

We make skincare Intelligent

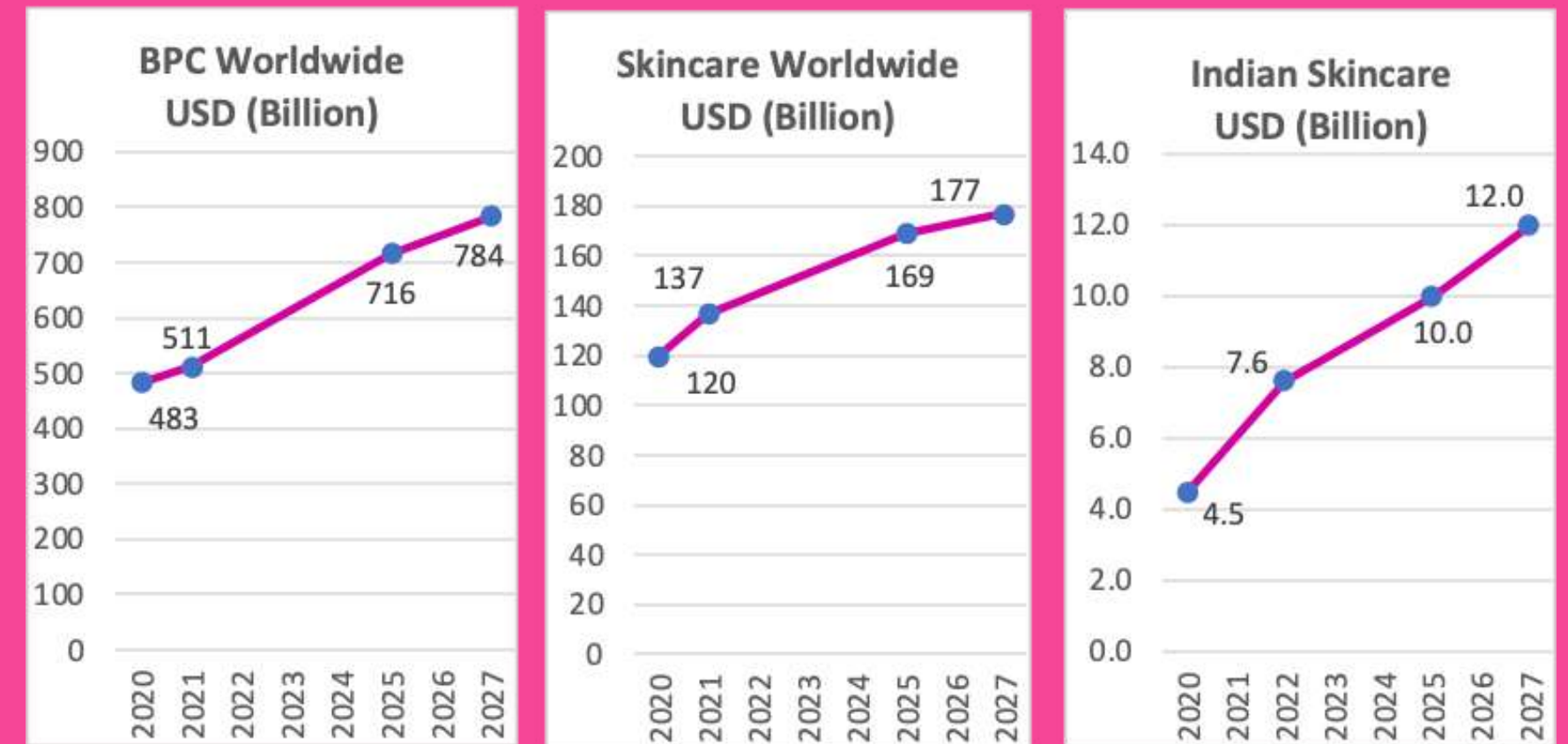
COSIQ



Market

The worldwide Beauty & Personal Care market is a **\$580 Billion** behemoth out of which Indian skincare market is worth **\$7.6 Billion**

The industry is growing with a fast changing landscape in India and there is high acceptance and love towards new age, **scientifically backed** skincare brands amongst the **genZ market**.



Indian Skincare Industry (TAM) is growing at a CAGR of 9.5%

A paradigm shift in the market with a huge upsurge in the demand for skincare that is based on Active Molecules with proven, scientific results

CosIQ is geared to gain a sizeable market share while sustaining accelerated growth for the next five years becoming a market leader



Founders

Angad Talwar

SMU Dallas, Texas

15+ Experience in building brands,
Ecommerce & D2C



Kanika Talwar

MP University, IIM Bangalore NSRCEL

Goldman Sachs 10K Women, 4+ years of
Industry Brand & Manufacturing Experience

Team Category Experience: 30+ years | Team Ecommerce / D2C Experience: 15+ years | Vertically Aligned Capabilities: From Factory to Customer

Advisors & Investors



Anupam Mittal

Angel Investor,
Founder & CEO,
Shaadi.com



Vineeta Singh

Angel Investor
Cofounder & CEO,
Sugar Cosmetics



Deepak Jain

Manufacturer
for A+ beauty &
skincare brands

Experienced Manufacturing | R&D | Formulations | Operations | Marketing | Sales | D2C Growth

To be purveyors of ~~life altering,~~
~~magical, superhuman, natural,~~
~~ultra whitening, age reversing,~~
~~minimalistic, uberfantastic,~~
~~chemical-free~~ molecular
skincare products that work

Affordable, Ethical & efficacious
solutions backed by science

MISSION

VISION

To be an AI+ML powered go-to beauty
community that is your trusted partner
in your entire skincare journey with
content, knowledge & safe, affordable
products

To educate people that
Skincare ≠ Cosmetics

A Community Approach

To power our growth with customer
reviews, community responses
Intelligent content & interactive
knowledge sharing properties across
the web building our CosIQ Club



Building for the Future

A genZ oriented brand that offers
cutting edge actives in smart
formulations with #saferesults. We
communicate clearly, the way our
customers love.

Brand Positioning



No nonsense
just good Skin.



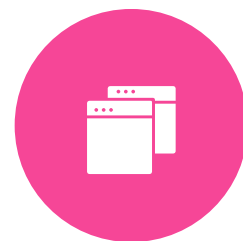
Scientifically Backed

Clinically proven ingredients sourced from across the globe



Smart Formulations

World class formulas with in house proprietary formulations



Transparent Labels

Clear labels and claims that you can read and comprehend



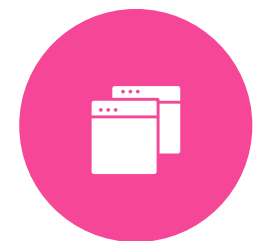
Efficacious Formulas

Targeted action and visible, tangible results within weeks



Affordable & Reliable

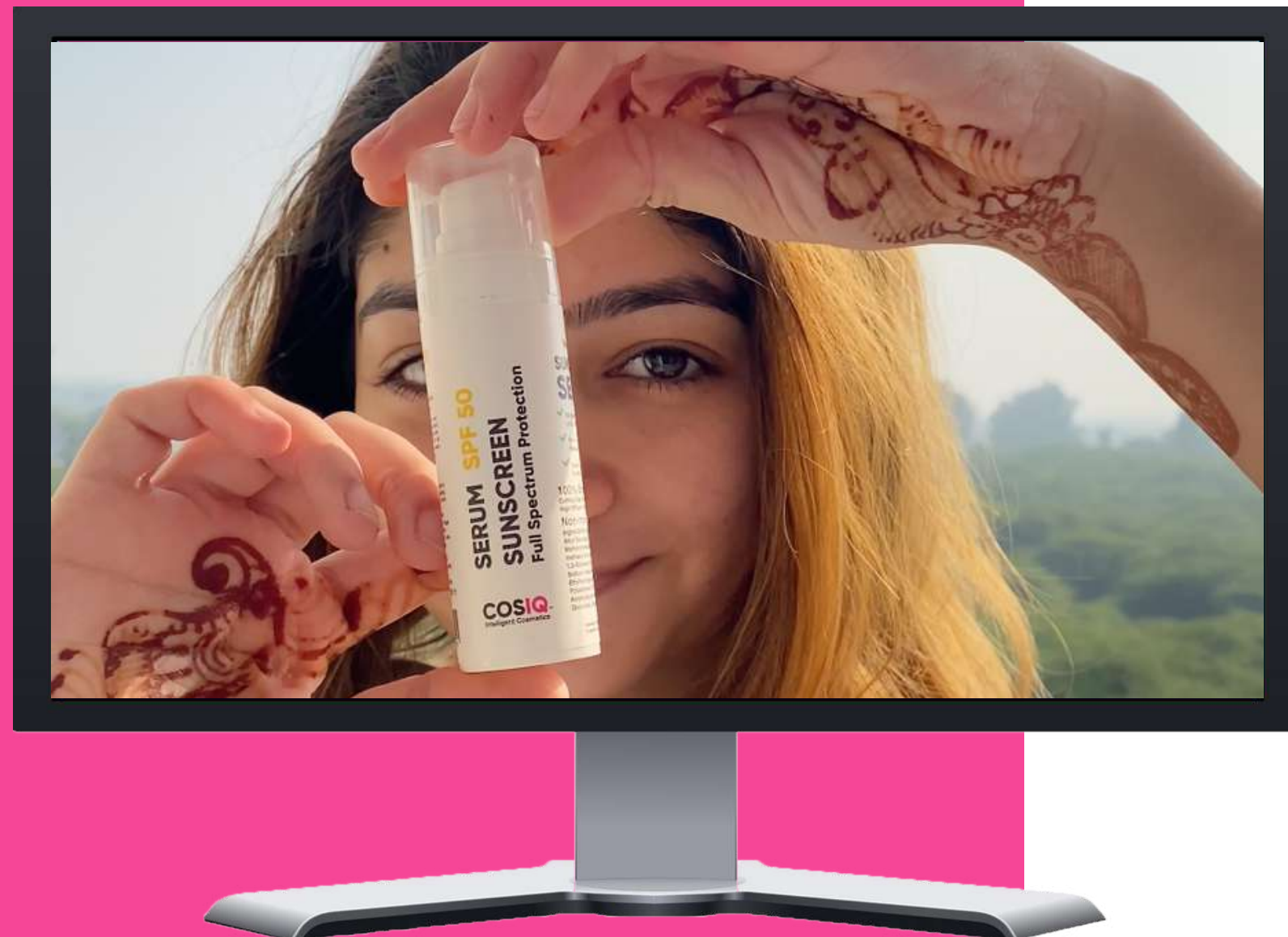
Unbloated pricing, with ethical & affordable product range



Safe Results

We are partners in your skincare journey, your skin's best friends

How we are doing it



D2C+ Sales

We are an Internet first brand present on all major marketplaces & www.cosiq.com with planned omnichannel distribution across the market (online, traditional channels, modern trade etc)

Knowledge based marketing

Geared towards educating the end user instead of hard-selling to convert them into loyal, repeat customers

Socially Charged DNA

Promoted with relevant information and answering questions about Why, When & How regarding skincare, product usage, regimen, benefits etc.

We are building a community and empowering customers with knowledge to make “Intelligent” choices in skincare with unique IQC system.

Traction: Building the CosIQ cult

Driving Growth and Building
Foundations to scale up with our
community & customer love.



We are inundated with customer love across social media channels and marketplace product reviews from people that swear by our products. We add value to their skin care journey with knowledge driven advertisement & value marketing, gaining long term trust and a valuable customer base.



5800 Followers



1000+ Reviews & Ratings



Key Metrics



AOV

Average Order
Value: ₹500/-



CAC

Customer Acquisition
Cost: ₹150/-



CLTV

Customer Lifetime
Value: 2000/-



CF +ve

Cash Flow
Positive



GP +ve

Unit Positive
65% GP



ARR

Annualised Run
Rate: 1.5 Cr.



D-ROAS

Direct Return on Ad
Spends: 1.7x



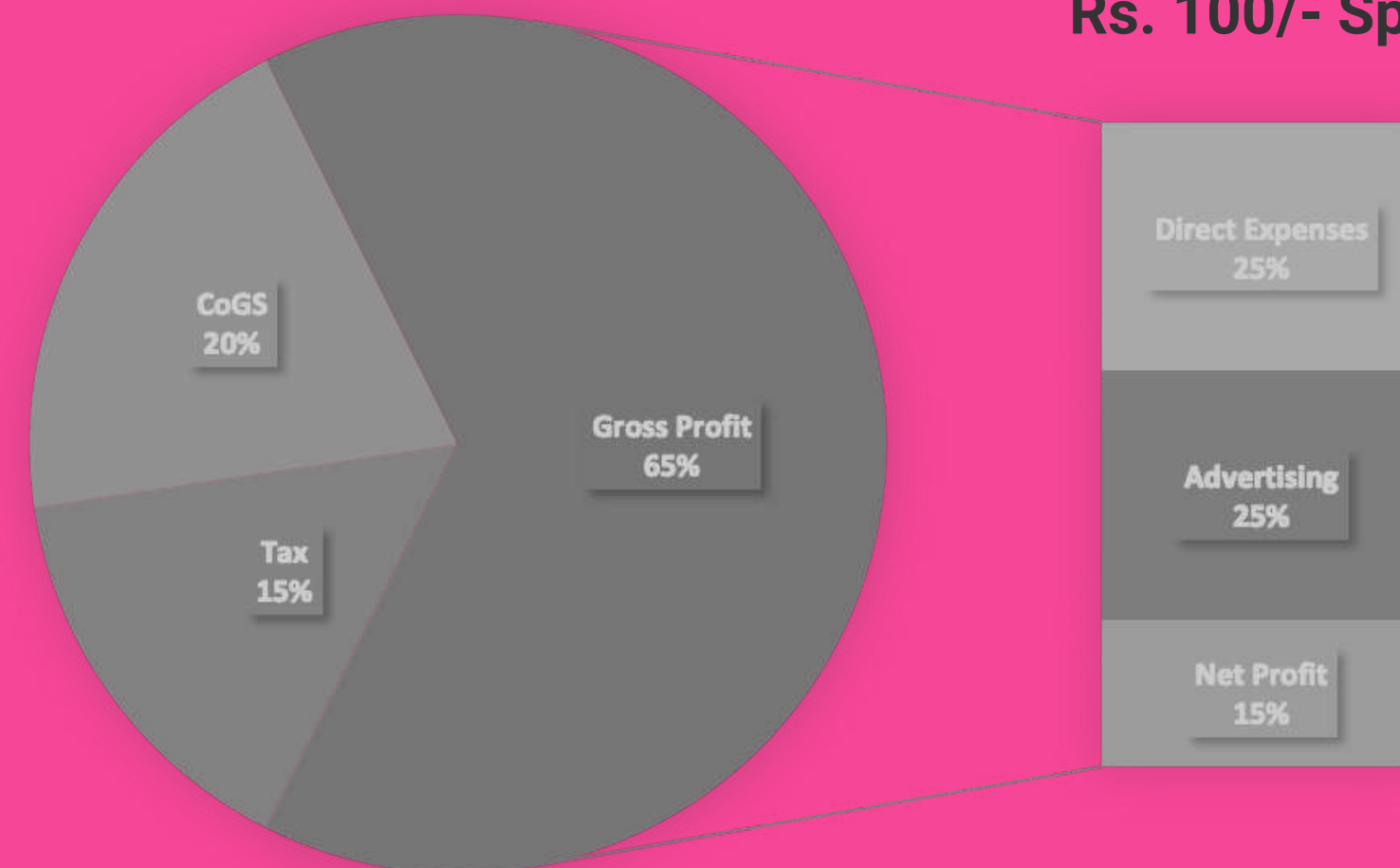
T-ROAS

Total Return on Ad
Spends: 6X

Scalable & Sustainable Business

An "always +ve" bottom line
approach with rapid growth to scale
responsibly & sustainably over the
next five years

Rs. 100/- Split



ROADMAP: PRODUCT

We are growing horizontally and entering new segments with plans to cover the entire CTM category by 2022 and launch into the bodycare & hair care segments in 2023

Current: 25 SKUs

Hero Product: Sunscreen Serum

FACE : SERUMS

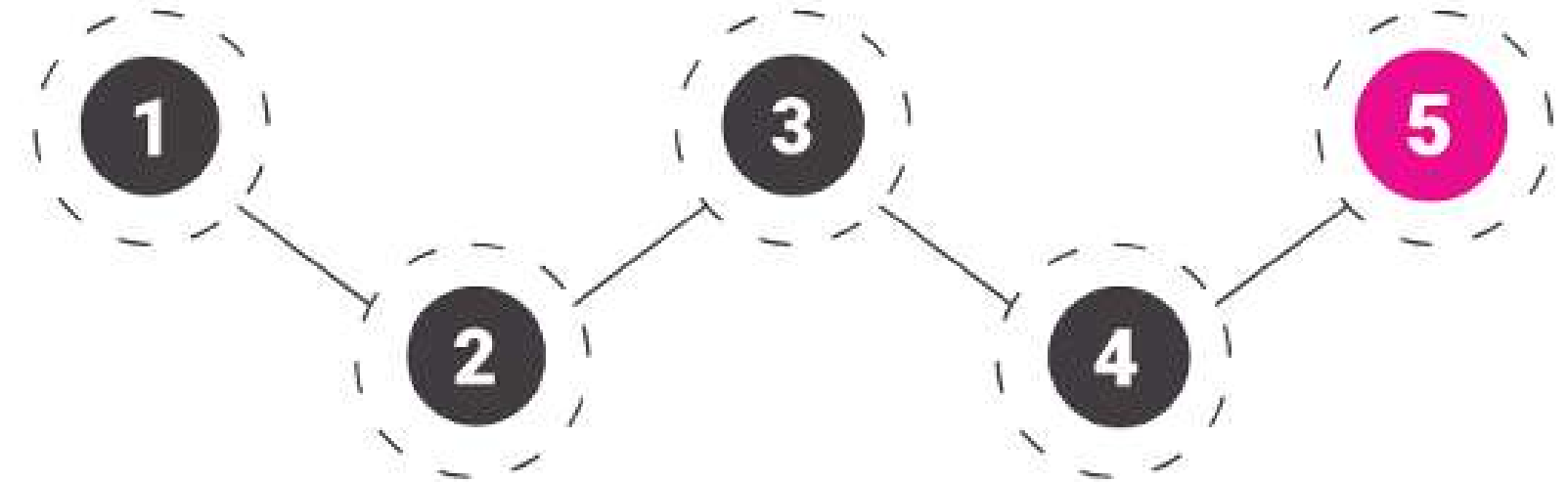
Q2 2022: 10+ SKUs

BODY CARE

Q4 2022: 10+ SKUs

HAIR CARE++

2023



FACE: CTM
COMPLETE RANGE

Q3 2022: 10+ SKUs

BODY CARE 2

Q4 22 + Q1 23: 20+ SKUs

BRAND HYGIENE
WEB + APP

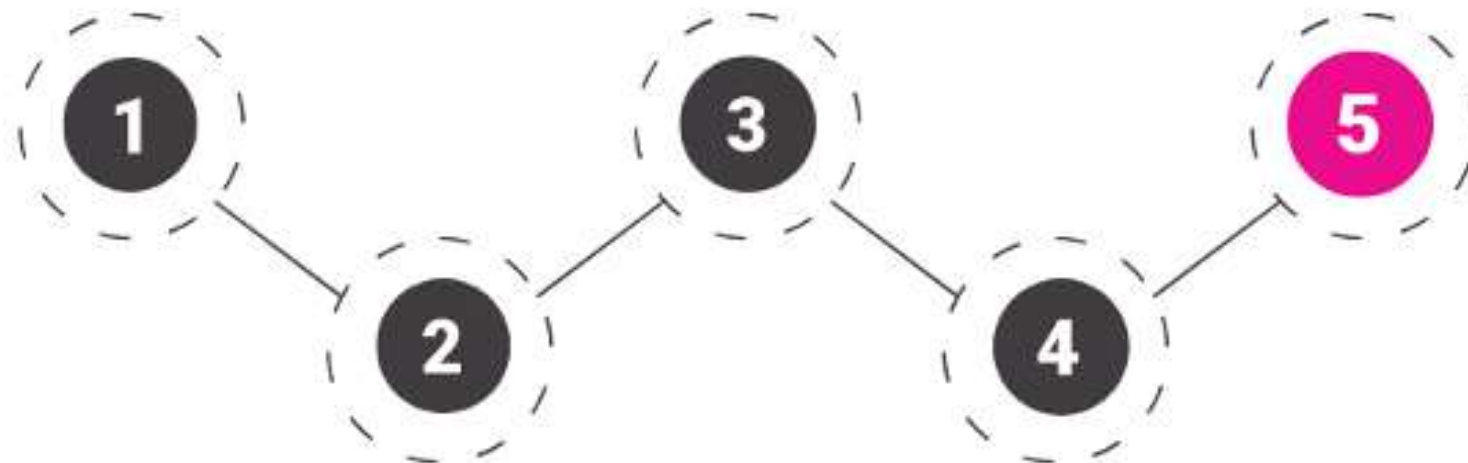
Q2 2022

COMMUNITY
ROLL OUT

Q4 2023

SCALED DEPLOYMENT
+ MARKETING

2023



IQC TECH
DEVELOPMENT

Q3 2022

ML + AI
OPTIMIZATION

Q1 + Q2 2023

ROADMAP: TECHNOLOGY

We are building a community driven brand that will support your skin care journey with not just product but technology driven knowledge that is personalised for you. We will deploy the product with our proprietary IQC code by 2023

Online Presence

NYKAA

amazon

Flipkart



BOODLESS

COSIQ
Skincare with results.

sublime life
CURATORS OF CLEAN BEAUTY

TATA
CLiQ

VANITY
wagon

Myntra

meesho

JioMart

kindlife

LAUNCHING
SOON ON

CRED

zivame

netmeds
India's #1 Pharmacy

PharmEasy

AJIO