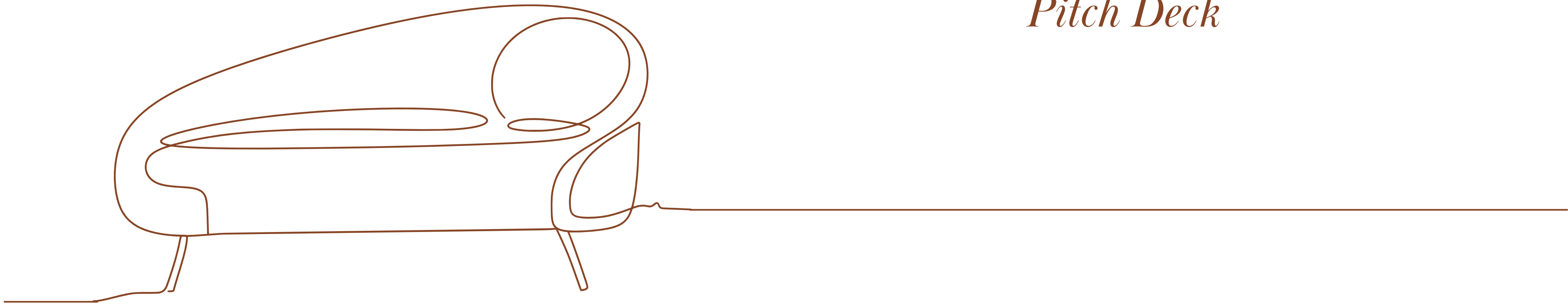




Pravaah India

Pitch Deck



SUSTAINABLE HOME DECOR & LIFESTYLE

www.pravaahindia.com

Problems Statement



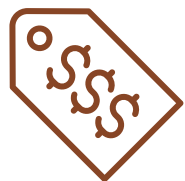
Lack of natural materials in Home and Living Section



Lack of employment opportunities in Uttarakhand



In India, during the festive season, it is estimated that 30-40% of the total waste generated comes from gift packaging.



Luxury is often synonymous with high cost, which can make sustainable products inaccessible to many.

Solutions & Measures



ZERO PLASTIC PACKAGING



**HIGH QUALITY &
SUSTAINABLE PRODUCTS AT
AFFORDABLE PRICING**



**CREATED IN SMALL BATCHES
USING LOCAL/SMALL
BUSINESSES.**



HIRING LOCALLY

**PROVIDING EMPLOYMENT TO
FRESHERS SPECIALLY WOMEN
& WOMEN LOOKING TO
RESTART THEIR CAREERS**



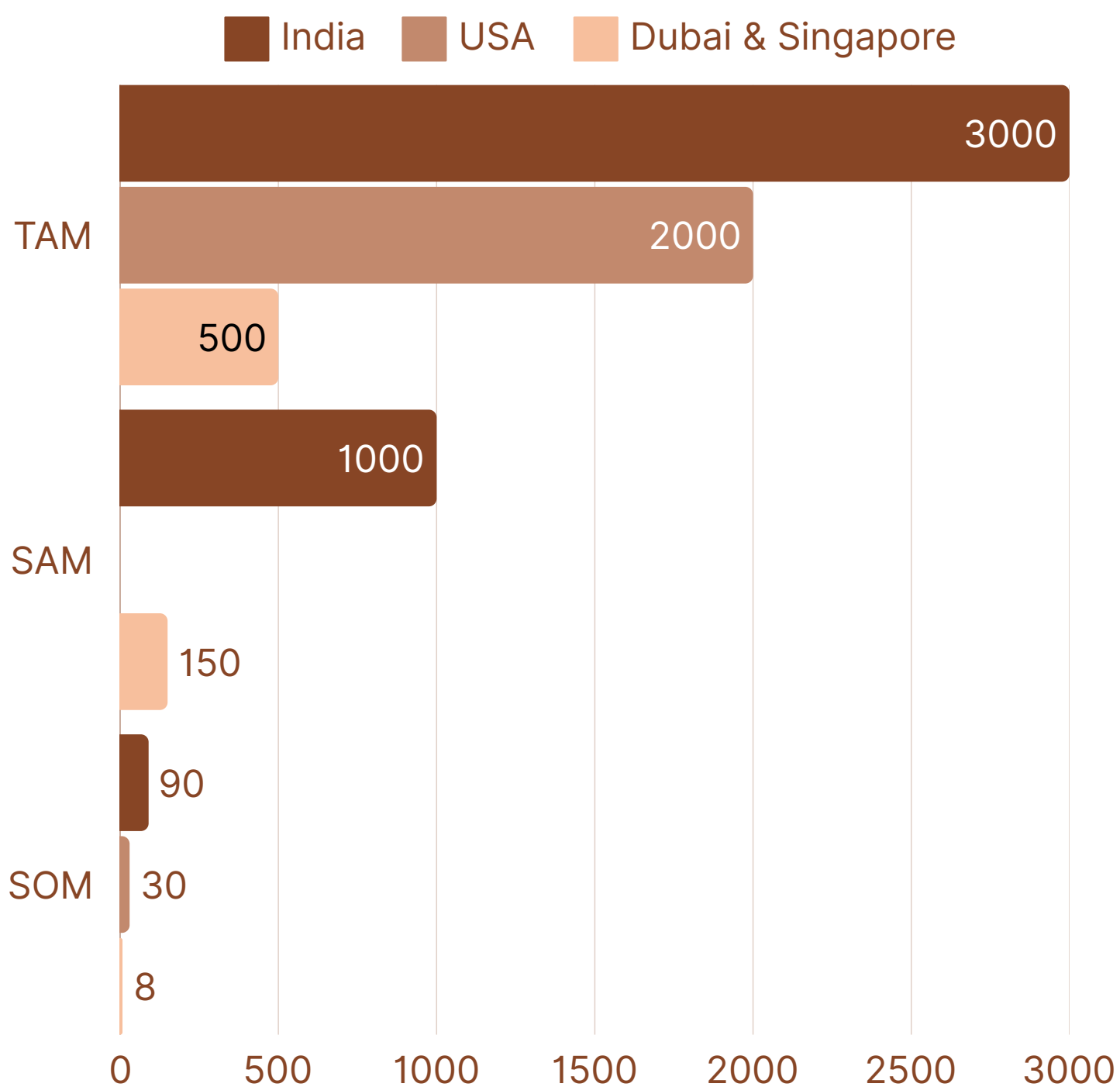
**LOW-WASTE AND UNIQUE
ALTERNATIVES TO WASTEFUL
GIFTING WITH EXCESSIVE
PACKAGING**



**MADE USING ONLY 100% RAW
MATERIALS SUCH AS HEMP,
RECYCLED COTTON, JUTE, SOY
WAX, LEAD FREE BRASS ETC.**

Market Opportunity

Market: Sustainable home and living products, including gift hampers, soft furnishings, and wellness items.



India: The broader home and lifestyle market in India is worth around USD 30 billion, with sustainable products making up an estimated 10% of this market. This gives a **TAM of \$ 3 billion.**

United States: Large population with a growing focus on sustainability. **TAM - \$ 2 billion.**

Singapore & Dubai: a strong inclination toward luxury and sustainable products. Estimated **TAM - \$ 500 million**

Focused on urban, educated millennials and affluent customers, **we assume that 30% of TAM as the Serviceable Available Market**

India: \$900 million - \$ 1 billion

Singapore & Dubai: \$150 million

United States: \$ 600 million

Considering the current competition and the resources available we can assume the Serviceable Obtainable Market to be 5-10% Domestically and 2-5% internationally.

India: \$ 45-90 million

Singapore & Dubai: \$3-7.5 million

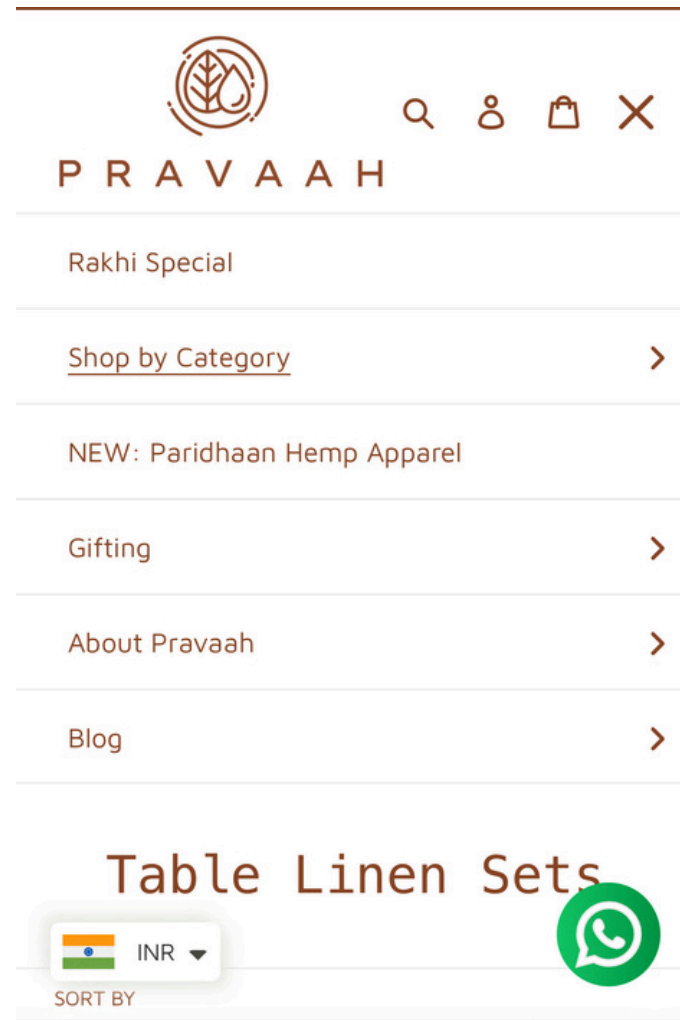
United States: \$ 12-30 million



Pravaah India offers a curated collection of eco-friendly and sustainable products that blend functionality with style. We work primarily with materials like hemp, recycled cotton, upcycled fabrics, soy wax, hemp paper among others! Our offering includes:

- Hemp Home Linens
- Zero-Waste Soy Wax Candles
- Zero-Waste Air Fresheners
- Lead-free brass cutlery
- Hemp paper stationery
- Curated Low waste gifting
- 100% hemp apparel
- Punh Pravaah

The Pravaah Website



Business Model

Key Partners Online Retails Partners: There are online marketplaces where we list and sell our products for a commission % and/or listing fee. We are currently listed on 12+ platforms. This is to ensure a wider reach. This may cannibalise the business on our website but given our current resources, this allows us a larger market share Offline Retail Partners: We have expanded into strategic offline stores on a commission basis to ensure that cities with the maximum online traffic have an offline touchpoint. Suppliers: We work only with small business, independent artisans and govt certified SHG to create our products. This is to ensure that the economy is not decentralised	Key Activities <ul style="list-style-type: none">Product developmentFinding the right contract manufacturersmarketing and salesCreating custom products/giftsPackaging developmentresearch and pivoting Key Resources <ul style="list-style-type: none">High quality raw materialsUnique packagingCustom SolutionsTimeless yet unique design	Value Propositions <ul style="list-style-type: none">Sustainable productsLong lastingSmall BatchTransparency	Customer Relationships <ul style="list-style-type: none">Personal touchEmpathetic feedbackAvailability of in-depth product information Channels <ul style="list-style-type: none">website3rd party e-commerceOffline touchpoints<ul style="list-style-type: none">Multi-brand storesHotelsCollaborationsCorporate gifting	Customer Segments <ul style="list-style-type: none">Young FamiliesConscious customerHotelsWedding/event PlannersCorporates
Cost Structure <ul style="list-style-type: none">Raw materialsArtisans PaypackagingWarehousingLogisticsWebsite and Online managementMarketing & Exhibitions		Revenue Streams <ul style="list-style-type: none">Product in Catalog SalesCustom GiftingCorporate gifting		

Any other comments:

- We are in the process of identifying and defining more revenue streams

Competitors

Brands that indirectly compete by offering home products, décor, or gifting solutions without a strong sustainable focus

INDIRECT COMPETITORS

IKEA
ZARA HOME
PEPPERFRY
URBAN LADDER
HOME CENTRE

These are brands operating in the same niche of sustainable home and lifestyle products

DIRECT COMPETITORS

IDAM
NICOBAR
FABINDIA
GOOD EARTH
ELLEMENTRY

NO NASTIES
NAPPA DORRI
KAMA AYURVEDA
BARE NECESSITIES
FOREST ESSENTIALS

POTENTIAL COMPETITORS

Brands in other industries that could expand into the home and living category to become our competitors

WHILE THERE CAN BE FURTHER SEGMENTATION AND MORE BRANDS EXIST, WE HAVE ADDED THE TOP 5 COMPETITORS IN UNDER 3 MAIN HEADERS

Leveraging Technology



Operating out of the small town of Rishikesh, technology allows us to reach our customers globally



Hiring women from low income groups locally and training them to leverage technology and grow. Technology has also allowed us to hire women restarting their careers outside of Rishikesh



Analyzing and studying new developments to improve our products to be more useful and environmental friendly



Using different online tools for an easy inventory management, CRM, logistics and accounting

Pravaah Milestones



July 2021: Became the first Indian brand to launch with a catalog of 100% hemp products



Within 6 months of launching, Pravaah collaborated with Singapore based platform and served clients in Dubai and USA



Pravaah has participated in over 150 offline pop-ups and events across 20 cities in the last 3 years



Leveraging research and collaboration, Pravaah today hosts a catalog of over 120 sustainable products



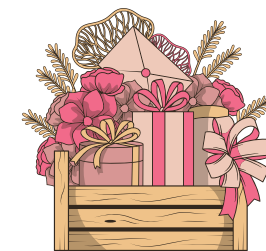
Provided direct employment to over 20 women and indirect employment to over 5 self help groups



We are proud to have over 5 lakh customers and 90% satisfaction ratio across platforms



Received organic coverage by brands like Social Samosa, Outlook business, Vanity Wagon, conscious collaborative etc.



Successfully delivered over 3000 pcs of sustainable zero plastic custom orders for weddings, corporates, personal events etc.

Meet the Team



Surbhi Agarwal
Founder

Struck by the environmental and ethical issues in haute couture, which transformed her perspective on consumerism, Determined to make a change, she founded Pravaah India. 3 years later, her promise holds strong



Shruti Adesara
Business Expansion

Our team's only remote worker, Shruti, a young mom, has recently rejoined the workforce. She has managed to secure key partnerships and is responsible for solidifying collaborations to increase the company presence



Neha Chauhan
Vendor/Client Management



Muskan Verma
Warehouse Manager



Pooja Rawat

Both Neha and pooja are responsible for the day to day communication and management. They are the first point of contact for our customers. Born and brought up in Rishikesh, both the girls today contribute to their household income



Tanisha Prajapati
Warehouse Assistant

Muskaan and Tanisha not only manage the warehouse but are also in-charge of packing and dispatching orders. Muskaan is currently learning our accounting software within the company to help expand her skills.

THANK YOU

Presented By:

Surbhi Agarwal

Founder, Pravaah India

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