

# Get everything your hotel needs.



- ✓ Find all products in **one place**.
- ✓ Conveniently **order online**.
- ✓ Get the order **door delivered**.

Pitch Deck

## PedalUp 3.0 December 2023

[www.zarnik.com](http://www.zarnik.com)



# The Founders



**Azhar Umar, Co-founder**

IIM-K. Former Director, Flora Hospitality.  
Heading Technology, Marketing & Finance.



**Rahul Jayan, Co-founder**

Heading Operations, Vendor  
Management and New Categories.

# Traction

ACT. CUSTOMERS

200

ANNUAL VALUE

58,000

AVG. ORDER VALUE

11,300

CUM. REVENUE

4.5 Cr

GP PER CUSTOMER

12,300

RETENTION RATE

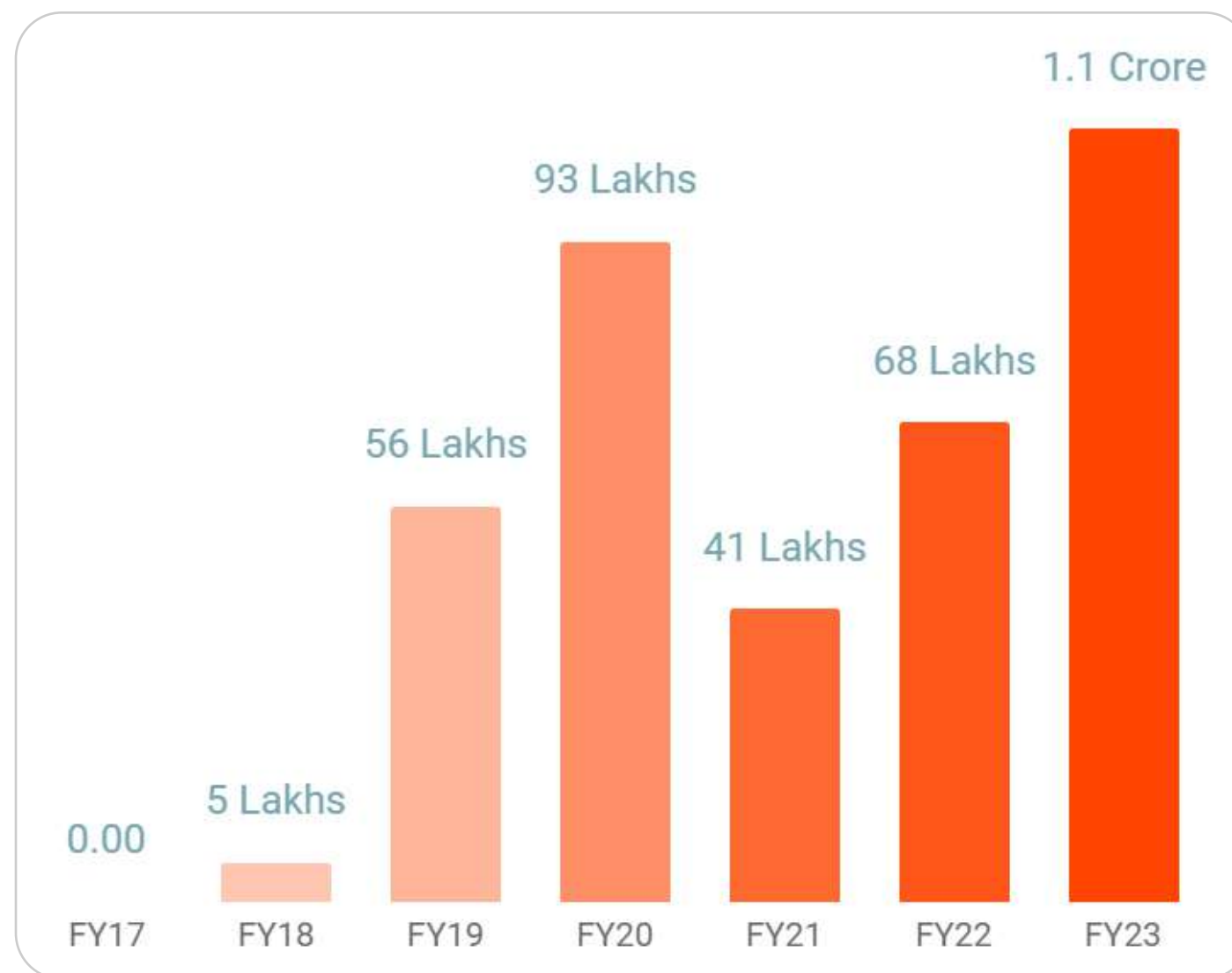
60%

Supported by

**Pedal Start**



**EBITDA positive since July 2023**



FY wise Revenue



Partnered Brands



Customers

# Problem

Hotel owners and managers, without a specialized team, often struggle with supplier and logistics problems.

This can cause supply shortages, bad reviews, and lost revenue for their hotels.





# Solution

A comprehensive B2B marketplace for hospitality products where hotel owners and managers can conveniently place orders and get their supplies door delivered on time.

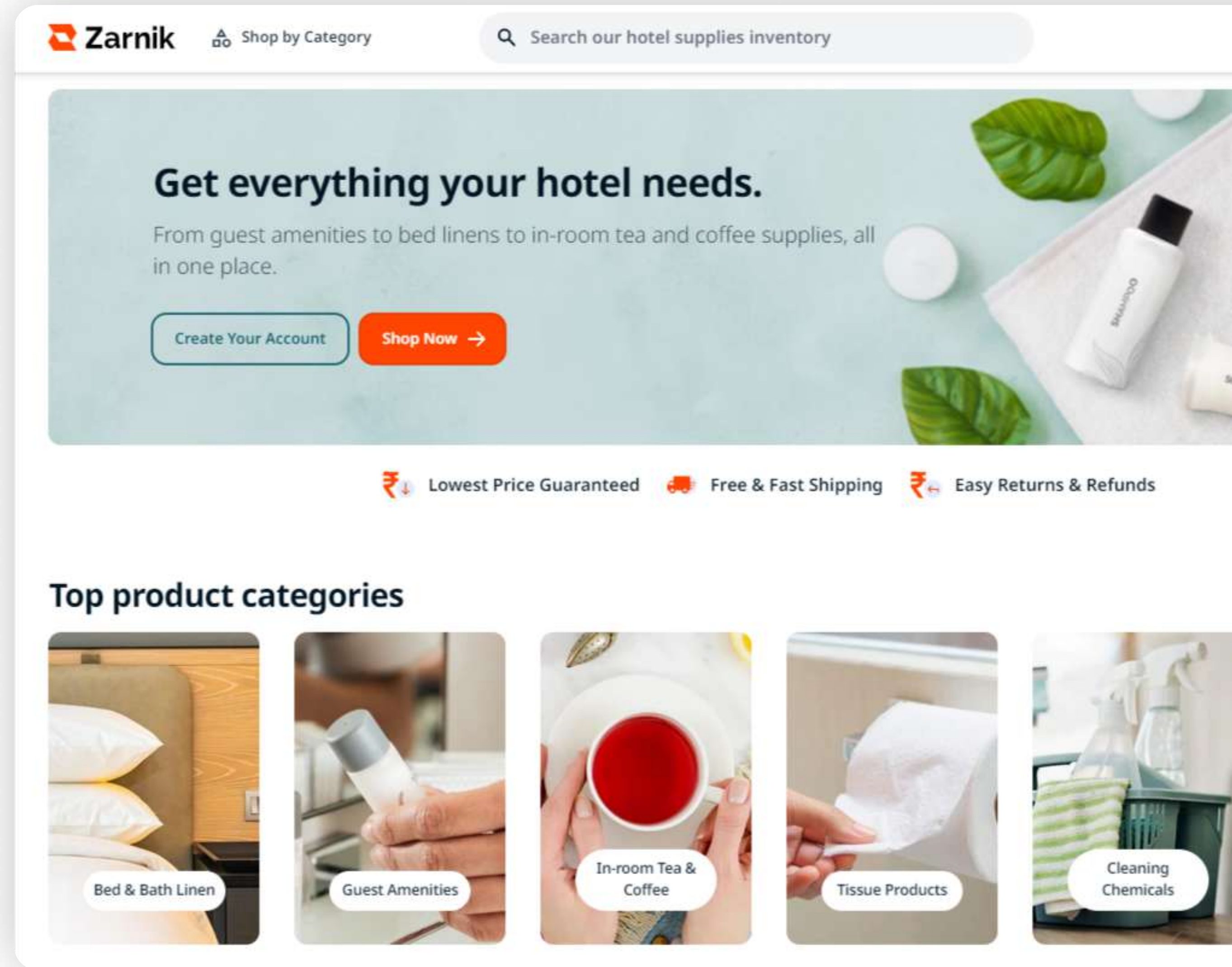
## Omni-channel

Web

Mobile

Email

Phone



# Product/Categories



Bed & Bath Linen



Guest Toiletries



Guest Slippers



47%

Personal Care



12%

In-room Tea & Coffee



9%

Cleaning Chemicals



25%

Tissue Products



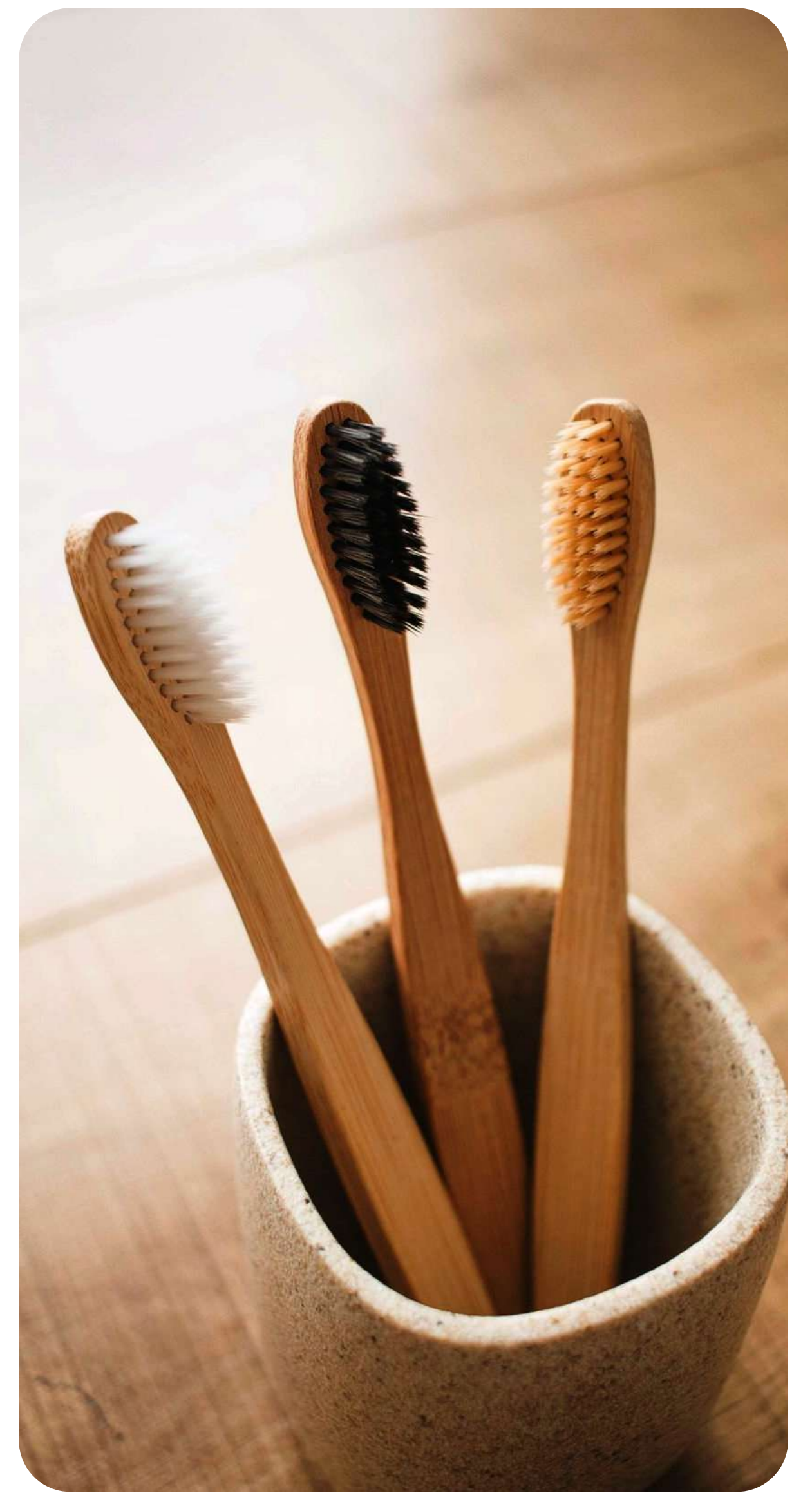
Waste Management



Carts & Trolleys

100+ Products  
20+ Categories





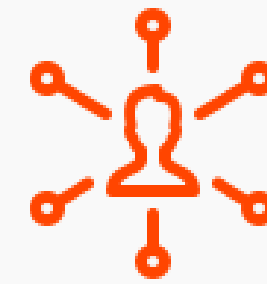


# Pure B2B Commerce



## Corporate Account Management

Manage multiple location, business-units, departments, teams and users.



## Omni Channel Experience

Place orders over the phone, email, app, or web, providing them with flexibility.



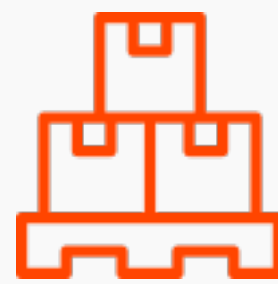
## Contract Pricing & Catalog

Negotiated pricing agreements for specific products or categories.



## Flexible Payment Options

Variety of payment methods - credit, COD, PO, and payment gateways.



## Bulk Ordering & Quantity Discounts

Place large quantity orders quickly and easily with quantity discounts.

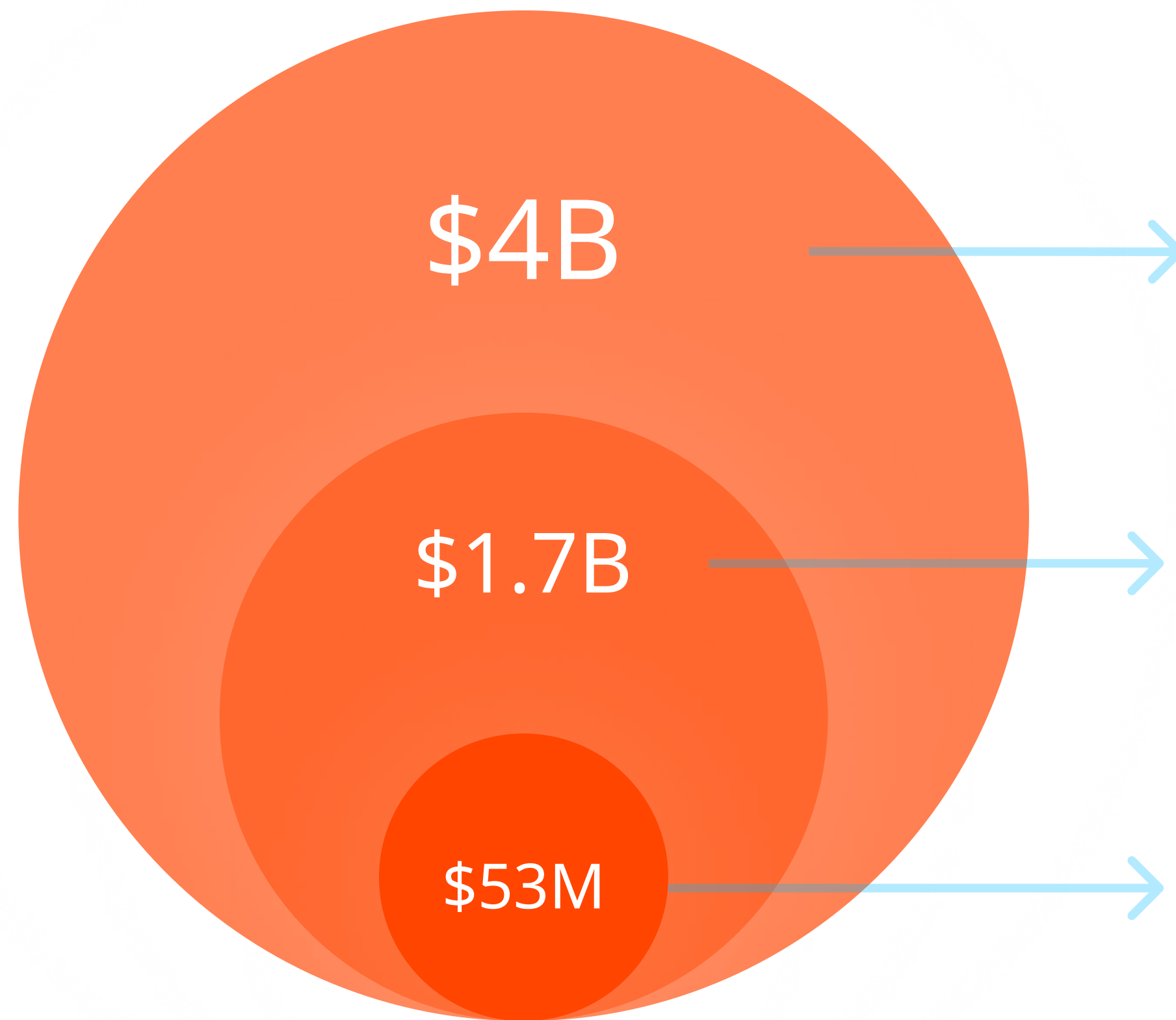


## Custom Reports

Provide reporting tools for businesses to track their purchase.



# Market Size



## T A M

47k Hotels in India

10% of the hotel industry's revenue of \$40-45B in 2023.

## S A M

40k Small & Mid-Sized Hotels

50% of supply expenses for 40k hotels.

## S O M

5000 Customers

5,000 hotels x 8.5 Lakhs/year ie. 25% of SAM's categories;  
current customers spend Rs. 55,000/year in 4 categories.

fact-check: Out of 47,337 hotels in the country, 40,980 are independent or small and medium size hotels..

--booking.com--



# Business Model

## Marketplace

Capital expenditure products. Slow moving & non-recurring. High ticket size.

## Inventory

Operating supplies. Fast moving and recurring. Small ticket size.

**Gross Margin 10% to 25% on Sales.**

Current FY Avg. Gross Margin 25%

**Cyclical Supply Model.**

Recurring and predictable monthly demand.

Annual Average Revenue Per Customer **Rs. 58,158**

Gross Profit Per Customer **Rs. 12,388**

Customer Lifetime **2.3 years**

Customer Lifetime Value (CLV) **Rs. 28,490**

Customer Acquisition Cost (CAC) **Rs. 2,210**

**Unit Economics** **13x**

\*Based on data from financial year 2022-23 . Churn rate at 43%



# Competitive Landscape

# International



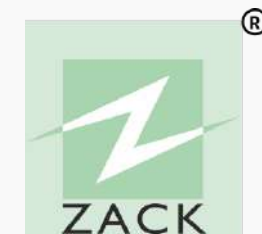
guestsupply®

**National**  
Hospitality Supply

# WebstaurantStore

**GRAINGER®**

## Offline



**METRO**



## Indirect

hyperpure  
by **zomato**

**industrybuying**  
E-COMMERCE FOR BUSINESS



**MEDIKA**BAZAAR

## Direct



# Oops! Page Not Found



# Go To Market

## Target Market

Small, independently run hotels (1-25 rooms) in the budget or mid-scale tier, where owners make purchasing decisions.

Chain-affiliated small hotels (1-25 rooms), like StayVista, VoloStays, Zostel, Hosteller, FabHotels, OYO, Treebo etc.

## Channels

Educational blog and video content

Industry specific webinars

Google Ads

Email Marketing

Offline Direct Mail Marketing

Building a community of Hoteliers  
& Professionals - #iamHotelier

## Customer Acquisition

Referral program for existing customers

Profit share model for chains & associations.

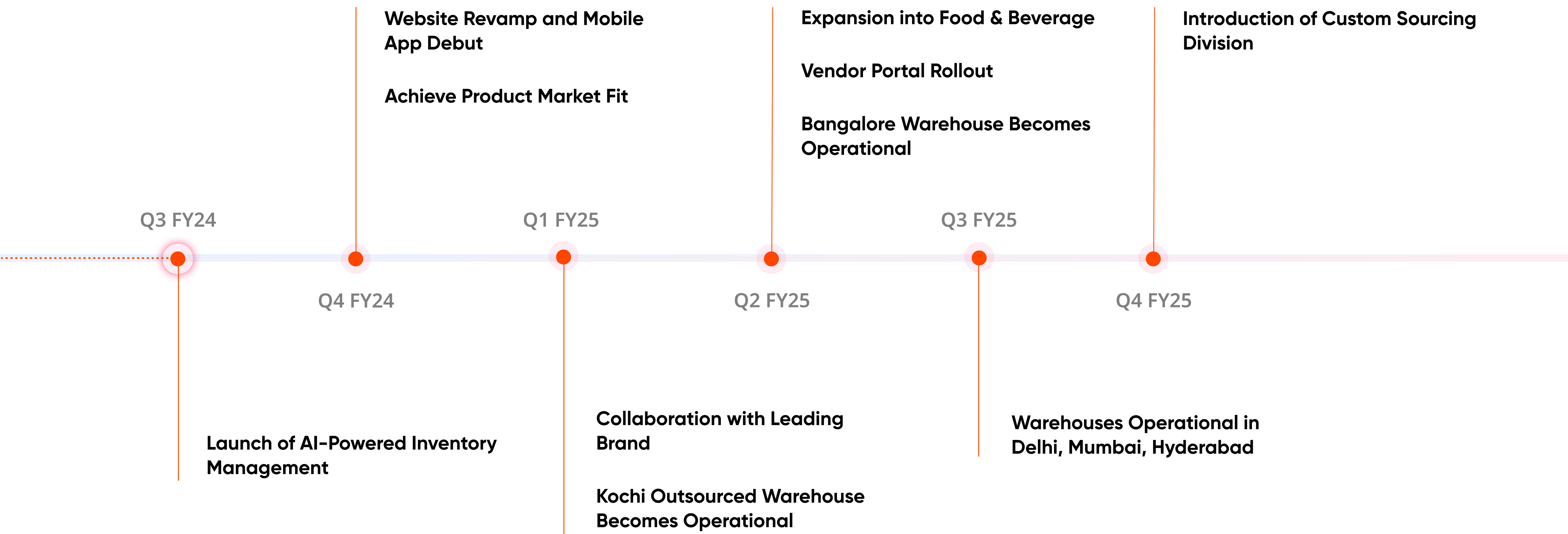
## Sales Strategy

**Self-service:** Website & Mobile App

**Inside Sales:** Phone & Email



# Roadmap





# Our Ask

**Seeking Investment:** 3.6 Crore

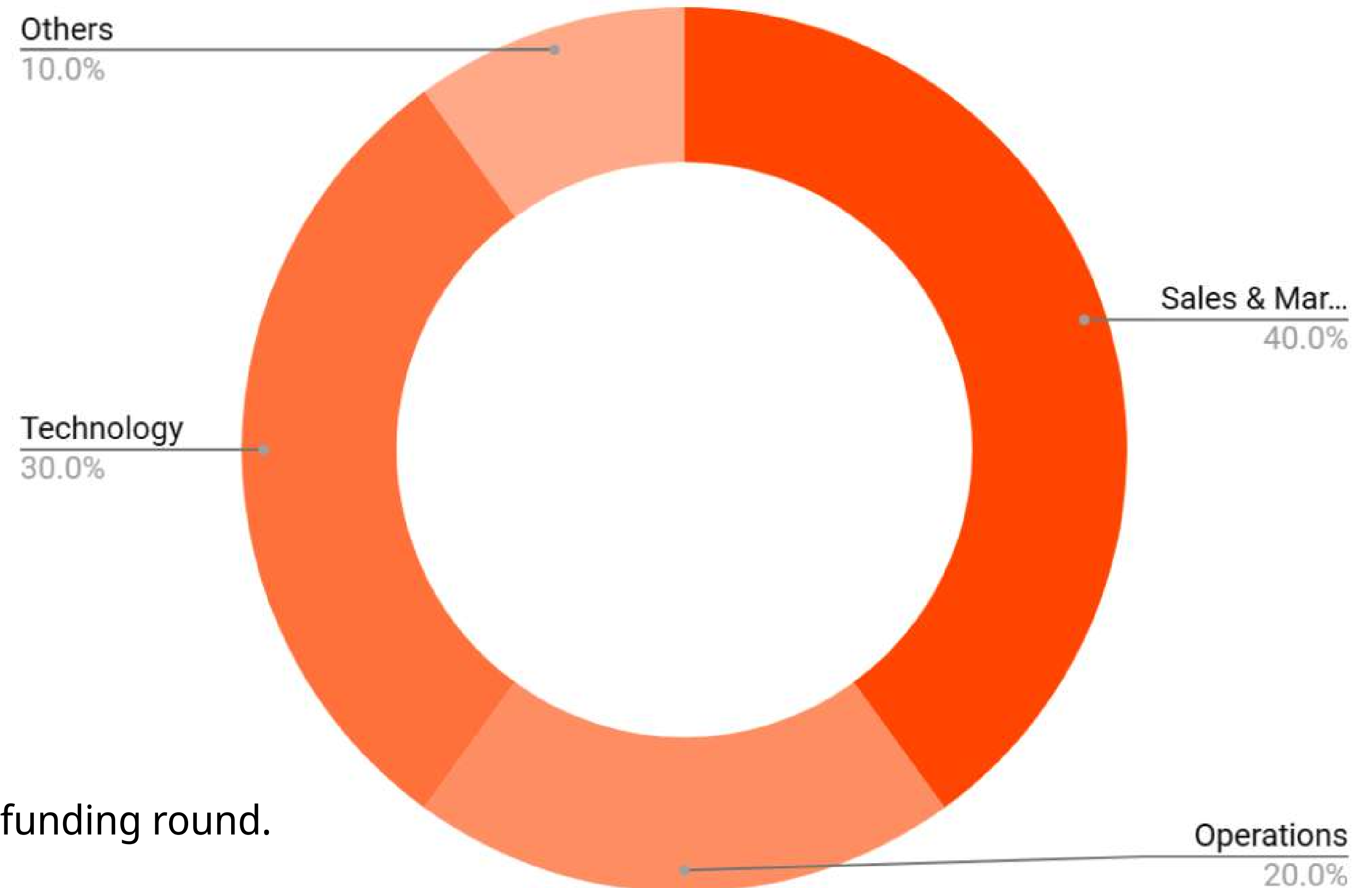
**Equity Offered:** 15% Post-Money

## Utilization

- Secure an 18-month operational runway.
- Expand operations to new key regions.
- Diversify product range.
- Invest in cutting-edge technology.
- Customer experience enhancement.
- Operational efficiency.

## Outcome

- Target ₹30 Crore in revenue before the next funding round.





# Pain Points

- Hiring a tech team for refining the platform for PMF and mobile app.
- Hiring of a marketing team for content, seo and ppc.
- Hiring a category manager for category expansion.
- Outsourcing fulfillment operations to grow to multiple cities.
- Issues with delivering to remote locations.
- Longer transit time due to dependence on surface logistics.
- A tie-up with a B2B BNPL provider for offering credit.



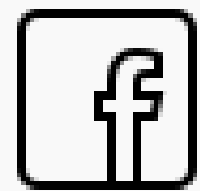
Our BHAG

**"to become the  
backbone of the global  
hospitality industry"**

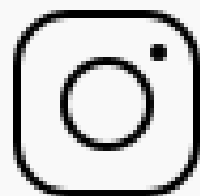


# Thank You

## Stay Connected



@ZarnikIndia



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@zarnik\_india

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[visit our website >](#)