



# IndiShreshtha

*Bringing Best of Bharat to the World*

Raising Capital To Bring Best Of Bharat To The World



# IndiShreshtha

A distinctively unique approach to

- BRAND BUILDING
- GTM
- CUSTOMER ENGAGEMENT
- BACKWARD INTEGRATION

To create a  
SWIFT, AGILE, LEAN and FRUGAL  
BPC organization setting newer benchmarks  
for MAKE IN BHARAT.



# WHO ARE WE?

A pioneering BPC start-up committed to solving modern personal care problems  
With solutions derived from Bharat's glorious past

BACKED BY



&



AND UNWAVERING SUPPORT OF

**100+**  
DISTRIBUTORS

**550+**  
SALES  
PARTNERS

**12,000+**  
RETAILERS

**1,00,000+**  
HOUSEHOLDS





# MARKET OPPORTUNITY

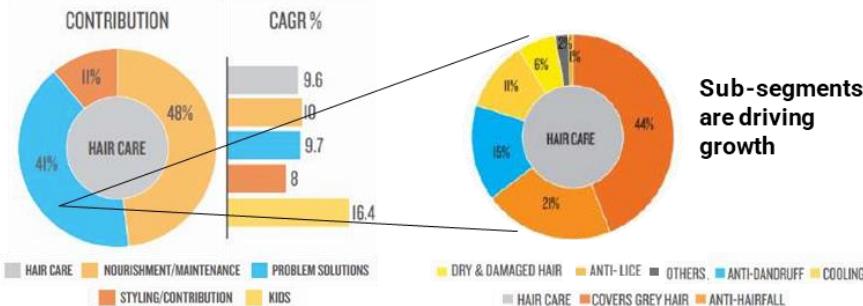
India's Haircare market at \$5.8 bn, 9-10% CAGR = ~60% is Hair oil (\$2.3 Bn) + shampoo (\$1.1 bn)  
 -> sub-segments of "problem-solution" G "natural" categories are driving growth

- > Hair Oil                    **\$2.3 Bn, CAGR 6%**
- > Shampoo & Conditioner    **~\$1.5 Bn, CAGR 9 to 12%**
- > Hair Colorants & Other    **~\$2 Bn, CAGR 11 to 15%**

## Market movement toward premiumization

Premium	+7%	+12%	+10%
Masstige	+7%	+13%	+10%
Mass	+6%	+6%	+6%

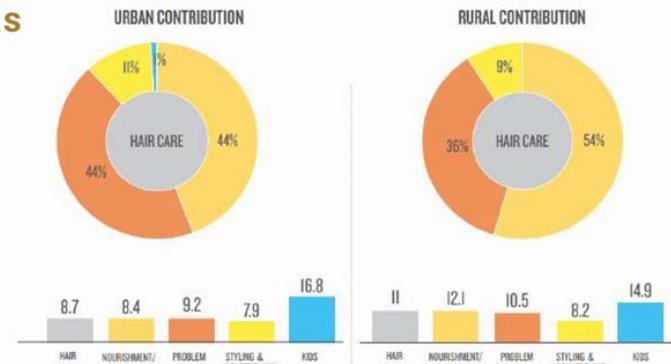
## Landscape of Hair care based on Benefits



## Consumers in urban areas spend 3x as much on hair care compared to rural areas

### > Where is the growth coming from?

- It continues to be for hair maintenance and nourishment in the rural population hence a larger share, as consumers in these segments continue to seek out entry-level hair care products
- Whereas, in the urban population, consumers are increasingly moving away from entry-level products towards problem-solving products

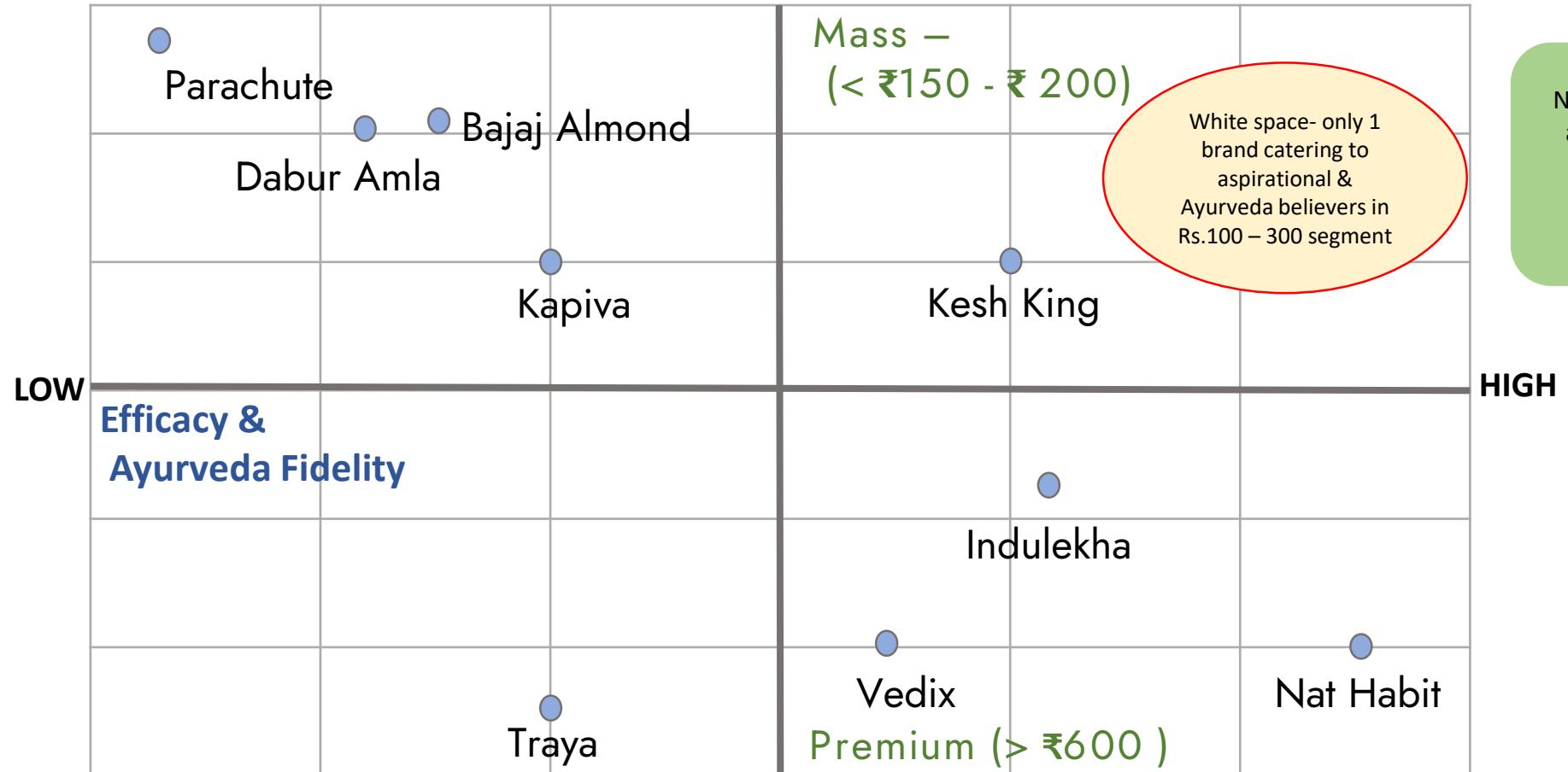


While there are a lot of brands in mass & masstige, the sweet spot of upgradation from mass to masstige is where SHAASTRAM operates.

Base	Mass (Usually <=INR 150)	Masstige (INR 299 to 799)
Type	Coconut hair oil (pure & blended) Value-added hair oil (Natural, Ayurvedic, Cooling)	        
Problem Solution		
Avg. price per ml (selling price)	INR 0.3 to 1.5	INR 3 to 5
Distribution	GT>MT>Digital	Digital>MT>GT
Target Audience	Over 50% of the TG are mass customers	Catering to millennials and gen Zs
Key Drivers	Brands built over decades with strong GT distribution, brand building, and affordable pricing	D2C brands with different natural ingredients-based offerings for young adults
Top players + Pricing	Parachute Coconut Oil - ₹87 (200ml), Dabur Almond Oil - ₹138 (200 ml)	Mamaearth onion - ₹454 (200 ml), WOW onion black seed oil - ₹419 (200 ml)



# Efficacy vs. Affordability





# How are we filling this white space?

## Shaastram

The 'REAL' Revolution

Our flagship brand, focusses on providing Real Benefits Through Real Ayurveda, With The Help Of Real Herbs And Real Flowers.

With '*The Real Revolution*' as the core brand appeal of Shaastram, the brand envisions to cater to the larger Bharat audience and bring affordable, real solutions to them.



# What makes Shaastram different?



# PROMISE OF REAL

## AYURVEDA, HERBS RESULTS, FLOWERS

Brands claiming Amla, Onion, Almond or other natural infusions



Negligible contribution to the overall product

Most ayurvedic hair oil brand have boiled herb



Boiling of a herb actually takes most benefits, as per Ayurveda

Brands following REAL AYURVEDA are neither affordable nor 'holdable' by trade (due to 3 month shelf life)



### REAL HERBS & FLOWERS

Naturally visible from outside the pack in Shaastram



Infusion of herbs (as against boiling) is prescribed as per Ayurveda.

Get  
**REAL** BENEFITS by AYURVEDA



Making REAL AYURVEDA affordable at 1/3rd pricing and 'holdable' with  
**3 Years**  
SHELF LIFE



# What does IndiShreshtha do differently?

Bring you the most innovative products



# REAL

Ayurveda | Herbs | Flowers | Benefits

Through an unimaginable GTM



With Retail Stores becoming our Second Homes



# What does IndiShreshtha do differently?



## Innovation

The key to breaking the clutter. All our offerings are exceptionally unique and innovative. You need to see them to understand



## Burst marketing gimmicks

Give real benefits with real Ayurveda by infusing real herbs and real flowers, making it an intuitive product purchase



## Neither mass Nor Prestige

The sweet spot of Masstige. Give consumers the viable option to upgrade with innovative superlative offerings and give retailers an avenue to grow both top-line and bottom line



## Conscious and sociable brand

ShaastramSheroes, Real Advice from Real People, What do women want?

# EXPANDING OUR FOOTPRINT AND SHELF DOMINANCE WITH EACH PASSING DAY

CRITICAL ACCOUNTS CRACKED / ABOUT TO BE CRACKED



## PO SERVICED

**zepto**

Enteromed  
Healthcare Solutions Limited

Ascent  
Health & Wellness Solutions

D-Mart  
(1 Small region)

bigbasket

**blinkit**

**NYKA**

SWIGGY  
Instamart

**Super K**

## VENDOR CODE RECEIVED

**D-Mart**

**D-Mart®**  
*ready*

Apollo  
PHARMACY

**health & glow**

THE BEAUTY DESTINATION OF INDIA

## CONFIRMATION RECEIVED

National Mart  
India Ka HYPERMART

davaindia®

Guardian  
Pharmacy  
Services

# MAKING OUR MARK WITH EACH PARTNERSHIP

POTENTIAL OF ACCOUNTS THAT ARE CRACKED



2 LAC+ OUTLET COVERAGE  
2000+ SALESMEN  
**1000+ CALLER**  
71+ CITIES



LIVE ACROSS:  
Delhi NCR  
Bangalore  
Mumbai  
Chennai  
Gujarat  
Pune  
Hyderabad  
Kolkata



**100+ Stores**  
IN HINTERLAND OF ANDHRA & TELANGANA MARKET  
PURE CASH BUSINESS  
OPPORTUNITY TO MOVE INTO 300 STORES

# THE MOST UNCONVENTIONAL 3-PRONGED ROUTE TO VICTORY



OUR UNIQUE GTM APPROACH TO SWIFTLY & COST EFFICIENTLY  
CONQUER NEW MARKETS

# Q1 SETTING UP BASE

VIRTUAL  
SALES



FMCG'S 1ST EVER  
VIRTUAL SALES PILOT  
MADHYA PRADESH

PHARMA



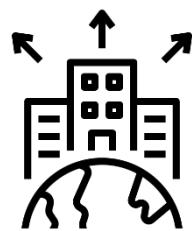
STRATEGIC TIE-UP WITH  
 Enterotech  PharmEasy

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QUICK  
COMM

# Q2 RALLYING FORCES

VIRTUAL SALES



EXPANSION TO MULTIPLE STATES  
MONTHLY BUSINESS OF  
**10 LACS INR**

PHARMA



SCALE UP WITH SALESMEN OF  
EB2B PARTNERS

LOYALTY CONSTRUCT



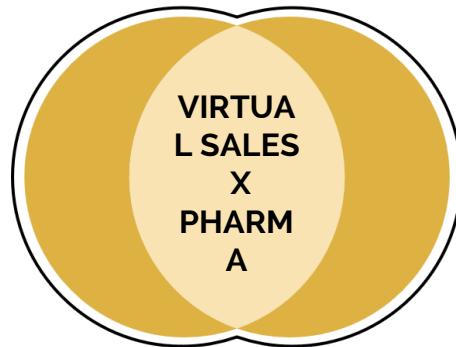
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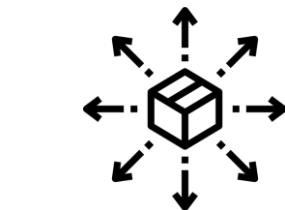
**zepto** VENDOR CODE  
ARTICLE CODE

**OLA** MARKETPLACE TIE-UP

# Q3 MERGING FORCES



DATABASE OF  
**1.5 LAC RETAILERS**



VIRTUAL SALES  
MIGRATION FROM  
DISTRIBUTORS OF  
SEMI-URBAN TOWNS  
↓  
**CHEMIST  
RETAILERS OF  
URBAN TOWNS**



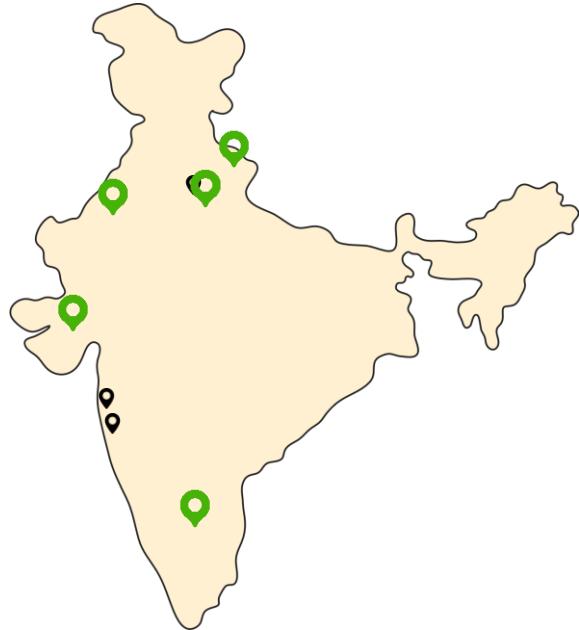
ORDER TAKEN OVER  
PHONE AND PUNCHED  
DIRECTLY ON BACKEND  
PANEL OF PHARMA  
DISTRIBUTORS  
**DAILY ORDERS OF 6-  
8 LACS INR WITH  
LOWEST POSSIBLE  
CAC**



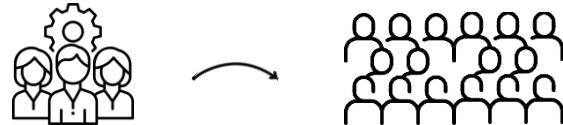
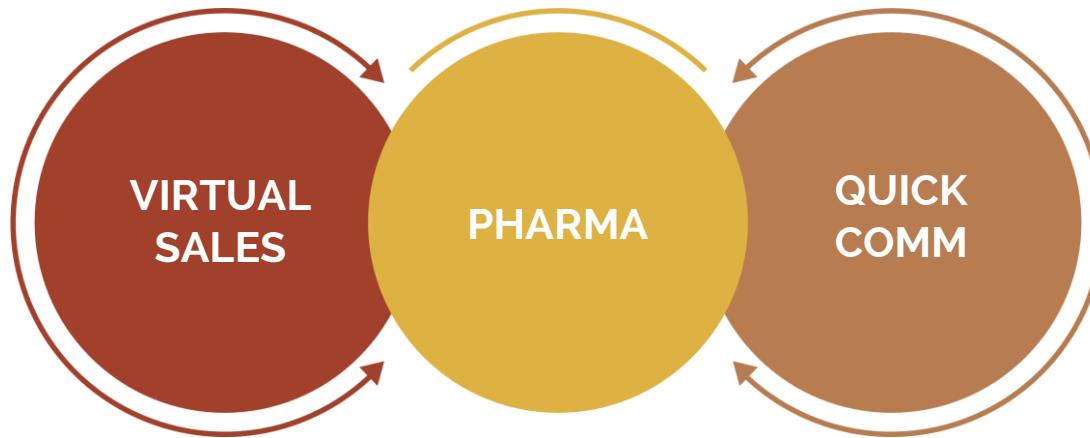
**zepto** PO of  
**1.21 CRORES**



# Q4 GODSPEED



Expansion from  
**MUMBAI, PUNE, DELHI,  
BENGALURU,  
AHMEDABAD TO  
AMRITSAR,  
DEHRADUN, NOIDA,  
GHAZIABAD + 20 CITIES**



SCALE-UP OF  
TELE-SALES TEAM FROM  
**20 TO 50**



DAILY ORDERS OF **20 LACS INR**  
TO BE TARGETED WITH MIX OF  
70:30 (**NEW CUSTOMERS: REPEAT  
ORDERS**)



Zepto Repeat PO of  
**40 lacs**

Blinkit Vendor code and  
Mumbai PO

Swiggy Instamart PO

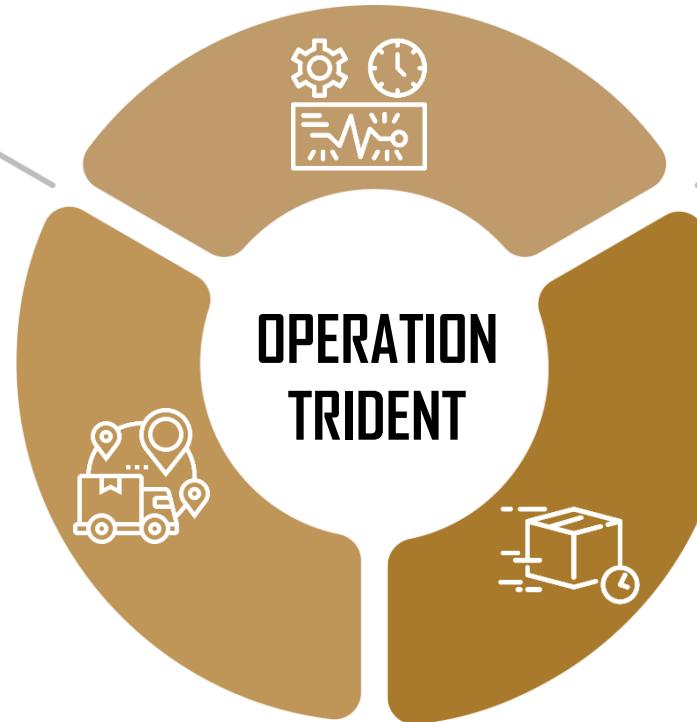
D'Mart Ready listing

# VIRTUAL SALES X PHARMA X QUICK COMM



ORDER TAT REDUCTION FROM  
7200 MINS TO 30 MINS

SEE PRODUCT SAMPLE IN 10  
MINS & BOOK ORDER WITHIN 30  
MINS



CHEMIST TRADE  
SAMPLING  
ADDRESSING FENCE  
SITTERS IN 10 MINS

**zepto**

UNLOCK OF PHARMA DISTRIBUTION  
IN NEW CITIES

TARGETED SAMPLING OF  
A+ CHEMIST THROUGH QUICK COMM



IndiShreshtha  
Bringing Best of Bharat to the World

# SHAASTRAM FOOTPRINT

Now Available in these Cities.

Mumbai, Delhi NCR, Bangalore, Chennai, Pune, Hyderabad, Dehradun, Amritsar, Ludhiana, Jaipur, Kota, Bikaner, Churu, Ahmedabad, Vadodara, Surat, Indore, Gwalior, Satna, Muzaffarnagar, Burhanpur, Solapur, Nashik, Sambhaji Nagar, Nagpur, Sangli, Jalna, Jalgaon, Goa, Jhansi, Kanpur, Prayagraj, Lucknow, Raipur, Patna, Ranchi, Kolkata, Durgapur, Howrah, Islampur, Guwahati, Papum Pare, Berhampur, Bhubaneshwar, Vishakhapatnam, Vijayawada, Mysore, Rameswaram, Madurai.....

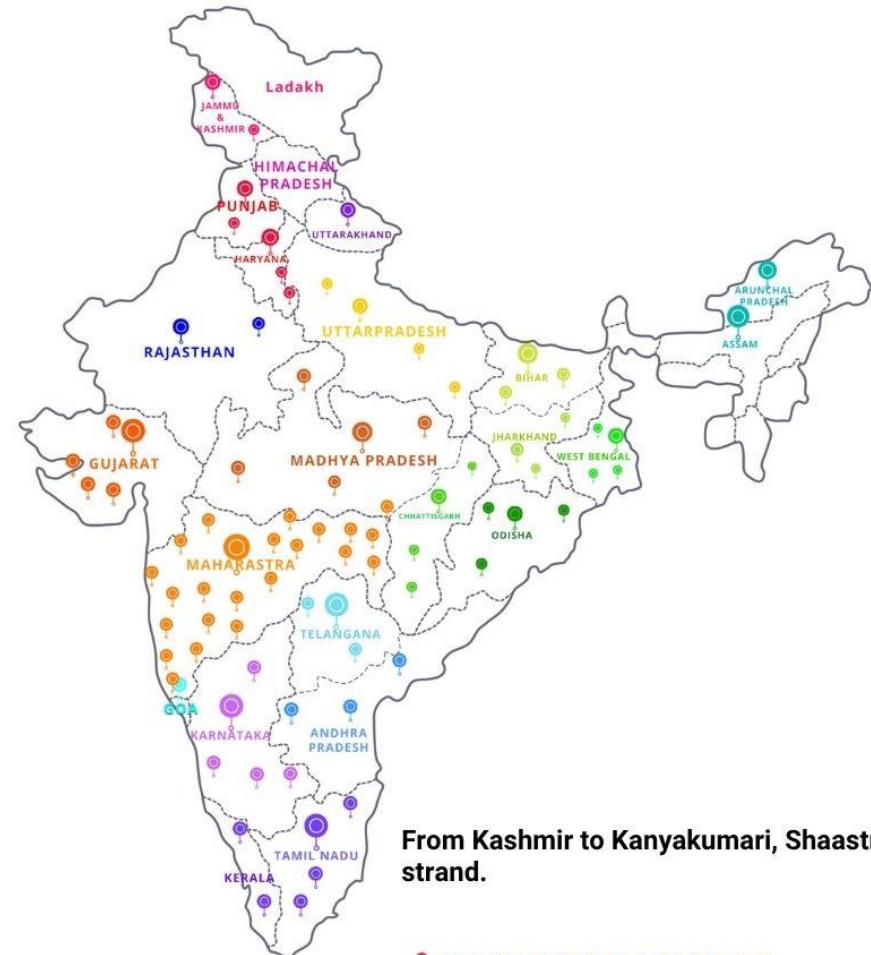
**100+**

**550+**

DISTRIBUTORS   SALES  
PARTNERS

**12,000+**

RETAILERS



From Kashmir to Kanyakumari, Shaastram touches every strand.

! DISTRIBUTOR FOOTPRINT.



“SEEKING VICTORY  
NOT JUST IN BUSINESS,  
BUT IN IDEOLOGY AND  
PURPOSE ”



**IndiShreshtha**  
Bringing Best of Bharat to the World

# Tai PROGRAM: Bharat's 1<sup>st</sup> ever Door to Door Sales enablement, employing women exclusively



**762**

TAIS ENROLLED

**TAI TRAININGS  
PLANNED IN APRIL**

14 WITH TOTAL GATHERING OF  
5000+ WOMEN

**TAI TRAININGS IN**  
MUMBAI, SINDHUDURG,  
PUNE NASHIK, JALGAON,  
, RAIGAD, BULDHANA, AKOLA,  
MALVAN

**TAI COLLAB WITH  
BHUMI**  
TO UPLIFT THE BRAND  
ON AFFABILITY AND  
SOCIAL IMPACT

**SHE FOR SHAASTRAM**

< shaastram\_india 🔍 ...

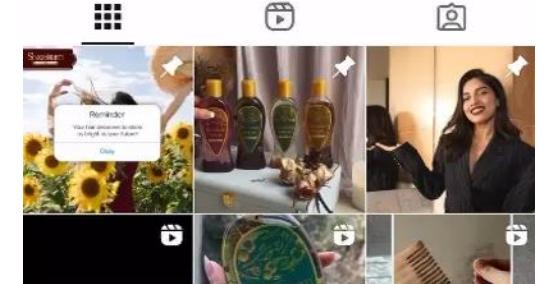


359 posts  
3,564 followers  
1 following

Shaastram India  
A Revolution in haircare | Real herbs & flowers  
infused Ayurvedic hair oil  
TRY OUR 3 WEEK HAIRFALL REDUCTION CHALLENGE  
GET AMLA MULETHI HAIR OIL  
[amzn.to/3YTunfd](http://amzn.to/3YTunfd) and 4 more

Followed by deekshavashistha, d\_sams\_world and bhumipednekar

Following Message Email

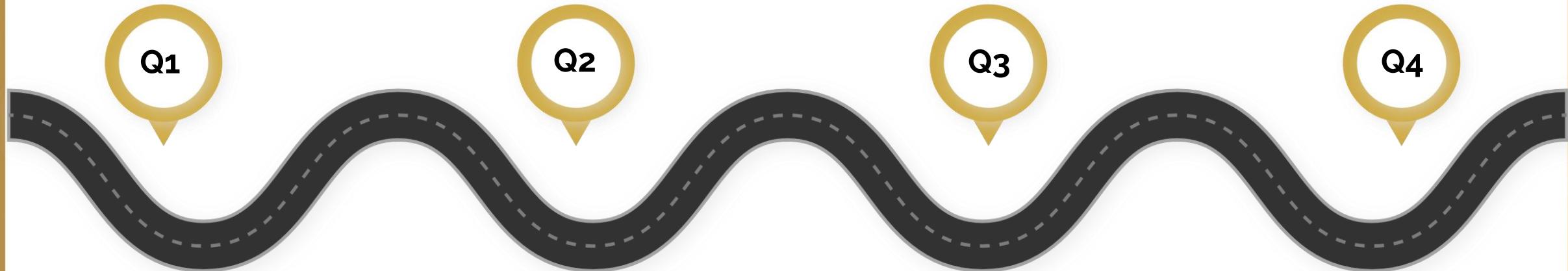


Home Search +



# Shaastram BRAND JOURNEY

The 'REAL' Revolution



Shaastram launch



Introduction of 16 new SKUs

Offline focus through  
eB2B – GT heavy business



Shaastram Instagram Activation



First Ever Reel  
with Bhumi

EB2C launch



Association with Tai,  
a Social revolution



Influencer blitzkrieg  
(with 180+  
influencers)

First ever  
print ad



Sales Activated



800+ TAI's and counting

FMCG's 1<sup>st</sup> Direct-to-  
Home sales  
movement  
Tai (elder sister),  
enrolled from socially  
disadvantaged groups.

3-week  
challenge  
Shaastram  
Flash Sales

# Shaastram BRAND JOURNEY

The 'REAL' Revolution



**58%**

WEB TRAFFIC AMONGST  
NEW HAIRCARE BRANDS

\*Source; Tracxn



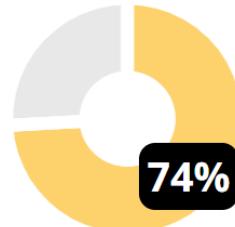
**52%**  
INCREASE IN  
FOLLOWERS



**12000+**  
RETAILERS



RANKED AMONGST  
**TOP 20**  
DURING ACTIVATION PERIOD



**FROM 45% TO 74%**  
SEO SCORE

# Shaastram BRAND JOURNEY

The 'REAL' Revolution

amazon.in Discovering India 400 TDR Update location

Beauty Search Amazon.in

All Fresh MX Player Sell Best Sellers Mobiles Today's Deals Prime Customer Service Electronics Home & Kitchen Amazon Pay New Releases Fashion Computers Car & Motorbike Books Toys & Games Sports, Fitness & Outdoors Beauty & Personal Care Gift Cards Home Improvement Custom Products Health, Household & Personal Care Grocery & Gourmet Foods Video Games Baby

Beauty Luxury Beauty Skincare Make-up & Nails Skin Care Hair Care & Styling Fragrance Men's Grooming

## Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

Any Department

- Beauty
- Hair Care
- Dandruff
- Hair Care sets
- Hair Color
- Hair Combs, Wigs & Accessories
- Hair Cutting Tools
- Hair Extensions & Wigs
- Hair Fragrances
- Hair Loss Products
- Hair Masks & Packs
- Hair Oils
- Hair Perms & Texturizers
- Hair Styling Tools
- Hennas
- Scalp Treatments
- Shampoos & Conditioner
- Styling

### Bestsellers in Hair Oils

 Seaflower Rosemary Essential Oil for Hair Growth, Hair Fall Control and Nourishment, Skin Care   Clinically Tested & Eczacert Certified ★★★★★ 15148 ₹390.00	 Parachute Coconut Oil - 1 L Pet Jar ★★★★★ 36437 ₹390.00	 Seaflower Rosemary Lavender Hair Oil For Healthy Hair, Scalp Nourishment, Hair Growth - 100% Pure & Natural, Undiluted Cold Pressed ★★★★★ 11189 ₹229.00	 Indulekha Bringha Ayurvedic Hair Oil 100 ml  Hair Fall Control and Hair Growth with Bringhaj & Coconut Oil - Comb Applicator... ★★★★★ 39403 ₹324.00	 Parachute Coconut Oil 500 ml - Bottle ★★★★★ 11364 ₹128.14	 Bajaj 100% Pure Coconut Oil 500 ml ★★★★★ 15385 ₹149.00	 Bajaj Almond Drops Hair Oil, 650ml, Hair Oil, 6X Vitamin E, Almond Oil, Light and Non-Sticky, Hair Fall Control ★★★★★ 13369 ₹305.00	 Parachute Coconut Oil 600 ml - Bottle ★★★★★ 29157 ₹240.00
 Rey Naturals Cold Pressed Extra Virgin Castor Oil For Hair Growth - 200ml   Nourishing Hair Oil For All Hair Types   Deeply Moisturizes, ... ★★★★★ 36447 ₹159.00	 Avinash Herbal Keshpal Hair Oil For Men & Women   Promotes Hair Growth & Reduces Hair Fall   With Rosemary, Castor, Amla,... ★★★★★ 10304 ₹520.00	 Parachute Advanced Rosemary-enriched Coconut Hair Oil   Rosemary Hair Oil  Superfoods Magic! Long & Thick Hair 300 Ml ★★★★★ 1487 ₹182.00	 Dabur Almond Hair Oil - 500ml(250ml*2)   Provides Damage Protection   Non Sticky Formula   For Soft & Shiny Hair   With... ★★★★★ 675 ₹199.00	 Parachute Advanced Ayurvedic Hair Oil 400 ml with Free 90 ml Pack ★★★★★ 22126 ₹230.00	 Parachute Advanced Aloe Vera Enriched Coconut Hair Oil, 250ml + 75 ml   For Soft, Strong Hair ★★★★★ 28396 ₹157.50	 Shaastram Amala & Mukti Herbal Hair Oil with Brahmi, Ashwagandha & 8 Ayurvedic Herbs   Hair Growth, Strengthens Hair Roots, Hair Fa... ★★★★★ 105	

# But we cannot do this alone

## We need your help to bring the Best of Bharat to the world

### Let's Build Something Extraordinary Together!

At ISPL, we're not just creating a business—we're crafting a vision that's meant to grow and flourish. We'd love for you to be a part of this exciting journey. Here's how you can join hands with us:

**Distribution Partner:** Help us bring ISPL's products to countless homes and outlets. Let's create synergy and scale together, leveraging your expertise and your distribution strengths.

**Funding Partner:** Join us as an investor in this exciting round and be part of our cap table, helping shape strategic decisions and co-creating a journey of meaningful wealth creation.

**Strategic Partner:** Use your strengths—media, influence, community building, or digital marketing—to help build our brand. Earn your share of the journey through our equity-for-service model.

**Advisor:** Guide us to the right distribution channels, help crack global markets and connect us with like-minded partners to fuel our growth.

# Founder and Investor Background



## Varun Tejwani

Founder of Indishreshtha

He Holds an MBA in Marketing from SIBM Pune and brings over 12 years of expertise in Retail and FMCG distribution. With hands-on experience in 90+ categories in personal care and processed foods, he has worked with top FMCG companies like ITC, Marico, Reliance, PepsiCo, and HUL HFD Division. Varun excels in developing new markets and brands, driving user adoption, and optimizing mass distribution through effective go-to-market strategies and innovative ATL and BTL approaches. His extensive industry experience provides valuable insights into product distribution and market dynamics.

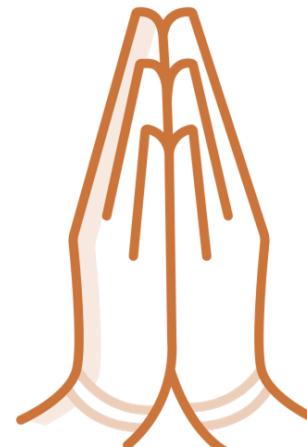


## Bhumi Pednekar

Brand Ambassador and Investor

She is a renowned Indian actress known for her versatile roles and impactful performances in Bollywood. She is not only the brand ambassador of Shaastram but also an investor in its holding company, Indishreshtha, reflecting her belief in the brand's vision and potential

# THANK YOU



Let's weave brilliance, hand in hand!