

Giftxoxo Company Profile



Handpicked Experiences & Activities

...a lifetime of memories



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Our Vision & Mission



VISION

To become the preferred choice for every Indian looking to enrich their lives and lives of their friends and family through every-day and anytime activities and high-connect, curated experiences.

MISSION

To use technology to bring efficiencies in activities and experiences market by creating a unified platform that aggregates supply and demand, and by marketing regional and local activities and experiences for one and all.

The Market Requirement



People get bored with their regular lives and seek out exciting experiences and activities to make life more interesting



How can I learn photography?



I am getting bored, what can I do?



What can I gift which is unique and memorable?



I am in this city for 2 days, anything I can do around in the evening?



What can I do this weekend beyond movies or sleep?



I always wanted to do, but how, when, where?

There are lot of use cases for experiences and activities. The supply is highly fragmented. Hence there exists a huge opportunity

Market Size and Readiness



Market Size

2.8K Cr

Wellness

12K Cr

Activity Travel

10K Cr

Hobby Market

0.5K Cr

Fine Dining

0.6K Cr

Adventure

4K Cr

Gift Vouchers

1.8L Cr

Gifting

Growth Levers

Increasing demand of experiences & everyday activities

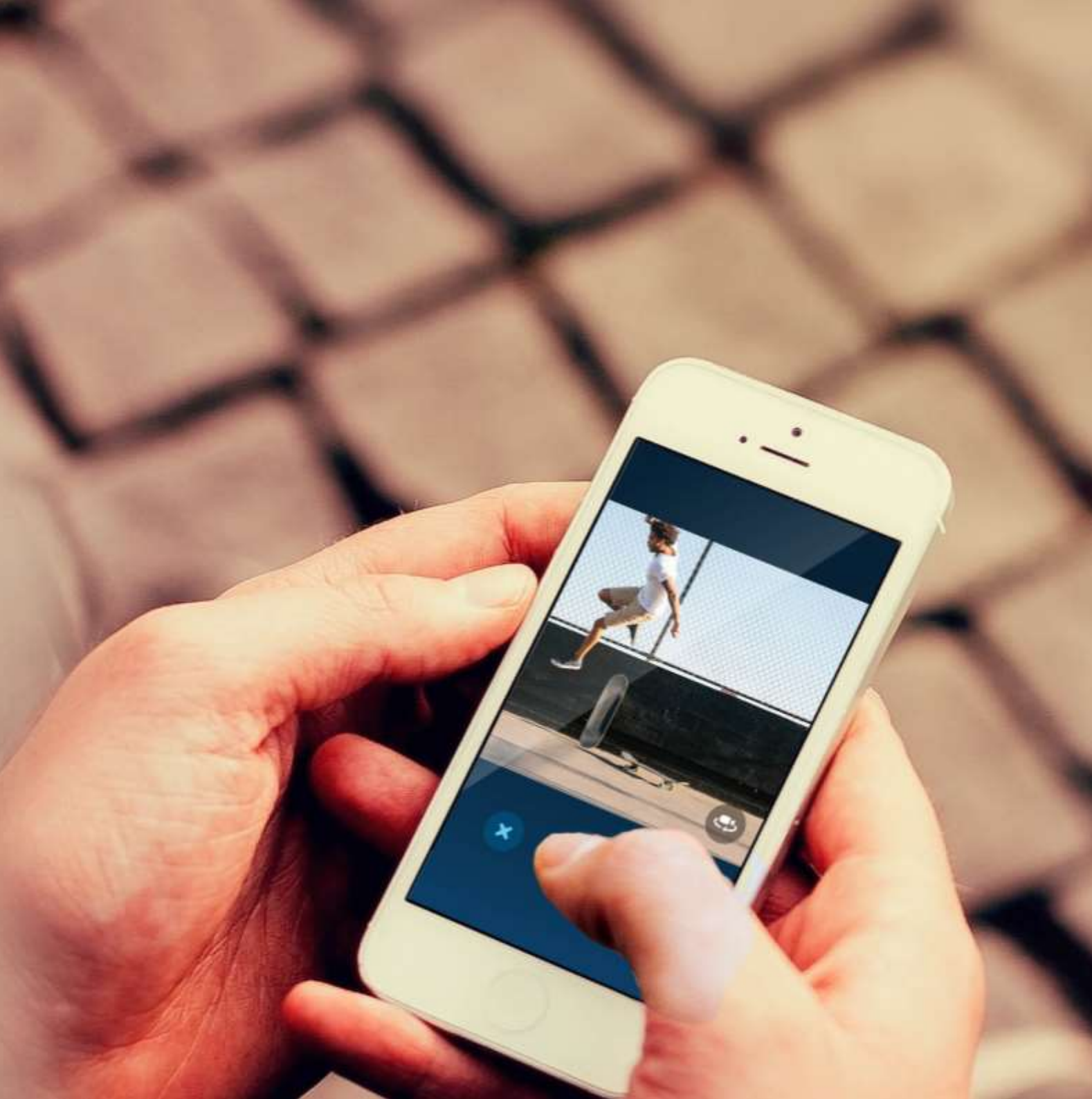
High scope for aggregation and technology integration

Increase in disposable income

Gifting beyond merchandise and products

Human need to make occasions memorable

Growing need for vouchers in the market



Business Model

We have created an online marketplace where customers can choose from thousands of activities, experiences and gift vouchers



Planned Experiences



Unique, Memorable, High margins, Premium seeking individuals and for gifting to others

Unplanned Experiences/Activity



On the go, large scale, mobile app only, self buying, throughout the year

Choice



Experience Box, Gift Vouchers, Easy market entry, upfront payments and good cash flows

Buying Behaviour



Individuals for self use and gifting, Corporates for gifting, affiliate partners for strategic and tactical integrations



Portfolio

Handcrafted Experiences & Activities

...a lifetime of memories



Experience Gift Boxes



Wellness



Gourmet



Hobbies



Travel



Adventure

Activities



Hobbies



Destination Activities



Things To Do



Crowd Sourced Arts & Learning

Gift Vouchers



Retail Stores



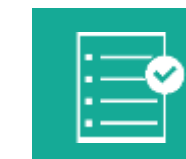
Home Decor



Apparels



Electronics



Others

Our range start from INR 500 to INR 1,00,000

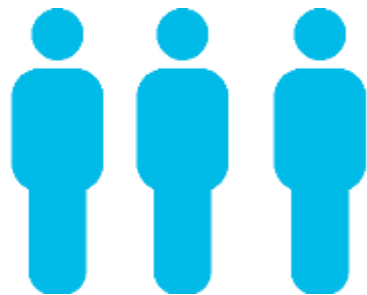
Our Operating Model

THE BETTER APPROACH



Customers can select curated experiences and activities using Giftxoxo website and app

CUSTOMERS



Seeking to make an occasion memorable or looking for everyday activities and hobbies to pursue



Experiences for gifting are booked via website and Giftxoxo providers end to end concierge services



SEARCH



DISCOVER



BOOK



REDEEM



CONNECT

THE BETTER APPROACH



Service providers can list their experiences and activities on Giftxoxo to increase customer base and revenue

SERVICE PROVIDERS



Have interesting experiences and activities to offer but unable to reach a large customer base

Typical approach to customer acquisition?



Localized marketing, referrals and word of mouth – inability to grow beyond a certain point



Experiences for self are booked via the app & customer can directly connect with the service provider

Typical approach to meeting this demand?



Independently connecting with service providers; no knowledge of pricing or service quality, lack of trust



How We Make It Work



Well-knit, committed and strong core management team of 4 co-founders. Good team in place



Multi city operations already in place with growth plans for expansion



High scope of leveraging technology and using media for publicity and marketing



Focus on product differentiation and creating trust with customers



Low Capital expenditure, ensures faster economies of scale will be realized



High Near-term and long-term growth prospects since Giftxoxo serves basic human need to be happy



Gift Vouchers help in getting customers and conversions with minimal resources and costs

We have all the right ingredients



How We Create Experiences

01

New vendor acquisition through website and hunting

02

Quality check and calibration by Giftxoxo

03

Best experiences classified as anchor experience

04

Curation + addition of new experiences

05

MOU, collateral & price finalization. Go live on website

06

Strong feedback loop and UGC reviews

For us, creating experiences is an art form in itself

Domestic Landscape

Parameters	Giftxoxo	Wow Tables	Thrillophilia	Giftbig	Tushky	SeekSherpa	Groupon	Nearify	Eventshigh
Year of Origin	2012	2012	2010	2011	2011	2014	2008	2012	2014
Location	10 cities	Mumbai, Pune, Bangalore, Delhi	Pan India	India	Maharashtra	Mumba, Pune, Calcutta ,Delhi, Bangalore	Pan India	20 Cities (India & International)	Bangalore , Delhi, Mumbai
Offering	Experiences & Gift Vouchers	Gourmet Experiences	Book Tours & Activities	Gift Vouchers & Gift Cards	Marketplace for local experiences and activities	Mobile marketplace for hyper local experts	Deep discount marketplace	Marketplace for discovery of Events	Marketplace for discovery of Events
Funding Status	Kshatriya Ventures	IIFL Private Wealth Management Nomura Holdings Genome Capital	Hyderabad Angels	Helion Ventures & Accel	GSF	Venture Nursery	Publicly Listed	Seed Funded	No Funding yet
Revenue	Rs 44 Cr FY16 (E)	NA	Rs 12 Cr. FY 15 (E)	Rs 1000 Cr FY 16 (E)	Rs. 1.2 Cr FY 14	NA	Global – 750 M \$ Q1 2015	NA	NA
Presence	Website + Mobile App	Website + Mobile App	Website	Website + Mobile App	Website + Mobile App	Mobile App	Website + Mobile App	Mobile App	Mobile App
Sales Channel	B2C + B2B + Alternate Sales Channels	B2C + B2B	B2C + B2B	B2C + B2B + Alternate Sales	B2C	B2C	B2C	B2C	B2C

International Competitor Analysis

Parameters	Virgin Experiences	IfOnly	Red Balloon	Trekurious	Gravy	Viator	Getyourguide	Sidetour	Cloud9Living	Peek	Sosh	Headout
Year of Origin	2001	2012	2001	2012	2011	1995	2009	2011	2005	2012	2010	2014
Location	UK	USA	Australia, New Zealand	Srilanka & Bangalore	USA	USA	Zurich-Switzerland	USA	USA	USA	USA	USA
Offering	Experiences across multiple category	Premium Experiences across multiple category	Gift Experiences	Culinary Experiences	Food and drink, Nightlife Performances, kids activities, hobbies around you	Marketplace for travel experiences & Activities	Booking platform for tours and activities	Marketplace for users to find and host activities tours, dine- outs	Gift experiences	Marketplace for experiences & activities	Mobile app that enables members to discover local activities, events and places.	Mobile Marketplace for tours, activities, events & local experiences
Funding Status	Acorne plc and Virgin Group	VC -Tyler Winklevoss, Jim Pallotta, Shannon Bavaro (European investments), Bob Ackerman	Self Funded	Rajan Anandan, Blue Ocean Ventures and the Lankan Angel Network	Richard S. Braddock, MetTel, Gannett Co. Inc.	Caryle Funded, Acquired by Trip Advisor for 200M\$ in July 2014	Funded 45.5M\$ in 4 rounds by Highland Capital Partners, Spark Capital	Acquired by Groupon in 2013 Funded -4 M\$ in 3 rounds	Unknown	Funded 17\$M including USD 10 \$M in April 2015	16.3M\$ from Sequoia Catalyst, Battery and others	Seed Funded for 1.8M\$ in April 2015
Revenue	NA	NA	\$ 50 M 2012 (E)	NA	NA	\$ 25 M 2014	\$ 35 M (E) Year Unknown	\$ 7 M (E) Year Unknown	\$ 6.3 M - 2013	NA	NA	NA
Products	Website + Mobile App	Website	Website	Website	Mobile App	Webiste + Mobile App	Webiste + Mobile App	Website	Webiste	Webiste +App	Mobile App	Mobile App
Sales Channel	B2C + B2B	B2C + B2B	B2C + B2B	B2C + B2B	B2C	B2C+B2B	B2C	B2B + B2C	B2B + B2C	B2B + B2C	B2C	B2C

Media Coverage



Management Team



Sumit Khandelwal

Co-founder
MBA, TAPMI,
Hexaware, Wipro Consumer
Care, Metro Cash and Carry



Kushal Agrawal

Co-founder
MBA Welingkar
Bidco Oils, Kenya Mongol
Rallier, The Adventurists



Abhishek Kumar

Co-founder
BTECH, IIT B
Evening flavors



Manoj Agarwal

Co-founder
MBA, IIM K
Yahoo, Manipal Education.
Flipkart



55
Employees



3 Years since
operations



Presence in
20+ cities



3 Offices

Funded by Kashtriya Ventures. Board comprises of former CXOs of Castrol & Pidilite

Our Experience Partners



Gourmet Dining

**THE
PARK**
Hotels

TAJ
Hotels Resorts
LIVE

Radisson BLU
HOTELS & RESORTS



WESTIN
HOTELS & RESORTS®

Hard Rock
CAFE



Adventure



Health & Wellness

HYATT



THE GRAND
NEW DELHI

Zuri
Hotels & Resorts

JIVA



Tours & Getaways



NEEMRANA HOTELS

CALIPPIC
[experience hotels]



Art & Learning



32°
CHOCOLATE
STUDIO

Jus' Trufs
CUSTOMISED CHOCOLATES

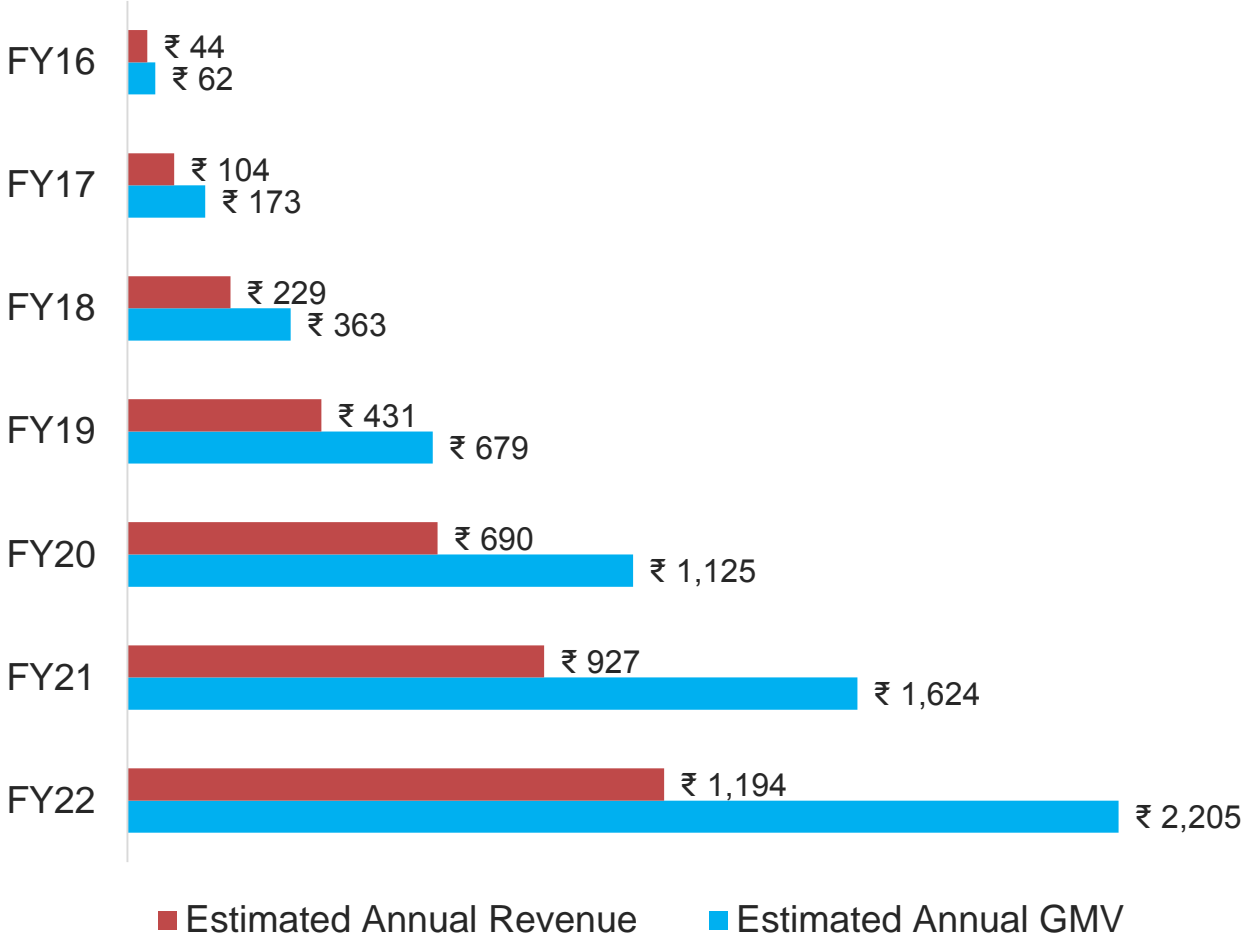


..and many more...

Key Financials

All Data In INR Lakhs except percent	Actual			Projected						
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Year End 31 st March										
Total Sales	138.05	497.03	1,125.53	4,420	10,432	22,555	42,886	68,620	92,210	118,769
Cost of Sales	115.60	437.67	1,009.86	₹ 4,014	₹ 9,260	₹ 18,174	₹ 33,285	₹ 51,526	₹ 66,356	₹ 82,057
Gross Profit	22.45	59.36	115.67	406	1,172	4,381	9,602	17,095	25,854	36,712
GP Margin (%)	16.3%	11.9%	10.3%	9.2%	11.2%	19.4%	22.4%	24.9%	28.0%	30.9%
Total Operating Expenses	33.34	112.42	174.26	₹ 1,316	₹ 2,964	₹ 5,855	₹ 9,708	₹ 13,650	₹ 16,387	₹ 19,006
EBIT	- 10.89	- 53.06	- 58.59	- 909	- 1,792	- 1,474	- 106	3,445	9,467	17,705
EBIT Margin (%)	-7.9%	-10.7%	-5.2%	-20.6%	-17.2%	-6.5%	-0.2%	5.0%	10.3%	14.9%
Depreciation & Amortization	0.88	3.58	7.93	₹ 24	₹ 65	₹ 154	₹ 325	₹ 599	₹ 950	₹ 1,383
EBITDA	- 10.02	- 49.48	-50.66	- 885	-1,727	- 1,319	219	4,044	10,417	19,088
EBITDA Margin (%)	-7.3%	-10.0%	-4.5%	-20.0%	-16.5%	-5.8%	0.5%	5.9%	11.3%	16.1%

Market Size and Revenue Projections



20,000+
Customers



400+ Vendors



400+ orders a
day



2500 alexa
rank average



24000+
registered
users

Funding & Expansion Plans

Use of Funds



15-20%
CAPEX



45% - 50%
Marketing



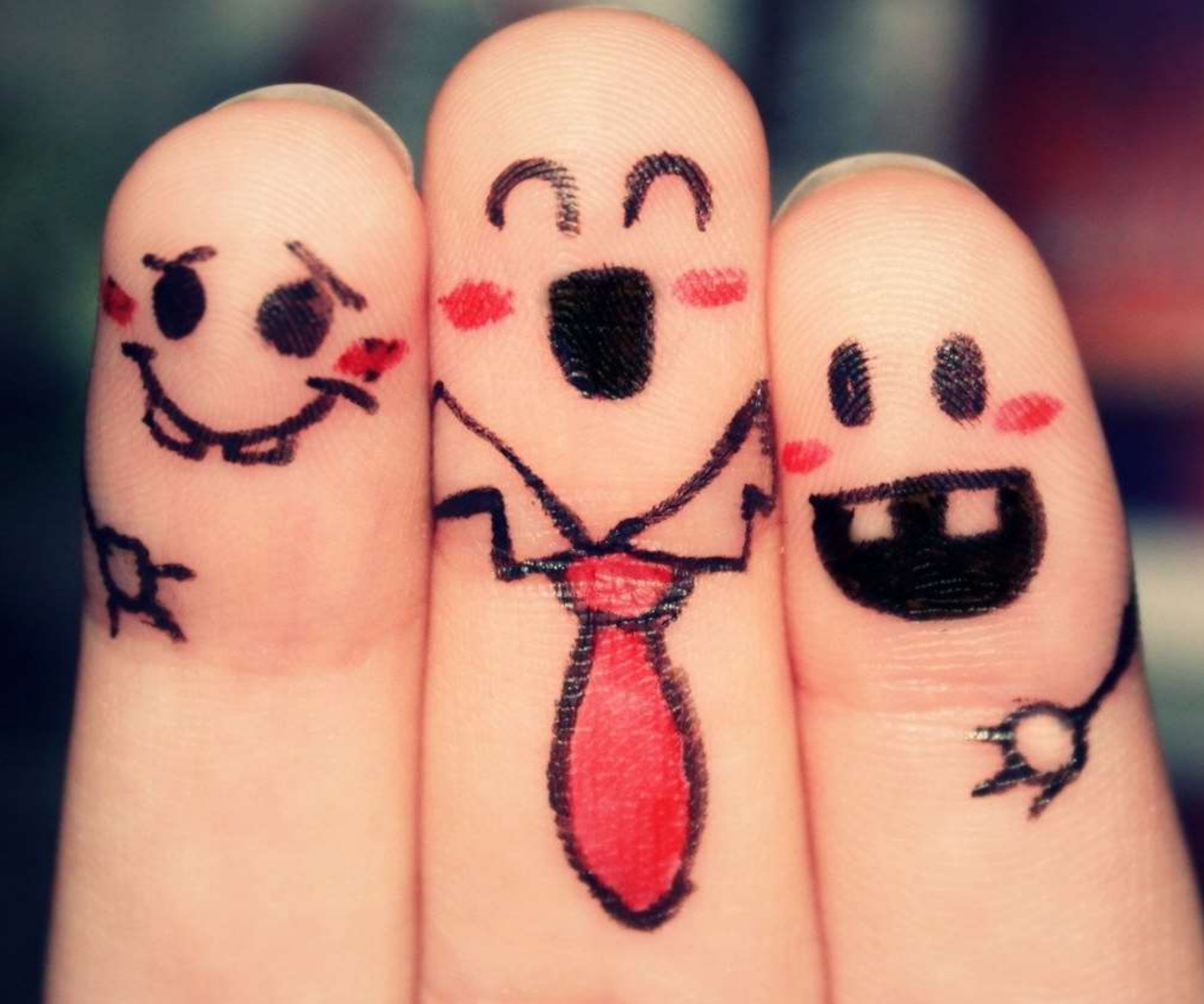
30%- 35%
Tech & Others

Expansion Plans

- Increase coverage of cities for experiences & activities
- Upgrade technology to improve experience for customers & supplier
- Customer acquisition & engagement initiatives
- Strengthen relation with suppliers
- Roll out of App. by June end in Android & July in IOS

FUNDING REQUIRED: INR 28-30 Cr

UTILIZATION PERIOD: 18-24 MONTHS



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Thank You!

Our Clients



400+ and growing...

Client Testimonials



We gifted an Experience box as a marriage gift to our colleague and he loved it! Great delivery time and performance, will definitely come back to giftxoxo for more gifting needs

Amit Agarwal
American Express



Had the perfect Sunday with my super cool spa and dinner Experience at the Alila. Thanks so much, Manoj and giftxoxo.com. You guys rock!

Payal Banerjee
Flipkart



WOW! I am at a loss of words. That was a brilliant Experience. Right from being received by you guys to the whole send off present. Coolest gift ever

INSERT NAME
INSERT COMPANY



A dream come true, would like to try again. The entire Experience was just beautiful. Look forward to adventure flying!

Rahul Mathur
ITC Foods



We used giftxoxo for our trade promotions, our associates are delighted!

Gokul Kandhi
Pepsico

Creating a thousand happy memories!

Our Growth Story



July 2012 – Mar 2013

- Inception of Giftxoxo with 2 founders
- 2 more Co-founders join
- Web portal functional and sales of over Rs. 1.3 Cr

Apr 2013 – Aug 2013

- Infusion of Pre- Series Funds - I
- Development of Experiences Box
- Expansion of team to 20

Sep 2013 – May 2014

- Test Market of Experience box
- Strategic shift towards experiences and vouchers from traditional gifts
- Sales of almost 5cr in first full year of operation

July 2014 – Now

- Infusion of Pre- Series Funds – II
- Sales more than double over previous year
- Sales of experiences and vouchers online
- Featured on ‘Young Turks’ 18
- Strengthening of alternate sales channels, B2C Sales Push
- Mobile App development



Industry Differentiators

GiftXOXO		Other E-Commerce Players
Growth	High growth industry with moderate rivalry among competitors	High growth with high competition among rivals (retail, fashion)
Product Differentiation	High, leading to negligible price discounting. Both product and service are differentiators	Variable, usually low to nil, leading to outright price war and discounting. Service and price are differentiators
Suppliers	Small, localized and fragmented for experiences	Usually large to medium size
Buyers	Retail and institutional	Retail and institutional
Perishable products	Nil for experiences and vouchers	High for grocery, obsolescence for electronics
Breakage	Post sale expiration adds to margins	Post sale expiration irrelevant to margin
Shipping	Low shipping costs, negligible returns	Moderate to high shipping cost with high returns
Gross Margins	25%-30% for experiences	Variable but usually under 20%
Profitability	Business profitable in 3-4 years	Longer time period due to stiff competition and low margins

Investor & Mentor



Naveen Kshatriya

Before founding Kshatriya Ventures, Naveen was VP at British Petroleum, heading the Lubricant Division for Asia & Pacific Region including India, China, Middle East & Australia. Prior to that, he was MD and CEO at Castrol India. Naveen has also worked with Unilever India and Middle East. He is currently an advisor at ASK Pravi Capital, a mid market Private Equity Fund and on the Board of Ambit Capital and First Energy, an Investee company of Kshatriya Ventures. He is also the joint Managing Trustee at Indian Cancer Society. He graduated from IIT Kharagpur. His areas of specialisation are Strategy, Marketing, Sales and Distribution.