

INNOVATION AND ENTREPRENEURSHIP

GHARSEWA

“YOUR HOME, OUR RESPONSIBILITY.”



www.gharsewa.com



OUR TEAM

Passion In Heart, Fire In Action

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Table Of Content



ABOUT US

- Who we are
- What we do
- Vision
- Mission



MARKET

- Description of the market
- Market Opportunities-TAM, SAM, SOM
- Competitor Analysis
- Customer Value Proposition
- Business Model Canvas



BUSINESS PLAN

- Break Even Analysis
- 3-years Revenue Model



WHO WE ARE ?

- We are a home-service provider platform dedicated to organizing India's unstructured household service sector.
- Our venture connects customers with verified, skilled, and reliable household workers like electricians, maids, plumbers, cleaners, and more.
- We are committed to making home-services safe, transparent, and easily accessible for every urban household.
- Our platform empowers workers by providing professional recognition, stable earnings, and fair opportunities.
- We aim to build a trusted ecosystem that improves the daily lives of customers and uplifts the workforce through technology.

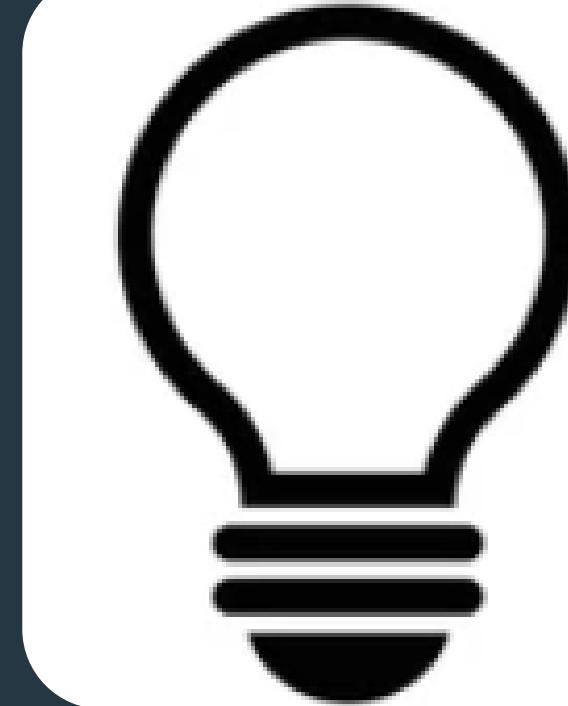
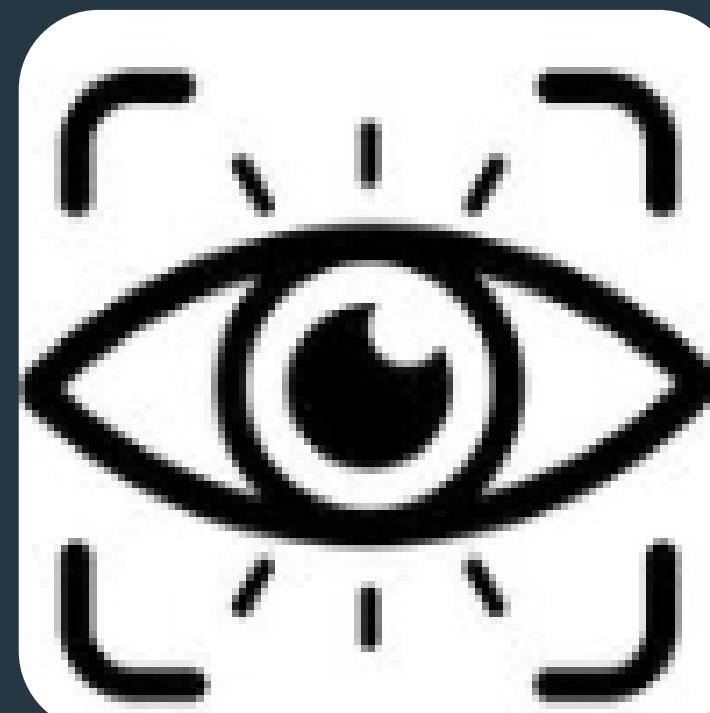


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WHAT WE DO...?

- Provide Services
- Verify Workers
- Offer Multiple Categories
- Ensure Transparent Pricing
- Manage Bookings
- Support Payments
- Track Services
- Handle Complaints



Leading to increased brand relevance and sustainable growth in our market



VISION

- **Organize Sector** – To transform the unorganized home-service workforce into a structured and reliable system.
- **Empower Workers** – To uplift household workers by giving them dignity, stability, and fair opportunities.
- **Enhance Lifestyle** – To simplify home maintenance for every urban household through technology
- **Build Trust** – To create a safe, transparent, and dependable service experience for all users.
- **Future Goal** – To become India's most trusted digital platform for household services.



MISSION

- **Organize Workforce** – To convert India's unorganized household worker sector into a structured, reliable, and systematic service network.
- **Expand Across Cities** – To bring professional home-services to Tier-1 and Tier-2 cities, ensuring equal access to trusted workers everywhere.
- **Empower Workers** – To uplift household workers through training, digital identity, stable income, and professional recognition.
- **Build Safe Ecosystem** – To ensure customer safety through verified workers, secure payments, and monitored service workflows.
- **Enhance Accessibility** – To make skilled workers easily available through a simple, fast, and tech-enabled booking platform.
- **Boost Local Economies** – To support economic growth by connecting local workers with more job opportunities and consistent demand.

Our Market

1. India's Domestic Workforce – Massive & Unorganised

India has 2.8 crore+ domestic workers registered on the e-Shram portal (MoLE 2023), yet over 80% still work informally without verification or stability.

2. Home Services Market Growth – Huge Industry Potential

India's home-services market was valued at ₹5,100–₹5,210 billion in FY25, while the organised online market contributes only ₹41–43 billion → showing less than 1% organised penetration.

3. Competitor Growth – Market Validation

Urban Company

- Revenue grew to ₹1,144 crore in FY25 with 38% YoY growth.
- Achieved ₹240 crore net profit.
- Serves 50+ cities.



Housejoy

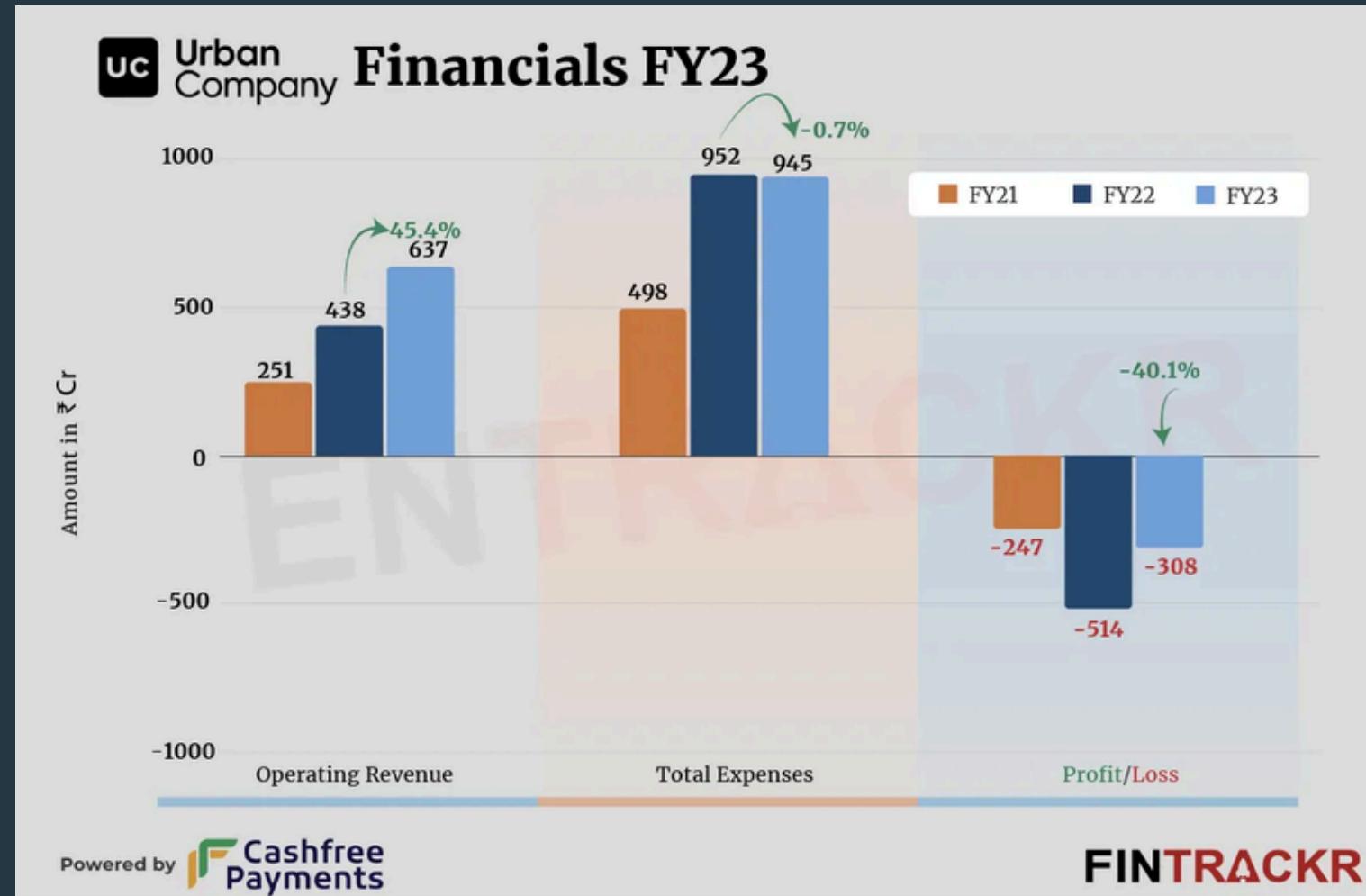
- Reached ₹150 crore GMV in FY21, increasing from ₹135 crore in FY20.
- Shows clear customer willingness to shift from informal to organised services.



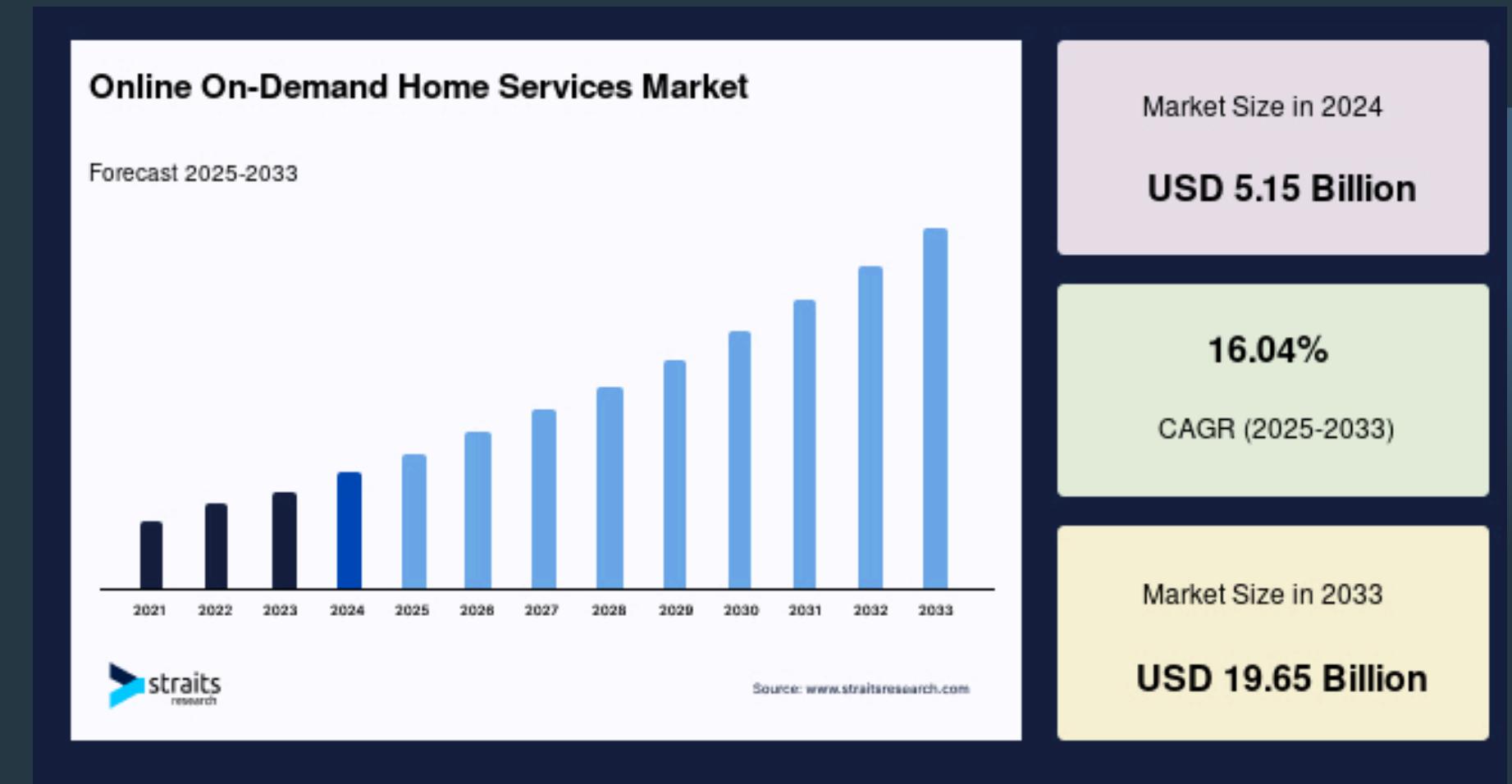
4. Online Home Services Market CAGR – Exceptional Growth

The Indian on-demand home services industry is projected to grow at a CAGR of 22–25% (2023–2030) → one of the fastest-growing digital categories in India.

Our Market



Urban Company's FY23 report shows strong revenue growth to ₹637 Cr, controlled expenses at ₹945 Cr, and a reduced loss of ₹308 Cr, reflecting improved financial stability and operational efficiency.



The global online home-services market is projected to surge from USD 5.15 billion in 2024 to USD 19.65 billion by 2033, growing at a strong CAGR of 16.04%.

Market Opportunities-TAM, SAM, SOM

Metric	Definition	Value (INR)	Supporting Statistics	Source
TAM	Total Indian home-services market (online + offline)	USD 0.13 billion * ₹88.78 = ≈ ₹1,154.1 crore	Market size ~₹1,154.1 crore in 2024; projected CAGR 9–10% till 2030.	Upstox / IMARC 2024
SAM	Online urban market (early-stage adoption, ≈0.2% of TAM)	0.002 * ₹1,154.1 crore = (~₹2.30 crore)	Based on early-stage online adoption in urban areas.	IMARC / Statista
SOM	Realistic target in Tier 2 & 3 cities (5% of SAM)	0.05 × ₹2.30 crore = (~₹0.115 crore = 11.5 lakh)	Estimated via 10-city rollout & early-stage user adoption.	Team Estimate

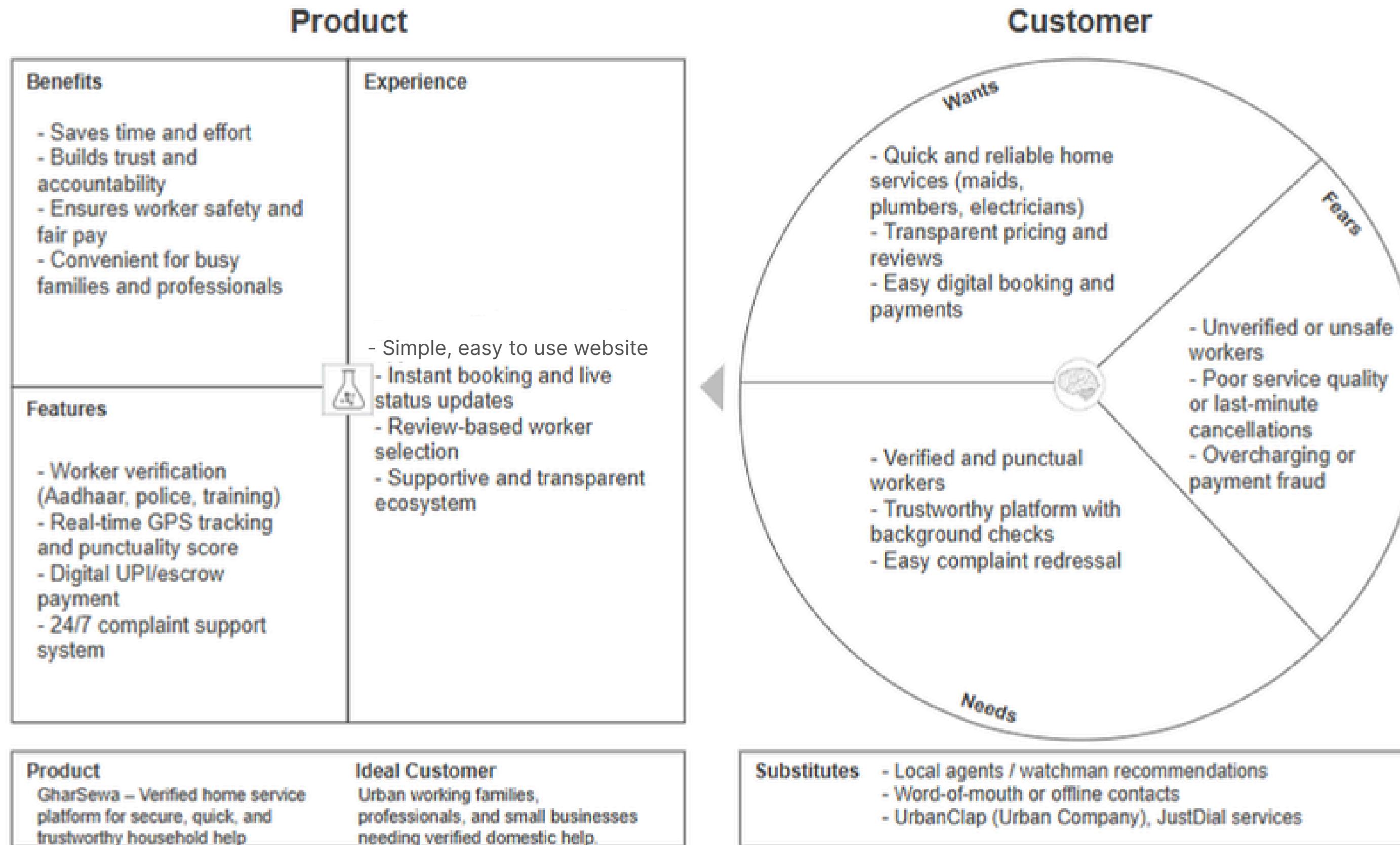
Key Drivers:

- **Rapid Urbanization and Growth of Working Professionals** in urban areas. Increasing dual-income families → higher need for reliable, time-efficient domestic services.
- **Digital Adoption & Payment Infrastructure** - India leads the world in digital transactions, with UPI processing over 13 billion transactions/month (NPCI, 2024). Even Tier-2 and Tier-3 cities now have >70% smartphone penetration (IAMAI-KANTAR ICUBE Report, 2023).

Competitor Analysis

Company	Description	Strengths	Weaknesses
Urban Company	India's largest tech-enabled home-services platform offering beauty, repairs, cleaning, and wellness services.	<ul style="list-style-type: none">Strong brand trustVerified professionals;Standardized pricing; Wide network in 50+ citiesHigh service quality	<ul style="list-style-type: none">One-time or scheduled servicesLimited presence in Tier-2/3 citiesHigh commission from workersPremium pricing; Less affordable for middle-class users
Housejoy	Home-services platform offering cleaning, beauty, electrical, plumbing, and home renovation services.	<ul style="list-style-type: none">Affordable pricingWide service rangeQuick service response	<ul style="list-style-type: none">Inconsistent service qualityReduced operationsLower worker verification
JustDial (Indirect)	Local search and listing platform connecting users to nearby service providers.	<ul style="list-style-type: none">Huge user baseStrong presence in Tier-2/3 citiesEasy discovery of services	<ul style="list-style-type: none">No worker verification; Only listing—not full serviceNo tracking or grievance supportNo price transparency
Bro4u	Regional home-services platform offering electrician, plumber, cleaning, and repair services.	<ul style="list-style-type: none">Affordable pricingFocus on South Indian marketsCustomer-friendly app	<ul style="list-style-type: none">Limited geographic coverageSmaller worker pool Lower brand trust compared to top competitors

Customer Value Proposition



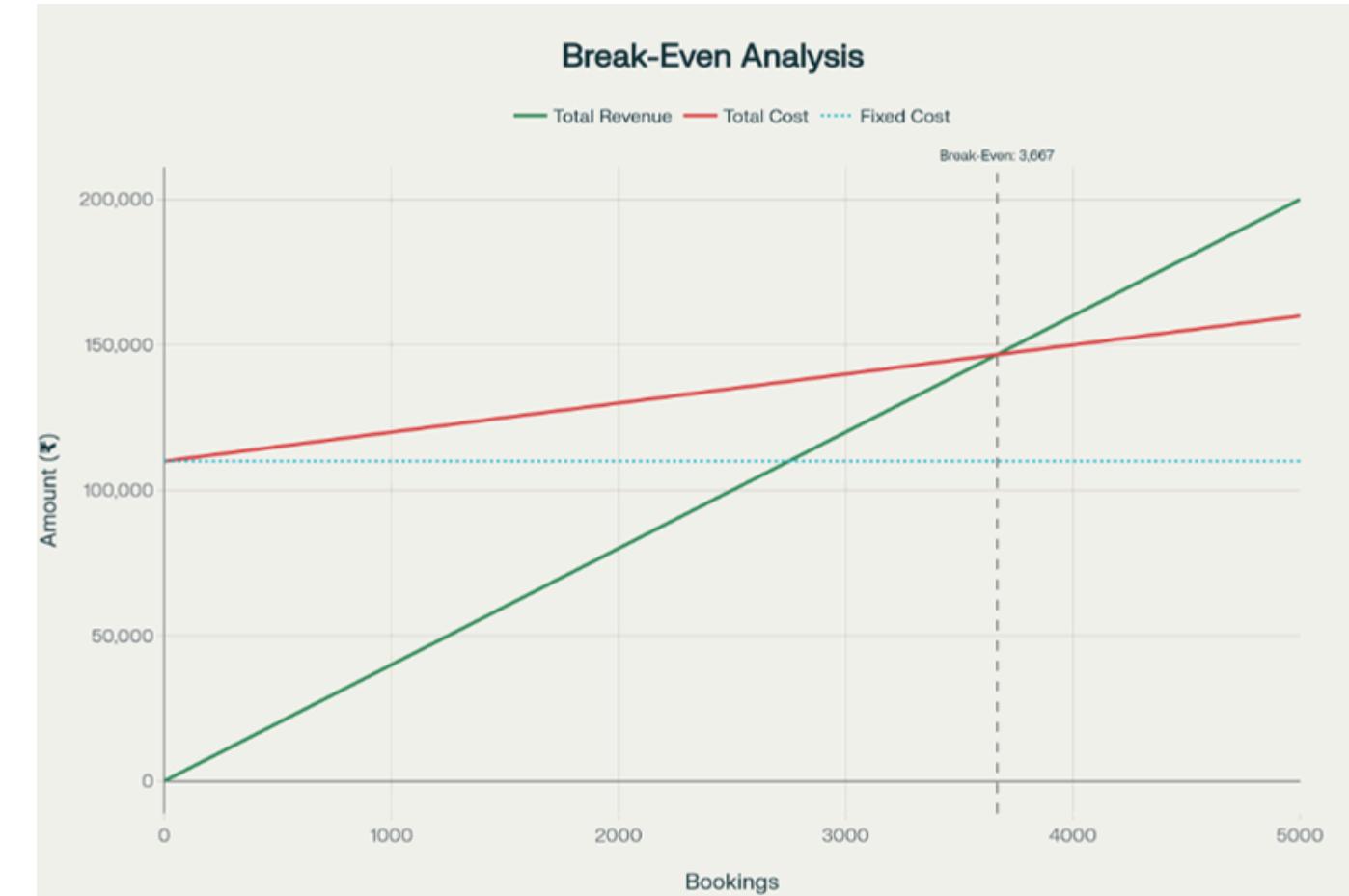
Business Model Canvas

<p>Key Partners </p> <ul style="list-style-type: none"> Worker agencies & NGOs Police/ID verification authorities Skill India & training centers Payment gateways (UPI) Local housing societies 	<p>Key Activities </p> <ul style="list-style-type: none"> Worker verification (Aadhaar + police) Booking & attendance management Platform/app development Customer support Worker onboarding & training <p>Key Resources </p> <ul style="list-style-type: none"> Verified worker database Web/app platform Brand trust (GharSewa) Support & verification team Financial + tech infrastructure 	<p>Value Propositions </p> <ul style="list-style-type: none"> Verified & safe domestic workers Transparent pricing Secure UPI escrow payments Attendance & punctuality tracking Backup worker option Trust, convenience & reliability 	<p>Customer Relationships </p> <ul style="list-style-type: none"> Self-service booking platform Automated alerts & updates Ratings & reviews Fast grievance support <p>Channels </p> <ul style="list-style-type: none"> Website Social media (Instagram, WhatsApp) Local promotions Referral system 	<p>Customer Segments </p> <ul style="list-style-type: none"> Urban & Tier-2/3 families Working professionals Senior citizens Tenants/students Small businesses
<p>Cost Structure </p> <ul style="list-style-type: none"> Platform development Worker verification cost Marketing & outreach Support operations Training/onboarding costs 			<p>Revenue Streams </p> <ul style="list-style-type: none"> Booking commission Worker subscription plans Partner ads Training/insurance add-ons 	

Break Even Analysis

Assumptions Used

- Average commission per booking: ₹40
- Variable cost per booking: ₹10
- Contribution margin: ₹30
- Monthly fixed costs:
 - a. Platform & hosting: ₹25,000
 - b. Marketing: ₹30,000
 - c. Support staff: ₹45,000
 - d. Admin & misc: ₹10,000
- Total Fixed Cost = ₹1,10,000/month

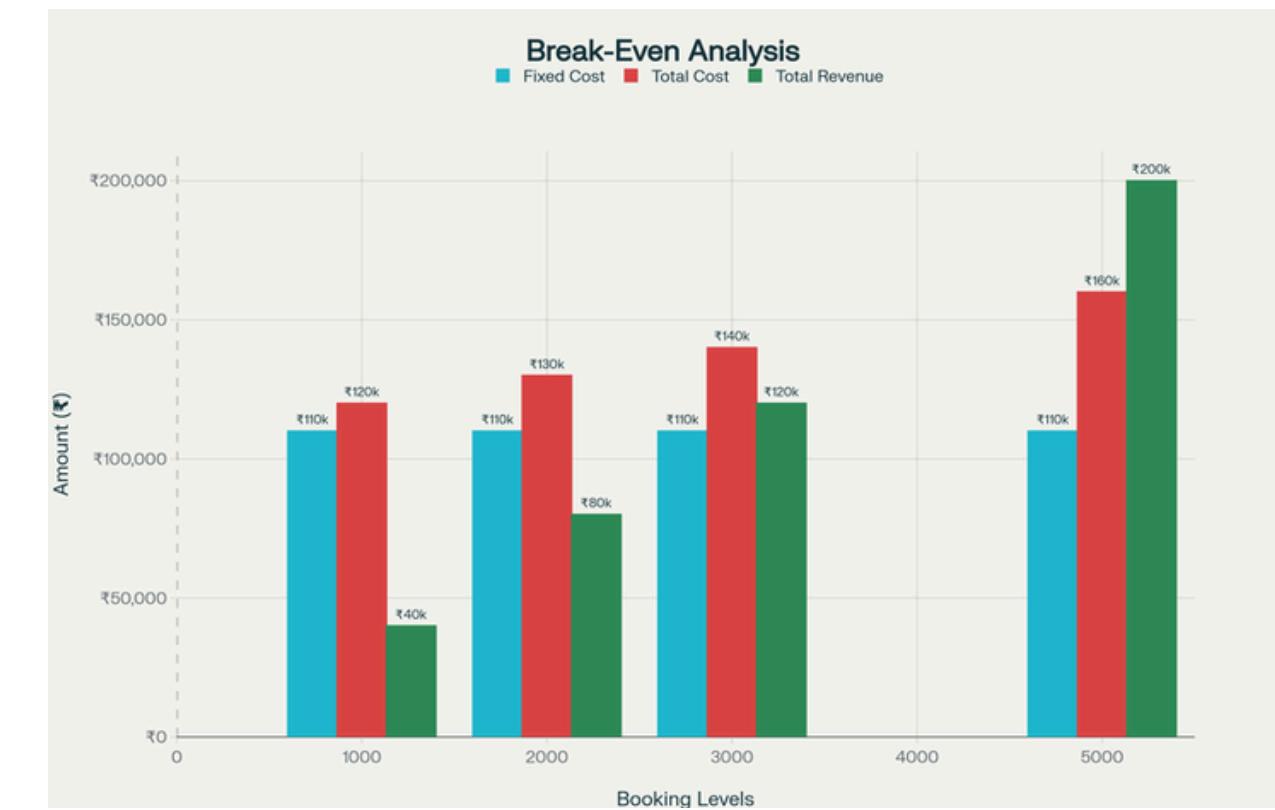


Break-Even Calculation

$$\text{Break-Even (Units)} = 1,10,000 / 30 = 3,667 \text{ bookings/month (approx)}$$

Interpretation

- GharSewa becomes profitable once we reach 3,700 monthly bookings
- With planned city rollouts & digital adoption, this is achievable by Month 10–12 of launch
- After break-even, growth becomes highly margin-positive due to low incremental costs



3-year Projected Financials

Estimated Bookings

- Year 1: 12,000 bookings
- Year 2: 36,000 bookings
- Year 3: 84,000 bookings

Avg Commission = ₹40/booking

Revenue Forecast

Year	Bookings	Revenue (₹)
Year 1	12,000	₹4,80,000
Year 2	36,000	₹14,40,000
Year 3	84,000	₹33,60,000



The revenue projection shows strong growth from ₹4.8L in Year 1 to ₹33.6L in Year 3, indicating a rapidly scaling business model.

3-year Projected Financials

Insight

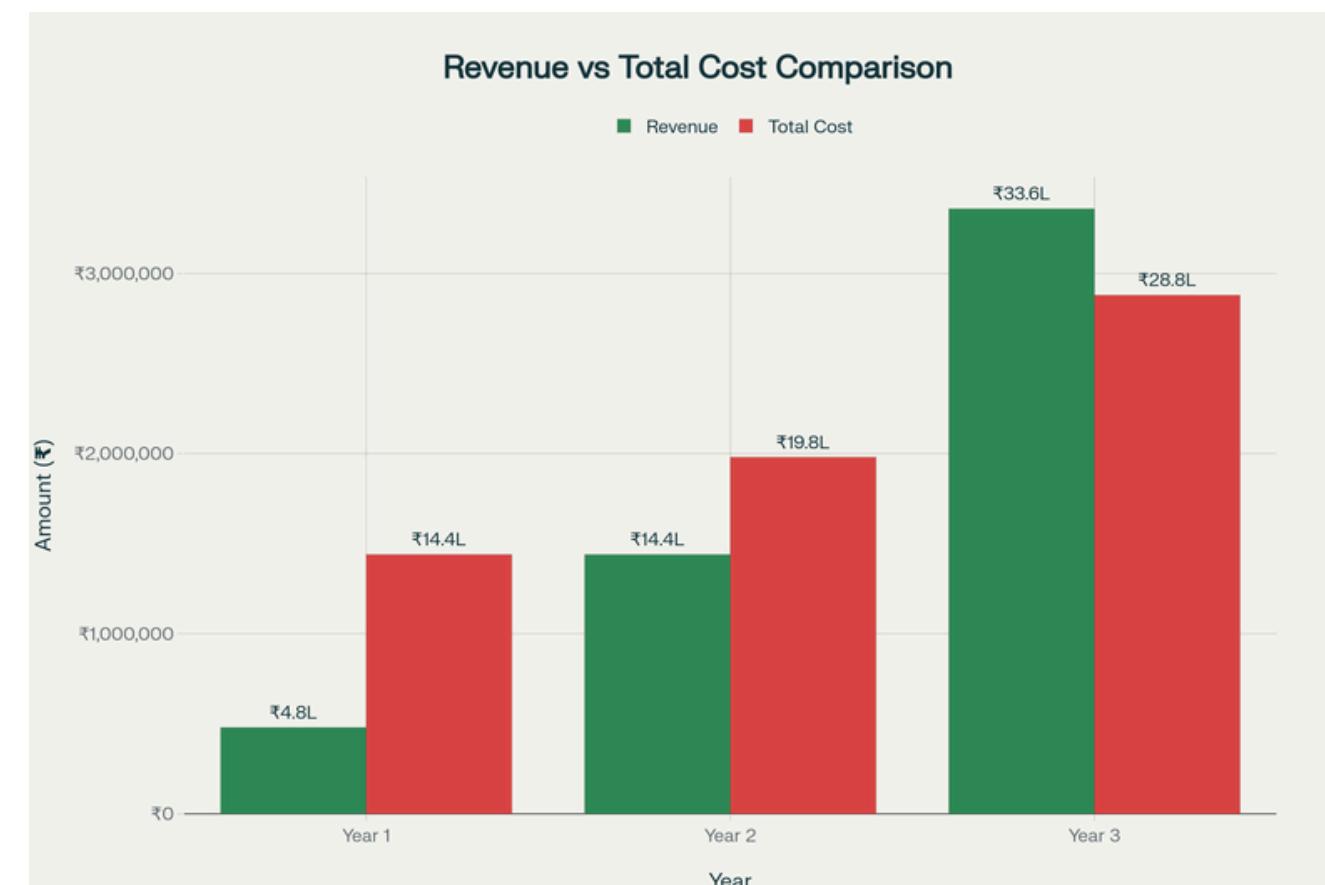
- Year 1 & 2: Investment phase
- Year 3: Turns profitable
- High growth potential due to rising online home-service adoption

Cost Forecast

Year	Fixed Cost (₹/year)	Variable Cost (₹)	Total Cost (₹)
Year 1	1,320,000	120,000	1,440,000
Year 2	1,620,000	360,000	1,980,000
Year 3	2,040,000	840,000	2,880,000

Profit / Loss

Year	Revenue	Total Cost	Profit/Loss
Year 1	480,000	1,440,000	-₹9,60,000
Year 2	1,440,000	1,980,000	-₹5,40,000
Year 3	3,360,000	2,880,000	+₹4,80,000



SCAN THIS FOR MORE INFO

Prototype



Pitch



Poster



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THANK YOU...