Rockfort Robotics

Versatile Robots for In-Aisle Warehouse SKU Picking, Order Consolidation & Restocking

Watch Prototype Demo

Visit Website

Warehouses Face Critical Challenges

High Labor Costs

Manual picking is labor-intensive, increasingly expensive due to rising wages, and faces a growing shortage of available workers.

Space Inefficiency

Limited vertical reach by human pickers restricts storage density, forcing larger, costlier warehouses.

Scaling Difficulties

Hard to scale due to workforce hiring, training, and management challenges.

Big Market Gap

No cost-effective and simple drop in automation solution for small and medium sized warehouses.

Our solution: Cut labor costs by 5x, double storage density, enable effortless scaling.

Introducing Tallboy: India's first robot capable of In-Aisle SKU picking, built for the world

Watch Our Prototype Demo

- First mobile manipulator robot designed and made in India
- Reduce operating cost by 5x and double the storage density
- 1 robot replaces ~3 warehouse workers (across 3 shifts)

Perfect Technology & Market Timing

AI Breakthroughs
Foundation models (SAM, GR00T, RT-2) enable next-gen robot intelligence

Open Source Tools
LeRobot, ROS 2 accelerate development & cut costs dramatically

Advanced Simulation
NVIDIA Isaac Sim & Isaac Lab deliver 100x faster robot training through GPU-accelerated physics simulation

Robotics Wave
Impending Global "ChatGPT moment" for robots driving mass adoption

India Policy Support
Government backing deep-tech innovation & manufacturing

A Significant Global Opportunity

USA

$6B/year

1M pickers | $6K/picker/year

Europe

$6B/year

1M pickers | $6K/picker/year

India

$1.6B/year

1.5M pickers | ₹8K/picker/month

Total Addressable Market (TAM): ~$13.6B / year

Serviceable Addressable Market (SAM): **~$1.36B / year**

Serviceable Obtainable Market (SOM): **~$100M / year (Next 5 Years) - We just need 5,600 robots in the field to reach this.**

What Makes Rockfort Robotics Unique?

Low Hardware Costs
Designed and manufactured in India with access to cheap manufacturing.

AI first Robotics
Leveraging breakthroughs in AI (e.g., Meta's SAM), to work in complex environments.

Minimal Infrastructure
Operates with standardized crates/shelves, no need for costly warehouse retrofitting.

Versatile & Scalable
Designed for warehouses of all sizes, including smaller ones (2,500–5,000 sq. ft.).

End-to-End Automation
Advanced AI vision-based SKU picking with a robotic hand, minimizing human intervention.

Closest Competitor

Brightpick
300+ robots deployed
Similar mobile picking robots

Traditional Players

AutoStore
Cube storage systems

Geek+
AGV/AMR solutions

Their Problems

- 5+ month installations
- Major infrastructure changes
- Still need human pickers
- 18-24 month ROI

What We Understand That They Don't

The AI Inflection Point: Robots can now be drop-in replacements for human workers

The Market Gap: Mid-sized companies need simple, low-risk automation

Our Advantage:

2-3x	10x	Day 1
Savings	Faster	ROI

Bottom Line: **We adapt to existing workflows while competitors force warehouse rebuilds**

Robot as a Service (RaaS)

Upfront Cost

$0

Per Robot

Monthly Recurring

$1,500

Per Robot / Month

This model ensures affordability for customers, predictable revenue for Rockfort Robotics, and aligns incentives for ongoing service and upgrades.

Strong Profitability & Margins

(Calculations with 6 % discount rate for time & inflation adjustment)

↓ Total Adjusted Costs

₹35.72 Lakhs

Manufacturing: ₹20 L • Other: ₹1 L • Servicing: PV of ₹2 L / yr for 10 yrs

↑ Total Adjusted Income

₹1.14 Crore

Recurring: PV of $18 K / yr for 10 yrs

Key Financial Metrics

Profit / Robot (Adjusted):

₹78.21 Lakhs

Gross Margin (Adjusted):

68.65 %

Detailed Calculations: Unit Economics & Customer Savings – Rockfort Robotics

Significant Cost Savings & ROI

Payback Period

0 Months

Time to recover robot cost.

Annual Net Saving

$103.5 K

Per robot after all running costs.

10-Year Net Saving

$58 M

56 robots automating one warehouse.

1 Robot replaces 3 workers (across 3 shifts).

~4.28× drop in labour spend from Day 1.

Pure savings from day 1 with RaaS.

Detailed Analysis: Unit Economics & Customer Savings – Rockfort Robotics

Strong Initial Interest from Industry Leaders

We have demoed our prototype and are in discussions for pilots:

Delhivery	Flipkart	DoorDash
(Pilot discussions)	(Pilot discussions)	(Pilot discussions)

- **Delhivery:** Discussed with VP of Automation, their team visited; ready for pilots.
- **Flipkart:** Director of Automation saw demo; open to pilot, Malur FC visited.
- **DoorDash:** Active pilot discussions for European micro-warehouse automation.

Experienced Founders with a Track Record

Arivind Krishnan

CEO & Co-Founder

Product and Business

Ex: ShopUP, WholesaleX, Voonik

Edu: EEE - Mepco

LinkedIn

Abhishek Ramnath

CTO & Co-Founder

AI, Software & Electronics

Ex: ShopUP, WholesaleX, Qualcomm

Edu: EEE - BITS Hyderabad

LinkedIn

Praveen Kumar

Head of Hardware & Co-Founder

Design & Electronics

Ex: Arrival Ltd UK, Phoenix Medical

Edu: M.Des @ NID, EEE - SASTRA

LinkedIn

Successful Exit

Arivind & Abhishek built and sold **WholesaleX** to ShopUP for **$500K USD**.

Deep Relationships

Arivind and Abhishek are brothers. Praveen & Abhishek are classmates.

Robotics Experience

Built robots together, bringing complementary expertise.

Shaping the Future of Robotics

Years 1-3: Ubiquitous Tallboy

Dominate individual SKU picking/restocking in US, Europe. Setting the standard for warehouse automation across markets.

Years 3-5: Intelligent Dexterous Robots

Expand to complex tasks (electronics assembly, merchandising) using advanced AI (Foundation Models, NVIDIA Omniverse/Isaac Lab, GR00T/OpenVLA).

Beyond 5 Years: General-Purpose Household Robots

Deliver real value in homes by tackling messy environments with advanced simulation and robot foundation models.

₹75 Lakhs

for 5% Equity (Negotiable)

Cap Table

Raised: ₹52.25 L

From: Friends & Family

Detailed Cap Table: View Full Breakdown

Execution Plan & Use of Funds

Use of Funds

Hardware Components	₹30 L
2 Robotics Engineers	₹20 L
Founder Salary	₹10 L
Model Warehouse Setup	₹3 L
Warehouse & Office Rent & Utilities	₹3 L
Miscellaneous	₹4 L

Timeline & Milestones

Month 4: Production-ready robot

Month 5: Demo to key customers

Month 6: Industry-expo showcase

Primary Goal: Pilot in one customer warehouse

Let’s build the future of automation together

human@rockfortrobotics.com rockfortrobotics.com