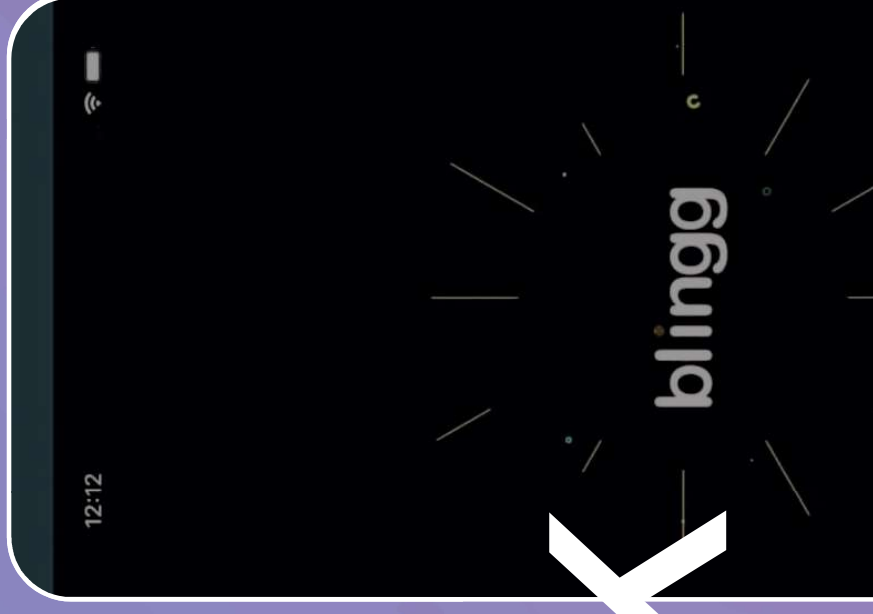


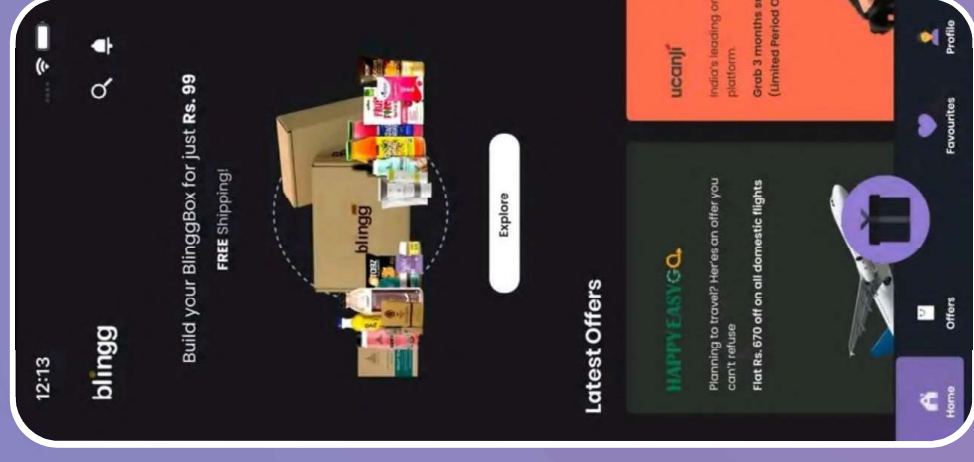
VC PITCH DECK



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%

blingg
PRO
Privileges that matter

Free Home
Delivery



Are you a Working Professional?
Join the BlinggClub!

Sign up to unlock your monthly BlinggBox & 30+ Privileges from our brand partners.



TEAM

"Bling is India's first D2C Trial Subscription at Rs.99 exclusively built for India's 10Mn+ Urban Working millennials in India. Our BlingBox 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