SUSHYAM

Roll-on-perfume

The Team

Madhav Tandon

Education
IMBA 5th year Student at Ahmedabad University

Business Background
Family business in manufacturing of Flavours and fragrances since 1863.

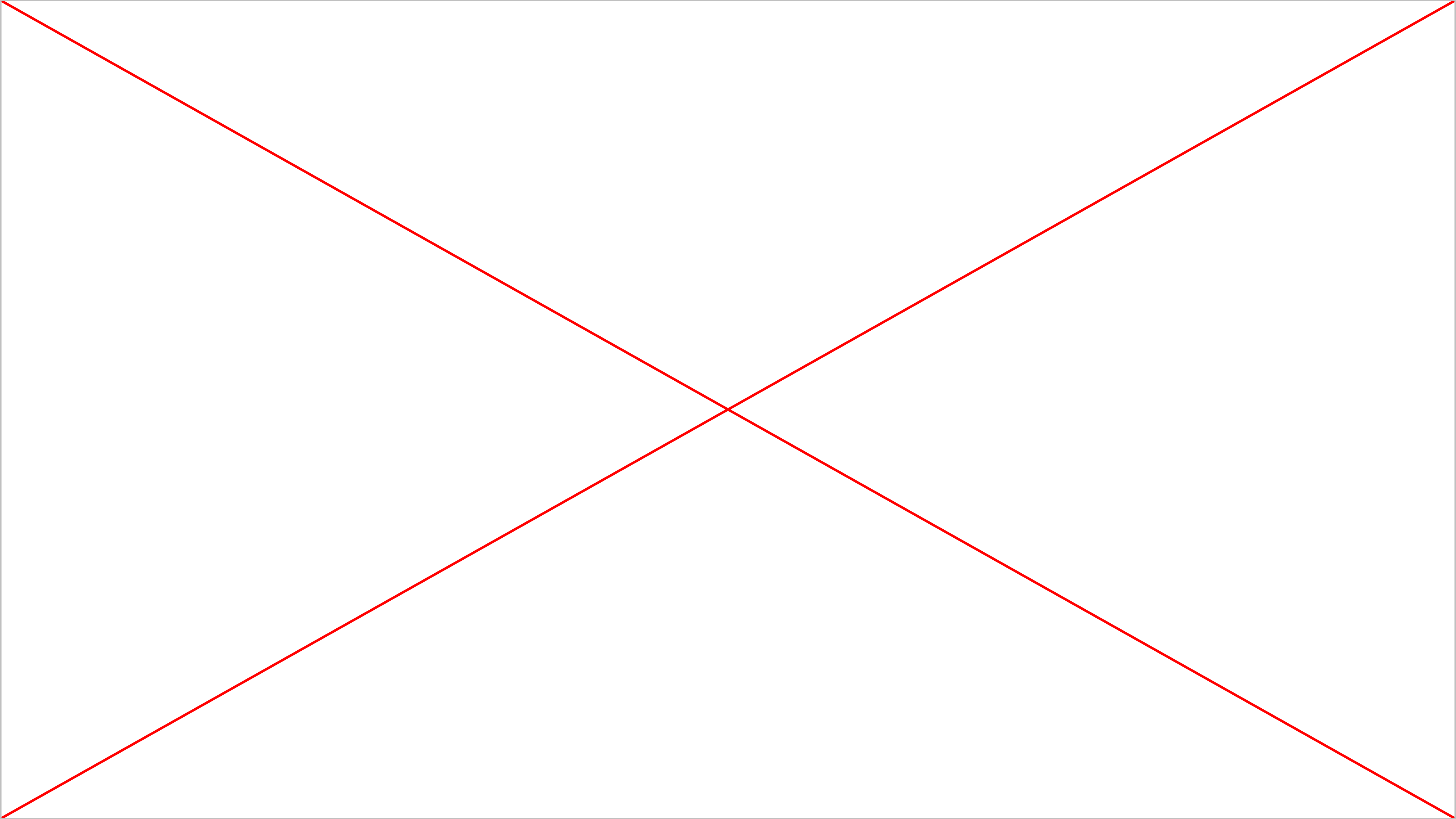
Key Strength
Has strong background in manufacturing products related to flavours and fragrances.

Khush Patel

Education
IMBA 3rd year student at Ahmedabad University

Business Background
Family business in slate manufacturing

Key Strength
Has strong supply chain and distributor contacts across Gujrat.



The Market

Market Pain Points

Lack of Longevity

Affordable pocket perfumes (₹60-200) tend to fade quickly, leading to customer dissatisfaction.

High Cost of Quality

Long-lasting fragrances are currently priced as premium products, often exceeding ₹200.

Current Market Offerings (Low Longevity Range)

The Market

Why don't affordable perfumes last as long?

The answer lies in the **perfume oil concentration** of the product.

Affordable perfumes (Price range of INR 70-75)have low oil concentration and high alcohol content leading to faster evaporation.

The Market

Why do long lasting perfumes cost more?

Unlike affordable perfumes, these have a higher **perfume oil concentration** of more than 15%-20%.

The lower alcohol content and increased oil concentration significantly **increase the production cost** . (INR 300+)

The solution?


SUSHYAM
Flovera
SUSHYAM
Evan
SUSHYAM
Mahoghony
SUSHYAM
God
Father

Ingredients

Evan

Top: Ocean
Middle: Spice
Bottom: Citrus

Flovera

Top: Floral
Middle: Citrus
Bottom: Amber

God Father

Top: Leather, Smoky
Middle: Musk
Bottom: Oudh

Mahoghony

Top: Musk
Middle: Ocean
Bottom: Kewda

Our Production Process

How are we different?

Alcohol Free

Our perfumes are **Alcohol free** which significantly reduces evaporation rate.

High Concentration

Our perfumes have more than **20% Perfume oil** concentration.

Market Position

Our price falls right in the **middle of the market gap** that we have identified.

5ml pack: INR 149
3ml pack: INR 99

Market size

TAM

Total Addressable Market

₹10,400 Crores

The total Indian fragrance market valued at ~$1.25 billion (₹83/USD exchange rate).

SAM

Serviceable Addressable Market

₹1,800 – ₹2,200 Cr

Targeting Gujarat & Maharashtra (~20% of national consumption) due to high urbanization.

SOM

Serviceable Obtainable Market

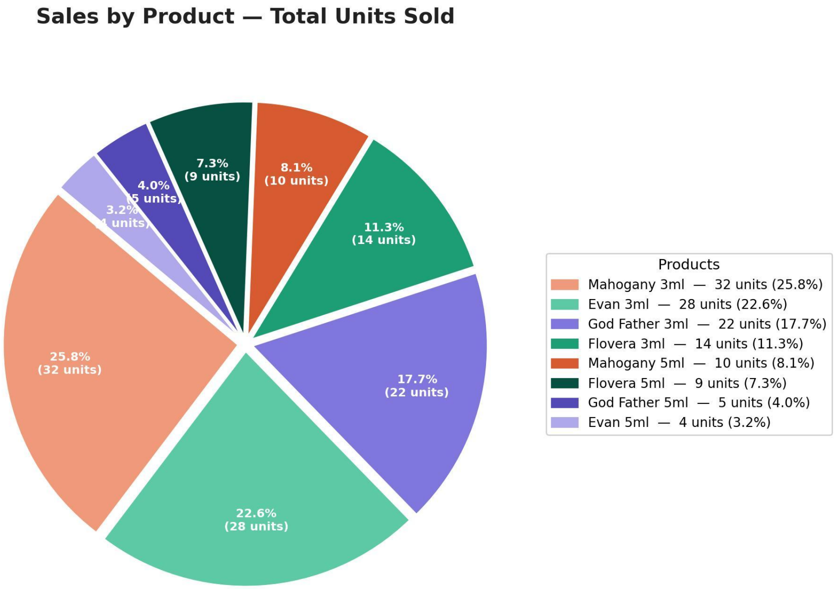
₹60 – ₹85 Crores

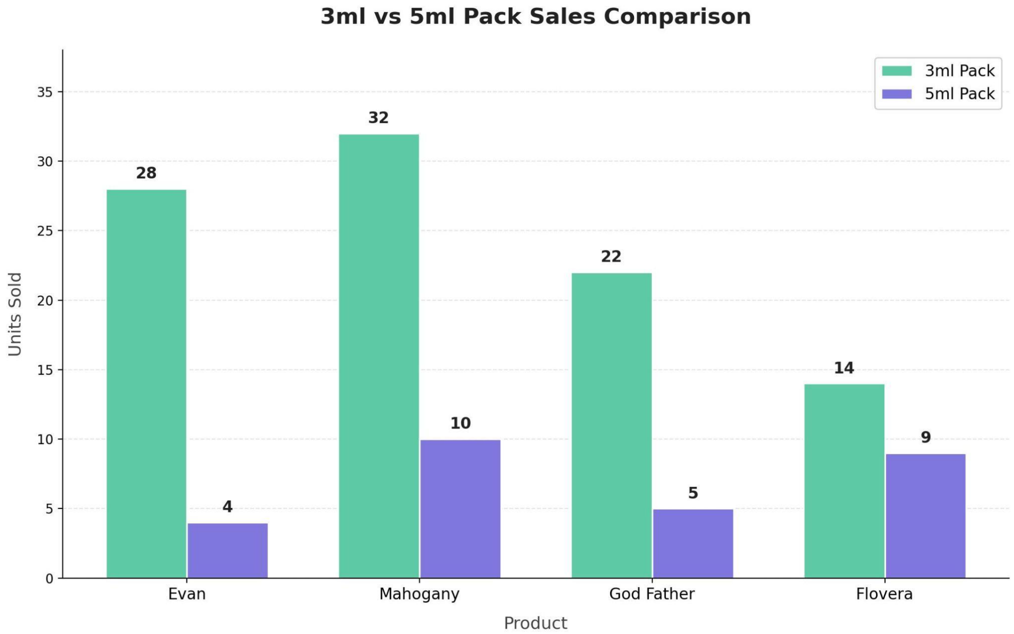
Ahmedabad youth demographic (15-29 age) spending ₹600-850 annually on scents.

Pilot Sales

Total sales from pilot launch= INR 5,380

Total Units sold= 124

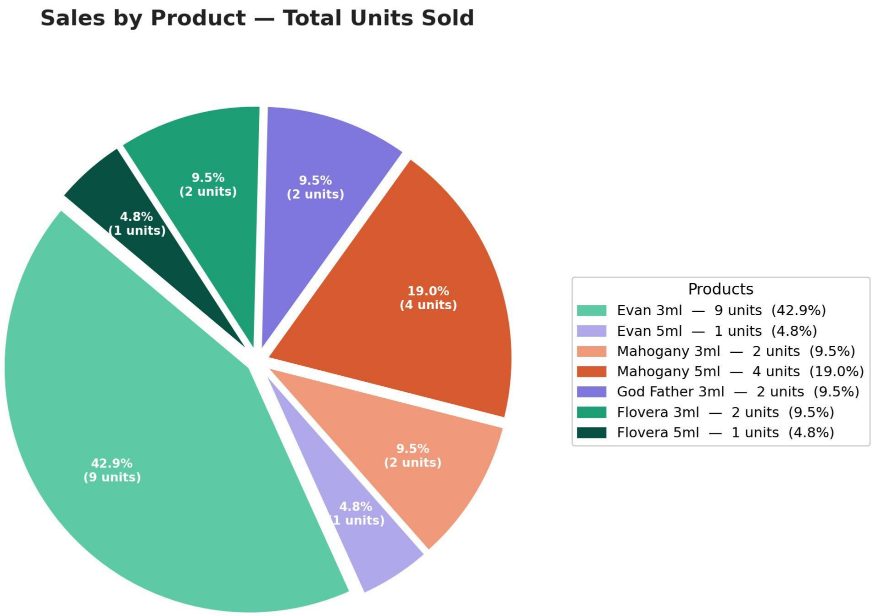


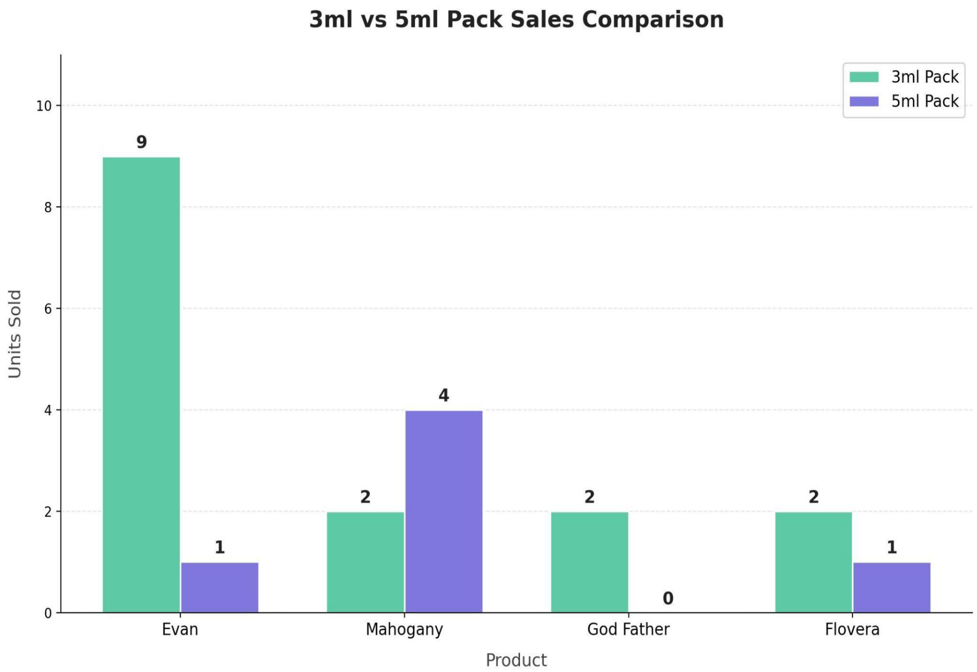


Expo sales

Total sales from University expo= INR 2,379

Total units sold= 21





Total cumulative sales

Revenue Breakdown

Sales from Pilot + Expo

₹7,759

5,380 (Pilot) + 2,379 (Expo)

Volume Sold

Total Combined Units

145 Units

Cumulative product movement

Performance Summary

Strong initial traction across both pilot launch and university expo channels.

Go to market strategy

1. Value Proposition

Product: Our most selling "Evan"

longetivity: 6-7 hours.

Price: ₹149 5ml (The "No-Brainer" Zone).

Advantage: 0% Alcohol, 20% Oil (long-lasting).

2. Distribution Strategy

Saturating high-volume daily touchpoints:

- **Channels:** Kirana shops, Pan Parlours.
- **Incentive:** Higher margins to turn shopkeepers into sales agents.
- **Placement:** Impulse strips next to tobacco & mints.

Go to market strategy

3. Marketing & Sales Tactics (The "Push" Factor)

- **Micro-Hyper-Local:** Ahmedabad saturation before Rajkot/Surat.
- **The "Legacy" Moat:** Manufacturing scale & in-house sourcing for profitable ₹149 unit economics.

4. Scaling Roadmap

Phase 1: 50 Outlets in Ahmedabad (Months 1-3)
Phase 2: 200 Outlets via Gujarat wholesalers (Months 4-8)
Phase 3: Quick Commerce (Blinkit/Zepto) for Gen-Z (Months 9+)

The Killer Metric

"Cheaper than a meal, lasts longer than a spray, capturing the common man's pocket."

Financial Projections

Year 1 (Pilot)	Year 2 (Scaling)	Year 3 (Expansion)
Units Sold 10,000	Units Sold 35,000	Units Sold 75,000
Gross Revenue ₹4,50,000	Gross Revenue ₹15,75,000	Gross Revenue ₹33,75,000
Gross Margin ~49.33%	Gross Margin ~56.93%	Gross Margin ~59.47%
Status Pilot Phase	Status Scaling	Status Optimization

Questions?

We have one more thing…..

SUSHYAM

Thank You

We appreciate your time and attention.