

Every imagination served!

Book Customized Fashion &
Home Needs from
Manufacturer/wholesalers
online at a low price

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PROBLEM



Extremely High Price for Personalisation and customization of the textile Product line to serve quality offerings.



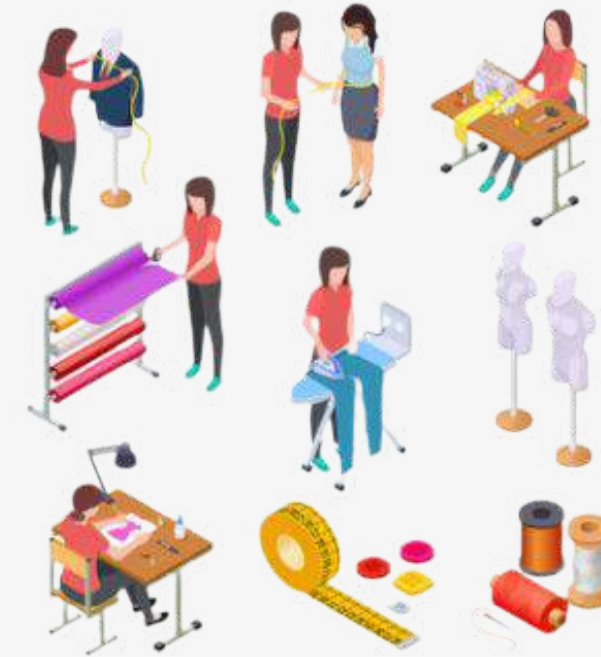
Very Little Control of the User/Stores over the fabric used, color, pattern, Embroidery, and other components in the manufacturing of Fashion & home furnishing



No easy way to help retailers curate & customize their own inventory for their target customer



No immersive way exists to visualize the true to life 3D virtual sample after customization to affect decision making on E-commerce



Seamless

No Direct way exists to unite manufacturers, value addition providers, and designers to manufacture a product at economical rates online ??

SOLUTION



MSW
C

A Software responsible for designing or alteration in existing design and 360° visualization will be added to e-commerce to receive the customization input from user or Suppliers.

Tie-up with Digital Textile printing unit will serve the Graphic Printing need to be received from the user and implement over textiles.

Creating an Online community for the pattern & graphic designers to design and earn under the Incentive program



PRODUCTS



A SaaS For textile & home needs product customization & visualization



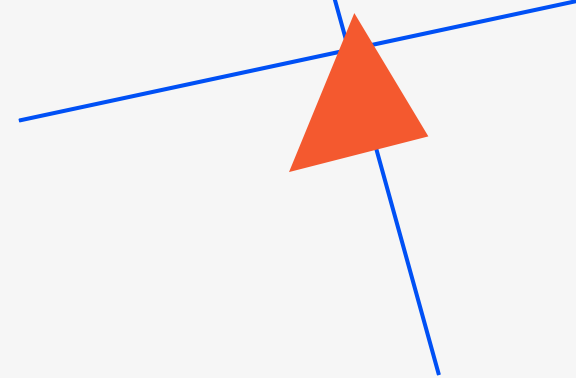
E-Commerce web / Application for Booking Orders



Printed/Manufactured Fabric/ Fashion & home Needs



MARKET VALIDATION



51.72 MILLION
CUSTOMERS VISIT (DEC 20)

MYNTRA.COM

Revenue - INR 4,262 Cr in FY20

12 MILLION
SERVING MICRO-BUSINESSES &
CONSUMERS YEAR

UDAAN.COM

Revenue - INR 5 bn in FY20

500 MILLION USD

CUSTOMINK.COM

Revenue/Per year

MARKET SIZE

USD 44.75 Billion



INDIAN FASHION & HOME NEEDS

TOTAL MARKET
(E-COMMERCE)

online Gross Merchandise Value
(GMV) to reach US\$100-120 billion by
2025.

USD 15 Billion



INDIAN FASHION & HOME NEED

TOTAL SERVICEABLE MARKET

Includes B2B Space for unorganized
Retail & E-commerce for Customized
clothing & home needs.

110 Million



USERBASE OF
CUSTOMIZED CLOTHING

444.17 Million Shoppers
Total Online Clothing Market

COMPETITOR

AFFORDABLE / MULTIPLE OPTION

Myntra.com
Udaan.com
Ajio.com

TEX 3D

LITTLE OR
NO CUSTOMIZATION

EASY
CUSTOMIZATION

Vistaprint.com
Offline
Customization

Bagsoflove.com
Customink.com

COSTLY



UNDERLYING MAGIC



First to Market

for a Customization-based manufacturing facility with tracking features on E-commerce

Direct Supervision & Control

they can monitor progress from manufacturing to doorstep delivery

Easy Designing & 360* Visualization

Virtual True to life samples can be made in less than 2 minutes

The customer derived facility



Innovate Fashion

Unlimited Pattern & Designs by
a professional designer
to choose from



Trendz Forecast

Enable stores to know what
style to make based on
what customer want

REVENUE MODEL



E-Commerce Sale

10% commission (Successive)
for every successful transaction
on a finished product




SaaS Subscription Fees

Based on monthly/yearly
Usage for customization



Advertisement Fee

Charging advertisement fee
for promotion & brand
awareness



BUSINESS MODEL

Cost Structure

- Technology & Infrastructure support cost
- Warehouse management and delivery cost
- Production & Delivery Cost
- Advertising & Marketing Cost

Key Partners

- Pattern Designer
- Partner stores
- Sellers, distributors of products
- Stitching & Embroidery units
- Fabric Manufacturer
- Graphic Designer

Key Activities

- Printing, Garmenting, custom manufacturing
- manage the supply chain
- Partnership with Value Addition Manufacturing Units

Channels

- E-Commerce Application
- Customization & Visualization SaaS
- Social Media Channels
- Offline Stores Sales

Customer Segments

- Unorganized Retail Stores
- Wholesale Rate for resellers
- Huge Urban Market
- Designer Dress Lover
- High-end Fashion & Home needs lover
- Customer Who wish to look good & design their own wearable

GO TO MARKET



Build Your Brand With Us

Tie up with Stores for
Offline presence



Design, share and earn big

Designer Incentive
Program



SEO, SMM

E-commerce Online
Presence

TEAM



ABHAY KUMAR SHARMA
FOUNDER,CEO

B.Tech (Mechanical Engineering)
Founder of a hyperlocal company
"meal n Mart" & have 3 years of
experience in running e-commerce
and Handled Stitching plant for 1.5
years.



GANNAYAK SHUKLA
CMO

MBA (Rural Development &
Management)
Have 10+ years of experience as a
marketing manager in various
corporate firms



RACHNA PANDEY
COO

Bachelor of Arts
Managed A Stitching Plant &
have 10+ years of experience
in managing manufacturing
operations.



thank you

we look forward to working with you