

concessions decor playroom
nursery cot and candy mini-sofa
sofaed toddler bookcases storage
bins home post dining drinkware
bar bakeware home-improvem
ases furnishings serveware b

Pace

Sports | Entertainment | Leisure

Investor Pitchdeck

November 2021

AGENDA



BACKGROUND

- Idea & inception
- Milestone

PACE TODAY

- Snapshot
- Brands
- Products
- Channels
- Team Pace

PACE 2.0

- Gaps and opportunities
- How we aim to fill that gap?
 - *Products and services*
 - *Skills and capabilities*

- Marketing strategies
- Key functions
- Ultimate goal
- Future prospects

As humans we are all unique
and different from each other.
Our experiences, feelings and
beliefs are our own.

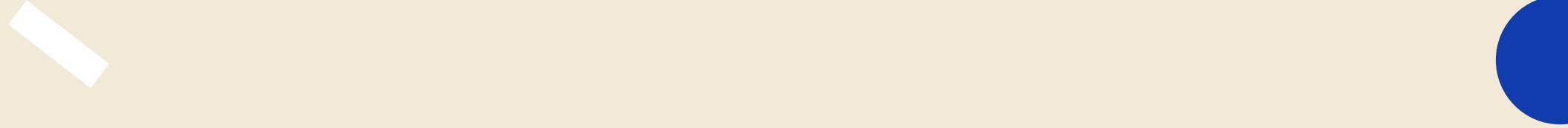
And we have this burning
desire to showcase our
uniqueness to this world.

*Much like Shah Jahan's unique expression of love, the
Taj Mahal, personalized for his beloved wife Mumtaz.*





**The choice
and control
to uniquely
express
ourselves,
makes us
feel satiated.**



At Pace, we believe that this expression of uniqueness can be achieved through personalization and customization.

We believe that there is a growing demand in this segment, which companies like Pace with their customer-centric vision can tap into.



NOW

LET'S REWIND

A LITTLE BIT...

There was a time when you and your friends had so many common products –



Same printed bedsheets



Curtains that looked the same



Even the cards you received from your valentine

- We lived in an age of mass production, where options were limited, and all the homes had similar looking items
- Personalizing was expensive, time-consuming and often not an option

But as we approached a new era, we began to see more and more personalized and customized items.



A personalized mobile cover with the photo of your beloved pet



A heart shaped cushion with that perfect photograph

- Personalization and customization officially made its way into our lives
- However, it remained an option for few and far more expensive and onerous to explore

AND THAT'S WHERE

PACE COMES IN

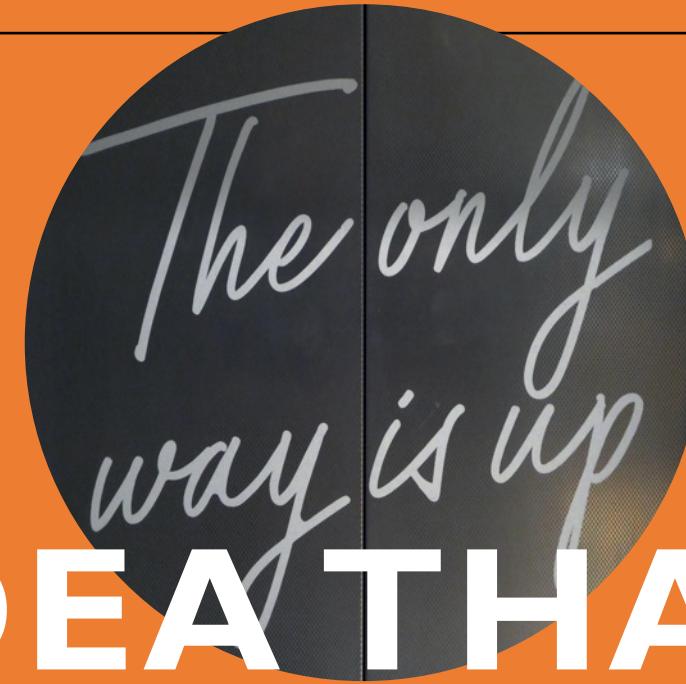
With its distinctive solution
that enables everyone to
customize as per their needs.





BUT HOW DID WE LAND HERE?

WHAT IS OUR STORY?



AN IDEA THAT LED US TO BEGIN

2015

We took our first stride in August 2015 and founded our company in Pune.

IMPORT

Our humble beginnings started with imports and distribution of branded international sports apparels and football jerseys.

BRANDED

Soon after, we expanded our operations by including various branded merchandise and accessories in the sports segment.

OF EARLY DAYS &

EARLY SUCCESS



SUB-LICENSING

After our initial foray into the sports segment, we graduated to sub-licensing agreements for various kids brands.

DISTRIBUTION

Our focus remained on establishing and strengthening our distribution network across India.

MBO's

Subsequently, we added multi-brand outlets such as Hamleys and Crossword as sales points.

A BOLD FOUNDATION FOR THE
**JOURNEY
AHEAD**

DIRECT LICENSES

Obtained for established kids' brands such as Disney, Marvel, Nickelodeon

**UNIQUE PRODUCT**

Introduced products from USA, UK and Australia to India

**PORTFOLIO**

Expanded by introducing new product categories into our business



And that's how we swooped into the most important product category for our business –

The children's furniture space – one of the fastest growing kids' product category in India today.

A first amongst many unique introduction to Indian markets, attributable to Pace.



PACE TODAY

Pace Sports And Entertainment (P) Limited is a sports, entertainment and leisure products company, marketing an array of prominent indigenous and licensed global brands, reaching customer far and wide through a multi-channel approach.

01
SNAPSHOT

04
CHANNELS

02
BRANDS

05
TEAM PACE

03
PRODUCTS



SNAPSHOT

We collaborate with many prominent brands from across the globe, that cater to diverse product categories. We reach our customers through multiple channels and bring these brands closer to them.

BRANDS



PRODUCT CATEGORIES

- Toys & sports
- Kids' Furnishing & décor
- Baby & Kids' fashion and essentials
- Home textiles
- Kitchenware
- Gourmet food

CHANNELS



General Trade



E-Commerce



**Multi- Brand
Outlets**



Hyperlocal

BRANDS

A strong *brand portfolio* with a mix of owned and globally-recognized licensed brands

LICENSED BRANDS



INDIGENOUS BRANDS

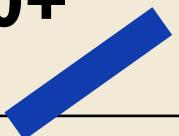


PRODUCTS



- A rapidly growing portfolio covering categories such as sports, leisure and entertainment
- Further acceleration to be driven by our design marketplace, offering infinite possibilities to our customers

CATEGORY	PACE APPROACH	TARGET MARKET	SKU'S
Toys & Sports	Unique products from international brands	Adults (age 20-40)	165+
Baby & Kids Fashion and Essentials	Unique products from international brands		205+
Kids Home Décor & Furniture	Completely emerging category, with Pace at the forefront		345+
Home Textiles, Kids Bedding & Furnishings	Wide variety of choices, powered by customization		260+
Kitchenware & Furnishing	Offering established brands at the best-prices through a hyperlocal model		350+



CHANNELS

Reaching customers far and wide through a multi-channel approach, with greater thrust on e-commerce.



GENERAL TRADE

100+
Distributors

1,500+
Sales Points

Sales Mix (pre & post Covid)



E COMMERCE

Own
Cotandcandy.com

3rd Party

- Firstcry.com
- Amazon.in
- Flipkart.com

15+

Present in
15+ 3rd Party
Marketplaces



MULTI-BRAND OUTLETS

10+

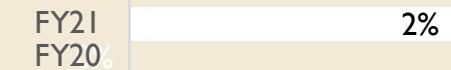
Present in 10+
Multi-brand outlet chains



HYPERLOCAL

Ahmedabad

Homepost.in



TEAM PACE



SHAIVAL GANDHI
Founder, CEO



PARIN GALA
Co-Founder



ANGEE SHAH



AMAR GARGESH



LALIT GAGLANI

TEAM PACE

SHAIVAL GANDHI

Shaival is an experienced entrepreneur who has founded several ventures over the years and has vast experience in sectors such as Investment Banking, Food & Beverages and Real Estate. He is passionate about consumer products and E-Commerce Industry, particularly Print-On-Demand Products, as this is an area where he has gained invaluable experience.

Shaival holds a Masters Degree in International Securities, Investment & Banking from ICMA Centre, University of Reading, UK, and has over five years of experience working with Investment Banks in London, UK. He also holds a B.Sc in Information Technology and is well versed with all the nuances of the IT Industry.

PARIN GALA

Parin is a Promoter and Co-Founder of the Company. He is principally involved in the Strategy and overseas financials of the Company. Parin holds a Masters degree in International Finance from ICMA Center, University of Reading, UK. He also has a Masters degree in Commerce from the University of Mumbai, India. Before promoting Pace Sports, Parin worked as an Equity Analyst with Gandhi Securities for nine years.

ANGEE SHAH

Angee is a Company Secretary and a Law graduate from I.M. Nanavati Law College, Ahmedabad. On clearing her Company Secretaryship Programme in 2014-2015, she underwent her internship at Infibeam Avenues Limited. She has work experience of 6 years in the field of Corporate Compliance and specializes in the domain of Secretarial Compliances and Audit.

She has constantly been striving to serve and aims at corporate excellence and due diligence.

TEAM PACE

AMAR GARGESH

Amar is a creative professional with over 45 years of exposure, expertise, and experience in design, creativity, and communications. He has held senior positions in both the public and private sectors. He holds a Post Graduation in Planning (CEPT University), Ahmedabad and is a visiting faculty at major academic institutions in India for design, creativity and communications.

Amar has conducted several workshops and training programs at many institutes for students and faculty, for organizations such as Hindustan Unilever, among others. He is also the author of the book 'The Right to Pun'.

LALIT GAGLANI

Lalit is an experienced IT & online marketing and communications professional. He supports social media marketing & communications - developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, YouTube and Instagram and also works on the search engine optimization (SEO) strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.

Lalit also offers his invaluable advice on developing and enhancing the IT Infrastructure of Pace that will enable us to create the platform we aspire. He holds a Bachelor's in Engineering (Electronics) degree and keeps himself up to date with current digital trends and best IT Practices.

LEARNINGS FROM

PACE 1.0

From the brief first-leg of our journey, we realized:



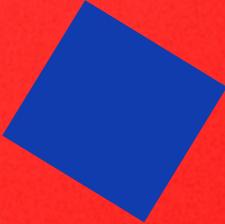
Design and aesthetics were absent in India's sports, leisure and entertainment products' market.



Memories and linked emotions with products and personalization are a critical and an unserved need.



In India, there is no one-stop platform for all of one's personalization needs yet.



INTRODUCING

PACE 2.0

Pace Sports And Entertainment (P) Limited will become an online platform & marketplace for designers and artists to reach consumers across the country, share their creations and help them enjoy the benefits of true aesthetic living, with personalized and customized products. Thus, the consumers are presented with a unified platform offering endless possibilities with a vast array of products and ever-growing library of designs.



NOT MUCH HAS CHANGED IN THE LAST DECADE >

Personalization and customization is on a slow rise, yet it is at a nascent stage

No single multi-product make-on-demand online platform, connecting consumers with designs and artists

Few brands have limited options of products but **no one-stop solution for all personalised needs**, with effective quality control measures

GAPS & OPPORTUNITIES

TO BECOME:

India's first one of a kind personalization brand with a wide range of products across categories

First Indian company bringing consumer's cherished memories and unique aesthetic sense into their everyday living

A company that has superior quality control measures and effective operations, ensuring consumers unique representation

THINGS THAT SET US APART

UNIQUE AND
PERSONALIZED
PRODUCTS ACROSS
CATEGORIES

UNMATCHED
SKILLSETS AND
DESIGN ABILITIES

SUPERIOR
INFRASTRUCTURAL
CAPABILITIES

01

02

03

PERSONALIZED PRODUCTS ACROSS CATEGORIES

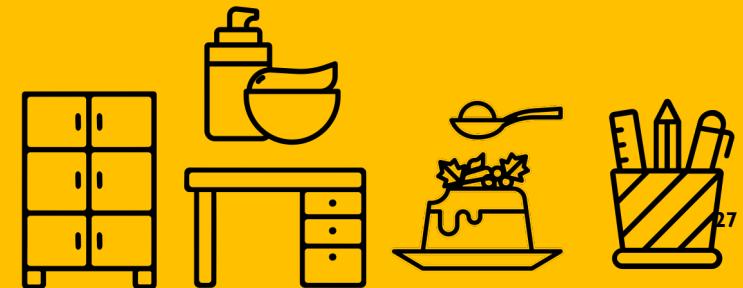
- Offering a wider assortment of carefully curated and customised products
- On demand inventory & quick turnaround, thereby preserving the uniqueness of the product for each customer while helping the Company stay asset-light
- All on a single platform, while being affordable
- Standardized order processing and excellent manufacturing processes with stringent QC



TO SUM IT UP–

COTANDCANDY.COM

will be a unique marketplace connecting consumers with designers and artists, offering a broad range of personalised products to choose from, across multiple categories such as, Fabrics & Garments to Home Goods & Furniture Products, Gifts & Stationery to Personal Care & Gourmet Food and everything in between.



UNMATCHED SKILLSETS

DID WE HEAR ARTISTS?

- Yes, you did. We will onboard artists from across the globe to commercialize their artwork and help them reach the homes and hearts of many
- We will have a dedicated **in-house team** of 10-15 individuals, working on curating designs, managing designs, facilitating processes, building relationships with artists, thereby developing a marketplace for designs – the first of its kind in India
- We will also be working towards creating a movement by engaging with traditional and indigenous communities, to bring forward their rooted artwork and ensuring that their heritage and culture isn't lost



TO SUM IT UP–

MY STUDIO – COT & CANDY

Easy & smooth onboarding of designers and artists with complete tech support.

1. Designing your creation
2. Uploading images of your creation
3. Proofing your uploaded creation
4. Seller verification
5. Revisiting your creation
6. Adding descriptive details to your creation
7. Activating designs for sale
8. Configure your account settings
9. Earn commissions on your creation

SUPERIOR INFRASTRUCTURAL CAPABILITIES

- On-demand/made-to-order infrastructure with sustainable and scalable manufacturing processes & QC checks
- Revolutionizing print-on-demand for fabrics, garments, photo printing, gifting, home décor, and many others through digital printing technology
- State-of-the-art infrastructure equipped with – Direct to Garment Printers (DTG), Direct to Fabric Printers (DTF), Flatbed UV Printers, Digital Print Press and other Finishing and Supporting Equipment
- High-quality manufacturing and production at scale, for individuals and small businesses alike
- Superior IT infrastructure

03



TO SUM IT UP–

SALIENT FEATURES OF MANUFACTURING INFRASTRUCTURE

1. Manufacturing cells producing only one type of product
2. Completely automated processes from order receipt to packing & dispatch
3. Minimum human intervention
4. Best of printing technologies from HP, Xerox, Canon, Epson and Konica Minolta

WHY SHOULD CONSUMERS CHOOSE PACE?



RANGE

Endless possibilities with ever-growing designs and make-on-demand concept

VALUE

Personalization & linked memories, offering consumers a chance to create a unique identity or a unique expression

COST

Scale & efficiency will help reduce costs, and pass on the benefits to the consumers

SPEED

Driven by superior technology, logistics and infrastructure

EASE

The ease of end-to-end ordering and delivery process, at the comfort of one's home

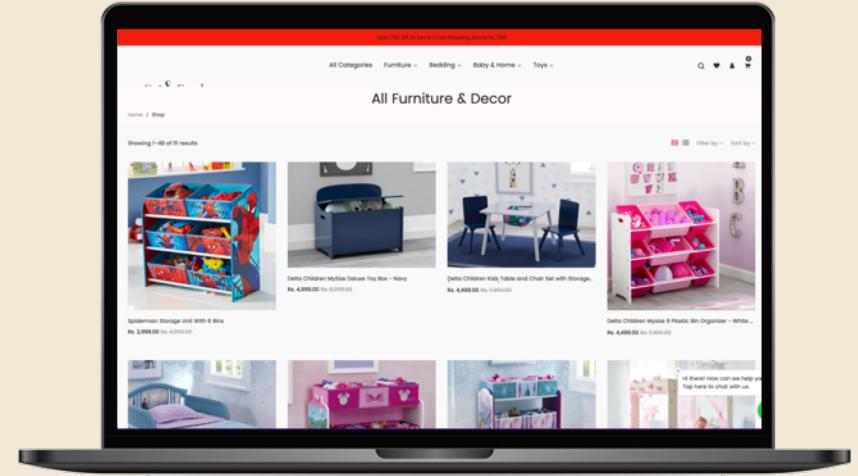
QUALITY

Best-in-class quality assured

REVENUE STREAMS

CONSUMER GROUP

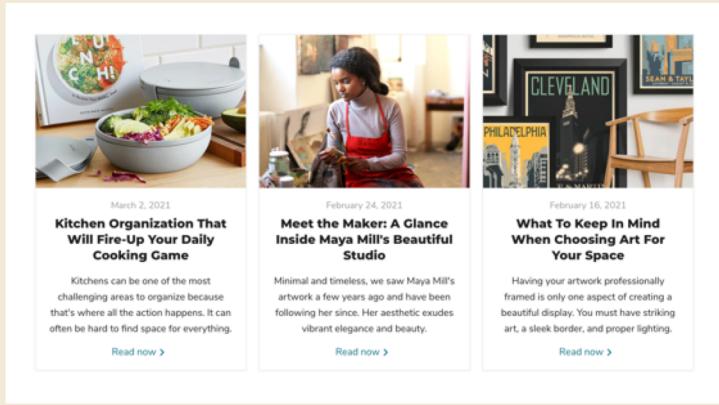
From direct sale of products through our website cotandcandy.com and our mobile app



BUSINESS SOLUTIONS GROUP

- From fees earned by offering design and product development solutions to small sized businesses and institutions
- From delivering personalised products for various occasions to large organisations (corporate gifting)





Pace will undertake a **360° marketing campaign** to reach potential consumers on all the turfs, as well as to create top-of-mind brand recall.

MARKETING STRATEGIES



ONLINE

SOCIAL MEDIA CHANNELS

- SEO Marketing
- Influencer Campaigns
- Blogs

OFFLINE

OFFLINE PROMOTIONAL ACTIVITIES

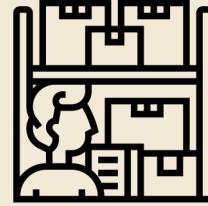
- Event-based marketing
- Touch screen kiosks in retail stores and POS

KEY FUNCTIONS OF THE ORGANIZATION



ARTIST ACTIVATION & ENGAGEMENT

Acquisition and engagement of artists to support an ever-growing library of unique designs



PRODUCT RANGE & FULFILMENT

Addition to existing product range from owned and third-party fulfilment network



USER ACQUISITION & TRANSACTION OPTIMIZATION

Optimization of user acquisition & transaction flows, to uplift overall user value



CUSTOMER, UNDERSTANDING LOYALTY & BRAND BUILDING

Deepening customer understanding to create more compelling user experiences, thereby increasing customer loyalty

ULTIMATE GOAL

To become India's leading online platform for customization and personalization of products across categories, catering to diverse needs through value added products, and enabling individuals and businesses to optimally satiate their aesthetic needs.

EXISTING BUSINESS

Expanding reach in existing channels
i.e. General & Modern trade

Adding newer cities & fulfilment
centers in hyperlocal
(www.homepost.in) business segment

Driving e-commerce sales with major
thrust on own website –
www.cotandcandy.com

FUTURE PROSPECTS

PACE 2.0

Expansion of product portfolio
from existing 1,325+ SKUs to
virtually endless SKUs with
make-on-order concept

Addition of customer
segments such as corporates
and small businesses, through
customization marketplace
business

Addition of completely
new revenue streams
through customization
marketplace

Transforming from a
product company to an
online marketplace

Thank you!

E: info@pacesports.in

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