



EPSILON



CLIMAX CONDOM

Desire creates pleasure

VISION

Make your love story...a little longer



H e l a s t s l o n g e r

s h e s p e e d s u p

For an ultimate synced climax



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PROBLEM

CLIMAX
CONDOM

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The Problem Statement



**Har Baar Garam Karke Thanda Hi
Chhod Dete Hai**

DID YOU KNOW THAT 80 PERCENT WOMAN ARE MOANING AND GROANING NOT ONLY WHEN THEY ARE ABSOLUTELY NOT CLIMAXING OR COMING ANYWHERE NEAR IT, BUT WHEN THEY ARE FERVENTLY WISHING FOR THE WHOLE THING TO BE OVER?

SOLUTION

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He lasts longer

Lubricated with
Performa Lubricant
which contains
benzocaine to make him
last longer

She speeds up

Ribbed & Dotted
design to speed her up

**PREMIUM LATEX CONDOMS FOR AN INTENSE
AND IN-SYNC EXPERIENCE FOR HIM AND
HER, DESIGNED TO REACH A CLIMAX
TOGETHER!**

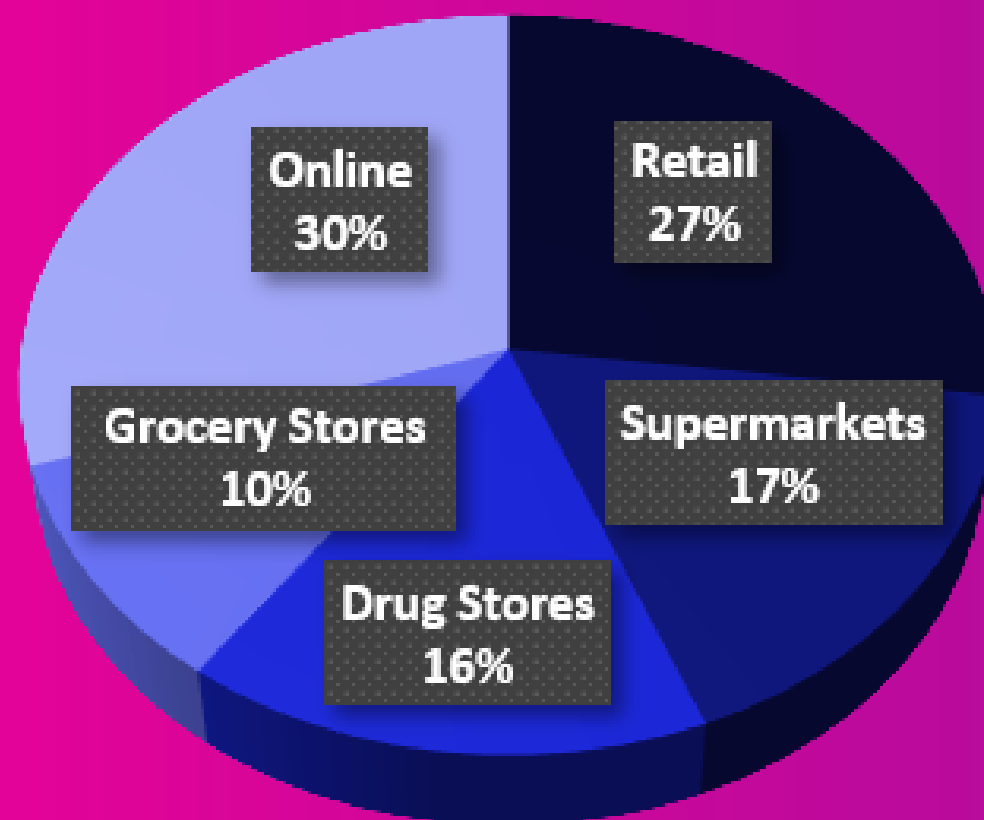
INDUSTRY ANALYSIS

CLIMAX
CONDOM

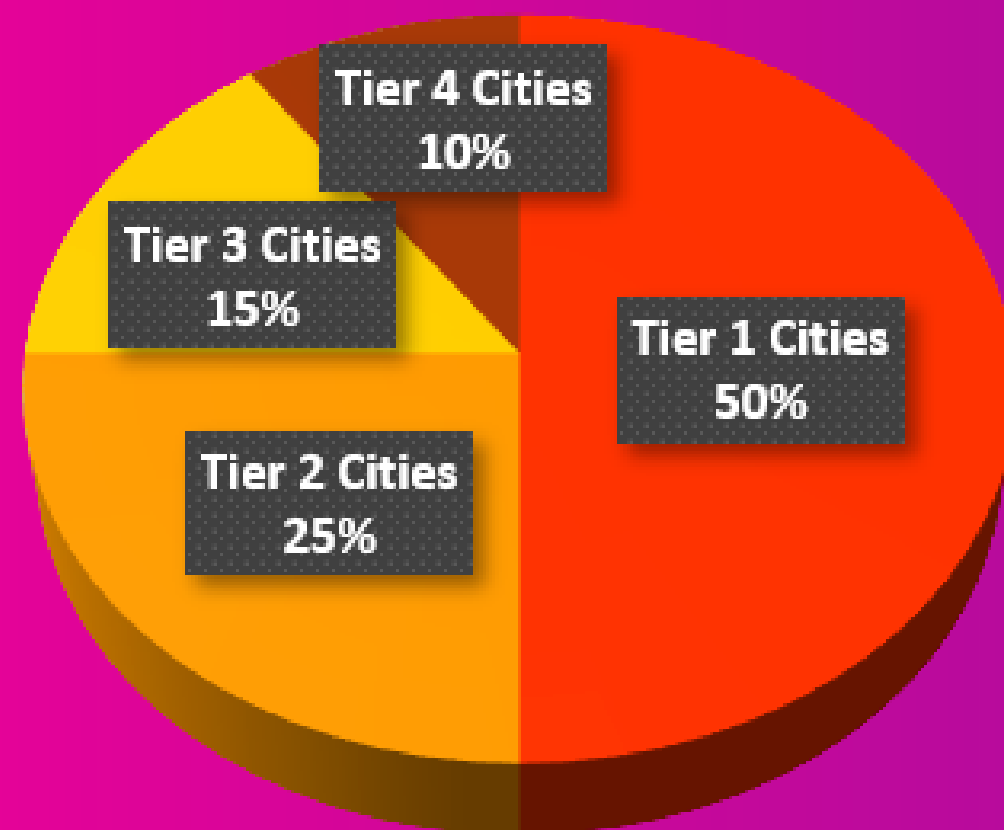
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MARKET SEGMENTATION

• By Distribution Channel

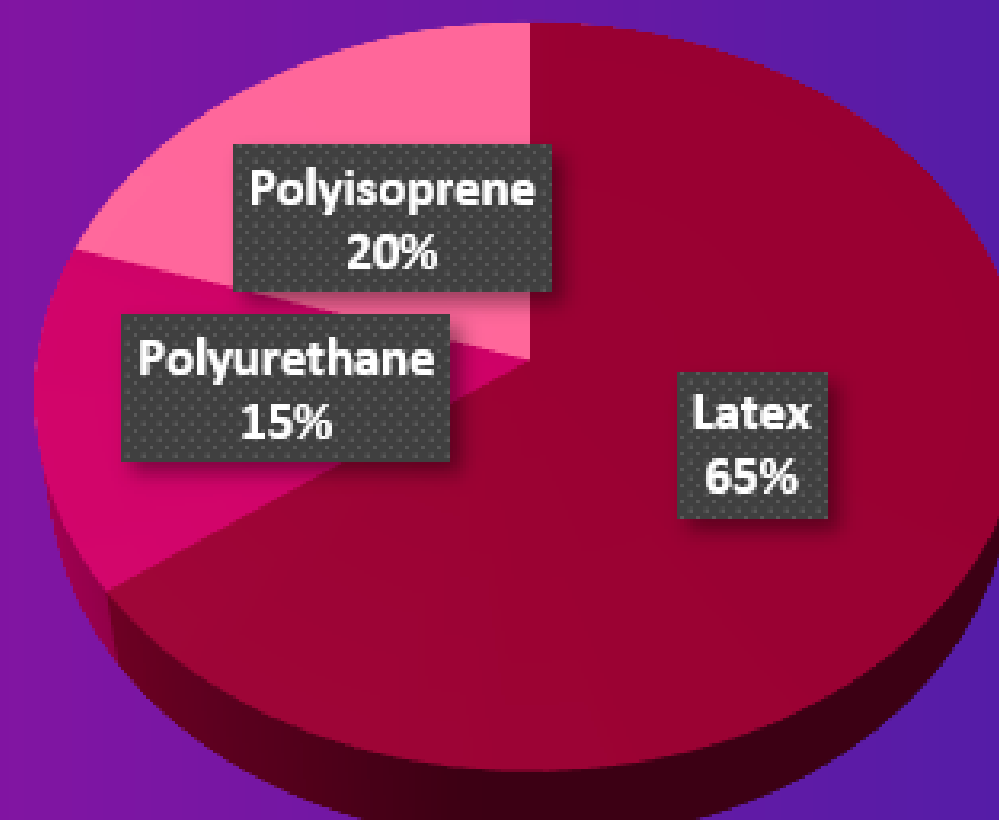


• By Geography

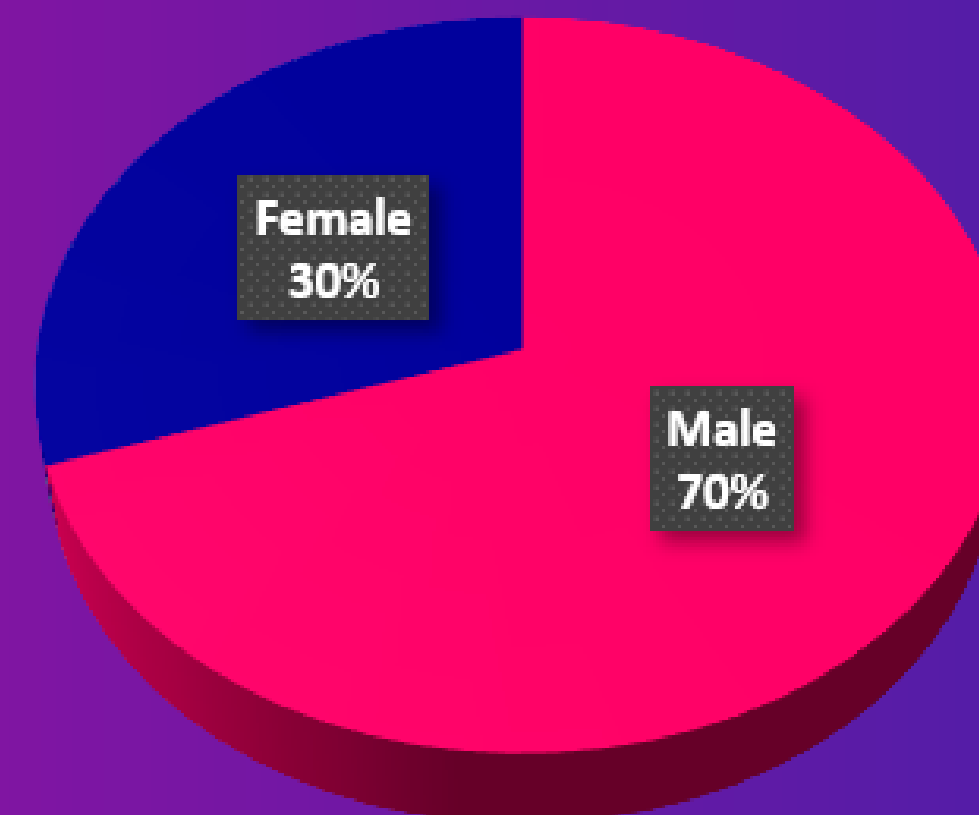


The Indian Condom market is expected to reach US\$ 508.36 Mn in 2027 from US\$ 183.46 Mn in 2018 with a CAGR of 12.2% from 2019-2027

• By Material

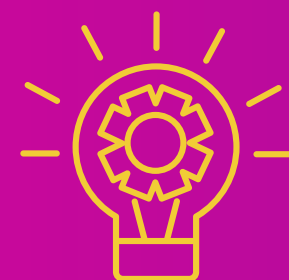


• By Product Type



GROWTH DRIVERS

THE FOLLOWING FACTORS ARE LIKELY TO CONTRIBUTE TO THE GROWTH OF THE INDIAN CONDOM MARKET DURING THE FORECAST PERIOD



INNOVATIONS IN CONDOM DESIGNS



GROWING AWARENESS OF SEX EDUCATION PROGRAMS



INFLUENCE OF THE INTERNET IN SHAPING THE PURCHASING BEHAVIOR AMONG END-USERS



THE INCREASED POPULARITY OF FEMALE CONDOMS

BUSINESS MODEL

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Create high sexual vigour among woman to change the existing fake orgasm scenario

OBJECTIVE

Creating live brand experience and social awareness program

To establish "CLIMAX" as a means of longer lasting pleasurable condom

To launch "CLIMAX" at a national level, and create awareness about the same

TARGET MARKET & AUDIENCE

Target tier-2 and tier-3 markets, as they are less penetrated

Target different demography
15-18 yrs: schools
19-22 yrs: colleges
23-30 yrs: corporates

Different activities will be conducted for different demography depending on thier curent understanding of the topic

MARKETING PLAN

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EVENT PLANNING MIX

SPECIAL EVENT

- Organize a walkathon to create awareness about STDs
- Partner with NGOs, TV channels

SCHOOL CONTACT PROGRAMME

- Educate students about safe sex
- Spread awareness on use of condoms

COLLEGE ACTIVATIONS

- Workshops not to preach but to interact and clarify
- Canter activity to be done around campuses

DIGITAL MARKETING

- Targeted ads based on our audience demography and city
- Social media marketing to create a connect
- Social media influencer endorsement

CORPORATE ACTIVITES

- TGIF parties to be organized for people to look forward to the weekend
- Condom vending machines to be set up
- De-stressing games, quizzes and interactions
- Sale of merchandise- T-shirt, key chain, mouse pad

PRODUCT METRICS

CLIMAX
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CURRENT STATS

1M

Monthly Recurring
Revenue

200K+

Total condom sold

750K

Social media user
engagement

22-27

Dominant age group

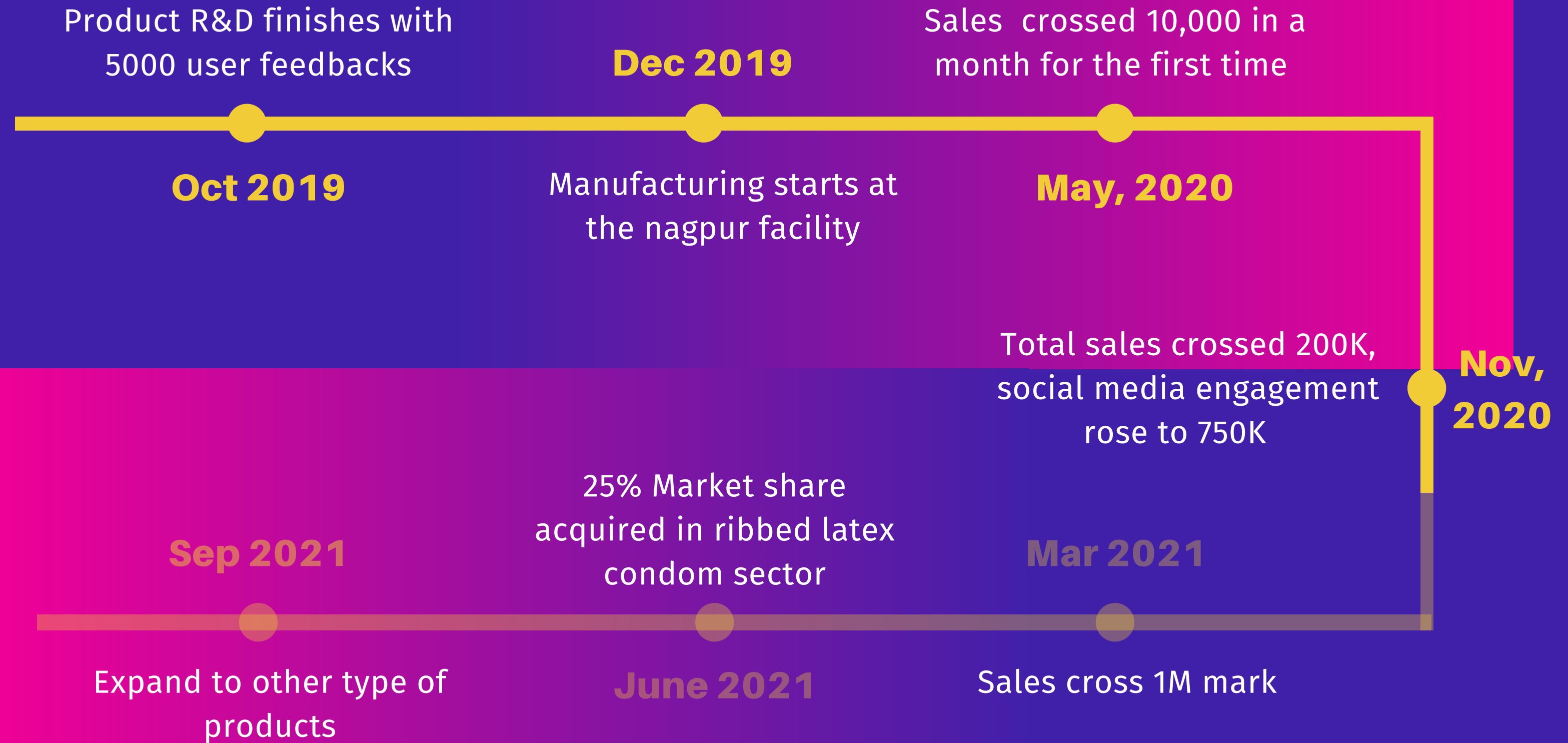
4.2

Avg. feedback rating

PRODUCT TIMELINE

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MANAGEMENT TEAM

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WHO WE ARE



KINGSHUK DAS



SHIVANSH SHARMA



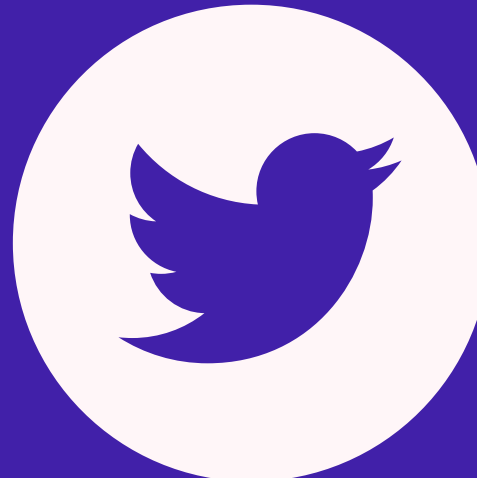
KAIVALYA VERNEKAR

GET SOCIAL WITH US



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TWITTER

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INSTAGRAM

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"The behavior of a human being in sexual matters is often a prototype for the whole of his other modes of reaction in life."

- Sigmund Freud