PropFactory

Gift | Stationary | Props

PROPFACTORY

01 Who are we?

Online brand selling themed product, themes like Unicorn, Mermaid, Panda & Pastel products

02 What's our aim?

- To become the go-to destination for highly curated & classy products
- To become one of the major brands in Indian Online E-Commerce space for unique, curated products

We are bootstrapped and have a small, efficient team of 8

03 What exactly do we do?

We are online sellers who curate a collection of appealing products of select themes

PropFactory

About us

01

Unique Offering

We bundle themed products smartly and present them as **Combo Hampers**

02

Wow-Factor

There's a **wow-factor** in our products & their **presentation & unboxing** is done on our online platforms

03

Appreciation notes & testimonials

We get awesome reviews & feedbacks on a regular basis

04

Dedicated Social Media Customer Care

This dedicated team well-liked and appreciated by our customers

05

Single-point-contact system

Our social media not only as a query redressal system for our customers but also for all services

06

Order booking from social media

We take direct orders from social media & faster response to customer end

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WHAT'S DIFFERENT HERE?

Video Call to Customer

We offer customers a Video Shopping Experience!

We suggest Combo-Hampers and products which customer chooses in real-time what he/she wants to add

This experience gives them a sense of shopping virtually

Advantages

Real-Time interaction builds trust of customer in brand

Real-time viewing leads to more impulse spend than planned

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Video Call to Customer

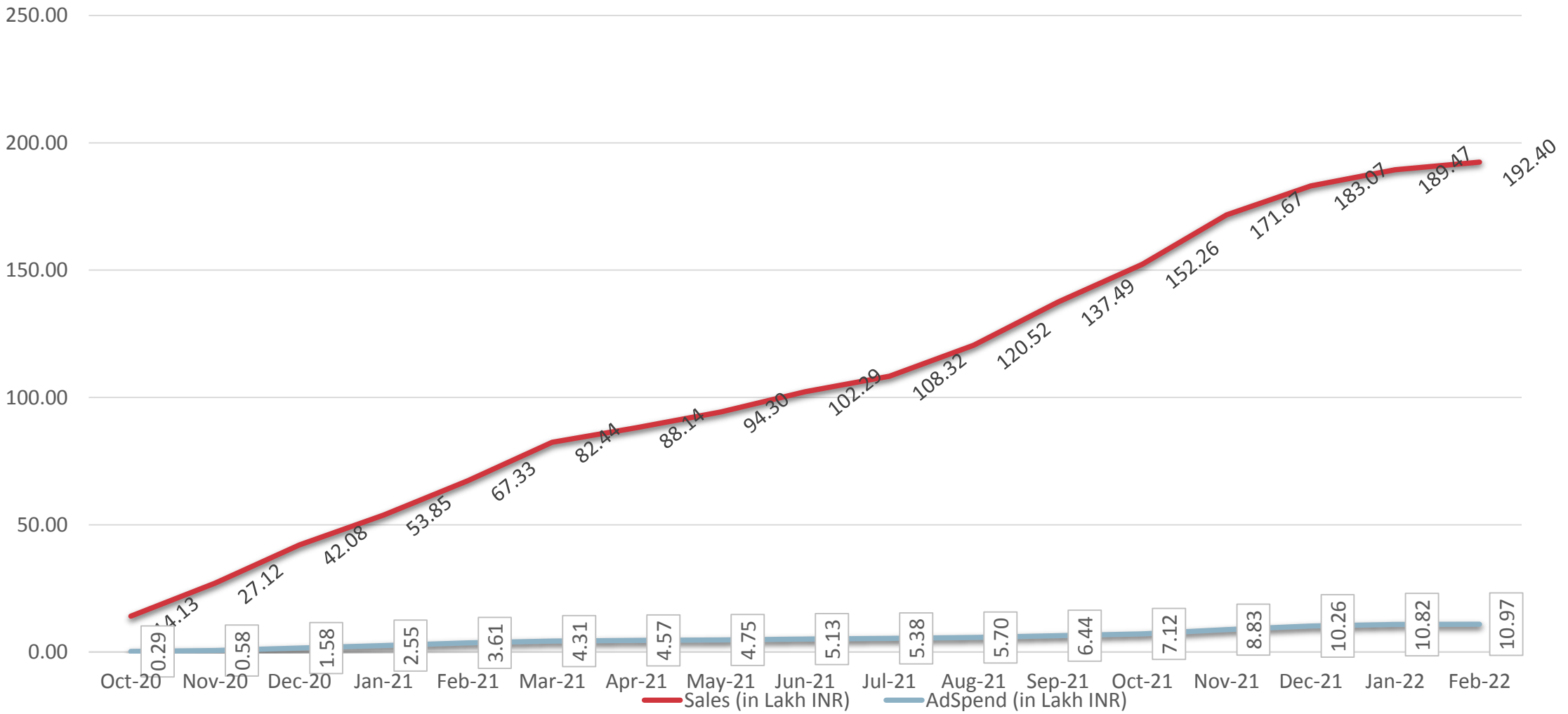
Each product is shown to customer

Unboxing Video is shared with customer as well

Customer gets EXACTLY what he/she has ordered

Facts & Figures

Monthwise Sales & AdSpend (till Feb 2022)



Facts & Figures

• Total Money invested at the start	INR 100,000
• Total Money raised from Friends, Family, VC, Investors etc.	INR 0
• No of orders on website till date	80000+
• Total Ad Spend till date	INR 10,50,000+
• **Total Sales till date**	**INR 1,92,00,000+**

At the start of PropFactory, we had invested in Inventory & Website setup only

We utilized the resources of our previous

E-Commerce brand CaseFactory®

Hence, easy & quick implementation of shipping, logistics, packaging and basic infrastructure

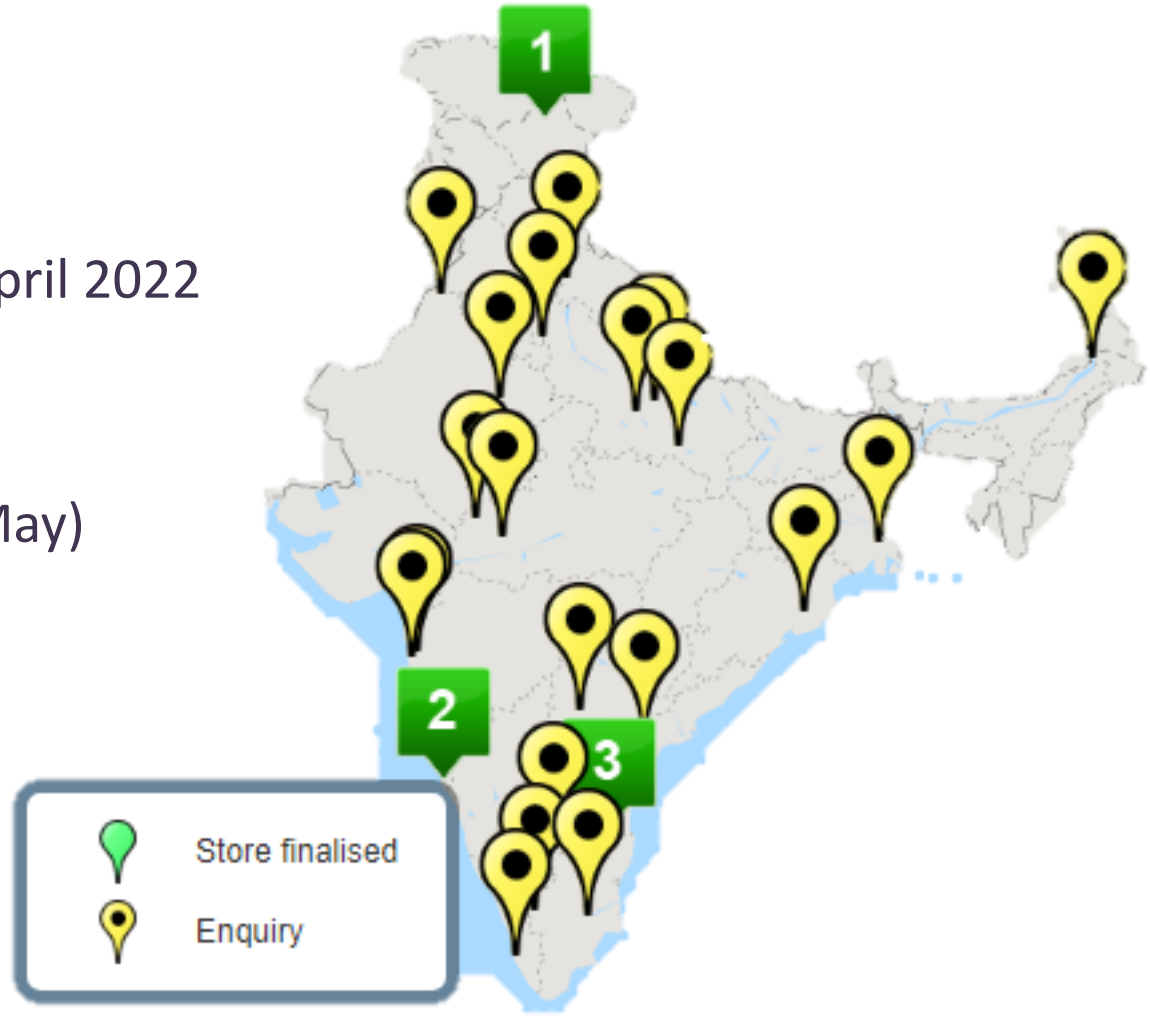
Revenue Streams

Sr. No	Sales Medium	Status	Benefit	Revenue
1	Direct sales from www.propfactory.in	Live	• No commission to intermediary • High % of repeat customers	1cr+ per annum currently (even after covid impact last 2 years)
2	Weekend Pop-up events in all major Indian cities: Mumbai, Pune, Delhi, Chandigarh, Ahmedabad, Surat, Kolkata, Bangalore, Hyderabad	Currently halted due to Covid	• Better brand recall & builds trust in user after seeing physical presence • Instant sales boost on website • Helps organic growth & marketing	Avg. 12-15 events per year x ~Rs.1.5 to 2L collection each event = Rs.20L+
3	Sale proceeds from franchise stores & franchise fees	Work in progress	1. Assured purchases from Propfactory directly increasing revenue	Per store: 2L franchise fee + 5% sales royalty post 1yr
4	Product listing on marketplaces like Amazon, Flipkart, Nykaa	Not explored	• Low profit high volumes	NA
5	Expansion into more product categories for same audience	No explored	Ready market for Boys & men products, Apparel, Jewellery, Makeup, home décor and infinite possibilities	NA

Propfactory Franchise Stores

About:

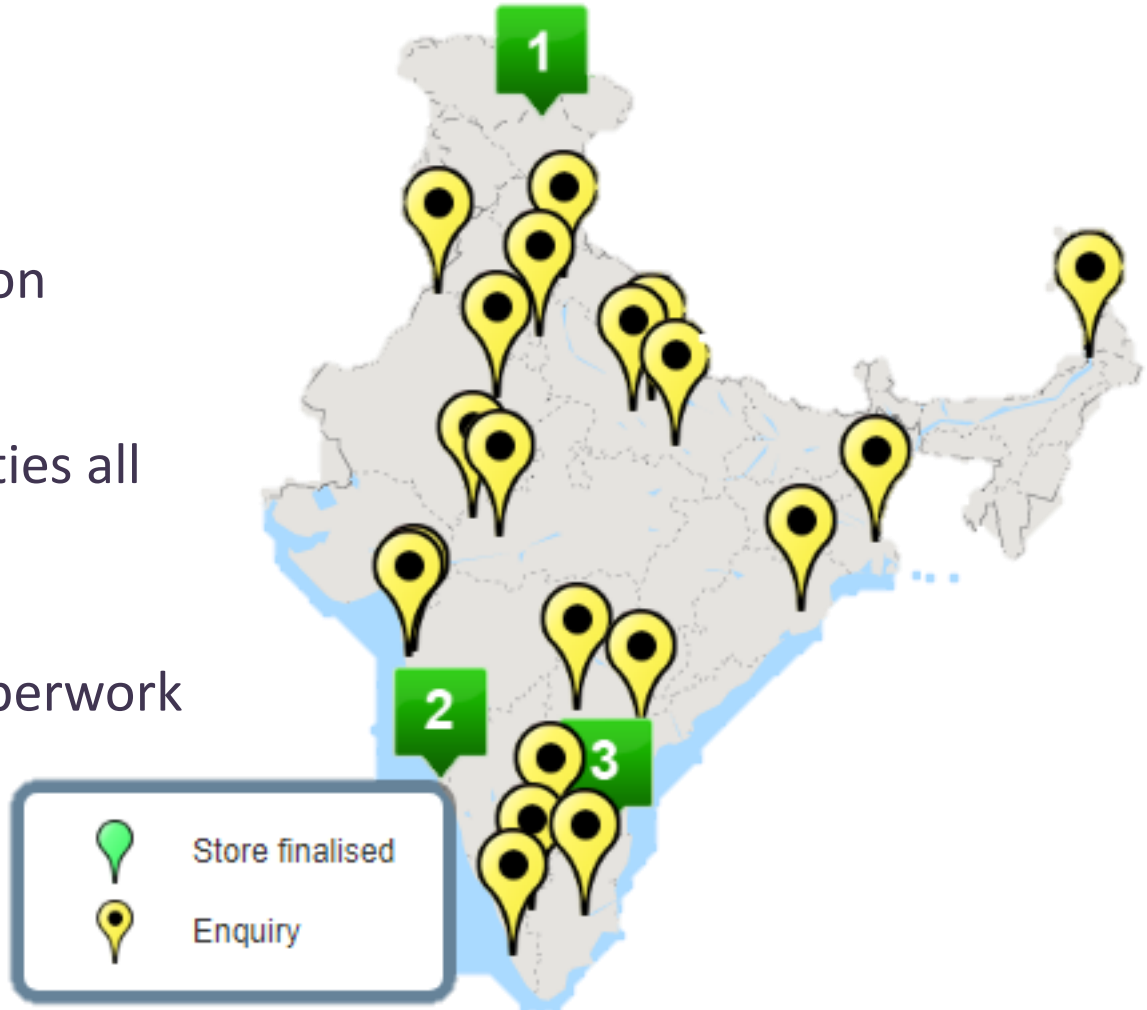
- Started responding to franchise requests in April 2022
- 1st Franchise in Leh, Ladakh (confirmed)
- 2nd & 3rd in Goa & Tirupati (will be closed in May)



Propfactory Franchise Stores

Timeline:

- Floated a form on 19th April 2022 exclusively on PropFactory Instagram page
- 50+ franchise enquiries from more than 25 cities all over India in 10 days
- 1st Store in Leh set to launch in May 2022. Paperwork & discussion ongoing for Goa & Tirupati store

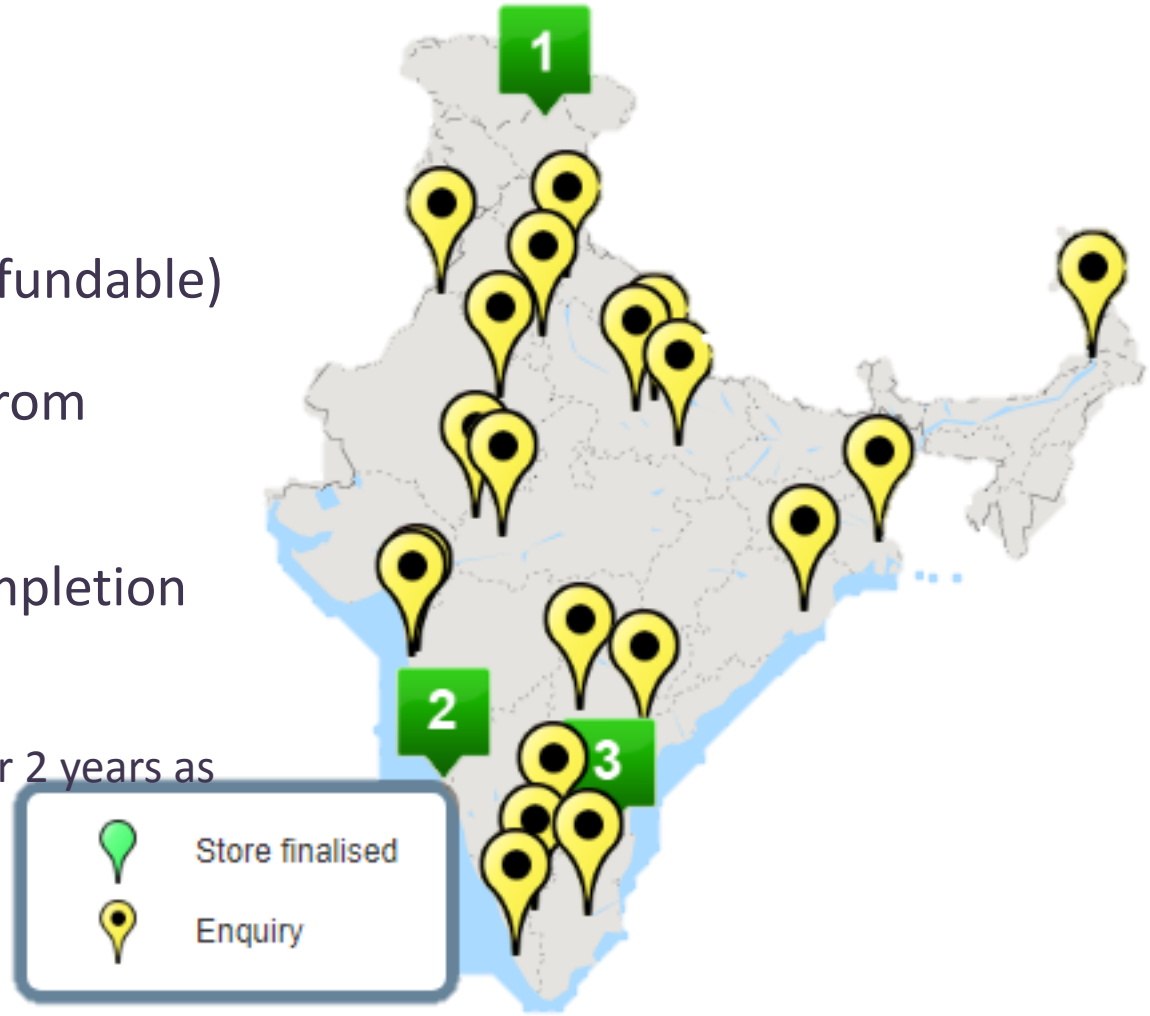


Propfactory Franchise Stores

Fees:

- INR 200,000 as franchise fees (1-time, non-refundable)
- Store theme, All goods purchase exclusively from Propfactory
- No fees for 1 year, 5% sales revenue after completion of 1 year

Note: For Leh store, we have commited no revenue cut for 2 years as this is a pilot project for us.



Our expansion plan

- Expansion of office & warehouse space, iOS n android app, Human Resource **hiring on priority**
- Want to expand to **products for gents &** for all age groups and Obtain **licenses for official merchandise**
- We try to maximize organic **social media reach & launching YouTube channel**
- **Subscription model** for our Combo Hamper Box & launching a themed **experience studio** open for visitors

Vital potential

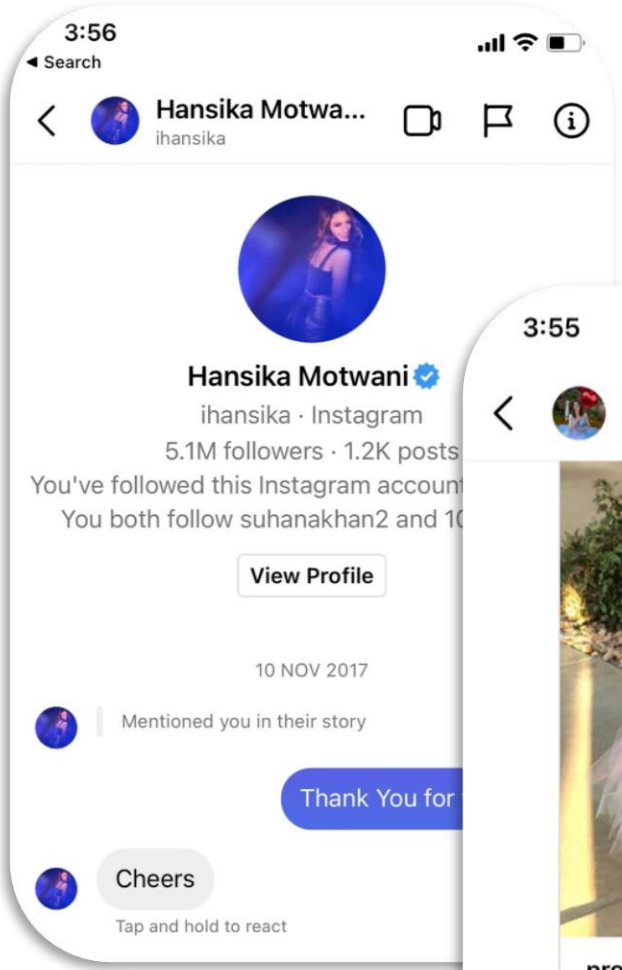
On 18th June 2020, floated a Google Form to take Custom personalized orders for prices Rs.799, Rs.899 & Rs.999 only; on our Instagram page.

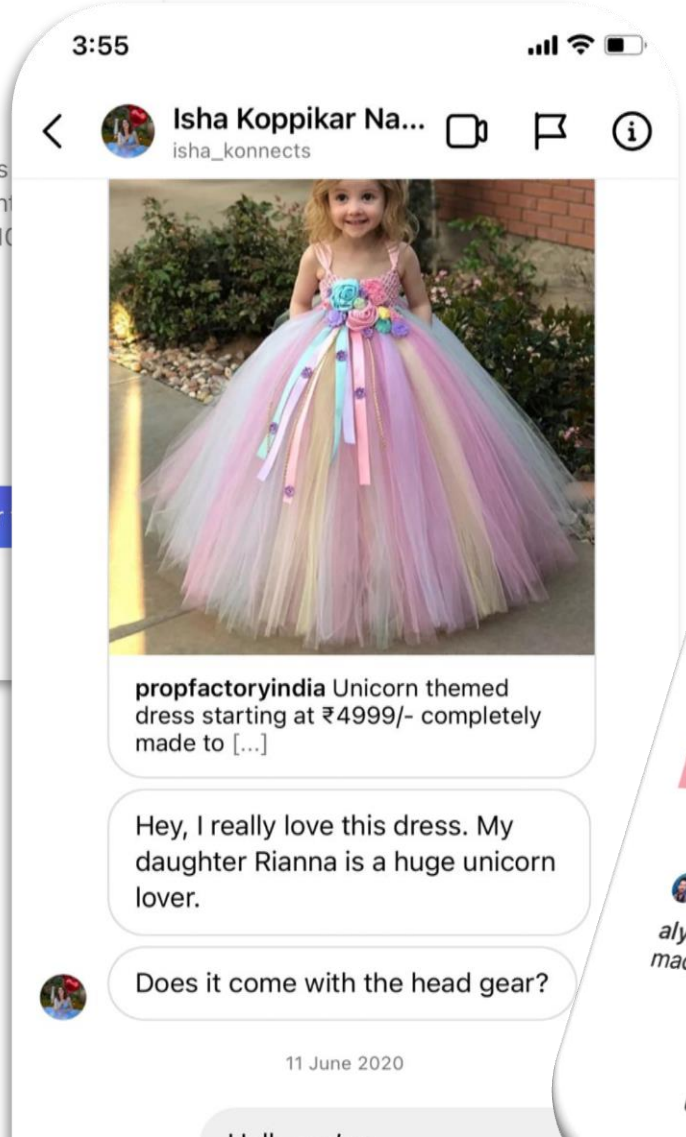
In 24hrs , we got 628 orders with a total value of more than Rs.5,50,000/- (excluding our regular website sales)

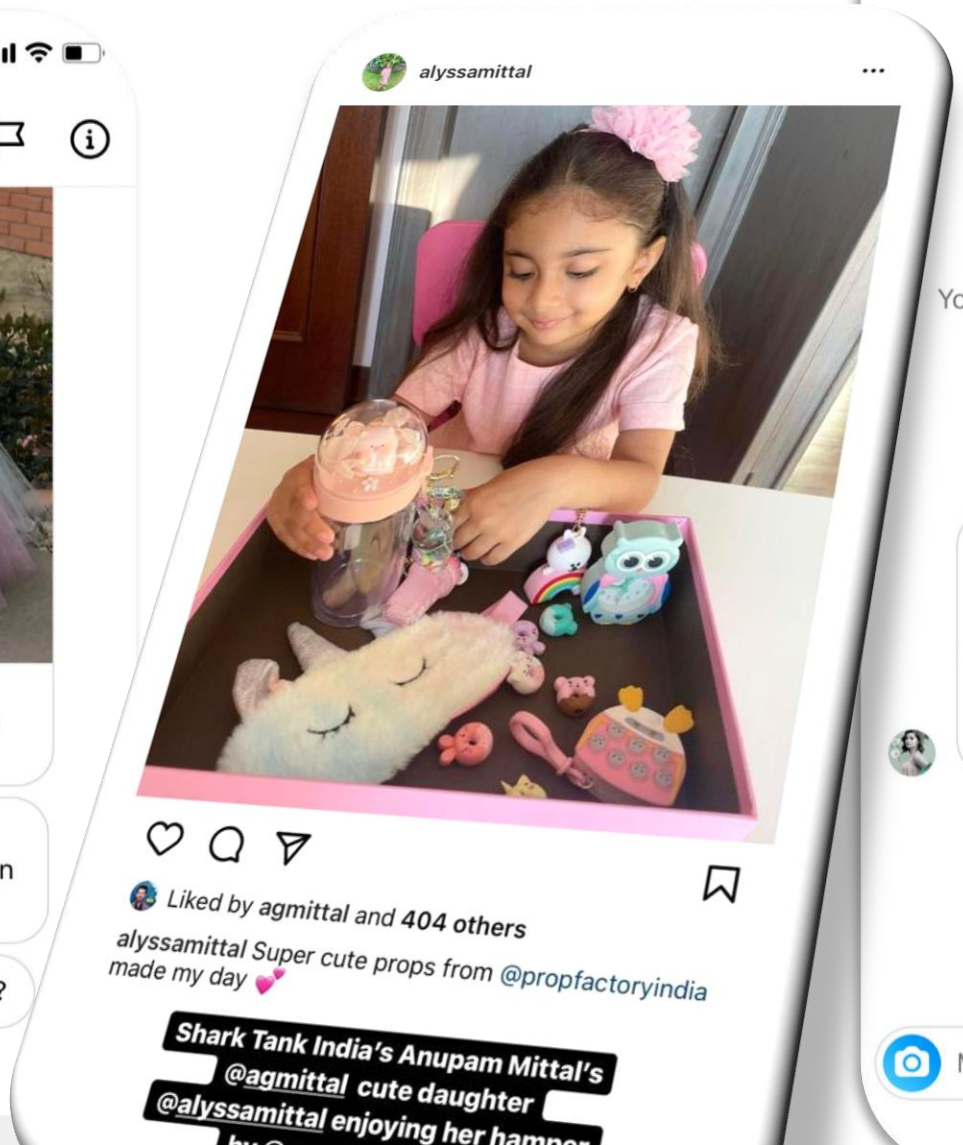
We're in a position to set ambitious sales targets

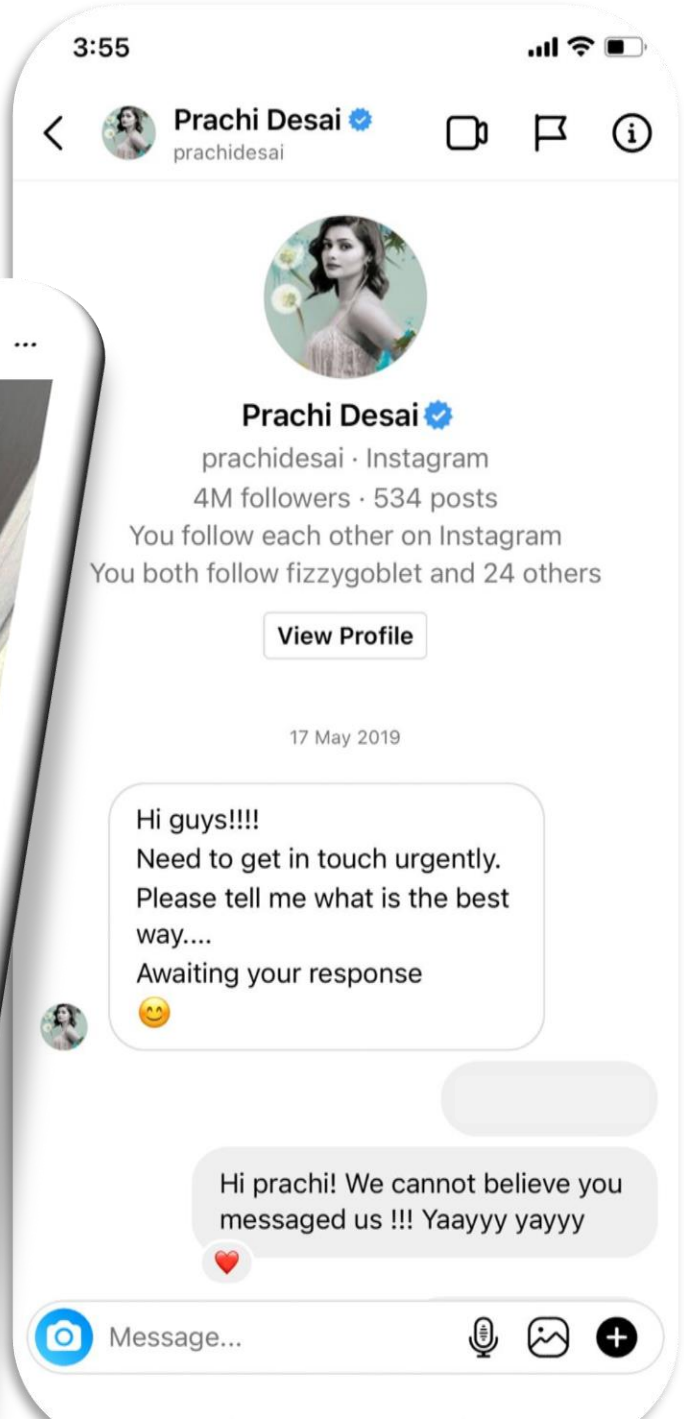
We are confident about growth pace and that it can become **a significant player** in the Indian Online gifting Ecommerce Space.

Celebrity Snippet









Use of funds

Workspace development

Licensing

Website & App

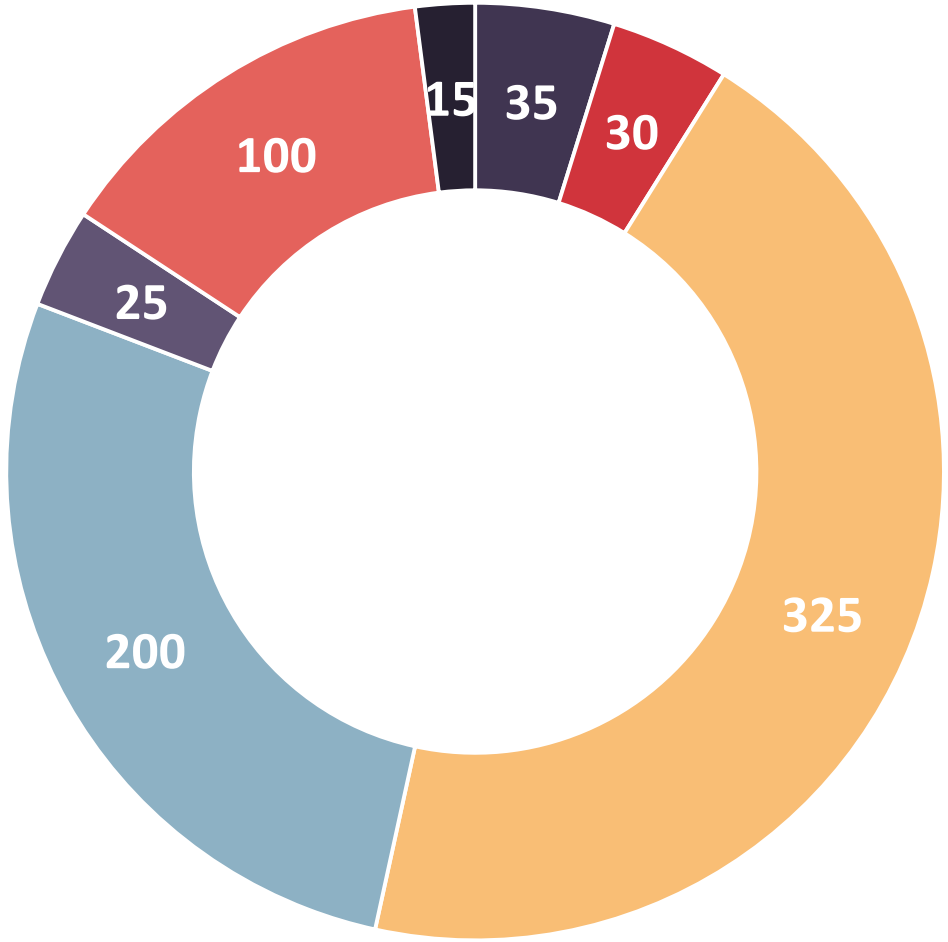
Human Resource

Marketing

Inventory

Use of funds

- Workspace development
- Website & App
- Inventory
- Human Resource
- Licensing
- Marketing
- Others



Use of funds

6-MONTH PLAN (post money):

3 YEAR SALES PROJECTION (post capital infusion):

Y1 : 2-3 Cr INR | Y2 : 4-6 Cr INR | Y3: 8-10 Cr INR

Our Team

Dr. Ankita Shashane

M.D, MS (Obstetrics & Gynecology)
Resident Doctor, D. Y. Patil Hospital, Navi Mumbai

M.B.B.S
D. Y. Patil School of Medicine, Navi Mumbai (2011-16)

Rohan Dubal

M.B.A (Marketing)
NMIMS, Mumbai (2015-17)

B.E (Mechanical)
Fr. C.R.I.T, Mumbai Univ (2009-13)

Co - Founders

Rohan & Ankita met in their Engineering college library and ended up becoming friends, business partners and recently got married in January 2019 after knowing each other for almost 8 years

We're doers; we get things done!

Both of us display leadership qualities and are liked, admired and respected by our team. Dating back to our college days, both have been General Secretary of their respective colleges during their times.

Our constant aim is to grow as an organization and provide employment to as many individuals as we can.

Our previous project

CASE FACTORY

Pooled in about Rs.50,000 each from our salary savings & started selling printed Mobile Phone cases in **2014**. It was **started after 1 failed attempt with a similar concept.**

Had a **printing set-up with 6 machines in 2 years.** One of the early entrant brands in the Phone-Case market and are popular in the young-adults audience.

We have had sales of approx.. **INR 1 Cr every year** in sale of phone cases

Our previous project

Kosh
Aesthetic & Laser clinic

Setup a clinic providing Cosmetic services (in hopes of becoming early entrants into a fast growing market) under technical supervision of Dr. Ankita

We were at **operational break-even from the 1st month** and reached **break-even** in 10 (approx. INR 10L).

We **sold** the entire running clinic in as-is condition for **INR 12 L in May 2019**

Our Ask

1.5Cr – Dilution of 15% at

10Cr Valuation

THANK YOU!