

STYLE99

Aspirational
Yet
Affordable

BY:BARSHA SHARMA, FOUNDER

Style
99



MARKET OPPORTUNITY

PROBLEM

- PERCEPTION - EXPENSIVE PURCHASE
- COSTUME JEWELLERY - HIGHLY FRAGMENTED & LACKS BRAND IMAGE

CHALLENGE

- ONLINE RESELLERS OPERATING AT MINISCULE MARGINS
- ASSEMBLY LINE PRODUCTS

OPPORTUNITY

- PREFERENTIAL SHIFT FROM PRECIOUS METALS TO COSTUME JEWELLERY
- DESIGN INNOVATIONS AT AFFORDABLE PRICE
- NO SOCIAL OR ECOLOGICAL AWARENESS

SOLUTION

- OFFERING ASPIRATIONAL YET AFFORDABLE COSTUME JEWELLERY
- SOCIALLY CONSCIOUS BRAND IDENTITY

\$2.12 Billion

CAGR 7%

INDIA IS THE 2ND
LARGEST EXPORTER OF
ARTIFICIAL JEWELLERY
AFTER CHINA

2019

\$1.78 billion

2027

WHO ARE WE?

3600+

FOLLOWERS



200+

PRODUCT DESIGNS

4900+

UNITS SOLD

5

MARKETPLACE PRESENCE

VALUE PROPOSITION

- Direct link between Buyers and Sellers
- Aggressive Sourcing
- Competitive Pricing
- Customised Solutions
- One Common Platform

www.styleninety9.in



WHO IS OUR CUSTOMER?

The Real Woman !

Customer Base - 1500 +

Repeat Customer - 40%

Assam: Outside - 70% : 30%



Successful – Diksha
Corporate /Artist



Self Assured–Chandana
PHD Scholar



Independent – Barnali
Teacher



Asthetic – Prerna
NGO Founder



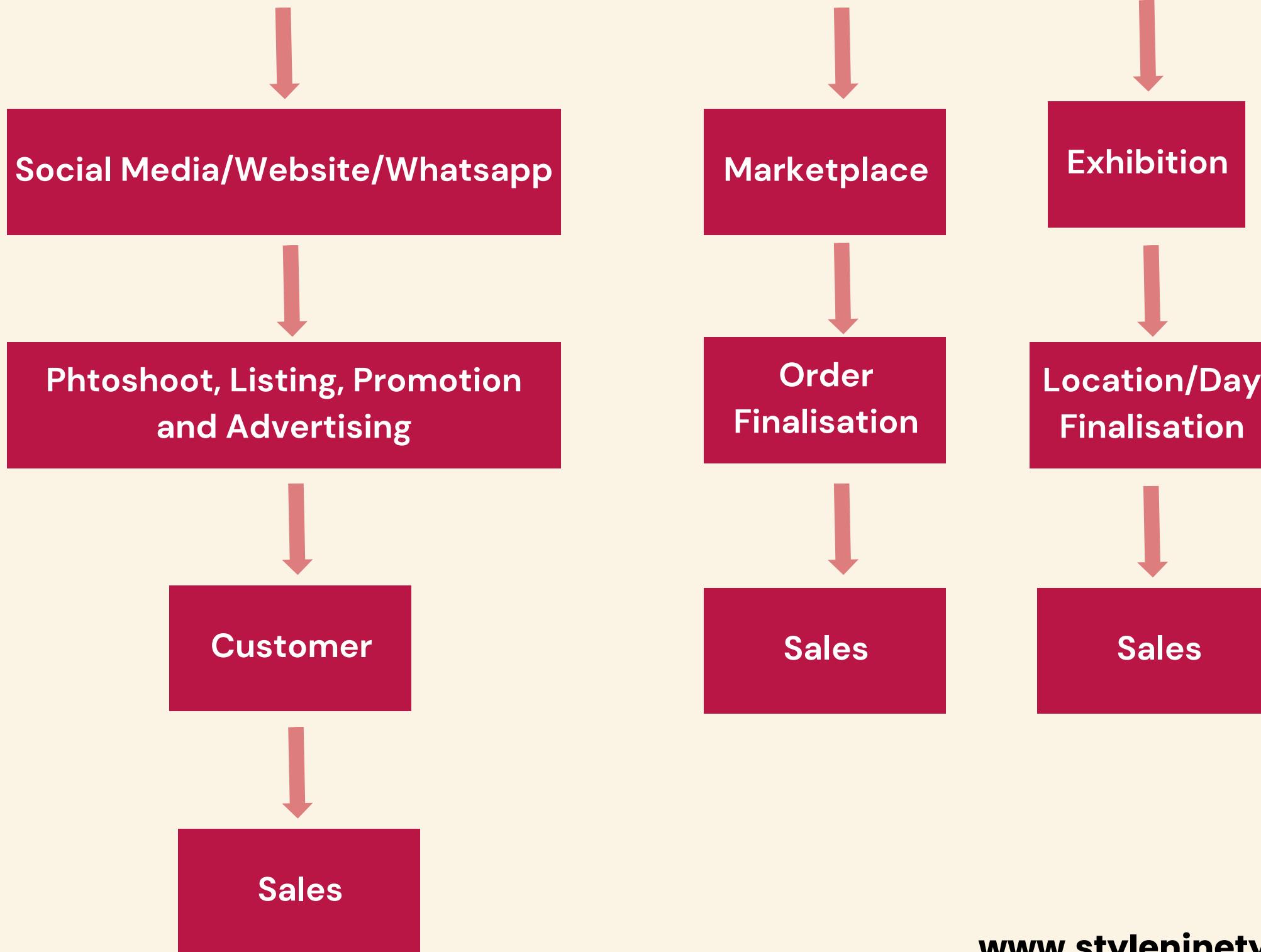
Warm – Dr. Anindita
Doctor



Fashionable – Kaveri
Pranic Healer

BUSINESS MODEL AND FINANCIALS

STYLE99 – DIRECT SELLER & CHANNEL SELLER
 (Curated Artisanal Jewellery)



Source	Invoice Value	Units Sold	Customers Gained
Whatsapp	8,42,300	1650	261
Exhibition	5,60,703	2561	900
Social Media	2,66,701	584	136
Marketplaces	1,06,188	147	5
Website	3,799	8	2

REVENUE MODEL

Who Pays	Retail Customer	Market Place	Payment Gateway	Wholesale Buyers
How it is paid?	Cash/Online	Online Transfer	Online Transfer	Online Transfer
For what it is paid?	Style99 Products	On behalf of Style99 products	Style99 Products	Style99 Products
What is paid?	Price of the product / Cash Equivalent			
How much is paid?	Dynamic Prices	MRP minus Commission	MRP minus Transaction Fee	Discounted Price

OUR TEAM



BARSHA SHARMA
FOUNDER



RAKTIM SHARMA
FINANCIAL CONSULTANT



MRIDUSMITA DAS
SOCIAL MEDIA EXECUTIVE



ANKUR BARMAN
OPERATIONS EXECUTIVE



HIMANI AGARWAL
DESIGN CONSULTANT



PRASENJIT DAS
IT CONSULTANT

CURRENT STAGE

ARTISANAL MARKETPLACES



ORGANIC GROWTH

Near 100% (Rs. 3000 spent in 3 years on ads)

ALMOST 6 X GROWTH

2020 - 1.6 L → 2022 - 9.52 L

RETENTION RATE > 40%*

*Excluding Exhibitions

EMPOWERING ARISANS

Contributing livelihood to artisans, employing local manpower in assembling of products.

REDUCING CARBON FOOTPRINT

Engaging with anti-poverty and livelihood-related NGO for eco-friendly packaging. Introducing upcycled jewellery in our product line.

2023

First
International
Bulk Order

2022

Operations Shifted to Guwahati

2021

Crossed 1 Lac in a month

2020

Started selling on Jaypore, built the portal

2019

Started

GROWTH ENDEAVOURS

WEBSITE REVAMPING

Style99's conversion rate is significantly low and the goal is to increase it by 25 times to meet the industry average.

PREMIUM MARKETPLACES

Get listed in premium marketplaces – Nykaa and Myntra.

FORAY INTO WHOLESALE

Undertaken one domestic and one international wholesale orders as pilot projects.

COMPLEMENTARY REVENUE STREAM

Widening product choice with our one stop gifting solution offering.

DIVERSIFICATION

Style99 co-founded Birina Creations as a sustainable, zero-waste, slow-fashion and 100% handcrafted brand of apparels and accessories.

EXPLORE EXPORT POTENTIAL

Apply IE code and RMRC with the EPC, and explore the overseas market.

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Thank
You

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BARSHA SHARMA