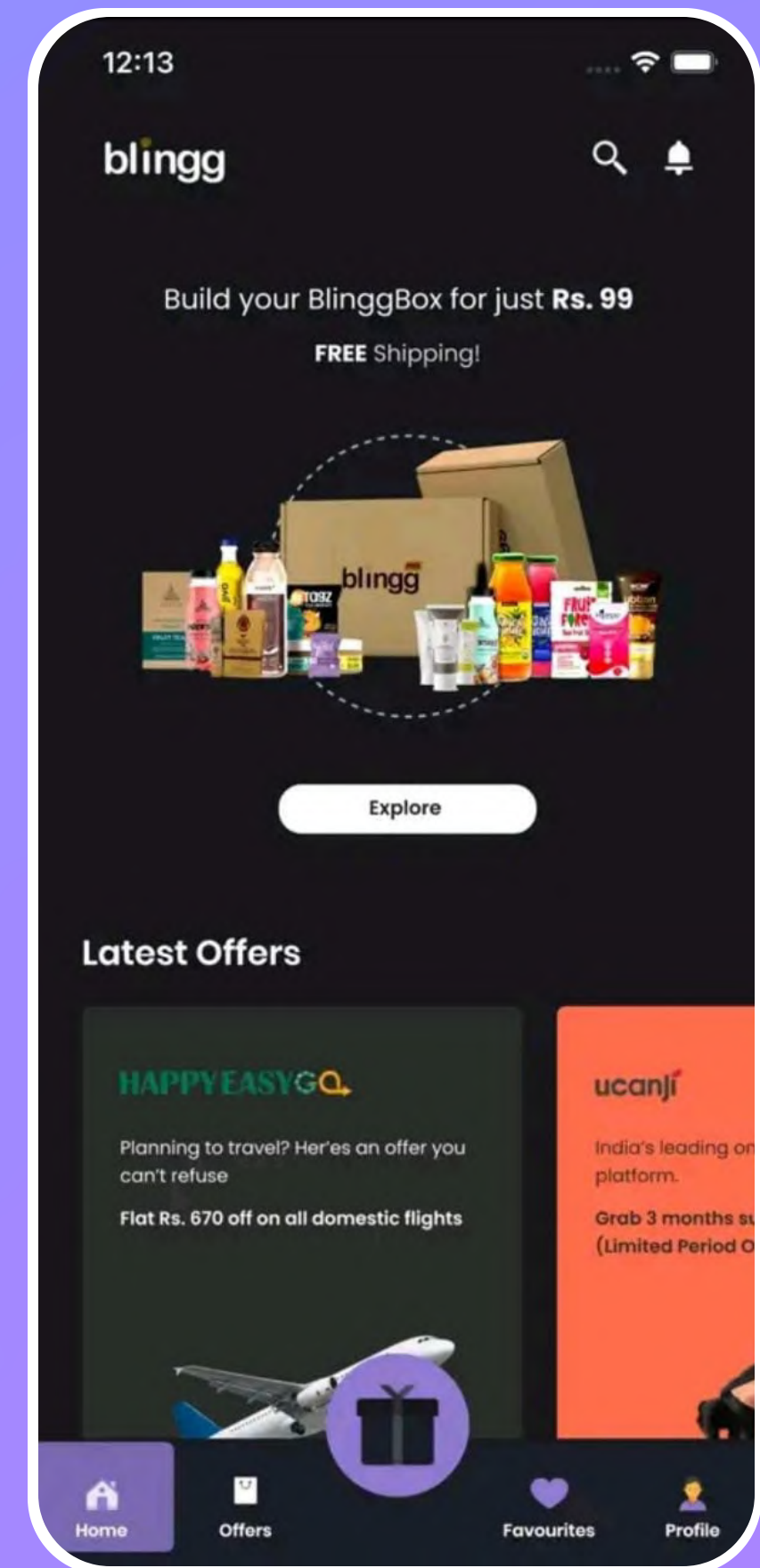# MISSION STATEMENT

To solve Discovery and trials for upcoming D2C brands in india

VISION

To build India's largest subscription commerce company

"The D2C Revolution"

THE PROBLEM

- Problem discovery
- User acquisition
- Low User retention (<15%)
- High competition

WHY NOW?

- 2000+ Activation D2C brands
- 25k+ FMCG products launched in a year
- High consumption of D2C products by urban spenders

Pitch

SOLUTION

Product Trials
Fast user acquisition and high retention rate

Product Discovery
Ease out product discovery and delivery

BlinggBox
D2C subscription box @ ₹99/- with free shipping.

Pitch

MARKET OPPORTUNITY

Total Addressable Market (TAM)
$2 Billion FY21, expected $25 Billion+ FY25

Target Market
Urban working professionals

Market Share
Currently 1%, Expected to grow to more than 10%

MARKET SIZE GUESS-ESTIMATE

MNCs in India – 30k

Average number of employees – 2k

Mid-High wage-earning employees – 30%

Below 40 age – 67%

Target Market size – 12 MN

Pitch

TRACTION

D2C BRANDS ONBOARD
100+

HIGH LTV/CAC (>3)
Current CAC – Very less

NUMBER OF DOWNLOADS
10k+

OTHER METRICS
DAU, MAU, Average Time Spent, M-O-M Growth, Gross Margin

BUSINESS MODEL

Strategy

Subscription revenue (from users)

commission-based (from Brands)

Est gross margin in D2C marketplace 5-10%

Pitch

TEAM

"Bling is India's first D2C Trial Subscription at Rs.99 exclusively built for India's 10Mn+ Urban Working millennials in India. Our BlinggBox Subscription at just Rs.99 gives users up to 5 exciting product trials from D2C brands home delivered each month".
A great leader with past experience in offline branding and recently took and exit from previous startup after 8 years of exp.

SANIL JAIN (FOUNDER)

THANK YOU