

K r o *lts*

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THE NEW FUTURE SERIES HOME LIFT

# THE NEW FUTURE

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*KROLTS is first brand who provide most affordable and advanced home lift in India and globe.*

It is with great excitement that I introduce KROLTS, an innovative Home Lift brand created to redefine the Home and Bungalow style experience. Our unique combination of advanced design and superior quality service sets us apart, offering Lifts that stand out for their unique design, comfort and smooth functionality. Every detail of our Home Lift design is carefully crafted to provide durability and an unparalleled experience of luxury, making them perfect for architectural or special crafted space at the location.

KROLTS is more than just innovation; it is an expression of exclusivity. We invest in cutting-edge technology to develop unique patterns and smooth functionality, providing our customers with something truly distinctive. In addition to an exceptional product, our marketing strategy includes sponsorships with reputed clients and prestigious brands, collaborating in paradisiacal destinations and renowned spaces to ensure a striking presence.

We are ready to take KROLTS to global recognition, creating a new standard for Home Lifts and providing our customers with an unforgettable experience.

K r o l t s

# OUR PILLARS

## Mission

Inspire and transform people's lives by offering high-quality, exclusive products that reflect **KROLTS** vibrant and cool lifestyle.

## Sustainability

We believe in a better future for everyone and we seek to contribute to this through sustainable practices in our production processes.

## Innovation

We are always ahead of trends and seek to innovate in everything we do.

## Connectivity

We want to connect people to the world through our product and create a vibrant community of lift users.

## Excellence

We strive to offer the best in everything we do, from creating to selling our products.

## Integrity

We hold our values and principles firmly in all our actions and decisions, including our social responsibility. We will be implementing a program to technical skill, courses and provide jobs in India.

# FUTURE SERIES

KROLTS  
GEN0801



Experience the optimised layout that seamlessly adapts to the ultimate space. Benefit from smooth and quiet with high transmission efficiency, ensuring low energy consumption.

Enjoy an environment with minimal operating noise , providing a smooth and comfortable experience



KWL1

KLG2

KLP3



KLM4

KLB5

KLB6

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# CONCEPT

Our job isn't just about selling products. It's also about strategic marketing. We craft a message so that it resonates with your target audience. Our message is as compelling as the product itself, driving sales and otherwise brand exposure. This way, our customer doesn't have to rely solely on "I liked the Krolds brand product!" feedback. Instead, we let the customer know: "I loved your products because it brings an experience of exclusivity, style, social status and most importantly, trust. For us, creating our new collection has been a process of being heavily influenced and inspired by the cultures and people of different countries. We take into account diversity, traditions and cultures to create unique items that are unlike anything you have seen before. We are proud to be Indian, but we have been present in the most beautiful places in the world. Our concept allows us to communicate with others through signs that transport us to incredible places and people. In our quest to improve and understand every aspect of what connects us, we present our collections, with a concept that seeks to express through a product, an elegant, classic design that never goes out of style. Where all the elements were dreamed, studied and developed from scratch for KROLTS



# TARGET AUDIENCE

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## Urban Area

Upper-class people seek comfortable, high-quality and safe product for their premises, like bungalow- small rise building home lift, that reflects the family's sophisticated uses. Krolts offers modern, durable series of lift that are perfect for active trips who enjoy the travel without disrupt and high cost.

## Row Houses and Customised House

future series, follows trends and values style. that looks for design that express authenticity and status, ideal for old age person and kids activities. Krolts offers unbeatable range that is in line with the sophisticated style and safety.

## Hotel And Resorts

Delight, 08, is a successful series or product that seeks exclusivity and superior quality. He appreciates sophisticated products that reflect his refined lifestyle and values brands that offer a unique design experience and authenticity





# POSITIONING

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Krolts is more than a brand; it is an safety ride expression of the Indian spirit elevated to the international stage. We are driven by the mission to redefine what it means to be a Indian premium brand. Our design and safety is superior, robust and made for urban area where heights are not content to staircase the trend.

We designed for the places who values uniqueness, who seeks quality in every aspect of look, and who sees user experience as a way of expressing unique . At Krolts, each product is designed to be a modern classic, adaptable to different purpose, whether in urban everyday life or on the sands of the most exclusive beaches in the world. Our products are the perfect fusion between contemporary design and tradition, with colours and cuts that celebrate versatility and sophistication.

Our goal is to be the natural choice for those who desire something beyond the ordinary. We want to inspire our customers to explore new horizons, both in India and abroad, always with a sense of adventure and authenticity. India is the brand that transforms the everyday into something extraordinary. We invite you to discover a new standard of elegance and join us on this journey, where each choice is a step towards a richer and more memorable experience

# MARKETING

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Krolts launches a series of campaigns to consolidate its image of exclusivity and luxury, inserting the brand in sophisticated contexts around the world.

Krolts in Countries: Krolts lifts in prestigious international destinations, with support from professional sponsors and partnerships with tech-industry, highlighting the brand's technology and strength.

Krolts in Home: compact integrated into premium homes, with the collaboration of renowned designers and architects to convey comfort and safety in proven research design and certification.

Krolts in high class society: Bungalow and villa in luxury houses, where products are key pieces, connecting the brand to the rich lifestyle and user socializing.

Krolts in Hotels: Personalized experience in luxury hotels with exclusive rides for guests, Enthusiastic design the use of Krolts products in moments of relaxation and safety.

krolts in multi-storey: Elevator presented in strength safety and certification , such as compact design and notch products, promoting the image of freedom to the new heights.

Krolts Reality on a Commercial : A user experience show with most crowded places on a shopping mall, showcasing the brand in an exclusive and immersive setting. Influencers experience the Krolts experience with challenges, smooth riding lifestyle and feel, connecting floors to the brand concept

Prestigious Partnerships and Influencers: Collaborations with renowned influencers and luxury brands, increasing credibility and associating Krolts with a sophisticated lifestyle.

Events and Co-creations: Holding exclusive events and authentic co-creations with strategic partners, deepening the connection with the public.

Cinematic Storytelling and Krolts Magazine: Production of cinematic content and launch of its own magazine to explore the brand's DNA, with trailers and interactivity.

Exotic Location Launches: Launch events in iconic destinations, supported by a digital countdown campaign to drive engagement. KROLTS Festival: A brand festival focusing on unique experiences, sustainable fashion and live customizations, recorded in a reality show format to amplify the impact



# DIFFERENTIAL

We have four areas, one for strategy, another for visual design, another for product design, another for packaging design and the projects are worked on jointly.

Differentiation, exclusivity, safety, ethic design. These are the characteristics that add value to our products and stand out when associated with the brand





SPEECH  
PLATFORM  
**PITCH DECK**

Kro*lts*

# MISSION, VISION AND DIFFERENTIALS

## Mission

Convert each lift product into a true, unforgettable and impactful experience.

## Vision

To be the reference brand for consumers seeking exclusivity, superior quality and a touch of authenticity that accompanies their leisure and lifestyle experiences.

## Differentials

Certificates of authenticity, high-end design, a focus on sustainability, and a brand experience that goes beyond the beach



# PROBLEM AND OPPORTUNITY

## Problem

The Home Lift market is often limited to selling products without a differentiated positioning, while consumers seek products that offer exclusivity and purpose.

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## Opportunity

Krolts excels at creating a unique and seamless experience, with product that combine style, authenticity and a commitment to sustainability — providing a connection that goes beyond the casual use of a safety product.









# SOLUTION – KROLTS EXPERIENCE

## **Differentiated Positioning**

We design products so that the customer can have Krolts as a reference brand in moments of affordability, such as going to the urban. Our proposal is that the client feels safe and is part of a community.

## **Certificate of Authenticity**

All products come with a technical certificate, guaranteeing design, develop and licences .

## **Sustainability and Innovation**

We use high-quality materials with a focus on sustainability, aligning ourselves with global market demands and adding value to the customers experience.

## **Customer Connection**

An experience that transcends the use of the product, creating a brand that is shows in every premium space, such as bungalow, resorts and premium houses in the corporate zone and high class society.





## **MARKET ANALYSIS AND CONSUMER TRENDS**

### **Global Home Lift Market Growth**

The home lift category is growing steadily, driven by the increase in urban development and the growth in rural development. With forecast growth of 10% to 15% per year until 2030, the global home lift market opens up space for innovative brands that deliver more than just products.

### **Demand for Sustainability and Versatility**

Today's consumers value safety practices and seek affordable product that can be worn beyond the urban and rural area. Krofts is aware of these trends and prioritizes quality materials and a responsible production process, adding value to the brand.

### **Opportunity in India and International Expansion**

India is a solid market for Lift Industry and has export potential to markets such as Asia and Near by country, where Krofts can expand with its distinctive authenticity and superior quality

# INTERNATIONAL EXPANSION AND OPERATION STRATEGY

## Indian Market and Other Regions

Evaluate opportunities for expansion in the Asian market, especially in China and India, given the importance of the supply chain and the growing interest in high-edge technology.

### **India**

International Consolidate our presence in the urban market, focusing on differentiating and building loyalty among Indian consumers.

### **International**

Expand operations to Asia and the United States through fulfilment programs to reach customers in new markets

## **T H E R E I A M**

### **T A M ( T o t a l A d r e s a b l e M a r k e t )**

global home lift market is valued at around USD 54.10 billion (2023) and is forecast to grow at a CAGR of 5.80% to 6% through 2025-2034. In India, the elevator market generates around USD 4.84 billion annually.

### **S A M ( S e r v i c e a b l e A v a i l a b l e M a r k e t )**

The home lift compact segment represents 8.9% to 15% of the urban market. In India, the SAM for home lift is estimated at between USD 7.9 Billion and USD 8.9 Billion, given local interest.

### **S O M ( S e r v i c e a b l e O b t a i n a b l e M a r k e t )**

Krolts, with its differentiated proposal, aims to capture 5% to 10% of the urban market in India, expanding this share with international expansion

# HOW TO CAPTURE 5% TO 10% OF THE MARKET

To capture between 5% and 10% of the home lifts market, Krolts needs to follow a clear and multifaceted strategy, standing out with a competitive advantage in relation to high-end competitors, such as Epic Home Lifts, Nibhav Lifts, whose prices reach 20-25 Lacs INR per products. With prices reaching a maximum of INR RS 35Lacs , Krolts provides an exceptional value proposition, balancing affordability and premium quality.

**Cost-Benefit attraction:** Position Krolts as a brand that deliver the same quality and sophistication as major competitors, but at a more affordable price. This price differential attracts demanding consumers seeking premium products without the high cost of international brands.

**Smart Comparative Campaigns:** Highlight the savings when choosing Krolts in marketing campaigns that compare the brand's added value with direct competitors, showing that the lower price does not imply a loss of quality.



# MARKET SIZE

## Strategic countries

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India: Premium home lifts and passenger lifts market focused on capitals and coastal regions. Estimate: R\$2.95 Billion.in 2024 and predicted to reach USD4.84 billion by 2030

Asia: (mainly India, China Japan Australia and anymore): High demand for high-tech home lifts, especially in urban area and developing area.

India : Strong premium compact home lift market with demand in coastal status to urban destinations.  
Estimate: