

ZINIOSA

BUY & SELL PRE-LOVED FASHION.

BETTER SHOPPING DRIVEN BY DATA

RECOGNISED BY:



INCUBATED AT :



INCUBATED AT :



MEET OUR TEAM



ASHRI JAISWAL
CO-FOUNDER



VARUN RAMANI
CO-FOUNDER

Tedx Speaker
Coach & Guest Mentor at UN Women

**Marketing, Digital Strategy,
Sales and Strategy**

Systems Integration Engineer | Problem Solver
Circular Economy Enthusiast

**Operations, Finance,
Strategy and Product**

THE INDIAN LUXURY MARKET

A BEACON OF GROWTH

RS. 82,186 CRORE INDIAN LUXURY MARKET

According to Euromonitor forecast, the Indian Luxury Market is expected to reach Rs. 82,186 crore by 2027



1.6 MILLION MILLIONAIRES IN INDIA

Number of Millionaires in India estimated to double from 796,000 in 2021 to 1.6 million in 2026, accd to a Credit Suisse Global Wealth Report.



GROWING INDIAN MARKET

RISING HNIs, STRONG MIDDLE CLASS.

Global Brands are bullish on the Indian Market. Leading Luxury Brands are eyeing the Indian Market.



INDIA IS GOING PREMIUM



WHO ARE THEY

SEEK LUXURY THAT
CUES THEIR ARRIVAL.
SOCIAL MEDIA/CIRCLE RELIANT.

EMOTIONAL NEEDS

STATUS CONSCIOUS.
DISPLAY OF WEALTH
WITH LUXURY BRANDS

SPEND LEVEL

Rs. 30,000 - Rs. 2,00,000



FUNCTIONAL NEEDS

PROMINENT/BOLD BRANDING
SIGNATURE STYLE

BS Business Standard

India set to become hottest destination for global fashion brands by 2025

Country's luxury retail market sales set to rise by 15-20% in 2025: McKinsey survey.



V Vogue Business

India's luxury market: A growing powerhouse for global brands

With a rapidly rising affluent population, a mega wedding industry and a young dynamic consumer, India continues to emerge as a key player...



PROBLEMS THAT CREATED A **\$10 BILLION/YEAR** OPPORTUNITY IN FASHION

“

~30% **FAKE!**

Around 25-30% of all the products that are sold in India are counterfeits.

“

ONLY 5 

Only 5 premium shopping malls in India for Luxury Brands.

“

90% INCREASE 

Luxury Brands increase their prices on Bestselling items by 90%

”

1/3 LUXURY SALES WILL HAPPEN ONLINE BY 2030

Chanel, Louis Vuitton and Prada have raised prices on core products by more than 90% since 2019



Source: HSBC; BoF Analysis

LUXURY PRICE HIKES ARE
UNSUSTAINABLE

BQF

ZINIOSA

ALLOWING CUSTOMERS
TO BUY HIGH QUALITY AUTHENTIC ITEMS
AT LOWER PRICES.

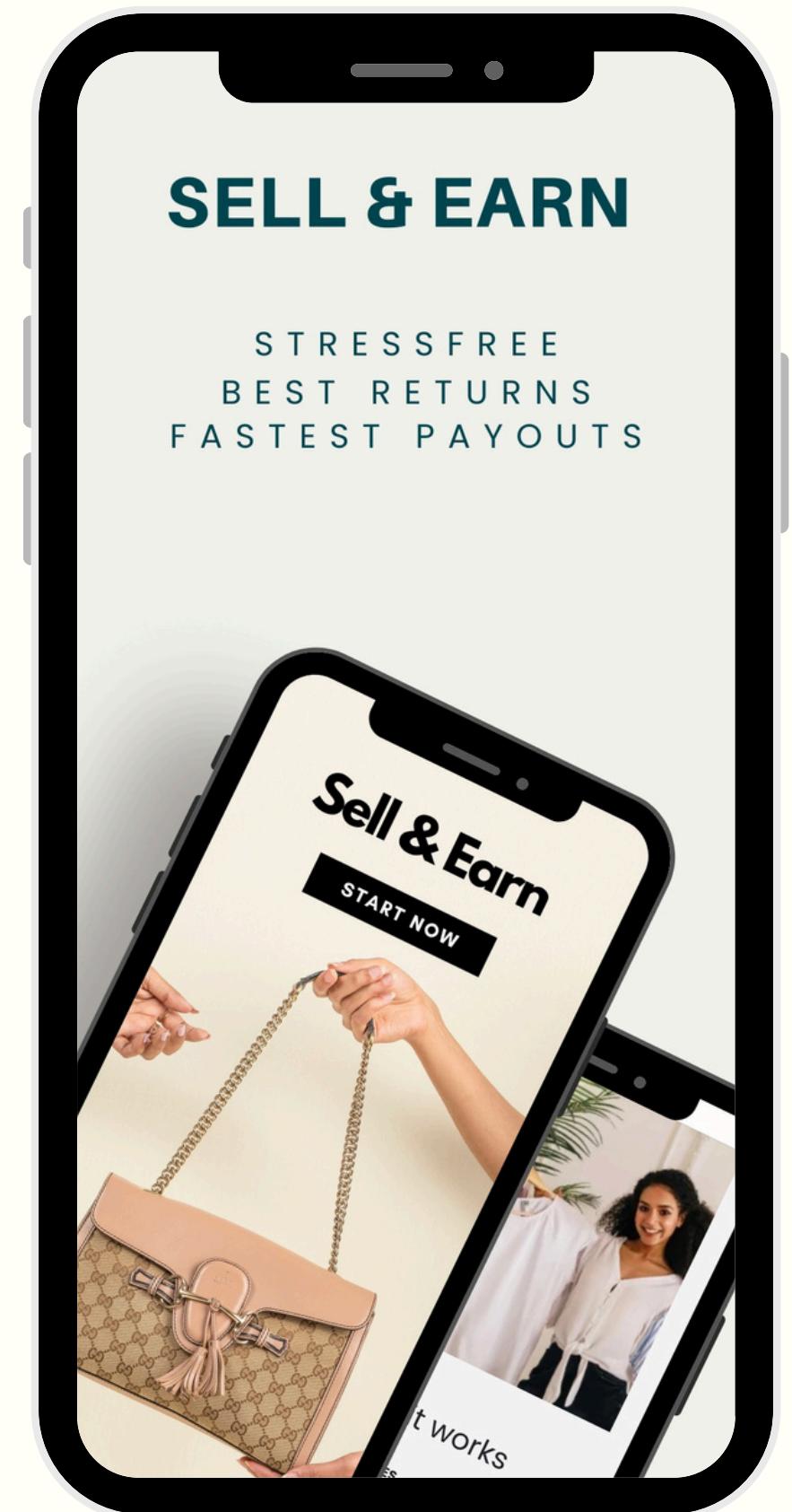
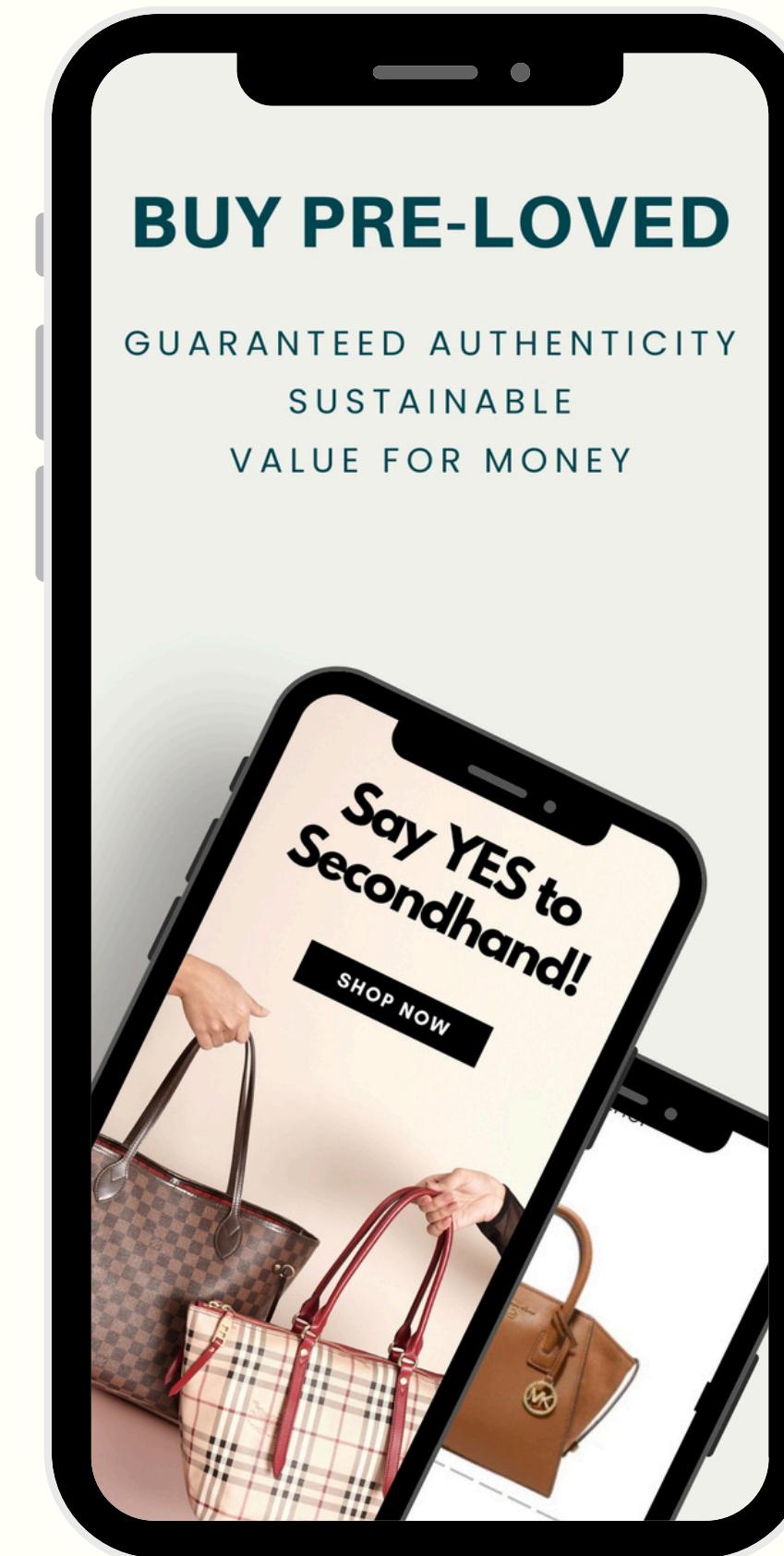
AUTHENTICATION



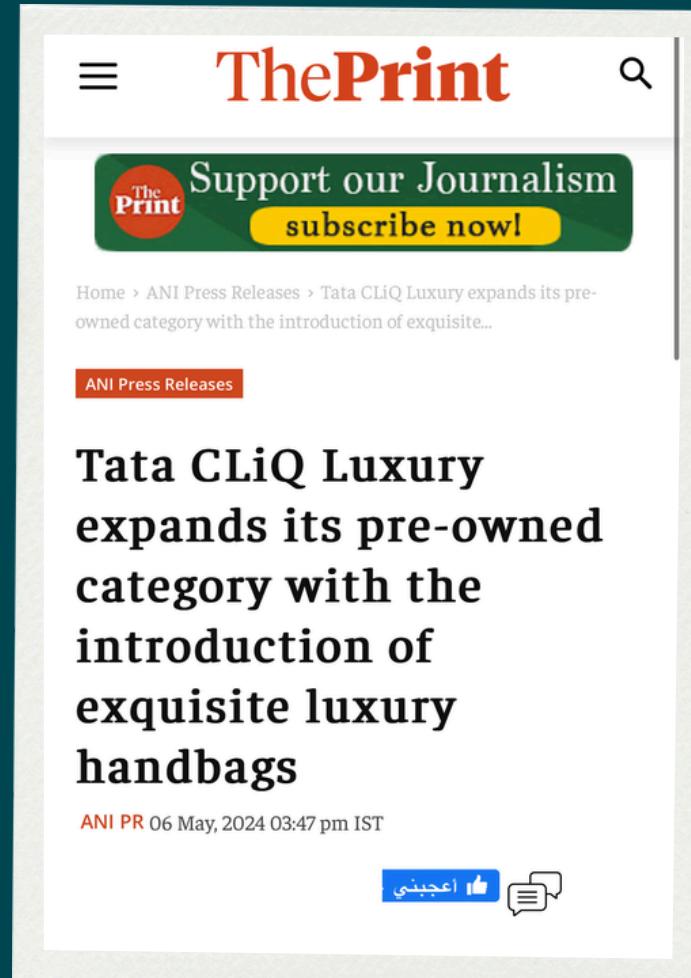
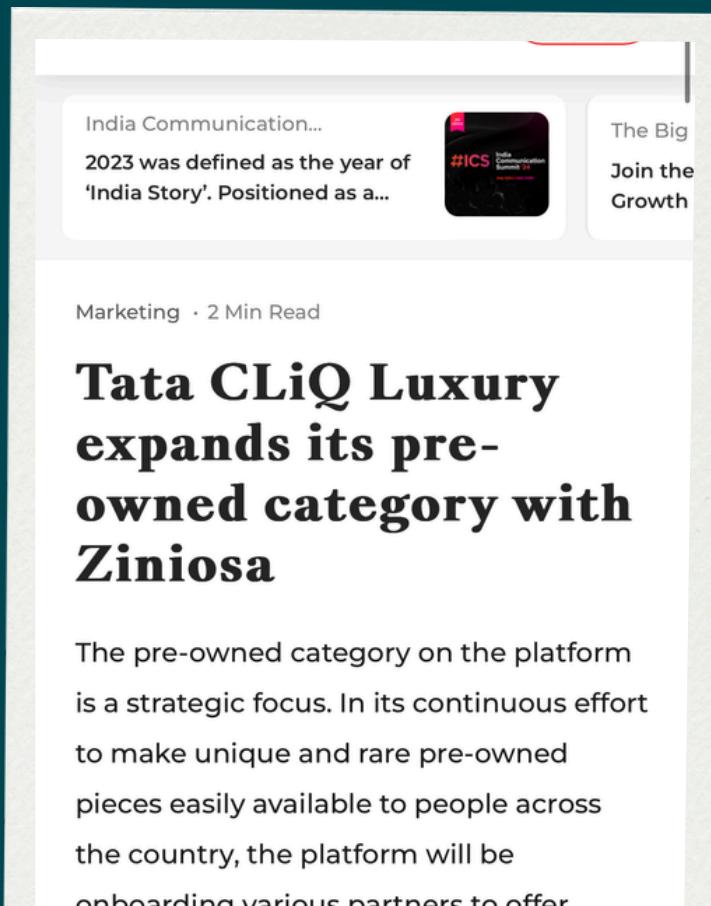
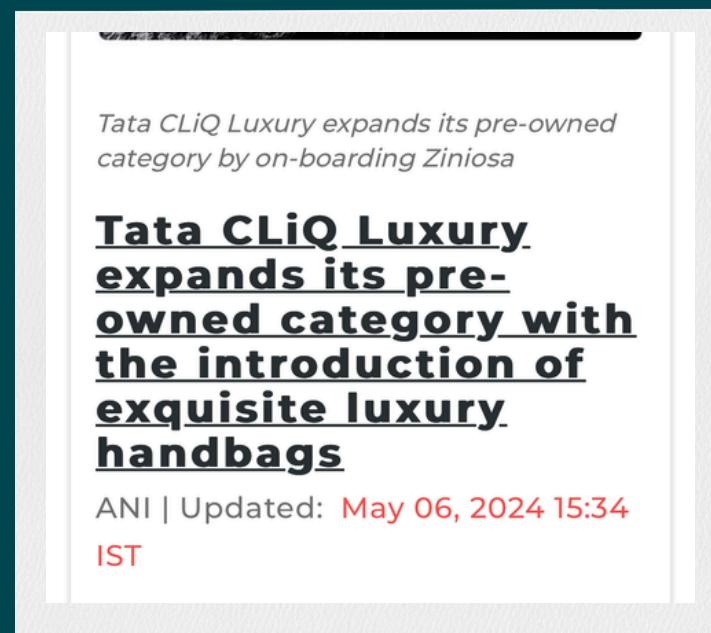
PRICE DISCIPLINE



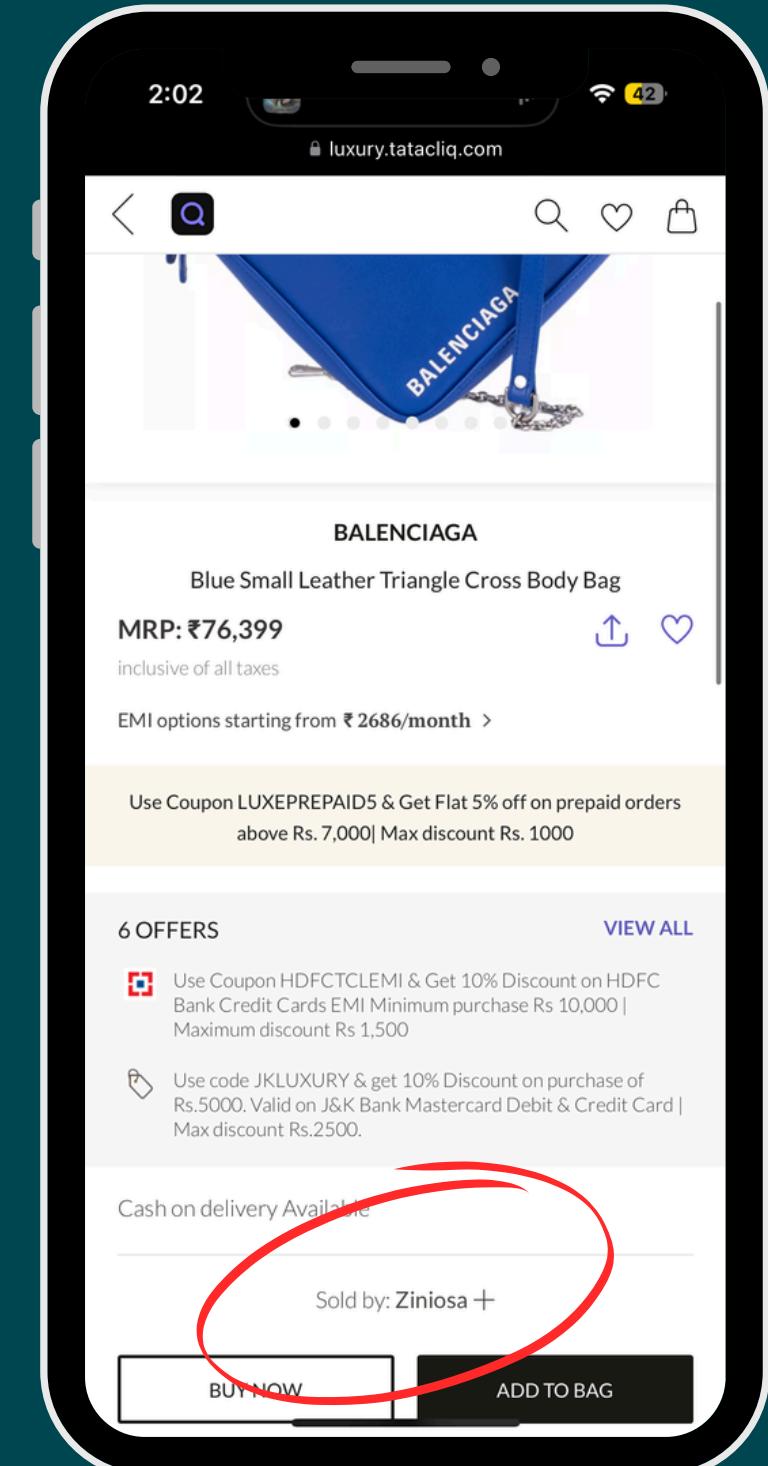
SELL THROUGH RATE



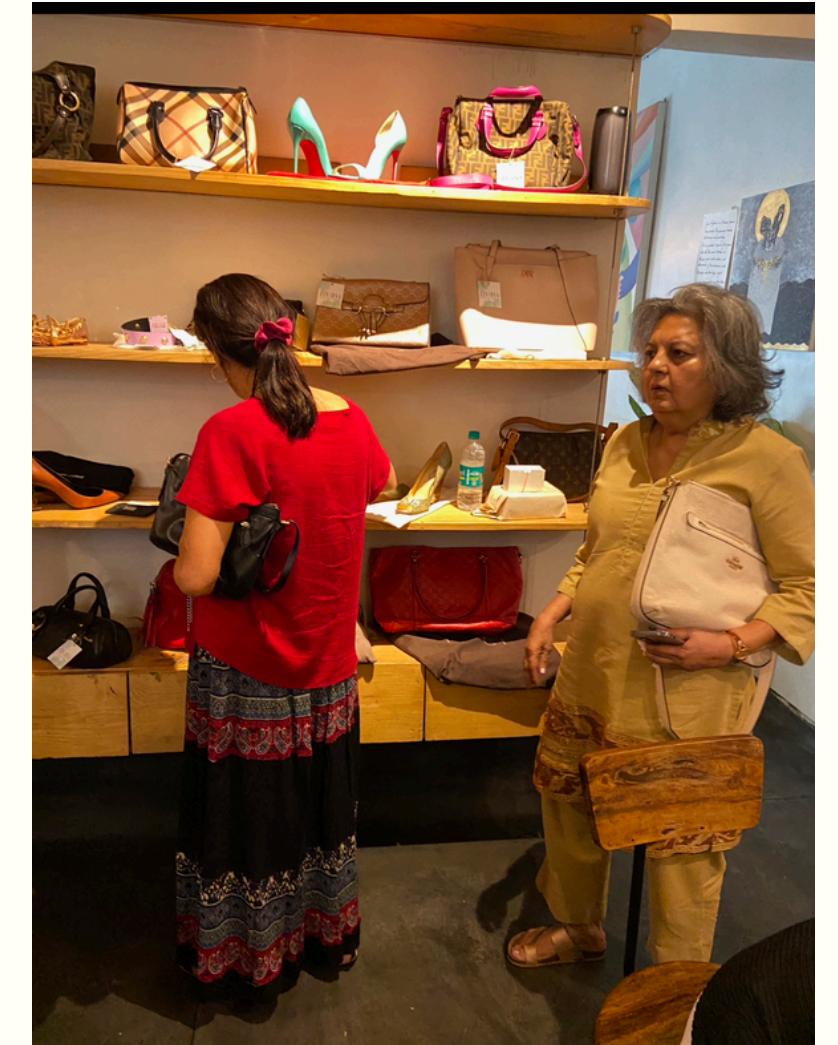
TATA CLIQ LUXURY EXPANDS ITS PRE-OWNED CATEGORY WITH ZINIOSA



“
ZINIOSA BECOMES THE ONLY PRE-LOVED SERVICE IN INDIA TO LAUNCH PRE-LOVED BAGS ON TATA CLIQ LUXURY
”



SECONDHAND LUXURY REVOLUTIONIZED



ZINIOSA'S PHYSICAL POP-UPS IN BANGALORE & MUMBAI

PRELOVED CATEGORIES ON ZINIOSA

7 Product Categories

Handbags
Sunglasses
Watches
Clothing

Shoes
Belts
Jewellery

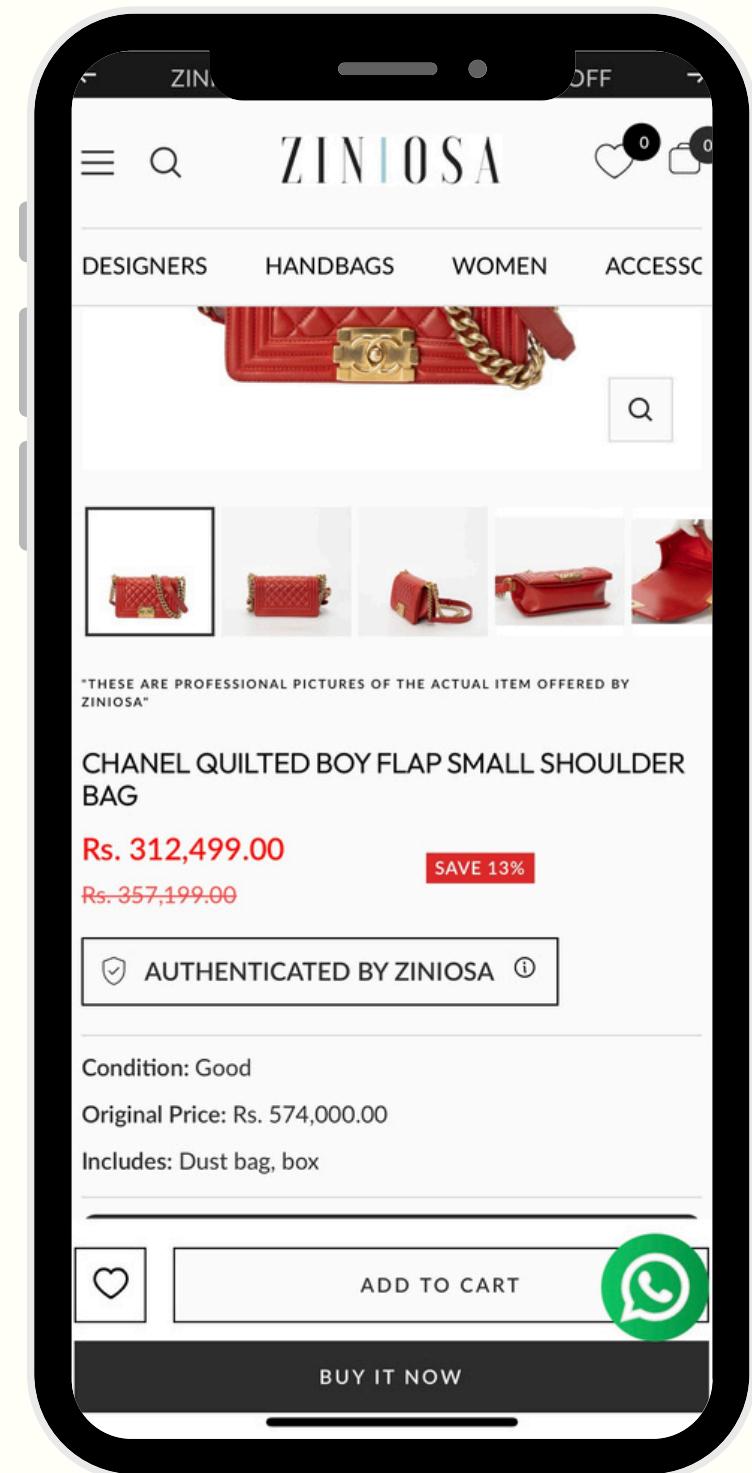
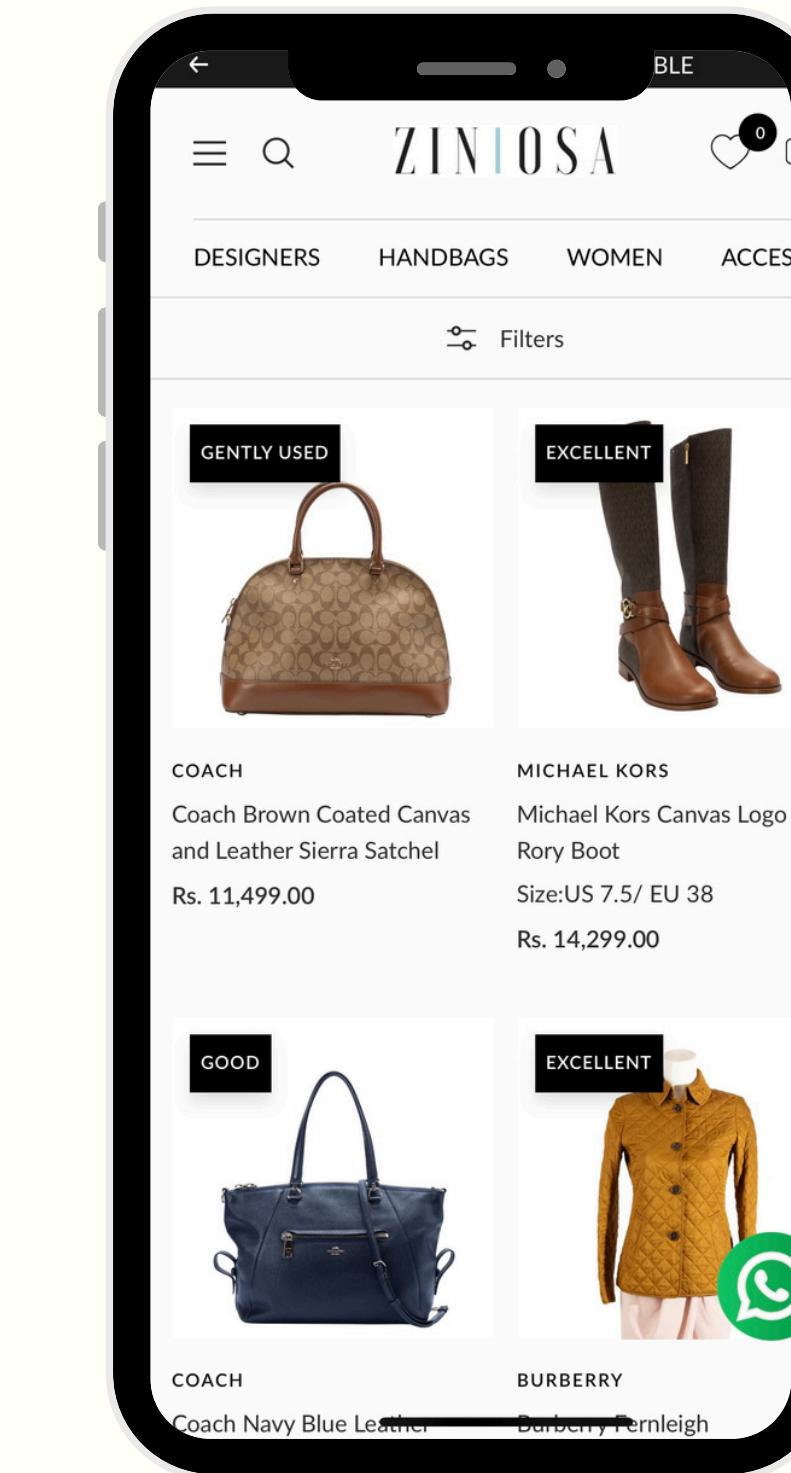
2 Product Lines

Women Men

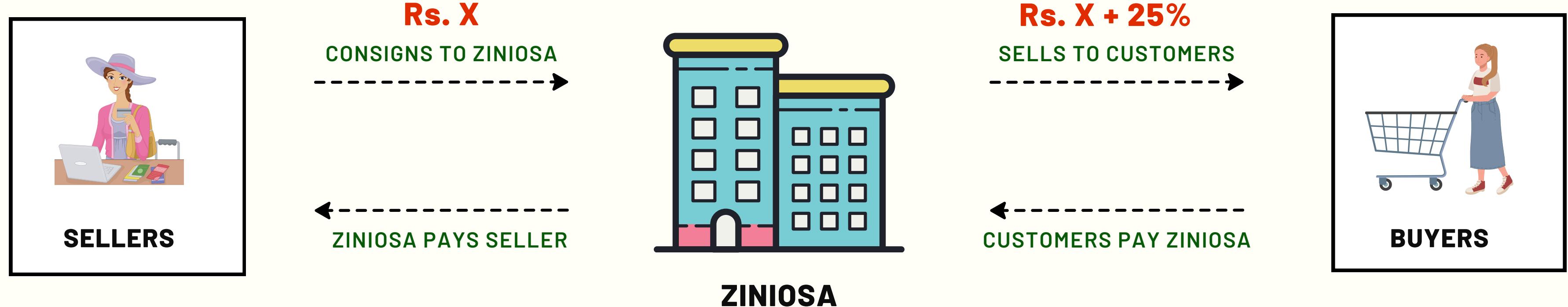
60+ Brands

Gucci
Louis Vuitton
Dior
Chanel

Michael Kors
Coach
Tory Burch
YSL



RS. 8 CRORE WORTH OF PRODUCTS. **ZERO INVENTORY COST. HOW?**



**ZERO-COST INVENTORY
ACQUISITION STRATEGY**

**INVENTORY RETENTION
LIMITED TO 90 DAYS.**

**MAXIMIZING EFFICIENCY
WITH **MINIMAL COST****

SIMPLIFIED SELLING PROCESS

1

Send Product
Images on
Whatsapp



2

Describe
Condition &
Year of
Purchase



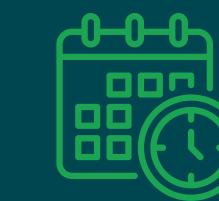
3

Share Estimates
within
4 - 24 hours



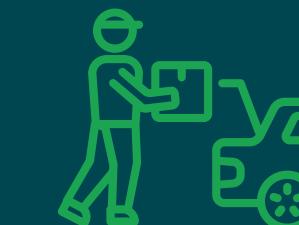
4

Agree to
Counterfeit Fee
& 90 Day
Consignment



5

Schedule
Free
Pickup



WE LEVERAGE **DATA** TO GIVE HIGHEST CHANCE OF SALE!



AUTHENTICATION

8-10 CRORE

WORTH OF INVENTORY AUTHENTICATED

60+ BRANDS

DATA POINTS FOR AUTHENTICATION



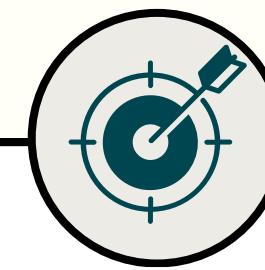
LARGEST PRICE DATABASE

50,000

PRODUCTS IN THE DATABASE

30,000+

PRICE ESTIMATES SHARED



EXPERT PRICING STRATEGY

SOLD IN 30 MINS

WITH THE RIGHT PRICE

80% SOLD

SELL THROUGH RATE

OUR EXPERTS AND AUTHENTICATION PARTNERS CAN HELP DETECT FAKES BY EVALUATING OVER 15 TOUCH POINTS.

WE IDENTIFY FAST SELLING PRODUCT BASED ON PAST SELLING DATA BASED ON PRICE, BRAND, STYLE & DESIRABILITY

OUR EXPERT PRICING STRATEGY AND UNIQUE PRODUCT MARKETING STRATEGY INCREASES THE CHANCES OF SALE BY 80%

AUTHENTICITY ASSURANCE PROCESS

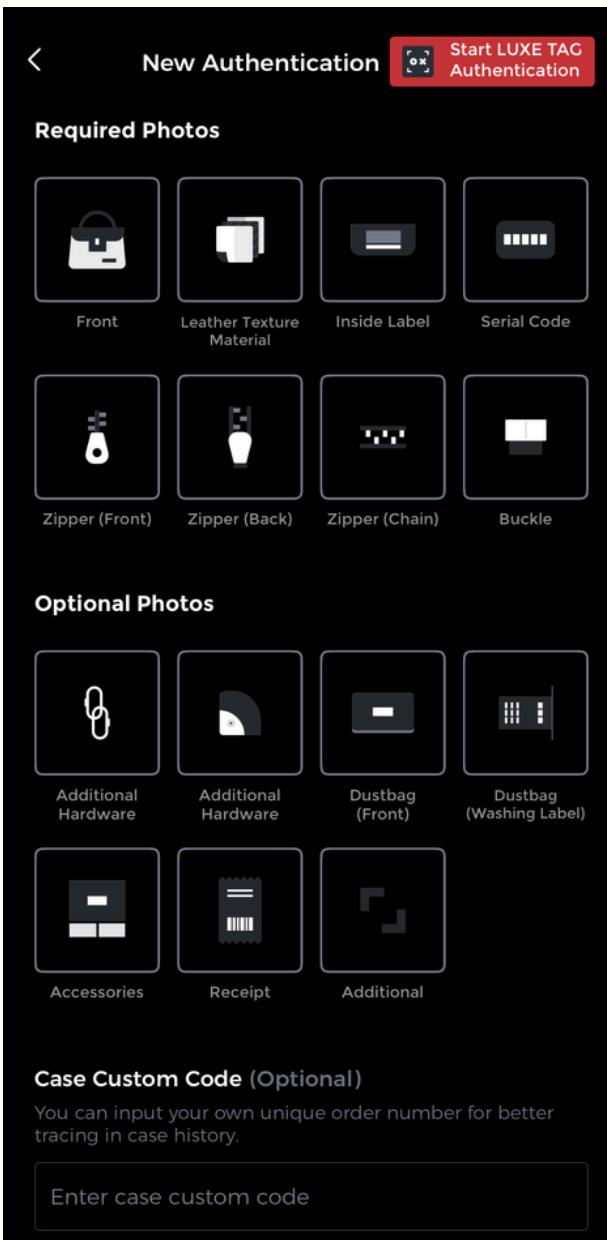
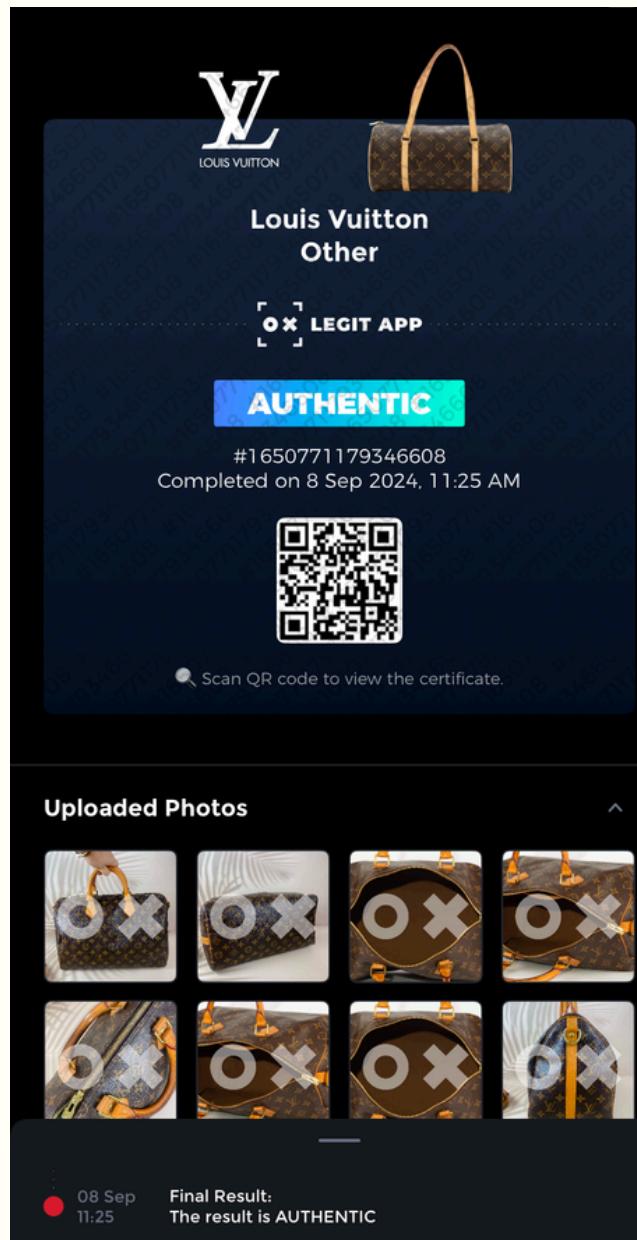
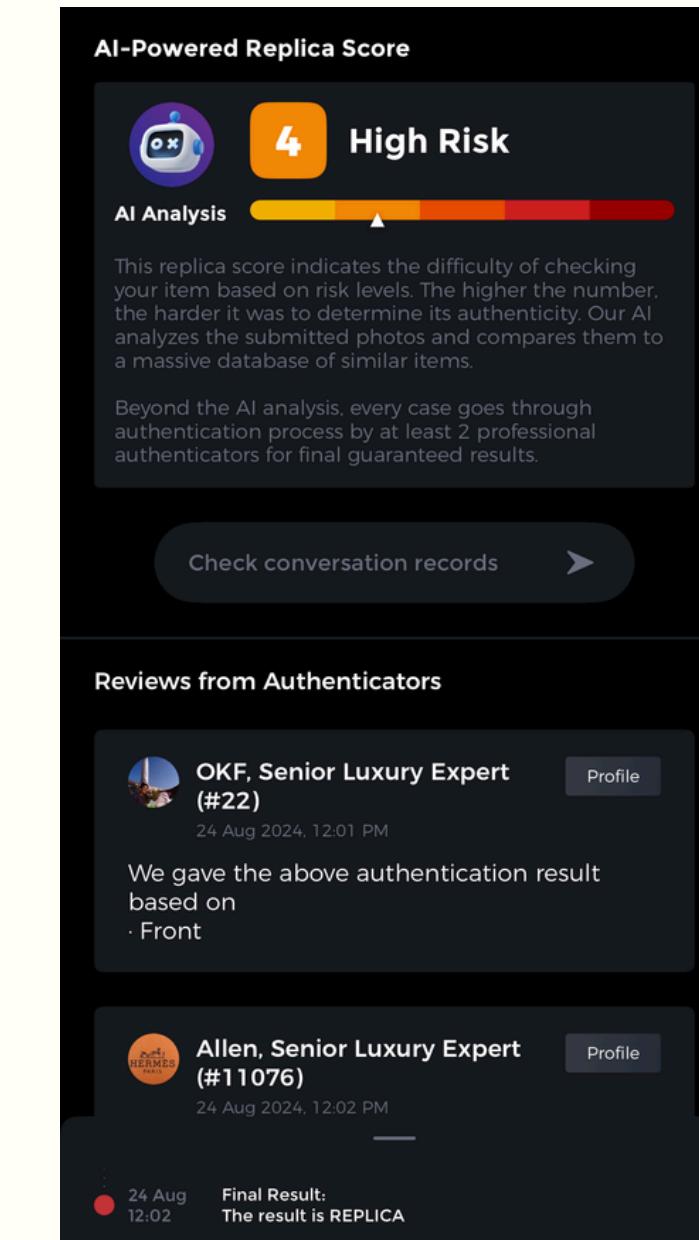


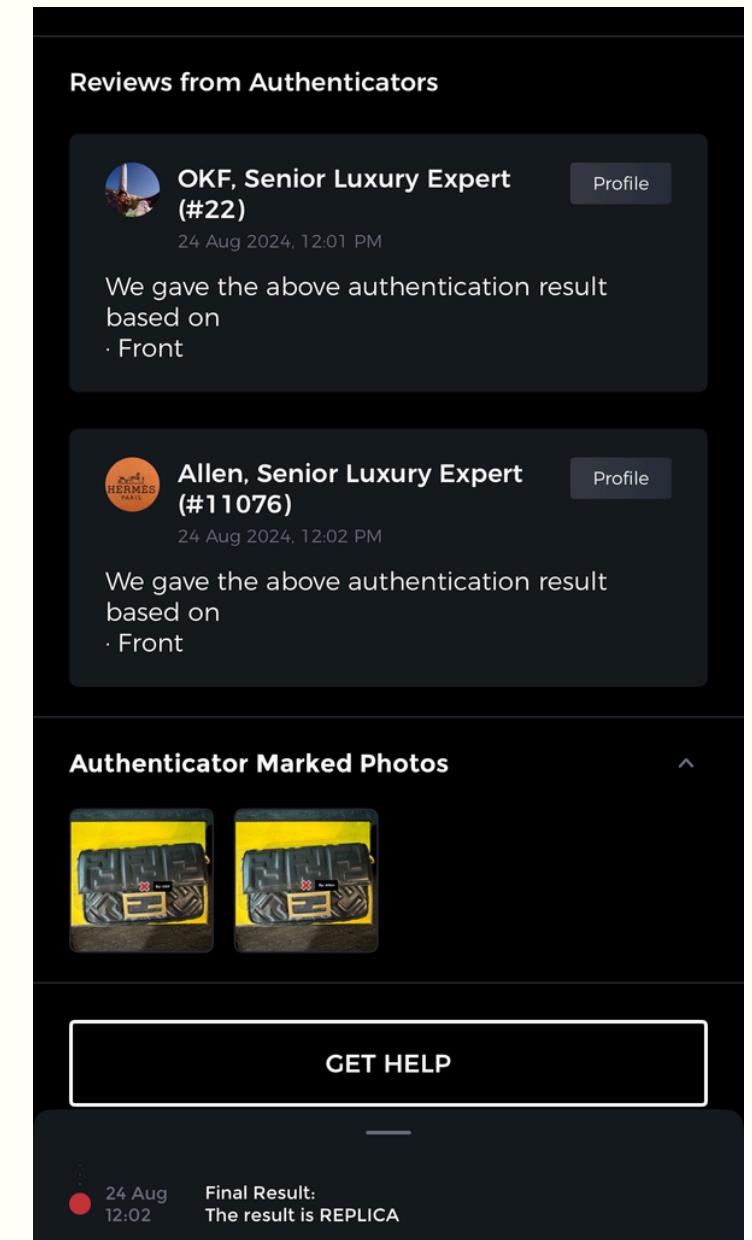
IMAGE
REQUIREMENTS



AUTHENTICATION
CERTIFICATE

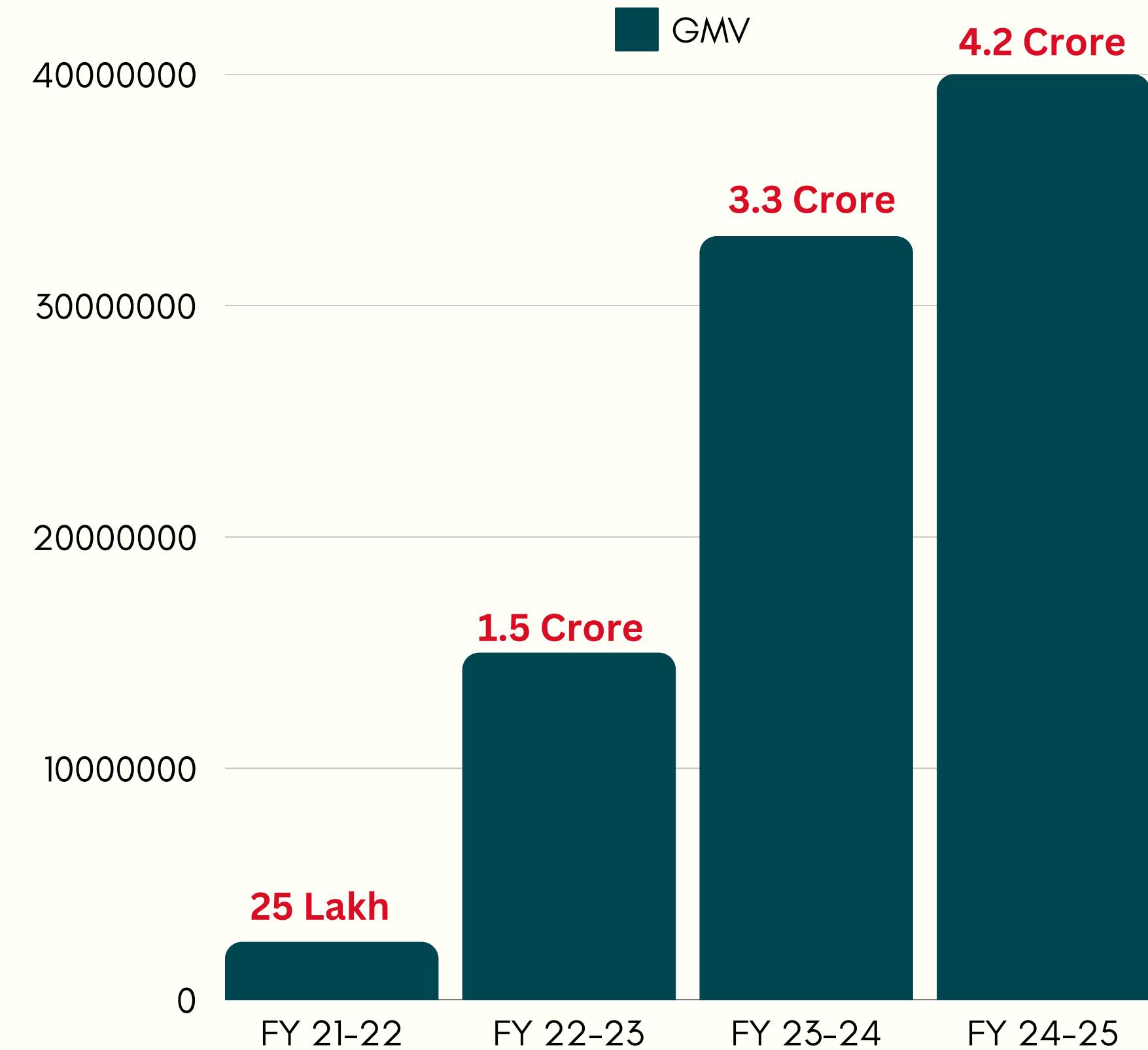


AI DRIVEN
AUTHENTICATION



COUNTERFEIT
MARKERS

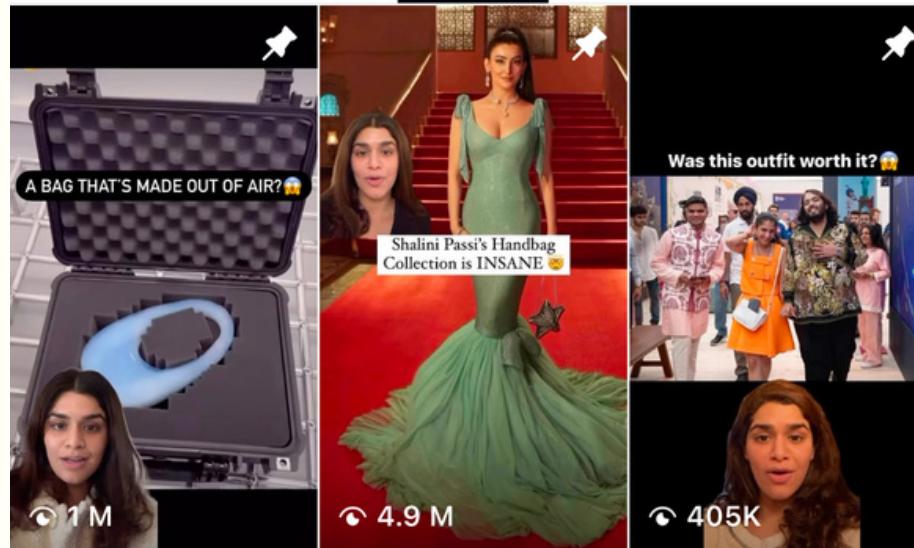
BOOTSTRAPPED & GROWING



ZINIOSA COMMANDS INSTAGRAM IN INDIA

5 MILLION
REEL ENGAGEMENT

ON VIRAL REELS & CONTENT



84,000
FOLLOWERS

HIGHEST AMONGST ITS COMPETITORS



5 MILLION
MONTHLY VIEWS

HIGHEST AWARENESS ON IG



2,597
posts

83.5K
followers

1,499
following

ZINIOSA

Product/service

Buy Pre-loved and Sell Authentic Luxury. Authenticated by Experts

Preloved Partners Tata Cliq Luxury Products on www.ziniosa.com... more

linktr.ee/ziniosa

THE RISE OF RECOMMERCE



\$350 B

GLOBAL SECONDHAND MARKET BY 2027

\$3 B

SECONDHAND FASHION MARKET IN INDIA

OUR RESEARCH SHOWS THAT THERE ARE A
TOTAL OF APPROX 40,00,000 LUXURY
FASHION ITEMS AND APPROX 20,00,0000
AFFORDABLE LUXURY ITEMS IN DELHI ALONE.



\$50 B

INDIAN FASHION MARKET

\$200 B

INDIAN LUXURY SECTOR BY 2030

GLOBAL RESALE MARKET TO REACH \$350 B BY 2028

 Reuters

Gucci owner Kering invests in resale platform Vestiaire Collective

French luxury group Kering has taken a 5% stake in Vestiaire Collective, a leading platform for second-hand clothes and handbags,...

WOMEN MEN KIDS

OUNASS THE DEFINITIVE HOME OF LUXURY

UAE | العربية

Account Wishlist (0) Bag (0)

SALE NEW IN DESIGNERS CLOTHING SHOES BAGS BEAUTY JEWELLERY & WATCHES ACCESSORIES GIFTS HOME THE EDITS PRE-LOVED

Women > Sale

Enjoy AED 200 off your first order | Exclusive member offer | [Sign up for complimentary membership](#)

Womenswear Menswear Kidswear

FARFETCH

Sale New in Brands Clothing Shoes Bags Accessories Jewelry Homeware Pre-owned

Search

ZARA PRE-OWNED

X MENU

FILTERS



PREMIUM WOOL BLEND COAT - LIMITED EDITION 55.00 GBP

SEQUINNED MIDI SKIRT 100.00 GBP

BEADED SHOULDER BAG 27.00 GBP

ONE SIZE ONLY

HIGH BLOCK HEEL SANDALS WITH STRAPS 25.00 GBP

CROPPED TOP WITH SEQUINS 6.00 GBP

FLARED SATIN TROUSERS 10.00 GBP

The RealReal

Burberry And The RealReal Join Forces To Make Fashion Circular

Burberry and The RealReal are aiming to support and promote the benefits of a circular economy for fashion by encouraging customers to extend the life of their...

WHO IS SHOPPING & SELLING SECONDHAND?

BUYERS

25-35

AGE

HENRYs

HIGH EARNERS NOT RICH YET

WORKING PROFESSIONALS

TIER I & II



SELLERS

30 - 45

AGE

HNI

HIGH INCOME HOUSEHOLD

MARRIED HOME MAKERS

TIER I & II

WHAT SETS ZINIOSA APART?

NON ORGANISED PLAYERS



ZINIOSA



AUTHENTICATION



PRICE DISCIPLINE



PERSONALISATION



CUSTOMISED
MARKETING



DATA DRIVEN

DIRECT COMPETITION



CONFIDENTIAL
COUTURE.COM

AUTHENTIC LUXE ESTD 2014



LUXURYPOP

TWO-YEAR GROWTH PLAN

INDIA'S FIRST ORGANISED
PRELOVED SERVICE



BUILD A WINNING TEAM

Assemble a High-Performing Team with Expanded Senior Management and Operations Staff



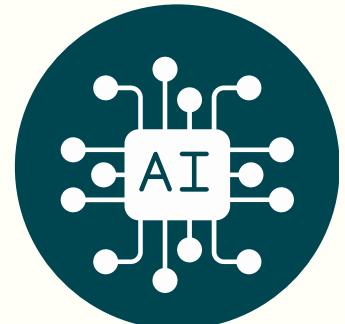
ZINIOSA'S PRELOVED STORE

Launch Ziniosa's First Preloved Store in India Within Two Years



INCREASE INCOMING INVENTORY

Forge Partnerships with More E-commerce Platforms and Boost Advertising Efforts to Expand Inventory Acquisition

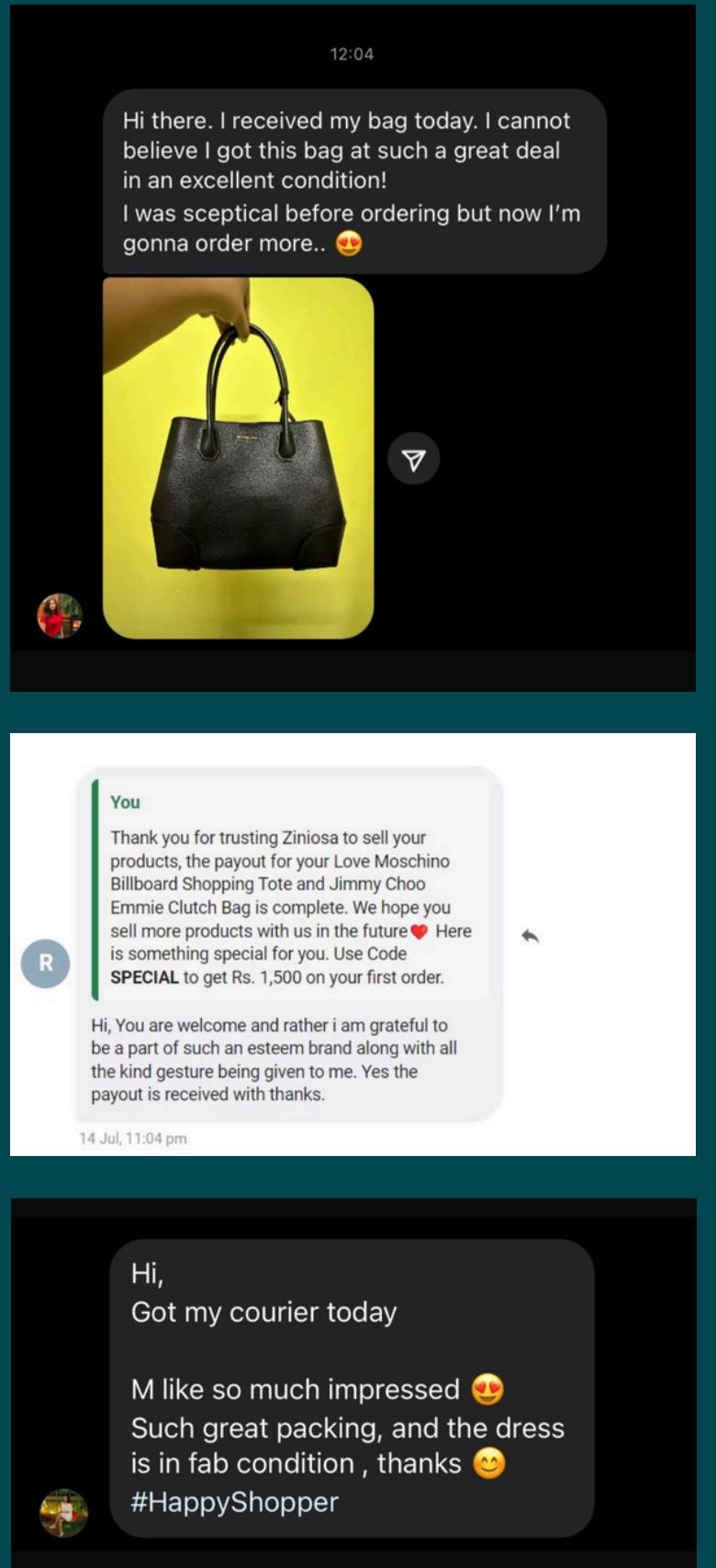
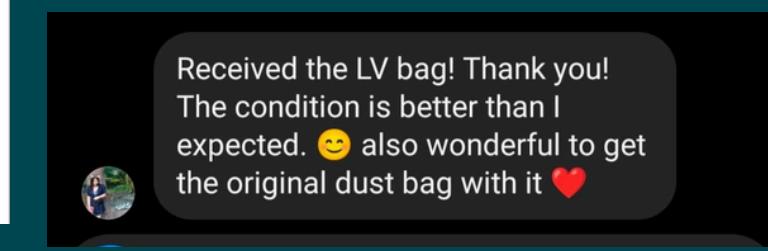
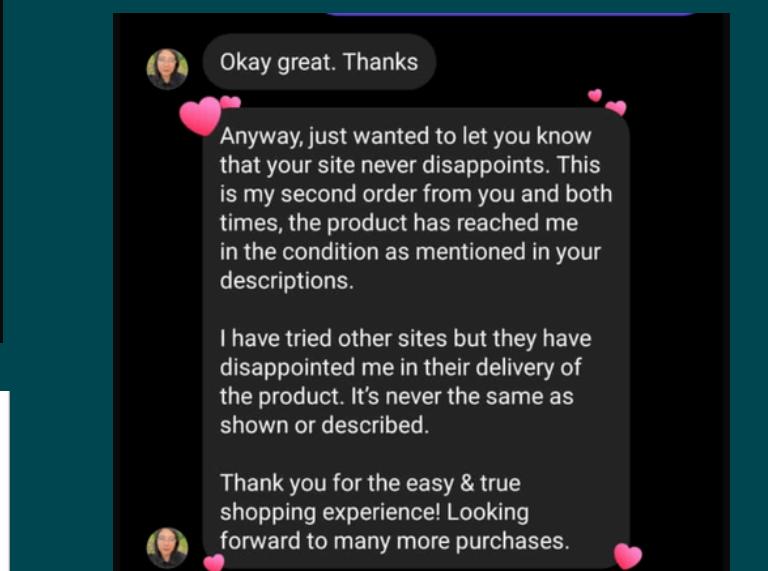
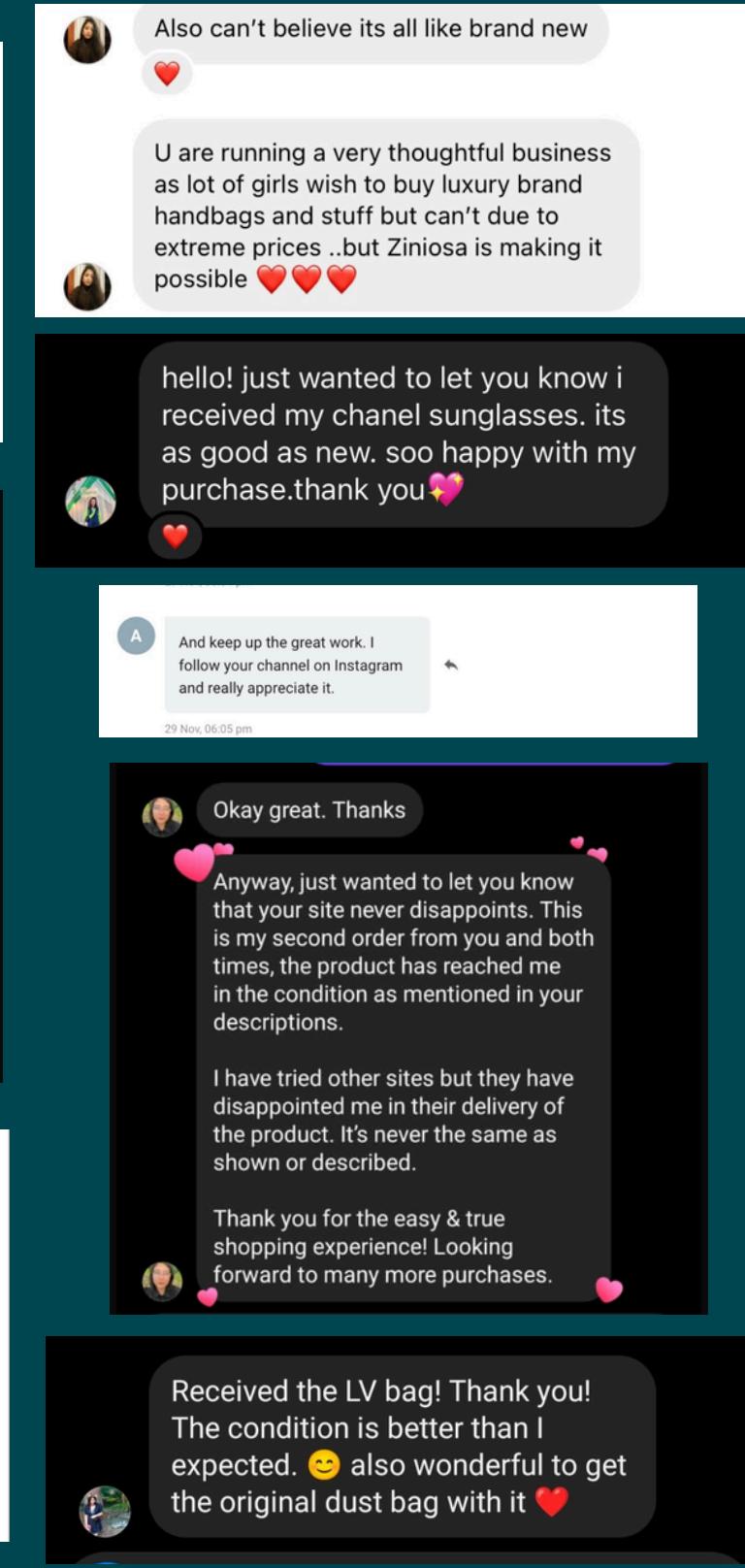
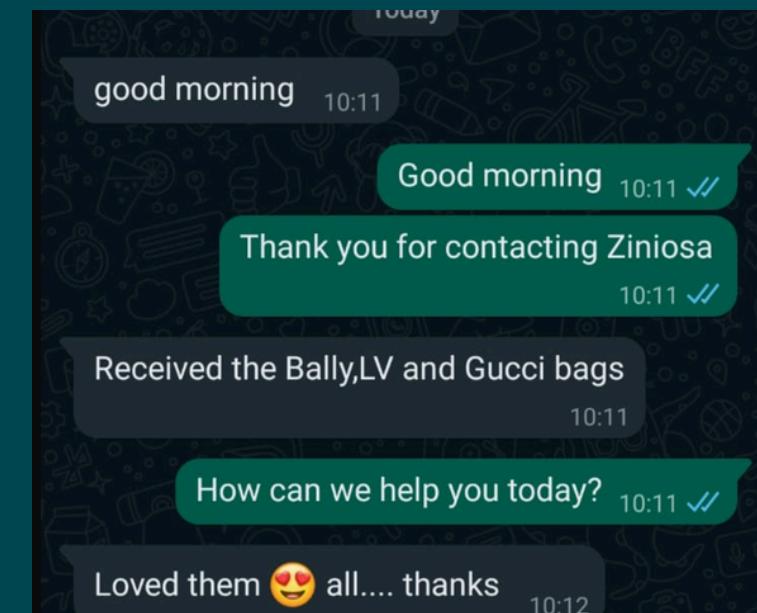
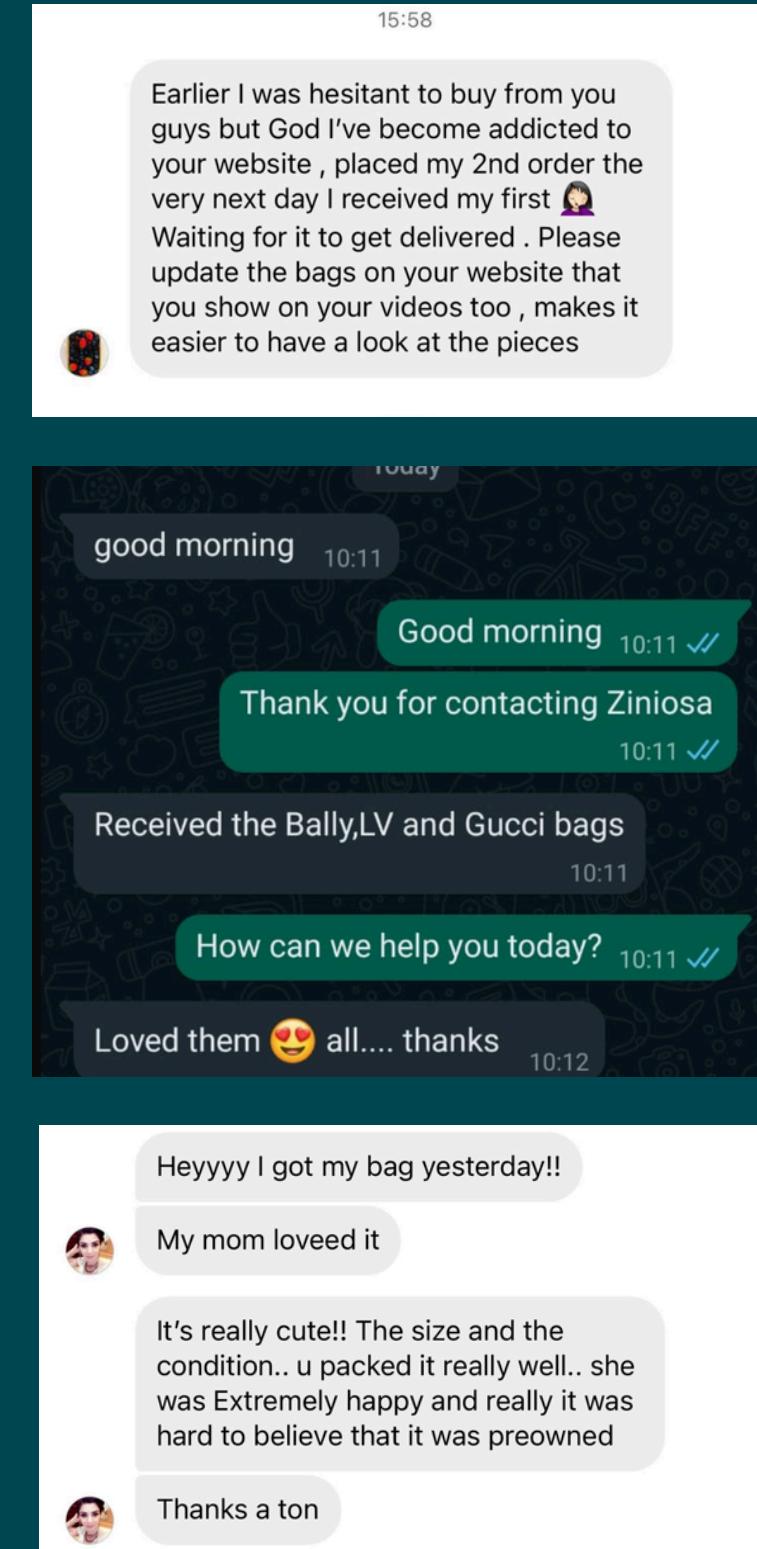
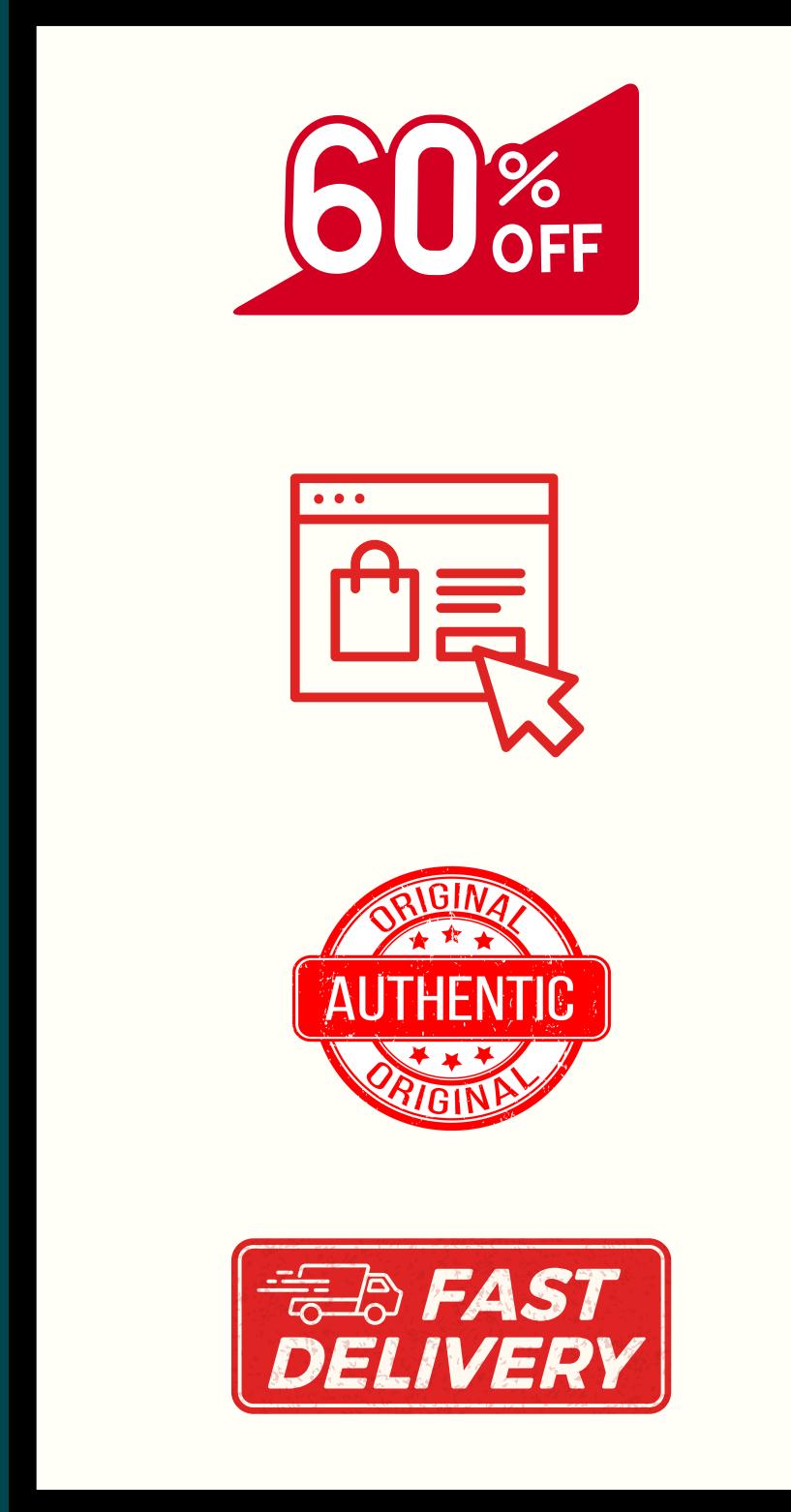


PRICE ACCURACY USING AI

Develop an AI-Powered Tool to Instantly Price Preloved Products Using Ziniosa Data for Maximum Sale Potential



ZINIOSA: CUSTOMER'S CHOICE



Mumbai News Entertainment IPL Sports Lifestyle Photos Podcast Timepass Sunday Mid-Day Shot Videos Mumbai Guide Videos Brand Media Mid-Day Gold 30 Powerlist

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Home > Brand Media News > How Ziniosa Is Championing The Pre Loved Market In India

How Ziniosa Is Championing The Pre-Loved Market In India

Updated on: 28 March,2023 04:12 PM IST | Mumbai

BrandMedia |

appfront



4 Women Behind India's Rental Fashion Movement

Meet the female forces behind some of India's leading clothing and accessory rental services, and understand why it's the future of fashion.

STORIES ▾ VIDEOS ▾ COMPANIES ▾

HERSTORY

TECHSPARKS '23

MANGO



WOMEN ENTREPRENEUR ▶

THIS BENGALURU-BASED STARTUP AIMS TO BE THE "AMAZON FOR CIRCULAR FASHION"

Seeing India's appetite for luxury fashion, entrepreneurs Ashri Jaiswal and Varun Ramani are making brands like Prada and Gucci accessible without furthering consumerism.

Home > Fashion > Build Your Well-Being Wardrobe With These Homegrown Brands

Build Your Well-Being Wardrobe With These Homegrown Brands



ASHRI JAISWAL
FOUNDER, ZINIOSA

Ever since she was a little girl, Ashri Jaiswal was passionate about fashion and was always trying to find a solution to the "I have nothing to wear" problem as she always found herself not having enough clothes or handbags. After completing her Master's in engineering management from The George Washington University and working as a project management analyst at a management consulting firm in the US, she was struggling to find another job. "While I was job hunting and trying to find affordable ways to shop, I came across the concept of renting clothes which absolutely blew my mind. That's when I decided to pack my bags and move to India to pursue this idea," she shares. That's how she launched Ziniosa in October 2017. Ziniosa is India's first subscription based luxury handbag rental service. "Every month a bag trait is sent to the customer especially handpicked by our in-house stylists after carefully going through the customers' style quiz. The customer can rent the handbag for an entire month without having to worry about shipping and return costs. We aim to help customers by reducing shopping time, providing access to several premium and luxury brands at an affordable cost and providing a longer rental period," she explains. They carry a variety of handbag styles like totes, clutches, etc. and brands such as Coach, Michael Kors, etc. and aim to keep our inventory up to date.



ASHRI JAISWAL
Co-Founder,
Ziniosa
ziniosa.com

"Both Varun Ramani (Co-Founder) and I are engineers and were working in the US. My passion for fashion and Varun's fascination with the rental economy led us back to India. During our initial research, we spoke to nearly 2,000 potential customers to identify their pain points while buying a luxury product, and the biggest gap was in the handbag category. To combat issues like high prices, unavailability, and an Instagram lifestyle where nobody wants to repeat an outfit, we launched Ziniosa, an exclusive handbag rental service. Currently, we function on a hybrid handbag procurement model—we own some of the products and also let customers rent out their own handbags through us. We understood early on in our journey that people are still figuring out how rental services work and in an attempt to simplify the process, we assign a stylist to each customer to help them make the right pick from brands like Gucci, Sabyasachi, Michael Kors, Coach, among others."

Our customers are digitally-savvy women, and renting bags gives them an opportunity to spend more on experiences and less on ownership. Our team curates products basis the current fashion trends—it also makes more sense for millennials to rent a bag worth one lakh at around ₹4,000 for four days to a week (depending on the brand). As we've experienced a surge in customers, we will be launching a pre-loved and vintage luxury handbag section soon."

Love Gucci, Burberry, Prada Or Chanel? Now Flaunt 'Em Without Breaking The Bank!

Home > News > Trends > FEATURES

Don't have enough dosh to spend on a Prada gown, Gucci bag or a Rolls Royce? Just rent it!

A niche growing movement in luxury is asking people to eschew fast fashion in favour of secondhand clothing, accessories, even cars, either by renting it or buying pre-owned.