



REIMAGINING YOUR
EVERYDAY
LIFESTYLE
ACCESSORIES

MEET THE FOUNDERS



Manali Sanghvi

She comes with 13 years of experience combined in advertising, marketing and branding in India & Singapore.

She has spent the largest part of her career building brands for Unilever. She has extensively worked on growing brands in the FMCG category and built them strategically over the years across South Asia & Southeast Asia



Harshit Singhal

He is an entrepreneur with hands-on experience of building an omni-channel startup from scratch.

He also has 8 years of prior experience in marketing & brand management for popular brands in the FMCG space for Future Group & Pfizer Consumer.



BEFORE GENZ & AFTER GENZ

Committed relationships

Focus on job security

Future proof life

Fitting into societal norms

VS

Situationships

Hobbies becoming jobs

YOLO life

You do you to stand out



SOCIAL MEDIA: A PLATFORM TO STAND OUT

130 crore

photos are shared everyday on Instagram.

350 crore

snapchats are created every minute.

**People are constantly showing off
their every moment look.**





LEADING TO REIMAGINED LIFESTYLE CHOICES



Choosing pink, blue, purple
hair colour over browns



Wearing makeup is not
limited to just women



Brides choosing sneakers
on their big day



corporate employees choosing
colorful socks over blacks & browns

Leaving the consumer wanting newer avenues **"to look banger"**

Presenting **hexafun**



Banger products
for the W



Our aim is to build India's
funkiest
brand for lifestyle accessories

Our products will always be **97%** fashionable, **3%** sassy, and **100%** sustainable!

CURRENT PORTFOLIO OF LIFESTYLE ACCESSORIES



Hankies



Socks



Shoe
Bags



Luggage
Covers



Storage
Pouch



Stoles



Gifting



OUR PRODUCTS ARE FUELED WITH SUPERIOR CLAIMS



100%
organically
grown fabric



Fine
premium
quality



Unmatched
softness
& comfort



0% colour
bleed
Guaranteed!



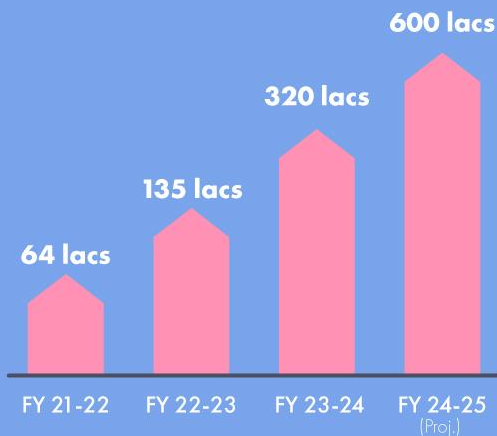
Sustainable
yet stylish
& quirky



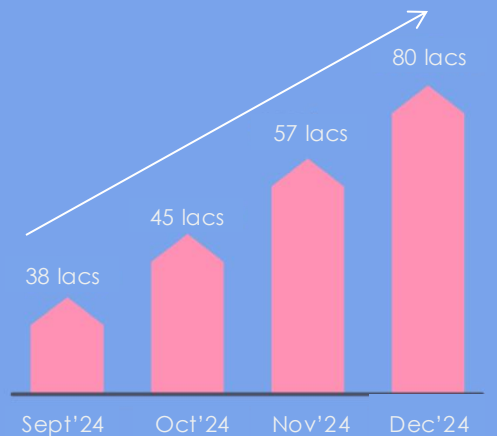


OUR JOURNEY SO FAR

Sales Growth YOY



Sales Growth L3M



SOLD OVER A MILLION PIECES IN 3 YEARS



6 lac
Hankies

3 lac
Socks

60%

Customers purchase
multiple categories

300

Unique designs & styles

0

Dead inventory

1 lac pieces include recently launched products - shoe bags & luggage covers



WHERE WE ARE TODAY!



7 crore ARR



70% GM & 20% CM2



60+ Offline POS

**including tax and net off cancellations, returns & trade commissions*



CURRENT RETAIL FOOTPRINT



35 stores



10 stores



1 store



1 store



15 stores



BRANDS LOVE TO COLLABORATE WITH US!



Snackable

CAI

digit

SUGAR
POP

Avendus[^]
Next is the only level

SCALING TOWARDS SUSTAINABLE GROWTH

1

Expand offline footprint across tier 1 & tier 2 cities

- Profitable channel from the get go
- Helps scale up topline month on month
- New customer acquisition with repeats on D2C

2

Diversify portfolio with new products

- Extend into high value products
- Boosts AOV and topline
- Cross category purchases help in growing LTV

3

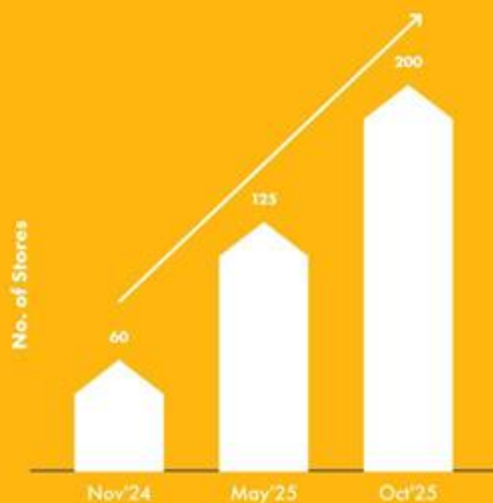
Tap into the global accessories market

- Huge TAM opportunity
- Evolved consumers with preference towards unique & sustainable items
- 85%+ Gross Margins





EXPANDING RETAIL FOOTPRINT



Hamleys

Scale to
40
stores



CROSSWORD

Add
10
stores

Exclusive
Brand Kiosks

5
stores

SIS via retail
partners

Add
85
stores



BUSINESS OPPORTUNITY IN INDIA

Indian Accessories Market (excluding Jewellery & Watches): **125,000 Cr**



Hankies
&
Pocket
Squares



Socks
&
Stockings



Scarves
&
Stoles



Caps
&
Hats



Organisers
&
Pouches



Hand
&
Tote Bags

Potential Portfolio for the next 5 years



EXPANDING THE FOOTPRINT OVERSEAS

After India, the addressable market globally would be:



Growth Levers

USA, UK & EU Markets:

- Expanding presence & portfolio on leading marketplaces.
- Launching in modern trade via retail placements.
- Launching D2C website starting with USA



5 YEAR PROJECTIONS



Net Revenue*

Y1: 25 Cr
Y5: 450 Cr



Gross Profit %

Y1: 73%
Y5: 78%



EBITDA

Y1: 1 Cr | 4%
Y5: 72 Cr | 16%



Physical Footprint

SIS: 1000 stores
EBOs: 75 stores

**including tax and net off cancellations, returns & trade commissions*

INVESTMENTS FROM F&F

Funds Raised: ₹2.2 Cr in last 24 months



**Harshit
Gupta**

Vice President,
Goldman Sachs India



**Aditya
Degwekar**

Associate Director,
PwC India



**Abhinit
Agarwal**

Senior Strategy Director,
TBWA \ Singapore



**Siddhi
Gujar**

Associate Director,
MAEG India



TAKING HEXAFUN TO THE NEXT STAGE

Raising ₹7.5 Cr for this round (6 Cr confirmed)

Scaling up offline
distribution via
retail placements

Kickstarting
EBO channel
with mall kiosks

Brand Building
Campaigns for
organic growth

Higher working
capital for better
economies of scale

WHY INVEST IN HEXAFUN?

1

First mover advantage in a largely unbranded segment

2

Mind to market
in under 30days

3

Agile supply chain
with no dead inventory

4

Founders with diverse
skillset to cover all grounds

THANK YOU

