



HERODY

THE FUTURE OF INDIA'S
“GIG – ECONOMY”



DISCLAIMER

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This document may contain certain future prospects which may be a forward-looking statements. Forward-looking statements by their nature involve a number of risks and uncertainties that could cause actual results to differ materially from market expectations. These forward looking statements represent only the Company's current intentions, beliefs or expectations, and any forward-looking statement speaks only as of the date on which it was made. The Company assumes no obligation to revise or update any forward looking statements.

Note: All numbers have been rounded to the nearest digit for convenience of representation.

MAJOR CHALLENGES

High Unemployment

7.6 %

The country's youth is currently facing a huge problem in terms of employment opportunity

High unskilled labour

5 %

According to an article posted by the Business-Standard, only 5% of workforce in India is formally skilled

[Link](#)

Changing Landscape

**Impact of
COVID 19**

As we near the end of the pandemic, a new wave of "hybrid working" culture has emerged

OUR SOLUTION – “GIG ECONOMY”

Gig economy has the potential to contribute to an incremental 1.25% to India's GDP. We at herody have developed a robust online platform to unlock the doors of the gig economy and unleash its full potential



Qualified and trained gig workers for brands to employ



Multiple companies for gig workers to choose from



Herody is responsible for project completion and payments



Match right gig workers with the right companies



ABOUT THE COMPANY

Herody started with the vision of providing a gig work platform to brands & gig workers. We are a brand's as well as gig worker's best friends. We break down the complex business requirements in form of tasks and take ownership of end – to – end execution.

THE MISSION

To help popularize the gig economy in India and contribute to the nation's GDP going forward

THE VISION

To become the go-to market place for brand's and gig workers to connect for all their business requirements





OUR FOCUS

At Herody, we focus on providing solutions for on-demand variable requirements of brands with our on-the-go Gig Workforce.

Our gig workers are well trained and specialize in completing the tasks on the go.

Digital Gigs

- User acquisition
- Tele-calling
- Social Media Promotion
- Online Campus Events
- Content and data operators
- Business Development

Hyperlocal Gigs

- Offline Events
- Audit
- Last mile operations
- Due Diligence

KEY FEATURES



Strong Network

100k + trained gig workers PAN India



Robust Tech Platform

Relevant pairing of enterprises with gig workers



Dynamic Capabilities

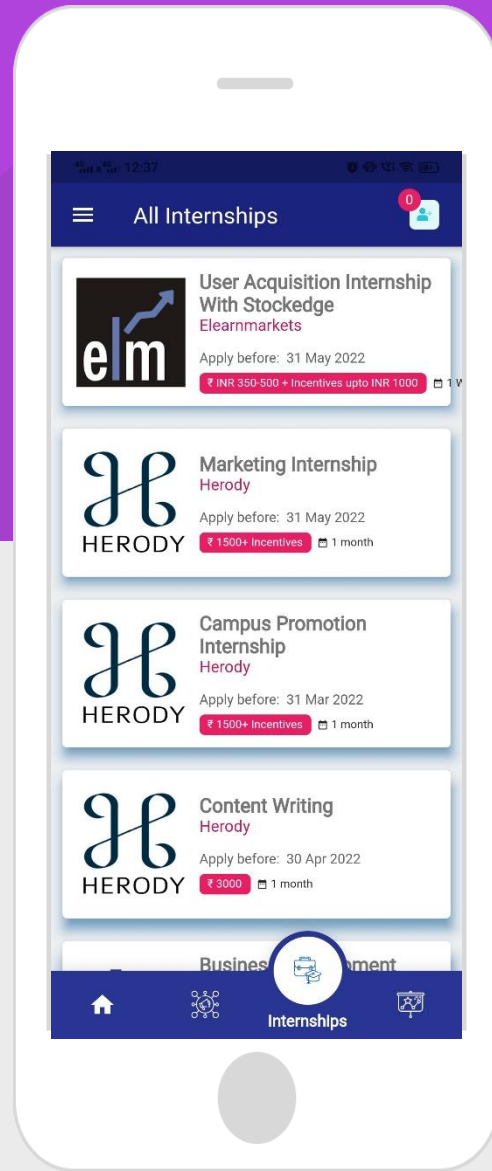
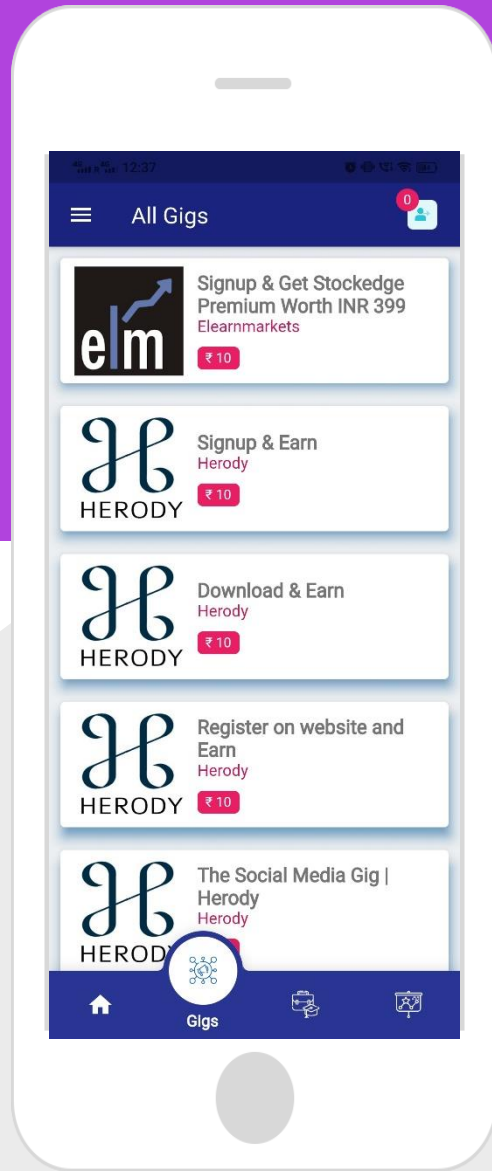
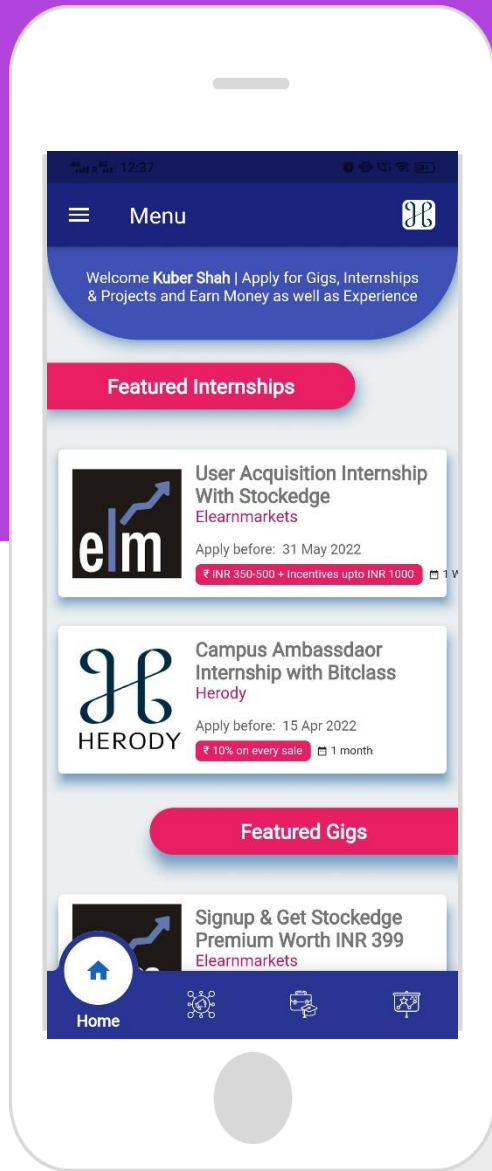
Meet variable on and on-demand needs of brands



Strong Experience

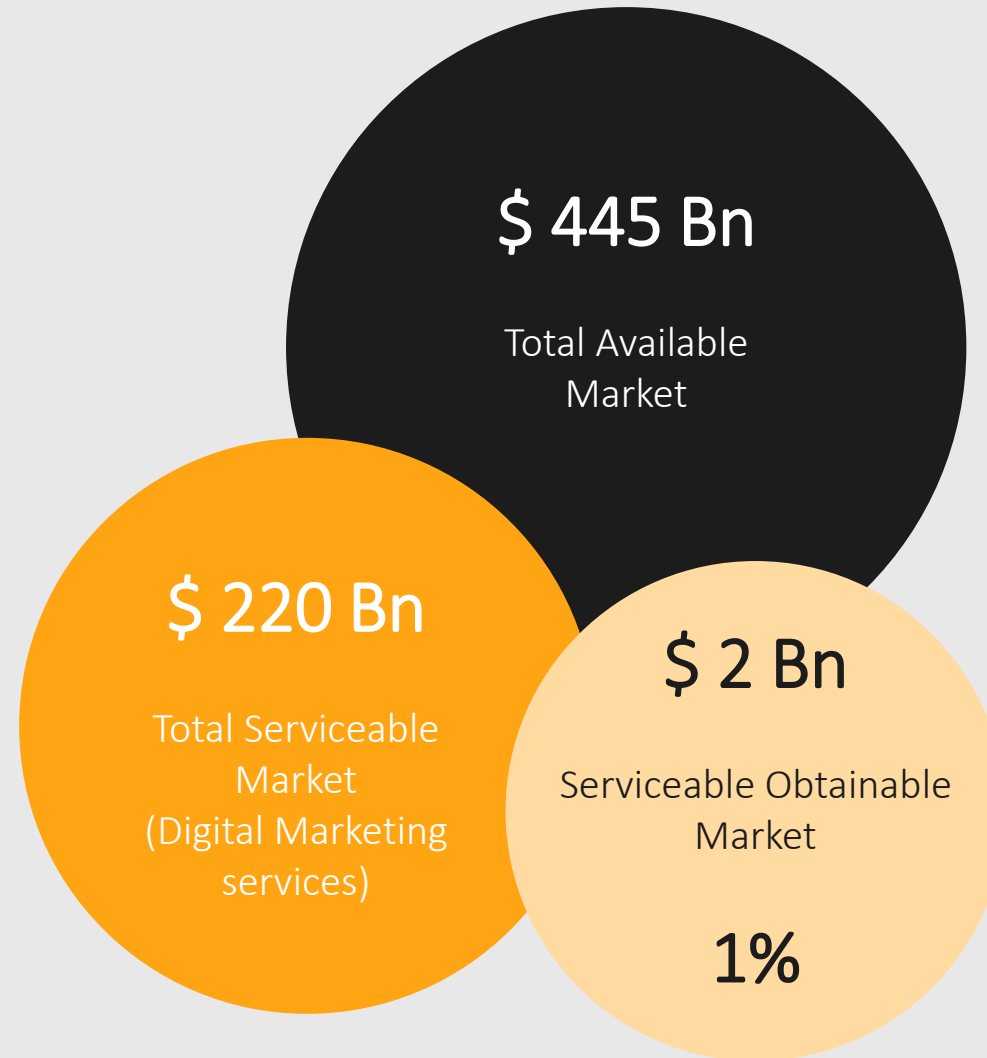
500k+ tasks completed over 200+ brands





THE MARKET SIZE

The COVID 19 Pandemic has altered the way most companies do business. Many companies have realised the benefits of remote working, including saving costs of admin and utilities. This has given a big boost to India's gig economy. The gig economy is expected to reach **\$ 445 Bn by 2024**.



Source: [ibef](#)



COMPETITIVE LANDSCAPE



- Focus on logistics, sales and after sales service
- Estimated Revenue of INR 100 Crores
- Operations across 100+ Cities



- Focus on marketing and customer acquisition
- Estimated Revenue of INR 8.5 Crores
- Operations across PAN India



- Focus on on-demand outbound calling
- Estimated Revenue of INR 2.5 Crores
- Operations across PAN India



MARKETING STRATEGIES



App / Website SEO

- App engagement
- Organic search
- Adwords / SEO



Tele - Calling

- In-house telecallers
- Cloud calling solution
- Remote working



Social Media

- Influencer marketing
- Social Handles
- Retarget/Remarket



Blogs / Content

- Blogs on website
- Affiliate content



Online Engagement

- Online Webinars
- Campus ambassadors

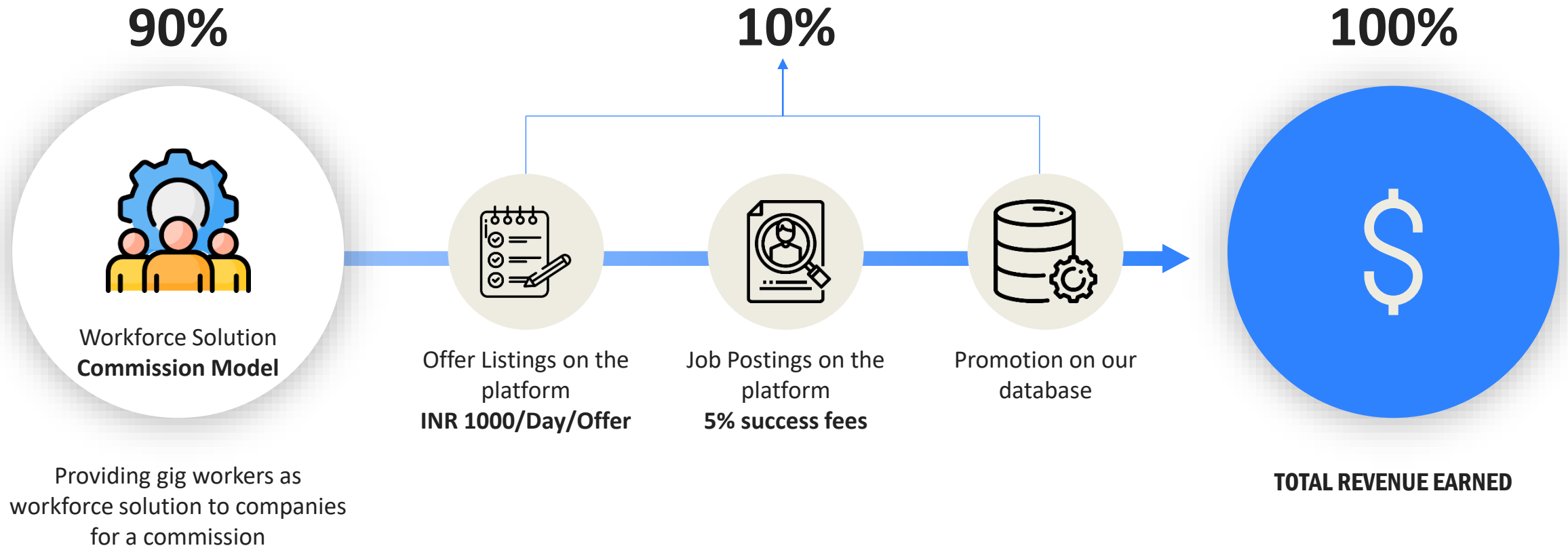


Campus acquisition

- Target College Events
- College cafes



REVENUE STREAMS



UPCOMING REVENUES

Subscription Model

Gig workers get guaranteed earnings of minimum of INR 5,000 every month from ease of their month.

Credit Line For Gig Wokers

Gig workers can pay the amount by completing the work and a credit will be provided based on their work history



CLIENTS SERVED

We have served **200+** Clients in the last **20** months. We also have partnered with **1000+** educational institutions.

























TOP INSTITUTIONS



CLIENTS SERVED



CLIENTS SERVED



MILESTONES ACHIEVED

1.22 Crore

Revenue Achieved

1,00,000 +

Network of trained gig
workers PAN India

5,00,000 +

Total number of
projects completed

200+

Brands tie – up with

20

Months in Operations

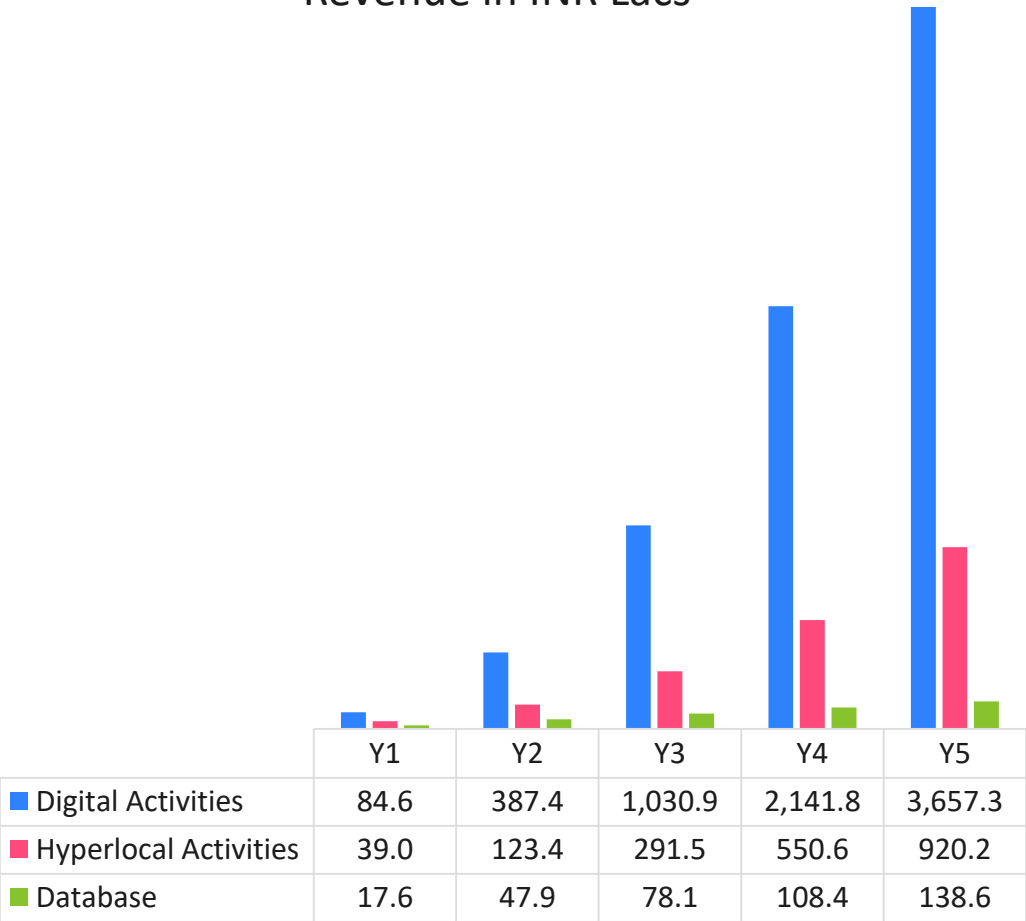
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Rated on Google Play
store

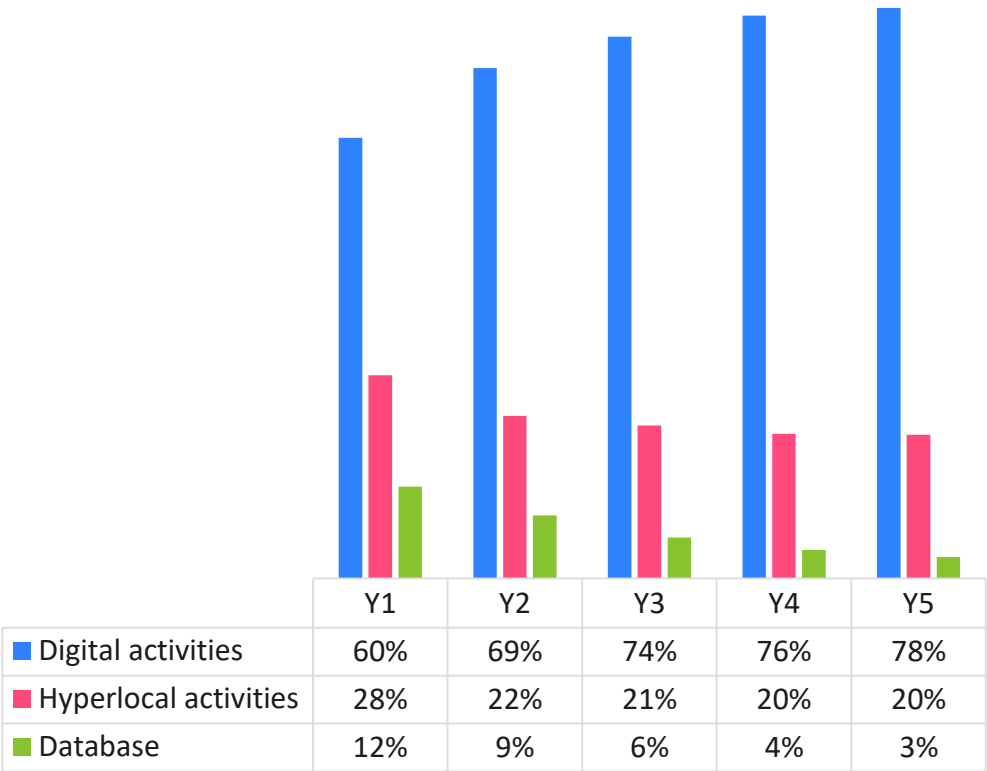


REVENUE STREAMS

Revenue in INR Lacs

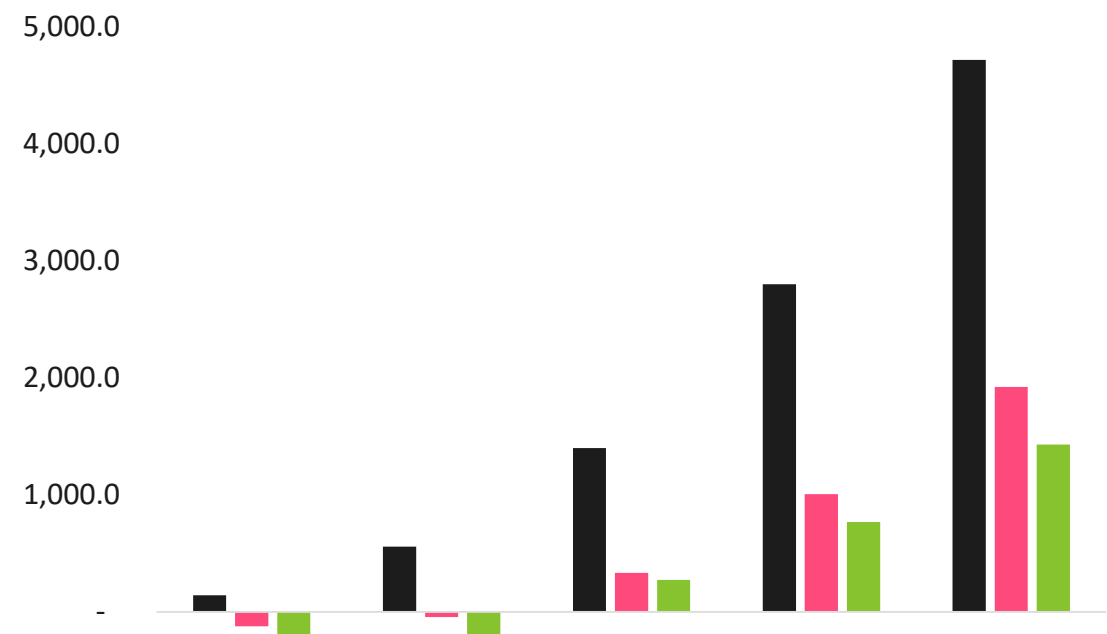


Revenue Streams%



FINANCIAL HIGHLIGHTS

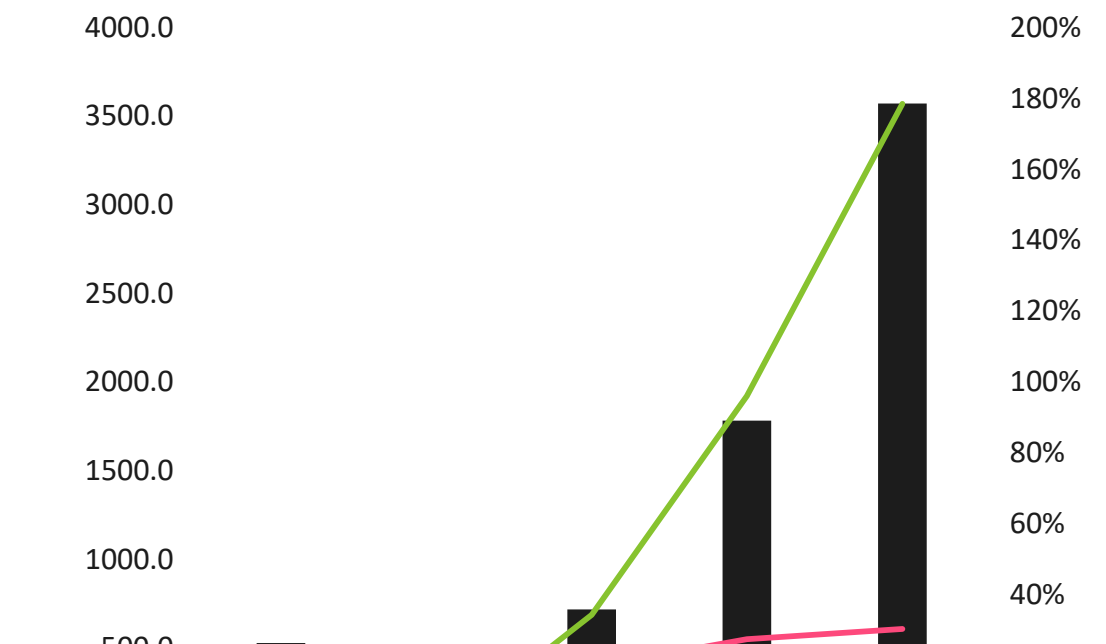
Revenue, EBITDA and PAT (INR Lacs)



	FY21	FY22	FY23	FY24	FY25
Revenue	141.2	558.7	1,400.5	2,800.8	4,716.1
EBITDA	-122.6	-43.5	332.4	1,007.3	1,921.9
PAT	-216.2	-192.5	274.4	769.1	1,429.3

Revenue EBITDA PAT

Cash Flow (INR Lacs), PAT%, ROE%

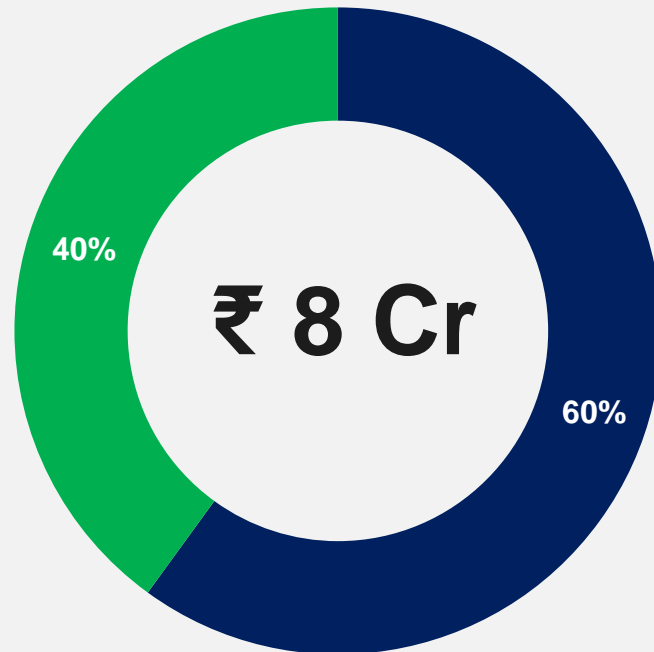


	Y1	Y2	Y3	Y4	Y5
Cash Flow	527.3	348.0	716.3	1782.3	3571.9
PAT%	0%	0%	20%	27%	30%
ROE%	0%	0%	34%	96%	178%

Cash Flow PAT% ROE%



INVESTMENT REQUIRED



■ Resources ■ Core Expenses

Resources

- Advanced website and application
- Cloud services and data storage
- Tracking and analytics

Core Expenses

- Managing offices and Expenses
- Sales and marketing for brand presence
- Team welfare & Community Management



MEET THE FOUNDERS



RAJDEEP SINHA

Founder and CEO

Rajdeep holds Btech in engineering and served as CMO for Storiesofcommonman. As a result of his insights, Herody was founded to fill a void in the gig economy. He leads a team at Herody that attracted 100,000 customers, worked with over 300 companies, and produced INR 2 Crores in revenue in just 2 years.



SAKHTI SWAROOP

CBO

A 5-year company development veteran, Swaroop is a Tedx Speaker, a two-time entrepreneur, and M.Tech from NIT, Surathkal. He's previously founded two firms, one of which was acquired, and his startup and advisory work has been covered in numerous newspapers. Swaroop joined Herody later in the process since he was a huge proponent of the notion.



MEET THE TEAM



Sahilendra Damaraju

CTO

A Software Developer by Profession, has 5 years of experience in developing applications. Worked as CTO at TAM Ascend & Stack Nation. Also worked as a technology consultant for Tutkins, AFM, etc. He is currently leading the Tech Team at Herody.

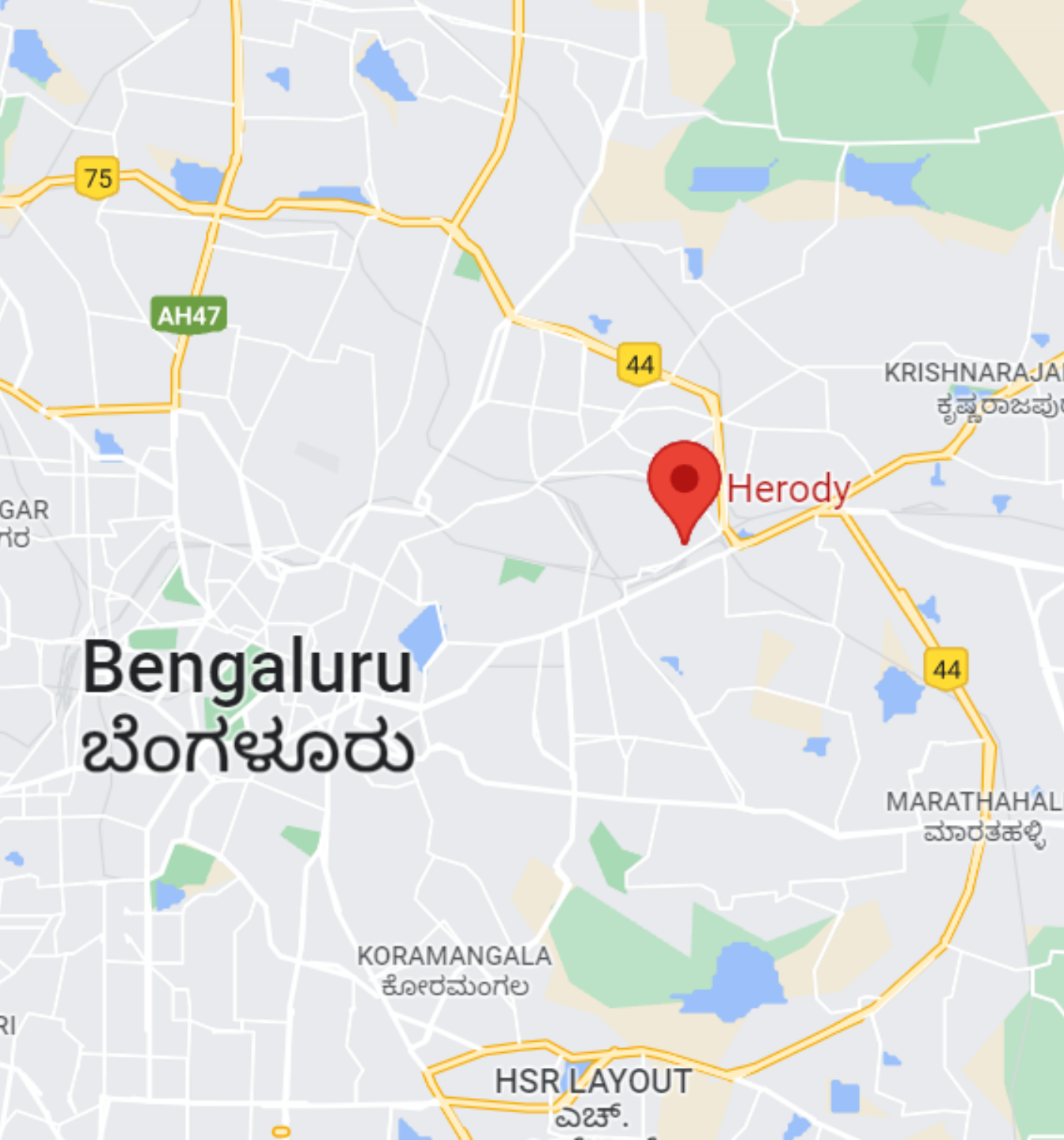


Rini Sinha

COO

Rini is having an experience of over 5 years of working in product marketing and operations role in multiple companies. She is managing operations at Herody since inception.





THANK YOU!
Get in Touch



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