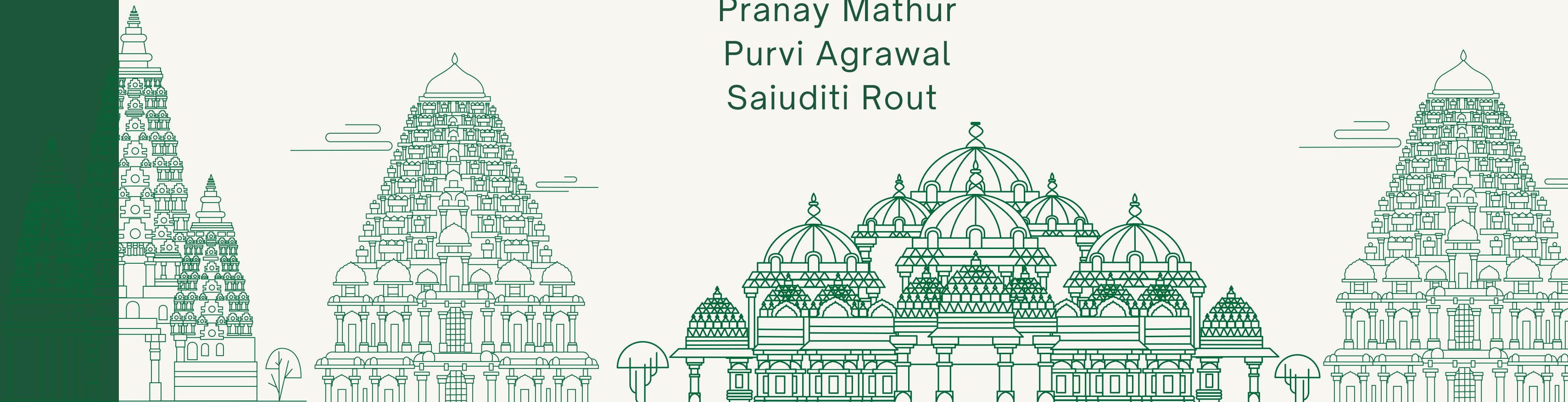




The Rebirth

SAMADHAAN 2024

Team Yo
Pranay Mathur
Purvi Agrawal
Saiuditi Rout





CONTENT

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The Problem and the Solution

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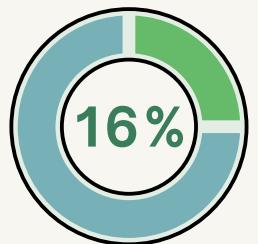
Marketing, Distribution and
Delivery

05

Sales, Setbacks and USP

THE PROBLEM

Every year, **80,00,000 tons of temple waste** are dumped into the **rivers**.



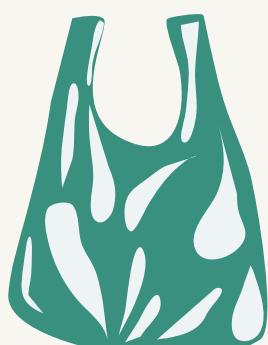
Floral discards making for **16% of water pollutants**.



150 coconuts are broken in a temple every day, more than **5L coconuts in each temple every year**.



In an average temple, around **15 litres of milk** is offered in the morning.



Paper plates distributed in temples as well as **plastic waste** add up to the problem.

THE SOLUTION

- Upcycling temple waste to **commercial usable** products
- Collaborate with temples to collect raw materials
- Employ **locals** and **socially underdeveloped** sections as well as machinery to manufacture a variety of consumer goods.

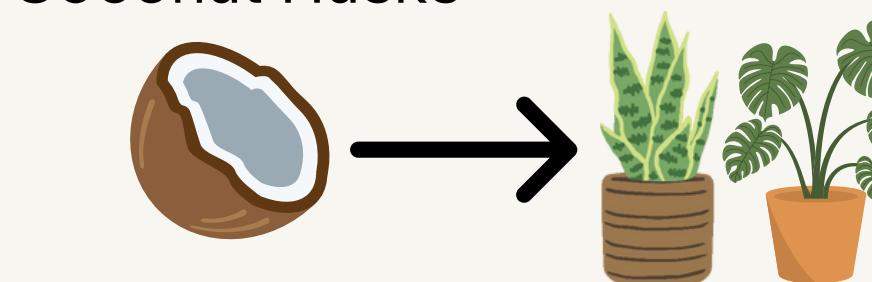
Flowers



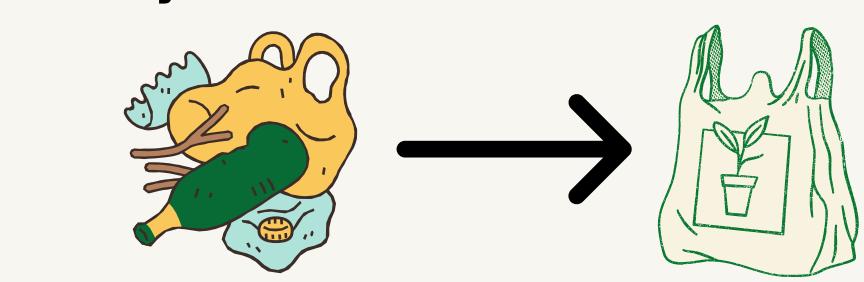
Milk



Coconut Husks



Polythene



Sustainable Packaging

MARKET AND CONSUMER ANALYSIS

MARKET SIZE

Total Indian Population

140 crores

Total Addressable Market (TAM)

People above 20 years of age, with middle to high income level
Above 20 years - 60%
Middle to high income - 40% of the above

$140 * 0.6 * 0.4 =$
33.6 crores

Serviceable Available Market (SAM)

An estimated marketing penetration rate is 10%

$33.6 * 0.1 =$
3.36 crores

Serviceable Obtainable Market (SOM)

An effective marketing strategy promises a 10% conversion rate

$3.36 * 0.1 =$
33.6 lakhs

PRODUCT WISE ANALYSIS

PRODUCT TYPE

INCENSE STICKS

PERFUMES

SOAPS

MARKET SIZE

THERE IS A LARGE GLOBAL MARKET FOR INCENSE OF 11,000 CRORES
INDIA : MAJOR EXPORTER PREMIUM INCENSE - 1,000 CRORE

2,600 CRORE MARKET

4,800 CRORE MARKET

ANNUAL GROWTH RATE

15%

1.49%

6.2%

MARKET SEGMENTATION

COMPETITORS CONSIST OF A MIXTURE OF CORPORATES AND LOCALLY RUN BUSINESSES

HIGH ADAPTION OF NATURAL PERFUMES. NON LUXURY PERFUMES COMPRIZE OF 57% OF THE SECTOR

HIGH ADOPTION OF CHEMICAL FREE ALTERNATIVES. MARKET IS TRADITIONALLY CORPORATE RUN

PASHKO'S BUSINESS MODEL AND REVENUE ANALYSIS



MARKETING AND PUBLIC RELATIONS

PUBLIC RELATIONS

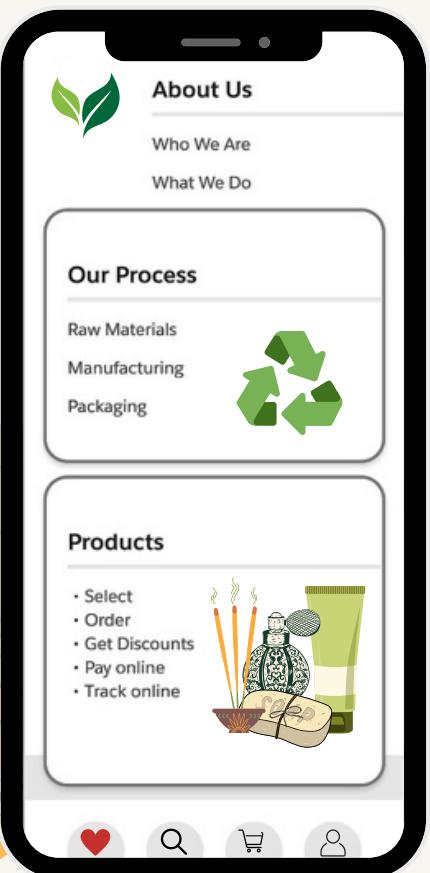
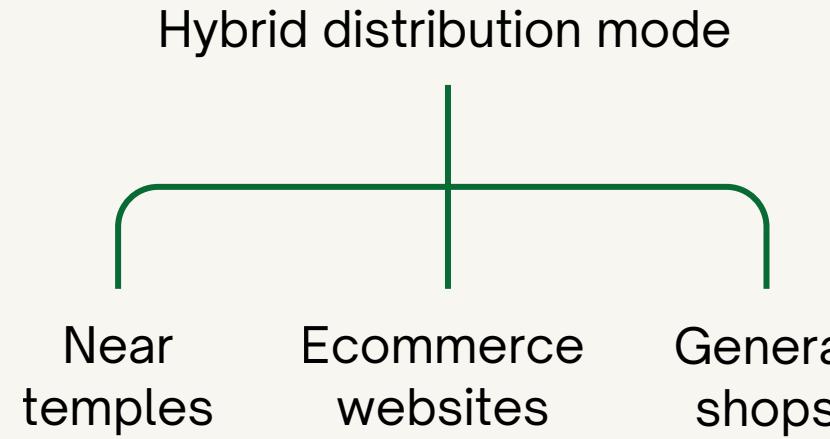
- An active **Instagram Page**
- Pashko's official website and **monthly blog**
- Pashko's mobile application
- Launching a **social campaign** e.g. A marathon

ESTABLISHING TRUST AND CREDIBILITY

- Earning an **ISO Certification recognition**, and recognition from the **UN**
- Participating in **International Conferences** - EU Green Week, UNFCC, Global Climate Action Summit

DISTRIBUTION AND DELIVERY

- Plastic procured as waste recycled for **sustainable packaging**
- Curation of eye catching **website** and **mobile app**
- Introduce **deals** and **seasonal discounts**



SALES, SETBACKS AND USP

POTENTIAL SETBACKS



Seasonal availability of raw materials from temples



Few segments or products might go unsold initially



Marketing, visibility and financial challenges

UNIQUE SELLING POINTS (USPs)

Holistic use of temple waste to provide a wide variety of consumer goods



Building a trustable brand through sustainable practices- Zero Waste and the 12 UN Goals (specifically Goals 6, 8, 11, and 12).

Prompt two-day delivery system with efficient tracking measure



Expansion to ensure large scale connectivity



SALES STRATEGY



Prioritise Leads using Lead Scoring



Customer Feedback and Analysis



Customer Relationships and Referrals



AI infused Sales Forecasting and Performance Management



Sufficient emphasis on B2B Marketing

Our Team



Purvi Agrawal



Pranay
Mathur



Saiuditi Rout

THANK YOU!