



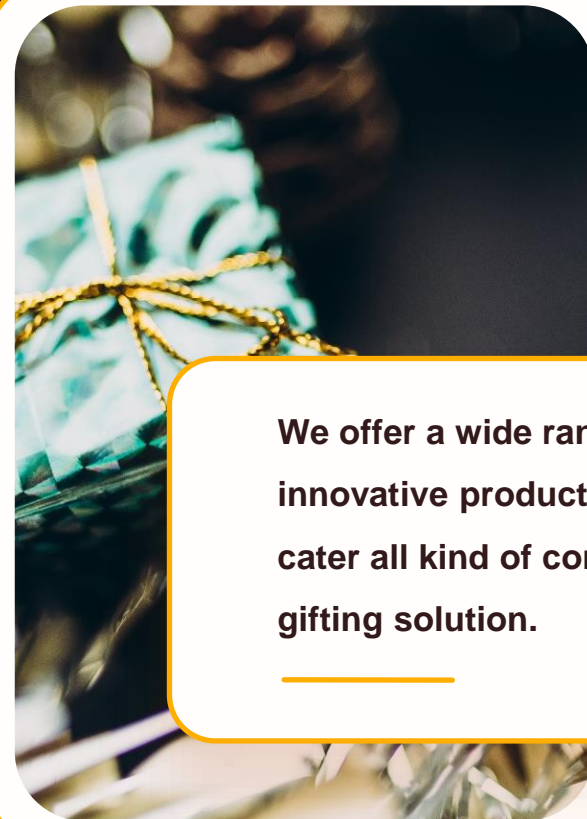
**COTTON CULTURE**

Tantamount **With** Fine Gifting



## About The company

**Cotton Culture provides** On Demand Brand Merchandising Solutions helping organizations **to reward, motivate & create loyalty** for their employees, customers and partners.



We offer a wide range of innovative products to cater all kind of corporate gifting solution.

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## Vision

Our long-term vision is to create an **enhanced gifting ecosystem**. We want to provide a one-stop solution for gifting to make it an **informed, hassle-free & delightful experience**.

## Mission

**We aim to make a structural contribution** to the success of our partners by inspiring and advising them on the optimal use of promotional gifts. We are focused on being the best gifting & **promotional merchandise company in India**.





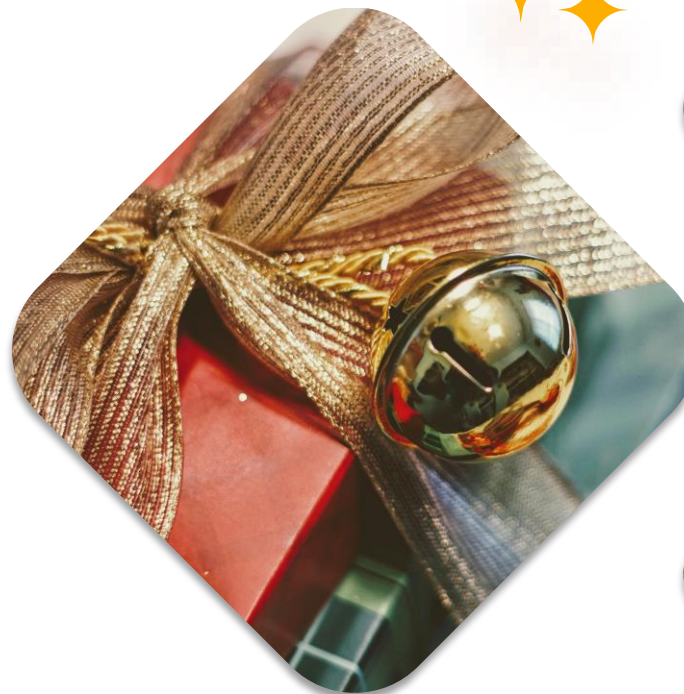
# What is Cotton Culture?



**We offer our customers a complete solution for Gifting, Events & Rewards and recognition program for corporate gifting.**



**We suggest unique gifts for your requirements by understanding your marketing vision.**





# How Cotton **Culture Works?**



From the **existing client**

References with **vendors  
& clients**

**B2B Model**



**Our website**

**SEO & digital marketing**

**E-Commerce platforms like Amazon,  
Myntra & Meesho**

**B2C Model**





# Our Service

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**Corporate Branded  
Merchandise**



**Pan India  
Deliveries**



**Customizing for both  
Small & Large Quantities**



**Developing & Managing  
Online Brand Stores**



**Setting Up & Running  
Physical Brand Stores**



**Manufacturing  
Quality Products**



**Supply of OE Merchandise  
to Retail Chains**



**End to End Gifting  
Solutions**



# Problem With **Promotional Products**

01

The most important part of using **promotional product** is to get **our brand in front of your customers.**

02

**Customization of promotional products** requires skills to be prepared to meet the customers' **unique needs at a low cost.**

03

It's important for promotional products to be of **good quality as quality products** help to maintain customer **satisfaction and loyalty.**

04

**One size will not fit all your customers for size specific promotional products like garments.**

05

To a certain extent you are tying your reputation to that of your supplier. Your brand image will be torn in front of your customers if your supplier fails to keep up promises like not delivering, coming in late, or producing low-quality products.



# How Cotton Culture Is Solving The Problems

It is much more cost-effective and reliable as compared to depending on a third party vendor to get customization done.

## We provide in-house services for

Printing unit

Embroidery unit

Pad printing

Mug printing

Fusing machine

T-shirt inventory

## Some other features are:

On time delivery

Competitive pricing

Our Vast Experience

Pan India deliveries

Seamless after Sales Service

Non-contact Online Measurements  
of Uniform

Sourcing products from Right  
Manufacturer





# Product Range

**Accessories**

**Apparel**

**Uniforms  
(All Sectors)**

**Awards and  
Trophies**

**Chocolates**

**Desktop  
Utilities**

**Eco-Friendly  
Products**

**Ethnic  
Products**

**Utility Items**

**Gift  
Vouchers**

**Leather  
Products**

**Mugs &  
Sippers**

**Stationery**

**Time  
Keepers**

**Travel and  
Luggage**

**Utility  
Products**

**Writing  
Instruments**

**Key-chains**

**Table Top  
Accessories**

**Computer &  
Electronics  
Items**



# Competitors





# Competitors Advantages



01

Non-contact Online Measurements of Uniform: **Parents are required to fill in the form on our website** by taking measurements at home itself.

02

**Personalized gifting**

03

We adopt our **own Design Developments & Concepts**.

04

An **array of dedicated vendors** across all product categories.

05

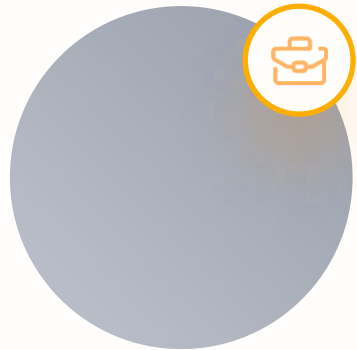
**Private Label T Shirt** with over 10+ colors in stock.

06

In-House **customization & branding facility**.



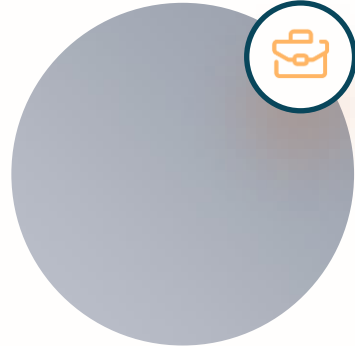
# The Team



**Ashwini A**

**Managing Director**

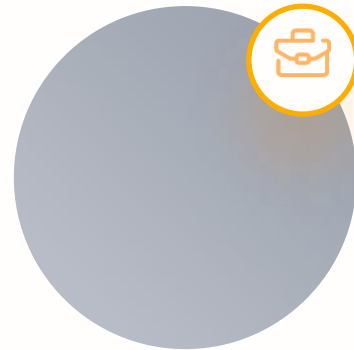
Financial background



**Vinayaka D**

**CEO**

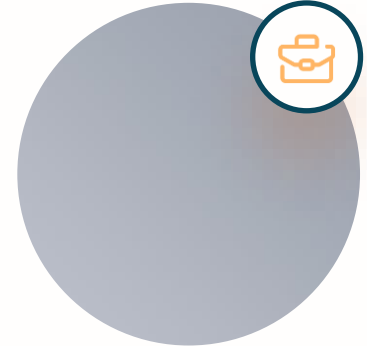
12 Years of Experience in  
Corporate Gifting



**Ruben Singh Moses**

**COO**

14 years of Experience in  
Corporate Gifting



**Venkatesh Murthy**

**CMO**

14 years of Experience in  
Corporate Gifting







# Product Snapshots



# Market Opportunity

**2020 - US\$25.8 Billion**

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**2027 - US\$43.3 Billion**

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**CAGR**

**7.7% from 2020 to 2027**

**The Global Personalized  
Gifting Market Size**

**2021 - US\$242 Billion**

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**2024 - US\$306 Billion**

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**CAGR**

**8.1% from 2021 to 2024**

**The Global Corporate  
Gifting Market Size**





## Revenue / Sales Until Now

- Oct 2020 - March 2021  
**1.2 Cr**
- April 2021 - March 2022  
**3.9 Cr**



Gross margin

**18%**  
(Average)

**12%**  
(Average)

Net margin





# Future Roadmap

Launch our website

01

Increase the efficiency  
of supply chain

03

Own brand t shirts  
manufacturing.  
**Manufacture corporate  
t shirts better** than the  
**available standards** in  
market.

05

**Sell men's apparels in  
Tier 2 cities at a  
wholesale price** (Avoid  
inventory issues & dead  
stock issues if not sold on  
E-Commerce)

07

Expand our team

02

**Add School Uniforms  
in our product  
catalog.** No contact  
measurement.

04

Manufacture the B2C  
**men's apparels like  
t shirts, jeans & shirts** to  
sell on E-Commerce

06

Owning distribution of  
several brands who add  
value to our company such  
as **Arvind brands, Pigeon,  
Artis, Boat, Noise,  
Firebolt, Samsonite,  
Versalis & many more**

08

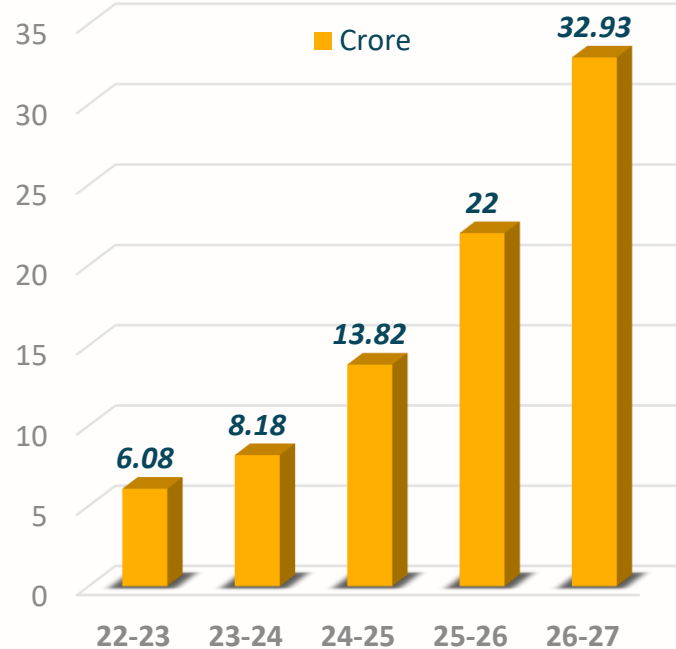




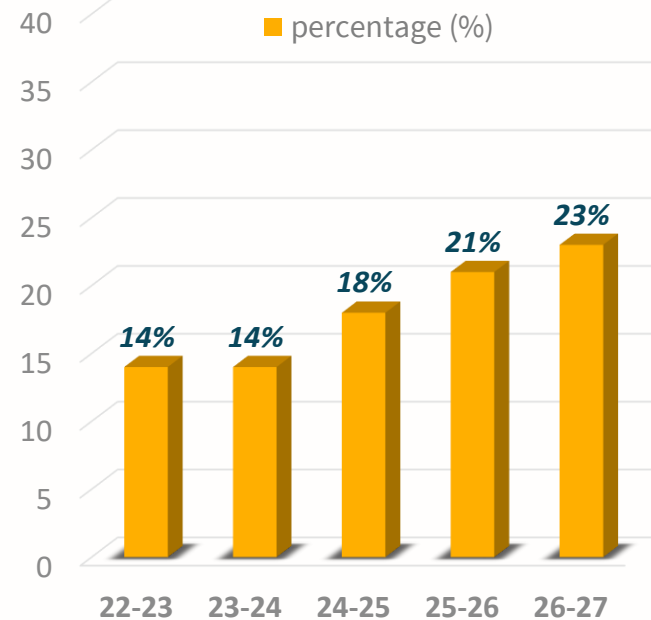


# Financial Projections

## Revenue



## EBITDA





## The Ask



**Funds Required:**

**2.5 Cr**

**Investment History:**  
**Investment Period:**



**Fund Allocation:**



**COTTON CULTURE**

# Thank you!

Reach us on