

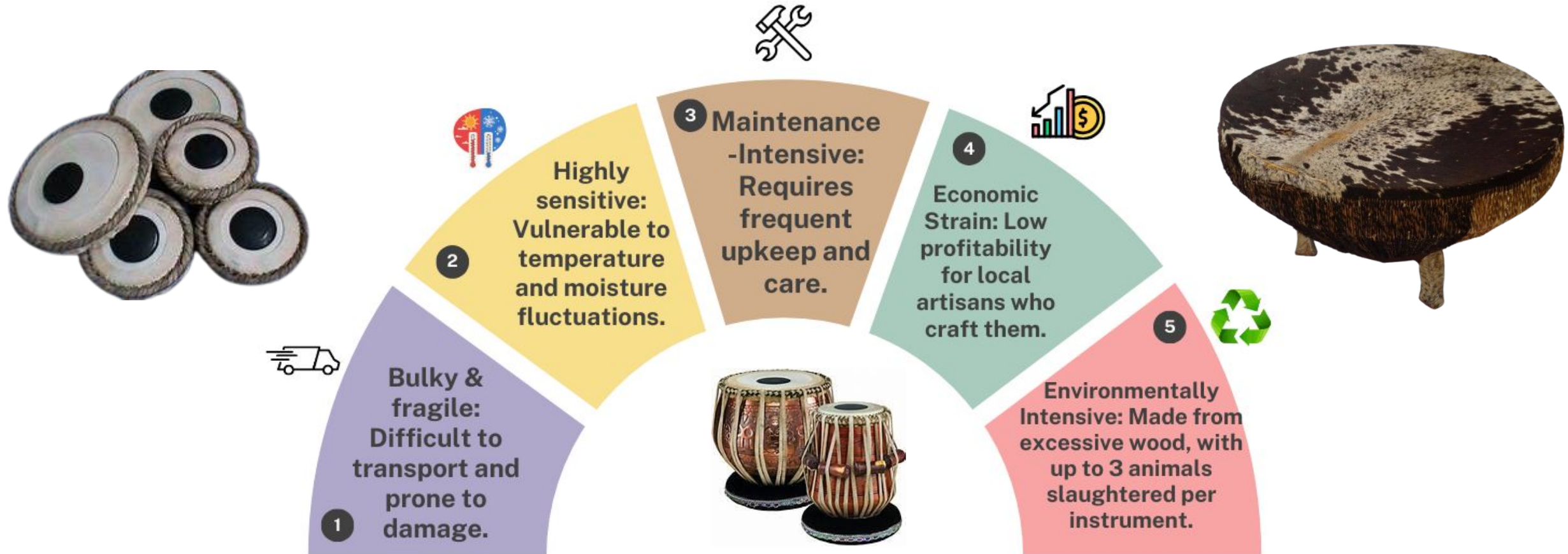
Innovation in Eco-Percussion: Ethical, Synthetic, Authentic

Lightweight Synthetic Indian percussion instruments

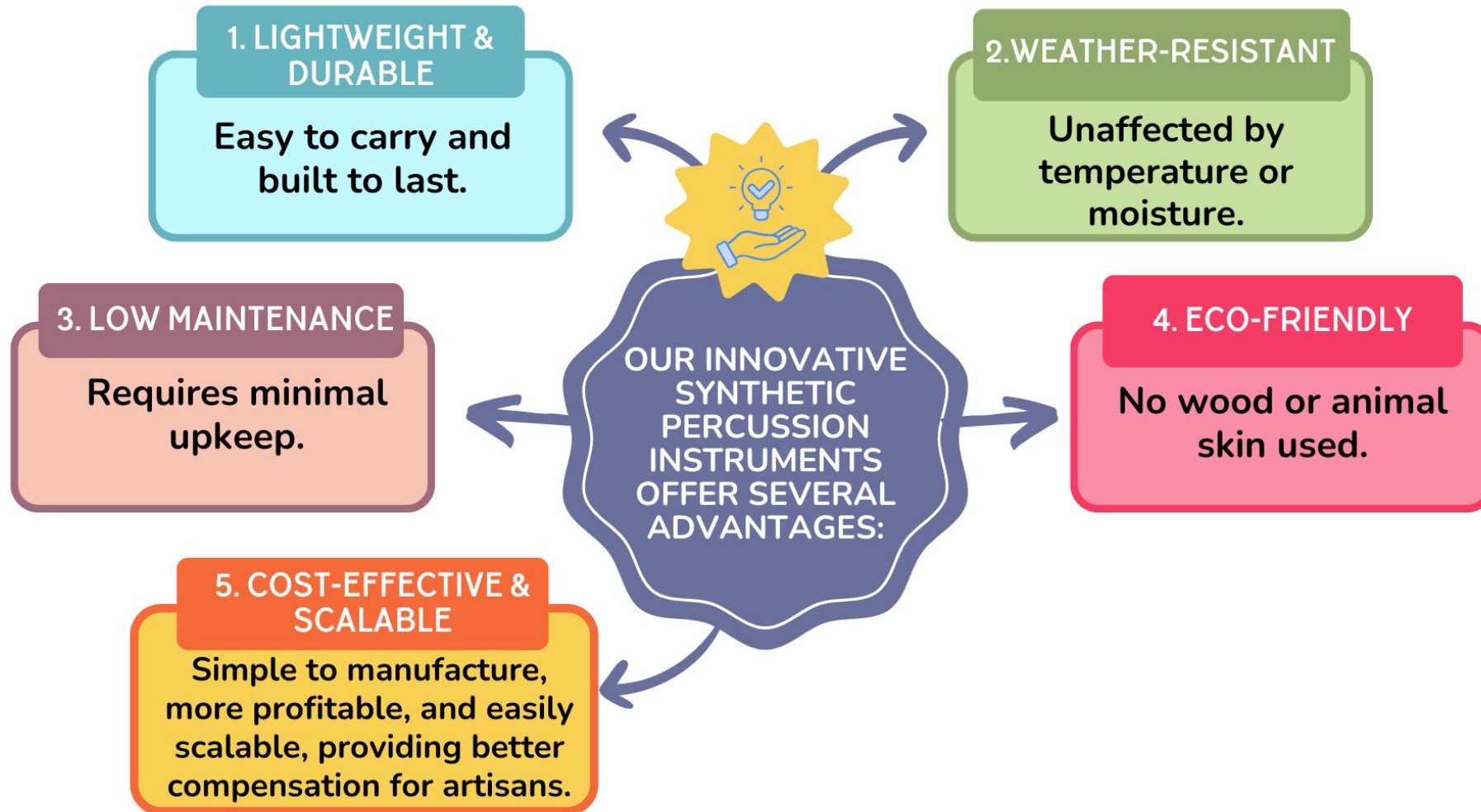


Problem Statement

Traditional Indian percussion instruments like Mrudangam, Tabla, Maddale, Khol, and Dholak face several challenges:



Solution Overview



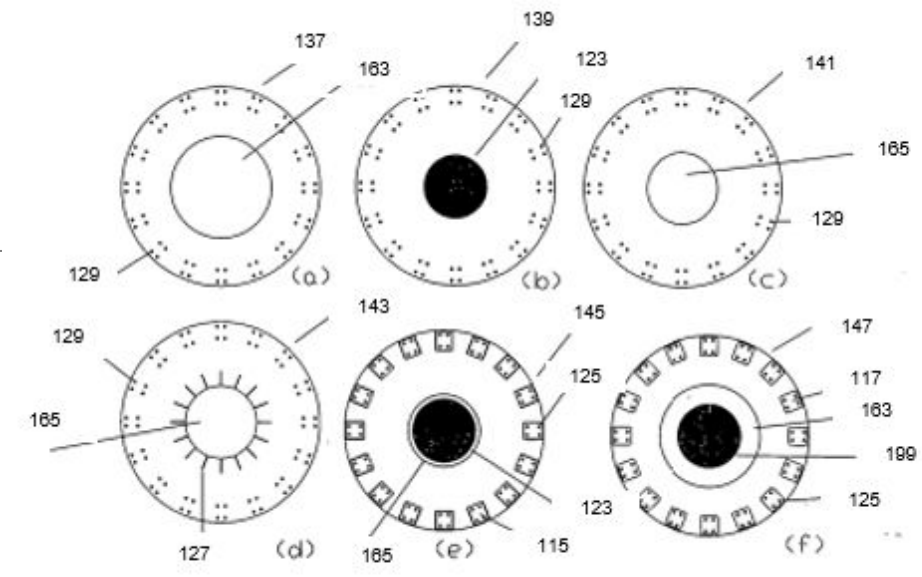
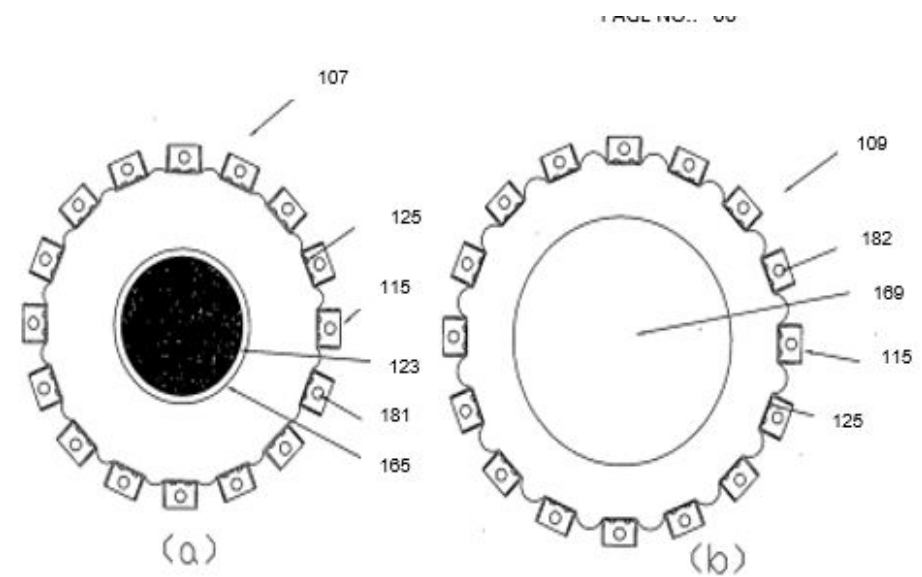
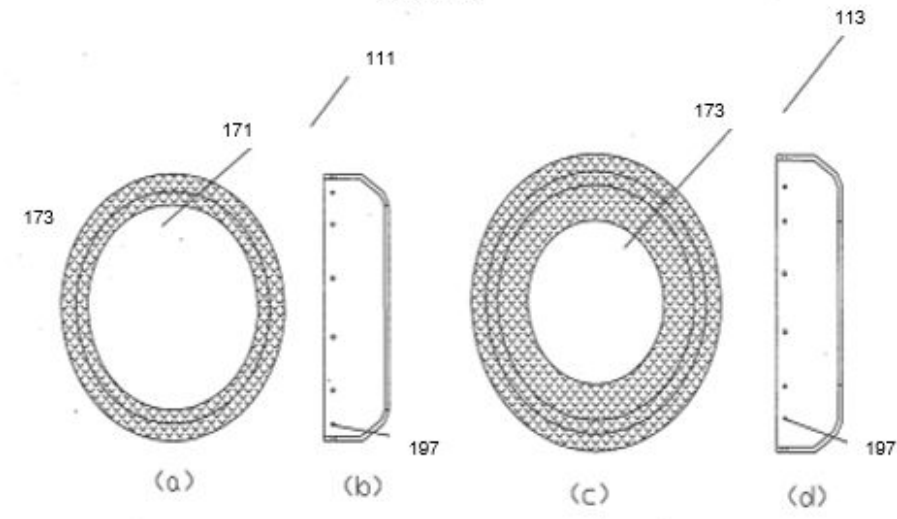


FIG. 4A



BUSINESS MODEL

Value Proposition

- **Exact Same Sound** as animal skin instruments.
- **Only Synthetic Tabla/ Mridangam/ Khol/ Dholak** in the market, and has a totally authentic sound.
- **Customizable**
- **Sustainable:** No wood or animal skin used.
- **Low Maintenance** and **Long Life.**
- **Same Cost** as traditional animal skin.

Key Partners

Musical Artists: They will be our influencers
Manufacturers: Take Care of the Making of the Instrument
Distributors: They will sell our product

Channels

- **Offline Sales:** music instrument distributors.
- **B2B:** Musicals, Music Institutes and gurus
- **Exports:** Targeting shipping to over **36 countries** with a strong presence across India.

Target Audience

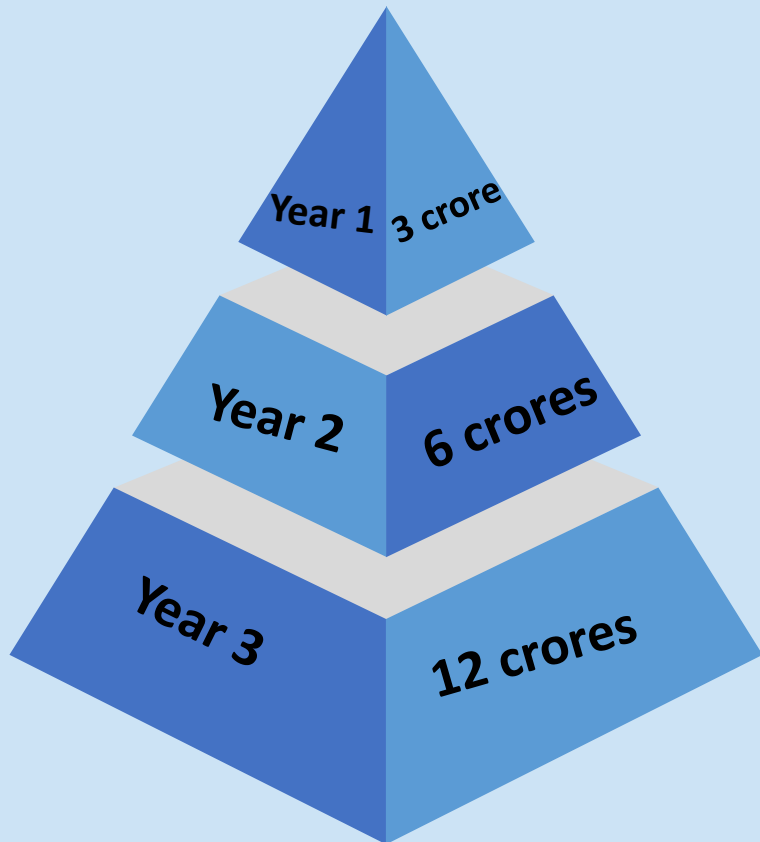
Music Artists: Will use this for practice sessions, casual travelling playing and many times on sport playing.

Spiritual Devotees: Those involved in playing for bhajans, moving around a lot of places

Students: Heavy instruments won't be a problem.. No more burden but cool!

BUSINESS MODEL

Market Size/ Potential



Revenue Model

Competition Analysis

Unique Position: We are the only company on the planet making synthetic Indian percussion instruments.

While traditional makers exist, we don't see them as competitors. Instead, we view them as partners, as our process - along with training - can create highly profitable and scalable income opportunities for them.

Market Strategy

Market Potential: Indian percussion instruments sell for ₹500 Crores every year worldwide.

Export Potential: Over 1 lakh artists across the world play these instruments.

Socio-Economic Impact





Mentor

Dr. Phani Kumar Pullela

Patent and Trademark Agent

Dean of Student Affairs

R V University



Dr. K Varadarangan

Physicist(PhD in Physics from IIT Madras)

Vocalist (Accomplished Carnatic Musician from 50 years)

Recipient of Karnataka Kalashree award

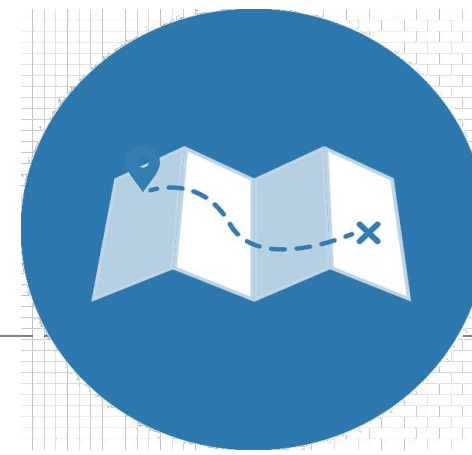


Sujay V Kulkarni

Student, R V University

The Team

Project Milestones & Timelines



Tranche 1			Tranche 2		
6 Months			6 Months		
1	R&D completion of Foldable Body	Launch of Foldable Tabla	1	R&D on improved tooling and instrumentation	Scaling up of manufacturing process
2	Marketing of Foldable Tabla in Institutes and Community of Musicians	Continuous collection of feedback and customise and fine tune certain aspects		Moving to other aspects like foldable Mridangam, Khol, etc.	Moving to development of Maddale, Khanjira, etc.

Why FKCCI Manthan 2025?

01

**Need
Strategic
Support to
Scale R&D**

02

**Manthan's
Mission
Matches
Ours**

03

**No Prior
External
Funding- Our
First Formal
Boost**

04

**Recognition,
Reach and
Resources.**



Why Support Innovation in Eco-Percussion

❤️ This is just the
beginning...
Soon when we
make it big, you will
be proud that you're
part of us

01

**Sustainable
& Cruelty-
Free Future
of Music**

02

**Export-
Ready &
Profitable
Model**

03

**Scalable
Social
Impact at the
Core**

04

**Only
Company of
Its Kind in the
World**



Conclusion

Aapsaraasu cha ya medha, Gandharveshu cha yan mana,

Devi medha Saraswathi, Sa mam medha surabhir jushtaam svaha.

जाड्यध्वान्तार्कपङ्क्तिस्तनुजितरजनीकान्तगर्वागमानां शीर्षैः
संस्तूयमाना मुनिवरनिकरैः सन्ततं भक्तिनम्रैः ।
कारुण्यापारवारा न्निधिरगतनयासिन्धुकन्याभिवाद्या वाग्देवी
वाञ्छितं मे वितरतु तरसा शृङ्गभूभृन्निवासा ॥

**INDIAN CLASSICAL MUSIC CAN GO
SUSTAINABLE AND CRUELTY-FREE AND
COME WITH YOU EVERYWHERE!**

Thank You!

