replace this frustrating experience with natural AI conversations that understand intent through text, voice, and even images. This helps online retailers get better catalogue quality and drive higher sales from their online stores."

Proprietary Technology Drives Superior Shopping Experience

Eazy AI's platform combines multimodal chat capabilities with a proprietary recommendation engine that understands customer preferences through natural language processing. The system can interpret customer requests through text

conversations, voice commands, and image uploads, instantly connecting shoppers with products that match their specific needs and budget constraints.

The platform's intelligent recommendation engine eliminates the need for customers to either browse through countless product pages or struggle with ineffective search filters as many products in the online stores lack the attributes required for the filters to work. Instead, shoppers engage in conversational interactions that recommends relevant products, significantly improving conversion rates for online retailers.

"Our proprietary recommendation engine doesn't just understand what customers are saying – it understands what they mean," explained Mishra. "Whether someone uploads a photo of a style they like, describes a product in their own words, or asks questions about features and pricing, our AI delivers personalized recommendations that feel like having a knowledgeable shopping assistant."

Proven Leadership and Market Opportunity

Mishra brings extensive e-commerce expertise from his tenure at global platforms including Amazon, where he served as a product leader, along with AI product leadership experience at Zalando in Europe and as a Director at Tata CLiQ in India. Recently, he held UAE based leadership role in digital transformation and innovation in a large multinational conglomerate. His deep understanding of customer behaviour across diverse markets positions Eazy AI to address the unique challenges of the Middle Eastern and Southeast Asian e-commerce landscape. Ravi is supported by a world-class team of product and engineering experts in UAE and India.

The pre-seed funding from regional angel investors will accelerate product development and market expansion as the company scales its operations across both regions. The company already has active interests from large retailers in the region and well-funded eCommerce platforms in UAE and India.

About Eazy AI

Eazy AI is a conversational commerce platform that transforms online shopping through AI-powered conversations. Registered in Singapore with operations in the UAE and India, the company's proprietary technology combines multimodal chat capabilities with intelligent product recommendations to eliminate traditional search frustrations and drive higher conversion rates for online retailers.

For more information about Eazy AI, visit <https://goeazy.shop/contact>