



Sustainable. Scalable. For Her.

India's Leading Sustainable Menstrual Care Brand

Solving India's menstrual health crisis with dignity, innovation, and scale.

₹50L MRR | 68% Gross Margin | 25–30% Retention

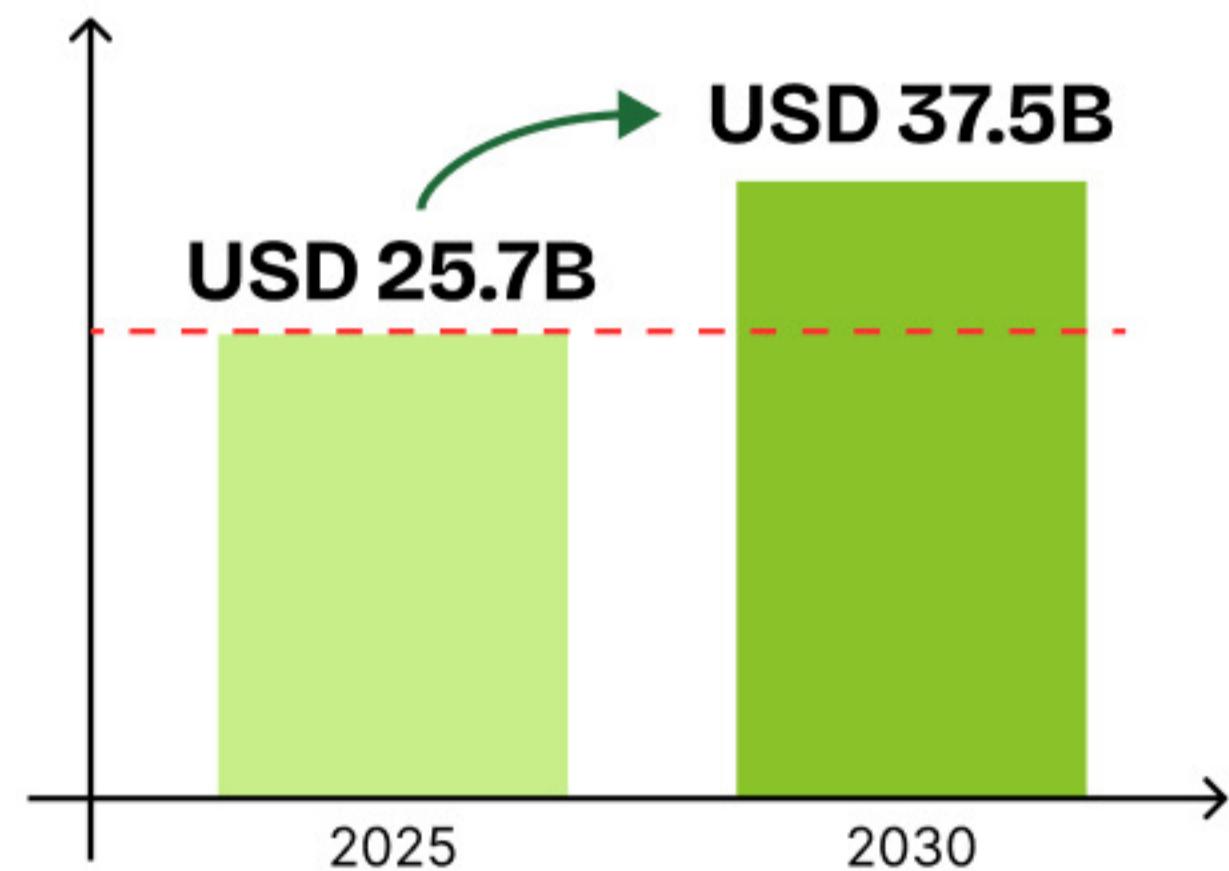


Confidential | www.fabpad.in

\$37.5 Billion Opportunity

Fueling India's Sustainable Menstrual Care Revolution

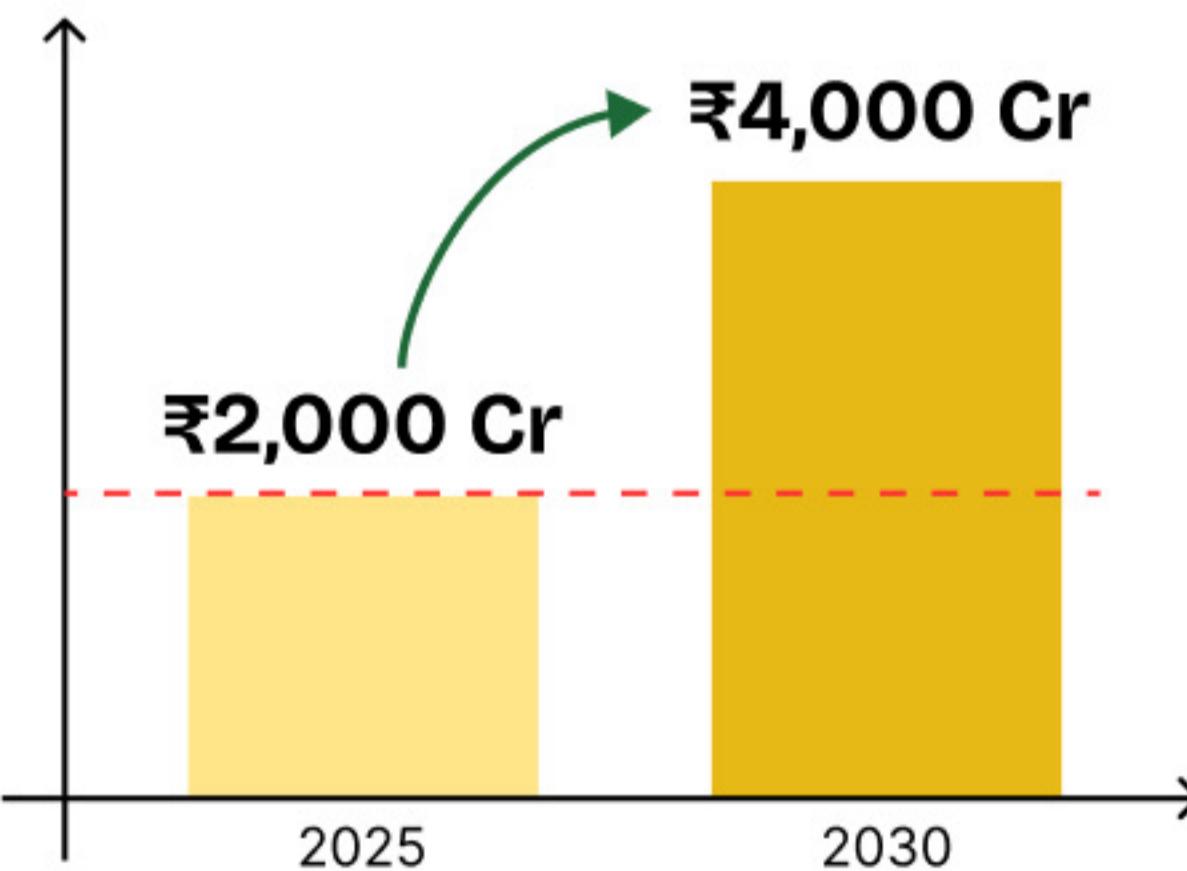
Global TAM



USD 25.7B to USD 37.5B by 2029-2030,
7.84% CAGR (IMARC Group).

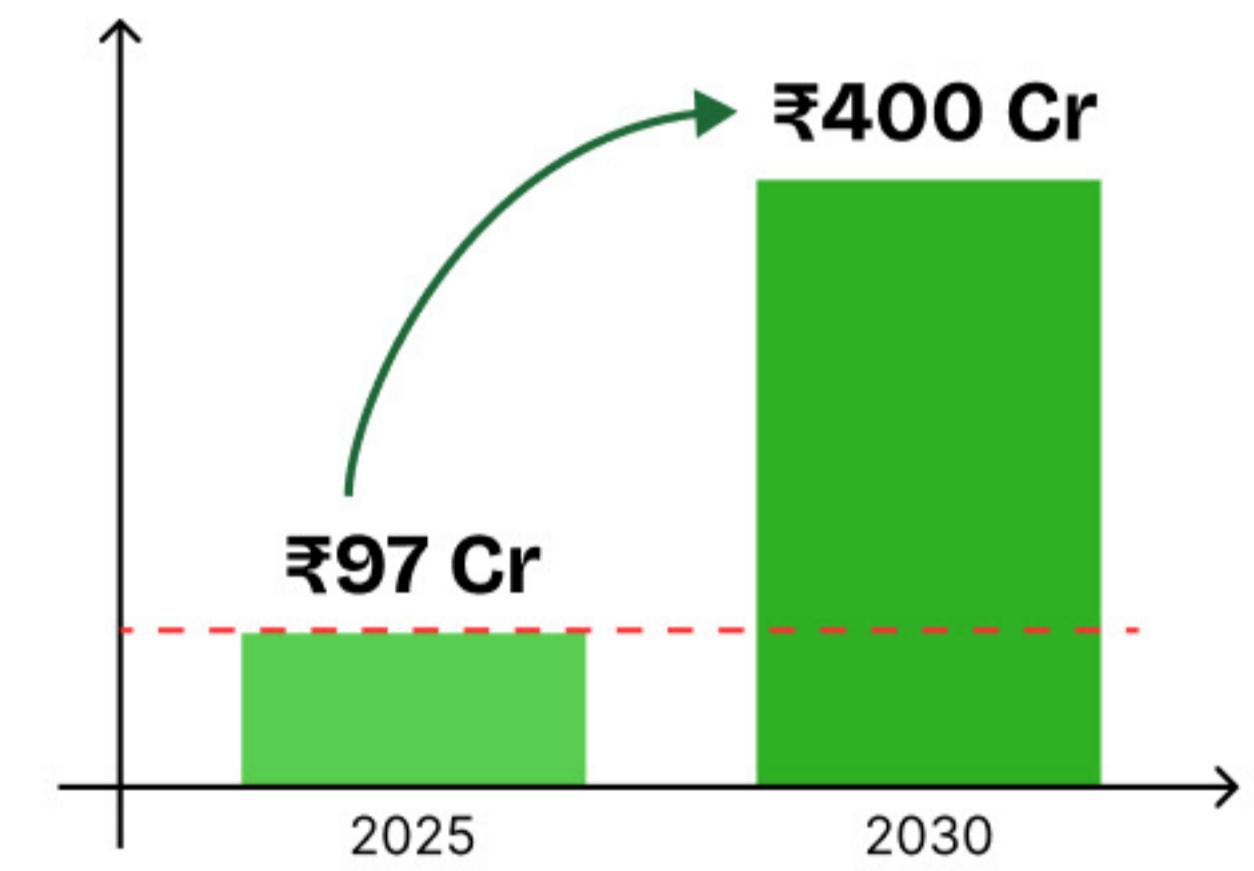
India TAM: USD 1.56B → USD 3.15B

SAM



Sustainable Segment: ₹2,000 crores in 2025
to ₹4,000 crore in 2030, 14.87% CAGR.

SOM



₹97 Cr in 2025 to ₹400 Cr in
2030, 32.4% CAGR.

The Crisis in Feminine Hygiene

The Problem in plain sight



▼ Period Poverty

- ↙ Millions of women lack access to safe, affordable menstrual products
- 👉 Low awareness of reusables due to education, taboos, and access gaps



▼ Environmental Impact

- 👚 12.3 Billion plastic pads dumped in landfills every year
- ♻️ Each pad takes 500–800 years to decompose
- ₹ 20,000 Cr spent annually on disposables (Statista)



▼ Individual Challenges

- 👉 Rashes, UTIs, discomfort from synthetic materials
- 👉 Ongoing cost burden for disposable pads
- 👉 Shame, stigma, and leak anxiety caused by visible waste and odors.



▼ Social Pains

- 📚 68% of girls in India miss school during periods (UNICEF)
- 🌐 20% of women globally lack safe menstrual hygiene (WHO)
- ₹ "₹20,000 crore spent annually on disposable plastic-based pads in India (Statista)."



1 in 2 girls drop out of school due to period shame



7 in 10 women still use unsafe or low-quality period care

Fabpad: Empowering Women, Saving the Planet

A Real Solution for a Real Problem.

6-Point Benefits

- ♻️ Reusable products reduce monthly costs & landfill waste
- 🌍 Biodegradable disposables cut down on plastic pollution
- 📚 Education + access lifts India's 1% sustainable adoption
- ❤️ Comfort-first design: no rashes, no leaks, no shame
- 👩 Reduces infections, keeps girls in schools
- ₹ Slashes crores spent on single-use pads in India



Reusable Solutions for Long-Term Impact

Sustainable, Comfortable, and Made to Last.



Reusable Period Panties

Mid Waist, High Waist, Teens, Bonded styles

- 🚫 Leak-proof
- 🚫 Rash-free
- styleType Stylish fit



Reusable Pantyliners

For light flow, spotting, or daily hygiene

- 🚫 Leak-proof
- ♻️ Reusable
- 🚫 Discreet



Reusable Cloth Pads

Soft, layered cotton with high absorbency

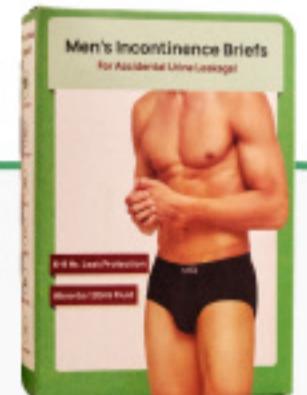
- 🚽 100% washable
- 🚽 90% less waste



Menstrual Cups

Medical-grade silicone, long-lasting protection

- 🚽 90% less waste
- 🚽 Up to 10-year use



Men's Incontinence Briefs

Confidence for all-day wear

- 👑 Absorbent
- ♻️ Reusable
- 👫 Unisex care



Each reusable product = **Hundreds of disposables saved**

Biodegradable and Convenient Add-Ons

Fast Decomposing. Hygienic. Hassle-Free.



Organic Cotton Pads & Pantyliners

Breathable, rash-free, planet-safe

- Biodegrades in 6–12 months
- Dermatologically tested



Organic Cotton Tampons

Gentle, highly absorbent, chemical-free

- Safe for body & Earth



Ultra-Absorbent Disposable Panties

Designed for travel, maternity & emergencies

- Leak-lock Biodegradable fabric



Maternity Breast Pads & Sweat Pads

For postnatal care & daily freshness

- Soft
- Anti-bacterial
- Compostable



Plant-Based Detergent

Specially formulated for reusable hygiene products

- Gentle
- Eco-safe
- Non-toxic



Stand-and-Pee Funnels

Clean public toilet access for women

- Easy to carry
- Disposable
- Biodegradable



All products come in **100% eco-friendly compostable packaging.**

Innovation Pipeline

Pushing Boundaries in Feminine & Personal Care

Launched in April:



Intimate Wet Wipes
Orange & Lemongrass infused



Self-Foaming Intimate Wash
Fragrance-Free, pH balanced



Reusable Shorties
For periods & incontinence



On-going R&D (New Launches)



- Menstrual Cramp Relief Solutions - Heat patches, herbal roll-ons, wearable bands
- Toilet Seat Sanitizers - Portable spray or foam-based disinfectants
- Hair Removal Razors & Aftercare - Sensitive-skin-friendly razors, soothing gels, ingrown hair treatments



Future Plans : Evolving into a full-spectrum wellness and beauty brand.

Fabpad vs. The Rest

The Only Brand That Does It All — With Purpose

Key Area

- ❖ Product Range
- ❖ Eco Impact
- ❖ Health Standards
- ❖ Cultural Sensitivity
- ❖ Affordability
- ❖ Growth Model

✓ Fabpad

Reusable + Biodegradables = Full Coverage
100% Biodegradable & Zero-Waste Focus
Tested, rash-free, infection-reducing
Built for India – Urban + Rural
Tiered pricing + NGO outreach = accessible
Self-funded + scalable to ₹90 Cr by 2030

✗ The Rest

One-size-fits-all, limited range
Plastic-heavy, landfill-bound
Generic materials
Urban-centric, poor rural fit
Premium pricing, limited reach
High burn, slow scale, weak B2B

The Only Indian Brand Offering Sustainable Hygiene Across **Urban + Rural, D2C + B2B.**

Our Journey So Far

Bootstrapped Growth. Scalable Momentum.

Business Model

70%
Revenue

D2C 75% Revenue

68%
Gross Margin

300,000+
Units sold till now

25%
Repeat Rate

75%
Website

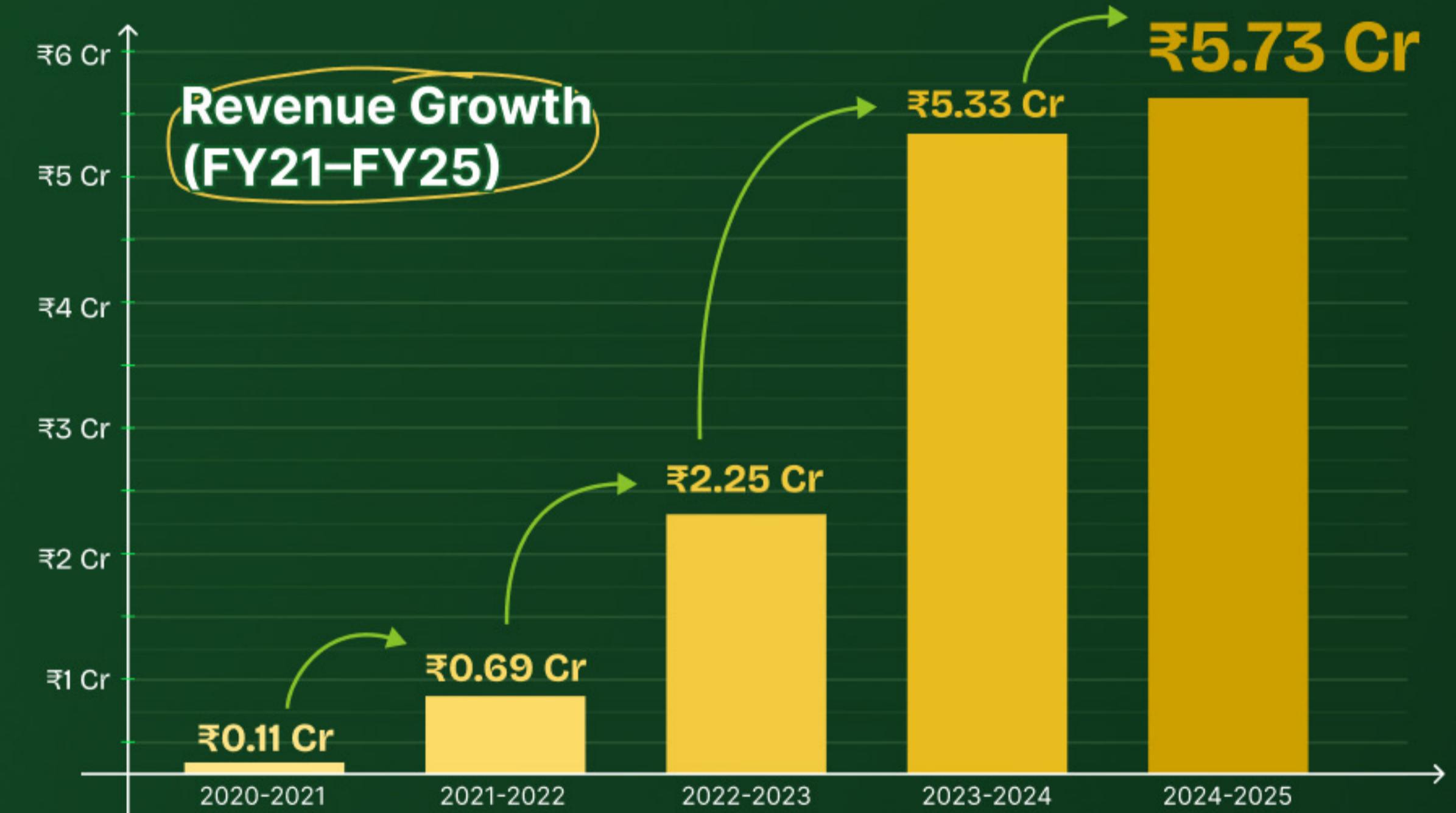
25%
Marketplaces

30%
Revenue

B2B & NGO 25% Revenue

54%
Gross Margin

50+
Partnerships with
NGOs & corporates



Our Journey So Far

Bootstrapped Growth. Scalable Momentum.



300,000+

Units sold till now



350+ ton

Plastic waste avoided



150,000+

Lifetime Customers



₹50 Lakh

Monthly Recurring
Revenue (MRR)

Unit Economics

₹1,050

AOV

₹364

(₹714 - ₹350)

Net Profit

on First Order

₹336

COGS

68%

Gross Profit: ₹714

₹4,200

₹2,856 gross profit

LTV

Average 4 orders
per customer

₹350

Retention 25-30%

CAC

8.2:1

**LTV:CAC
Ratio**

Voices of Impact 5000+ Reviews across platforms

A M A Z O N



Amazon Customer



The product washes well and dries quickly. I was skeptical, but after using it for a few cycles, I'm convinced. A sustainable and smart choice!



Amazon Customer



The synthetic fabric apart from the padded portion is quite comfortable and the elastic provides good hold. DON'T STRESS FOR THE LEAKS COZ IT WON'T.



Amazon Customer



FabPad period panties are hygienic by design, keeping you free from odor.

W E B S I T E



The product washes well and dries quickly. I was skeptical, but after using it for a few cycles, I'm convinced. A sustainable and smart choice!

Eva

April 7, 2025



"This product is truly impressive in terms of hygiene, comfort, and ease of use. I now recommend it regularly to my patients."

Ajay M. (Gynaecologist)

March 30, 2025



No rashes, no leakage, and no guilt of generating plastic waste. Easy to clean, absorbent, and kind to the planet.

Dhanya S.

April 2, 2025

F L I P K A R T



4.5 ★ Sukanya Dey

With great fabric quality and a cute storage bag, I now feel like celebrating my periods. It's a real beautiful experience. THANK YOU FABPAD!



Flipkart Customer

"Very soft and comfortable for long-term use. I used it for 12 hours — it absorbed everything. Budget-friendly and highly recommended."



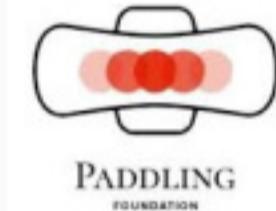
4.5 ★ Dheeraj Chauhan (Doctor)

Very helpful product for personal health during periods. Better quality. So smooth. Purchased for my wife and sister. Because I am a doctor.

Trusted Partners

Backed by Brands, NGOs & Institutions That Believe in Us

NGOs



FURTHER & BEYOND



Bangalore Junction
District 3190

B2B



CORPORATE



MARKETPLACE



Sustainability. Everyday.



Awards

🏆 Sustainable Business of the Year, London (Asian Business Awards 2024)

🏆 Winner: HerCircle Bizruptor of the Year 2024–25 (Nita Mukesh Ambani Initiative)

Powering Growth: 2025–2030



Scaling Fabpad to ₹90 Cr & Beyond



Product Expansion

April 2025: Intimate Wet Wipes (Orange & Lemongrass), Intimate Wash (Self-Foaming), Reusable Shorties (Period & Incontinence)

Q4 2025: Cramp Relief (Heat Patches, Roll-Ons), Toilet Sanitizers (Spray), Razors + Aftercare (Soothing Gels)

2030 Vision: Full-spectrum wellness & beauty brand



Quick Commerce & Fast Fulfillment

- On Boarded - Zepto and Blinkit (April-August 2025), Swiggy Instamart (Q3 2025)
- 15-min delivery in 20+ Tier 1 & 2 cities



Global Expansion

- Live on Amazon, UAE
- Strategic Partnerships in Africa, GCC, SE Asia (B2B and D2C)
- Available for sale at select stores in Kenya, Nairobi



Offline Retail Domination

- Targeting Reliance, Dmart, Vishal Mega Mart
- In-store visibility, shelf visibility, regional POSM & education



National Brand Visibility

- Onboarding A-list Celebrity brand ambassador (2025–26)
- Omni-channel campaigns (Meta, YouTube, OTT, Outdoor)
- Regional storytelling, digital-first education, and stigma-breaking narratives

Fueling 14x Growth to ₹90 Crore by 2030

Targeting ₹90 Crore by 2030 Post-Funding

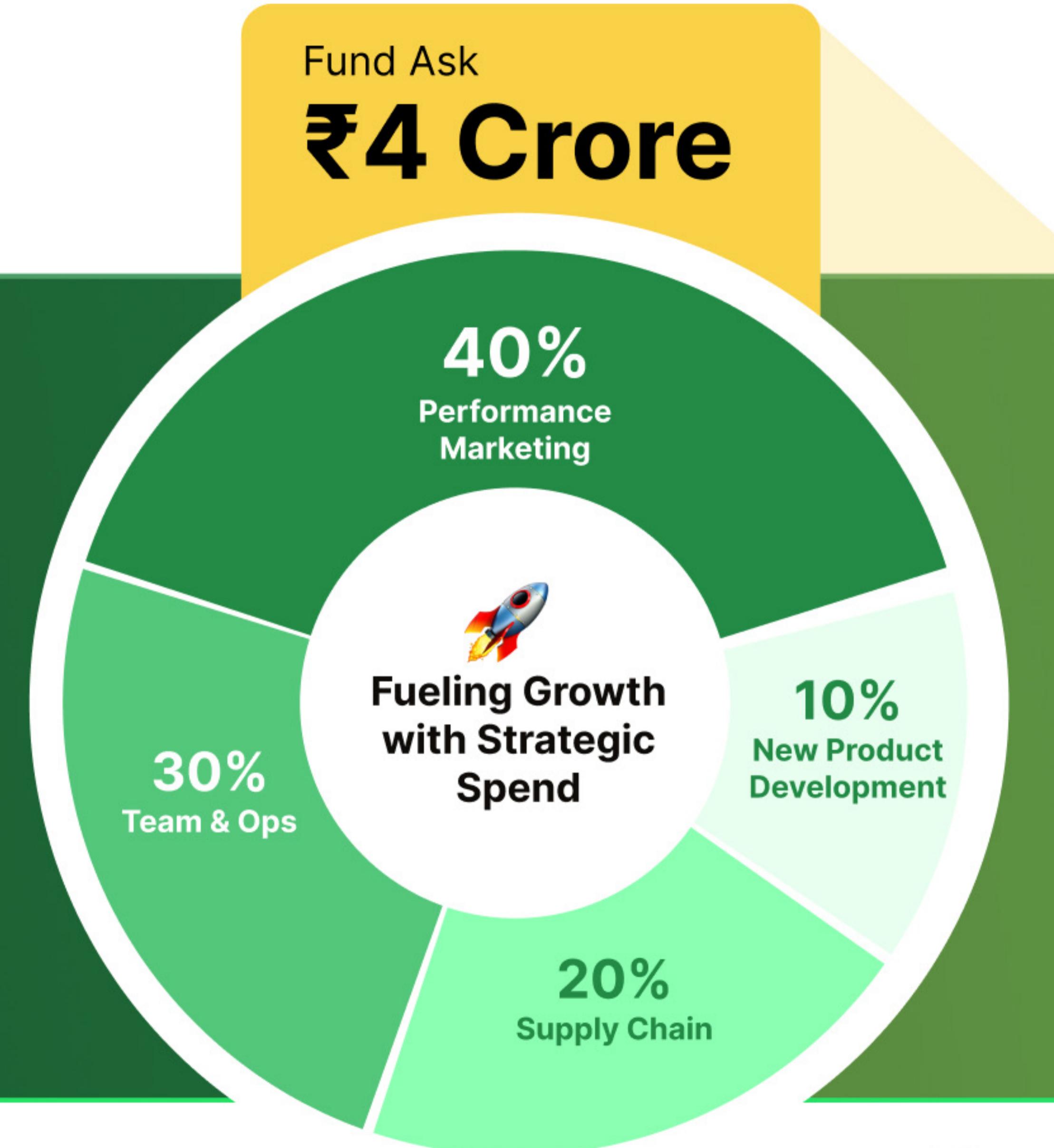
Revenue Forecast (FY25–FY30):

Year	Revenue (in INR)	Growth %
FY24-25	₹6 Cr	-
FY25-26	₹14 Cr	133.3%
FY26-27	₹26 Cr	85.71%
FY27-28	₹42 Cr	61.54%
FY28-29	₹65 Cr	54.76%
FY29-30	₹90 Cr	38.46%



We're Raising ₹4 Cr at ₹40 Cr Valuation

Category	Allocation
Performance Marketing	40%
Team & Ops	30%
Supply Chain	20%
New Product Development	10%



Meet the Core Team

Vision, Execution, and Heart Behind Fabpad



Shripriya Dhelia

Founder



- Purpose-driven innovator in sustainable feminine hygiene
- Brings deep consumer insight, product vision, and passion for dignified, planet-friendly period care
- Led creation of full product range (reusables + biodegradable)
- Envisions Fabpad as a force for feminine wellness across India and beyond



Dipesh Dhelia

CEO



- Growth strategist and operational leader
- Drives expansion, supply chain, investor relations, and partnerships
- Brings financial discipline, scale-up expertise, and D2C + B2B strength
- Committed to building Fabpad into a full-spectrum wellness and personal care brand

Thank You!

Open to partnerships,
investments, & collaborations.

Let's Create Impact Together →



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Based in India | Serving Women Across the World

