

Sr.No	Questions
1	Why The Revenues Growth Slowed In Fy 24-25?
	Answer : Our focus remains on profitable growth, not chasing topline at the expense of unit economics. With the evolving e-commerce landscape, we continuously adapt to ensure every rupee spent drives sustainable margins. For us, revenue growth matters only if it can be achieved profitably — and our strategy, built on high-repeat purchase products, scalable channels, and efficient supply chains, enables us to achieve both.
2	Are There Any Patents That Your Competitors Hold Which Would Have Been A Good Feature For Your Product/ Products Had They Not Been Patented.
	Answer : No. Our innovations are developed in-house using open, non-restrictive technologies. You cannot patent an entire category — reusable period panties are a category, much like T-shirts — so we are not limited by competitor patents while delivering market-leading features.
3	Pls Share Some Details About You Manufacturing Process And Are The Sustaible Claims Certified ?
	Answer : All reusable products are made at our strategic partner factory under a contract manufacturing model — Fabpad procures all raw materials, handles cutting and QC in-house, then sends them for sewing. Finished goods return to Fabpad for in-house checking, packing, and distribution. Disposable pads and other products are manufactured end-to-end by vetted vendor partners who are direct factories. All sustainability claims are backed by GOTS and BIS certifications.
4	How Do You Track Retention %
	Answer : We track retention through repeat purchase rates, cohort analysis, and customer lifecycle metrics via our D2C platform and CRM, giving us clear visibility on returning customers and purchase frequency.
5	Which Cities Do You Get The Most Orders From? What Are Your Plans For Further Market Penetration?
	Answer :We receive orders PAN-India across Tier-1, Tier-2, and Tier-3 cities. Our highest-selling cities include Bangalore, Mumbai, Delhi NCR, and Hyderabad, and state-wise, the southern states lead in sales. For further market penetration, we plan to deepen presence in high-performing markets, expand in Tier-2 and Tier-3 cities through regional language marketing, and grow across quick commerce, offline retail, marketplaces, and D2C to capture wider demand.
6	Unit Cost Economics For The Product With The Highest % Revenue In Your Portfolio ? Also, What Is The Net Margin
	Answer : Our highest revenue contributor is the reusable period panty. For Example Unit cost is ₹100, selling price is ₹599, giving a gross margin of ~68%. Net margin varies by channel but remains strongly positive (30-35%) after marketing, logistics, and overheads.
7	Split Up The Ngo And B2B Revenue Further, Additionally Who Are Your Top 3 B2B Clients And The Rupee Revenue From Them In The Last Quarter
	Answer :NGO/B2B/CSR contributes 25% of overall quarterly revenue, which is approximately ₹37.5 lakh out of ₹1.5 Cr. Key B2B clients in the last quarter include Zorb and Naarica (private label), while key NGO/CSR partners include Prahir Foundation, Giving Tree Foundation, and Padsquad.
8	Product- Development And Engineering: How Is This Done And What Materials Are Used In The Reusable Panties + How Is Their Lifespan Certified. Secondly, What Is Your Highest Input Cost Overall And Where Is That Input Sourced
	Answer : Product development is led in-house with R&D on absorbency, comfort, and durability, followed by prototyping at our partner factory. Reusable panties use high-absorbency technical fabrics, leak-proof layers, and organic cotton. Lifespan (up to 3 years) is certified through BIS standards. Our highest input cost is specialized absorbent fabric, sourced from reputed mills in India for quality and supply stability.
9	Production- Avg Capacity Utilisation Over The Last 2 Quarters
	Answer : Average capacity utilisation over the last 2 quarters has been ~55%, leaving significant headroom to scale without additional capex.
10	What Is Your Marketing Plans In Media As Giants Are Already Dominating The Market
	Answer : We focus on high-ROI, targeted marketing rather than competing on blanket spends — leveraging performance-driven digital ads, influencer collaborations, regional language content, quick commerce visibility, and community-led campaigns to build brand trust and loyalty.
11	Do You Supply Pads To Ngos And Corporates At The Same Cost As To Customers Direct
	Answer : We offer subsidized pricing to NGOs as part of our commitment to giving back to society. While our D2C price for a pack of 4 ranges between ₹399–₹499, we supply to NGOs at ₹180–₹200. Under Project Padma, we also donate 1 pad for every 25 pads they purchase. The cost of these pads is ₹80–₹100 per pack.

12	What % Is Your Exports In Comparison To Domestic Demand And Sales
	Answer: Exports currently account for ~5% of total sales, with domestic demand making up the remaining ~95%. We have recently started shipping disposable pads to Flow Aid in Australia and are building partnerships in GCC and African markets to grow export share.
13	You Seem To Having A Wide Portfolio And And Continue To Introduce More Products. How Many Of These Are Manufactured By You? What Is The Supply Chain Model For All Of Your Portfolio Products? Do You Have Revenue And Profitability Targets For Each Of These Product Lines?
	Answer : All reusable products are made under a contract manufacturing model with our strategic partner factory — Fabpad procures raw materials, handles cutting and QC in-house, then sends for sewing, with final checking, packing, and distribution done in-house. Disposable pads and other products are manufactured end-to-end by vetted vendor partners who are direct factories. We maintain revenue and profitability targets for each product line, ensuring portfolio growth is both margin-positive and strategically balanced.
14	Please Share Revenue Split Between D2C+Platforms, B2B And Charity. What Does Sales In Charity Means
	Answer : Our revenue split is 75% D2C + platforms and 25% B2B/NGO/CSR. Within D2C, 80% of sales come through our own website, with the remainder from marketplaces — and we’re now seeing strong traction on quick commerce. “Sales in charity” refers to subsidized or at-cost sales to NGOs and foundations as part of our social impact programs, where we donate 1 pad for every 25 sold under Project Padma.Answ
15	What Are Your Marketing Strategies For Rural Vs Urban Customers?
	Answer :For urban customers, we focus on performance marketing, influencer collaborations, quick commerce visibility, and brand storytelling through digital channels. For rural customers, we leverage NGO partnerships, CSR programs, community outreach, and on-ground awareness drives in collaboration with local health workers and self-help groups to build trust and adoption.
16	Have You Got Any Commitment For Your 4 Cr Round ? Who Is The Lead Investor ?
	We are currently in active discussions and have strong interest from multiple investors. Commitments are in progress, with Inflection Point Ventures (IPV) as the lead investor for this round.
17	40% In Perfomance Marketing Is Too Much And Perfomance Marketing Works On The Law Of Deminishing Return. Pls Reevaluate Your Marketing Mix.
	Answer : When we say performance marketing, we don't mean only digital ad spends — we view all marketing as a performance-generating tool. Our 40% allocation covers digital campaigns, influencer partnerships, celebrity endorsements, quick commerce visibility, offline activations, retail branding, in-store promotions, event sponsorships, health camps, and community awareness drives, all designed to drive measurable sales and build long-term brand equity.
18	With Such A Broad Product Portfolio, Whay Is The Focus Only On Fabpad ? Whats The Strtaegy For Other Products?
	Answer : Period panties, cloth pads, and biodegradable pads are our core growth drivers — they deliver the highest margins, repeat purchase rates, and brand loyalty. Other products are strategically developed to complement these hero SKUs and ensure customers can rely on Fabpad’s extensive range for every use case in the sustainable feminine hygiene space. This not only increases AOV and TAM, but also makes the brand stickier. For example, our recently launched undergarment wash is a natural add-on that customers buy with every reusable product — without us spending a single rupee on marketing.
19	Which Are The Top 5 Cities And How Much Is The Revenue Contribution From Each ?
	Answer : Our top 5 cities are Bangalore, Mumbai, Delhi NCR, Pune, and Hyderabad, together contributing around 25% of total revenue — consistent with D2C norms where revenue is more evenly spread across Tier-1, Tier-2, and Tier-3 cities. Bangalore and Mumbai lead within this group.
20	Do You Maunfacture Your Products ? If Yes, What % Is Manufactured By Yourself And What % Is Contract Manufactured ?
	Answer : We operate on a hybrid model. Around 70% of our portfolio (by revenue) — reusable period panties and reusable cloth pads — is effectively “in-house” through our strategic partner factory, where we have full control over raw material sourcing, cutting, QC, and final assembly. 20% — biodegradable disposable pads and pantyliners — is manufactured by a sister concern of the Dhelia family (not owned by us directly). The remaining 10% — intimate care products and accessories — is produced by other vetted vendor partners.
21	There Is A Lot Of Brand Play In This Category And The Timing Is Just Ripe For Sustainble Products In This Category. What Is Your Brand Building Plan, Specially With All The Large Players In The Category Who At Some Point Will Take Notice Of The Sustainblity Sentiment Of The Consumer And Introduce Products That Answer That.

	Answer : Our brand building plan is focused on owning the sustainability narrative early and embedding it into every consumer touchpoint. We’re investing in content-led education, community building, influencer and celebrity advocacy, offline activations, and quick commerce visibility, while ensuring our impact stories and certifications reinforce authenticity. By combining first-mover advantage, deep consumer trust, and a broad sustainable portfolio, we aim to be the go-to brand before large players enter the space.
22	I Understand Your Aov Is Rs.1050, Can You Throw Some Light On What Is The Number Of Units Per Transaction / Bill ?
	Answer : Customers typically buy multiple items per order due to our Buy More, Save More offers — with up to 25% off when purchasing 5 or more products. The average is 2 units per order, where customers either buy multiples of the same product or add complementary add-ons.
23	The Product Segment Is Really Worthwhile For Women Users, Sustainability And Society In General. However This Is A Commodatised Market And Low Entry Barriers. Plus The Product Portfolio Is Expanding Constantly And Internationally. How Will You Keep The Focus On The Noble Cause While Driving Growth Sustainably?
	Answer : Our growth model is built around mission-led profitability — ensuring every product we launch aligns with our sustainability values and delivers measurable social impact. We will keep focus through certified products, transparent communication, and initiatives like Project Padma, while scaling via high-margin hero SKUs, controlled portfolio expansion, and strategic market entry. This way, growth reinforces our cause instead of diluting it.
24	You Are Expanding Into Several Categories. Which Are The Categories That Currently Contribute To 80% Of Your Revenues ? How Do You See This In The Future ? Are You Not Spreading Yourself Too Thin ?
	Answer : Currently, period panties, reusable cloth pads, and biodegradable pads contribute to ~80% of our revenues. These will remain our core growth drivers, while other categories will be scaled selectively to complement them, increase AOV, and deepen customer stickiness. Our expansion is strategic, not scattered — ensuring focus on high-performing SKUs while building a full-stack sustainable feminine hygiene brand.
25	What Are Your Top Cost Elements ? How And Whn Would Operational Leverage Kick In And What Is Your Estimate ?
	Answer : Our top cost elements are raw materials, marketing, and logistics. Operational leverage will kick in as volumes scale, enabling better raw material procurement rates, optimized production runs, and reduced per-unit marketing costs through higher repeat purchases. We expect meaningful leverage within the next 12–18 months, with gross margins improving by 5–7 percentage points.
26	Dipesh, Are You The Co-Founder? How Is The Captable? Please Talk About Other Key Team Members.
	Answer : Yes — I am the Co-Founder & CEO, alongside Shripriya, our Co-Founder & Product Head. The cap table is currently 100% founder-owned, with no external investors. We work in a lean and frugal setup, with key team members including Sundeeep (Head of Production) and Shradha (Marketing – B2B side), supported by a small but highly capable marketing, operations, and customer support team that drives growth efficiently.
27	How Does Current Cap Table Look Like ?
	Answer : The current cap table is 100% founder-ownedf, with no external investors at this stage.
28	How Does The Brand Differentiate From Already Existing Brands In This Area
	Answer : We have been category creators for period panties in India, building awareness and adoption from the ground up. Unlike most players who build for only 1% of Indian menstruators, we are building for 100% — with something for everyone through our full-stack sustainable portfolio of reusable period panties, cloth pads, and biodegradable disposables, catering to every need and price point. We operate with zero-burn profitability across D2C, B2B, CSR, quick commerce, and offline retail. And if we could turn ₹36 lakh of capital into ₹5.75 crore, you can imagine how much X your invested money can grow with us.
29	How Are The Sister Concerns Funded ?
	Answer: The partner factories are independently owned and have no funding linkage with Fabpad.
30	What’S Your Ebitda And Pat For Last 3 Years ?
	Answers : FY 2024–25 – EBITDA: ₹12,31,095 PAT: ₹4,00,017 FY 2023–24 – EBITDA: ₹13,45,300 PAT: ₹3,75,531 FY 2022–23 – EBITDA: ₹8,03,678 PAT: ₹3,55,000 We are happy to share that Fabpad has maintained profitability throughout this period while continuing to reinvest in growth.
31	How Would You Plan To Manage Competition From A. Large Corporate And B. Lower Priced Lower Quality Product As The Product Is Easily Replicable. Also, How U Rank Yourself With Your Competitors. What Is Your Position From Scale 1 To 10

	Answer : Against large corporates, we will defend and grow market share through first-mover advantage, deep customer trust, diversified product range, and authentic sustainability. Against low-priced, low-quality products, we compete on quality, performance, repeat purchase rates, and brand credibility — while offering superior products at prices comparable to low-priced players (think getting a BMW at the price of a Suzuki). That’s why our numbers are grounded — ₹90 Cr of ₹400 Cr SOM in the sustainable feminine hygiene space. On a scale of 1–10 in our category, we rank ourselves at 8, with strong growth potential as we scale distribution and brand presence.
32	Your Response On Your Criteria Of Your Valuation Of 40 Crore Is Not Convincing . Pl Elaborate With Actual Data And Mathematical Basis.
	Answer ₹40 Cr pre-money is ~3–4× forward revenue, supported by profitable unit economics, 30% repeat purchase rate, and 55% unused capacity allowing rapid scale without additional capex. To put it in perspective, Healthfab recently raised funding despite making an ₹85 lakh loss last FY with similar revenue to Fabpad, while we have been consistently profitable.
33	What’S The Educational And Past Work / Biz Experience Of Key Founders..
	Answer : Dipesh – B.Com (Hons), St. Xavier’s College; 20 years in business, including managing private label D2C brand in the USA until 2017. Brings expertise in scaling operations, building profitable go-to-market models, high-ROI D2C growth strategies, supply chain optimisation, and market expansion across multiple geographies. Shripriya – Fashion Designer, London College of Fashion; leads product innovation with deep expertise in sustainable design, advanced material sourcing, consumer insight–driven product development, and building aesthetically strong, functional products that drive high repeat purchase in D2C and retail channels.
34	Have You Tested A Subscription Model With Repeat Buyers ?
	Answer : Disposable biodegradable pads are rapidly gaining traction and are on track to become our #3 highest-selling product. We are in the process of launching a subscription model for this category, given its high repeat rate of 6–10 orders per month depending on pack size, making it an ideal fit for a recurring revenue stream.
35	What Kind Of Celebrity Will You Be Looking To Onboard - Doctor, Bollywood, Or Some Other Category ? What Ethos Will You Be Looking In The Celebrity ?
	Answer : Our first choice is Samantha Prabhu from Bollywood, given her strong appeal in the southern regions where we have our highest sales. We are exploring several interests and will onboard someone who aligns with our brand vision of authenticity, sustainability, and women’s empowerment, ensuring they resonate with both our mission and our core customer base.
36	How Much Is Current Cash In The Bank, Inventory, Receivables And Payables ?
	Answer : We can share exact figures during the due diligence process. We maintain healthy cash reserves, a lean inventory cycle with quick turnover, low receivables, and almost negligible payables as all our suppliers are paid in advance. We are raising purely for growth, not for runway.
37	At <5 Cr With Such A Wide Portfolio, I Believe You Are Spreading Thin. What Is Your Consolidation Strategy On Your Best Products?
	Answer : Our consolidation strategy is to double down on our hero SKUs — period panties, reusable cloth pads, and biodegradable pads — which together contribute ~80% of revenue. We will scale these through deeper penetration in strong markets, quick commerce, offline retail, and B2B/NGO channels, while other products remain complementary to increase AOV, customer stickiness, and brand depth without diluting focus.
38	How Practical Is It To Say That They Can Be Sun Dried? Particularly In Tier 1 And Tier 2 Cities It Is So Difficult To Dry In Sun In Apartments And Rwas Have Various Rules Etc?
	Answer : While sun-drying is ideal for natural disinfection, it is not mandatory. Our products are designed to dry indoors in shaded, well-ventilated areas without compromising hygiene or lifespan, making them practical even in apartments and high-rise settings with RWA restrictions.