

You guys had a great week. Welcome to the IC Call of FAPPAD. I'm very proud to present an all women team who's looked at this deal. I think most of us have gone through this problem statement per se, so we understand or we associate to this product more better. What I'll do is I'll introduce the team, and I would want one minute if you guys can take off. What is the problem statement you faced specifically in your menstruation journey? We have Simran Mehta who is a senior manager with IPV and who is our lead analyst. Simran, what is the problem? My biggest challenge with my periods is the fear of sporting. Every time I step out, I have to ask someone if everything looks fine, which not only makes me anxious but also makes me uncomfortable

Got it. Ritika, any issues that you are facing? Yes, Meena. So, since I travel frequently, reusable period panties have really become a game changer for me. So, they are super comfortable and do not cause any irritation, which surely allows me to stay very free throughout my journeys. Thanks.

Thanks, Ritika. Ritika is the analyst and senior associate with IPV. We have also Mehak Kahooja, Kahuja, who's the associate with IPV. Mehik, what is the main problem that you face in your menstruation journey? So with pads, there is an issue that you have to go and check again and again very frequently. So because of the leakage issues, but with period panties, it solves the problem as it is long lasting and leak proof also and very comfortable to use. Thanks, thanks a lot Mehik. And I am the one who is leading the deal. I am Principal SEA. My my name is Meenakshya. I think I am at the far end of my menstruation journey. So most of the problems I have made peace with. But there is a new challenge that is coming up. I have a daughter who is going to hit puberty soon. And I want to find products which are very comfortable for her and don't disrupt her day to day life. And that's where some of the organic products and period panties are making sense to me as of today.

We also have a subject matter expertise. We have Devananda who is Ex senior manager Johnson and Johnson who is looked at this category very closely. We have Monika Rahija who is founded at PAD Squad, PAD Squad is an NGO, they do a lot of work in the menstruation, education for girls. And we have Radha Ramanujan who is the customer here, she has been associated with IPV from day one, she is a selection band member and a very active investor with with IP. We've done the entire DD under the leadership or guidance of Mr. Vinay Vansal. Next slide please. I think most of us saw or heard the problem statements and I'm sure a lot of women on the panel or men who understand or have heard their respective women in the family go through these challenges or problems. But the innovation in this category has been very far in view. I was looking or I was listening to one of the comedians saying that telescope was invented before a sanitary napkin. So the kind of ignorance in this field has been or because of the entire stigma, social stigma etc. There hasn't been an innovation, only 1990s we got that absorbent gel pads and scented pads. But having said that, pants have their own limitations because of the material that they have, it is very irritable, it causes a lot of rashes, there's a lot of allergies that is there and it is a costly product in terms of that.

Now in 21st century you see a lot of sustainable materials coming in, pyrite panties is one part of it, reusable cotton pads in another association to it, where you can find something which is not disrupting or you don't need to add a layer to your everyday wear and be uncomfortable throughout the day while going through the menstruation. So 50 % of the population going forward is going through this problem or went through this problem or will go through the problem. For four days of the month, the solutions are very far and few. If you see the size of the problem and the solutioning that is there. Another issue that is there is the penetration in the Indian market specifically. Only 36 % of the Indian women are using these products

with education and penetration has been very low.

And about the other challenges of these pads and tampons as of today is the environmental hazard or harm, which we are not even considering right now. So in India, specifically 12 billion pads get discharged early and you know how much one pad takes to decompose, it takes about 10 to 12 years. So just imagine the amount of environmental waste that this is generating this problem statement. While all this is happening still the market dominance has been with your pads and panties. But I feel with the current new age products that are coming in the brands coming in with digital adoption happening with quick commerce giving access to the market and with education via content, I feel the shift is ready to happen. And you can see it in the next slide, you can already see it happening in the US market. In the US market, in the last four years, the tampons and the pad sales have gone down by 14%. By the next five years, they are expected to lose another 15 % to 20 % to the sustainable product. Why this is happening is because the sustainable products are long lasting. There is a high upfront cost, but overall the costing is much cheaper. It is reusable. It absorbs around six times more. It is comfortable and it is not environmentally hazardous. And you see big brands like Kimberly Clark who are already acquiring brands smaller brands like things in this category to get access to this market of organic and sustainable products. In Indian Feminine Hygiene Product Market also that is going at a 14 % CAGR. Currently, there is a 36 % penetration of these products in India, but we are expecting the penetration to increase by 50%. Currently, most of the market is dominated by menstruation products, but there are other women products also, which are women problems like vaginal discharge, smell, odor. There's a lot of innovation happening in those categories also, and we feel that will also be an upcoming market. Again, The growth drivers is something that I spoke about before, but quick commerce is something which is a game changer right

now. So before, when I had, by chance, that I've gotten into my periods and I urgently need a pad, I had to go to a chemist. The chemist used to wrap it in a brown paper. It was, there was a lot of social stigma that was associated with just buying a pad. Now it is readily accessible with quick commerce. They are delivered to your home in 10 minutes. So that is changing the entire or that is opening a very big market for this product and therefore we feel that we are at the cusp of organic or cusp of inflection point for this market specifically. We also have Mr. Devananda with us who has looked at this market very closely. Has Devananda joined? Not yet Meena but he will join. Once he joins we will call call him out. Okay, just let me know when he joins. So he I'll call him out once he joins till then we'll move to the next slide as to why we are getting fat pads and why now. I think why now is something which I've addressed but why fat pads is one question which I'm sure most of you guys have it. We've seen a two three brands in this category while they have come to us for funding but fat pad currently stands out by lens and mile. One thing thing that FAPPAD has is it's in -house manufacturing. So what happened was before most of these brands is to procure their products from China and therefore they had that margin flexibility over there. With the margin flexibility they were able to run profitable businesses having said that the government has put a ban on China procurement so they now have to procure it from India. India the products are a little bit more expensive also there are very few manufacturers who have the adequate licenses to deliver these products. FAPPAD is one of those manufacturers who has these licenses so they have their in -house manufacturing. With the in -house manufacturing what happens is the gross margins are very healthy. So today they are operating on a B2C level at a gross margin of 75 % which is huge. That gives them a lot of leeway or runway to experiment in the go -to -market strategy. But when we saw their numbers, they go to market strategy,

the marketing cost has been limited. There's a lot of pull factor that is there specifically for their period panty products, then the push factor coming in. And it's a higher retention product. So in terms of repeats, there have been a lot of repeats in this category specifically. I think Mr. Devananda is here.

After this slide, I will call you in for your inputs.

So yeah, one part of it is the attractive unit economics. Now, what that has given us, the founders have driven with just a mere 30 lakh of investment that has been investment in this category before, but most of them have been high burn businesses. Here, the founder has just put in 30 lakhs into the business and it's an EBITDA positive company with a very solid high year on year growth. Their revenue run rate, monthly rental rent rate as of today is about 70 lakh rupees. So all this they have done it by themselves being completely bootstrapped while not raising an extra penny from outside. So that gives a lot of comfort to us on the founders' ability to drive growth while ensuring that sustainability is maintained.

Thirdly, in terms of period, Panty specifically as a product, they've been category leaders, they have a first move advantage here. There are two brands that are there, HealthFab and Fabpabs, which are category leaders on Amazon as of today. We'll do the comparison and the competitive analysis that is there to come. The others have this product, but the focus product, they are not putting their marketing money on these products, their focus is somewhere else. We can again discuss this more in detail when we come to the competitive segment. The last thing which I want to highlight is on the diversified revenue streams. Currently what they do is they do a lot of B2P revenues from the current brands that are there.

A lot of brands are procuring white label solutions from FAPFAT specifically in the organic pad category and they are also selling to a lot of NGOs, governments and other markets. They are with the current traction that they have specifically on the

brands coming in and buying white label solution by 2030 in specifically organic pad they will have a 50 % market share either directly or indirectly directly is through their B2C efforts and indirectly through their B2B efforts. So that's the kind of hedging that they have with the B2B coming in. We also have Mr. Devananda who's been with Johnson & Johnson before and has looked at the category very closely. Devananda Please share your opinion on this market specifically.

I have been in the CPG industry now close to 19 years and close to about nine years with Johnson and Johnson Consumer Health. And now can view which is into a very similar category in terms of the space as well. So I mean the category is extremely interesting here in India because this category is actually growing at around 9 -12%. So that's the average growth rate that we've seen over a period of like at least the last 10 years. And then this market is a significantly huge market. So even if FAPPAD is able to look at this crack in even 0 .5 % of the market share, that is going to be a significantly huge, huge market share because the market size is close to around 285 million USD. So I mean talking in terms of USD here. So that's a pretty large size in terms of just this one and then in terms of looking at the penetration of this category across India, you see this significant much more opportunity for this category to actually scale up and increase. So as and when things get in and the supply chain spreads in much more, you will see this category improving further. And then this is one area, this is one niche area within the feminine health care, which is actually growing significantly.

Great. Thanks a lot. Thank you, Devan, for your inputs. We also would like to now pass on to my colleague Krithika to tell you in detail what FAPPAD is doing as of today. Over to you Krithika. Thank you. So FAPPAD is a high impact growth focus venture that is driving changing menstrual health by combining social empowerment and

environmental sustainability with strong business fundamentals. So if I talk about their core propositions, FAPPAD delivers reusable menstrual products long life span that offers comfort for design that and eliminates gaseous leakages for women and girls. So, this strategic pricing ensures mass market accessibility while maintaining premium quality helping to feed girls in schools by reducing infection risk.

But the company has basically in-house manufacturing which guarantees quality control and scalability for rapid growth and and currently offers 18 SPOs that basically covers all the menstrual care needs and delivered in 100 % eco-friendly packaging for sustainable consumer experience. So currently with a penalty lakh MRR revenue and over 3 lakh units being sold, PAPAC has achieved traction and profitability all while remaining Koli Boot staff. So, can we move to the next slide?

So, if we talk about their products, so FAPPAD is redefining personal care by offering a comprehensive product range tailored to every stage of women's life, whether it be menstrual, maternity or whatever everyday lifestyle you can say. So, their comprehensive product lineup includes the period panties, floor pads, sanitary pads and so on, ensuring coverage for all feminine hygiene needs. So every product is designed for comfort and everyday usability with so many options available in terms of prints, waist dials and fabrics which know what the brand is grilling currently, making them suitable for 30 years. So their reusable pads, if you see, are paired with convenient storage pouches for hygienic and easy washing for the elevating user experience and cleanliness. FAPED not only is feminine but has expanded its portfolio to include men's brief as well. Hence, FAPED's end-to-end innovation uses centric features and inclusivity positions it as an emerging leader in our personal care, building long-term loyalty and unlocking broad market opportunity for the investors as well. So, can we move to the next slide?

Yes. Now, talking about the sustainable supply chain and distribution model, FAPPAD

has built a sustainable supply chain and multi-channel distribution model that is fueling the rapid growth and market leadership in menstrual hygiene model. So, the process starts with forcing sustainable it's from leading textile hubs in India, followed by precision cutting to minimize waste and maximums efficiency. So currently, manufacturing is completely optimized with 70 to 80 % in-house production and 10 to 20 % via vetted vendors, all supported by a rigorous quality check for need to, durability and comfort. And they have not only in supply chain, they have robust distribution network system as well and reaches customers through its own website major e-commerce platform and recently got on boarded on Zepto and Blanket and of course really and so yesterday I was seeing on Blanket that they are training already over there which has given further push to their brand so they have strategic B2P NGO and corporate partnership as well as visible on screen there. Not only this, they have regulatory advantage as well that have given them growth opportunities like that of whitelisting. So what happened is there is a recent ban on Chinese import that has created strong regulatory barriers positioning FabBad as one of the few licensed and available manufacturers now supplying most B2B competitors, making it the market's preferred suppliers for organic period mantis. So, FATBAT is basically poised for future dominance, targeting over 50 % of national markets, sure in organic BATs by 2030, through direct consumers and BGP channels as well. Now, we have Monica with us, who is the founder of FATBAT. I would like her to please deep dive more into this segment and talk about the supply chain and distribution network.

Good morning everyone. My name is Monica and I'm one of the co-founders of PAD Squad. PAD Squad is a people's movement that we set up during COVID, just when COVID hit when we realized that menstrual hygiene products were not easily accessible to people. Either they were not there or people didn't want to spend the



money on buying these. So we started FAB Squad around then. And I think within the first month, FABPAD reached out to me and they were not the only ones. There were many people who were reaching out, saying we have these sustainable products. Why don't you use our products? So I personally tested every single brand that was sent across to me. And I immediately fell in love Sorry, FAPPADs, reusable cloth pads. And it's been since 2020 that I have been working very closely with FAPPAD. We've run several campaigns together, including a 15 ,000 pad raising for Bihar's tribal villages. We've done, every time there's a crisis, we step in together to raise awareness and to run donation campaigns where FabPAD helps us create links and people buy directly and then they you know they send the pads over. We've done a very successful pad campaign for punj you know which is in Jammu and Kashmir the border area which was affected by the recent Indo -Pakistan conflict. Our pads are right now being distributed there And now we're running a campaign for Punjab Floods. It's a little quieter campaign, but yes, it is being run together with Pad Squad and Fab Pad. Over the last five years, I've had an excellent relationship with Fab Pad. It's almost like they're working for us and we're working for them because it's like the same team. Love the quality, love the responses, love how they support us in all our campaigns by pushing us forward by even sometimes helping us create our media campaigns for us and I have seen them grow over the last five years with introduction of new products and I know whenever we move on to period panties we run on donations okay so depending on the donations accordingly we buy I know that blindly we will go to FAPPAD and while we are seven co -founders with a team of 70 people across India everybody's favorite brand today is FAPPAD so great going there.

Thanks Monica for your insight. So can you move to the next slide? Now Talking about the founding team, so FAPPAD strength lies in an experienced founding team and

core team that combines deep industry expertise, operational excellence and product innovation. So the founding team is a husband by duo, Shri Pia, a fashion designing expert with global exposure and an entrepreneurial background, alongside Deepesh with over 20 years of experience in government and manufacturing with exports, bringing together creative vision and robust operational leadership. So the three roles are clearly divided, outreach and product development is seen by Shruti and management and operations are looked into by the patient. So this ensures complementary skillsets and seamless execution across business functions. So talking about FAPAT's core team that covers production, marketing, digital strategy, quality assurance supported by dedicated staff in logistics and customer success. So the business, the team's business of human motivation, problem -solving ability are highlighted as a pillar for the company's rapid growth. And if we talk about the capital structure below, the founder retains 81 % ownership with Ketop at 10 % and friends and family at 9%. Ensuring management commitment through significant equity state. Now, I would like to hand over to Mahit for competition.

Thanks, Krithika. So, if you look at the competitive landscape, most feminine hygiene players are still heavily focused on sanitary pads, tampons and personal care products. Period panties as a category still remains uninvested. Fab pad stands apart with a strong focus on reusable period panties in which Many players are not yet able to establish themselves. Along with this, FabPat also focuses on sanitary paths, intimate care, modernity and men's care, addressing more user needs compared to most adult competitors. Key rivals like HealthFab, Avni Wellness and Zoey focus on narrow product segments while large players like Sirona and Psafe, they offer broader OTC hygiene but with higher pricing and focus on other verticals. If we talk about the pricing point, FabPad is competitive at Rs 599 which is comparable to HealthFab, while delivering broader SKU options across styles, prints and sizes. Moreover,

FabPad differentiates through distribution breadth as they are already live on Amazon, Zepto, Glinkit, and also building strong B2B and D2C channels. Their smart move in B2B has also helped them as most of the other brands are outsourcing and in fact FAPPAD is the white label supplier for many of them. So FAPPAD's positioning is category first and sustainable setting a foundation for leadership as the category scales. Next slide please.

Yeah thanks. So moving on to the competition mapping on scale and evaluation, FabPad with a valuation of 40cr is comparable to HealthFab and already well ahead of Avni Wellness. On efficiency part, unlike its funded peers, FabPad is bootstrapped, a bit of positive, and fully controls manufacturing in-house. So this rare combination ensures better margins, quality consistency, and resilience even without large external capital. On positioning part, competitors like HealthFab and Avni Wellness focus on reusable period panties and comes with less colour and size options and costly pricing. While other mass market players like Sirona and Psafe have a wider hygiene portfolio but lacks FabPath's speciality in reusable solutions and maternity care. So this makes it resilient today and strategically attractive tomorrow, especially as FMCG majors look for acquisitions in sustainable hygiene.

So in our due diligence, we spoke with subject matter experts, suppliers and customers. So experts highlighted FAPPAD's profitable both in in-house manufacturing and eco-conscious positioning. The risk factors were around over-diversification and consumer education, where significant awareness building will be critical. If we talk about the suppliers, so suppliers reported strong, long-term relationships with FabPAD and praising on on-time payments, strict quality adherence and negotiation skills of the founders. This reliability gives FabPAD stability on the supply side. So for customer feedback I would like to invite Radha to give her feedback on FabPAD.

Hi everyone, morning. I'm a passive customer. I bought this product for my daughter

-in -law and I got a very good feedback about that. Especially the disposable panties or they felt it is very handy when they travel and also on the reusable panties even for a self -consumption, the quality looks very good.

The second thing is on the delivery side, we place an order. I generally experiment all the startups when we get an offer and instant delivery very quick,

You know, the track tracks were coming on WhatsApp or delivery, no follow -up, so that one is very good, it looked like the brand is quite evolved in terms of fixing those timelines. That's it from my side. Thank you Radha for your feedback.

So overall we can say that all three groups gave positive feedback and the main focus ahead is to invest in human education and awareness, so more people try and adopt this reusable solution. So for next slide, I would like to hand over to Simran to take forward the GTM strategy. Thanks, thanks, Meg. Coming onto their GTM, which is actually built around strong four pillars, which we can see on the screen.

First is global expansion, quick commerce and product expansion, then brand visibility and offline retail domination. Also, on the global front, they are already live on Amazon.

specifically for such brands. And for this, they have recently got onboarded on Z2 and Blinkit last month and only from which we believe the growth will kick in. With Swiggy also, Instamart planned for Q3 2025. Through these platforms, they will reach to around 20 + tier 1 and tier 2 cities with 15 minutes delivery.

Alongside, they also plan to expand their product portfolio as a part of road map into a grant relief solutions, toilets, sanitizers, razors and soothing gels, which will strengthen their relevance in their everyday personal care. And for a brand visibility, the plan is actually to onboard a A -list Celebrity brand ambassador and to roll out Omni Channel campaign across Meta, YouTube, OTT and outdoor media.

Finally, the offline retail which is another key lever. They are targeting presence

in reliance, DMART and Vishal Meghamat backed by a strong in-store visibility and customer education. This will ensure products are not only accessible online but also highly visible in traditional retail spaces where most Indians still shop. So, these initiatives will enable FAPPEG to scale rapidly across geographies, channels and product lines, while building a trusted, we can say aspirational and sustainable brand in women's hygiene and personal care. If we move to unit economics, next slide, so looking at the unit economics, I will start with the top left, starting with the D2C, contribution margins are healthy, which is at about 26.5%. However, as the business diversifies, its revenue share is projected to go from 64 % in FY26 to around 33 % in FY27. Quick commerce through operating at a slightly lower margin of 23 % is set to become the biggest growth driver and with the partnership across, let's say, Zepto, Blanket and Instamart, its share will expand just from 5 % to nearly 46 % of revenues by FY 27, which makes it actually transformative in terms of scale even if unit economics are a bit tighter here. Apart from that B2B which currently delivers the strongest margins which is at around 34 % due to low customer cap but its contribution will go from 31 % to 12 % as the plan is consumer-facing channels scale faster. Meanwhile, UAE is emerging as a strategic lever with contribution margins of around 33%. It is projected to add over 10 % to the revenues by FY 27, creating a profitable international growth leg. So, overall, the mix is shifting from a D2C heavy model to a more balance portfolio, D2C ensures profitability, whereas QuickCommerce drives scale and B2P + brings in the margin strength. Next slide.

We already covered, but I will quickly take through this. Their flagship reusable period panties contributes around 80 % of the revenues, which is their hero product, while other products helps in broadening the base for customer visit with over 3 lakh units sold and a strong 25 % repeat rate which tells clear proof of product

market fit. If we talk about channel -wise, currently their website drives 73 % of sales while Amazon and Flipkart at 27%. Recently, they've also got onboarded with Zepto and Blinkit, opening up a high -frequency quick commerce as a new growth lever. On the economic side, they acquire customers at just Rs 350 cap with an AOV of around Rs 1 ,030 and a lifetime value of around Rs 4 ,200 which translates to a very healthy L2EV to CAG ratio, underscoring actually a capital efficient growth. While we have covered revenue mix in the earlier slide, one point worth highlighting here is B2V. A LAPPAD has emerged as a leader in a period 90 segment from just 14 % in F524 to 30 % in F525. They also now supply through white labelling for major brands, which actually gives them a strong competitive edge and helps them stay ahead of the curve. Quickly moving to the financial next slide, one thing to note is they have built a rare capital efficient consumer plant. With just Rs 30 lakhs invested, they have scaled to over 5 .6 crore in FY25 revenue and they are online to gross 11 crore with quick commerce ramping up and two large B2B agreements which are in place with airport authority in Zambia. So FAPPED is positioned I will say to scale rapidly while still staying profitable and all of this has been achieved while staying bootstrapped and profitable. Gross margins are already strong at around 51 % and are expected to expand to 62 % as scale increases. The team has been conservative yet I will say effective, consistently profitable over the last two years. The next phase of growth is actually targeted with funds being used strategically for marketing and team expansion, aiming to establish FAPPAD as a truly home ground household brand, if I can say so. Looking ahead, the plan which we can already see on the screen is to deploy funds profitably. 40 % will go into marketing, 30 % into team building, 20 % into supply chain and 10 % into product development. Whereas IPV is leading this round with the check size of around 1 to 2 crore, one thing last importantly which is this race is not about survival,

it is about acceleration, faster scale higher repeat rates and new SKUs and expanded channels. With this we would like to move to the scorecard.

Meanwhile, team brings in the scorecard, I will start with how they are disrupting the market, which is our first 5 -portal forces. So, FAPET is breaking dependence on disposable pads and tampons that causes plastic pads and tampons that causes discomfort, rashes and waste. By offering eco -friendly reusable and biodegradable alternatives, they solve for health, comfort and sustainability while remaining affordable. With period panties in multiple styles supported by clothespads and intimate care, they have built a unique ecosystem. Unlike disposables or white label entrants, it stands as a mass premium homegrown brand that combines quality with accessibility. Again, they drive with the customer adoption through accessibility, trust and choice. T8 pricing and presence across D2C, B2P and NGOs and QuickCommerce make sustainable products widely available. They also have BIA certification, Thermatological Testing and NGOs Tizer Build Credibility. The plan is to run awareness campaigns on health and environment on shifting the mindsets while wide SKU range, find tailored solutions and are likely to make customers to switch to substitutes.

On the supply side, they ensure quality and control through in -house and sister unit manufacturing under exclusive contracts, multiple sourcing hubs across India, which strengthens their supply resilience and bargaining power, and with growing demand for certified and sustainable inputs. Suppliers are push -to -raise standards, creating natural entry barriers for new competitors which actually reinforces the FAPPADS leadership. However, about the competition we already covered, their edge lies in breadth and execution. It is one of the only brands offering a full eco -friendly portfolio from period panties to cloth pads to sweat pads with a strong repeat rate of 25 -30%, premium packaging and global standards design make it competitive with international players while staying affordable for Indian women. Products we have

already covered, how they are covering all the broader ranges. From an investor's perspective, FAPPAD represents a rare capital and EBITDA positive brand in a fast growing market. The company has already scaled to over 5 crore revenue with just Rs 30 lakhs invested and is on track to cross 11 crore. With B2C, B2B, QuickCommerce, NGOs and Exports driving growth, they are already self-sustaining right now. Like I mentioned, the race is not for survival but for acceleration, focused on scale, higher repeats, new SKOs and expanded a channel so in the end with strong unit economics and I will say a proven team it is poised to become a category leader in a sustainable hygiene with this we'll hand it over to Ameenal to take us through the valuation summary. Yeah well I'll start the valuation up summary the commitment form link is shared in the chat window it will open at 10 .50 am it should open anytime now. It will be open till 12 .30 p .m. Then we will open it again at 7 .30 p .m.

Moving towards the valuation summary, again, I think in terms of numbers, we've highlighted the numbers before also on the slide. Why we like this company is it's a capital efficient company have coming to us at a very reasonable price. Currently, the free money valuation is at 40 gross. It's about 3 .6x of FY26 revenue in terms of ARR is slightly lower 3 .4 to 3 .5x as of today and we are raising about 1 to 2 crores over here. The entire check size is 4 crores. We might do the full round. The founders have said that whatever is remaining, they are ready to bear by themselves and put in by them so that is the founder commitment to the business that is coming in and yeah with the B2C exports and quick commerce specifically quick commerce coming in we see an accelerated growth it was going to be a low burn business they are going to stick to the ethos of becoming low burn business and therefore only 1 .5 crore out of the 4 crore is something that they are going to use in the next next year to expand into QuickCommerce and get their brand



presence there. Having said that, going forward, they will build a sustainable profitable business. So yes, that's about it. Over to Simran to take us through the Q &A. Sure. I'll start with the Q &A. The first question is from Ravi Prabhu.

As India moves towards premium, why will someone buy these reusable stuff?

Reusable means washing and means more work for women. How do you see this and the last is behavior changes are required and 30 % retention is too low. How do you see

this problem being tackled? I'll answer this meanwhile if you want to add in, you

can add in. Like we mentioned already, why someone will buy these reusable stuff?

It is actually very economical. On an average, of women uses around 10 to 12 pads

during a month and then if it take for a two years kind of a thing on an average

of women spends around 3000 on such pads with the period panty coming in if we

have let's say two period panty also which costs here around let's say 599 you are

spending around 1200 so which makes it more economical apart from that it also

becomes very comfortable you don't have to worry that you have to go and buy pad

if it is there in the stock or anything and then on the washing side it is very

easy to wash it comes with a pouch also which you can simply put it in the bucket

or put it in the let's say washing machine however you want to do so you're saying

30 % retention is too low period pant is something which is reusable for let's say

two to three years, right? So with that, the retention becomes the thing here.

However, to tackle this problem, they have actually broadened their space. So they

are entering into, let's say, a panty wash, then intimate wash, then disposable pads,

and they also have the other set of things which will actually help them to bring

more customers and also more visits towards their website.

Got it. I just want to add here, see I understand moving towards freedom but moving

towards comfort is also a thing that is now the new age people are driving we like

we went through the discomfort of wearing a pad going through the entire skin rashes

being uncomfortable through the day changing the pads but if there is a solution which is much more comfortable It is like wearing your panty on an everyday basis. People are moving towards more comfort while taking a little bit of pain or fortune, those types.

- Yeah. Next again, can you talk more about their repeat cohorts over what period is 25 % repeat? So this is over a period of two years. Like I mentioned, period panty is something which goes for around two to three years. and for this they are now introducing the more broader ranges for the customer so that they are to less switch to substitutes.

What is month on month growth in the number of users in the last few months? In this terms I will say the growth in the users has been consistent as they have spent a very very minimal to acquire this but With this fund raise, as they have been bootstrapped with this fund raise, the plan is to spend on marketing and to acquire more number of users and to expand their channel as well. With the QuickCommerce, they recently got launched on Zepto and within these 2 -3 months they have got around 1300 users on the same segment. In fact, they are category leaders for organic pads on Blinkit already.

Next question is, has IPV analyzed why they couldn't grow from FY24 to FY25?

Meena, you want to pick this up? They started with a bootstrap company. They wanted to establish a brand in a profitable way. While they established the brand, the supply chain, the modes that are there, they didn't focus. Their focus was not on growth. their focus that time was build as many categories, test those categories in the market while being sustainable with the 30 lakhs funding having said that. Now that they have tested the categories, they've seen the adoption that is there, they've seen the growth drivers that are coming in, they are raising the money and therefore the accelerated growth for the next two years are coming in. Also Zepto,

Blinkett and all the quick commerce have just got onboarded last month, we've already seen an uptake in their revenue fair. So, having said that, yes, first two years, they are focused on building the brand's sustainability. Now, with this money coming in, they will have more leeway to spend on marketing and grow it faster.

The next question that we have is from Saikath. In rural India, many still use clothes, shift to pads requires behavioral change and affordability and in urban markets, strong loyalty exists towards popular brand. Biodicritable pads are typically costlier to produce. How do you plan to compete on price with?

How do you?

So many still use cloth pads. Yes, they are moving as I said There's a 38 % penetration as of today in the menstruation products in India We're expecting that to go up by 50 % and Monica who had come in from pads, from a pad squad.

So basically, there are a lot of NGO efforts, government efforts that are going in terms of educating this market, we see that it will be a slideship that is coming in. I agree on to shift to pads requires behavioral change part of it. But I still disagree because most of us who are using the pads are using because of lack of another option. Organic pads is just another pad that I have to apply to or add on to whatever I'm currently wearing, which is causing a lot of discomfort. This is something, period panties is something which is changing a little bit, where you don't need to add any extra layer into your clothing and go about your day -to -day life while taking care of periods. So there is a shift that will happen with this coming in and I still feel most of us are using pads not because of loyalty, but because of lack of other options as of today. Next question, Simran.

Yeah, next question that we have from them is capital intensive marketing will be needed to create brand. How you plan to address this? Actually, I feel it's the other way around. They have showcased a full marketing and a push marketing over

here. Having said that, they will need to at least for the next year burn a little bit in terms of marketing, which we have incorporated, we've taken their marketing budget up to 60 % of the overall sales for the next year. But with a strong brand ambassador coming in with more influencer -led marketing where they are doing a lot of content in terms of education and influencing, I feel these can be controlled and eventually on the performance, I mean, the performance marketing can be limited over here. It will be more a pull marketing than a push marketing that will work.

Understood. The next question it's from Watsal. HealthFab is a company that was featured on Shark Tank and doing a similar product. How do you compete with them and their lives? We have already covered this in our competition chart that HealthFab is catering to two catering to only product which is period panty.

However, if we compare healthfab and fat pad, fat pad is offering a wider range of SKUs, where you have, let's say teens, panties, highways, midways. So there are eight SKUs under that. However, healthfab offers three SKUs with a limited color, which is black, green and beige. Whereas we have different colors in fat pad. Apart from that, their in house manufacturing capability makes them actually stays ahead in terms of to any competitor and for that also they are doing wide labeling for many other brands which were already discussed for example Narika Azza. So, in that sense with their those capabilities they are staying ahead of them of the competitor.

Yeah, and you have to add again I feel the peripanti market is going to be you know, there can be competitors in the market. I think competition in any market gives us strong validation of the size of the market IP. So having a competitor is a good thing. We had analyzed health fab also in our, in our funding journey.

The problem with health fab is it's a high cash burn business as of today. So currently in terms of growth, both of them are neck to neck in terms of category creation, both of them are neck to neck but in terms of profitability I think a

fat pad has better profitability or capital efficiency.

Understood. How has the company been able to innovate in this market when the existing incumbents haven't been able to do it?

You want to answer? So, I feel that I understand that the existing innovation was not able to reach the market over 3 -4 constraints that were there. There was a supply chain constraint where they had to import from China, once that import went away, the supply chain import issue went away, they had to find supply from India within India itself. So that's one constraint they faced. Second constraint they faced is everybody moved to an organic pad category. So organic pad is basically another pad, so it was a more premium product. If you compare already, Stacey and Whisper is very expensive on the packet. If you're giving me something which is just organic and not disposable, but more expensive, I think the value prop was not very high over there because it's not solving a lot of problems for me as a person today.

Thirdly, the availability, when these brands started, they started about in COVID, that's when QuickCommerce was not there, with QuickCommerce coming in, the adoption is much faster, going to market has become much, much faster and much profitable also.

And the last thing, the fourth aspect of this is the content creation.

Now people are absorbing a lot of content through Reels, Instagram, etc, which was not there when they had launched also. So again, marketing money, they had to spend a lot of marketing dollars to get to the market, which now the new age, the new innovators will not be able to do it. In terms of their focus, their focus is still on organic facts. I think period panties is something which is changing the game over here, which is solving the problem much more efficiently over here and therefore we feel that a product like a health app or a fabpad will gain more market share than these products.

Done. Next question, do they have any other commitments for the round? Can you talk

through the projection scenarios if they are able to raise only 1 crore or 2 crore?

They don't have any other commitments. Currently this is their first conversation with ITV. Their plan is that if they are not able to raise in the market, the founders will put in the money themselves and raise it and scale it ahead. So currently they need market validation. They want to see how the fund raise again is not for survival. They want strategic partners to help them or guide them in a way where they can reach the market faster And that's where they are raising money or more for the strategic knowledge than the funds itself. And if they are not able to raise money, they are ready to put in their own money and scale this.

Got it. Their revenues spread across multiple cities with no concentration anywhere.

Is this because scaling while keeping unit economics in check is a challenge? No, I think because they have their presence through their D2C adoption therefore it's multiple cities but having said that south is their focus area right now most of the like like about 60 -65 percent comes from south let's come from north also in terms of adoption south is always up in terms of new product adoption or or trying new products so that's where it's coming understood next question is from Vaishnavi which is in which model and margins are they onboarding on QuickCommerce. So on QuickCommerce, they're already onboarded on Z2 and Blinkit. However, Swiggy and Instamart is scheduled to get onboarded this month. With Z2 and Blinkit, they have a gross margins of around 65%. However, these two categories need some commitment on ad spend. So that is what they follow. And they're also available on Amazon and Flipkart as well. So before we move to the next question, the form is now open. If you wish to commit for FAPAT, please fill the commitment form. It will be open till 12 .30. Post that, we will open it again at 7 .30 ISD. Next question is, what is the mode? Larger players can copy the model and scale faster. Look forward to hear your views. I think Sakit, most of the larger, so currently in

terms of the organic sustainability, there are not too many large players that is there. PSATE is there, but PSATE's focus is on the toilet hygiene right now. It's not on the menstruation problems as of today. Having said that, I agree with you, larger players can copy the model and scale faster, but they don't have the manufacturing support as of today. I think the founders are very solid over here, where they are not burning money and scaling faster. The market is big enough for two or three incumbents to operate in this market. So therefore, I feel the more to where you are is they are in -house manufacturing capability, their first mover advantage, and then the founder execution capability.

- Thanks. What is the percentage of users across rural and urban India? So they are currently targeting urban India through their D2C Flipkart and Amazon. However, the rural India they are covering to their NGOs and the corporates that they are doing ASR things. So their D2C covers around 70%. However, the other set of category is around 30 % through which they own their revenue.

Is the 100 and growth expectation realistic given that 24 -25 has nearly been flat? We expect the 100 % they have two large B2B orders which are going to materialize which will accelerate the revenue. Zepto link it and commerce cut on boarded last one so that's going to accelerate the revenue so yes we are completely confident that we can achieve the 100 % new with this new funding coming in they will have that extra flexibility to spend a little bit more to achieve that.

I understand first year of funding itself they are going from a bitter positive to a bitter negative how do you justify this Ajay that's that's the entire point of this funding frankly for them to expand the quick commerce or gain as much market share on the quick commerce side and get the brand identity expanded With that coming in spending that 1 .5 to 2 crore to establish that grand identity, they will get that market dominance eventually then to raise it sustainably. So yeah that's the

point of this fund raise, thank you. Understood. Does FAPED have any published impact metrics, how many reductions, how many tons of plastics has been avoided or GHE reduction? Yes, so they have sold around 3 lakh units till now, in which 350 plus a ton of plastic waste has been avoided, which we have seen as an impact matrix there. Apart from that, next question we have, why were revenues stagnant in FY 2025 compared with FY 2024 and what is the basis of assuming 100 % growth in revenues on this. So again, the revenues were standard because the last two years it was a bootstrap company, they're focused on getting the products on the market, getting the brand known while not spending too much money on the marketing aspect. Going forward, they have cracked a couple of B2B deals which are going to get this at least three, three and a half crores of the next revenue is going to come from the B2B deals that they have. Secondly, with Zepto, Blinkit and the other quick commerce coming in from last month, there is an accelerated growth they expect from those regions with the funding coming in or not even coming in, they are poised to get 11 crore growth year. Next question is, how are there working capital requirements, how are there inventory receivables and tables?

Yeah, you want to take this one? Yeah, sorry. So, in terms of their inventory receivables and tables, what we evaluated their receivable cycle is of around 3 days as because they do mostly through their D2C segment, 80 % of actually their revenues comes from the period panty which is driven through their own D2C website. However, in terms of tables, it is a cycle of around 30 days and they have they maintain in a positive inventory cycle in that sense.

Meanwhile, I'll pick the last question.

Ordering experience for panties in Mumbai is not great, just ordered, could not find on any of QuickCommerce hyper -local platforms, ordered from website and delivery date



not shown. We use period panties bought from Netherlands right now and want to compare product to that. I just checked in the morning Raji, I could find them on the Z2 and Blanket. Instamart like I mentioned they are yet to get onboarded, however you can also order it from Amazon and Flipkart and maybe you can use the product and share the feedback as we have spoken to around 20 plus customers anonymously and the feedback from them has been great overall in that sense. Yeah and Raji I think Bombay is just getting onboarded on the Z2 the answers. How much of the fund raise is reserved for quick commerce expansion and supply chain? So, the current fund raise is actually set up 40 percent of that will go into marketing and 30 percent will go into channel in the team and rest will also go into their expanding the channel and the product development. So, that is how their fund raise has been scheduled or is planned for this We're at 56, we'll end this call here. Meanwhile, we'll share the unique questions that we have, while most of them we have already covered in other answers here. Thank you so much everyone for joining the call. Thank you so much. We look forward to having you in our next founder's call and the commitment form link we shared will be open till 12 .30 and then we'll reopen at 7 .30. Thanks a lot. Thank you so much.