

5 NEXT BIGGEST BUSINESSES TO START TODAY IN INDIA

HIGH DEMAND • HIGH PROFIT • LONG TERM SUSTAINABILITY

"Build Today. Grow Tomorrow. Lead the Future."



ONE VISION. FIVE POWERFUL PATHS.
BUILD AN ECOSYSTEM.
CREATE A LEGACY.



1 SMART ENVIRONMENTAL PRODUCTS (LIQUID TREE & GREEN TECH)



- Liquid Tree
- Indoor Air Purifier
- Smart Hydroponics
- Vertical Farming
- Green Walls
- Carbon Monitoring

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- Indoor Air Purifier
- Smart Hydroponics
- Vertical Farming
- Green Walls
- Carbon Monitoring

MARKET DRIVERS

Smart Cities • ESG • Carbon Credits
Green Buildings • Clean Air Movement



CUSTOMERS

IT Parks, Offices, Schools,
Airports, Hotels, Builders,
Residential & Govt.

INVESTMENT	PROFIT MARGIN	REVENUE MODEL
₹20L - ₹1Cr	40% - 70%	Sales + AMC + Subscriptions + Consumables

2 MEDICAL & SCIENTIFIC EQUIPMENT



- Laboratory Devices
- Water & Air Testing
- Diagnostic Devices
- Clinical Equipment
- UV Sterilization
- IoT Healthcare

MARKET DRIVERS

High Import Dependence • Healthcare
Expansion • Research Growth



CUSTOMERS

Hospitals, Labs, Research
Institutes, Universities,
Government

INVESTMENT	PROFIT MARGIN	REVENUE MODEL
₹25L - ₹2Cr	30% - 60%	Product Sales + Service Contracts + Calibration

3 GOLD & SILVER JEWELLERY MANUFACTURING



- Custom Jewellery
- Wedding Collections
- 3D Printed Jewellery
- Gold Casting
- 925 Silver Products
- Corporate & Religious Gifts

MARKET DRIVERS

Evergreen Demand • Cultural Value
High Margins • Online Growth



CUSTOMERS

Retail, Online Buyers,
Jewellers, Corporates,
Global Markets

INVESTMENT	PROFIT MARGIN	REVENUE MODEL
₹15L - ₹75L	25% - 70%	D2C Sales + B2B + Custom Orders + Franchise

4 INDUSTRIAL AUTOMATION & SMART INFRASTRUCTURE



- Industrial Automation
- IoT Sensors & Monitoring
- PLC & Control Panels
- Smart Buildings
- Energy Management
- Security & Safety Systems

MARKET DRIVERS

Industry 4.0 • Smart Infrastructure
Energy Efficiency • Govt. Push



CUSTOMERS

Factories, Warehouses,
Hospitals, Hotels, Data Centers,
Government & Utilities

INVESTMENT	PROFIT MARGIN	REVENUE MODEL
₹15L - ₹1Cr	25% - 45%	Projects + AMC + Software + Support Contracts

5 AI SOFTWARE + SAAS PRODUCTS



- AI SEO & Marketing
- CRM & Automation
- AI Voice Assistant
- Analytics Dashboards
- Lead Generation AI
- Industry Specific SaaS

MARKET DRIVERS

Digital Transformation • AI Adoption
Cloud Growth • Global Reach



CUSTOMERS

Businesses, Agencies,
Enterprises, Startups,
Global Market

INVESTMENT	PROFIT MARGIN	REVENUE MODEL
₹10L - ₹50L	70% - 90%	Subscriptions + SaaS + Licensing + Add-ons

WHY THESE 5 BUSINESSES?



High & Growing
Market Demand



Strong Profit
Margins



Scalable &
Future Ready



Multiple Revenue
Streams



Long Term
Sustainability

BUSINESSES TO AVOID (HIGH COMPETITION • LOW MARGINS)



Mobile Shops



Generic
Garments



Restaurants
& Cafes



Normal
Ecommerce



Dropshipping /
Trading

BUILD AN ECOSYSTEM, NOT JUST BUSINESSES.

ONE TECHNOLOGY GROUP.
MULTIPLE DIVISIONS.
INFINITE POSSIBILITIES.

1 GREEN TECHNOLOGY

- Liquid Tree
- Air Reactors
- Hydroponics
- Carbon Monitoring
- Green Solutions

2 SMART LIVING

- Home Automation
- Smart Lighting
- Security Systems
- Energy Monitoring
- IoT Devices



5 AI & SOFTWARE

- AI Platforms
- CRM & Analytics
- Marketing Automation
- SaaS Products
- Cloud Solutions

3 HEALTHCARE

- Medical Devices
- Diagnostics
- Patient Monitoring
- Portable Devices
- Lab Equipment

4 INDUSTRIAL

- Automation Solutions
- PLC & Robotics
- IoT & Sensors
- Energy & Utilities
- Maintenance Systems

ECOSYSTEM ADVANTAGES

- Cross Selling Opportunities
- Recurring Revenue (AMC, Subscriptions)
- Stronger Customer Retention
- Data & Analytics Synergy
- Scalable & Future Ready Growth

5 YEAR ROADMAP

YEAR 1



- Launch Desktop
Liquid Tree
- Complete IP Filings
- Commercialize AI
WordPress/SEO
Platform

YEAR 2



- Launch Commercial
Algae Towers
- Hydroponic & Green
Solutions
- Environmental
Monitoring Devices

YEAR 3



- Enter Medical &
Scientific Equipment
- Build R&D & Testing
Infrastructure
- Expand to Labs &
Institutions

YEAR 4



- Industrial IoT &
Automation
- Smart Infrastructure
Solutions
- AI Dashboards &
Remote Monitoring

YEAR 5



- Unified Yateer
Ecosystem
- Global Expansion
- Licensing &
Technology Exports

REVENUE STREAMS

- Product Sales
- Installations
- Annual Maintenance Contracts
- Software Subscriptions
- Consumables & Replacements
- Consulting & Training
- Licensing & IP Commercialization

WHY YATEER?



R&D Driven
Innovation



Strong Design &
Engineering



Manufacturing
Network



Digital Marketing
Expertise



Brand & IP
Creation

VISION



To build intelligent products that create
healthier environments, smarter industries,
and a better tomorrow for India and the world.

INNOVATE TODAY.
IMPACT TOMORROW.
INSPIRE FOREVER.



START SMALL. THINK BIG. BUILD SMART. SCALE FAST.

THE FUTURE BELONGS TO THOSE WHO BUILD IT.



PRECIOUS METAL LIFESTYLE PRODUCTS

BEYOND JEWELLERY. BEYOND TRADITION.
LUXURY YOU LIVE WITH. VALUE THAT LASTS.



TIMELESS
VALUE



PREMIUM
LIFESTYLE



EVERYDAY
LUXURY



PERFECT FOR
GIFTING



INVESTMENT
WORTHY



ELEVATE LIFE'S MOMENTS
WITH GOLD & SILVER

WHAT ARE PRECIOUS METAL LIFESTYLE PRODUCTS?

Premium gold & silver products designed for everyday use, gifting, décor, spirituality and professional spaces. A perfect blend of luxury, utility and lasting value.



CRAFTED
WITH PURITY



BUILT FOR
GENERATIONS



DESIGNED FOR
MODERN LIVING



BACKED BY
HERITAGE

WHY THIS MARKET IS BOOMING?

- ✓ Rising aspirational lifestyle in India
- ✓ Growing demand for premium gifting
- ✓ Increase in disposable income
- ✓ Preference for unique & personalized products
- ✓ Strong cultural & spiritual connect
- ✓ Low competition in lifestyle metal products
- ✓ High margins with repeat & bulk orders

MARKET OUTLOOK (INDIA)

Precious Metal Lifestyle
Market is expected to grow
at a CAGR of 9-12%



OUR PRODUCT CATEGORIES

1. PREMIUM DESK & OFFICE COLLECTION



- Gold/Silver Pens
- Business Card Holders
- Name Plates
- Desk Organizers
- Trophies & Awards

2. LUXURY HOME & DÉCOR



- Photo Frames
- Decorative Idols & Sculptures
- Vases & Planters
- Wall Art & Panels
- Luxury Table Decor

3. DINING & SERVEWARE



- Silver Plates & Bowls
- Glasses & Tumblers
- Spoons & Cutlery
- Thali Sets
- Tea & Coffee Sets

4. SPIRITUAL & RELIGIOUS



- Puja Articles
- Temple Idols & Doors
- Bells, Diyas & Kalash
- Religious Gift Sets
- Festival Collections

5. PERSONAL & KEEPSAKE



- Birth Coins
- Baby Feeding Sets
- Milestone Collections
- Memory Boxes
- Personalized Gifts

6. LUXURY ACCESSORIES



- Cufflinks & Tie Clips
- Keychains
- Money Clips
- Luxury Wallet Inserts
- Belt Buckles

7. SMART & INNOVATIVE PRODUCTS



- NFC Smart Rings
- Digital ID Pendants
- Smart Business Cards
- Authentication Tags
- Tech-Integrated Luxury

8. INVESTMENT PRODUCTS



- Gold & Silver Coins
- Gram Bars
- Investment Bars
- Limited Edition Coins
- Wealth Preservation

9. CORPORATE GIFTING SOLUTIONS



- Employee Recognition
- Client & Partner Gifts
- IPO & Anniversary Gifts
- Custom Awards
- Bulk Corporate Orders

10. ARCHITECTURAL & INTERIOR



- Door Handles
- Switch Plates
- Bathroom Accessories
- Railings & Metal Inlays
- Premium Interiors

TARGET AUDIENCE

- HNI & Ultra HNI Individuals
- Corporate & Business Owners
- NRIs & International Buyers
- Premium Homeowners
- Hotels, Resorts & Restaurants
- Temples & Religious Institutions
- Event & Wedding Planners
- Collectors & Connoisseurs

SALES CHANNELS

- Brand Stores & Experience Studios
- E-Commerce Website
- Marketplaces (Amazon, Flipkart, Myntra, Ajo Luxe)
- Corporate Tie-Ups
- Export to Global Markets
- Custom & Bulk Orders

BUSINESS MODEL

- Direct Sales (Retail & Online)
- B2B Corporate Sales
- Wholesale & Distributor Network
- Export Business
- Subscription / Membership Programs
- Customization & Personalization

REVENUE STREAMS

- Product Sales (High Margin)
- Bulk Corporate Orders
- Customized Premium Orders
- Subscription & Memberships
- Export & International Sales
- Limited Edition & Collectibles

UNTAPPED OPPORTUNITIES (NEW AGE IDEAS)

SUBSCRIPTION BOXES



Curated gold/silver lifestyle products delivered monthly or quarterly.

MODULAR LIFESTYLE PRODUCTS



Interchangeable components to create multiple looks or usages.

AI PERSONALIZATION



AI-driven designs based on customer preferences & style.

SMART DIGITAL PRODUCTS



NFC, QR & digital identity integrated with precious metals.

LIMITED EDITION COLLECTIONS



Themed collections for festivals, events & moments.

SUSTAINABLE & ETHICAL PRECIOUS METALS



Eco-friendly sourcing, ethical craftsmanship & recyclable packaging.

OUR USP



99.9% PURITY
ASSURED



EXPERT
CRAFTSMANSHIP



CUSTOMIZATION
EXCELLENCE



PREMIUM
PACKAGING



CERTIFIED
AUTHENTICITY



GLOBAL
STANDARDS

NOT JUST PRODUCTS. WE CREATE LEGACIES.

Gold & Silver that becomes a part of
your life, your stories & your future.



TIMELESS. PRECIOUS. PERSONAL. PRECIOUS METAL LIFESTYLE – THE FUTURE OF LUXURY.

LUXURY HOME COLLECTION

ELEVATE EVERY SPACE WITH THE TIMELESS ELEGANCE OF GOLD & SILVER

CRAFTED FOR GENERATIONS. MADE FOR A LIFETIME.



TIMELESS ELEGANCE



CRAFTED WITH PURITY



HERITAGE YOU OWN



PERFECT FOR GIFTING



BUILT TO LAST GENERATIONS



INVESTMENT IN BEAUTY

WHY LUXURY HOME COLLECTION?

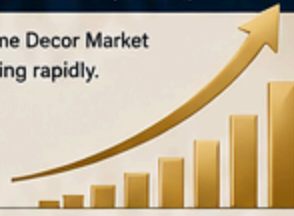
- ✓ Blend of tradition, luxury & functionality
- ✓ Enhances aesthetics & prestige of your home
- ✓ Ideal for gifting, celebrations & rituals
- ✓ Strong cultural connect & emotional value
- ✓ High durability - Resale & heirloom value

MARKET OUTLOOK (INDIA)

The Luxury Home Decor Market in India is growing rapidly.

CAGR OF 10-12%

2024: ₹25,000 Cr+ 2030 (Forecast): ₹50,000 Cr+



OUR LUXURY HOME COLLECTION CATEGORIES

1. DINING & SERVEWARE



- Silver Plates & Thalies
- Bowls, Katoris & Dishes
- Spoons, Cutlery & Servers
- Glasses & Tumblers
- Serving Trays & Platters

2. DRINKWARE & TEA/COFFEE SETS



- Tea Sets & Coffee Sets
- Mugs & Cups
- Water Jugs & Carafes
- Wine & Whisky Accessories
- Ice Buckets & Coasters

3. HOME DÉCOR



- Figurines & Sculptures
- Showpieces & Centrepieces
- Vases, Planters & Urns
- Candle Holders & Lanterns
- Wall Art & Decorative Panels

4. PUJA & SPIRITUAL COLLECTION



- Puja Thalies & Sets
- Diyas, Lamps & Deepams
- Kalash, Bells & Incense Holders
- Idols & Murti (Silver/Gold)
- Temple Doors & Panels

5. LUXURY GIFT SETS



- Festival Gift Sets
- Wedding Gift Hampers
- Housewarming Sets
- Corporate Premium Sets
- Custom Personalized Sets

6. TABLE DÉCOR & ACCESSORIES



- Table Runners & Mats
- Napkin Rings & Holders
- Salt & Pepper Sets
- Decorative Bowls & Dishes
- Fruit Bowls & Baskets

7. LUXURY STORAGE & ORGANIZERS



- Jewellery Boxes
- Dry Fruit & Sweet Boxes
- Storage Canisters
- Document & Valet Trays
- Wardrobe & Closet Accessories

8. BATH & VANITY COLLECTION



- Soap Dispensers & Trays
- Tumblers & Brush Holders
- Perfume Bottles
- Vanity Boxes & Mirrors
- Luxury Bathroom Accessories

9. ART & ARCHITECTURAL PIECES



- Silver/Gold Door Handles
- Name Plates & House Signs
- Wall Panels & Reliefs
- Pillars, Corners & Mouldings
- Luxury Switch Plates

10. HEIRLOOM & COLLECTIBLES



- Limited Edition Collectibles
- Antique Replicas
- Commemorative Coins & Bars
- Heirloom Keepsake Items
- Custom Family Crests

TARGET AUDIENCE

- High Net Worth Individuals (HNIs)
- Luxury Homeowners & Interior Enthusiasts
- NRI Families & Global Indians
- Premium Gifting Buyers
- Hotels, Resorts & Fine Dining
- Temples, Trusts & Institutions
- Corporate Buyers & Event Planners

SALES CHANNELS

- Own Brand Stores & Experience Centers
- E-Commerce Website
- Marketplaces (Amazon, Flipkart, Myntra Luxe, Tata CLIQ)
- Interior Designers & Architects
- Corporate Tie-ups & Bulk Orders
- Export to Global Markets

BUSINESS MODEL

- Direct-to-Customer (Retail)
- Wholesale & Distributor Network
- Corporate Gifting Solutions
- Export Business
- Customization & Personalization
- Subscription (Premium Collections)

REVENUE STREAMS

- Product Sales (High Margin)
- Bulk & Corporate Orders
- Customization Premium
- Subscription & Memberships
- Gift Packaging & Add-ons
- Export & International Sales

WHY GOLD & SILVER HOME COLLECTION?



Adds Prestige to Your Home



Spiritual & Emotional Connection



Better Than Decor - It's an Asset



Perfect Blend of Tradition & Luxury



An Heirloom Passed for Generations

OUR USP



99.9% PURE METALS



MASTER CRAFTSMANSHIP



CUSTOM DESIGNS



PREMIUM FINISH



CERTIFIED AUTHENTICITY

OUR PROMISE



Every piece in our collection is a perfect blend of heritage, luxury and purity - crafted to enrich your home and life for generations.

MAKE EVERY MOMENT SPECIAL.
MAKE YOUR HOME, A LEGACY.

LIVE LUXURIOUSLY. LIVE TIMELESSLY.

IDEAL FOR EVERY OCCASION



Festivals



Weddings



Housewarming



Anniversaries



Corporate Gifting

GOLD & SILVER AREN'T JUST METALS. THEY ARE MEMORIES, TRADITIONS & LEGACIES.

SMART JEWELLERY

WHERE LUXURY MEETS TECHNOLOGY

Jewellery that Does More. Looks Stunning. Lives Smarter.



THE FUTURE IS WEARABLE

Smart Jewellery combines precious metals with intelligent technology to enhance identity, security, connectivity and lifestyle.



Luxury



Technology



Security



Connectivity



Innovation



STAY
CONNECTED



SHARE
INSTANTLY



PROTECT
WHAT MATTERS



ELEVATE
EVERY MOMENT

WHAT CAN IT DO?



DIGITAL BUSINESS CARD

Share contact details, social profiles, website or portfolio instantly.



PAYMENTS & LOYALTY

Enable contactless payments or loyalty programs.



SECURE ACCESS

Unlock doors, vehicles, devices & locations.



AUTHENTICATION

Verify identity, certificates or ownership.



HEALTH & SAFETY

Store medical ID, allergies, emergency contact & vital information.



DIGITAL MEMORY KEEPER

Store & access important moments, notes or messages.

HOW SMART JEWELLERY WORKS



NFC / QR /
Embedded Chip
inside jewellery



Tap or Scan
with any
Smartphone



Instant Action
or Information
Displayed



Endless
Smart
Possibilities

OUR SMART JEWELLERY COLLECTION



SMART RINGS

Stay Connected.
Share Instantly.



SMART PENDANTS

Your Identity.
One Tap Away.



SMART BRACELETS

Your Safety.
Always with You.



SMART CUFFLINKS

Power. Presence.
Personalized.



SMART BANGLES

Tradition Enhanced
with Technology.

POWERED BY ADVANCED TECHNOLOGY



NFC
Technology



QR Code
Integration



Encrypted
Data



Cloud
Sync



No Battery
Required



Water
Resistant



Premium
Metals



Global
Compatibility

TECHNOLOGY OPTIONS

- NFC Chip (NTAG 213 / 215 / 216)
- Dynamic QR Code
- Laser Engraved Smart Codes
- Encrypted Microchips
- Compatible with iOS & Android



TARGET AUDIENCE



BUSINESS PROFESSIONALS

Executives, Entrepreneurs, Freelancers



HEALTH CONSCIOUS INDIVIDUALS

People who value safety & medical IDs



TECH ENTHUSIASTS

Early adopters & gadget lovers



TRAVELERS

Secure identity & emergency access



LUXURY LIFESTYLE SEEKERS

Those who love unique & premium



COUPLES & FAMILIES

Share memories & stay connected

PERFECT FOR EVERY OCCASION



Corporate
Gifting



Weddings &
Engagements



Anniversaries &
Milestones



Festivals &
Celebrations



Personal
Safety



Daily
Wear



MARKET OUTLOOK (INDIA)

India Smart Jewellery Market is
expected to grow at a CAGR of

18-22%
(2024-2030)



₹850 Cr
2024

₹2,800 Cr+
(2030 (Forecast))

- 📦 Rising demand for wearable tech
- 📶 Increasing digital connectivity

- 💡 Personalization driving the market
- 📁 Strong gifting & luxury culture

ENDLESS POSSIBILITIES



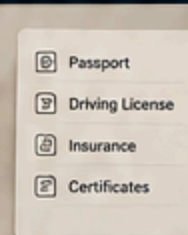
Tap to Share
Your Contact



Scan to Open
Your Website



Instant Access
to Social Profiles



Store Important
Documents



Emergency
Information



Loyalty &
Memberships



Secure
Access Control



Make Every Moment
Smarter

BUSINESS MODEL

- 💎 Product Sales (Retail & Online)
- 🏢 B2B Corporate Partnerships
- 🏷️ White Label & Private Label
- 📄 Subscription (Digital Services)
- 📦 Bulk Orders & Customization

REVENUE STREAMS

- 💎 Jewellery Sales (High Margin)
- 🛠️ Customization Premium
- 📄 Digital Services Subscription
- 📦 Corporate & Bulk Orders
- 🛎️ After Sales Services

OUR USP



Premium
Craftsmanship



Smart
Technology



Customization
Options



Secure &
Reliable



Timeless
Designs

WHY CHOOSE SMART JEWELLERY?

- ✓ Unique blend of luxury & innovation
- ✓ Enhances identity, safety & lifestyle
- ✓ Built for today, designed for tomorrow
- ✓ High perceived value & repeat demand
- ✓ Perfect for global markets

SMART IS THE NEW LUXURY. WEAR TECHNOLOGY. WEAR TOMORROW.



PRECIOUS METALS
Gold, Silver, Platinum



GLOBAL STANDARDS
Quality & Certification



CUSTOM MADE
Just for You



MADE IN INDIA
Crafted with Pride

LET'S CREATE THE FUTURE
ONE PIECE AT A TIME.

MODULAR JEWELLERY

ONE JEWELLERY. INFINITE POSSIBILITIES.

Transform. Personalize. Recreate.

Jewellery that adapts to your style, your mood, and every occasion.



ONE BASE. MANY LOOKS.



Interchangeable Pendants,
Chains, Charms & Connectors

WHY MODULAR?
BECAUSE YOU DESERVE
MORE VALUE, MORE
CHOICE, MORE YOU.

- Save Money
Buy once, style endlessly
- More Looks
Create new styles anytime
- Sustainable
Less waste, more value
- Personalized
Make it uniquely yours
- Future Ready
Add new modules anytime

HOW IT WORKS

1 CHOOSE A BASE

Select your base necklace/bracelet/earring.

2 PICK MODULES

Choose from our range of pendants, charms, connectors & drops.

3 MIX & MATCH

Easily attach, change & style your jewellery in seconds.

4 CREATE YOUR SIGNATURE LOOK

A new look for every mood, outfit & occasion.

ONE PIECE. 10+ LOOKS.



TYPES OF MODULAR JEWELLERY

NECKLACES

Magnetic Locks

BRACELETS

Twist & Lock System

EARRINGS

Screw & Secure System

RINGS

Click & Connect System

ANKLETS

Slide & Switch System

KEY BENEFITS

Versatility

One jewellery, multiple styles

Value for Money

More wears, less cost

Emotional Value

Collect, combine, create memories

Perfect Gifting

Personal, thoughtful & long lasting

Timeless Investment

Add modules as you grow

POPULAR MODULES

Pendants
(Classic, Trendy, Traditional)

Charms
(Initials, Symbols, Motifs)

Drops
(Gemstone, Pearl, Gold)

Connectors
(Decorative Links)

Spacers & Beads
(Textured, Plain, Diamond Cut)

Chains
(Adjustable, Layered, Different Weaves)

Extenders
(Length Adjusters)

Clips & Hooks
(Secure & Easy Attachment)

TARGET AUDIENCE

- Modern Women (18 – 45 yrs)
Love fashion, flexibility & value
- Working Professionals
Need versatile jewellery for work & parties
- Brides & Bridesmaids
Customize for every wedding function
- Gift Buyers
Looking for personal & meaningful gifts
- Fashion Conscious Men
Minimal modular accessories
- NRIs & Global Customers
Prefer customization & personalization

MARKET OUTLOOK (INDIA)

The Indian Modular Jewellery Market is expected to grow at a **CAGR OF 14-16%**

₹5,200 Cr (2024) ₹11,000+ Cr (2030*)
*Forecast

Rising Demand for Personalization

Growth in Disposable Income

Shift Towards Customizable & Sustainable Products

Influencer & Social Media Driven Trends

PERSONALIZATION OPTIONS

Mix Metals
(Yellow, Trendy, White Gold, Silver)

Engraving
(Names, Dates, Messages)

Birthstones & Gemstones

Initials & Symbols

3D Printed Custom Modules

POWERED BY SMART TECHNOLOGY

Precision Engineering

Strong & Secure Locking Systems

Lightweight & Comfortable

Tarnish Resistant Finishes

Lifetime Service Support

PERFECT FOR EVERY OCCASION

Daily Wear

Office Wear

Parties & Celebrations

Festivals

Weddings

Gifting

A SCALABLE & PROFITABLE BUSINESS OPPORTUNITY

BUSINESS MODEL

- Direct to Consumer (D2C)
- Retail & Franchise Stores
- Online Customization Platform
- Jewellery Subscription Boxes
- Corporate & Bulk Gifting
- Exports to Global Markets

REVENUE STREAMS

- Product Sales (High Margin)
- Add-on Module Sales
- Customization Charges
- Subscription & Membership
- Bulk & Corporate Orders
- After Sales & Services

WHY IT'S A WINNING BUSINESS?

- ✓ High repeat purchase rate
- ✓ Low inventory, more combinations
- ✓ Higher customer satisfaction & loyalty
- ✓ Strong brand positioning
- ✓ Scalable & future proof

OUR VALUE PROPOSITION

We don't just sell jewellery,
We offer endless possibilities,
Personalized for every you.

USP

- Innovative Design
- Superior Quality
- Easy To Customize
- Affordable Luxury
- Trusted & Certified

CHANGE YOUR JEWELLERY. NOT YOUR INVESTMENT.
ONE COLLECTION. INFINITE EXPRESSIONS. ENDLESS YOU.

LET'S BUILD THE FUTURE
OF JEWELLERY TOGETHER.

CORPORATE PRECIOUS METAL BUSINESS

RECOGNIZE. REWARD. INSPIRE.
BUILD RELATIONSHIPS THAT LAST.

Premium Gold & Silver Corporate Solutions for Every Milestone, Achievement & Relationship.



TIMELESS VALUE
Precious metals retain value forever



PRESTIGE & IMPACT
Strengthen brand image & relationships



CUSTOMIZED EXCLUSIVELY
Tailored designs that reflect your identity



PERFECT FOR EVERY OCCASION
Recognize every milestone, achievement & bond



TAX ADVANTAGE*
Gifts below prescribed limits are tax friendly*



MADE IN INDIA FOR THE WORLD
Crafted with precision, trusted globally

1. OUR CORPORATE PRECIOUS METAL SOLUTIONS

EMPLOYEE RECOGNITION & AWARDS



- Achievement Awards
- Long Service Awards
- Spot Recognition Awards
- Annual Performance Awards
- Hall of Fame Induction

RETIREMENT & LONG SERVICE GIFTS



- Retirement Mementos
- Long Service Trophies
- Silver Plates & Shields
- Personalized Plaques
- Keepsake Boxes

CLIENT & PARTNER APPRECIATION



- Premium Desk Accessories
- Silver Pens & Card Holders
- Plaques & Mementos
- Customized Coins
- Thank You Gifts

FESTIVAL & OCCASION GIFTING



- Diwali Gift Collections
- New Year Gifts
- Corporate Pooja Items
- Silver Coins & Bars
- Gift Hampers

IPO, DEALS & MILESTONE CELEBRATIONS



- IPO Commemorative Gifts
- Deal Closing Gifts
- Project Completion Gifts
- Milestone Trophies
- Celebration Coins

PREMIUM CORPORATE GIFT SETS



- Executive Gift Sets
- Leather & Silver Combos
- Silver Desk Sets
- Customized Packaging
- Bulk Gifting Solutions

2. WHO DO WE SERVE?



Corporates & MNCs



Startups & Entrepreneurs



Banks & Financial Institutions



IT & Tech Companies



Manufacturing & Industries



Real Estate & Infrastructure



Hospitals & Educational Institutions



Government & PSUs



Channel Partners & Dealers

3. WHY CORPORATES PREFER PRECIOUS METAL GIFTS?

- ✓ Creates a Lasting Impression
Premium gifts build long-term recall & loyalty
- ✓ Symbol of Trust & Respect
Precious metals represent value, integrity & success
- ✓ Universal Appeal
Accepted, appreciated & cherished by all
- ✓ Customizable & Exclusive
Reflect your brand, message & relationship
- ✓ Wealth That Stays
Unlike consumables, precious metal gifts retain value
- ✓ Perfect Brand Ambassador
Your brand remembered every time it is seen

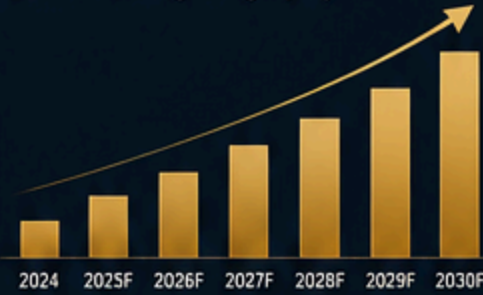
4. MARKET OPPORTUNITY (INDIA)

Corporate Gifting Market in India is growing rapidly.

Market Size
(2024)

₹18,000 Cr+

Projected to grow at a
CAGR of 13-15%
(2024-2030)



Increasing Corporate Spending on Employee Engagement

Rise in Premium & Personalized Gifting

Growth in Startups & Business Milestones

Stronger Focus on Branding & Relationship Building

Festivals, Milestones & Events Driving Demand

5. MOST POPULAR CORPORATE PRECIOUS METAL PRODUCTS



CUSTOMIZED COINS



GOLD & SILVER BARS



DESK ACCESSORIES & SETS



TROPHIES & AWARDS



SILVER PLATES & SHIELDS



ARTWORKS & FRAME COLLECTIONS



POOJA & RELIGIOUS COLLECTIONS



PREMIUM GIFT HAMPERS

6. OUR END-TO-END PROCESS



Hallmarked Purity (916/925/999)

BIS Certified Processes

Laser Engraving & Customization

Bulk Order Expertise

PAN India & Global Delivery

7. FLEXIBLE BUSINESS MODELS



DIRECT SUPPLY TO CORPORATES (High Margin)



WHITE LABEL & CO-BRANDED COLLECTIONS



PRIVATE LABEL (EXCLUSIVE DESIGNS) FOR YOUR BRAND



ANNUAL GIFTING CONTRACTS & SUBSCRIPTIONS



EXPORT & INTERNATIONAL CORPORATE GIFTS

8. REVENUE STREAMS

- Bulk Supply Orders
- Customization Premium
- Annual Gifting Contracts
- Festival & Event Collections
- Export Orders
- Premium Packaging Add-ons
- Re-order & Repeat Business



9. OUR USP

- Premium Quality Gold & Silver
- Custom Designs that Reflect Your Brand
- 100% Hallmarked & Certified Products



10. PERFECT FOR EVERY OCCASION



Employee Recognition



Retirement Celebrations



Festivals (Diwali, New Year)



Deal Closures & Milestones



Conferences & Events



Client Appreciation



Brand Promotions



Product Launches & Inaugurations



Corporate Social Responsibility



Annual Celebrations



BUILD STRONGER RELATIONSHIPS. INSPIRE GREATNESS.

Precious metal gifts that speak from the heart and stay for generations.

LET'S CREATE MEANINGFUL MOMENTS THAT BUILD A LASTING LEGACY.

RECOGNIZE

REWARD

RESPECT

RETAIN



*Tax benefits as per Income Tax Act, 1961 - Subject to applicable rules & limits.

Made in India. Crafted for the World.

1 THE BIGGEST UNTAPPED OPPORTUNITY PRECIOUS METAL SUBSCRIPTION MODEL

OWN LUXURY. NOT JUST ONCE, BUT ALWAYS.

THE CONCEPT

A membership-based model where customers subscribe and receive exclusive, limited edition gold & silver pieces at regular intervals with added benefits.

HOW IT WORKS



PRODUCT IDEAS

- Limited Edition Pendants
- Coins & Bars
- Bracelets & Charms
- Temple & Spiritual Items
- Corporate Collectibles
- Home Decor Accents

TARGET AUDIENCE

- Young Professionals
- HNI Individuals
- NRIs
- Collectors & Enthusiasts
- Corporate Executives

REVENUE MODEL



MARKET POTENTIAL (INDIA)

The luxury subscription market in India is projected to grow at a CAGR of 16-20% from 2024 to 2030.



WHY IT'S UNTAPPED?

- First mover
- Creates loyalty & long term relationship
- Predictable revenue
- High customer lifetime value

KEY TAKEAWAY

Turn your jewellery collection into a recurring revenue stream.

2 THE BIGGEST UNTAPPED OPPORTUNITY GOLD LEGO™

BUILD. WEAR. TRANSFORM.

THE CONCEPT

Interlocking gold modules that allow customers to build, customize and transform their jewellery anytime they want.

HOW IT WORKS



PRODUCT IDEAS



TARGET AUDIENCE

- Modern Women & Men
- Young Luxury Buyers
- Fashion Enthusiasts
- Gift Buyers
- Collectors & Trendsetters

REVENUE MODEL



MARKET POTENTIAL (INDIA)

Modular jewellery market is expected to grow at a CAGR of 16-18% from 2024 to 2030.



WHY IT'S UNTAPPED?

- No major brand owns this segment yet
- High repeat purchase potential
- Perfect blend of luxury & flexibility
- Appeals to next gen customers

KEY TAKEAWAY

One purchase. Multiple styles. Infinite possibilities.

3 THE BIGGEST UNTAPPED OPPORTUNITY INVESTMENT-GRADE WEARABLE GOLD

INVEST TODAY. WEAR EVERYDAY.

THE CONCEPT

Minimalist, high-purity (24K/22K) gold pieces designed for both beauty & investment. Every gram you wear is real value.

FEATURES

- ✓ 22K / 24K Purity
- ✓ Hallmarked & Certified
- ✓ Transparent Buy-back
- ✓ Lightweight & Daily Wear
- ✓ Investment + Lifestyle

PRODUCT IDEAS



TARGET AUDIENCE

- Wealth Conscious Buyers
- Working Professionals
- NRIs
- First Time Gold Buyers
- Young Investors

REVENUE MODEL



MARKET POTENTIAL (INDIA)

Investment-grade wearable gold market is expected to grow at a CAGR of 14-16% from 2024 to 2030.



WHY IT'S UNTAPPED?

- Traditional jewellers focus on design, not purity & value.
- Lack of transparency in buy-back policies
- Huge demand for secure, wearable investment options
- Low competition in this niche

KEY TAKEAWAY

Wear your wealth. Protect your future.

4 THE BIGGEST UNTAPPED OPPORTUNITY SMART JEWELLERY WITH NFC & DIGITAL ID

JEWELLERY THAT CONNECTS, PROTECTS & EMPOWERS.

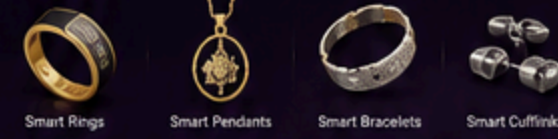
THE CONCEPT

Integrate NFC chip/QR code in gold & silver jewellery to enable digital identity, authentication, and smart interactions.

SMART FEATURES



PRODUCT IDEAS



TARGET AUDIENCE

- Professionals & Entrepreneurs
- Tech Savvy Individuals
- Frequent Travelers
- Health Conscious Users
- High Net Worth Individuals

REVENUE MODEL



MARKET POTENTIAL (INDIA)

Smart jewellery market in India is expected to grow at a CAGR of 20-22% from 2024 to 2030.



WHY IT'S UNTAPPED?

- Very few brands offer true smart jewellery
- High perceived value
- Strong demand from tech-savvy & young buyers
- Future-ready category

KEY TAKEAWAY

Wear, track, protect. It's your digital extension.

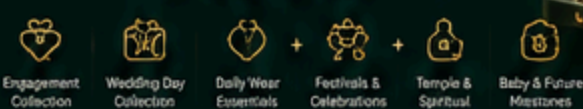
5 THE BIGGEST UNTAPPED OPPORTUNITY WEDDING METAL VAULT

ONE VAULT. EVERY CELEBRATION. A LIFETIME OF VALUE.

THE CONCEPT

A curated wedding collection in gold & silver, designed for every ritual, occasion & future milestone. A smart way to invest, celebrate & pass on legacy.

WHAT'S INSIDE THE VAULT?



WHY IT'S UNTAPPED?

- No brand offers a complete end-to-end wedding solution
- High emotional & financial value for customers
- Creates long term relationships & repeat business
- Perfect blend of tradition, luxury & investment

BENEFITS

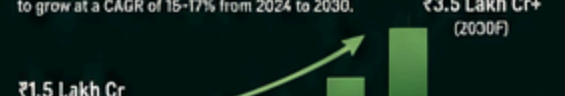
- ✓ Complete collection in one secure vault
- ✓ Perfect for every ritual & occasion
- ✓ Future ready (add & upgrade anytime)
- ✓ High resale & emotional value
- ✓ Ideal for gifting & legacy planning

REVENUE MODEL



MARKET POTENTIAL (INDIA)

Luxury wedding jewellery market is expected to grow at a CAGR of 15-17% from 2024 to 2030.



KEY TAKEAWAY

Not just jewellery. It's a legacy vault for generations to come.

PRODUCTS NOBODY IS THINKING ABOUT

HIDDEN GOLD & SILVER OPPORTUNITIES

UNIQUE. LUXURIOUS. HIGH MARGIN. FUTURE READY.

Beyond jewellery lies a world of premium lifestyle products in gold and silver with massive untapped potential across multiple industries.



ULTRA LUXURY
Premium positioning

HIGH MARGIN
Strong profitability

UNIQUE VALUE
Difficult to copy

1 LUXURY DOOR HANDLES & HARDWARE IDEAL FOR Luxury Villas Hotels & Resorts Premium Apartments Heritage Properties WHY IT WORKS - High perceived value - Premium home segment - Repeat orders from builders & architects MATERIALS: BRASS SILVER GOLD PLATED	2 PREMIUM SWITCH PLATES & SOCKET COVERS IDEAL FOR Luxury Homes Hotels Premium Offices Interior Designers WHY IT WORKS - Small but high value - Easy to customize - Adds luxury to interiors MATERIALS: SILVER GOLD PLATED BRASS	3 LUXURY BATHROOM ACCESSORIES IDEAL FOR Luxury Hotels Resorts & Spas Premium Homes Architect Projects WHY IT WORKS - Daily usage products - High durability - Luxury segment under-served PRODUCTS: DISPENSERS TRAYS TOWEL RINGS HOOKS	4 PREMIUM OFFICE DESK ACCESSORIES IDEAL FOR CEOs & CXOs Law Firms Corporate Offices High Net Worth Individuals WHY IT WORKS - Aspiration-driven - Gifting potential - Branding & personalization PRODUCTS: PEN SETS CARD HOLDERS PAPERWEIGHTS	5 LUXURY CHESS SETS & BOARD GAMES IDEAL FOR Collectors High Net Worth Individuals Corporate Gifting WHY IT WORKS - Collector's item - Limited edition - High emotional value MATERIALS: SILVER GOLD BRASS
6 PREMIUM CARD DECKS & PLAYING CARDS IDEAL FOR Collectors Luxury Brands Casinos Corporate Gifting WHY IT WORKS - Unique & collectible - Limited editions - Global demand FINISH: GOLD FOIL SILVER FOIL ENGRAVED	7 LUXURY FOUNTAIN PEN COLLECTION IDEAL FOR Professionals Executives Gift Buyers Collectors WHY IT WORKS - Timeless luxury - Excellent gift item - High repeat buyers MATERIALS: SILVER GOLD PLATED BRASS	8 PREMIUM KEYBOARD & TECH ACCESSORIES IDEAL FOR Gamers Tech Enthusiasts Luxury Offices Collectors WHY IT WORKS - Niche luxury market - High margins - Low competition PRODUCTS: KEYBOARDS MICE USB DRIVES HUBS	9 LUXURY MOBILE COVERS & GADGETS IDEAL FOR Premium Users Celebrities Business Owners Gift Buyers WHY IT WORKS - Status symbol - High demand - Frequent upgrades MATERIALS: 24K GOLD SILVER TITANIUM	10 SMART WATCH CASING & ACCESSORIES IDEAL FOR Premium Buyers Watch Enthusiasts Collectors WHY IT WORKS - High value product - Customization - Global market MATERIALS: GOLD SILVER TITANIUM
11 LUXURY AUTOMOBILE ACCESSORIES IDEAL FOR Luxury Car Owners Collectors Corporate Gifting WHY IT WORKS - Large market - High perceived value - Customization PRODUCTS: SHIFT KNOBS EMBLEMS INTERIOR TRIMS	12 PREMIUM MOTORCYCLE ACCESSORIES IDEAL FOR Royal Enfield Harley Davidson Bike Enthusiasts Collectors WHY IT WORKS - Passion-driven market - Brand loyalty - High margins PRODUCTS: BADGES HANDLEBAR ENDS COVERS	13 LUXURY TEMPLE & PUJA ACCESSORIES IDEAL FOR Temples Devotees Premium Homes Festivals WHY IT WORKS - Emotional connect - Regular demand - Custom orders PRODUCTS: LAMPS BELLS KALASH PRABHAVALI	14 PREMIUM BABY KEEPSAKE ITEMS IDEAL FOR New Parents Baby Showers Gift Buyers WHY IT WORKS - Emotional value - Giftable - Premium segment untapped PRODUCTS: SPOONS FRAMES TOOTH BOX NAME PLATES	15 SILVER HEALTH & WELLNESS PRODUCTS IDEAL FOR Health Conscious Families Luxury Buyers Hospitals (Premium) WHY IT WORKS - Silver has natural antimicrobial properties - Health + Luxury trend - Global demand PRODUCTS: BOTTLES FEEDING SETS MATS ROLLER

WHY THESE PRODUCTS ARE UNTAPPED?

Low Competition Most players focus only on jewellery	High Perceived Value People love luxury lifestyle products	Customization Easy to personalize & brand	Niche But Profitable Smaller markets, higher margins	Global Appeal Huge export potential

IDEAL MATERIALS & FINISHES

24K GOLD PURE LUXURY	925 SILVER TIMELESS ELEGANCE	GOLD PLATED AFFORDABLE LUXURY	BRASS DURABLE & STYLISH	ROSE GOLD MODERN & PREMIUM

TARGET AUDIENCE OVERVIEW

	High Net Worth Individuals Value luxury & exclusivity
	Corporate Executives Premium gifting & personal use
	Luxury Brand Buyers Seek uniqueness & status
	Collectors & Enthusiasts Love limited edition items
	Architects & Interior Designers Require unique premium products
	Temples, Hotels & Resorts Bulk & repeat buyers

BUSINESS MODELS

	B2B Corporate Sales Bulk gifting, awards, employee recognition
	B2C Direct Sales Online store, flagship stores, exhibitions
	Customization Business Personalized orders, name engraving, logos
	OEM & White Label Manufacture for luxury brands
	Export Business Target global luxury & niche markets
	Subscription & Membership Exclusive collections for members

REVENUE POTENTIAL (INDIAN MARKET)



KEY TAKEAWAYS

✓	Think beyond jewellery. Create lifestyle, emotion & status-driven products.
✓	Focus on customization, quality & unique designs.
✓	Build strong brand positioning in the luxury segment.
✓	High margins, premium pricing & global demand.
✓	The earlier you enter, the bigger your advantage.

THE FUTURE IS INNOVATION. THE OPPORTUNITY IS NOW.
CREATE PRODUCTS THAT PEOPLE NEVER KNEW THEY NEEDED, BUT WILL LOVE TO OWN.

WHY CHOOSE A GOLD BUSINESS?

A SAFE ASSET. A STRONG BUSINESS. A WEALTH CREATOR.



INTRINSIC VALUE
Gold always has value.



WEALTH PRESERVATION
Beats inflation over the long run.



HIGH LIQUIDITY
Easy to sell anytime.



LOW BUSINESS RISK
Demand is stable across generations.



PREMIUM POTENTIAL
Design, brand & craftsmanship create higher value.

GOLD IS NOT JUST A METAL, IT IS AN ASSET & AN OPPORTUNITY

- ✓ Unlike most inventory, gold does not depreciate.
- ✓ It can appreciate in value over time.
- ✓ It is accepted worldwide.
- ✓ It is a hedge against inflation & economic uncertainty.



GOLD BUSINESS VS OTHER BUSINESSES

PARAMETER	GOLD BUSINESS	TECHNOLOGY / SAAS	IOT PRODUCTS	CHINA IMPORT BUSINESS
Capital Safety	✓ Excellent	✗ Low	⦿ Medium	⦿ Medium
Market Demand	✓ Very Stable	✓ High but evolving	✓ Growing	Depends on trends
Product Obsolescence	✓ Almost None	✗ High	⦿ Medium-High	✗ High
Inventory Value	✓ Usually retained	✗ Very low	✗ Depreciates	Can become obsolete
Cash Flow	✓ Good	Slow initially	⦿ Moderate	⦿ Moderate
Gross Margin	10% - 40% (Higher in Premium Segment)	70% - 90%	25% - 50%	15% - 35%
Scalability	✓ High	✓ Excellent	⦿ Excellent	⦿ Moderate
Technical Risk	✓ Low	✗ High	✗ High	⦿ Low
Competition	✗ High	✗ High	⦿ Medium	✗ High
Long-Term Stability	✓ Excellent	⦿ Good	⦿ Good	⦿ Moderate

KEY ADVANTAGE: GOLD IS THE ONLY INVENTORY THAT CAN APPRECIATE IN VALUE WHILE YOU HOLD IT.

GOLD AS AN INVENTORY VS OTHER INVENTORIES

RESTAURANT / FOOD BUSINESS



ELECTRONICS BUSINESS



GOLD BUSINESS



BOTTOM LINE

Gold protects your capital.
Design & brand grow your profit.
Smart strategy builds your wealth.



IF YOU INVEST ₹10 LAKH IN GOLD - 3 SCENARIOS

SCENARIO A PURE INVESTMENT

Buy ₹10,00,000 worth of bullion.
Do nothing for one year.



GOLD PRICE CHANGE	VALUE AFTER 1 YEAR (APPROX.)
-5%	₹9.5 Lakh
0%	₹10.0 Lakh
+5%	₹10.5 Lakh
+10%	₹11.0 Lakh
+15%	₹11.5 Lakh
+20%	₹12.0 Lakh

Note: Returns depend on market price movement.
No guaranteed returns.

SCENARIO B GOLD JEWELLERY MANUFACTURING

Invest in gold, manufacture & sell.



POTENTIAL GROSS MARGIN
20% - 35%

- ✓ BENEFITS
- ✓ Manufacturing margin
- ✓ Brand premium
- ✓ Value appreciation while holding inventory

SCENARIO C PREMIUM BRAND BUSINESS

Build brand. Create value. Earn premium.



REVENUE MULTIPLIERS

- ✓ Design premium
- ✓ Story & exclusivity
- ✓ Corporate & export orders
- ✓ Repeat customers
- ✓ Higher margins
- ✓ Stronger brand
- ✓ Long term wealth

ONE-YEAR RETURN POSSIBILITIES (If you hold ₹10 Lakh worth of gold)

GOLD PRICE CHANGE	VALUE AFTER 1 YEAR (APPROX.)
-5%	₹9.5 Lakh
0%	₹10.0 Lakh
+5%	₹10.5 Lakh
+10%	₹11.0 Lakh
+15%	₹11.5 Lakh
+20%	₹12.0 Lakh

These figures are for illustration only.
Actual returns vary with market.

RISK COMPARISON

GOLD BUSINESS	TECHNOLOGY / SAAS	CHINA IMPORT BUSINESS	IOT PRODUCTS
✓ Gold price volatility ✓ Theft & security ✓ Cash flow if inventory remains unsold ✓ Regulatory compliance (Hallmarking, GST, etc.) ✓ Lower liquidity for highly customized designs	✓ Product failure ✓ Rapid technological changes ✓ Software bugs ✓ Strong competition ✓ Ongoing R&D costs	✓ Import duties ✓ Shipping delays ✓ Exchange rate fluctuations ✓ Product quality ✓ Regulatory changes ✓ Trend risk	✓ Product support ✓ Warranty costs ✓ Certification ✓ Electronics failures ✓ Fast innovation cycles

POTENTIAL PROFITABILITY IN GOLD BUSINESS

BUSINESS MODEL	GROSS MARGIN (APPROX.)
Bullion Trading	1% - 3%
Jewellery Manufacturing	10% - 25%
Premium / Designer Jewellery	20% - 40%+
Corporate & Luxury Gifts	25% - 45%+
Temple & Heritage Products	30% - 50%+
Export Oriented Products	25% - 50%+

(Margins depend on design, brand, craftsmanship, and market positioning.)

THE BIGGEST RISK IN GOLD BUSINESS

Not the gold.
The business model.
Competing only on price leads to:

- ✗ Thin margins
- ✗ Discount wars
- ✗ Commodity competition

Compete on value, not just on price.

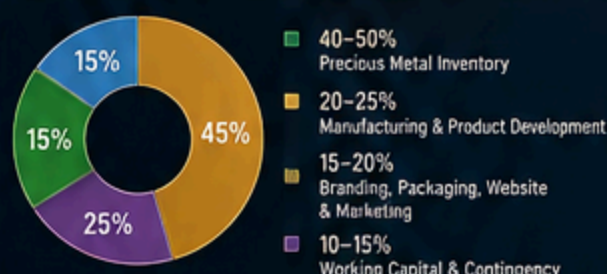
HOW TO CALCULATE RETURNS

$$\text{Total Return (\%)} = \frac{(\text{Selling Price} - \text{Total Cost})}{\text{Total Cost}} \times 100$$

Total Cost Includes:



SMART USE OF ₹10 LAKH CAPITAL



WHY GOLD BUSINESS IS A POWERFUL CHOICE

- ✓ Low Capital Risk
- ✓ High Asset Value
- ✓ Stable Demand
- ✓ Generational Business
- ✓ Multiple Revenue Streams
- ✓ High Profit Potential
- ✓ Global Acceptance
- ✓ Hedge Against Inflation
- ✓ Scalable & Sustainable
- ✓ Wealth Creation Over Time



GOLD GIVES YOU SECURITY. SMART BUSINESS GIVES YOU WEALTH.
COMBINE BOTH & BUILD A LEGACY.



HOW A NEW GOLD BRAND WINS TRUST & GROWS SALES

TRUST IS THE TRUE PRODUCT. GOLD IS THE MEDIUM.

Customers don't buy gold. They buy trust, purity, transparency, service and the confidence that your brand will be there for them today, tomorrow and for generations.

WHY PEOPLE BUY FROM ESTABLISHED BRANDS?

Before buying, customers ask themselves...



Answering these questions builds TRUST. Solve them consistently and you create loyal customers for life.

THE TRUST PYRAMID



HOW TO BUILD TRUST – THE KEY ELEMENTS



Be 100% transparent. Make the customer feel safe at every step.

MODERN TRUST MODEL – EVERY PRODUCT SHOULD COME WITH



3 PHASED APPROACH FOR A NEW GOLD BRAND



SHOULD YOU START WITH EXISTING PRODUCTS?	DO YOU NEED YOUR OWN DESIGNS IMMEDIATELY?	THE BIGGEST MISTAKE	THE BETTER APPROACH
YES! It's the smarter business decision.	NO. But gradually move towards exclusivity.	Competing on price only. This leads to: - Thin margins - Discount wars - Commodity competition - Low brand value	Compete on Trust & Experience. - Transparent pricing - Verified purity - Lifetime exchange - Strong after-sales support - Elegant packaging - Personalization - Fast delivery - Educational content - Storytelling & craftsmanship

BUILD A COMMUNITY, NOT JUST CUSTOMERS

Educate. Inform. Inspire.

When customers learn from you, they trust you.
When they trust you, they buy from you.

THE "APPLE STRATEGY" FOR JEWELLERY

Apple doesn't sell the cheapest hardware. It sells the best experience.

Don't just sell a gold product. Sell a complete experience.

Customers remember experiences, not just products.

WHAT WILL DIFFERENTIATE YOUR BRAND?

- Uncompromised Transparency: 100% purity, accurate weight, live pricing
- Certified Authenticity: Hallmark, certificates and digital verification
- Lifetime Value Promise: Buy-back, exchange, upgrade, service
- Emotional Connection: Storytelling, heritage, craftsmanship
- Premium Experience: Packaging, service, communication
- Consistent Quality: Every product, every time

THE NEXT BIG OPPORTUNITY IN INDIA

DIGITAL TRUST JEWELLERY PLATFORM

Every product gets a secure digital identity via QR code / NFC tag containing:

- Hallmark & purity details
- Weight & specifications
- Date of manufacture
- Craftsmanship information
- Ownership record (optional)
- Buy-back eligibility
- Service history
- Insurance documentation
- Digital warranty
- Care instructions

Trust that is visible. Value that is provable.

HOW TRUST BUILDS MORE SALES

AWARENESS (They discover your brand) → More Reach

INTEREST (They like your designs & content) → More Engagement

TRUST (They believe in your transparency) → Higher Conversion

CONSIDERATION (They compare & evaluate) → Bigger Orders

PURCHASE (They buy confidently) → Repeat Customers

LOYALTY & ADVOCACY (They return & recommend) → Brand Growth

Trust is the bridge between interest and purchase.

FINAL TAKEAWAY

- Start with trust, not just products. Transparency is your strongest marketing.
- Start with existing products, but build towards exclusive collections.
- Build a community with value-driven content and real relationships.
- Create a premium experience that customers love and remember.
- When people trust you, they don't just buy gold... they choose your brand for life.



BUILD TRUST. CREATE VALUE. EARN LOYALTY. BUILD A LEGACY.

YOUR GOLD BRAND. THEIR TRUST. TOGETHER, FOREVER.

HOW TO SAVE MONEY ON COST & TAXATIONS IN GOLD BUSINESS

Smart Planning. Efficient Operations. Maximum Profit.

LOWER COST
HIGHER PROFIT
SUSTAINABLE
GROWTH

10 WAYS TO SAVE COST IN GOLD BUSINESS

1

PURCHASE GOLD AT BEST COST



- Buy from refineries or BIS/LBMA approved bullion dealers.
- Avoid multiple middlemen.
- Better rates, purity & documentation.

2

USE GOLD EXCHANGE MODEL



- Take old gold from customers.
- Pay only for making charges, wastage, GST & price difference.
- Less working capital, faster inventory turnover.

3

OPTIMIZE INVENTORY MANAGEMENT



- Keep inventory lean.
- Prefer fast-moving & lightweight designs.
- Use data to predict demand.
- Reduce idle stock & financing cost.

4

USE GOLD METAL LOANS



- Avail Gold Metal Loans (GML) from banks/NBFCs (if eligible).
- Borrow gold, manufacture, sell and repay.
- Less capital blocked, better cash flow.

5

CONTROL WASTAGE EFFECTIVELY



- Use CAD/CAM & precision casting.
- Recover & refine scrap, filings, polishing dust.
- Even 1-2% less wastage saves lakhs of rupees.

6

CLAIM INPUT TAX CREDIT (ITC)



- Claim ITC on eligible business purchases (machinery, packaging, rent, services, etc.).
- Maintain proper tax invoices & compliance.

7

INVEST IN MACHINERY INSTEAD OF OUTSOURCING



- In-house processes like casting, laser welding, CNC, 3D printing reduce outsourcing cost.
- Higher control on quality & timelines.

8

DESIGN BEFORE MANUFACTURING



- Create CAD renders & 3D previews.
- Manufacture after customer approval.
- Reduce unsold inventory & risk.

9

FOCUS ON STANDARD & REPEAT DESIGNS



- Develop best-selling collections.
- Repeat manufacturing reduces per piece cost.
- Better quality control & faster production.

10

KEEP INVENTORY MOVING



- Monitor inventory turnover.
- Faster turnover = less capital locked, more profits.

TAX PLANNING – LEGAL & SMART

GST

GST OPTIMIZATION

- Jewellery is subject to GST on sales (gold & making charges as per law).
- Claim eligible Input Tax Credit.
- Maintain proper records, invoices, hallmark & stock registers.



BUSINESS EXPENSES

Deduct genuine business expenses:

- Advertising & Marketing
- Website, Photography
- Trade Fairs & Exhibitions
- Rent, Utilities, Salaries
- Professional Fees, Software

Keep all bills & documents.



SEPARATE ACCOUNTS FOR BUSINESS & INVESTMENT

Maintain separate books for:

- Business Inventory (Trading/Manufacturing)
- Personal/Investment Gold

Makes audit, tax filling & stock management easy.



DEPRECIATION BENEFITS

Claim depreciation on business assets:

- Machinery
- Office Equipments
- 3D Printers, CNC, Computers
- Furniture & Fixtures

Reduces taxable profits legally.



SALARIES & PAYROLL

Pay reasonable salaries to employees for genuine work.

Examples:

- Designers, Sales Staff
- Marketing, Accounts, Support

Legitimate expense = lower taxable profit.



WORK WITH A CA

A qualified Chartered Accountant helps in:

- Business Structure
- GST Compliance
- Income Tax Planning
- Maximum Legal Savings

Stay compliant, stay stress-free.

SAVE TAX LEGALLY. STAY COMPLIANT. GROW CONFIDENTLY.

EXAMPLE: ₹10 LAKH GOLD BUSINESS

Particulars	Amount (₹)
Gold Inventory	10,00,000
Manufacturing & Overheads	2,00,000
Total Investment	12,00,000
Selling Revenue (Example)	15,00,000
Gross Profit	3,00,000
Less: Operating Expenses	1,20,000
Less: Taxes (Approx.)*	60,000
Estimated Net Profit	1,20,000

*Tax depends on actual turnover, expenses, structure & applicable law.

WHY THIS MODEL WORKS

- Lower inventory holding cost
- Better cash flow
- Higher operational efficiency
- Tax optimized
- Higher Net Profit



BUILD A MANUFACTURING BUSINESS, NOT JUST TRADING

TRADING (LOW MARGIN)



Buy Gold

→



Sell Gold

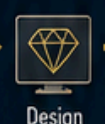
VS

MANUFACTURING (HIGHER MARGIN)



Buy Gold

→



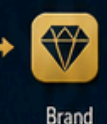
Design

→



Manufacture

→



Brand

→



Sell

Low Value Addition
Low Margin

High Value Addition at Every Step
Higher Margin, Stronger Brand

FOCUS ON HIGHER MARGIN CATEGORIES

	Gold Bars / Coins	Low
	Standard Chains	Low-Medium
	Wedding Jewellery	Medium
	Custom Jewellery	Medium-High
	Luxury Collections	High
	Corporate Gifts	High
	Temple Collections	High
	Personalized Products	High

BIGGEST COST LEAKS – AVOID THEM!

- Overstocking slow-moving designs
- High wastage in manufacturing
- Buying through too many intermediaries
- Poor inventory management
- Weak pricing strategy
- Excessive discounts
- Manual processes = higher labour cost
- Lack of production planning
- Idle capital locked in stock
- Weak branding = price competition

INVENTORY TURNOVER RATIO

Annual Sales	
Average Inventory	
EXAMPLE	
Annual Sales	₹12 Crore
Average Inventory	₹2 Crore
↓	
TURNOVER = 6X	
Higher turnover = Better efficiency	
Lower holding cost = Higher profit	

SMART CASH FLOW STRATEGY

- Use Gold Metal Loans (If Eligible)
- Negotiate better credit terms with suppliers
- Faster collections from customers
- Maintain adequate working capital
- Plan production based on demand

THE GOLDEN FORMULA FOR PROFIT



+



+





=



Low Cost of Gold

Low Wastage

Efficient Operations

Tax Optimization

MAXIMUM PROFIT

HOW TO BUILD TRUST & INCREASE SALES (WHILE SAVING COST)



BIS Hallmark Products



Transparent Pricing



Certifications & Purity Assurance



Buy-Back & Exchange Policy



Free Lifetime Maintenance



Hallmarked Packaging



Educate Customers



Excellent Customer Service



Digital Presence & Reviews



Loyalty & Referral Programs

TRUST BUILDS REPUTATION. REPUTATION DRIVES SALES. SALES DRIVE GROWTH.

SAVE SMART. PLAN SMART. GROW BIG.

A PROFITABLE GOLD BUSINESS IS BUILT ON INTELLIGENCE, DISCIPLINE & TRANSPARENCY.

LOWER COSTS

HIGHER MARGINS

LEGAL SAVINGS

SUSTAINABLE GROWTH

DIGITAL PRECIOUS METALS PLATFORM

THREE-YEAR PRODUCT ROADMAP

FINANCIAL PLAN & ROI

BUILD TRUST. CREATE VALUE. EARN LOYALTY. BUILD A LEGACY.



TRANSPARENT
100% HALLMARK



TRUSTED
DOCUMENTATION



VERIFIED
AUTHENTICITY



SECURE
PAYMENTS



LIFETIME
SUPPORT



OUR PROMISE

- ✓ BIS Hallmarked
- ✓ 100% Transparency
- ✓ Digital Product Passport
- ✓ Certified Purity
- ✓ Fair Pricing
- ✓ Lifetime Value

THREE-YEAR PRODUCT ROADMAP & MILESTONES

YEAR 1 (Months 1–12)
BUILD TRUST. BUILD BRAND. VALIDATE MARKET.

Q1 (Month 1–3) **SETUP & LAUNCH**

- ✓ Company Setup, GST, BIS Compliance
- ✓ Website & Digital Platform Launch
- ✓ 50+ Products | 10 Vendors
- ✓ 5 Manufacturing Partners

Investment
₹5 Lakhs

Q2 (Month 4–6) **BUILD DIGITAL TRUST**

- ✓ Digital Product Passport
- ✓ QR Verification & Hallmark Check
- ✓ Digital Invoice & Warranty
- ✓ 300+ Customers

Monthly Revenue
₹5 Lakhs

Q3 (Month 7–9) **EXPAND CATEGORIES**

- ✓ Corporate Gift Division
- ✓ Wedding Collection
- ✓ Customized Products
- ✓ 500+ Customers | 20 Corporate Clients

Monthly Revenue
₹7 Lakhs

Q4 (Month 10–12) **SCALE & STRENGTHEN**

- ✓ Luxury Silver Collection
- ✓ Premium Packaging
- ✓ Referral & Membership Program
- ✓ 1,000+ Customers

Monthly Revenue
₹10 Lakhs

YEAR 1 TARGET

- 1,000+ Customers
- ₹60–90 Lakh Annual Revenue
- 20–25% Gross Margin
- Established Digitally

YEAR 2 (Months 13–24)
DIFFERENTIATE. CREATE EXCLUSIVE PRODUCTS.

Q1 (Month 13–15) **EXCLUSIVE COLLECTIONS**

- ✓ Exclusive Jewellery
- ✓ Modular Jewellery
- ✓ Luxury Home Collection
- ✓ Corporate Collection

Investment
₹25 Lakhs

Q2 (Month 16–18) **INNOVATE & UPGRADE**

- ✓ Smart Jewellery & NFC Collection
- ✓ Wedding Vault Collection
- ✓ Investment Jewellery
- ✓ Platform Upgrade (App, AI, Rewards)

Monthly Revenue
₹15–20 Lakhs

Q3 (Month 19–21) **SUBSCRIPTIONS & B2B**

- ✓ Subscription Boxes
- ✓ Luxury Membership
- ✓ Corporate Portal
- ✓ Designer Collaboration

Monthly Revenue
₹25–30 Lakhs

Q4 (Month 22–24) **NATIONAL EXPANSION**

- ✓ PAN India Delivery
- ✓ Export Registration
- ✓ Marketplace Integration
- ✓ 5,000+ Customers | 100+ Corporate Clients

Monthly Revenue
₹30–40 Lakhs

YEAR 2 TARGET

- 5,000+ Customers
- ₹2–3 Crore Annual Revenue
- 25–30% Gross Margin
- 30% Repeat Customers

YEAR 3 (Months 25–36)
SCALE. MANUFACTURE. GO GLOBAL.

Q1 (Month 25–27) **OWN MANUFACTURING**

- ✓ CAD Studio, 3D Printing
- ✓ Casting, Laser Engraving
- ✓ Quality Control Lab
- ✓ In-house Production

Investment
₹75L–₹1Cr

Q2 (Month 28–30) **PREMIUM LIFESTYLE RANGE**

- ✓ Luxury Lifestyle Products
- ✓ Temple Architecture Collection
- ✓ Interior Luxury Collection
- ✓ Premium Office Collection

Monthly Revenue
₹50–70 Lakhs

Q3 (Month 31–33) **INTERNATIONAL EXPANSION**

- ✓ UAE, Singapore, USA, UK, Australia
- ✓ NRI Platform
- ✓ Global Logistics Partners
- ✓ Localization & Compliance

Monthly Revenue
₹70–90 Lakhs

Q4 (Month 34–36) **ECOSYSTEM & SCALE**

- ✓ Designer Marketplace
- ✓ B2B & Wholesale Platform
- ✓ White Label Manufacturing
- ✓ Franchise Model

Monthly Revenue
₹1–1.2 Crore

YEAR 3 TARGET

- 20,000+ Customers
- ₹8–12 Crore Annual Revenue
- 30–35% Gross Margin
- 5 Countries

PRODUCT EVOLUTION JOURNEY

PHASE 1
MARKETPLACE

- Curated trusted products
- ✓ Verified sellers & partners
- ✓ Transparent pricing
- ✓ Build customer trust

PHASE 2
OWN COLLECTIONS

- ✓ Exclusive designs
- ✓ Custom & modular
- ✓ Smart jewellery
- ✓ Premium packaging

PHASE 3
OWN MANUFACTURING

- ✓ In-house production
- ✓ Technology driven
- ✓ Quality leadership
- ✓ Cost efficiency

PHASE 4
GLOBAL PLATFORM

- ✓ International expansion
- ✓ AI personalization
- ✓ Digital product passport
- ✓ Global brand leadership

SECTION 10 — FINANCIAL PLAN

INITIAL INVESTMENT : ₹ 5,00,000

₹5 LAKHS

- 40% Initial Inventory ₹2,00,000
- 15% Website & Platform ₹75,000
- 15% Branding & Packaging ₹75,000
- 15% Marketing ₹75,000
- 5% Legal & Registrations ₹25,000
- 10% Working Capital ₹75,000

REVENUE STREAMS

- Product Sales (Gold, Silver, Luxury)
- Corporate Gifting & Bulk Orders
- Customized & Wedding Collection
- Subscription & Membership
- Digital Services (Verification, Warranty)
- B2B, Wholesale & White Label

PROJECTED FINANCIAL SUMMARY (Illustrative)

Year	Investment	Annual Revenue (Illustrative)	Gross Margin	Estimated Operating Profit*
Year 1 (0–12M)	₹5 Lakh	₹60 – 90 Lakh	20 – 25%	₹6 – 10 Lakh
Year 2 (13–24M)	₹25 Lakh	₹2 – 3 Crore	25 – 30%	₹30 – 50 Lakh
Year 3 (25–36M)	₹75L – ₹1Cr	₹8 – 12 Crore	30 – 35%	₹1.5 – 2.5 Crore

*Operating profit is illustrative and before interest, depreciation, taxes and founder salaries.

BREAK-EVEN ANALYSIS

Break-even Target
8 – 12 Months

Monthly Revenue Target : ₹5 – 7 Lakhs

Gross Margin : 20%

Monthly Operating Expenses : ₹80,000 – ₹1.2 Lakhs

ROI ON INITIAL INVESTMENT (₹5 LAKHS)

SCENARIO A
CONSERVATIVE

Revenue
₹60 Lakhs

Operating Profit
₹6 Lakhs

ROI
≈ 120%

SCENARIO B
EXPECTED

Revenue
₹75 Lakhs

Operating Profit
₹8 Lakhs

ROI
≈ 160%

SCENARIO C
HIGH GROWTH

Revenue
₹90 Lakhs

Operating Profit
₹10 Lakhs

ROI
≈ 200%

CASH FLOW OUTLOOK (Illustrative)



KEY ADVANTAGES

- 100% Transparent & Trust Driven
- BIS Hallmarked & Certified
- Digital Product Passport
- Premium Quality & Designs
- End-to-End Customer Experience
- Scalable Technology Platform
- Multiple Revenue Streams
- High Repeat & Lifetime Value

KEY RISKS & MITIGATION

- Gold Price Volatility → Inventory Hedging, Dynamic Pricing
- Market Competition → Brand, Technology, Experience
- Inventory Management → Lean Inventory, Fast Turnover
- Regulatory Changes → Compliance, Legal Advisory
- Economic Slowdown → Diverse Product & Markets
- Operational Risks → Strong Processes & QA

USE OF FUTURE FUNDS (Next 2–3 Years)

- Product Development & R&D
- Technology & Platform Upgrades
- Marketing & Brand Building
- Manufacturing Infrastructure
- Team Expansion
- International Expansion

INVESTOR ASK

- Seeking Investment
₹25 Lakhs – ₹1 Crore
(Seed / Growth Round)
- Equity Offered : Discussable
- Use of Funds
For Scaling, Technology,
Manufacturing & Marketing

EXPECTED INVESTOR RETURNS

- ✓ Strong Revenue Growth
 - ✓ High Gross Margins
 - ✓ Scalable Business Model
 - ✓ Multiple Exit Opportunities
- Target IRR
Over 5 Years : **25–35%+**
(Illustrative)



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TRANSPARENT TODAY. ICONIC TOMORROW.



TRUST



TECHNOLOGY



TRANSPARENCY



VALUE



LEGACY

YEAR 1 INVESTOR ANALYSIS & ROI

DIGITAL PRECIOUS METALS PLATFORM

Build Trust. Deliver Value. Generate Returns.



- BIS Hallmarked
- 100% Transparency
- Digital Product Passport
- Certified Purity
- Fair Pricing
- Lifetime Value

YEAR 1 INVESTMENT BREAKDOWN (₹5,00,000)



CATEGORY	AMOUNT (₹)	%
Product Samples & Initial Inventory	₹1,75,000	35%
Website & Digital Platform	₹60,000	12%
Branding & Packaging	₹35,000	7%
Product Photography & Videos	₹40,000	8%
Marketing	₹75,000	15%
Registration & Legal	₹25,000	5%
Operations & Working Capital	₹50,000	10%
Contingency Reserve	₹40,000	8%

Strong foundation with assets that build long-term value.

CAPITAL PROTECTION SNAPSHOT



CAPITAL PROTECTED
(Recoverable Assets)

₹3.8L – ₹4.2L
(Approx.)

- Gold & Silver Inventory
- Digital Platform & Software
- Brand & Packaging Assets
- Business Registration
- Product Photography
- Remaining Working Capital

~76% – 84% of investment
is in tangible or reusable assets



CAPITAL AT RISK
(Non-Recoverable Expenses)

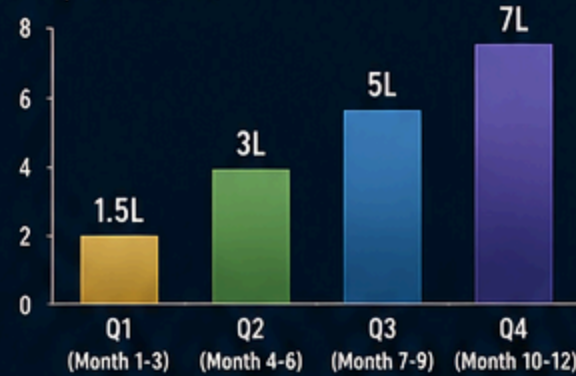
₹75K – ₹1.20L
(Approx.)

- Advertising & Promotions
- Launch Campaigns
- Initial Marketing Spend
- Operational Expenses

Low to Medium capital risk
compared to most startups

YEAR 1 REVENUE & GROWTH PROJECTION (Illustrative)

Monthly Revenue (₹ Lakh)



AVERAGE MONTHLY REVENUE
₹4.1 Lakh

ANNUAL REVENUE (EST.)
₹49 – ₹60 Lakh

GROSS MARGIN (EST.)
20% – 25%

OPERATING PROFIT (EST.)
₹6 – ₹10 Lakh

Growth driven by digital marketing, trust & product quality.

BREAK-EVEN ANALYSIS

Monthly Fixed Expenses (Illustrative)

Office Rent	₹10,000
Website & Software	₹5,000
Salaries (Lean Team)	₹40,000
Marketing	₹25,000
Miscellaneous	₹10,000

TOTAL ₹90,000

Break-even Formula

$$\begin{aligned} \text{Break-even Sales} &= \text{Fixed Expenses} \div \text{Gross Margin} \\ &= ₹90,000 \div 25\% \\ &= \mathbf{₹3.6 \text{ Lakh / Month}} \end{aligned}$$



BREAK-EVEN TIMELINE
8 – 12 MONTHS

Based on monthly sales of
₹3.6 Lakh at 25% gross margin

YEAR 1 ROI SCENARIOS (Illustrative)

SCENARIO	ANNUAL REVENUE	OPERATING PROFIT	ROI ON INITIAL CAPITAL (₹5 LAKH)
Conservative	₹40 Lakh	₹4 Lakh	≈ 80%
Expected	₹60 Lakh	₹7 Lakh	≈ 140%
High Growth	₹90 Lakh	₹10 Lakh	≈ 200%

ROI improves significantly as brand, trust & customer base grow.

RISK ANALYSIS

RISK CATEGORY	RISK LEVEL	IMPACT	MITIGATION STRATEGY
Gold Price Volatility	Medium	Medium	Hedge via inventory rotation, diversify product mix
Sales & Marketing Risk	Medium	High	Multi-channel marketing, strong brand building, CRM & retargeting
Inventory Risk	Low-Medium	Medium	Hybrid inventory model (20% stock, 30% samples, 50% made-to-order)
Manufacturing Risk	Low	Low	Work with multiple OEM partners
Technology Risk	Low	Low	Use proven & scalable technologies
Competition Risk	Medium	Medium	Focus on trust, transparency & customer experience
Brand Acceptance Risk	Medium	High	Quality, reviews, influencer partnerships & after-sales service
Cash Flow Risk	Medium	Medium	Lean operations, advance payments for custom orders, healthy margins

YEAR 1 REVENUE STREAMS

Product Sales Gold, Silver, Coins, Jewellery, Gift Articles	Corporate Gifts Employee Rewards, Client Gifts, Festive Hampers	Customized Products Wedding, Luxury, Personalized Collections	Subscription Model Monthly & Annual Membership Programs	Digital Services Product Authentication, Warranty, Digital Certificates	B2B & Wholesale White Label, Bulk Orders, Designer Partnerships
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Multiple revenue streams reduce dependency on single channel.

3 KEY STRENGTHS FOR INVESTORS



ASSETS BACKED BUSINESS

A large part of investment
is in gold/silver inventory
& long-term assets.



SCALABLE MODEL

Digital-first approach
allows rapid scaling
across India & globally.



MULTIPLE REVENUE STREAMS

Diversified income
reduces risk & increases
profitability.

TIMELINE – YEAR 1 KEY MILESTONES

Q1 (Month 1-3)	Q2 (Month 4-6)	Q3 (Month 7-9)	Q4 (Month 10-12)
- Company Setup - Website Launch 50+ Products Live - First 100 Customers	- Digital Trust Platform - Marketing Scale-up 300+ Customers - Monthly Revenue ₹3L+	- Corporate & Wedding Collections 500+ Customers - Revenue ₹5L+	- Premium Collections - Membership Program 1,000+ Customers - Revenue ₹7L+

Consistent execution leads to compounding growth.

YEAR 1 – AT A GLANCE (INVESTOR SUMMARY)

Investment ₹5 Lakh	Break-even 8 – 12 Months	Annual Revenue (Est.) ₹49 – 60 Lakh	Operating Profit (Est.) ₹6 – 10 Lakh
ROI Potential 80% – 200%	Capital at Risk ₹75K – ₹1.2L (Approx.)	Assets Protected ₹3.8L – ₹4.2L (Approx.)	Growth Outlook High



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Transparent Today. Iconic Tomorrow.



TRUST



TRANSPARENCY



TECHNOLOGY



VALUE



LEGACY



ONLINE JEWELLERY COMPANIES IN INDIA

INITIAL INVESTMENT & JOURNEY

REAL STORIES. REAL NUMBERS. REAL INSIGHTS.

Most successful online jewellery brands didn't start with hundreds of crores.
They started small, validated the model & scaled big.



1. TOP ONLINE JEWELLERY PLAYERS – INITIAL INVESTMENT & FUNDING OVERVIEW

Company	CARATLANE by TITAN	BLUESTONE	melorra	CANDERE A KALYAN JEWELLERS COMPANY	GIVA
Founders	Mithun Sacheti & Srinivasa Gopalan	Gaurav Kushwaha & Vidya Nataraj	Krishnakumar R & Saroja Yeramilli	Rupesh Jain & Ashish Bajaj	Ishendra Agarwal, Rohit Agarwal, Anuj Golecha
Started	2008	2011	2015	2012	2019
Approx. Initial Founder Capital	~₹1 Crore (₹74 lakh from Mithun's family + ₹26 lakh from Srinivasa)	Not Publicly Disclosed (bootstrapped initially)	Not Publicly Disclosed	Initial External Investment ~₹2.5 Crore	Bootstrapped (Founder Funded)
Key Early Backers / Investors	Ratan Tata, SAIF Partners, Rainmatter, RPSG	Accel Partners, SAIF Partners, Iron Pillar	Matrix Partners, Kalaari Capital, Prime Venture Partners	Kalyan Jewellers (Strategic Investor)	-
Total Funding Raised	~\$58 Million+	\$250 Million+	\$88 Million+	~₹4.2 Crore+ (Early Stage) (Pre Acquisition)	Bootstrapped
Latest Valuation / Acquisition	Acquired by Titan Company (2016, Majority Stake)	Valuation over \$1 Billion (Unicorn)	Valuation over \$500 Million	Acquired by Kalyan Jewellers (100% Stake)	Profitable D2C Brand
Key Milestone	Pioneer of online jewellery in India	One of India's largest online jewellery brands	Rapid growth with trendy lightweight jewellery	Strong D2C brand before acquisition	Affordable silver jewellery D2C success

Key Insight: Most brands started with ₹1 – ₹3 Crore or were bootstrapped. Big funding came AFTER validation of the business model.

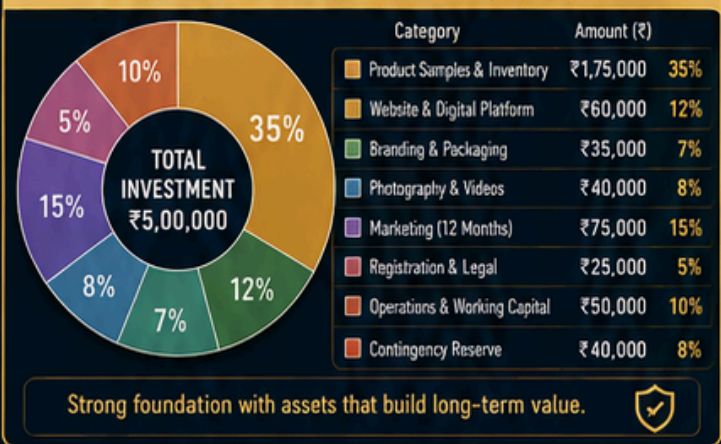
2. WHERE DID THEY SPEND MONEY FIRST?



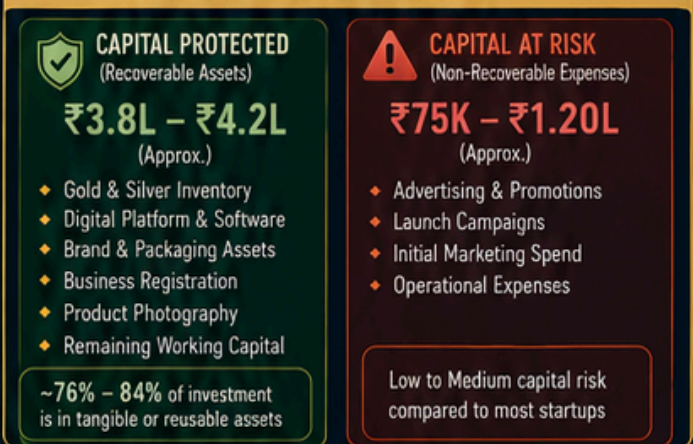
3. OUR PROPOSED BUSINESS MODEL (DIFFERENT & BROADER)



4. YEAR 1 INVESTMENT BREAKDOWN (₹5,00,000)



5. CAPITAL PROTECTION SNAPSHOT



6. BREAK-EVEN MODEL (YEAR 1)



7. ROI SCENARIOS (YEAR 1)

Scenario	Annual Revenue (Est.)	Operating Profit (Est.)	ROI on Initial Capital (₹5 Lakh)
Conservative	₹40 Lakh	₹4 Lakh	≈ 80%
Expected	₹60 Lakh	₹7 Lakh	≈ 140%
High Growth	₹90 Lakh	₹10 Lakh	≈ 200%

ROI improves significantly as brand, trust & customer base grow.

8. KEY RISKS (YEAR 1)

RISK MITIGATION

Gold Price Volatility	Medium	✓ Maintain lean inventory & focus on fast-moving designs
Sales & Marketing Risk	Medium	✓ OEM partners reduce manufacturing risk
Inventory Risk	Low-Medium	✓ Digital-first marketing for cost efficiency
Manufacturing / Supply Risk	Low	✓ Diversified product portfolio (Gold, Silver, Corporate, Lifestyle, Custom)
Technology Risk	Low	✓ Transparent pricing & product verification to build trust
Competition Risk	Medium	✓ Strong working capital management
Cash Flow Management	Medium	

Overall Risk: Moderate (With Strong Asset Backing)

9. INVESTOR JOURNEY WITH US



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