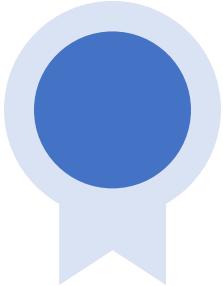
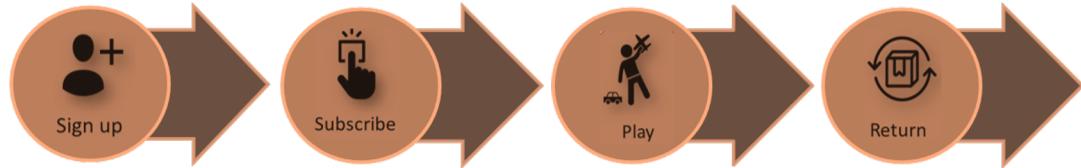




**Play, learn, pass it on !!**

# ABOUT US



## Who are we?

- *Disruptor of 1.5 Bn \$ toy industry in India*
- *Enabler of holistic development in kids from an early age*
- *Promoter of sustainable green toys*
- *Finally, a Wallet-friendly partner for the parents*

**Eventually creating a market place for complete kids essentials.**

# Founders



Bhanu Tadepalli

*B.E- BITS- Pilani*



Bhanu has **14+** years of software experience working at **Amazon**. He is the tech guru of Toyflix



Vikram Madhusudhan

*B.E: MSRIT; M.S-Newcastle-UK; Leadership: MIT-USA*



Vikram has **14+** years of **leadership** experience working across industries from oil & gas to aerospace. He also has successfully exited one startup which he co founded in 2012.



Karthikeyan M

*B.E: Anna University*



Karthik has **11+** years of **UI/UX development** experience. He was previously working at SAP. He is the user experience geek of Toyflix.

# Problems

&

# Solutions

## EXPENSIVE TOYS

Parents spend 25,000 to 30,000 INR per year on toys & as the child grows/ changes interest, it can really add up.



## WALLET FRIENDLY

Parents can rent toys at a nominal prices as low as 30/- day which is a great solution for their wallet

## LOW APPEAL

Toys rarely appeal to kids for a longer period of time. They use it for less than 12 days before losing interest in them.



## INNOVATIVE APPROACH

Kid can have expert curated PREMIUM toys, enjoy them & return when the novelty breaks out. This reduce the clutter at home.

## UNAWARE OF DEVELOPMENTAL TOYS

Toys are treated as recreational and not educational by most of the parents



## EXPERT CURATED TOYS

For the child to achieve the required development milestone, We have curated toy sets with consultation from Montessori experts with 20 yrs experience

## TOY CLUTTER

The old toys clutter homes & forces parents to throw them away



## QUALITY

Awareness about dangers of low quality toys has increased hence quality is never compromised. We use safe & certified toys from ASTM.

# Understanding the Target Consumer

## Tier 1 Cities

370 Million



36%



Montessori Schools

Annual Household income  
5-50 lakhs

Educated Mothers

Estimated kids population in 2020

Annual household income 2022 INR 5 lakhs to 50 lakhs

## Who they Are

- Income bracket- 5 lakhs- 50 lakhs per annum.
- Montessori schools
- Kids from age 8 months to 8 years

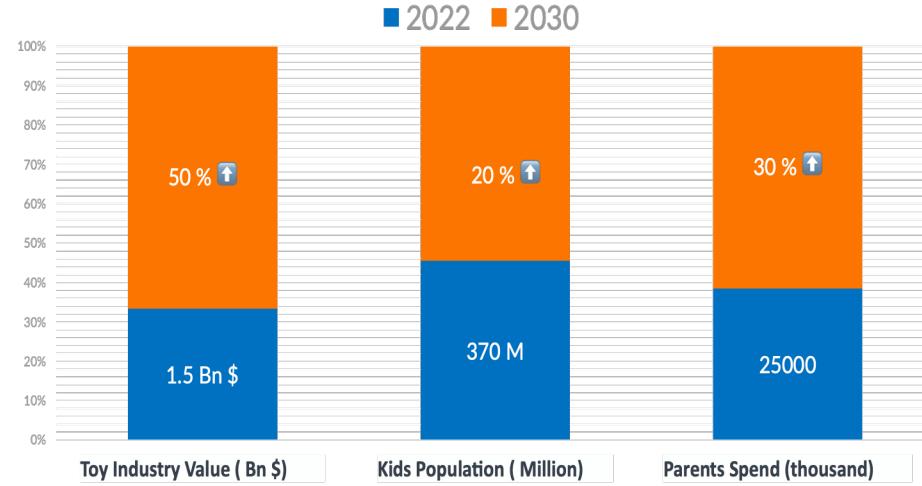
## How they Shop

- Local market/E commerce
- Frequent Purchase 2-3 times a month
- Average Spend 1500 per visit

**The Population of India is not going to slow down any time soon.**

# Massive Opportunity, Ever-growing Market

Current Market Trend		
	2022	2030
<b>Toy Industry Value</b>	1.5 Bn \$	3.5 Bn \$
<b>Kids Population</b>	370 Million	444 Million
<b>Parents Spend</b>	25000 ₹	40000 ₹



- Indian government has banned the import of toys from China.
- The Government wants to tap the revenue from toys market which is at 1.5 BN \$ growing at 12 % every year on year against a global average of 5%.
- This is why the government is heavily promoting make in India toys.
- We are focused to promote **Made in India toys & help the local artisans.**

# Competitor V/s Us

	Shumee	Khilonawala	Toyflix
STEM Toys	✗	✗	✓
Bangalore market	✓	✗	✓
No initial deposit	✗	✗	✓
In-house repair model	✗	✗	✓
Free delivery	✗	✗	✓
Books	✗	✓	✓
App based subscription	✗	✗	✓

# UNDERLYING MAGIC

- ✓ STEM & Educational Toys at nominal subscription cost
- ✓ Indigenous repair mechanism
- ✓ Free and fast delivery
- ✓ Toy sets curated as per the child's development by in-house experts
- ✓ No breakage charges to customers
- ✓ App based subscription

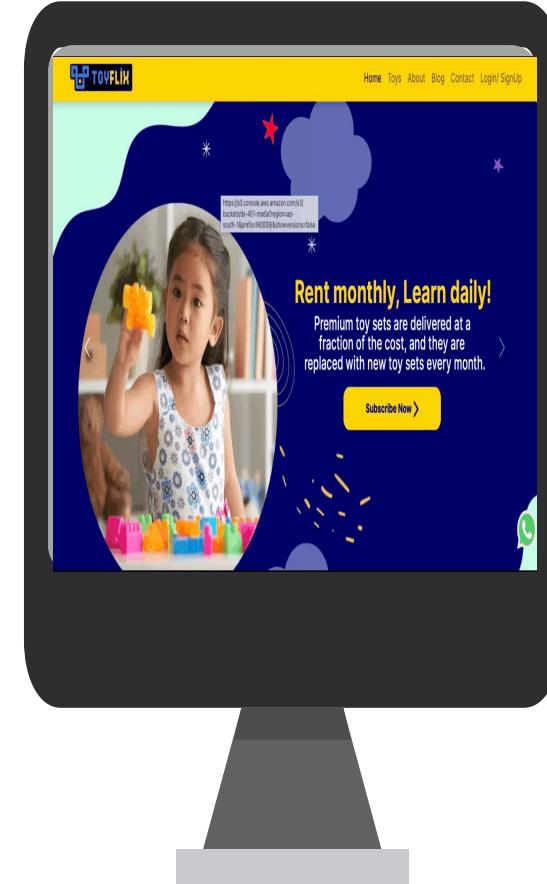


# Technology as a service



- ✓ We have developed an native app which is available on both **iOS & Android**.
- ✓ We have used the latest flutter & Node.js to build the app.
- ✓ We have built **custom coded website** on the AWS platform & **it's not a Shopify website !!**
- ✓ Our complete operations are tech-enabled which gives us the upper hand in smooth operations
- ✓ Customers can subscribe on both app and the website, but to select the toys, they need to do it on the app.

**By this, we are forcing the customer to download our App & later on we can showcase them with the targeted kid's essentials as a marketplace aggregator.**



# REVENUE MODEL

1499 ₹/ Mo

Try pack

50/- a day

Monthly Subscription

3 toys & 1 book

999 ₹/ Mo

Saver +

33/- a day

Yearly Subscription

36 toys & 12 books

# KPI Dashboards

**1328**  
Subscriptions

**68%**  
Customer Retention

Monthly Subscriptions



# TEAM



Bhanu Tadepalli  
**CTO/Co-founder**  
B.E- BITS- Pilani

Bhanu has **14+** years of software experience working at **Amazon**



Manjunath P  
**Marketing Manager**

Manju has **8+** years of experience in **digital marketing**



Neeraj Mitran  
**CA- Mitra Holla & CO**

Neeraj who has CA experience of **8+** years handles all of our **finances**



Vikram Madhusudhan  
**CEO/Co-founder**

Leadership: MIT-USA; M.S- Newcastle-UK; B.E: MSRIT

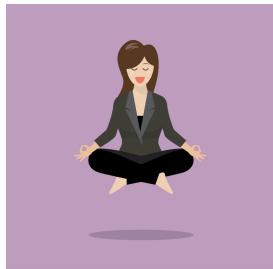
Vikram has **13+** years of **leadership** experience working across industries from oil & gas to aerospace.



Karthikeyan M  
**UI/UX Manager**

Karthik has **11+** years of **UI/UX development** experience. He was previously working at SAP

Cumulative experience of more than 100 years !!



Vidya M  
**Customer Service Manager**

Vidya has **10+** years of experience in **handling customers**



Naveen S  
**Logistics Manager**

Naveen has **16+** years of experience in **logistic & delivery**



Dr. Neha Kumar  
**Child Psychologist-USA**

Neha has **4+** years of experience in **child development**



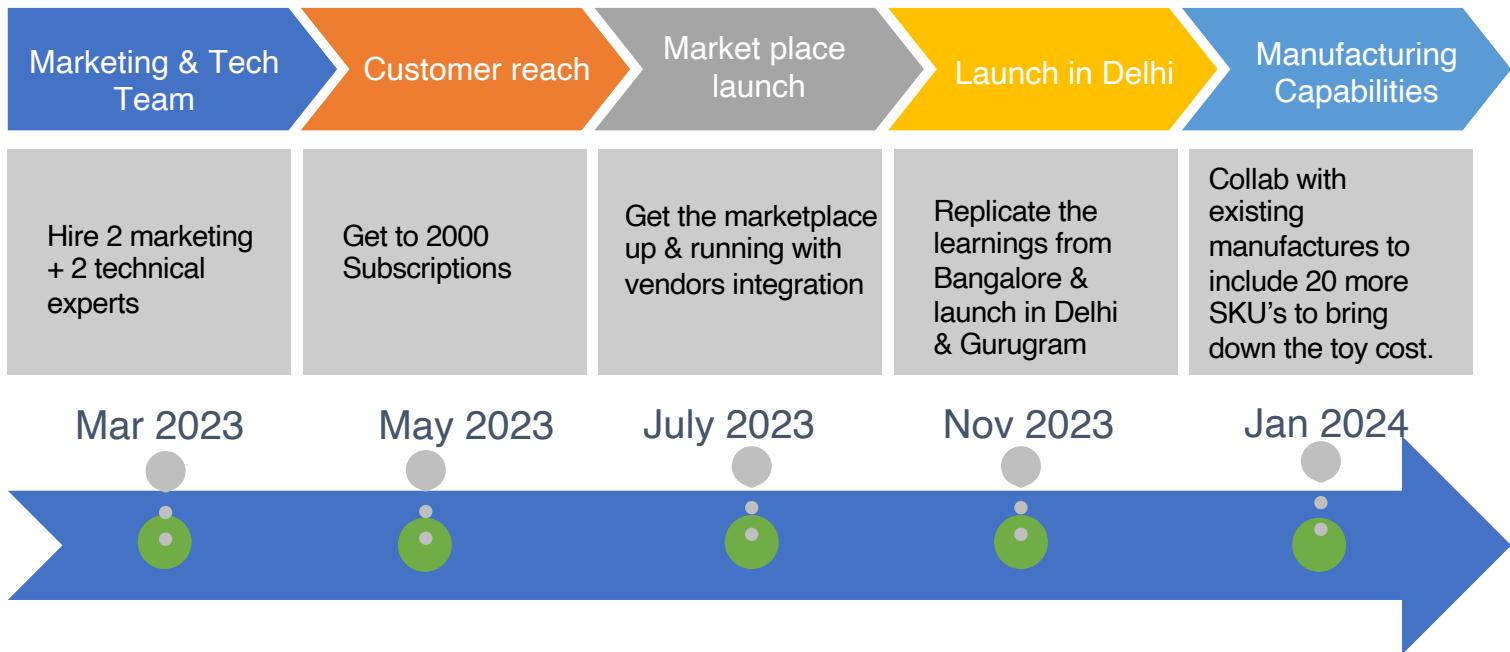
Manjula K  
**Montessori School Principal**  
**Toy set curator**

Manjula has **20+** years of extensive experience in **early child care & development**

# INVESTMENT



# Toyflix Journey from here..



“ Good companies sell at least once a month, *great companies sell more than that !* ”

TEAM TOYFLIX

# THANK YOU !



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