

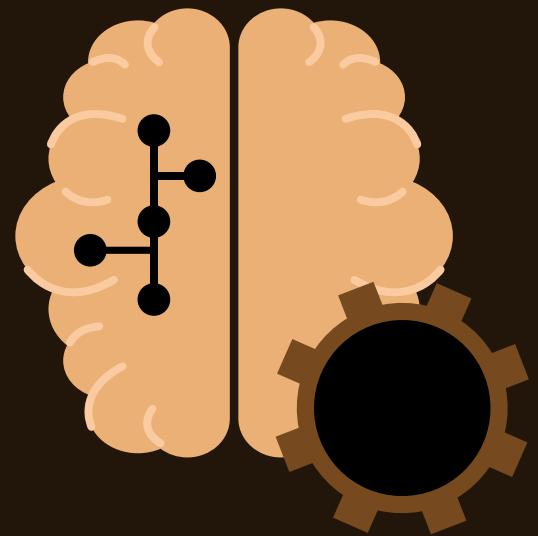


DON BEARDO  
HE'S HERE TO RULE

# The Vision

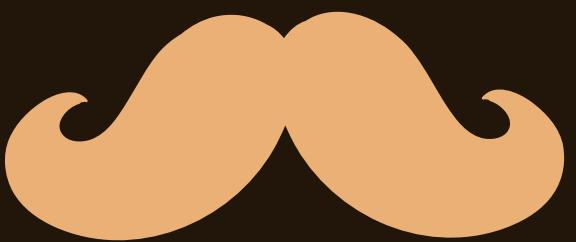
"To create a desire where every man feels like an Alpha confident, attractive and Sexy."

# About Beardo

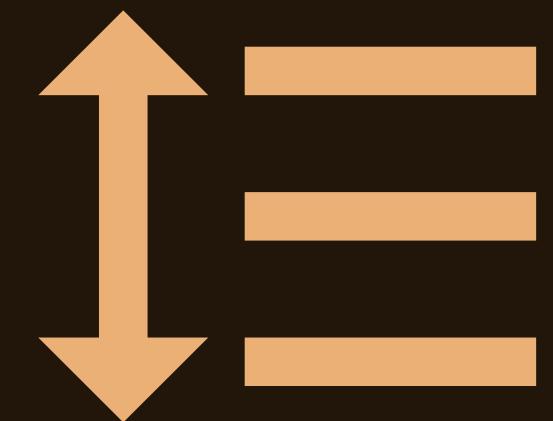


Founded By Priyank  
Shah & Ashutosh Valani

Founded in  
Ahmedabad



Male Grooming  
Products



Diversified into Haircare,  
Skin Care and Lifestyle  
Products

# Product Portfolio



# Financials



Asset Turnover Ratio increased to 3.9 from 3.4 last year



Profit ratio increased from 0.45% to 2.77%



ROCE increased from 7% to 31.1%

# Competitors



THE MAN COMPANY

NYKAA  
MAN



Let's begin our journey as  
a customer



10:41

4G 58%



beardo



Ad · www.beardo.in/

## Beardo.in - Buy Best Beard Products Online - Beard Growth Oil & More

Get the best beard products online at up to 50% discount. Buy beard & hair growth oil now. Top shampoos for beard and hair growth. Buy Godfather beard oil now. Track Order. Sign Up For Email. Types: Beard Oil, Hair Oil, Hair Wash, Beard Wash, Men's Li...

Buy Fragrances

Shop Gifts

Beard Products

S



www.beardo.in

## Beardo

Shop for the complete range of Men grooming products for your hair, beard, mustache, skin & face. Shampoo, beard wash, beard oil, facial serum, face

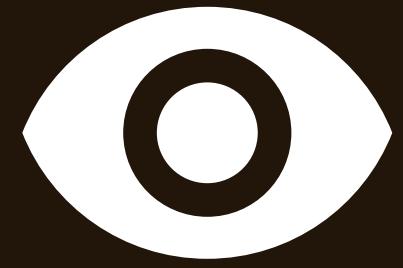
# Let's Google Beardo!

# And then we google'd competitors...

A smartphone screen displaying a Google search result for "man company". The search bar at the top shows the query. Below it, the first result is an advertisement for "The Man Company Products - Use Code VALENTINE". The ad text includes a promotional message about a Valentine's Day sale with a 25% discount, mentioning various grooming products like hair, face, and body essentials. It also mentions no harmful chemicals, gifts for men, a store locator, and sign-up options. Below the ad, there is a rating section for "themancode.com" with a 4.4 star rating from 122 reviews. At the bottom of the screen, there are links for "Gift Boxes For Men", "Shop Products", "Franchise Inquiry", and "Products By Concern". A large white arrow points from the right side of this phone screen towards the second phone screen.

A smartphone screen displaying a Google search result for "nykaaman". The search bar at the top shows the query. Below it, the first result is an advertisement for "Nykaa Man-Men's Grooming Store - Deodorants...". The ad text includes a promotional message about freshness, home delivery, up to 30% off on deodorants, and 100% authentic products with COD available. It has a rating of 4.3 stars from 3,871 reviews. Below the ad, there is a link for "www.nykaaman.com" and a brief description of Nykaa man: "Buy Mens Grooming, Hair & Skin Care & Wellness Products Online in India from NykaaMan. Explore a wide range of styling products for men at low prices from ...".

# Customer's



# On Beardo's website



4.7 Seconds



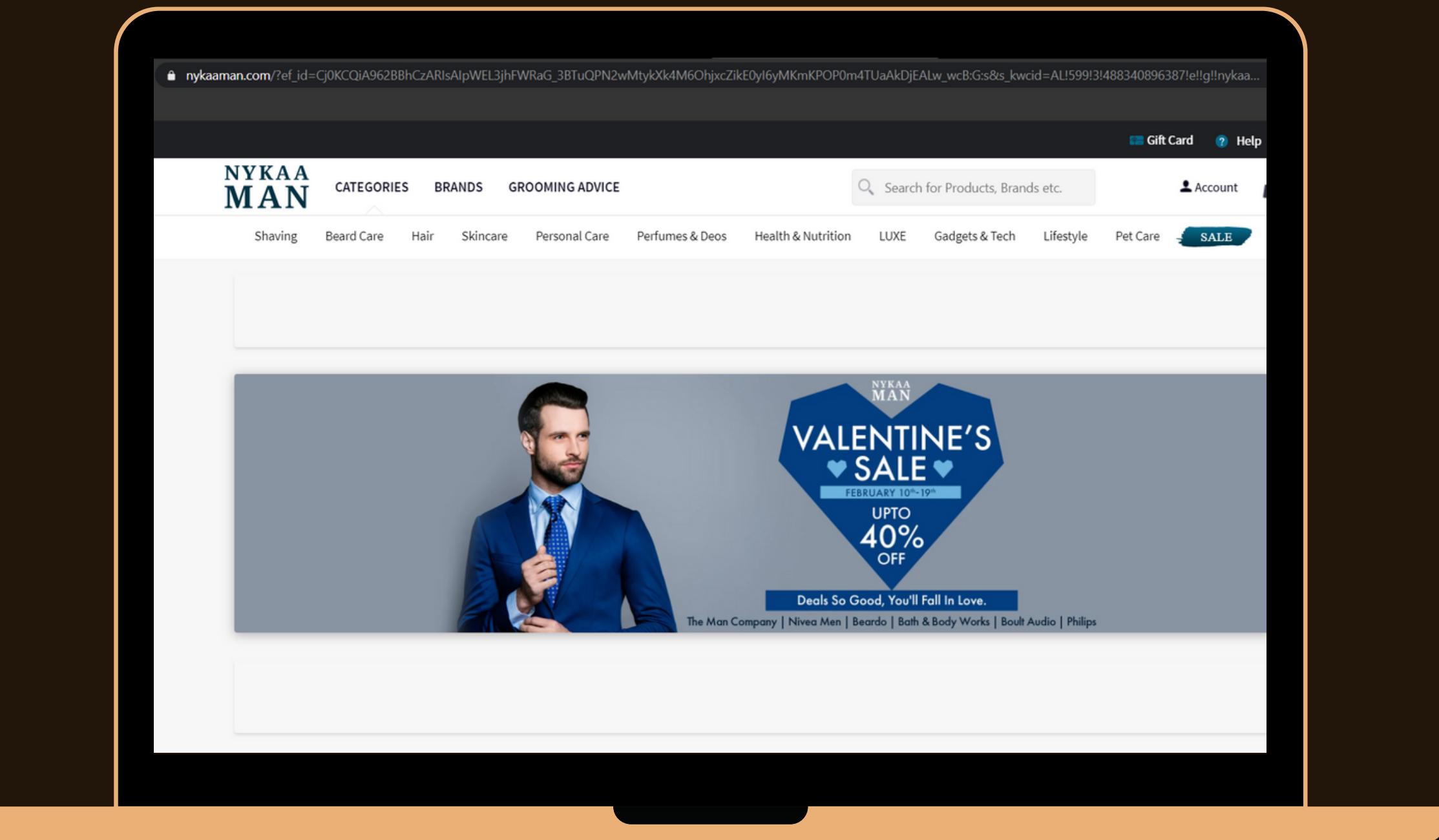
# The Man Company

The image shows a smartphone with a black background, displaying the website [themancode.com](https://themancode.com). The website has a dark header with the navigation menu: MAN COMPANY, PRODUCTS, BY CONCERNS, GIFTS FOR MEN, SHOP BY SERIES, CYOB, a search bar, and a user icon.

The main banner features a smiling man with foam on his face. The text reads: "A FOAMY SOLUTION FOR A CLEANSED FACE" and "LAUNCHING FOAMING FACE WASH WITH GREEN TEA & NEEM". Below this is a "SHOP NOW" button. To the right of the banner is a product image of "FOAMING FACE WASH GREEN TEA & NEEM" with a green cap and a white pump. The background of the banner is light green with some foliage.

At the bottom of the screen, there is a white bar with the text "TALK OF THE TOWN" in the center.

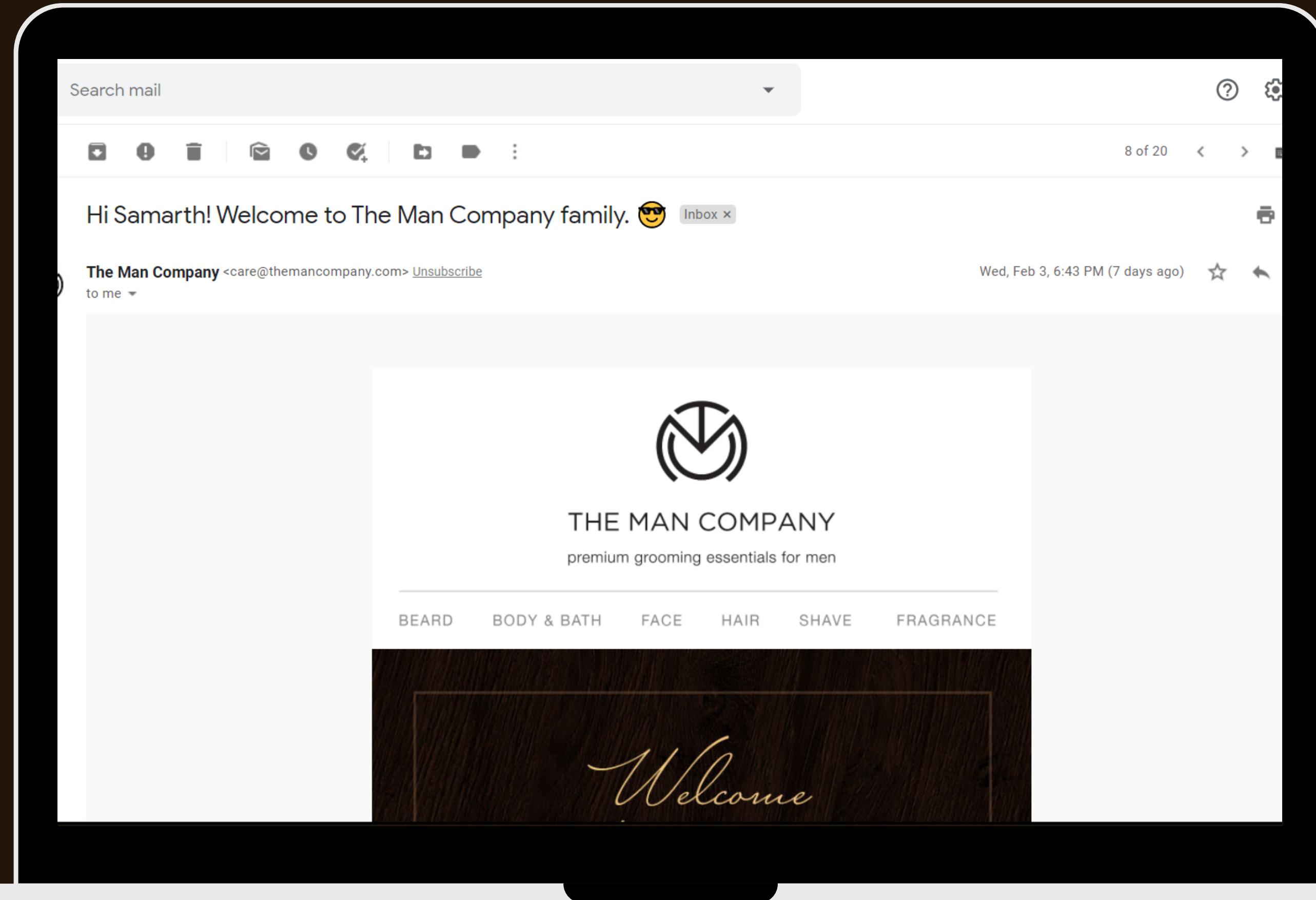
# Nykaaman



# Customer's subscription on your website?



# Meanwhile, competition has people subscribing..



Search mail

Hi Samarth IIIDE, Welcome to Nykaa Man! [Inbox x](#)

Nykaa <support@nykaa.com>  
to me ▾

Wed, Feb 3, 6:31 PM (7 days ago) [star](#) [Reply](#)

**NYKAA  
MAN**

I'm looking for...

**LUCKY  
YOU.**

Y O U ' R E I N !

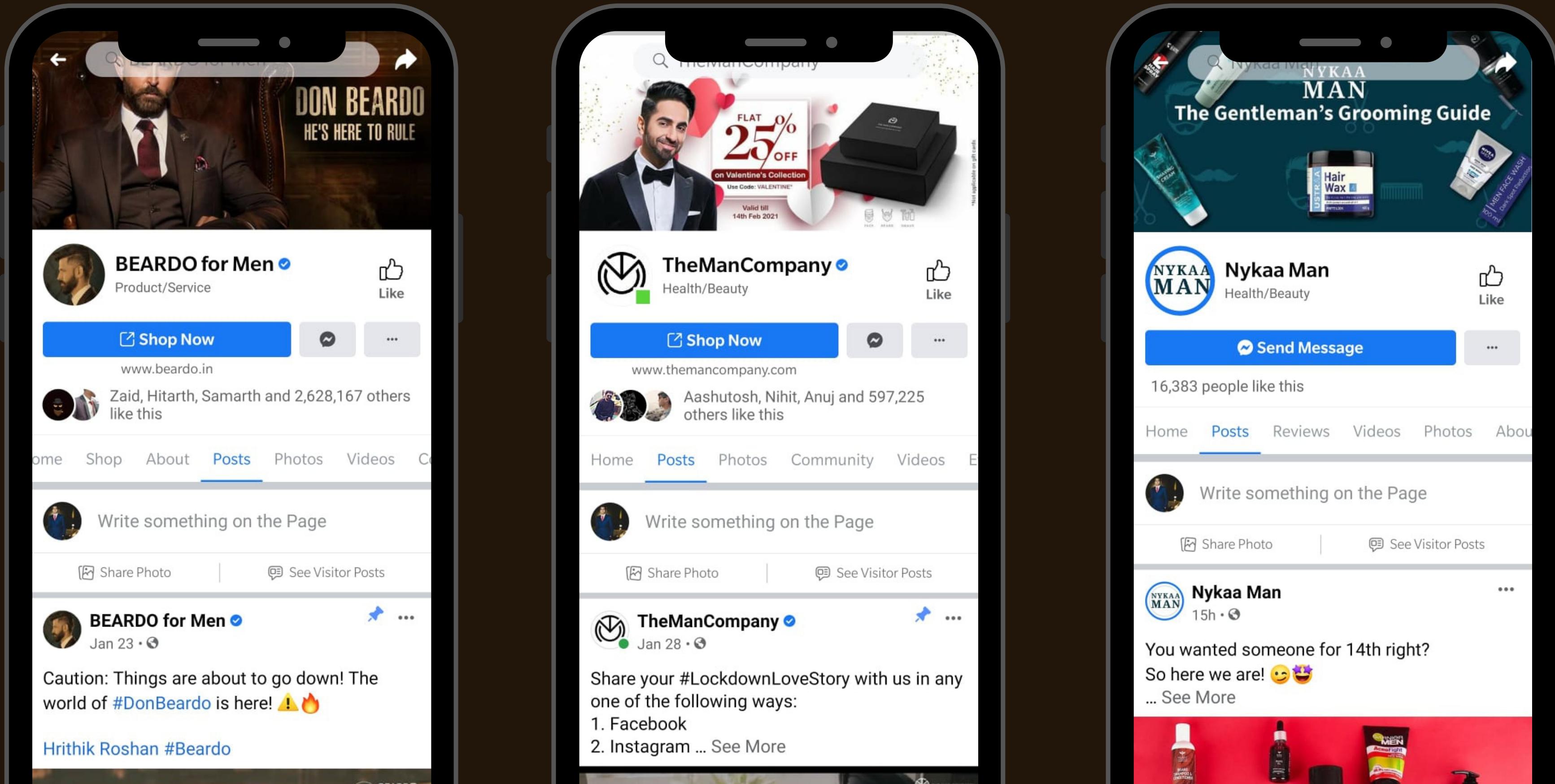
You've been added to our mailing list (it's quite the cool club).



# Does SMS marketing really work?

75% of people have suggested that they would be happy to receive an offer via SMS

# Beardo's vs competition's reach on



# Beardo's vs competition's reach on



8:27 4G 74%

← **beardo.official** • :

 1,229 Posts 552K Followers 15 Following

**Don Beardo**  
Product/Service  
Don Beardo once said, "Anyone can grow a Beard, but not everyone can be a BEARDO"  
[bit.ly/2Nm7rnu](http://bit.ly/2Nm7rnu)  
Ahmedabad, India

**View Shop** **Follow** **Message** **Email** **▼**

  
Don Beardo #DumpThe... GodfatherP... Taash #Mooch



8:26 4G 74%

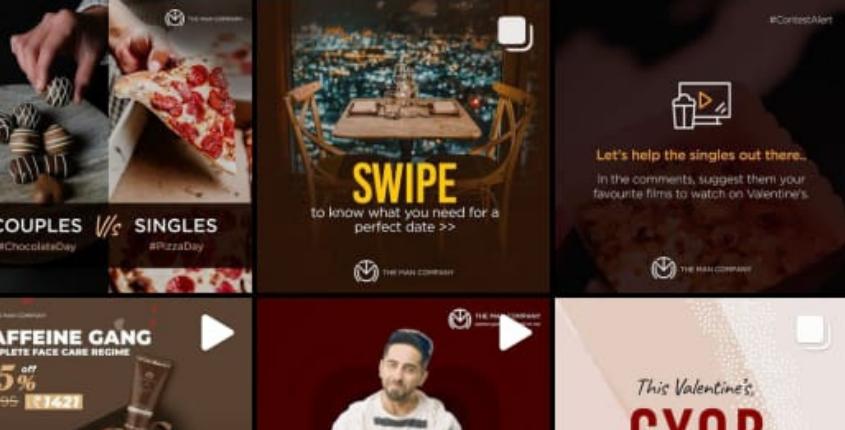
← **themancompany** • :

 1,444 Posts 171K Followers 0 Following

**The Man Company**  
Ready to share your #LockdownLovestory with us?  
Premium men's grooming products.  
Come, celebrate being a gentleman.  
[www.themancompany.com/](http://www.themancompany.com/)

**View Shop** **Follow** **Message** **▼**

  
Valentine's... Ingredients Blogs Tattoo Tales New L



8:26 4G 74%

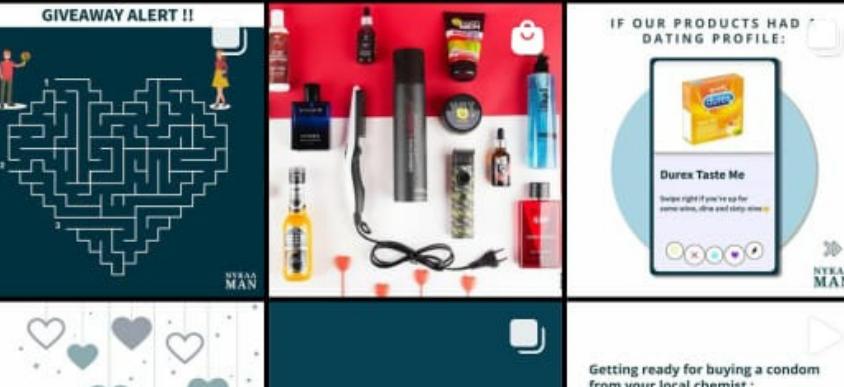
← **nykaaman** • :

 1,372 Posts 186K Followers 31 Following

**Nykaa Man**  
E-commerce Website  
Men, the no. 1 destination for all your grooming needs is here   
**SHOP NOW**   
[bit.ly/ShopNykaaMan](http://bit.ly/ShopNykaaMan)

**View Shop** **Follow** **Message** **Email** **▼**

  
Meme Gam... #LevelUp2... Christmas 🎅 #BlackFrida... Beardbr



# This is how beardo responded to the reviews

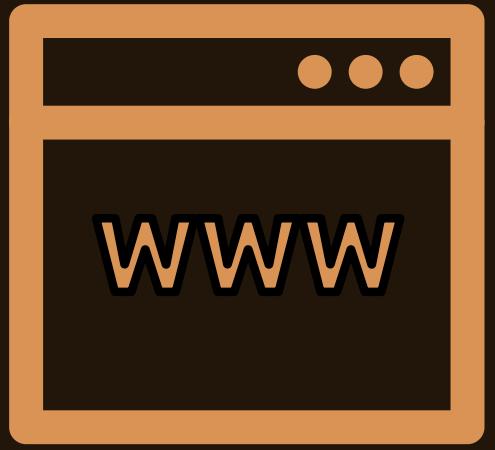
A screenshot of a Freshdesk customer service conversation. The message from Samarth IIDE asks about beard growth product chemicals. Mitali Chavan responds, greeting him, thanking him for choosing beardo, and emphasizing customer satisfaction. She provides contact information and operating hours.

**Samarth IIDE**  
Hey I wanted to purchase your beard growth product but was skeptical about the type of chemical, does it you know hamper the quality of facial hair?

**Mitali Chavan via freshdesk.com**  
to me ▾  
Tue, Feb

Hi Samarth,  
Greetings for the day!  
Thank You for choosing beardo.  
At Beardo, customer satisfaction is of prime importance to us.  
If you have queries with regards to our products please contact us at our toll free no - 7818000555.  
Lines open from 10.30am to 7.30pm, (Monday-Saturday.)  
Your cooperation and patience will be appreciated.

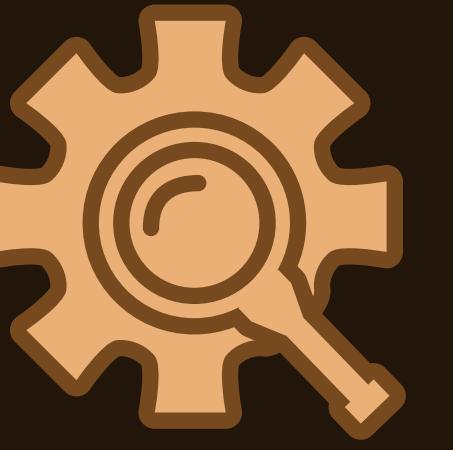
# Recommendations



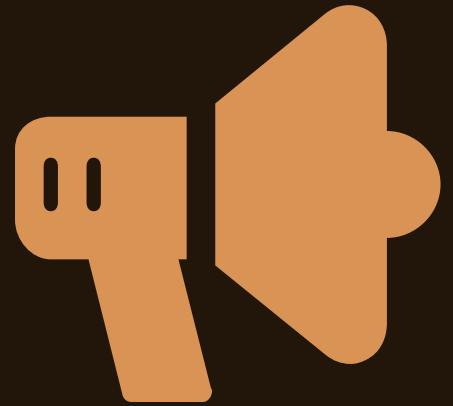
Website



E-Mail



SEO



General

# Website Recommendations

Problem: Low Visit Duration and Highest Bounce Rate



The Man Company has the highest visit duration followed by Beardo  
(2:46)

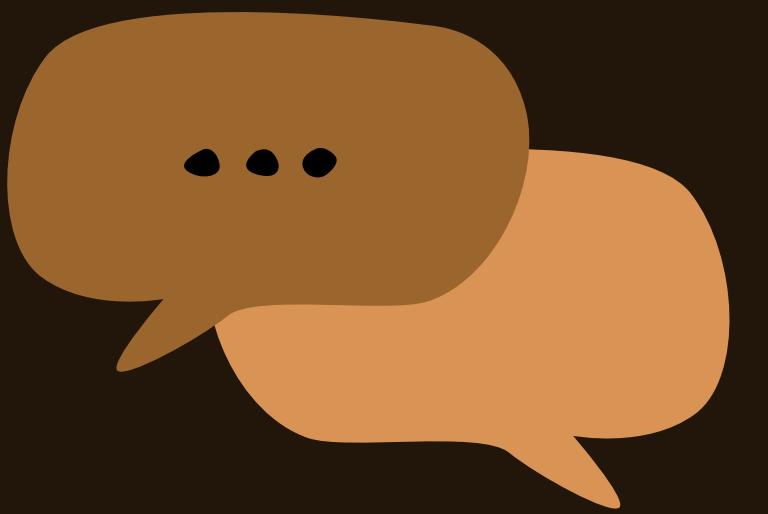


Beardo has the highest Bounce Rate amongst the competitors.  
(55%)

# Website Recommendations



Website for optimal UX of  
Laptop/Desktop users



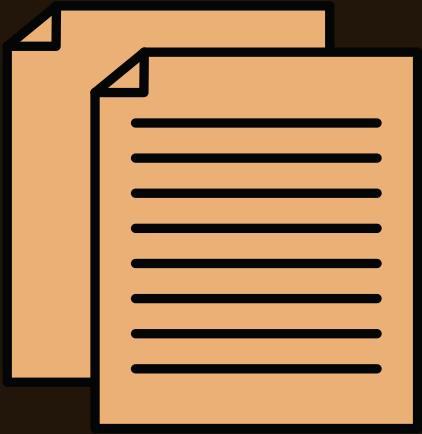
Add the testimonials  
to the website



Make the blog section more  
visible on the website

# E-Mail Recommendations

Problem: No Pop-ups to fill for subscription and no welcome mail.



On the Website, no visible section for subscribing to their newsletters.



On subscribing, there is no welcome mail whereas both the competitors send that.

# E-Mail Recommendations

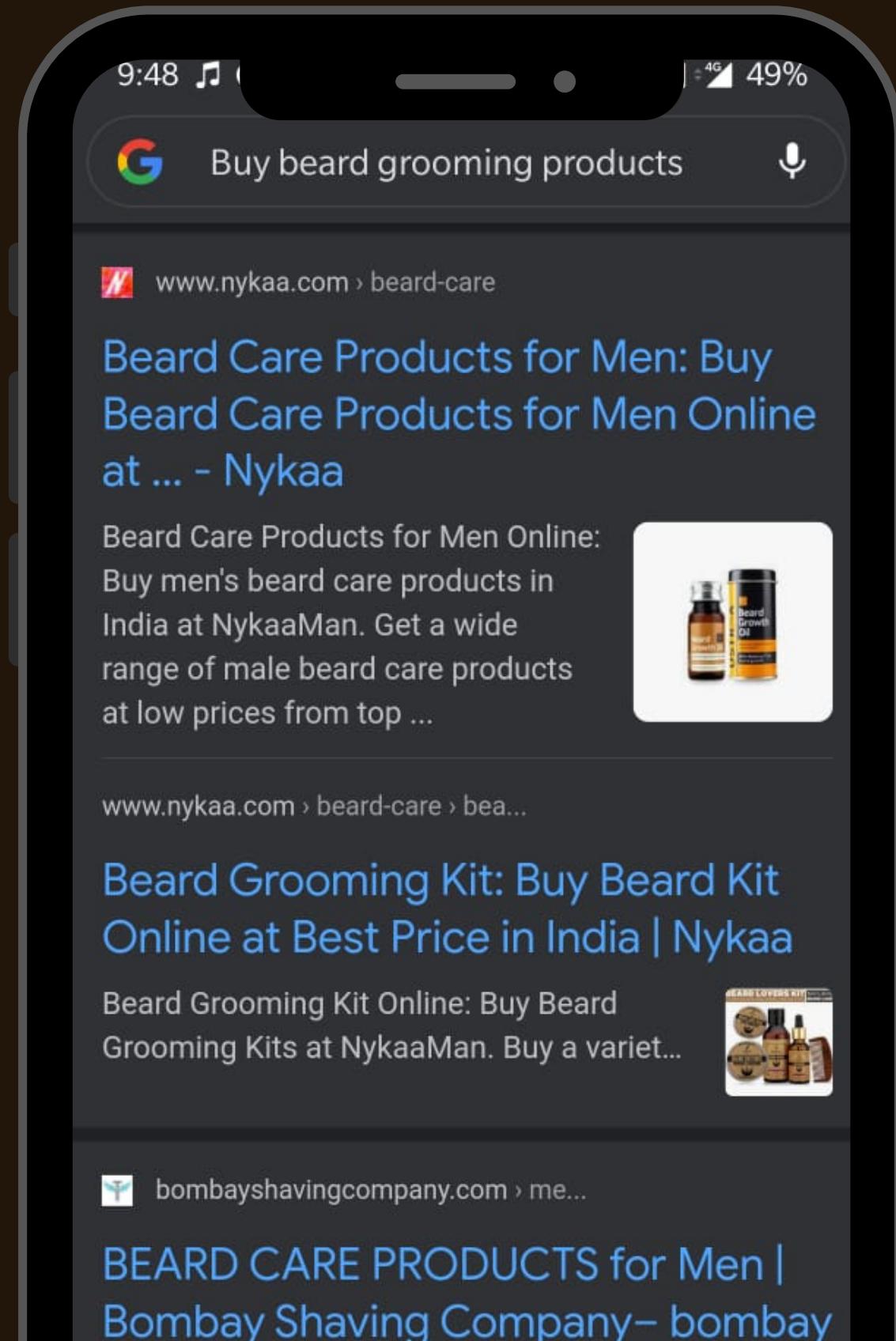


Adding Pop-ups asking the potential customers to subscribe



Using E-Mail Marketing to constantly remind the users of the product.

# SEO Recommendations



Problem: Beardo doesn't appear on the 1st page of SERP and Nykaa has the highest share of Organic Traffic.

\*Source: Similarweb.com

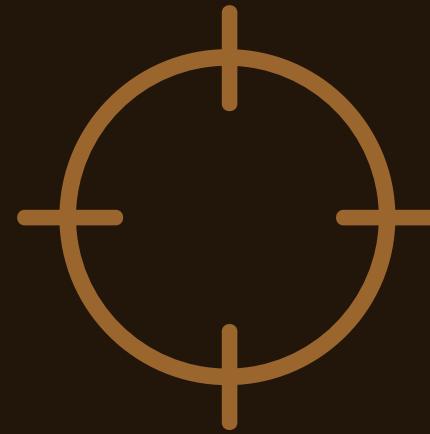
# SEO Recommendations



Optimizing Content



Increasing number  
of Backlinks.



Targeting Keywords like Beard Oil,  
Beard Products etc.

# General Recommendations



Use of SMS Marketing



Launching More Campaigns

# Our Team



Jitendra Kumavat



Nikita Moryani



Samarth Nigam