



***“ONLINE PORTAL  
FOR  
TOOLS & INDUSTRIAL  
PRODUCTS”***

# Founding Team



**Sembian V**

*20 Years Experience in Engineering,  
Automotive & Telecom Mfg*

*Operations Mgmt, Supply Chain Mgmt*

*L&T Infra, Ford India & Nokia India*



**Harihar S**

*15 Years Experience with Automotive  
& Telecom Mfg, Program Mgmt*

*Business Strategy, Supply Chain Mgmt*

*Syncreon, Nokia India*



**Balakrishnan B**

*16 Years Experience in Industrial  
Product Distribution*

*Sales & Marketing, Industrial  
Distribution*

*Sandvik Asia, Castrol*

# Product Categories

**Abrasives**



**Hand Tools**



**Power Tools**



**Safety**



**Electrical**



**Lights**



**Storage**



**Fastener**



**Cutting Tools**



**Lubricants**



**Cleaning**



**Welding**



**Packaging**



**Measurement**



**Hardware**



**AntiStatic**



**Gardening**



**Tapes & Adhesives**

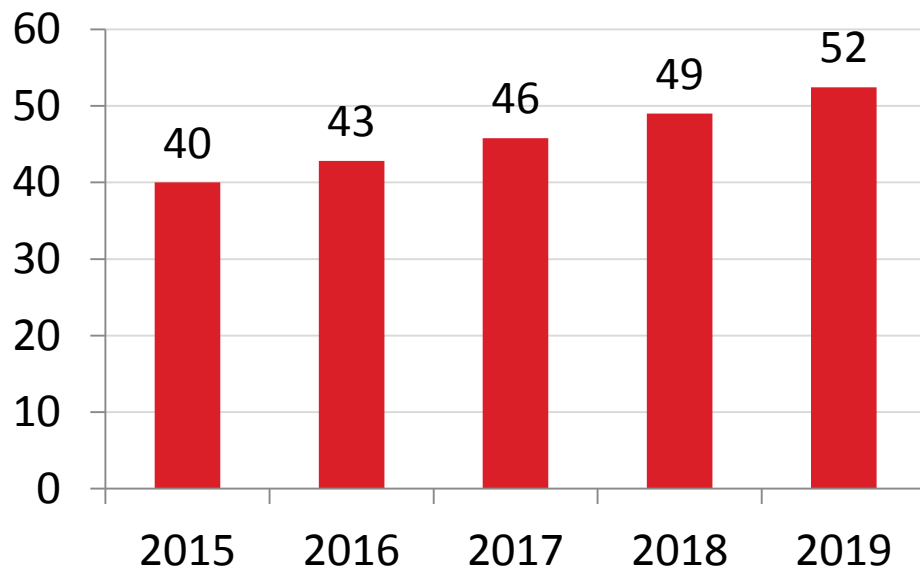


*And more*

# Market Potential

**40 Billion USD Market  
currently**

**Total Market Size ( Bn USD )**



- Total GDP @ \$1877 B-2014, GDP Growth projected @ 6-7%
- 24-25% of GDP is Industrial, 2-6% of industry MRO on Tools
- Trade' is 15.8% of GDP, ~1% of Trade retail on Tools & HW

By Sector	% of GDP	Value	MRO %	MRO Value ( B USD )
<b>Industry</b>	<b>25%</b>	<b>469.25</b>	<b>6%</b>	<b>28.16</b>
** Manufacturing				
** Metals & Mining				
** Electricity & Gas				
<b>Construction</b>	<b>8%</b>	<b>150.16</b>	<b>3%</b>	<b>3.75</b>
<b>Others</b>	<b>10%</b>	<b>187.7</b>	<b>2%</b>	<b>2.82</b>
**Food Processing				
**Logistics				
** HealthCare				
<b>Trade &amp; Business Services</b>	<b>15%</b>	<b>281.55</b>	<b>2%</b>	<b>5.63</b>
**Individual Buyers				
**Repair Professional				
** Service Industries				
				40.36

# Who are the Customers and the current Supply Chain

**Individuals**  
Repairmen, DIY  
& Technicians



**Small Traders**  
Retail  
Outlets



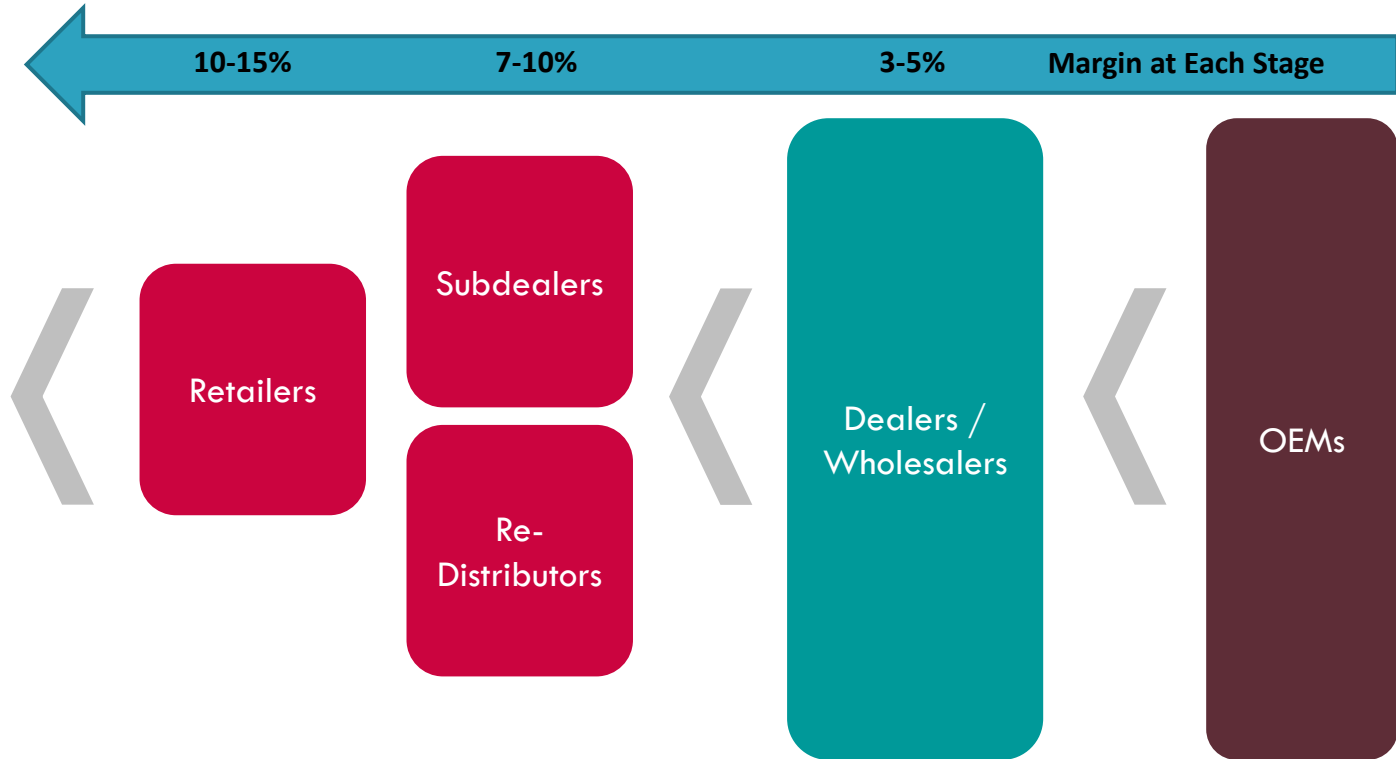
**Institutions**  
Hospitals,  
Schools &  
Colleges



**MSMEs**  
Micro, Small  
& Medium  
Enterprises



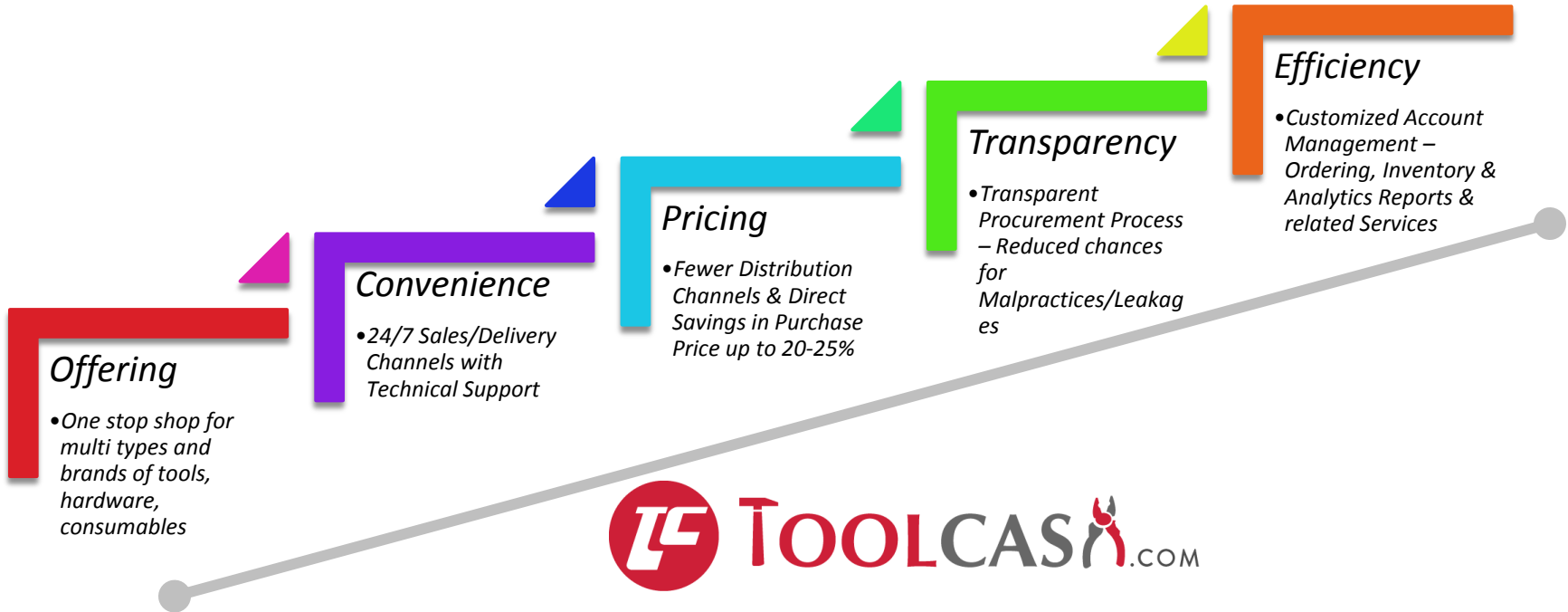
**Large Corporates**  
OEMs, Tier 1,  
Tier 2



# Current Problems in this Segment



# Our Solution



Online Tool Portal for All Types of Industrial Tools & Hardware Supplies

# Where we want to play...

*Individuals*



*Small Traders*



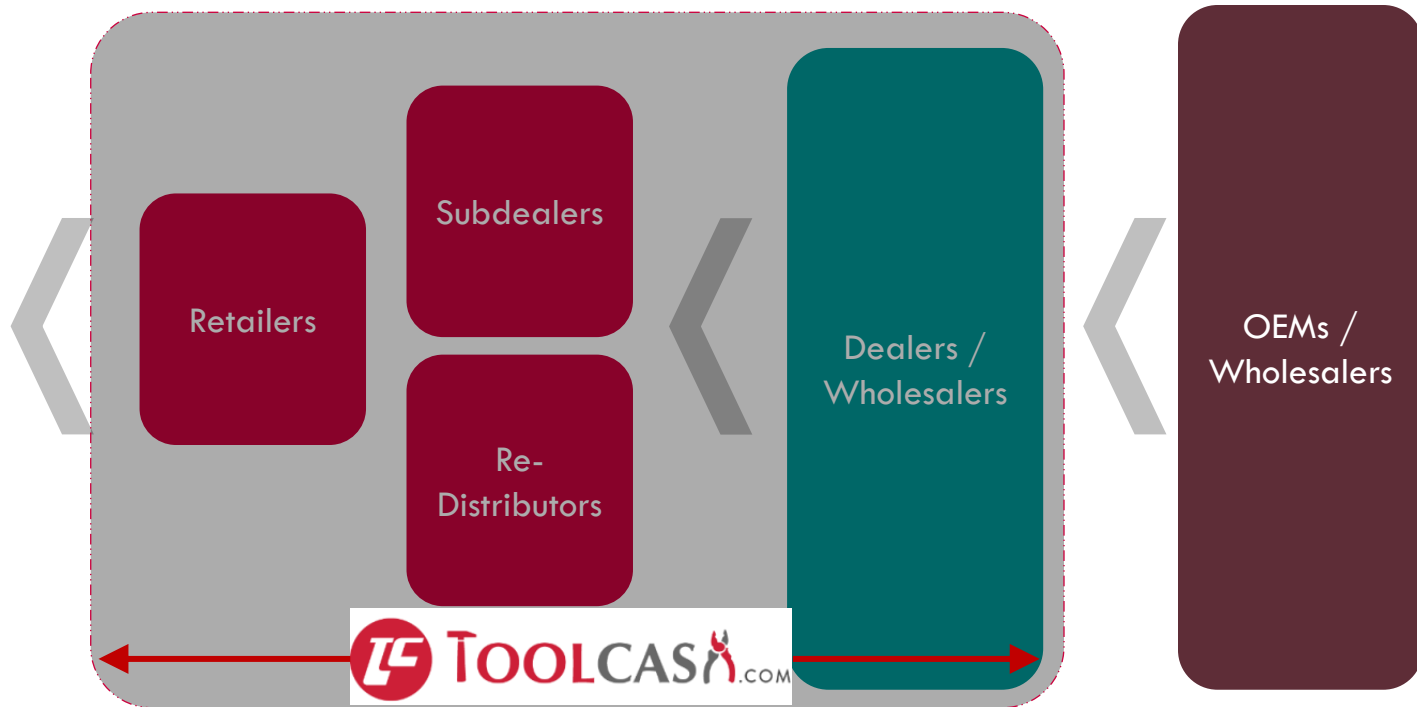
*Institutions*



*MSMEs*

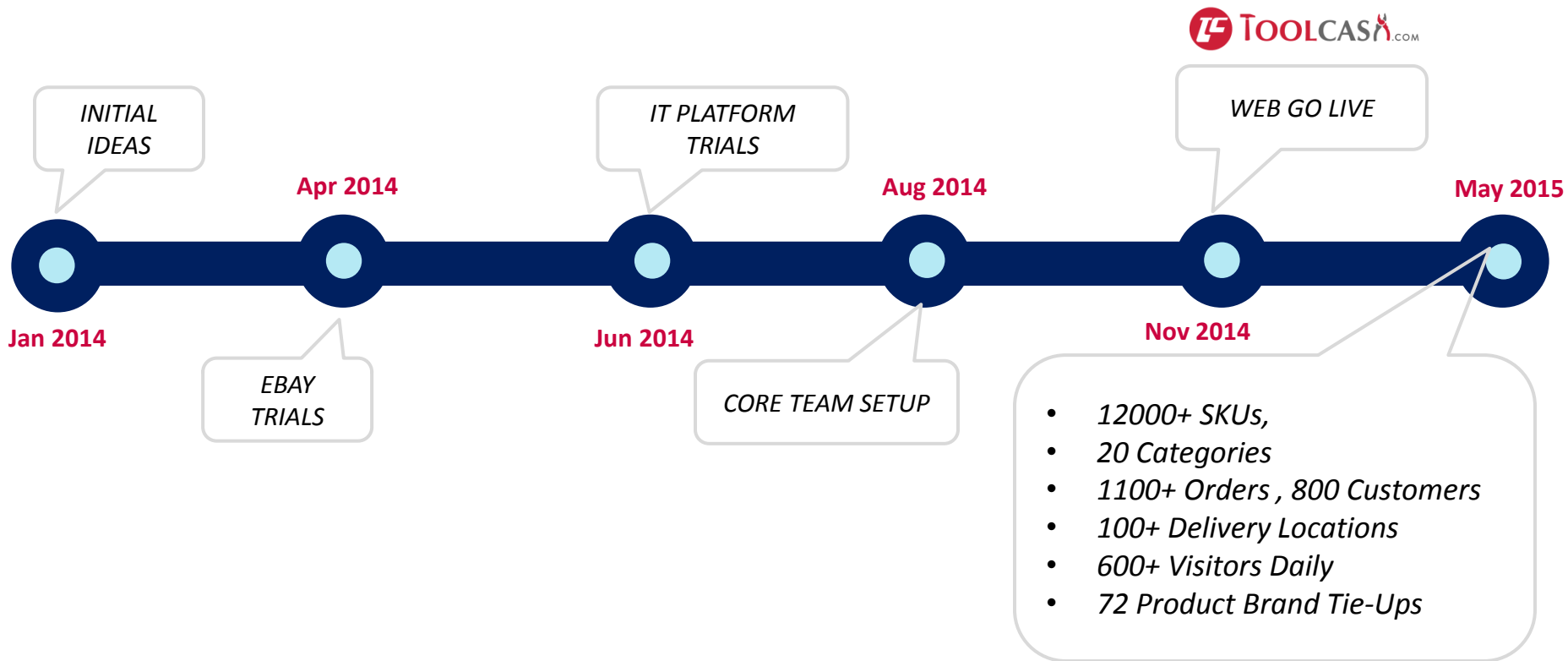


*Large Corporates*



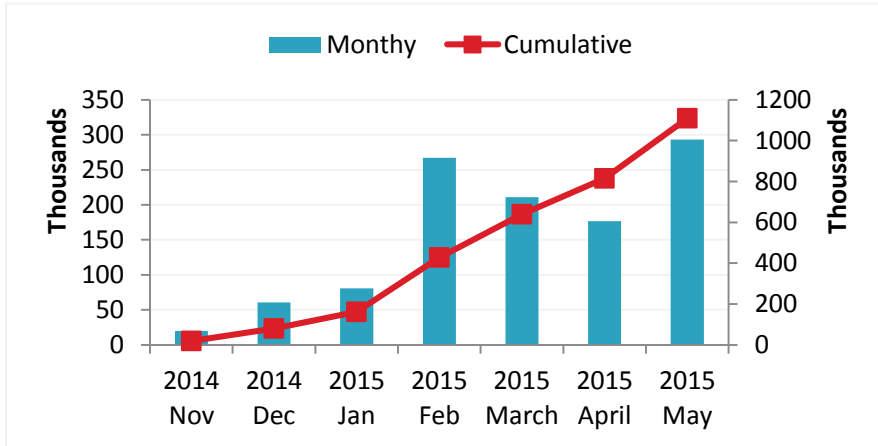


# ToolCasa Journey so far



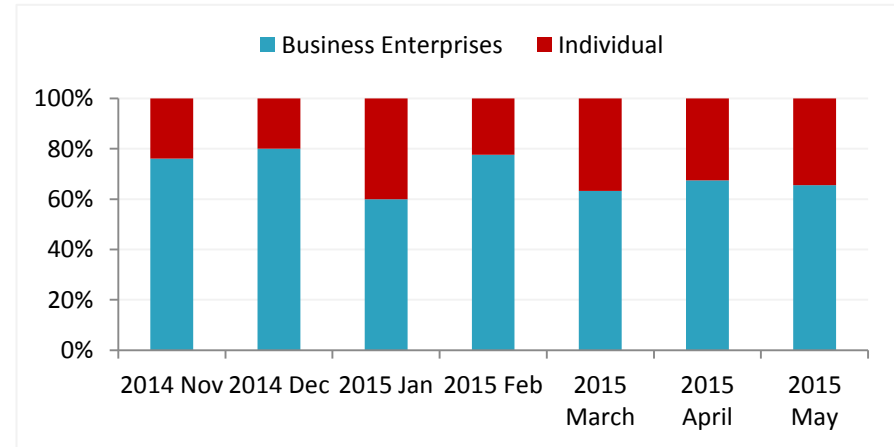
# The Numbers so far

*Orders*



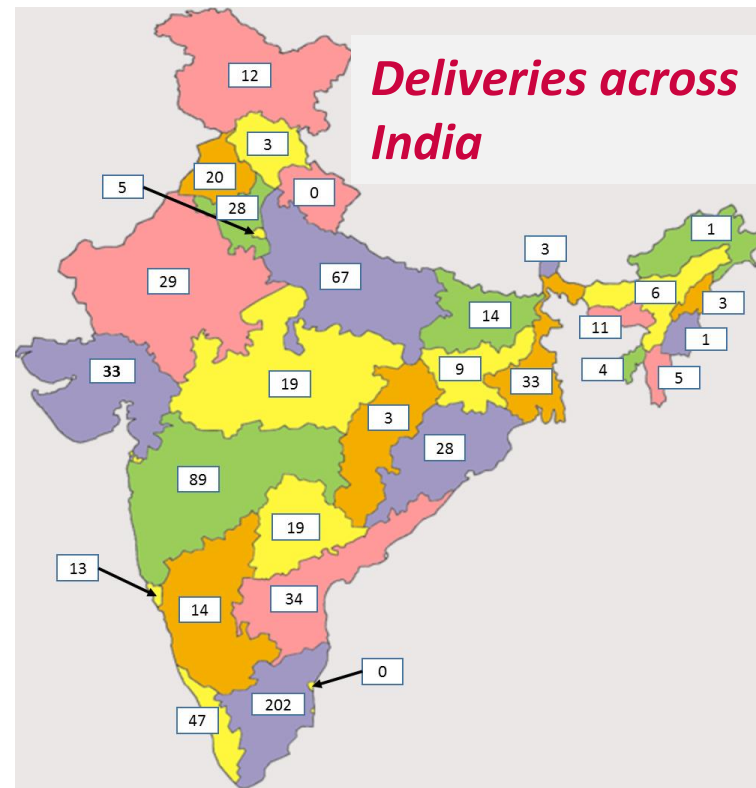
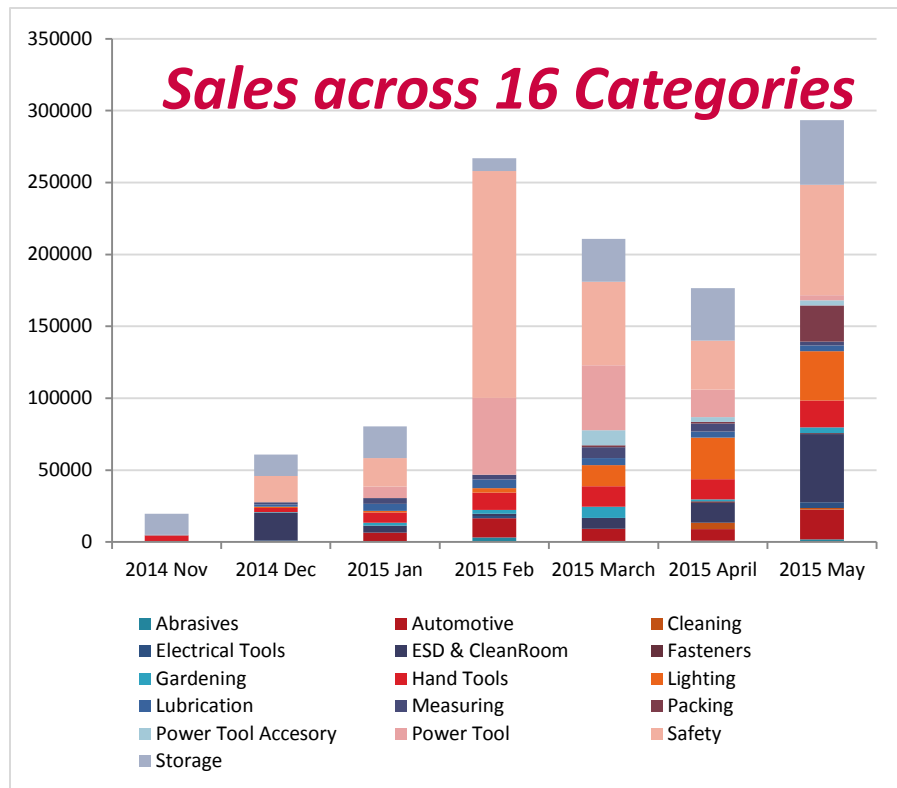
- 300K INR Monthly Run Rate
- 250 Orders per Month

*Customers*



- 70% B2B Customers
- 20% Repeat Customers

# Categories & Deliveries



# Funding Required

**Funding Ask**

**2.5 Crores INR**

- ✓ *Digital Marketing – 1.0 Crores*
- ✓ *Resourcing - 0.50 Crores*
- ✓ *Working Capital – 0.80 Crores*
- ✓ *New Location Ramp-up - 0.20 Crores*
- ✓ *Total – 2.5 Crores*
- ✓ *Annual Revenue – 3.5 – 4.0 Crores*
- ✓ *Expected Visitors – 10 Lakhs Per Month*



# Thank You

## Contact Information

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