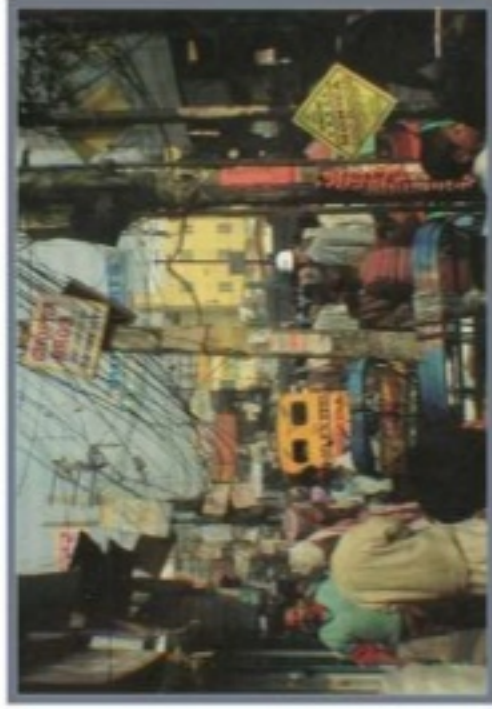


URJAKART.COM

India's Fastest Growing Online Home Improvement Store

THE PROBLEM



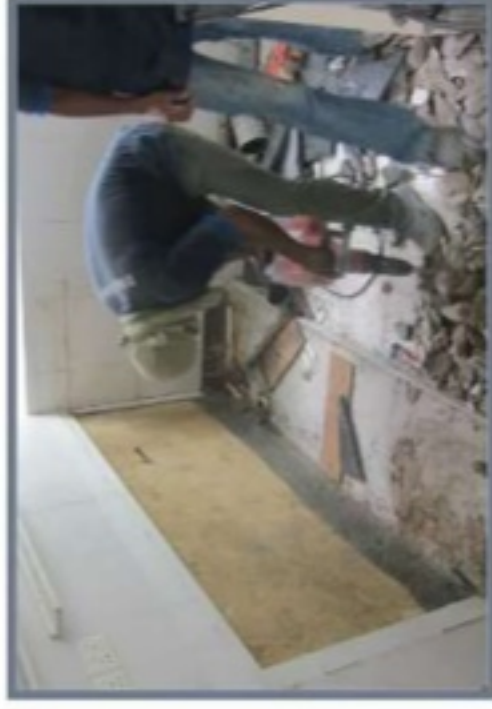
Unorganized Sector

Customers have limited access to home improvement catalog



Lack of Knowledge

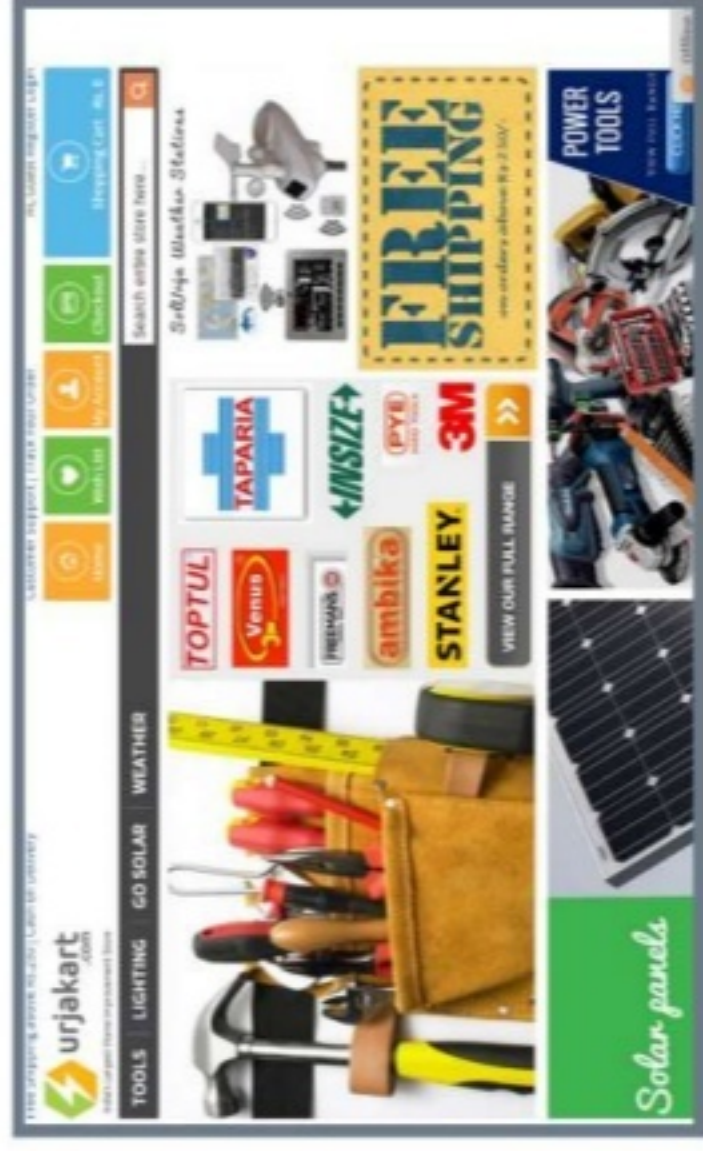
Customer's practical knowledge is negligible



Inefficient Services

Services are hard to find and highly time inefficient

THE SOLUTION



Online Store for Home Improvement

ADVANTAGES



Browse

*Simple & quicker access
to a large selection of
home improvement
products*



Call

*Highly trained staff for
information and custom
project development*



Save

*URJAB2B services for
Retailers / Installers to start
business and increase
savings*

MARKET SIZE

\$10 BILLION

Indian Home Improvement Retail Market Growing at
18% pa

MARKET SIZE (2015)

616
(billion \$)



12.5
(billion \$)



210
(million \$)

Organized
Market
*Organized Retail
Market in India*

E-retail
Market Share
*Expected Market
Share of E-retail in
India*

DIY E-retail
Market Share
*Expected Market
Share of E-retail of
Home Improvement
in India*

BUSINESS PLAN

210
(million \$)



15%



30
(million \$)

Organized
Market

*Organized Retail
Market in India*

Service Fee

*Our Service Fee
varies from 10% - 20%*

Revenue
(expected)

2015 - 2018

URJAKART.COM ANALYTICS

1000⁺

Customers Since July'14

1500⁺

Daily Visitors / day

2500⁺

Products

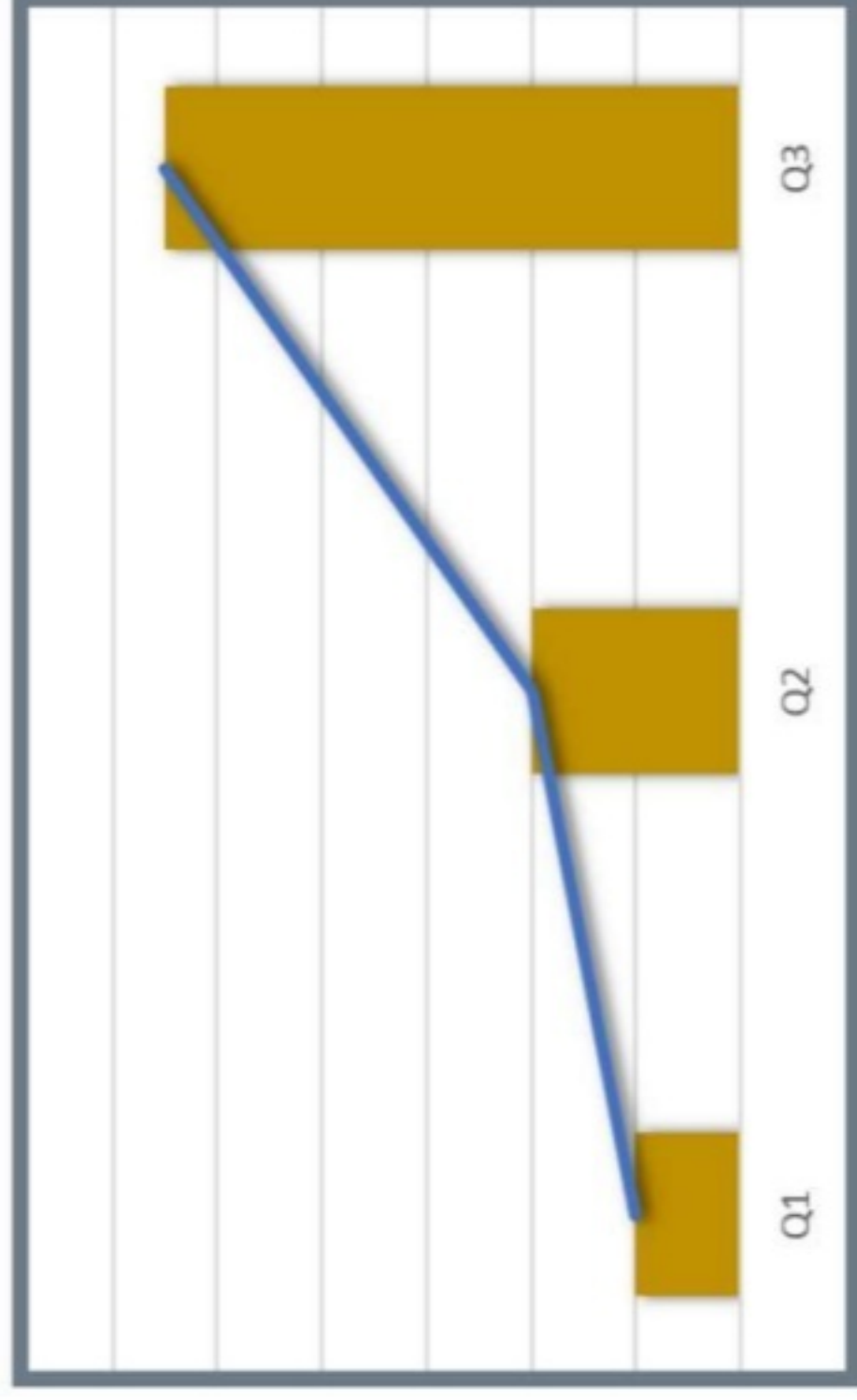
10⁺

Registered Installers



TopPitchDeck

+100% REVENUE GROWTH



Urjakart Turnover 2014(expected) : \$ +200K

COMPETITION

TOLEXO
beta

industrybuying.com
BUY FASTER | BETTER | CHEAPER

machpower
Tools.com

amazon.in

snapdeal

flipkart.com



COMPETITIVE ADVANTAGE

- 1st Online Complete Home Improvement Store
- 1st to introduce Franchisee model in home improvement
- Superb Support & Aftersales Services
- 1st to have Private Brand - SolUrja

FOUNDERS



VIKRAM VARSHNEY

Co Founder
BE - DCE



GAURAV SINGH RANA

Co Founder
MS - Georgia Tech