

# VC PITCH DECK

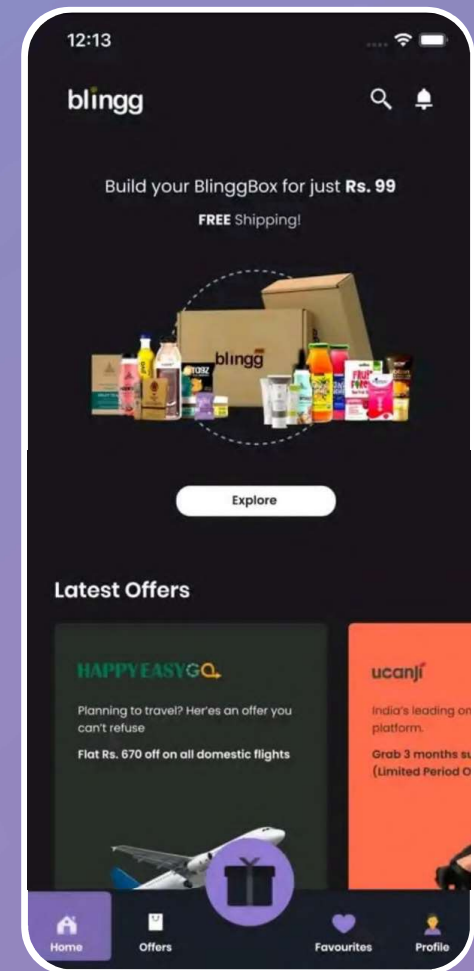
Pitch



# MISSION STATEMENT

To solve Discovery and trials for upcoming D2C brands in india

Pitch



# 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

# 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.

## 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

# 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%



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## 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