



KANCHI TRADERS

We leads the detergent industry with advanced formulations that deliver unmatched cleaning, stain removal, and fabric care. Our superior wash detergent powder outperforms competitors in quality, affordability, and innovation. Trusted by distributors and direct buyers, we set new standards in reliability, performance, and customer satisfaction.

About Us

We are a leading manufacturer of premium-quality wash detergent powder, committed to delivering exceptional cleaning solutions. Our products are meticulously crafted using advanced formulations to ensure superior performance, catering to the diverse needs of households and businesses alike.

We take pride in serving both distributors and direct buyers, offering competitive pricing, reliable supply chains, and unmatched product quality. Driven by innovation and customer satisfaction, we aim to redefine cleanliness standards while fostering trust and long-term relationships with our clients.

With a focus on efficiency and excellence, [Company Name] continues to expand its footprint in the detergent market, becoming a trusted name synonymous with effective and affordable cleaning solutions.



Addressing Problem



Inconsistent Cleaning Performance

Many detergents fail to provide effective stain removal and fabric care, leading to unsatisfactory cleaning results for users.

High Costs of Quality Detergents

Premium cleaning solutions are often expensive, making them inaccessible to a large segment of households and businesses.

Limited Market Reach

Consumers face challenges in accessing high-quality detergents due to unreliable supply chains and limited availability in many regions.



Our Solutions



Superior Cleaning Performance

Advanced detergent formulations deliver exceptional stain removal and fabric care, ensuring consistently clean and fresh results.

Affordable Premium Solutions

Offering high-quality detergent at competitive prices, making superior cleaning accessible to households and businesses of all budgets.

Reliable Supply Chains

Ensuring seamless availability through strong distribution networks, serving both distributors and direct buyers efficiently across all regions.

Customer-Centric Approach

Prioritizing customer satisfaction with innovative solutions, premium quality, and eco-conscious practices for a better and cleaner future.



Unique Selling Point

Unmatched Cleaning Power

- Advanced formulations ensure superior stain removal and fabric care, setting new benchmarks in detergent performance.



Affordable Excellence

- Premium-quality detergent at competitive prices, offering the perfect balance of performance, value, and affordability.



Wide Accessibility

- Reliable supply chains serving distributors and direct buyers, ensuring consistent availability across diverse regions and markets.



Eco-Friendly Innovation

- Sustainable, high-performance detergent solutions crafted with environmentally conscious practices to meet modern cleaning needs responsibly.





Go-To Market Strategy

Targeted Market Approach

- **Market Segmentation:**
 - Focusing on specific segments aligning with our core strengths.
- **Localized Marketing:**
 - Tailor & Customise campaigns to establish ourselves as leaders.
- **Strategic Alliances:**
 - Partnership with local individuals/businesses for our credibility and reach.

Digital Dominance

- **Online Presence Optimization:**
 - Enhance online visibility using SEO and social media.
- **Creative Digital Campaigns:**
 - Gaining audiences/clients with innovative online campaigns.
- **Customer Education:**
 - Conducting webinars and tutorials to educate the market about our products and services.

Target Market Analysis

Business

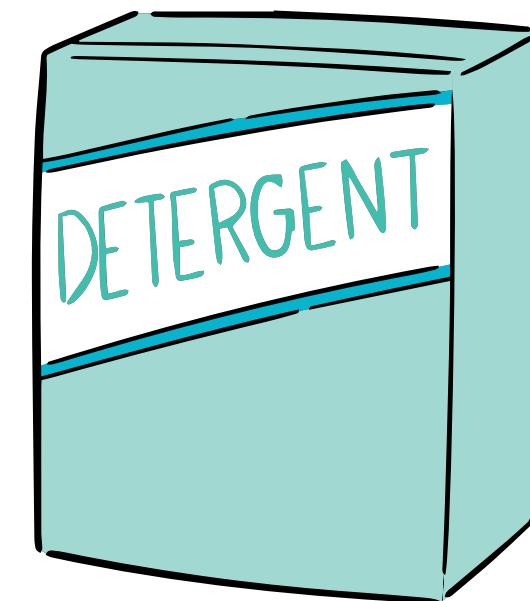
- Distributors needing consistent supply of high-quality detergents.
- Retailers looking for affordable, premium cleaning solutions.
- Hospitality and service industries requiring bulk detergent for cost-efficient operations.

Individuals

- Households prioritizing stain removal and fabric care.
- Eco-conscious consumers preferring sustainable cleaning solutions.
- Budget-conscious families seeking affordable yet effective detergents.

Market Size

- **Detergent Market** size was valued at **USD 14.41 Bn** 2024 and is expected to reach **USD 44.70 Bn** by 2032, at a **CAGR of 15.2 %**.
[\(source\)](#)





Revenue Model



B2B Sales:

Revenue generated through bulk sales of detergent powder to distributors, retailers, and businesses in hospitality and service industries.

B2C Sales:

Direct sales to individual buyers through offline retail outlets, e-commerce platforms, and company-owned distribution channels.



Future Expansion Plan



Product Line Diversification

Launching specialized detergents, including eco-friendly, baby-safe, and fragrance-enhanced variants to cater to diverse consumer needs.



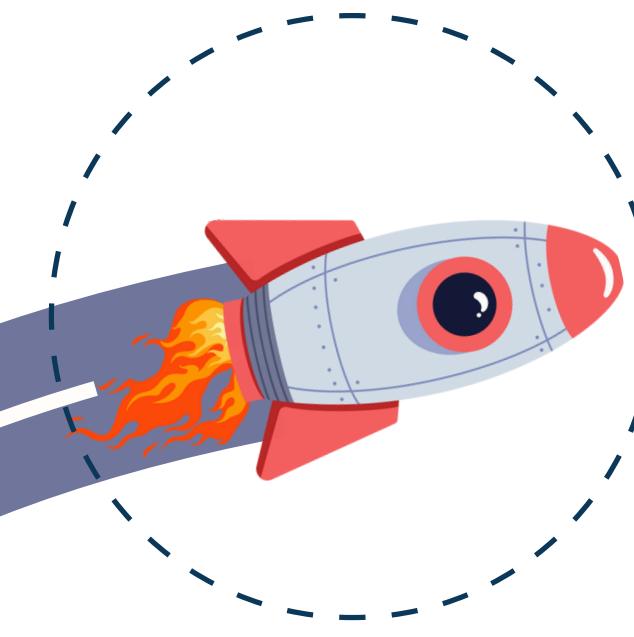
E-commerce Integration

Building robust online sales channels to directly reach consumers and leverage digital platforms for enhanced visibility and convenience.



Strategic Partnerships

Collaborating with retail chains, hospitality businesses, and private labels to expand distribution networks and drive revenue growth.



Geographical Expansion

Strengthening presence across untapped domestic markets and entering international markets with high demand for premium detergents.



Fund Utilisation

Category	Amount (₹)	Percentage (%)	Purpose
Product Development	10,00,000	25%	R&D for new detergent variants (eco-friendly, baby-safe, premium formulas).
Manufacturing & Equipment	12,00,000	30%	Upgrading machinery and increasing production capacity for bulk orders.
Marketing & Branding	8,00,000	20%	Advertising campaigns, packaging design, and online presence enhancement.
Distribution Network Expansion	5,00,000	12.5%	Strengthening supply chain and logistics for wider regional reach.
E-commerce Integration	3,00,000	7.5%	Developing an e-commerce platform and digital marketing efforts.
Operational Expenses	2,00,000	5%	Administrative costs and workforce expansion for smoother operations.



Our Founder

Mr. Tushar Ganesh Jallewar **Founder**

Mr. Tushar Ganesh Jallewar, Founder, is an MBA in Finance with extensive experience in the detergent industry. He brings a proven track record in operations, strategic growth, and market expansion, driving innovation and excellence.



THANK YOU

For More Information

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