



CANDIDLY  
COUTURE

**Investment Presentation  
June 2015**

# What is Candidly Couture

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COUTURE

- ✓ Candidly Couture is an **online fashion brand** that provides a **highly curated** selection of apparel **with personal advice for women**
- ✓ Hard to find fashionable products, **hand-picked** for the Indian woman
- ✓ **Live stylist online on demand** to help make a purchase
- ✓ Targets fashion conscious, smart, fun and ambitious women mainly in their teens to late twenties, living in urban areas



1.9 lakh likes



1.5k fans

Gross  
Margin

Candidly  
Couture

65%

Myntra/  
Jabong

20%

Average  
order size

Rs2700

Rs1500

Average time  
on the website

18 min

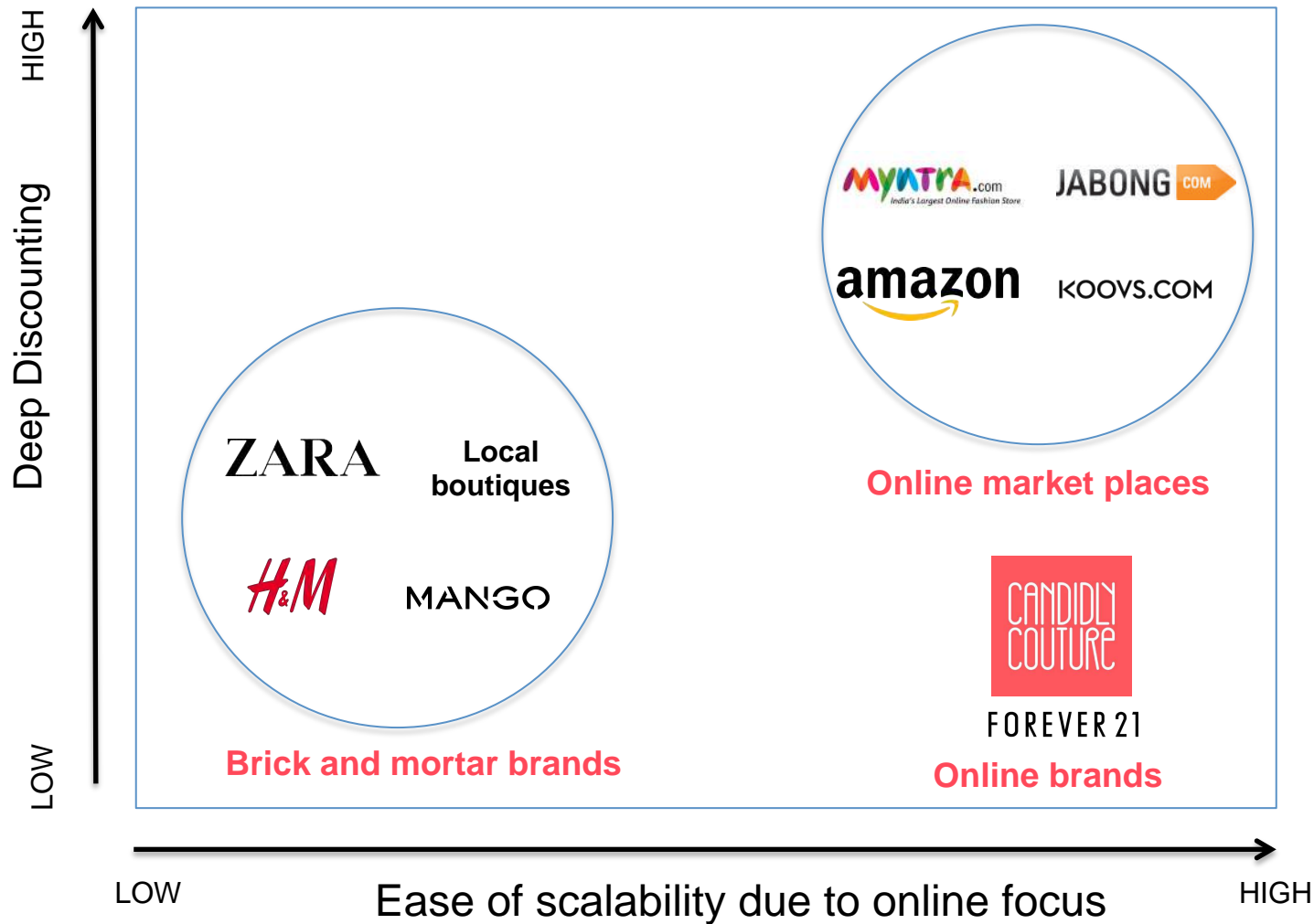
7 min

***Women need much more personalization while shopping***

***Candidly Couture aims to bring women as close to couture as they can be online***

# Women's western-wear in India- \$16 bn in sales

Not even a single brand with sales > \$100 mn in 2014



# What differentiates Candidly Couture

## Product

- ✓ International fashion for the India palate
- ✓ Spend dedicated time identifying styles that will work in India
- ✓ Completely curated product line

## Personalization & Channel of Sale

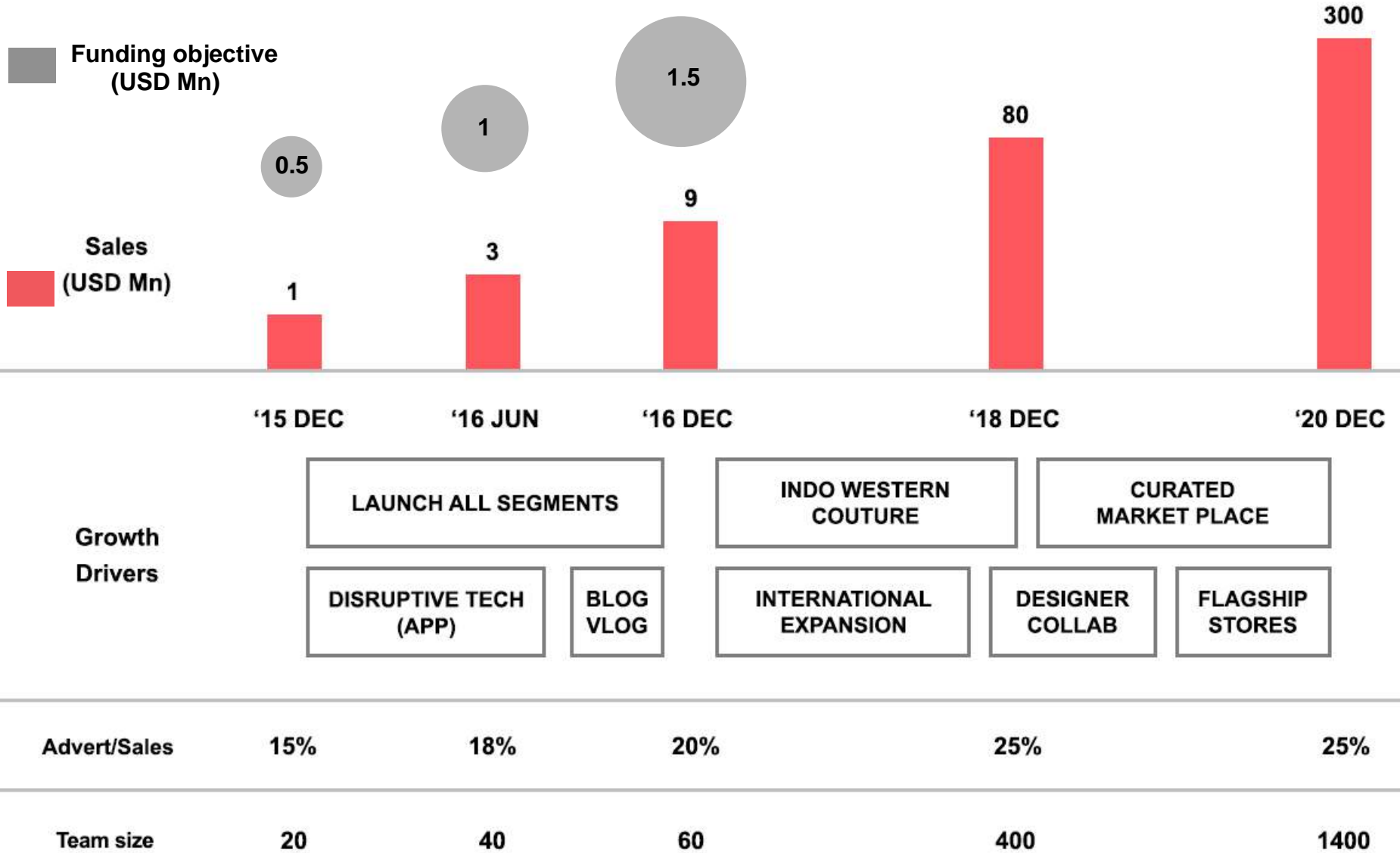
- ✓ Bringing the brick and mortar experience on demand and online
  - Live stylist assistance while purchasing
- ✓ Styling advise with every order



## Unmatched Loyalty and Engagement

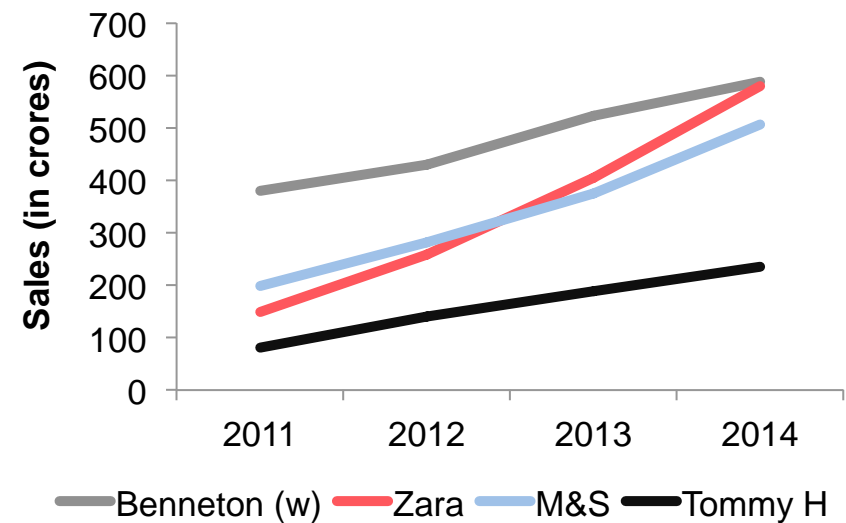
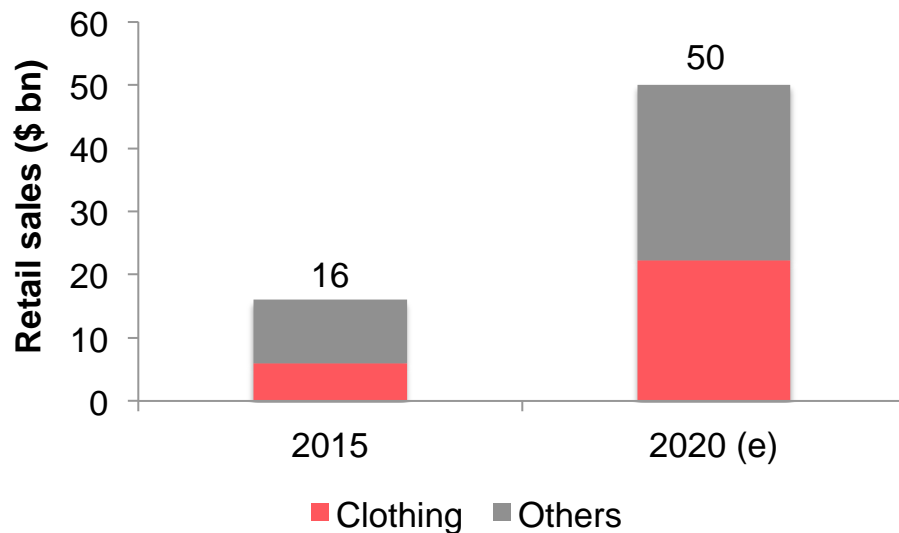
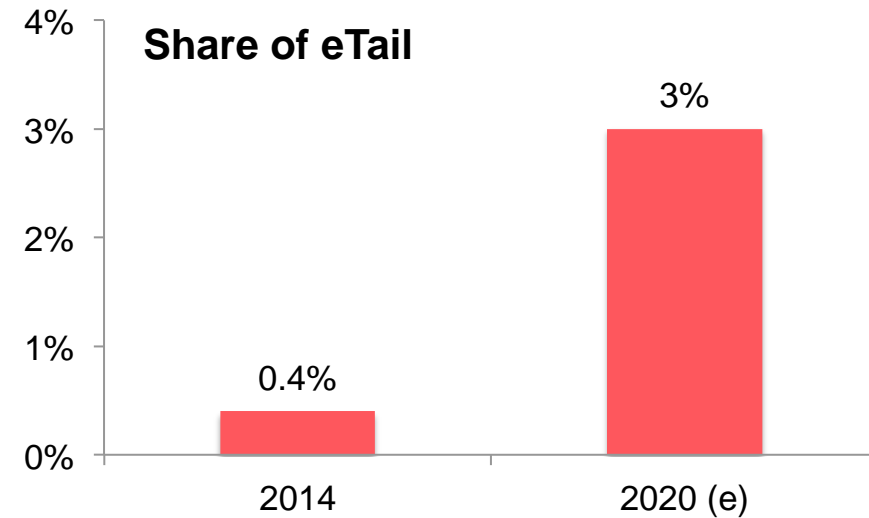
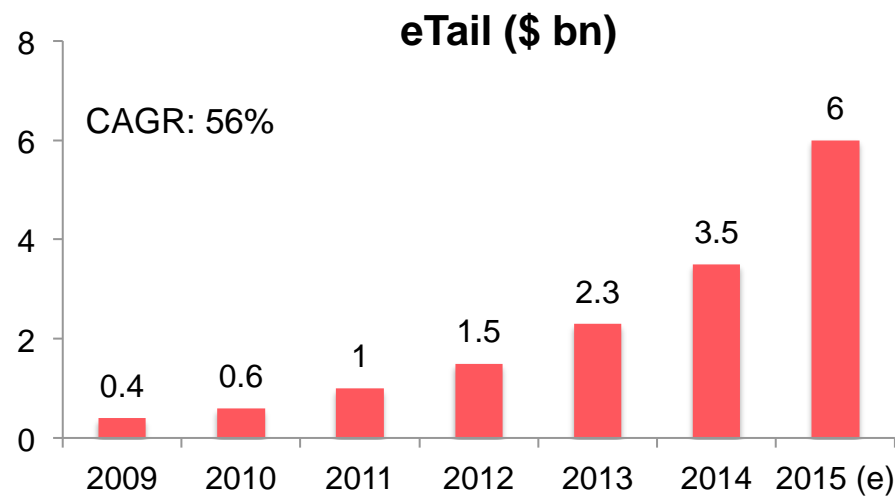
- ✓ **32% repeat buyers**, with 20% having made multiple purchases in past
- ✓ **Avg. 18 mins spend on website**, almost double nearest Indian competitor
- ✓ *Profitable business from from Day 1, **95% products sold at full price***
- ✓ *Very asset light business, minimal capital expenditure*
- ✓ *Bootstrapped, and **grown 7X last year***
- ✓ *Team of young passionate entrepreneurs covering all aspects of business*
- ✓ *Inspired from **Nasty Gal (fastest growing retailer in US in 2012)** and **Urban Ladder (largest online furniture retail in India)***

# Growth Track



Largest Indo-western-wear brand in the country by 2020

# Online womens fashion to grow 22X between 2014-2020...



## ...Validated by the huge investor interest

Roposo and Limeroad have raised multiple rounds of investments during last year

Date	Company	Description	Investor	Amount (\$ mn)
10-Jun-15	<b>Voonik</b>	Fashion discovery, personalisation	Sequia, Seedfund	<b>5</b>
9-Jun-15	<b>Clovia</b>	Lingerie	IvyCap	<b>4.7 (est)</b>
3-Jun-15	<b>Kaaryah</b>	Customized private label	Ratan Tata	<b>Undisclosed</b>
1-Jun-15	<b>Glamrs</b>	Fashion beauty platform	Ventureworks India	<b>1</b>
15-May-15	<b>Redpolka.com</b>	Fashion Discovery	Undisclosd	<b>0.3</b>
30-Mar-15	<b>Limeroad</b>	Social Discovery Platform	Accel partners, Tiger Global, Lightspeed venture partners	<b>30</b>
26-Mar-15	<b>Roposo</b>	Fashion Discovery	Tiger Global	<b>5</b>
13-Feb-15	<b>20dresses</b>	Personalised styling platform	Srinivas Aluri, Srinivas Modukury, BS Nagesh, Sumant Kasliwal	<b>1</b>
5-Jan-15	<b>Violet Street</b>	Social Commerce	Venkat Vallabhaneni, Srinivasa Rao Paturi	<b>0.3</b>
8-Sep-14	<b>Pretty Secrets</b>	Lingerie	India Quotient, Orios Venture Partners, Rehan yar Khan	<b>2</b>
8-Jul-14	<b>Roposo</b>	Fashion Discovery	Binny Bansal	<b>1</b>
5-May-14	<b>Limeroad</b>	Social Discovery Platform	Accel partners, Tiger Global, Lightspeed venture partners	<b>15</b>





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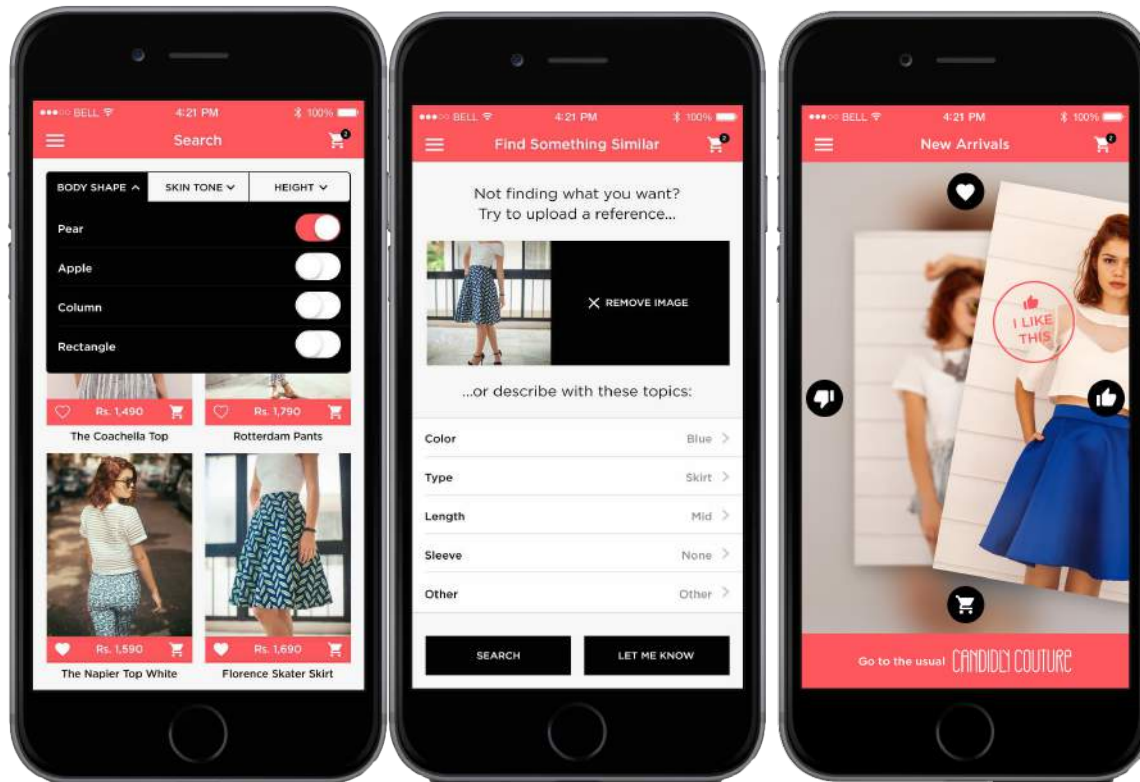
**Scale up Plan**



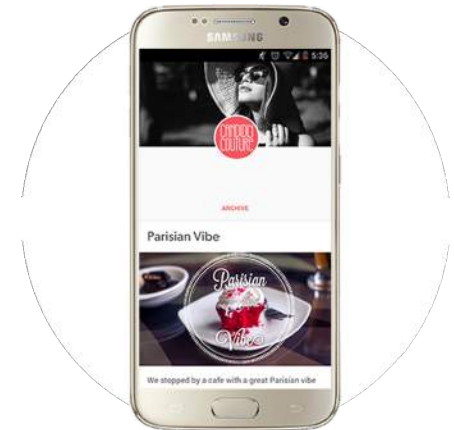
# Well planned for the near future (till 2016)

## Personalize further, valuable content, lifestyle brand

### ✓ Disruptive mobile based personalization



### ✓ VLOG, BLOG



### ✓ Lifestyle brand



And for the longer term (2017-2020) as well

## Organize the indo-western wear couture segment

- ✓ Indo-western wear
- ✓ International expansion
- ✓ Designer collaboration
- ✓ Curated Marketplace
- ✓ Flagship stores

