



# evenflow

LIMITLESS GROWTH

building quintessential brands  
for the modern economy!





**One Vision – 600 crs at 8% PAT by Dec, 2027**

# Core Team



**Mahesh Babu**  
Director – Perf Marketing



**Shashank Ranjan**  
Co-founder – Sourcing & SCM



**Utsav Agarwal**  
CEO & Co-founder



**Aparajitha V**  
Sr Director – Business  
IIML | NITT



**Prashant Agarwal**  
Sr Director – Business  
IIM | IIT



**Priyesh Singh**  
Head – Sourcing &  
Supply Chain



**Ruchi Shaikh**  
Sr Category Lead



Evenflow Brands, a Thrasio-style marketplace aggregator floated by former Uber executives, has strengthened its leadership team with four new appointments across business, category, supply chain and sourcing verticals.

The company has roped in Priyesh Singh to scale up its supply chain, Aparajitha Vijayaraghavan to lead the quick commerce segment, Prashant Agarwal to spearhead D2C business and Ruchi Shaikh to oversee the BabyPro and CRED channels at the platform.



**Evenflow**, a house of brands, said it has strengthened its leadership team with four key hires in major verticals such as business, category, [supply chain](#), and sourcing.

The company has hired Priyesh Singh from [Decathlon](#) to expand its supplier network and enhance supply chain efficiency in India. Aparajitha Vijayaraghavan from Dunzo will lead the [quick commerce](#) segment, and Prashant Agarwal will head its marketplace and [D2C business](#). Prashant has worked in both offline and online segments in his prior roles, bringing both online and offline experience from his earlier positions at Hopsacch, ABFRL, and Titan.

The company also hired former HP project manager and a D2C entrepreneur Ruchi Shaikh to oversee the growth of BabyPro and CRED as a strategic channel for importance and growth.



# LOGO DERIVATION









**xtrim**







# cinagro

GARDENING ESSENTIALS

We are with you as your sapling grows into a tree...  
Rooting for you, all the way!

 yogarise

 yogarise

 yogarise





# Our Happy Clients!

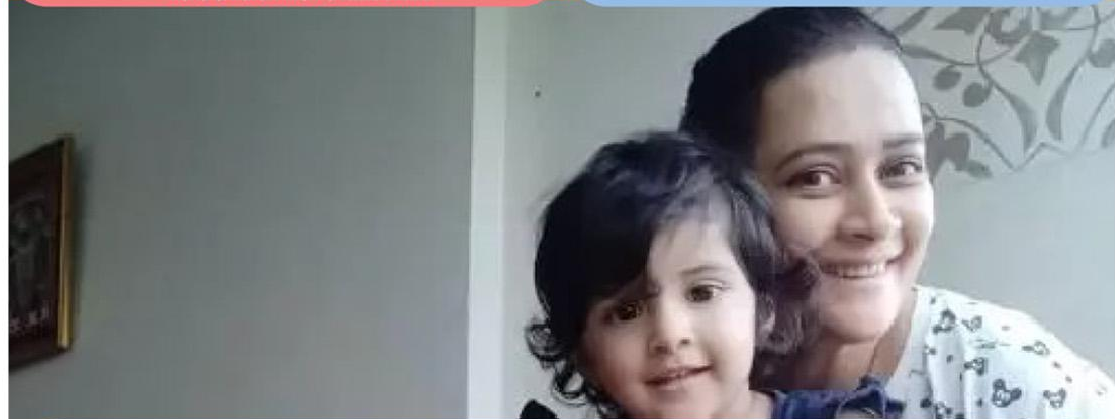


"I'm completely comfortable with Kavish playing around the house, since I got my space baby-proofed by Baby-pro!"

Nisha & Karan Mehra Parents & Actors



"I'm so glad to have found BabyPro. Made my life so much less worrisome!"  
Neha Dhupia Mother & Film actress



"It definitely feels safer with BabyPro. My husband totally loves it!"

Jaswin Kaur Mother and Television actor



# Make every day plastic-free



Rusabl

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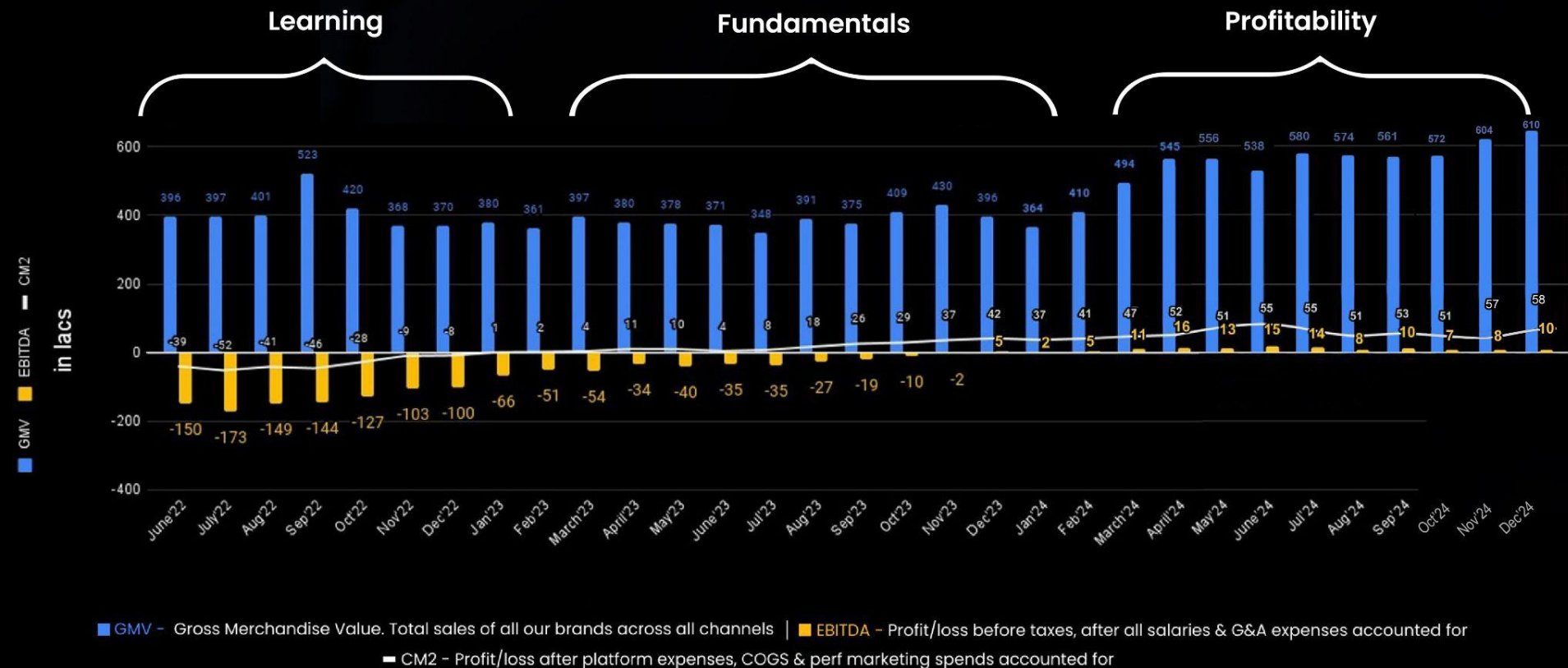
## Your Everyday Eco-friendly Friends

### Sustainable Products



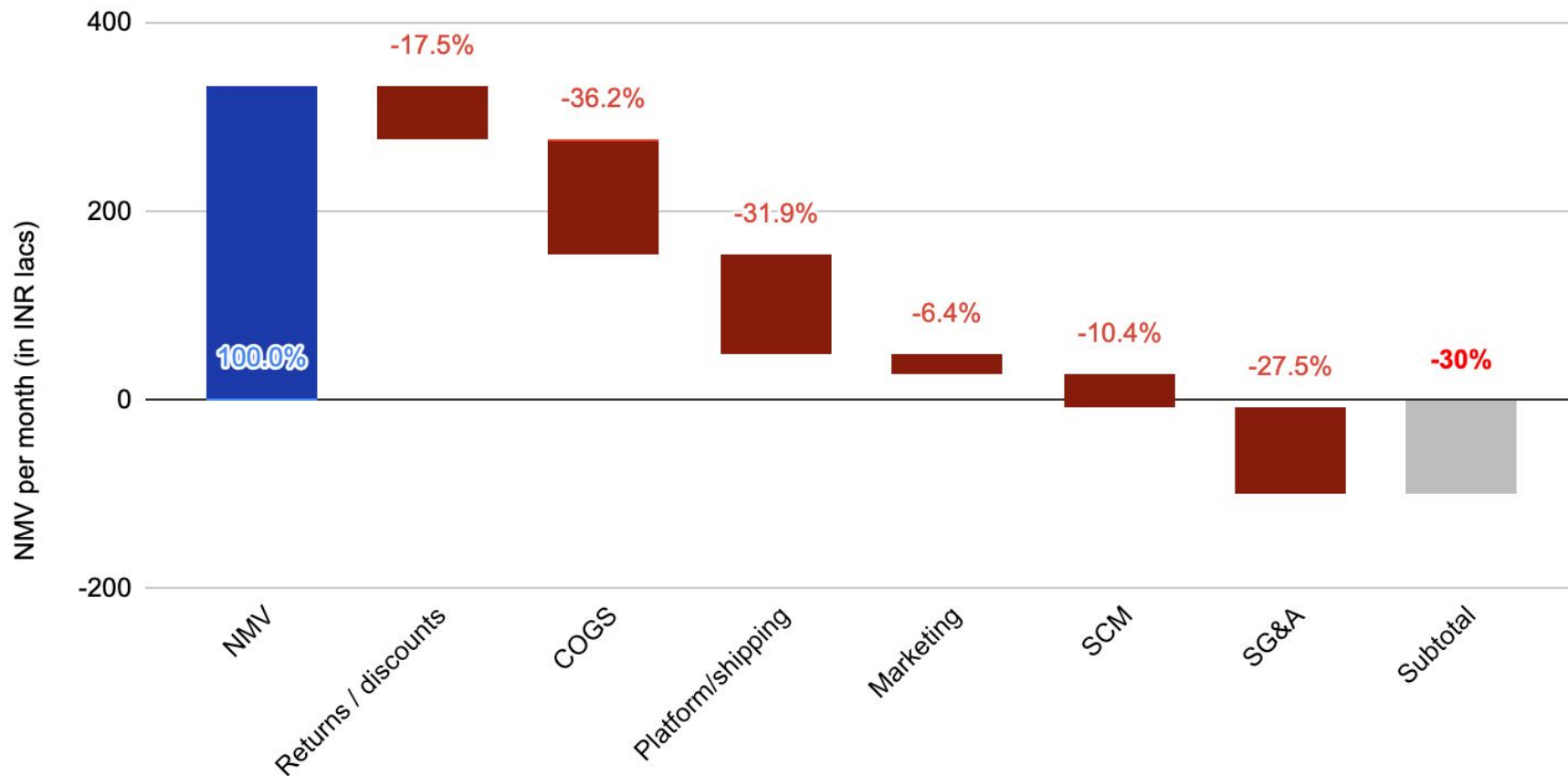


# Growth Story



# Unit Economics - Dec, 2022

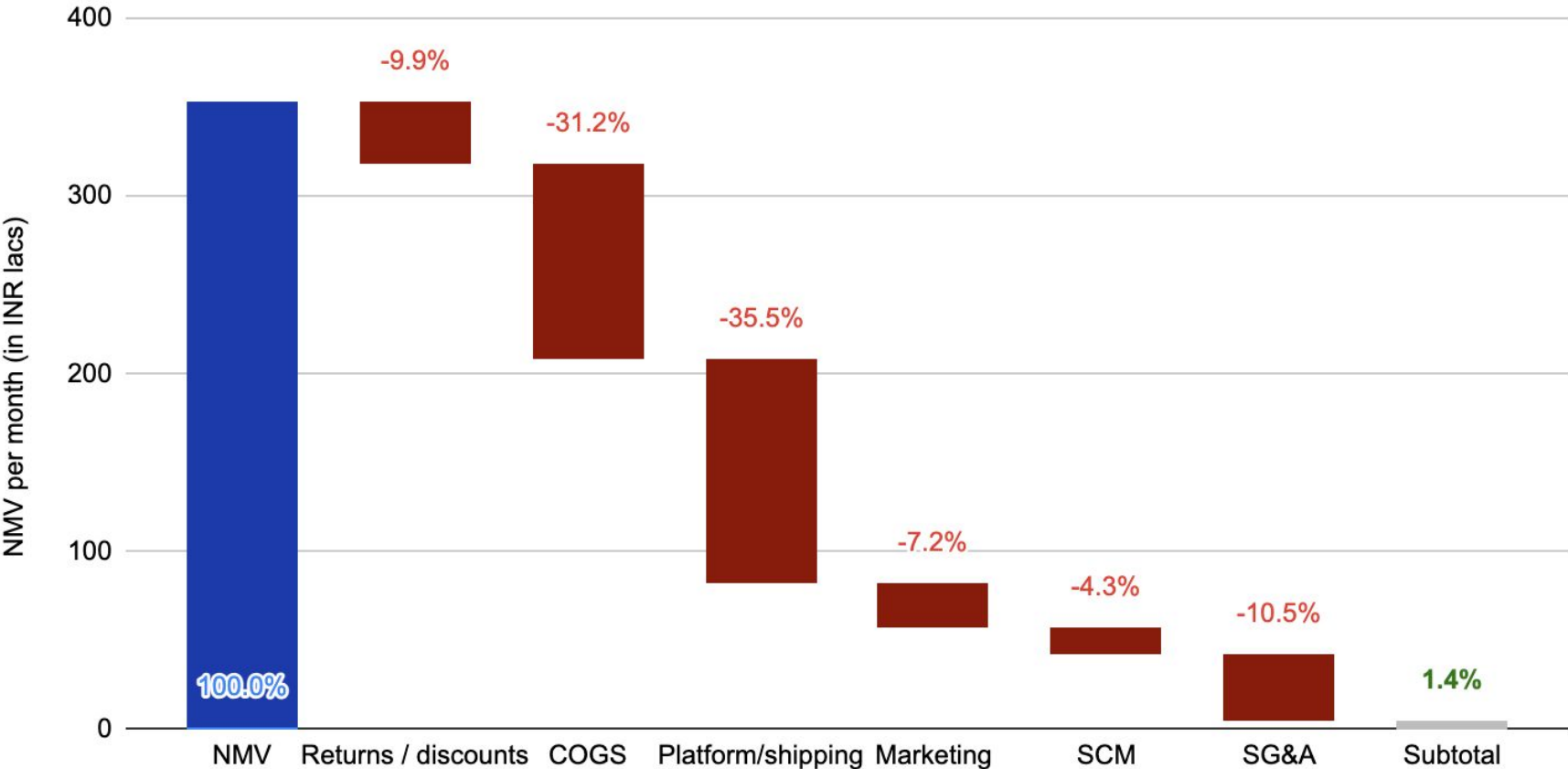
GMV - 370.4 lacs, NMV (excluding taxes) - 333.3





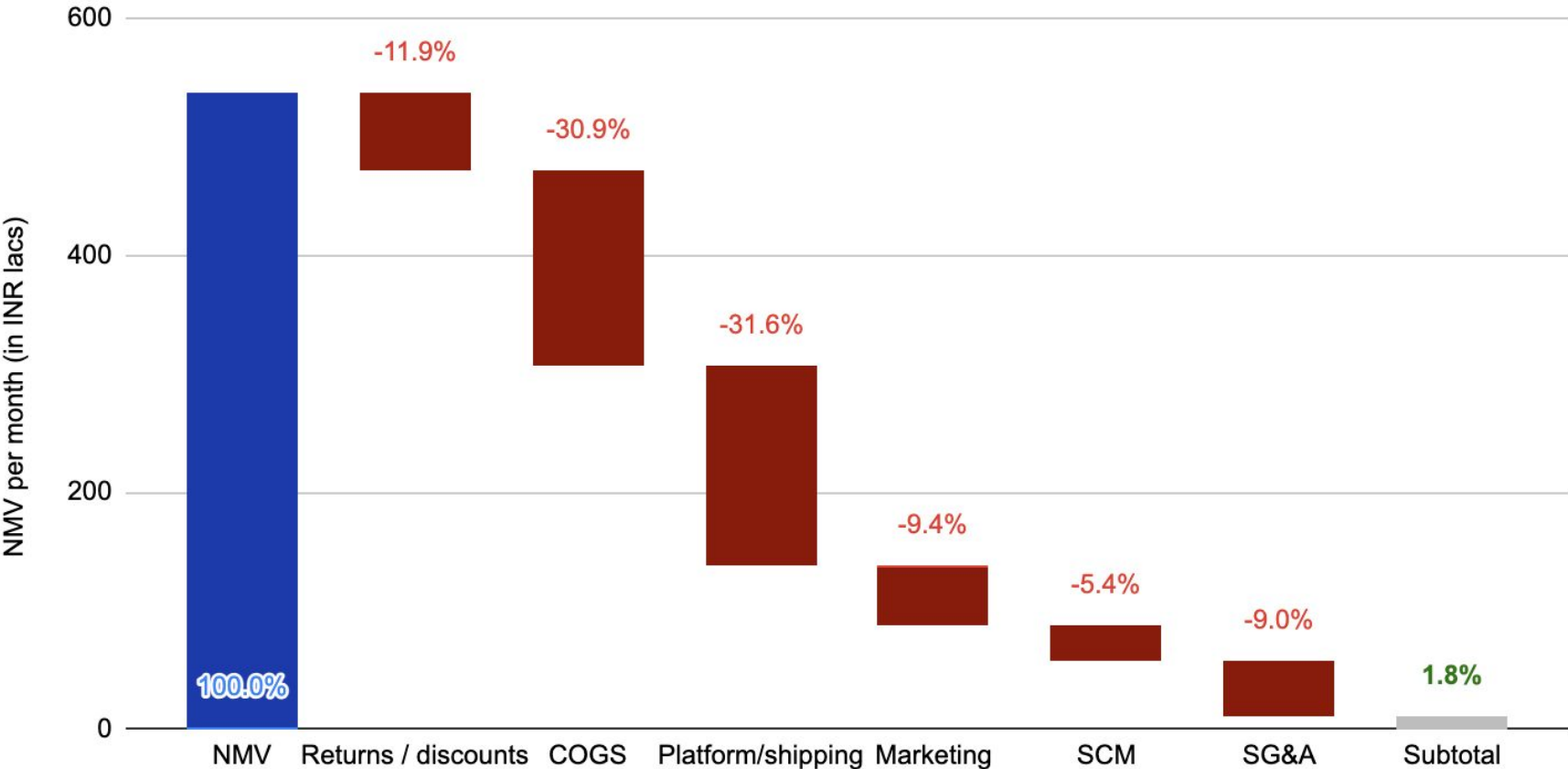
# Unit Economics - Dec, 2023

GMV - 395.5 lacs, NMV (excluding taxes) - 352.7



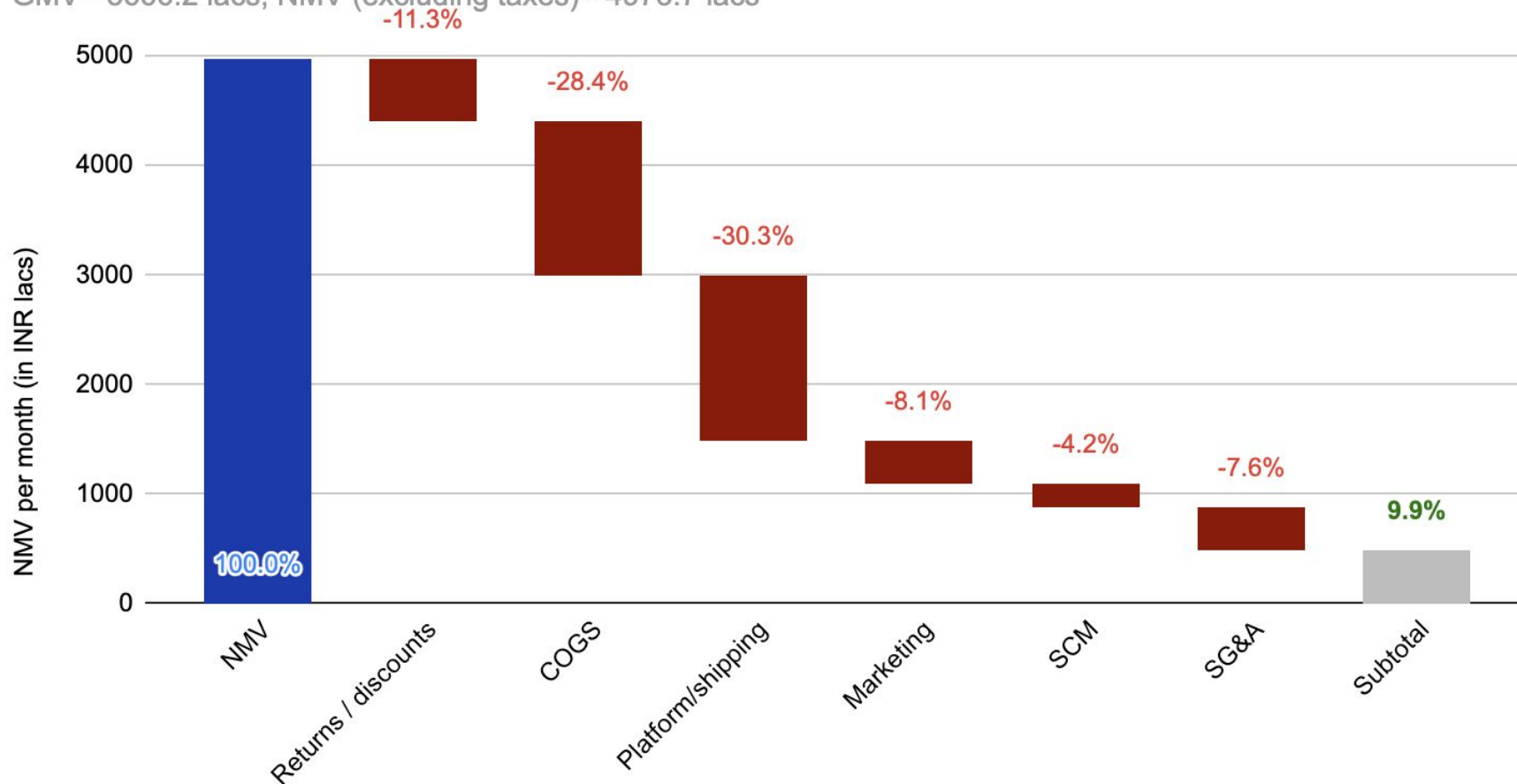
# Unit Economics - Dec, 2024

GMV - 610.4 lacs, NMV (excluding taxes) - 535.8









# Unit Economics - Dec, 2027 (Projected)

GMV - 5666.2 lacs, NMV (excluding taxes) - 4973.7 lacs

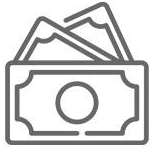


# Business Units (broken by sales channels)

	Current revenue split	Projected revenue split (by Dec, 2027)
 <b>Amazon India</b> (our largest sales channel today)	65%	27%
 <b>Quick Commerce</b> (started focussing 4 months back, immense growth potential)	8%	30%
 <b>Other Marketplaces</b> (Flipkart, Myntra, JioMart, our D2C website & CRED)	11%	20%
 <b>International</b> (on back of Amazon in other countries, already live in US, UAE & KSA)	15%	15%
 <b>Offline</b> (to activate by year end; focus on MT, & corp gifting)	0%	6%
 <b>White Labelling</b> (mainly for Amazon Basics & Myntra Private Brands)	1%	2%

# Centralised Backend

Finance



SCM



Warehousing



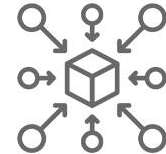
Performance  
Marketing



Catalogue & Content



Sourcing



# Focus Areas

- Out of 769 SKUs, 168 SKUs generate 80% of the units & sales.  
To double down on these SKUs & these sub-categories.
- Doing a stock rotation of roughly 3.5 times per year.  
Target: 4.5–5 times to increase overall profits.
- Working capital efficiency – at 25 days payables & 45 days receivables.  
To bridge the gap closer through increasing payment terms to 30–35 days, & unlocking cash through invoice discounting.
- Deploying many SOPs & simple processes to reduce ops chaos.

# Board Of Advisors



**Srinath Rajam**  
Kwik Patch-Chairman



**Shradha Sharma**  
Founder & CEO at YourStory  
Media



**Sunder Ramachandran**  
Head - Transformation &  
Commercial Excellence  
- Dr. Reddy's Laboratories

(more being added as we speak)



# Investors



**Kunal Shah**  
Founder & CEO,  
CRED



**Srinath Rajam**  
Director,  
TVS Mobility



**Emil Michael**  
Ex-CBO,  
Uber



**Sandeep Varaganti**  
CEO,  
Reliance Jiomart



**Vijay Shekhar  
Sharma**  
Founder & CEO,  
PayTM



**Anand  
Chandrasekaran**  
Ex-Partner,  
General Catalyst



**Nimesh Kampani**  
Partner,  
108 Capital



**Sajid Rahman**  
Partner,  
MyAsiaVC



*"That's all Folks!"*