

DELHI TOURISM NEEDS REINVENTION — AND WE ARE BUILDING FOR IT

The Problem (The Crisis)

- After the Red Fort blast, tourist confidence collapsed.
 - Hotels saw 30–50% cancellations.
 - Delhi's tourism ecosystem lacks a safety-first travel solution.
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Our Mission (5-Year Focus)

“To make Delhi the safest, most trusted urban tourism destination in India by building a tech-driven safety ecosystem for travellers.”



Our Vision (10-Year)

“To be India’s leading safety-led travel platform, expanding to 10 cities and becoming the default choice for every traveller seeking verified, secure, and flexible travel experiences.”



SafarShield – India's First Safety-Led Travel Platform

Why This Wins (Creating a New Category)

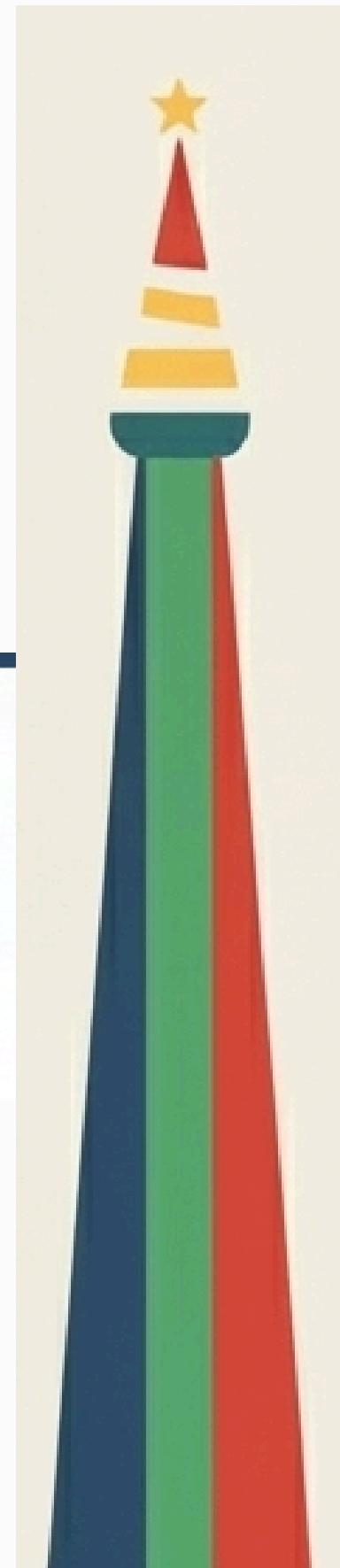
- Competitors (MakeMyTrip, Yatra): Are transactional (focused on price/volume).
- SafarShield is focused on safety, trust, tech, and emotional reassurance.
- New Category Created: We define and lead the "Safety as a Travel Service (SaaS)" business model.



SafarShield – India's Safety-Led Travel Platform

★ Unique Value Proposition (UVP)

"We don't just help people travel – we help them with confidence."



Funding Ask & Strategic Roadmap

1. The Ask

Seeking ₹12 Crore Seed Round to Rebuild trust and operationalize the SafeRoute™ infrastructure.

2. Use of Funds

Allocation Area	Percentage	Strategic Focus
Tech & Safety Infra	60%	Building the AI core, SafeRoute™ algorithms, and physical verification of partner infrastructure.
Marketing & Trust	25%	"Delhi is Safe" campaigns and re-establishing tourism confidence via social proof.
Partner Relief Fund	15%	Contingency buffer and immediate relief support for our verified local partners to ensure stability.

3. Strategic Roadmap (5-Year Growth Path)

YEAR 1: Stabilization

Goal: Full recovery of Delhi operations.

Metric: 30,000 Active Monthly Users.

Focus: Perfecting the safety protocol.

YEAR 2: The Golden Triangle

Expansion: Launch in Jaipur, Agra, and Amritsar.

Focus: Replicating the "Safe Corridor" model in high-tourism zones.

YEAR 3: Tech Scaling

Launch: SafeRoute AI Nationwide.

Model: Shift to SaaS (Safety as a Travel Service) scaling for wider adoption.

YEAR 4: B2B & International

Focus: Corporate partnerships for safe business travel.

Inbound: Specialized programs for international travel groups.

YEAR 5: Market Dominance

Reach: Presence in 10 Major Cities.

Milestone: 1 Million Annual Users.

4. Target Investor Profile



(Consumer Internet /SaaS focus)



(Scale-up potential)



(India-centric solutions)



(Early-stage agility)



(Mentorship & Network)

Approaching partners who understand the value of deep-tech safety and consumer trust.

Financial Forecasting Dashboard

3-Year Financial Forecast

23M

Sum of Total Revenue

6M

Sum of Net Profit

9.66

Sum of Gross Margin %

12K

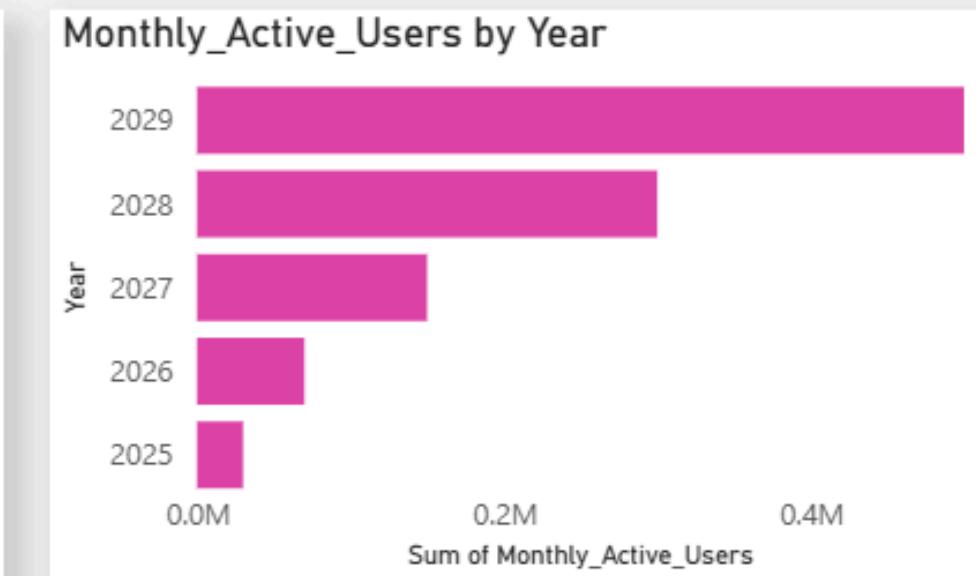
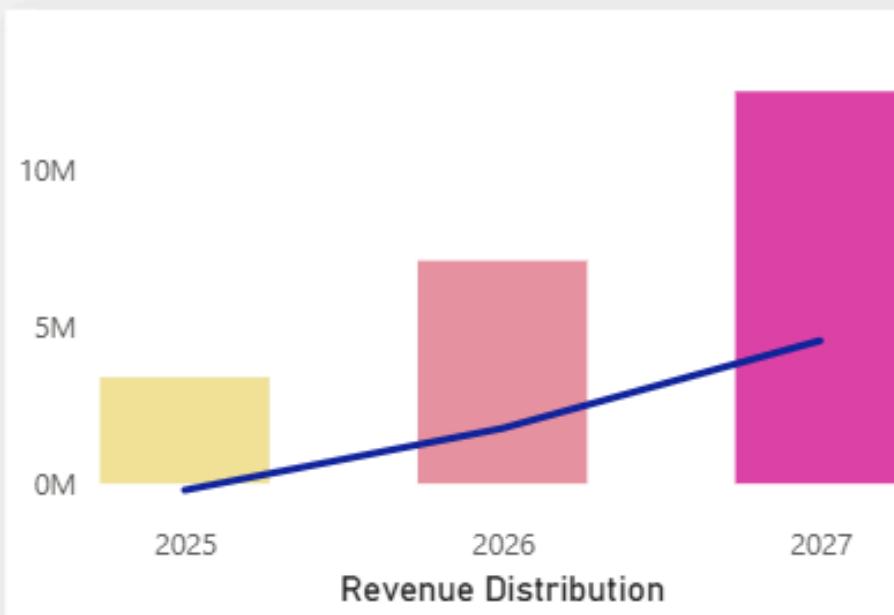
Sum of CAC

141K

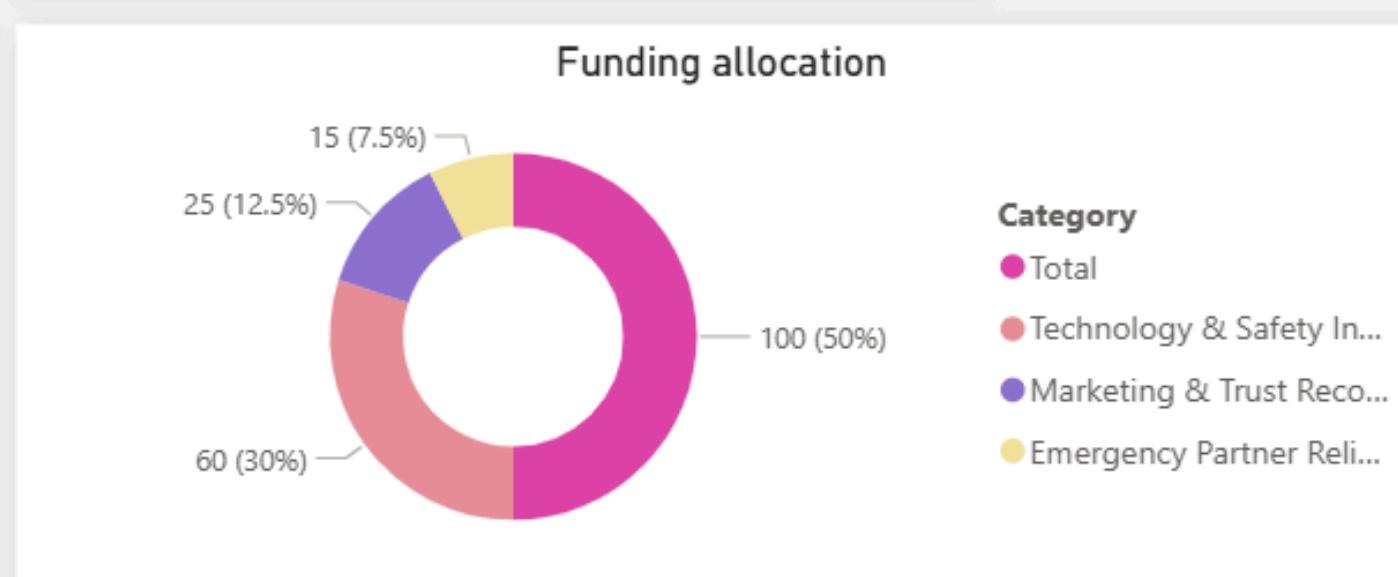
Sum of LTV

0.08

CAC AND LTV Ratio



Metric	Value
BreakEven_Month	01-04-2026
CAC_2027	230
Gross_Margin_2027	0.35
LTV_2027	4700
Net_Profit_2027	510000
Projected_Annual_Revenue_2027	12600000
Runway_Months_Post_Funding	22
Total_Bookings_2027	950



Total Fund Required
12.00

Sum of Amount Cr

2025

Break even year