



PEPSPOT

www.thepespot.com

Pitch Deck

PROBLEM

Finding a good party venue or vacation rental has always been stressful.....



The hassle-free booking experience is an important **concern** for anyone arranging a small get-together or party



Verified-Vendors are **not** easy to find for all the party services. Some vendors don't have standard operating procedures and quality check points

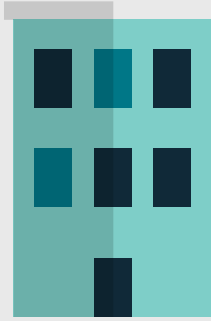


Negotiation for perfect price consumes too much time and energy while booking a service with local vendors or venue managers.



Safe and Secure venues are difficult to find, especially for hosting house parties. Not everyone owns a private farmhouse or a Villa

PEPSPOT : An online platform to book vacation rentals, party venues and services



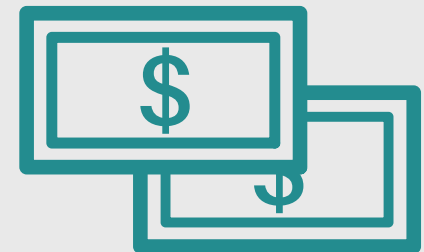
**RANGE OF PARTY
READY VENUES TO
CHOOSE FROM**



**VERIFIED AND
QUALITY TESTED
LOCAL VENDORS**



**BEST PRICE AND
SECURITY FOR
USERS**



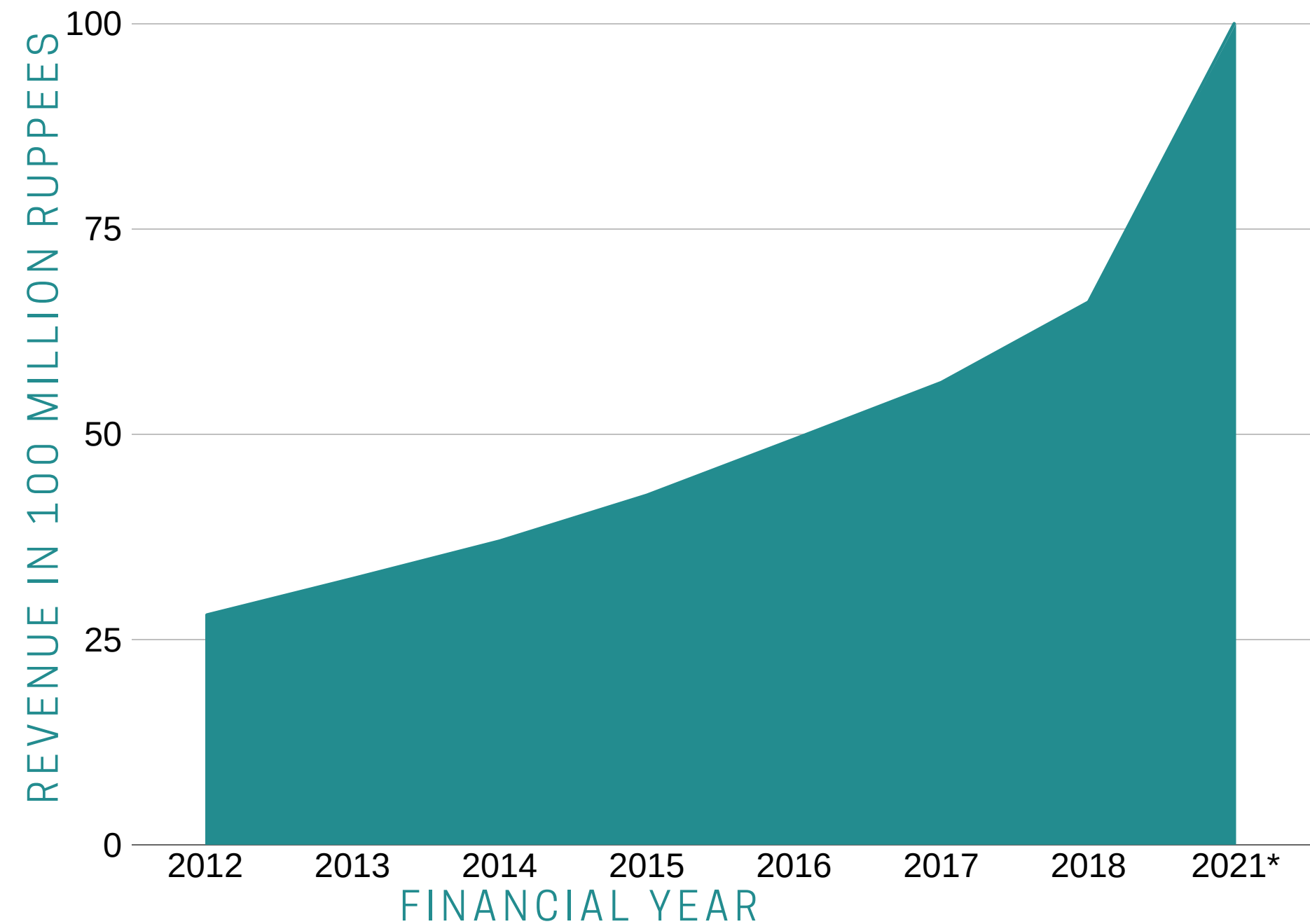
**QUICK PAYMENT
ASSURANCE TO THE
VENDORS**

MARKET

- As per an EY-EEMA (Event and Entertainment Management Association) report, the events and activations industry in India is expected to cross **USD 1.35 BL** mark by 2020-21
-The Economic Times

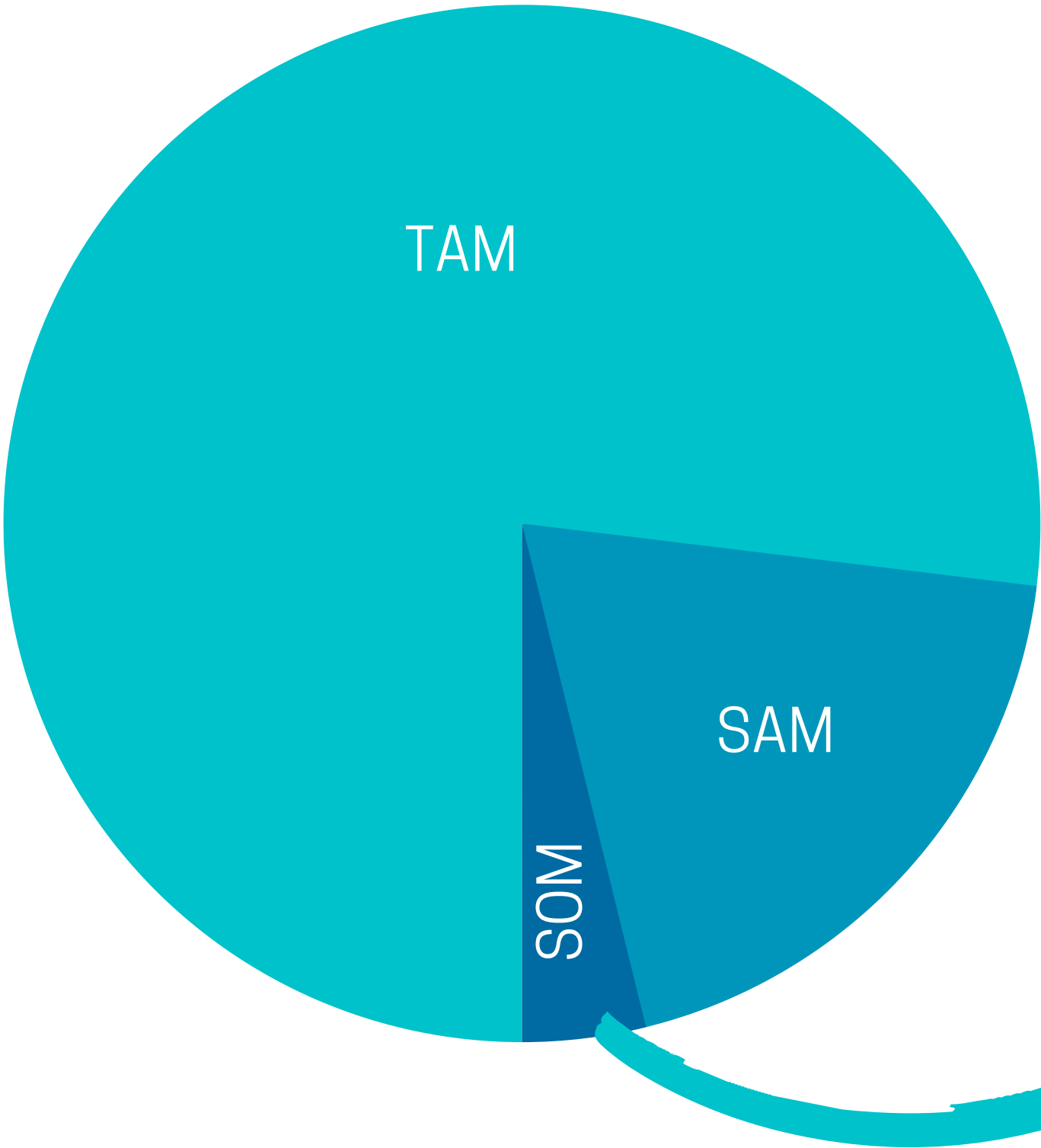
- Per-Capita spending on events, parties and entertainment in 2019 was **USD 21.03** If we calculate just for Delhi, it sums up around **USD 398 MIL.**

-Statista.com



Source: Statista.com

INDIAN MARKET



	Vacation Rentals	Wedding and small events
Total available market	8595	15000
Serviceable available market	2148.75	3750
Serviceable obtainable market	429.75	750

All figures are in INR crores

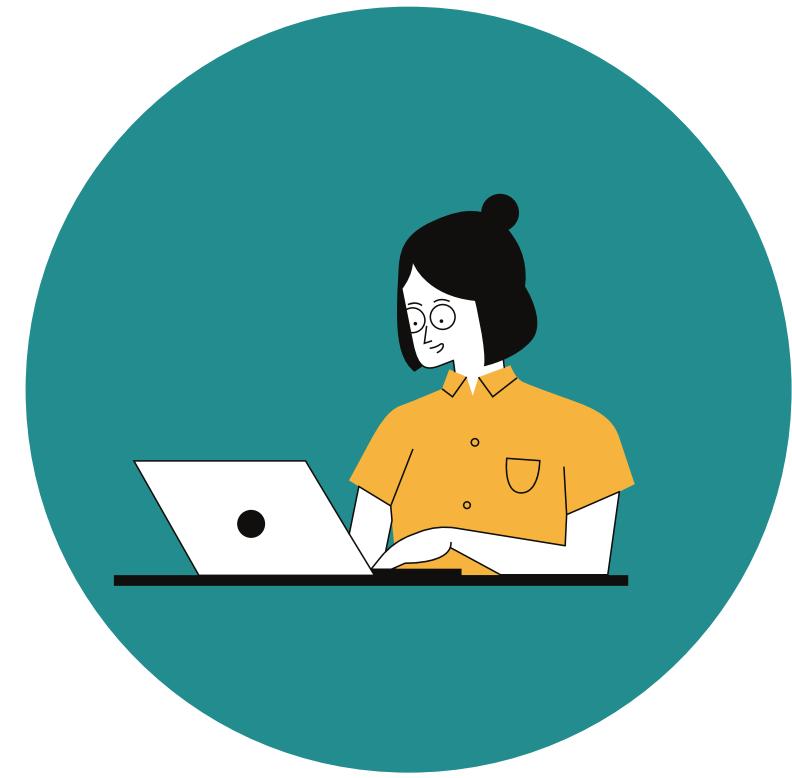
COMPETITION



COMPETITIVE ADVANTAGE



PARTY READY VENUES



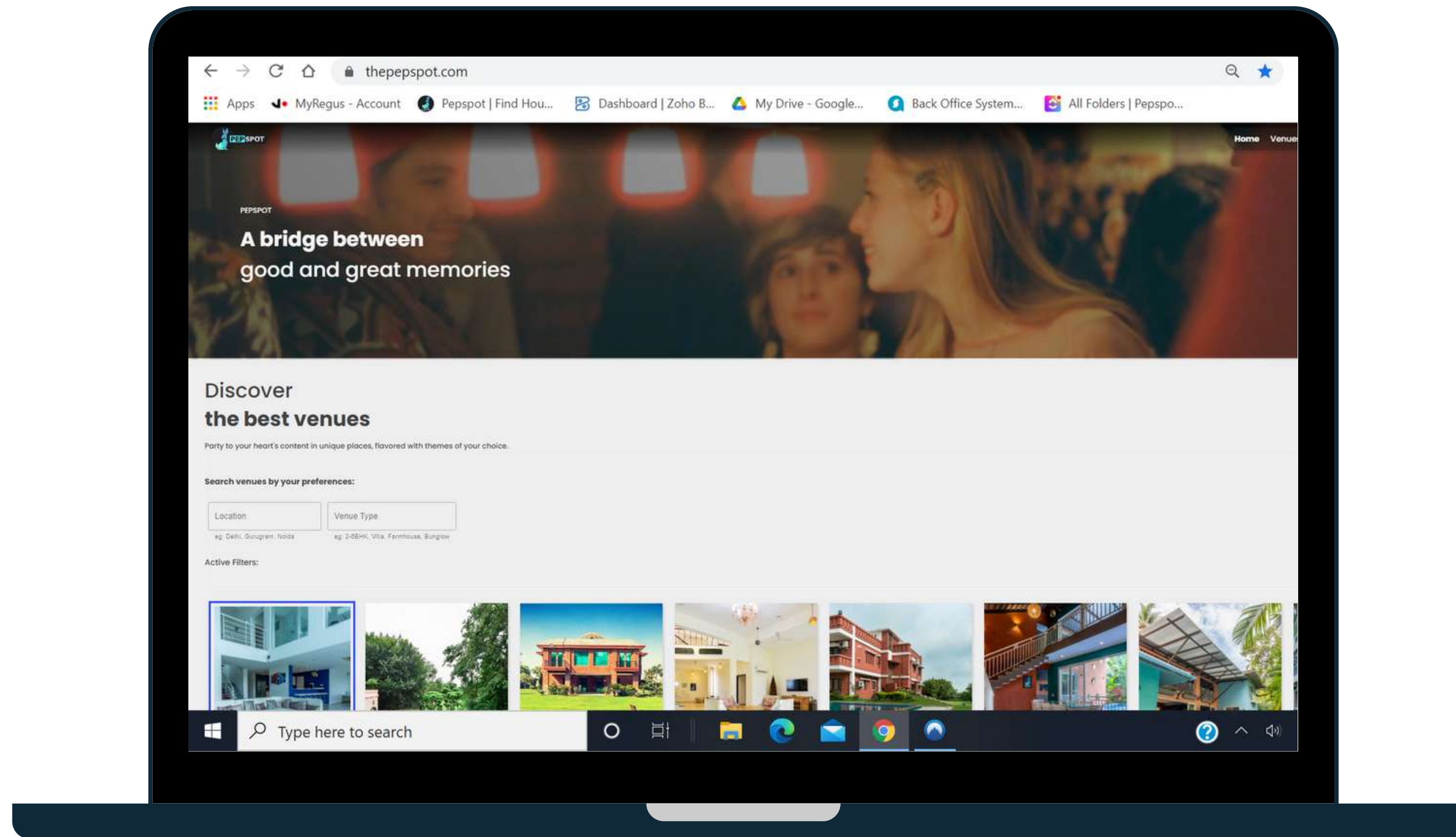
ONE-STOP SOLUTION
PLATFORM



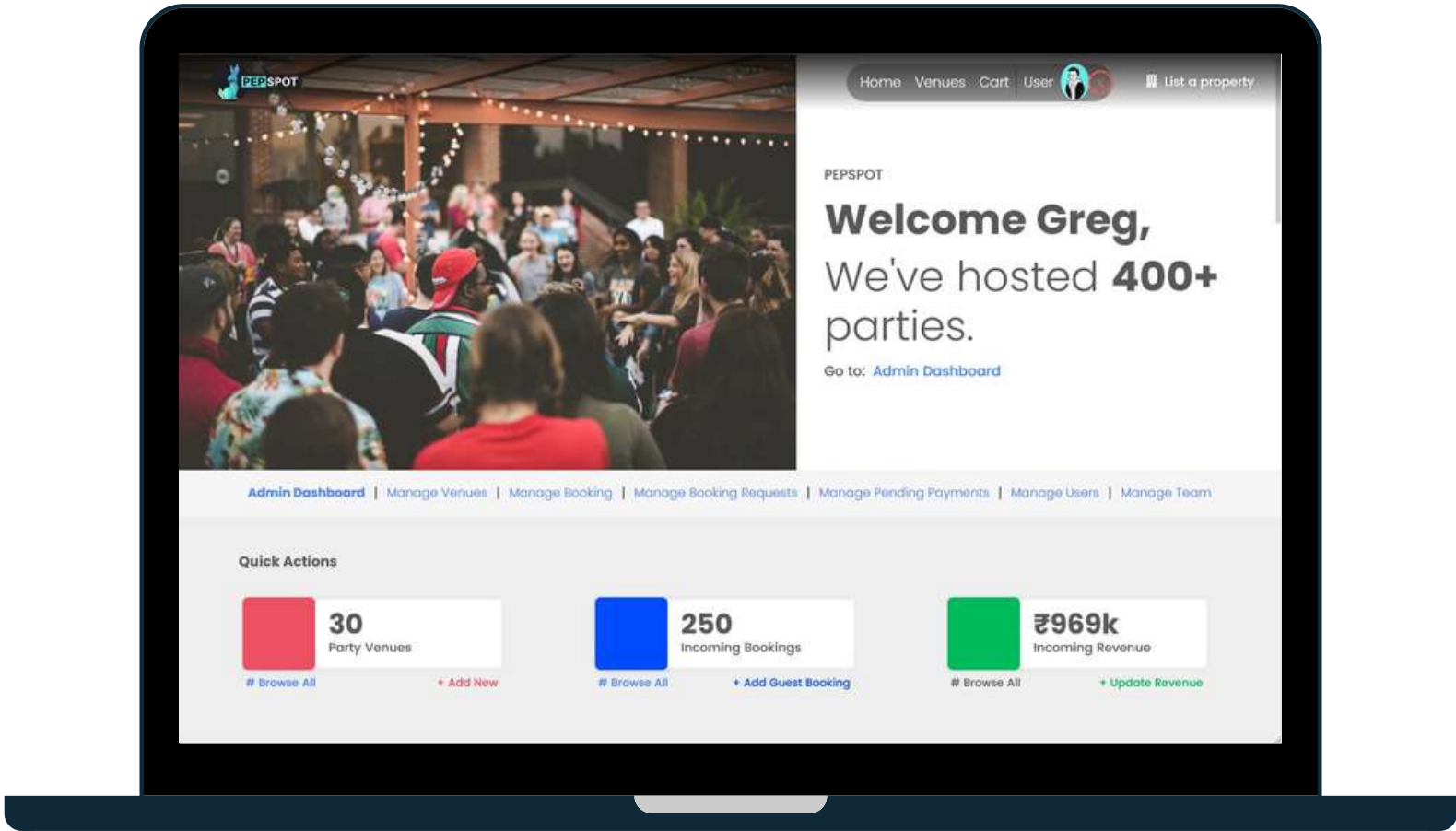
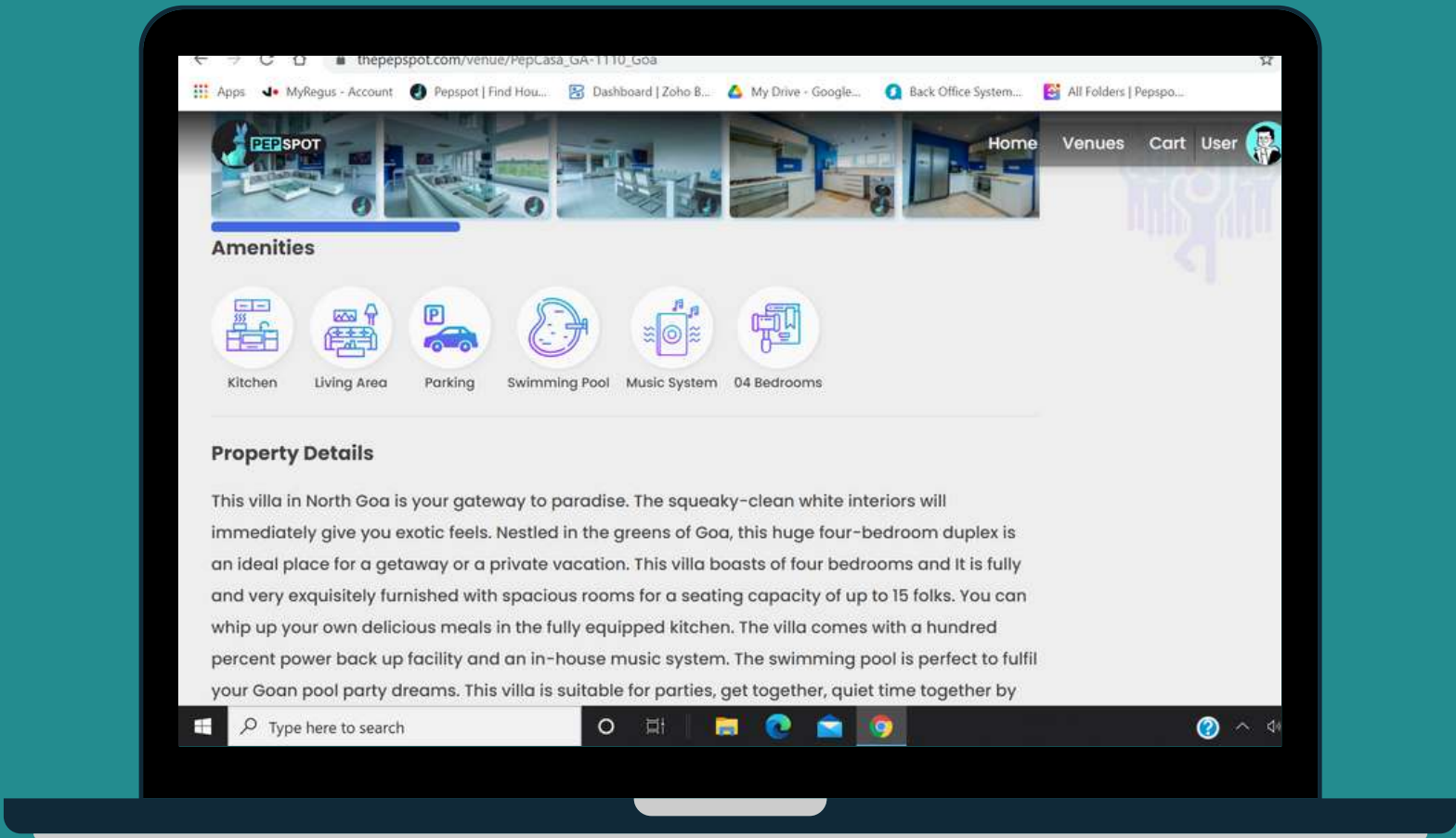
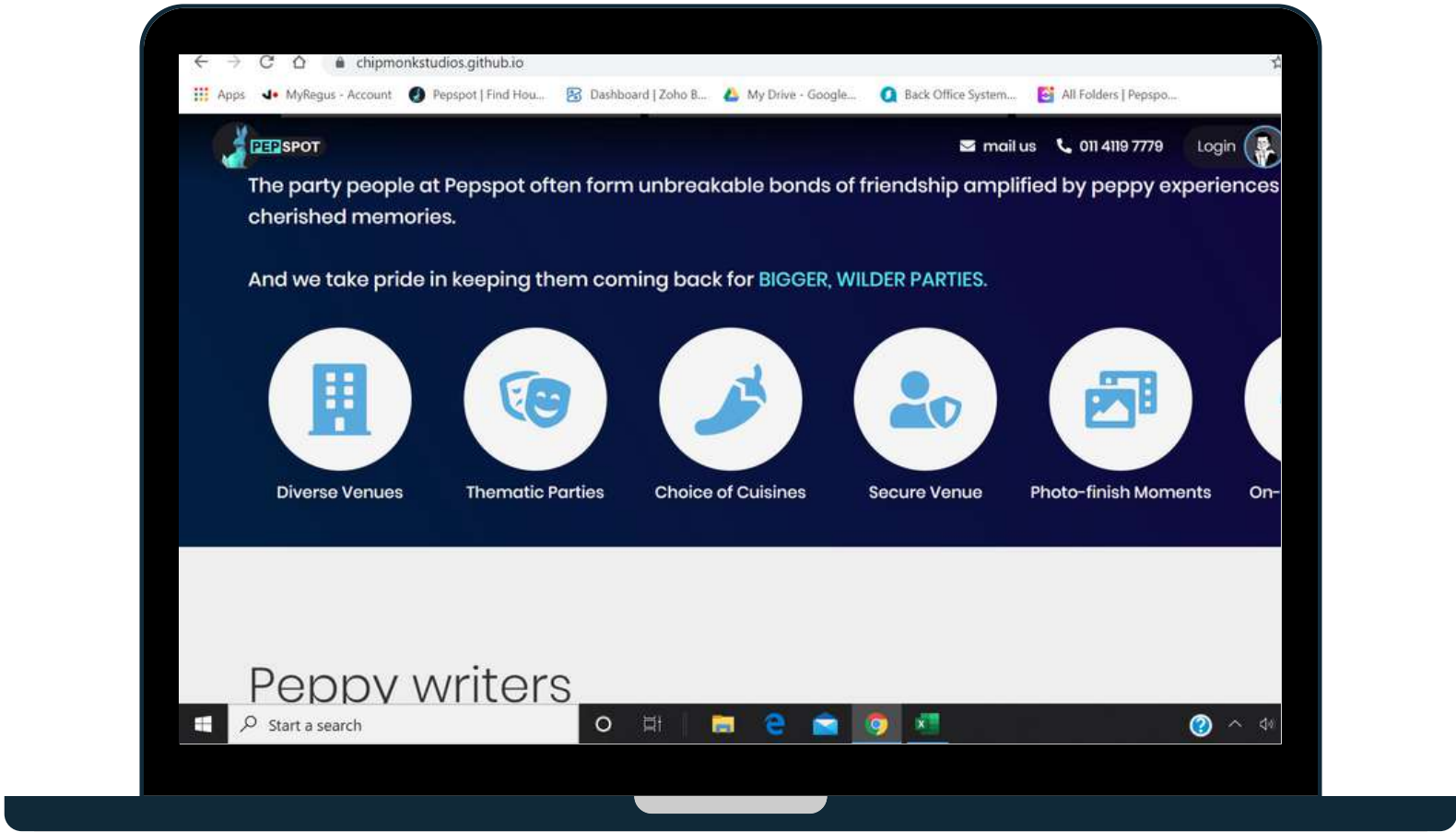
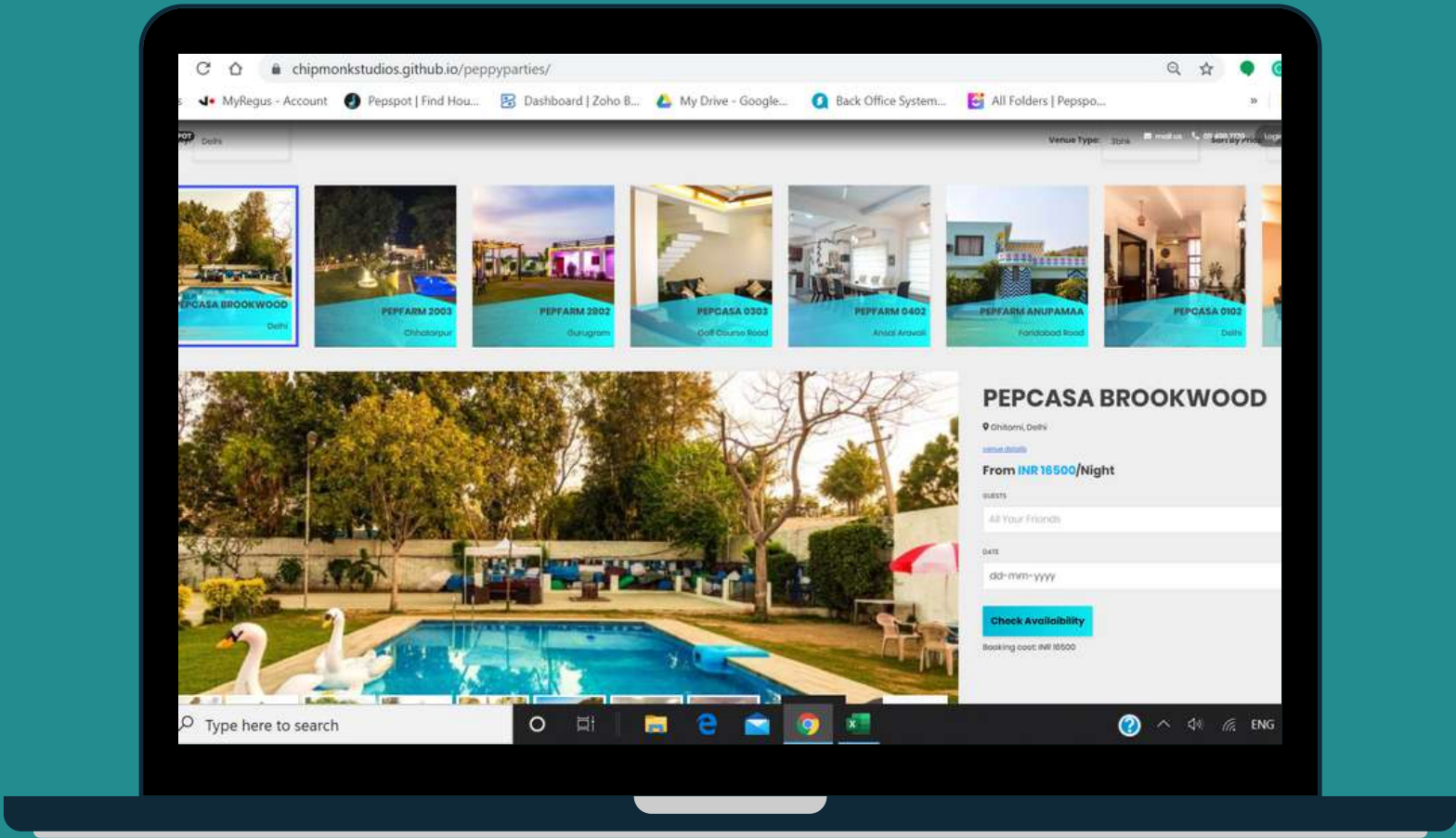
END TO END VENDOR AND
CUSTOMER SUPPORT



FUTURE DEMAND
ANALYTICS FOR VENDORS



Get a curated list of vendors and party-ready, safe and secure venues to choose from



REVENUE MODEL

For venues, we work on two models, Merchant and Agency depending on the type and location of property. We only accept pre-paid bookings . For other vendors we have revenue sharing model. All the bookings are pre-paid, thus we assure quick settlements to the vendors

AGENCY MODEL

AFFILIATE'S SHARE

80-85%

PEPSPOT'S SHARE

15-20%

AMOUNT BEING RAISED



INR 2.5CR

ESTIMATED REVENUE IN 3 YEARS



INR 15CR

TRACTION

2000+

USERS/MONTH

The monthly traffic on our website is 2000+ users and this number is increasing month by month. All these users are from Delhi/NCR.

900+

PARTIES HOSTED
YET

The First-ever party that was hosted at a Pepspot venue was at the end of July 2019, since then more than 900 parties have been hosted at the Pepspot venues.

10000+

GUESTS HOSTED
YET

Since July 2019, more than 10000 people have partied at Pepspot venues and are amazed by the experience.

TRACTION

GMV/SALES

GROWTH OVERTIME



INR 8.5 MILLION

WORTH OF
SERVICES SOLD TILL
NOW

₹ 1,000 K

₹ 750 K

₹ 500 K

₹ 250 K

₹ 0 K

JULY 19

OCT 19

DEC 19

MAR 20

JUN 20

AUG 20

OCT 20

NOV 20

JAN 21

MAR 21



CURRENT KPI'S

	2019-20	2020-21
MONTHLY AVERAGE ACTIVE USERS	1600	2400
CAC/BOOKING	INR 380	INR 760
GMV	INR 38 L	INR 41.6L
NET PROFIT/LOSS	INR -3.4L	INR -9.6L

VENUES LISTED



HAPPY GUESTS



'A bridge between good and great memories'

WWW.THEPEPSPOT.COM