

SB INDUSTRIES





ABOUT US

S B Industries is a leading manufacturer of high-quality detergent and soap products, committed to delivering effective and affordable cleaning solutions. With a focus on innovation and sustainability, we produce a wide range of detergents, soaps, and cleaning agents that cater to households, commercial establishments, and industrial applications.

Driven by a passion for excellence, S B Industries continuously evolves to meet changing consumer needs and industry trends. Our dedicated team works tirelessly to uphold our reputation for reliability, customer satisfaction, and product effectiveness.

Mission & Vision



MISSION

At S B Industries, our mission is to manufacture high-quality, affordable, and eco-friendly detergent and soap products that ensure superior cleanliness and hygiene. We are committed to innovation, sustainability, and customer satisfaction, offering safe and effective cleaning solutions for households, businesses, and industries. By maintaining strict quality control and ethical business practices, we strive to create a cleaner, healthier, and more sustainable future for our customers and communities.



VISION

Our vision is to become a trusted and leading brand in the detergent and soap manufacturing industry, recognized for excellence in product innovation, environmental responsibility, and customer-centric solutions. We aim to expand our market presence across India and beyond while continuously improving our formulations to meet evolving consumer needs. Through sustainable practices and technological advancements, we aspire to set new benchmarks in the cleaning and hygiene sector while contributing to a greener planet.

Problem we are solving



01

Lack of Affordable & Quality Cleaning Products: Many consumers struggle to find cost-effective yet high-quality detergents and soaps. We provide affordable, high-performance cleaning solutions that cater to all income groups without compromising on quality.

02

Harsh Chemicals in Cleaning Products: Traditional detergents and soaps often contain harmful chemicals that cause skin irritation, damage fabrics, and pollute the environment.

03

Limited Awareness About Sustainable Cleaning: Consumers are often unaware of the environmental impact of their cleaning products. We promote eco-friendly alternatives by using biodegradable ingredients and minimizing our carbon footprint in the manufacturing process.

Value proposition



Superior Cleaning Performance

Advanced formulations ensure effective stain and dirt removal with minimal effort.



Affordable & Cost-Effective Solutions

Competitive pricing ensures premium-quality products at budget-friendly rates.



Eco-Friendly & Skin-Safe Products

Made with biodegradable, non-toxic ingredients, reducing environmental impact.



Wide Range of Products for Different Needs

Household detergents, industrial cleaning solutions, antibacterial soaps, and more.

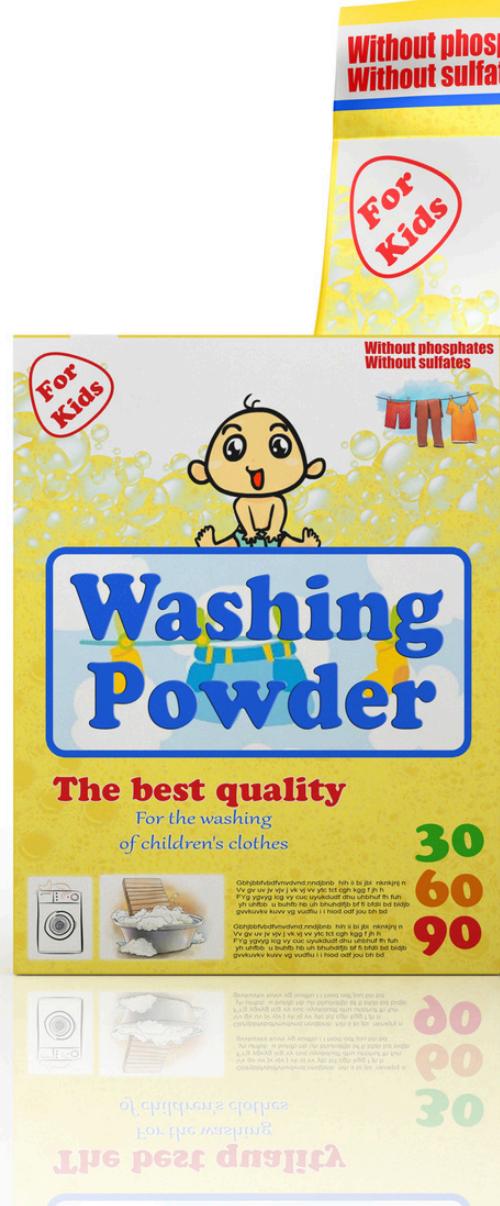


Commitment to Innovation & Sustainability

Continuous research and development to improve cleaning efficiency.

Revenue Model

Revenue Stream	Description	Revenue Contribution (%)
Retail Sales	Selling detergent and soap products directly to consumers through retail stores and supermarkets.	30%
Wholesale Distribution	Bulk sales to distributors and wholesalers who supply to smaller retailers.	25%
Industrial & Commercial Supply	Supplying customized cleaning solutions to businesses, hotels, hospitals, and industries.	15%
Private Label Manufacturing	Manufacturing detergent and soap products for third-party brands under private labeling.	10%
E-commerce Sales	Selling products through online platforms like Amazon, Flipkart, and direct-to-consumer websites.	10%
Subscription-based Supply	Offering monthly or bulk subscription plans for households, businesses, and institutions.	5%
Export Sales	Exporting detergent and soap products to international markets for broader reach.	5%



Target customer



Household Consumers

- Families and individuals looking for affordable, high-quality detergents and soaps for daily use.
- Consumers preferring eco-friendly, skin-safe, and effective cleaning solutions.



Private Label Clients

Businesses and brands looking to launch their own line of detergents and soaps under private labeling.



Retail & Wholesale Buyers

upermarkets, grocery stores, and general stores that sell detergents and soaps.



E-commerce Consumers

Online shoppers purchasing detergents and soaps through platforms like Amazon, Flipkart, and company websites.



Industrial & Commercial Clients

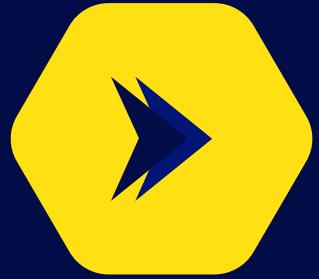
Hotels, hospitals, and restaurants needing bulk supplies of soaps and detergents.



Export & International Buyers

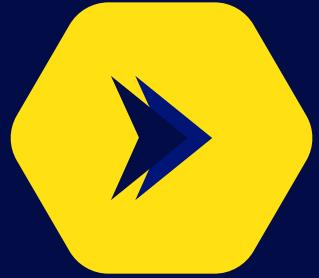
Distributors and importers in international markets seeking high-quality Indian cleaning products.

Uniqueness



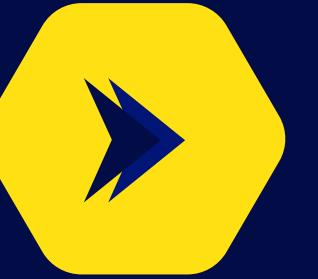
High-Quality & Affordable Products

We offer premium cleaning solutions at competitive prices, making them accessible to all income groups.



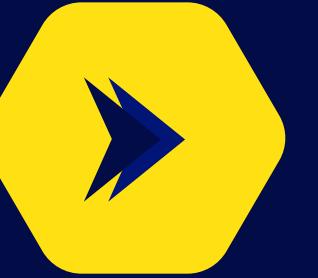
Advanced Cleaning Technology

Our R&D team continuously develops innovative formulations for superior stain removal and lasting freshness..



Eco-Friendly & Skin-Safe Formulations

We use biodegradable and non-toxic ingredients, reducing environmental impact.



Diverse Product Range

We cater to households, commercial businesses, and industrial clients, providing customized cleaning solutions.



Scaleup Plan



Product Expansion

- New Product Development:** Introduce specialized cleaning solutions such as organic detergents, baby-safe products, and industrial-grade cleaners.

- Premium & Value Segments:** Expand into luxury and economy categories to cater to different customer segments.

- Eco-Friendly Alternatives:** Develop biodegradable packaging and eco-conscious product lines.



Geographic Expansion

24 Domestic Expansion:

- Strengthen distribution networks across Tier 2 & Tier 3 cities.
- Increase presence in modern trade, supermarkets, and local retail chains.
- Partner with institutional buyers like hotels, hospitals, and laundromats.



Strengthening Sales & Distribution Channels

3D Retail & Wholesale Growth:

- Expand partnerships with regional distributors for wider market coverage.
- Improve shelf placement and brand presence in supermarkets & grocery stores.



Manufacturing & Supply Chain Optimization

4F Capacity Expansion:

- Set up new manufacturing units in strategic locations to increase production capacity.
- Invest in automation & technology to improve efficiency and reduce costs.

MARKET SIZE

Market Segment	Market Size (INR Crores)	Growth Rate (%)	Market Potential
Household Detergents & Soaps	₹30,000+ Cr	8-10%	High demand for daily-use products
Industrial & Institutional Cleaning	₹10,000+ Cr	12-15%	Growing need in hotels, hospitals, factories
Private Label Manufacturing	₹5,000+ Cr	10-12%	Rising demand for customized brands
E-commerce Detergent & Soap Sales	₹3,500+ Cr	18-20%	Rapid online shopping growth
Export Market	₹7,000+ Cr	10-12%	Increasing global demand for Indian FMCG products



Go-to-Market Strategy



Product Strategy

Diverse Product Range:

- Launch a variety of detergents, liquid soaps, dishwashing solutions, and industrial cleaners.



Target Market Segmentation

Primary Segments:

- ✓ Households & Individual Consumers → Retail sales in grocery stores, supermarkets, and online platforms.



Distribution Strategy

Retail & Wholesale Network:

- Partner with supermarkets, grocery chains, and local Kirana stores.
- Appoint distributors and wholesalers in key regions.



Innovation And Technology



Advanced Product Formulations

- Use of enzyme-based detergents for superior stain removal.
- Development of pH-balanced, skin-friendly soaps and detergents.



Eco-Friendly & Sustainable Solutions:

- Biodegradable detergents that minimize environmental impact.
- Plant-based and chemical-free cleaning solutions for sensitive skin.



Antibacterial & Hygiene-Focused Innovations:

- Soaps with 99.9% germ protection using natural antibacterial agents.
- Odor-neutralizing technology for long-lasting freshness in clothes.

COMPETITORS

Competitor	Key Products	Strengths
Hindustan Unilever (HUL)	Surf Excel, Rin, Wheel, Lux, Lifebuoy	Strong brand equity, extensive distribution
Procter & Gamble (P&G)	Ariel, Tide, Safeguard	Premium quality, global presence
Nirma	Nirma Detergent, Nirma Beauty Soap	Affordable pricing, strong rural market
Godrej Consumer Products	Godrej No.1 Soap, Ezee Liquid Detergent	Trusted brand, innovation in mild detergents
Patanjali Ayurved	Herbal Detergent, Patanjali Soaps	Ayurvedic, natural, and herbal ingredients
Jyothy Labs	Ujala, Henko, Exo, Pril	Strong distribution in urban & rural India
Reckitt Benckiser	Dettol Soaps, Harpic	Hygiene-focused cleaning solutions



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