

Presenting Team

Mentor



Vinay
Bansal

Founder, CEO
Inflection Point
Ventures



Lead



Minal
Shah

Principal, SEA
Inflection Point
Ventures



Subject Matter Experts



Devananda
K

Ex Sr Manager
Johnson & Johnson



Monica
Raheja

Founder
Pad Squad



Radha Ramanujan

Customer

Analysts



Simran
Mehta

Manager
Inflection Point
Ventures



Kritika
Julka

Senior Associate
Inflection Point
Ventures



Mehak
Ahuja

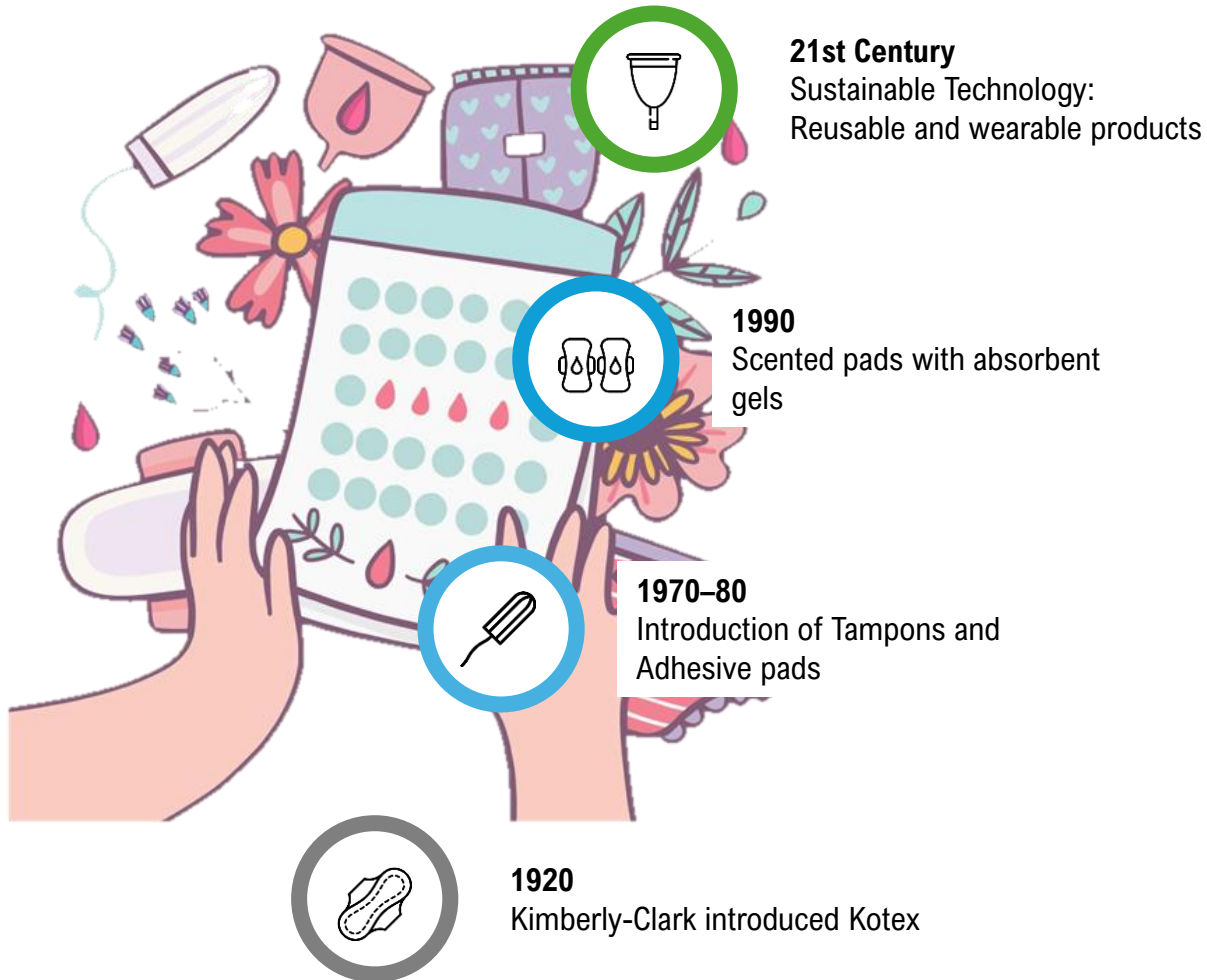
Associate
Inflection Point
Ventures



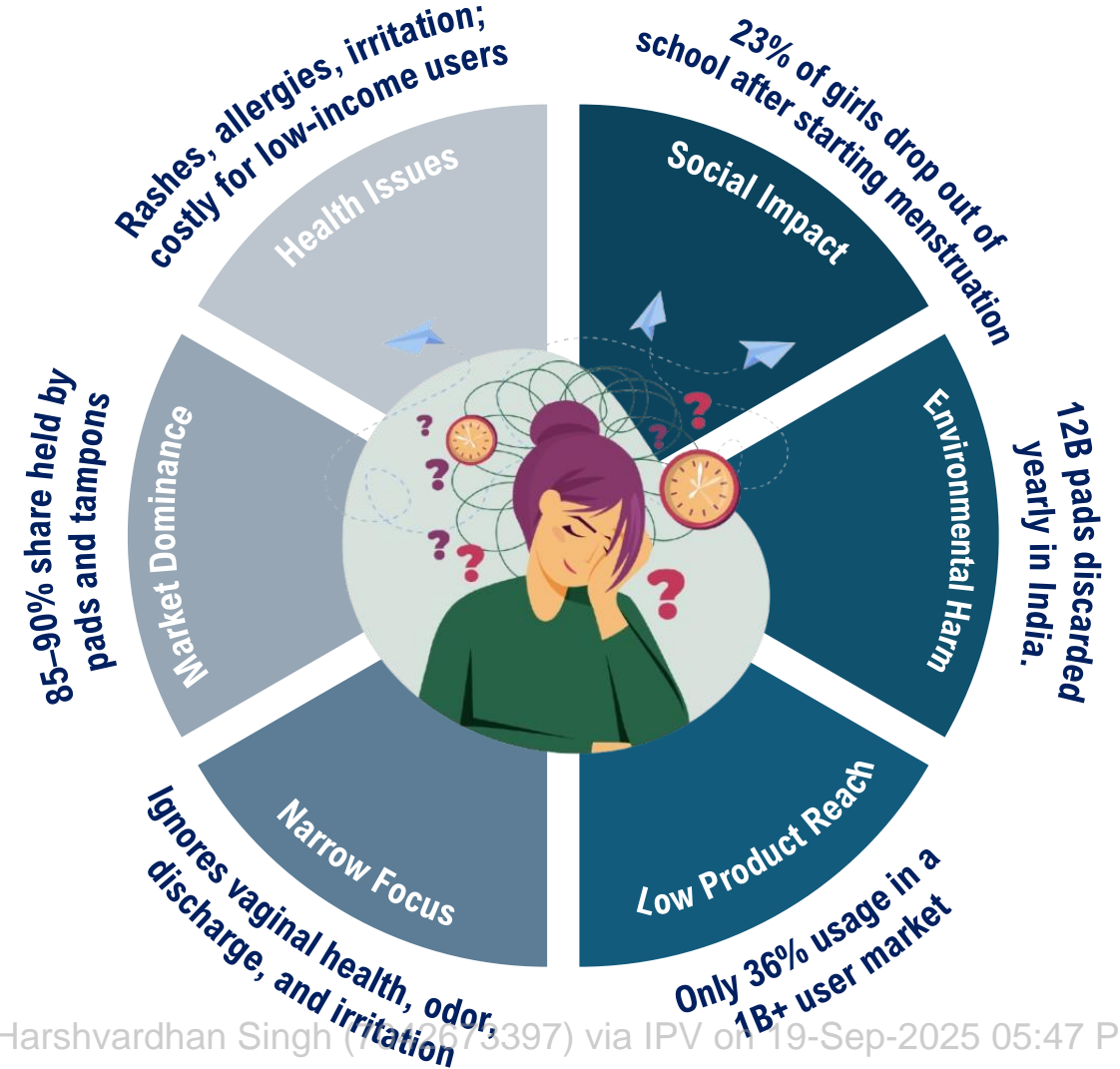
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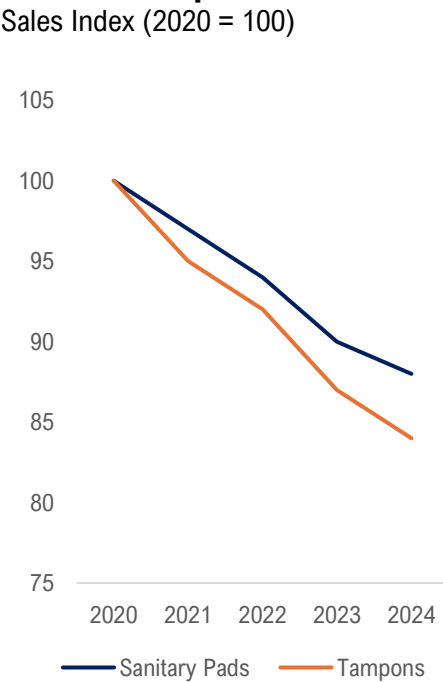
Limited innovation in Menstrual Hygiene



While the problem statement is huge

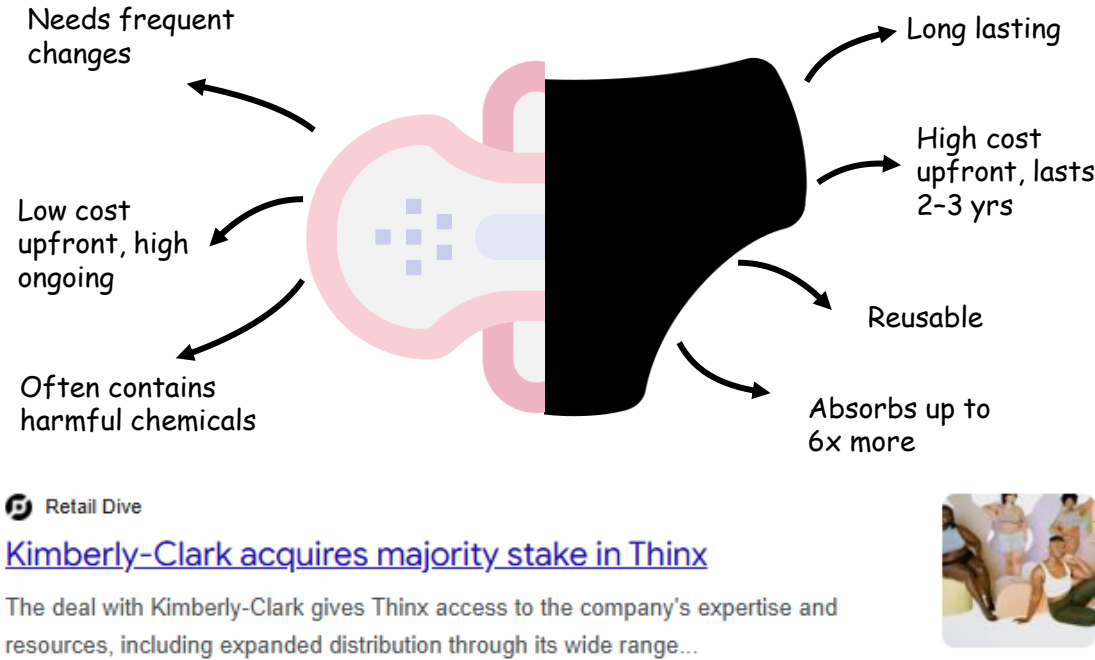


Rising user dissatisfaction with current products.

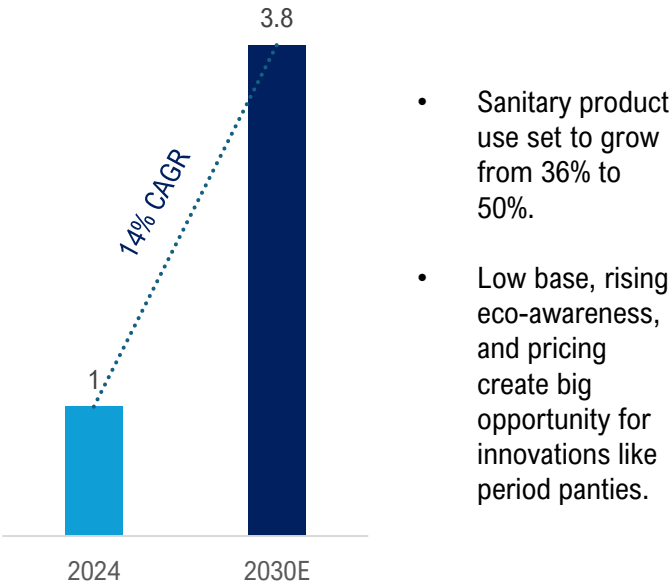


US pads and tampons expected to lose 15-20% market share to sustainable products

The move towards sustainability



Indian Feminine Hygiene Product Market (USD Bn)



Drivers for the Indian Growth Story

Education More adoption, less stigma	Urbanization Demand for comfort	Income Shift to premium	Sustainability Preference for eco-friendly options	E-commerce Better access & choice	Govt/NGOs Rural penetration
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Capital Efficient & Profitable

Bootstrapped with ₹30L; EBITDA positive with strong YoY growth.



Attractive Unit Economics

~75% gross margins, low CAC, and high retention.



Category Innovation

Leading with period panties—comfortable, reusable, and hassle-free.



Diversified Revenue Streams

Strong B2B partnerships with top brands.



In-House Manufacturing

Full control over quality, scalability, and cost.



Perfect Market Timing

Cultural shift driving adoption in menstrual & sexual wellness.



Omnichannel Growth

Available across D2C & Q-Commerce—boosting reach and reducing stigma.



Social Impact at Scale

₹1 Cr+ raised; 42,000 hygiene kits distributed via Project Padma.



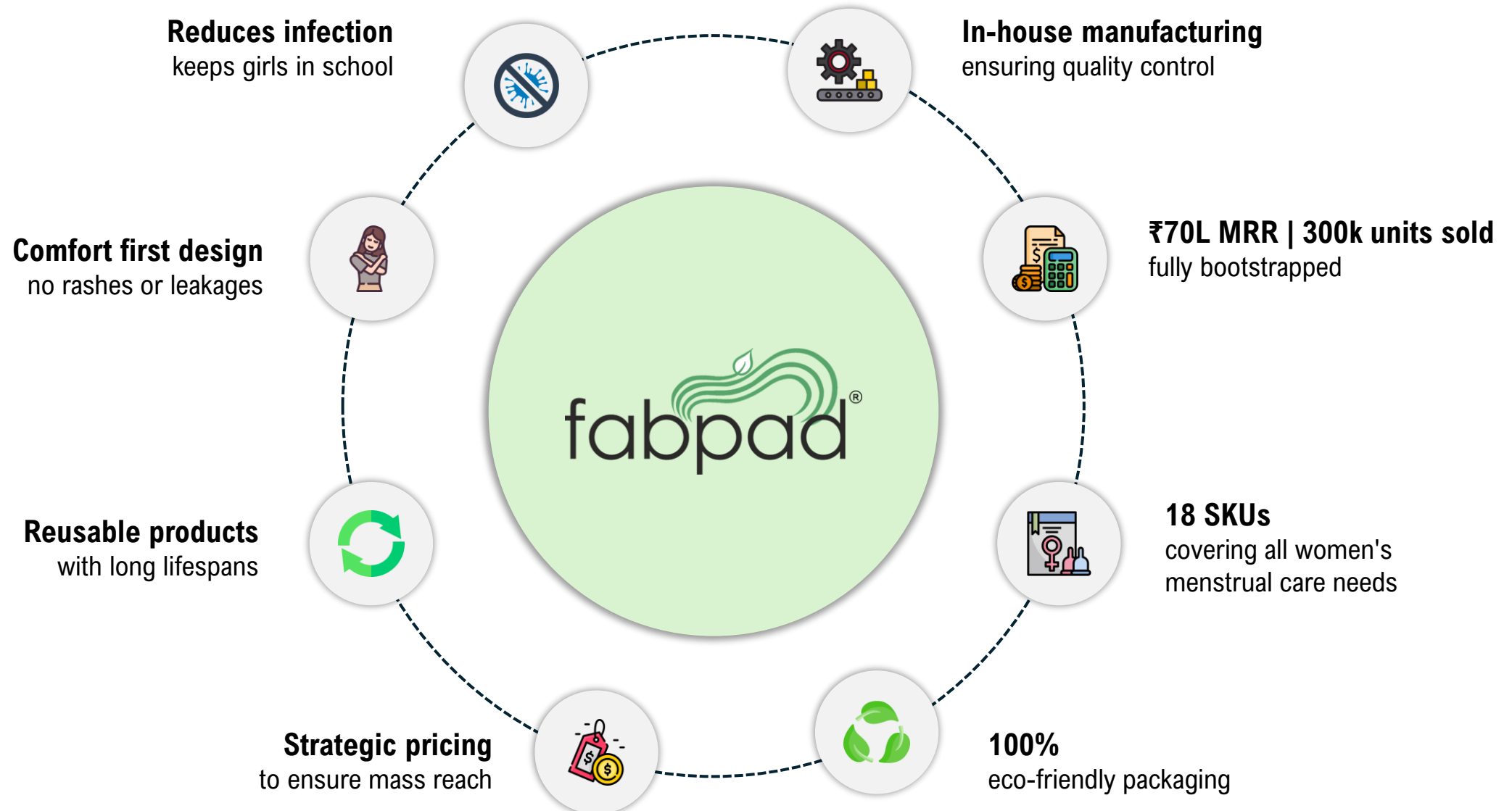
First-Mover Advantage

Market leader in period panties; expanding into razors & intimate care.



Eco-Forward Products

Chemical-free, plastic-free, biodegradable—zero-waste promise.



Fabpad caters to women's needs across menstrual, everyday, and maternity care.



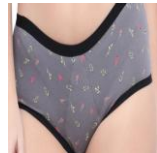
Available in prints, waist styles, & bonded options; suitable for daily use too.

Launched Men's Briefs

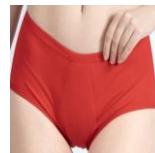
Storage Pouch



High-Waist



High-Waist



Teens



Mid-Waist



Bonded



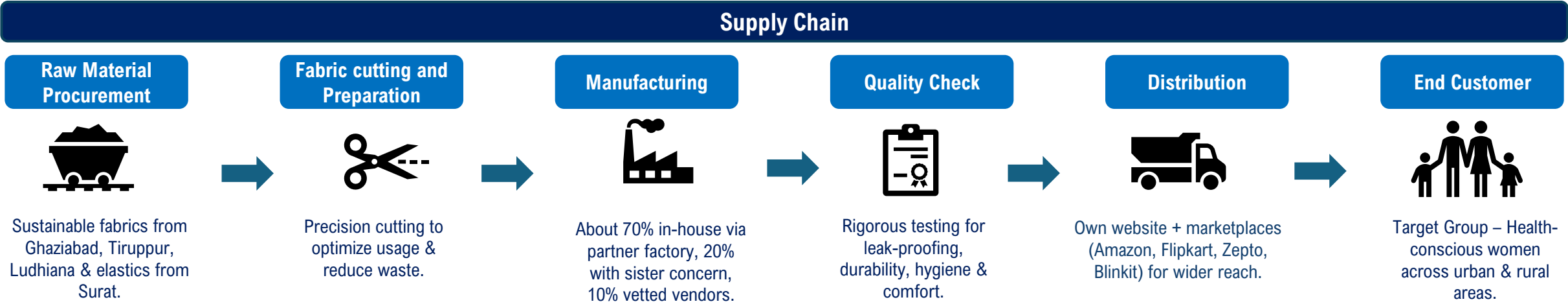
Shorties



Reusable Leakproof Accidental Urine Leakage Incontinence Underwear/Briefs

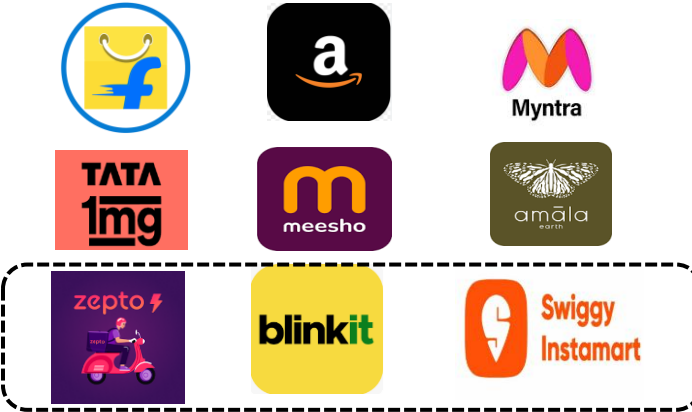


Reusable pads come with a storage pouch for easy washing.



Distribution & Channel Partners

Hyperlocal + E-commerce



Got onboarded on these platforms last month

Key B2B Partners



Key NGO & Corporate Partners



Chinese Import Ban Spurs FabPad's B2B Growth

- Imported Supply Cut Off – Most brands were importing organic period panties from China.
- Regulatory Barrier – Indian government has banned these imports; only manufacturers with relevant licenses can produce locally.
- Fabpads' Advantage – Among the few licensed players, making it the go-to supplier for the market.
- B2B Leader – Majority of competing brands currently procure from Fabpads for white-label production.
- Future Dominance – On track to capture ~50% market share by 2030 in organic pads, directly (B2C) and indirectly (B2B).

Founding Team



	Shripriya Dhelia	Dipesh Dhelia
Role	Founder & Director	CEO
Responsibilities	Outreach & Product Development	Management & Operations
Qualification	Bachelors in Fashion Design from University of the Arts London	Bachelors of Commerce from University of Calcutta
Past Experience	Has run her own Fashion Label "Sitaara"	20+ Years of Experience in Garments Manufacturing and Export
Current Compensation	INR 25K per month	INR 1.3 L per month

Founders with complimenting skill sets

Vision & Communication		
Leadership		
Business Acumen		
Passion & Motivation		
Execution		
Experimental Mindset		
Problem Solving		
Networking Ability		

Core Team



Sundeep Dhelia
Head of Production



Shradha Mundra
Chief marketing Officer



Kevin Sreenath
Digital Marketing Manager



Dipankar Bakli
Quality Assurance Manager

Other Team Member includes

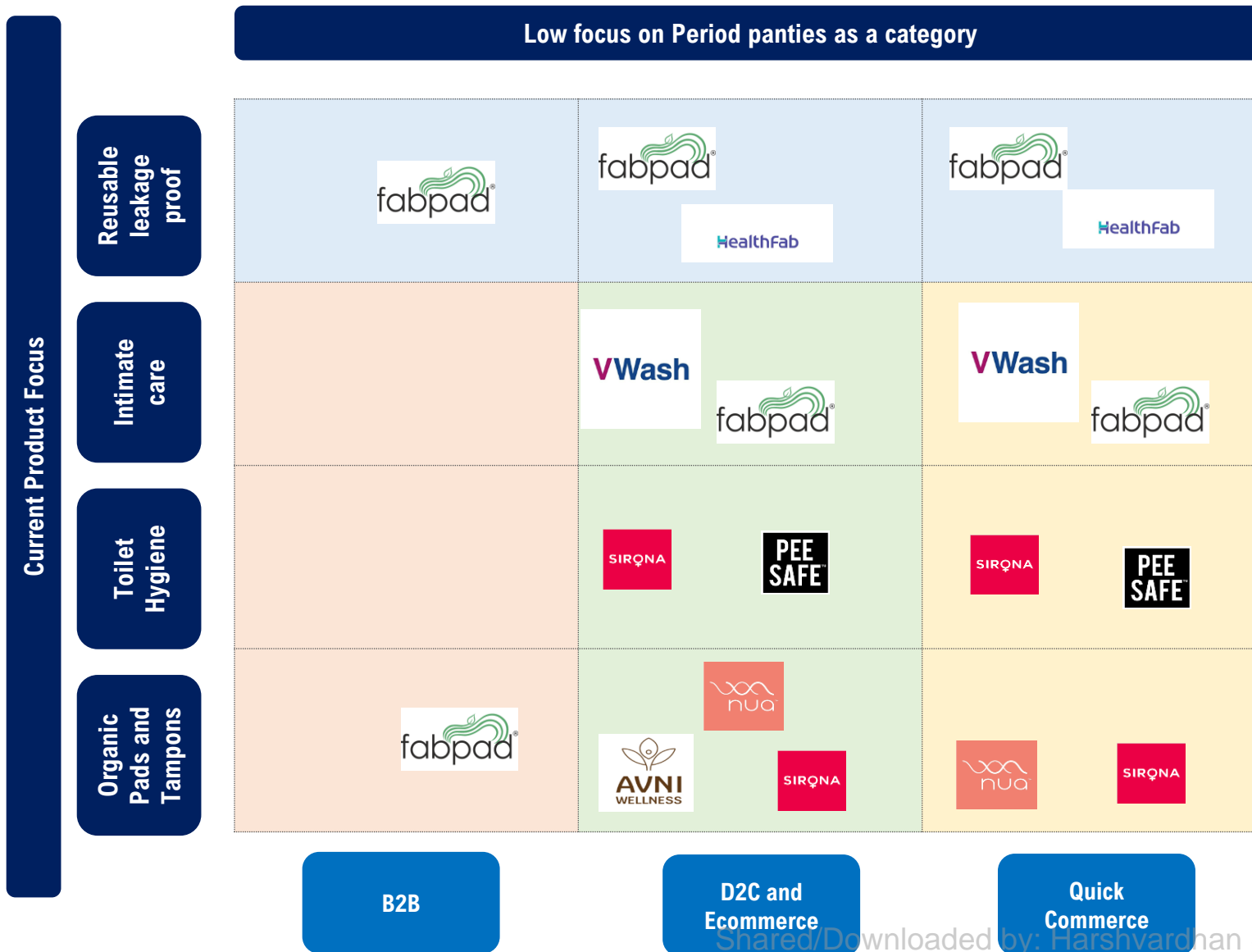
Marketing ~ 3

Quality Assurance & Customer Success ~ 1









Logistics & Support Team ~ 4

Cap Table





	FabPad	HealthFab
Style	Solids and prints in 6 styles	Solids in black, nude, navy and green with three styles
Availability	Amazon, Zepto, Blinkit, Swiggy Instamart and B2B	Amazon and Zepto
Price	INR 599	INR 499
Product categories	7 (diversified across panties, pads and intimate care)	1 (only focus on period panties)

Basis	Fabpad	Healthfab	Avni Wellness	Sirona	Peesafe	Nua	Plush	Zoy
								
Location	Kolkata	Bangalore	Mumbai	Delhi	Gurugram	Mumbai	Chennai	Tamil Nadu
Founded	2020	2019	2021	2015	2017	2017	2018	2022
Revenue	INR 5.7 Cr	INR 8.2 Cr	INR 2.8 Cr	NA	NA	NA	NA	NA
Funding Stage	Seed	Seed	Angel	Acquired	Series B	Series B	Series B	NA
Total Funding	Bootstrapped	\$1.34 M	\$116K	\$8.46 M	\$16.5 M	\$22.4 M	\$8.13 M	Bootstrap
Major Investors	NA	BeyondSeed, Invstt	We Founder Circle, Namrata Sahoo	Good Glamm Group	Venture Catalysts, WFC	Let's venture, Lightbox	Blume Ventures	NA
Valuation	INR 40 Cr	INR 32 Cr	INR 14 Cr	NA	NA	NA	NA	NA
Product categories								
Reusable Period Panty								
Sanitary Pads								
Intimate Care								
Toilet Hygiene								
Personal Care								
Maternity Care								
Men's Care								
Focus	Reusable Period Panty	Reusable Period Panty	Reusable Period Panty	Personal Care & Toilet Hygiene	Toilet Hygiene	Sanitary Pads & Liners	Sanitary Pads & Liners	Sanitary Pads
Distribution								
Own Website								
E-Commerce								
Quick Commerce								
B2B								
In House Manufacturing								
Pricing (Reusable Period Panty)	INR 599/-	INR 499/-	INR 999/-	INR 645/-	INR 499/-	NA	NA	NA

Subject Matter Experts



Devananda K
EX Sr Manager
Johnson & Johnson



Shruti Chand
Founder & CEO
Naarica



Mandeep Singh
Ex-VP
Soothe Healthcare
(Paree)



Monica Raheja
Founder
PadSquad - NGO



**Hygiene City
Pvt Ltd.**



**My Little Baby
World Pvt
Ltd.**



**Sachinam
Fabrics**



**Whitewings
Hygienics Pvt
Ltd.**

Customers' Feedback

	Asha Arun	Mahima Mehta	Shruti Raikar	Tamanna Sharma	Pooja Rabari
Pricing					
Leakage Protection					
Quality					
Comfort					
Ease of Use & Washing					

Areas of strength

- Profitable Growth:** ₹9 Cr revenue with profitability – rare at early stage.
- In-house Manufacturing:** Quality control, flexibility, adherence to specifications.
- Eco-Conscious Positioning:** Premium, sustainable feminine hygiene niche.
- Supplier Trust & Reliability:** Long-term stable relationships with manufacturers with strong trust, on-time payments, and adherence to quality standards.
- First-Mover Advantage:** Early mover in period panties in India with strong recall.

Risks/Watchouts

- Over-Diversification:** Too many categories risk diluting focus and resources. Their focus remains on period panty others to attract customer by offering broad base
- Competitive Threat:** Large FMCG players entering sustainable pads threaten Fabpad's position. They have early mover advantage which makes them good option for strategic acquisition
- Consumer Awareness:** Hygiene concerns about reusables need significant education efforts. Large part of fundraise to go into marketing and customer awareness efforts

Vendors Feedback

- Good behavior** and relationship; no reported issues from suppliers.
- Prompt payments**—usually on the spot with no delays
- Reliable partnerships**—suppliers have worked with Fabpad for 2–3 years without problems.
- Quality focus**—strict adherence to fabric specifications; effective negotiation by Dipesh.
- Supply is stable and increasing;** contact details align with industry standards.

GTM Strategy

Global Expansion

- Live on Amazon, UAE
- Strategic B2B & D2C partnerships across Africa, GCC, SE Asia
- Available for sale at select stores in Kenya, Nairobi



Quick Commerce & Product Expansion

- On Boarded Zepto and Blinkit (April-August 2025), Swiggy Instamart (Q3 2025)
- 15-min delivery in 20+ Tier 1 & 2 cities
- **Cramp Relief (Heat Patches, Roll-Ons), Toilet Sanitizers (Spray), Razors + Aftercare (Soothing Gels)**



National Brand Visibility

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



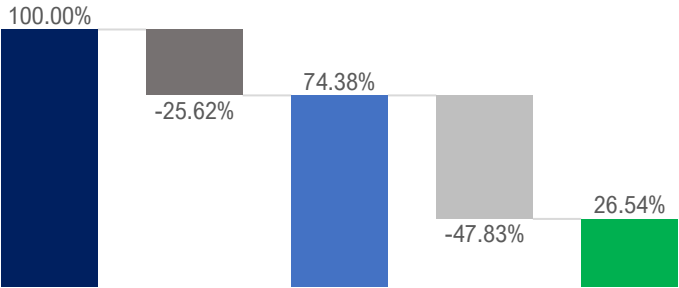
Offline Retail Domination

- Targeting Presence in Reliance, Dmart, Vishal Mega Mart
- Strong in-store visibility, POSM & customer education

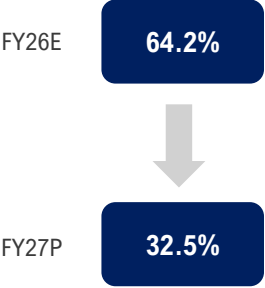


D2C

Unit economics

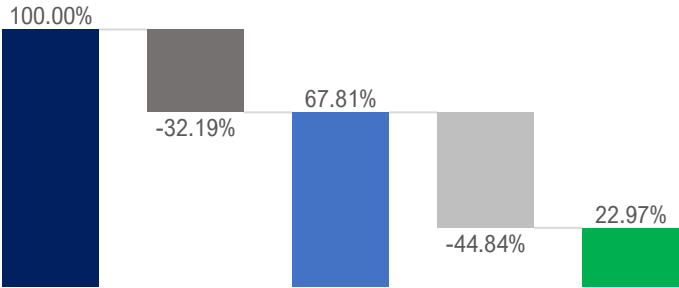


Revenue split

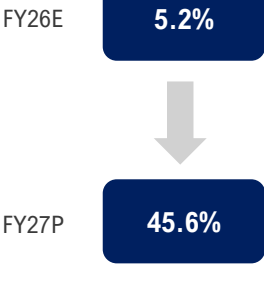


Quick Comm.

Unit economics

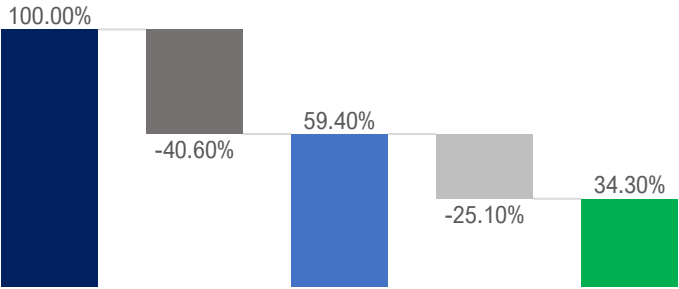


Revenue split

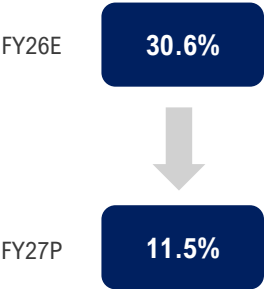


B2B

Unit economics

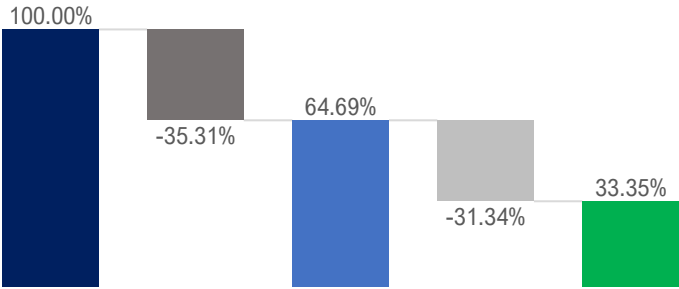


Revenue split

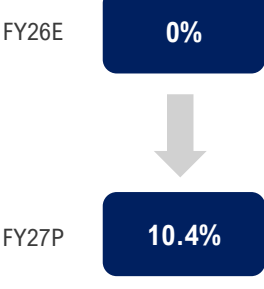


UAE

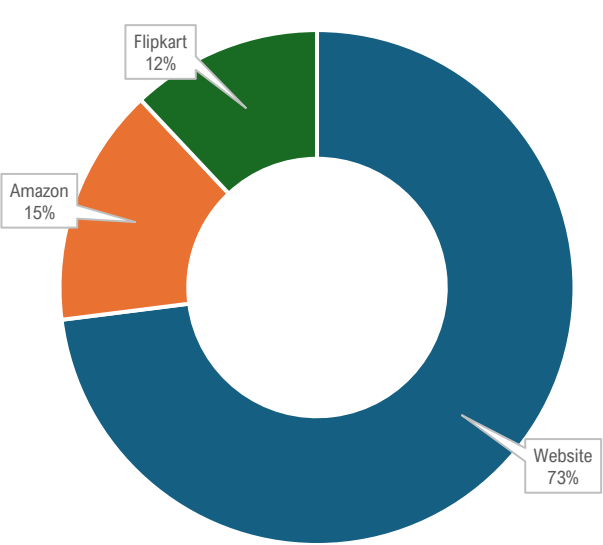
Unit economics



Revenue split

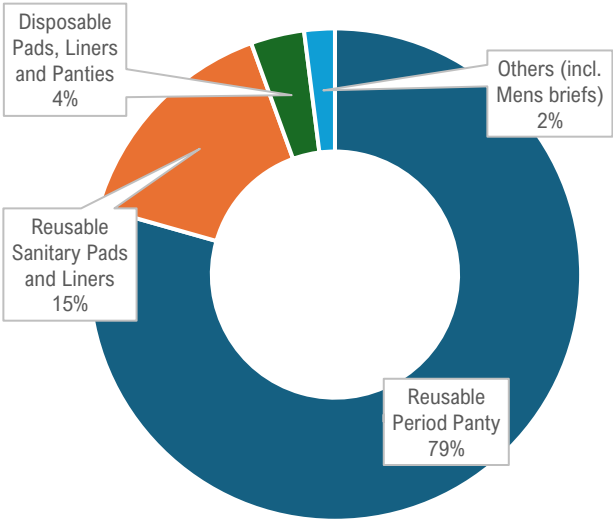


Channel wise split



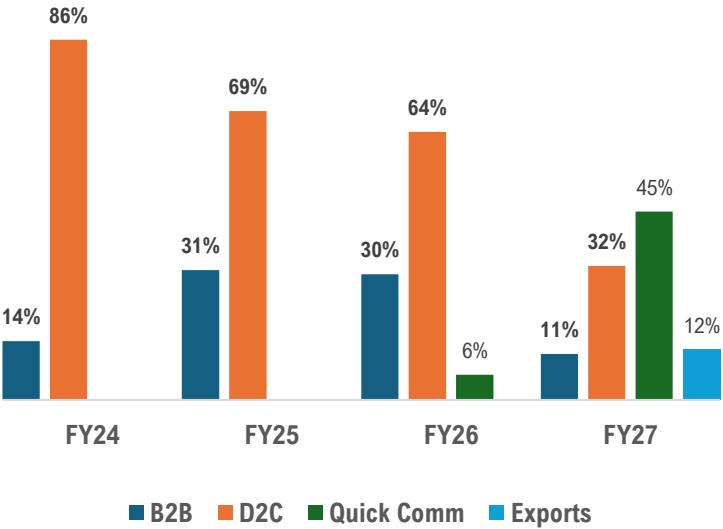
**Got recently onboarded on Zepto and Blinkit. That will kick in revenue growth

Category wise split



**80% of revenue comes from Period Panty Category

Sales Split



Other Key Metrics



25%
Repeats



8.2:1
LTV:CAC



~INR 4200
LTV



~INR 1030
AOV



~INR 350
CAC



3,00,000+
Units Sold Till
Now

Financial Projections

INR Cr.	FY24A	FY25A	FY26P	FY27P
Total Revenue	5.33	5.65	11.00	22.00
(-)COGS	2.14	2.46	3.96	7.04
(-)Logistics & Postage	0.46	0.35	0.64	1.32
Gross Margin	2.72	2.83	6.40	13.64
Gross Margin %	51%	50%	58%	62%
(-)Salaries & Wages	0.42	0.50	1.65	2.97
(-)Marketing	1.52	1.84	5.50	9.02
(-)Professional & Legal Fees	0.01	0.01	0.04	0.06
(-)Utilities	0.04	0.02	0.05	0.09
(-)Rent	0.16	0.16	0.21	0.27
(-)R&D	0.26	0.09	0.35	0.49
(-)Misc	0.21	0.08	0.14	0.25
EBITDA	0.11	0.13	-1.54	0.49
EBITDA %	2%	2%	-14%	2%

Notes on Financials

- ✓ **EBITDA positive** with high capital efficiency ratio
- ✓ **Low CAC** showcasing Pull rather than Push factor
- ✓ **Quick commerce recently onboarded** – revenue expected to kick in soon
- ✓ **Two large B2B agreements in place with** Airport Authority and Zambia

Utilization of Funds



Brand & Marketing
40%



Supply chain
20%



Team building
30%



Product Dev. & Capex
10%

Sources Of Funds



INR 1-2 Cr

Thank You

