



# BRECCA

***A PERFECT SMILE IS A WORK OF ART***

# LOGO





# How big is the Problem?



- 3.6 Billion tons of plastic in the environment!!

**Plastic pollution can alter habitats and cause severe threat to animals in the eco system. Natural processes get harmed , reducing ecosystems' ability to adapt to climate change**

# Problems



## Plastic Pollution

Traditional toothbrushes and toothpaste tubes are major contributors to plastic waste.

## Non-Biodegradable Products

Single-use dental floss and chewing gums are made from non-degradable materials.



## Excessive waste

Current oral care products generate significant landfill waste and environmental harm



# Solutions

## Plastic Free

Eco-friendly products which reduces plastic waste or use bamboo/wood products instead of plastic



## Biodegradable Products

Non existing recycling methods  
- recycling things

## Limited waste

Switch to a reusable, refillable, long-lasting product which has a longer warranty



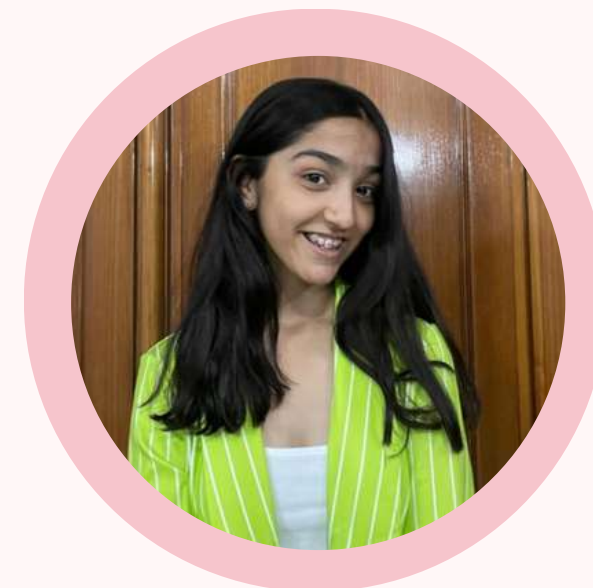
# THE team



SHIVEN JAIN | COO



AVNI SONI | CIO



ANUSHA JAIN | CEO



GEET AGARWAL |  
HEAD OF DESIGN



PANAV BAXI | CMO



# BRRECA

Experience the future of oral hygiene

Our direct-to-consumer e-commerce platform delivers a distinctive selection of eco-friendly oral care products. From replaceable toothbrush heads to biodegradable toothpaste capsules, our range combines cutting-edge sustainability with everyday convenience. Join us in transforming oral care with products that are kind to both your smile and the planet.



# Our Products

## Replaceable toothbrushes



Sustainable design allowing only the head to be replaced, reducing plastic waste and extending the life of the handle.

## Plastic-Free Toothpaste Capsules



Innovative, biodegradable capsules that eliminate the need for plastic tubes, offering a cleaner and greener oral care routine.

## Biodegradable Floss



Crafted from natural, compostable materials, our floss provides effective cleaning while minimizing environmental impact.

## Sustainable Chewing Gums



Made with natural ingredients and free from plastic, our chewing gums are a waste-free, eco-friendly choice for fresh breath.









# Why us?

We have a community in which we actively participate by doing events that are related to oral hygiene.

REASONABLE PRICES

UNIQUE DESIGNS

WIDE RANGE

PLASTIC-FREE

SUSTAINABLE





# Market Size



TAM

TOTAL ADDRESSABLE MARKET

INR 7560 CRORE

SAM

SERVICABLE AVAILABLE MARKET

INR 3780 CRORE

SOM

SERVICABLE OBTAINABLE MARKET

INR 189 CRORE

# Business Model

## DIRECT TO CUSTOMER

We sell our products directly to customers through our website



available at **amazon**

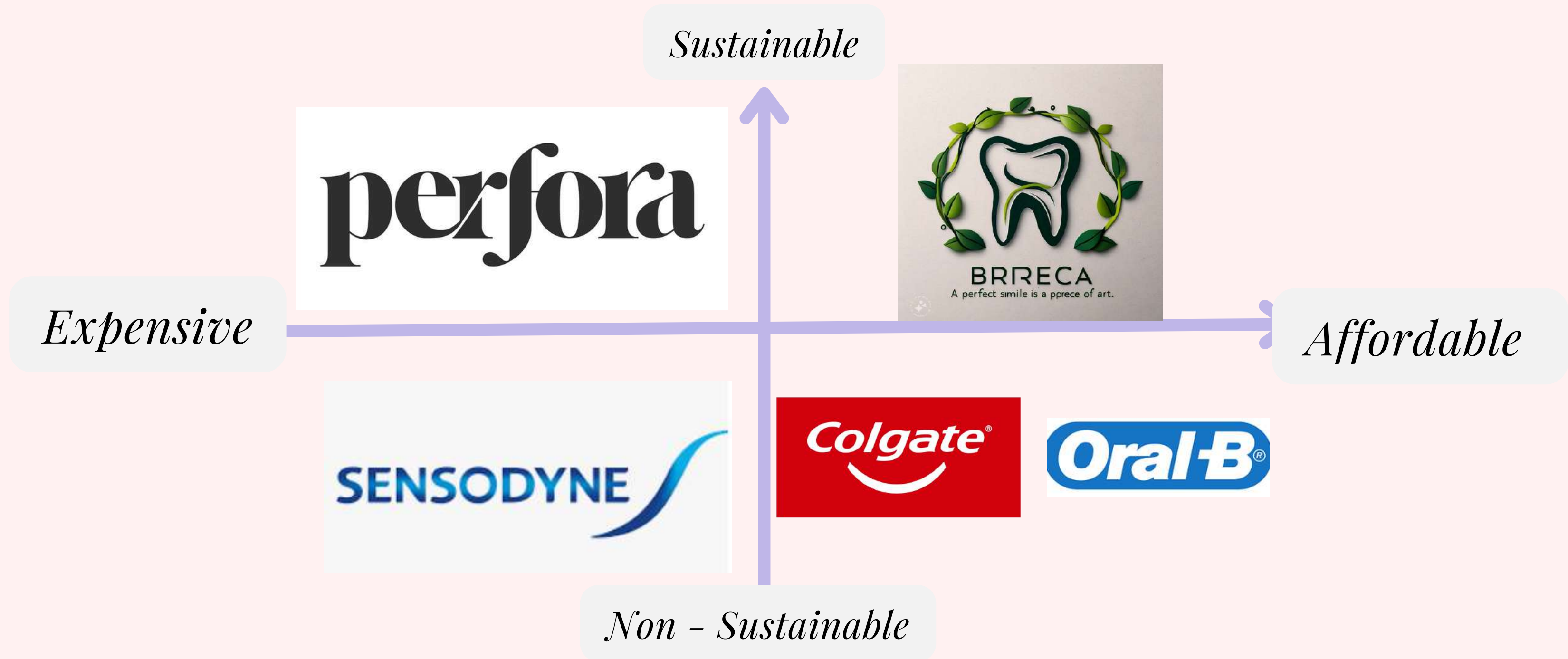


## E - COMMERCE PLATFORMS

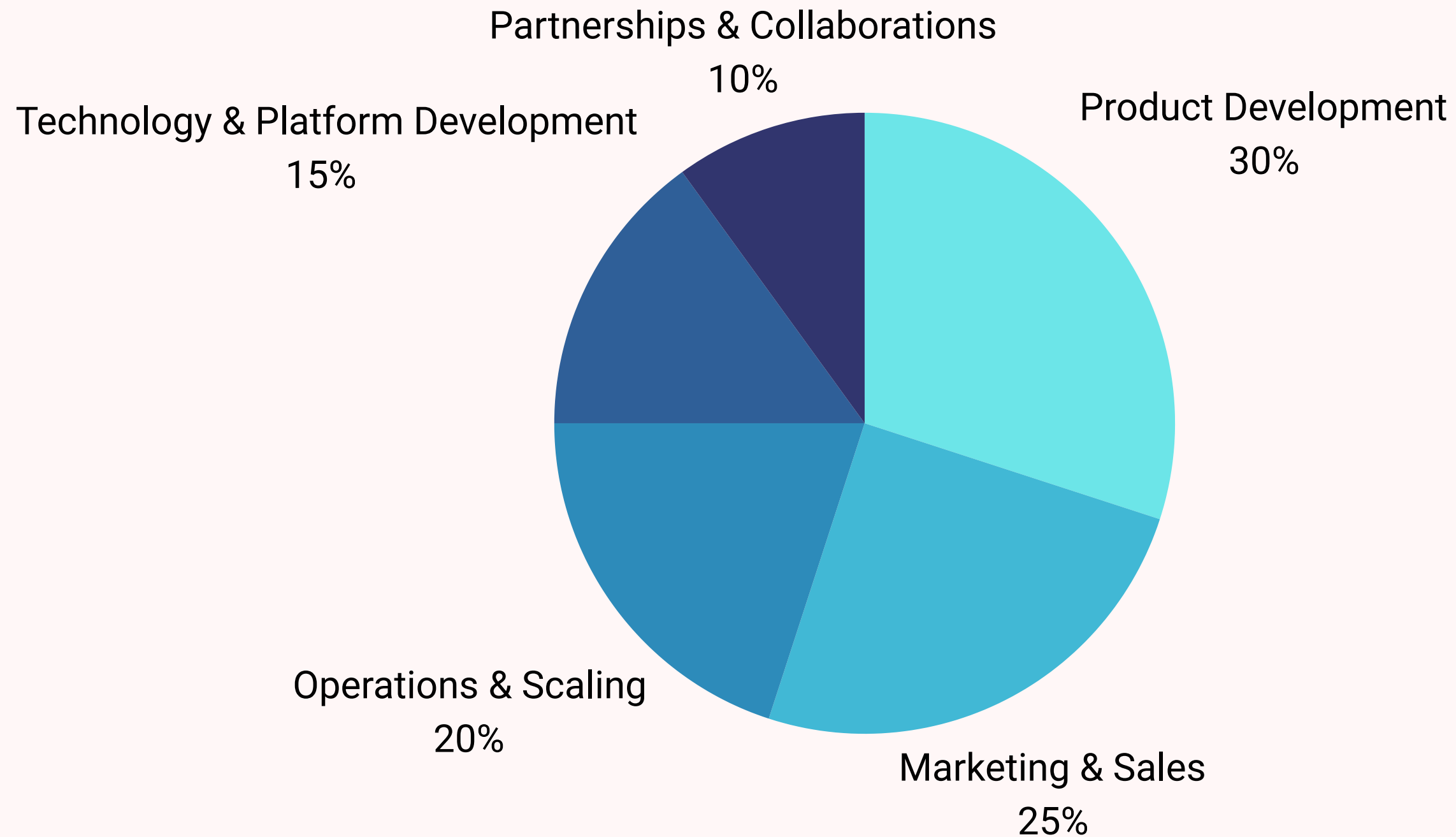
Our presence on major online marketplaces like Amazon allows us to tap into a vast customer base looking for sustainable dental care options.



# Competitive Analysis

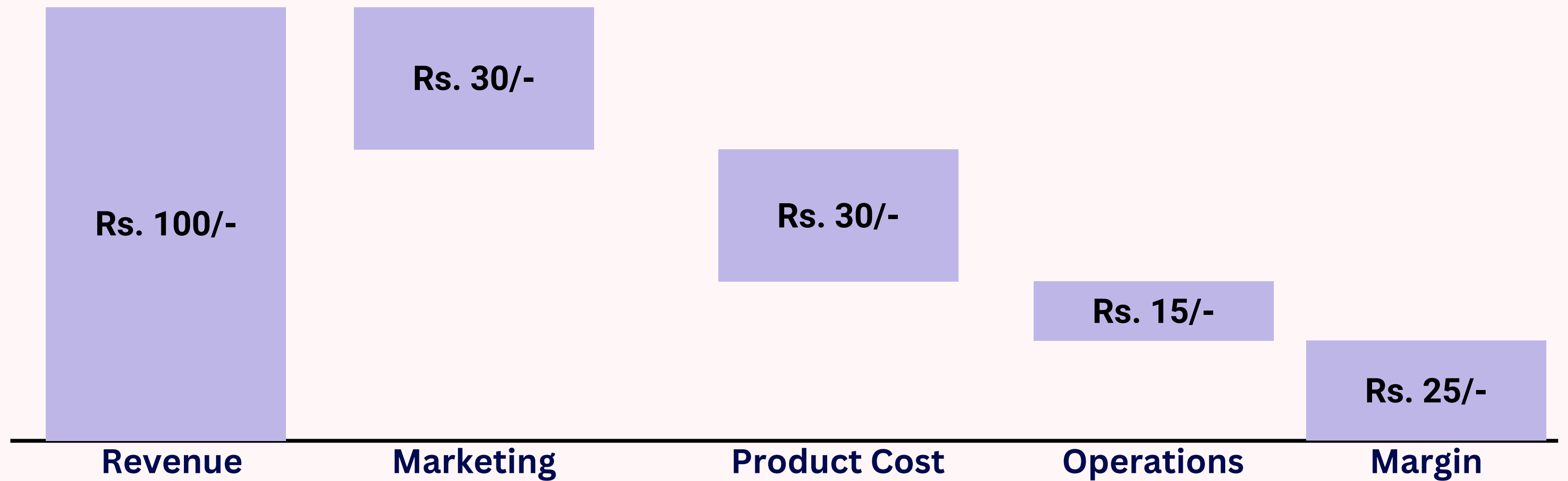


# Use of Funds





# Unit Economics





# Contacts

We will be very pleased to work with you on our future projects.

## PHONE

+91 96020 85590

## EMAIL

brreca2024@gmail.com

## WEB

<https://brreca6.odoo.com>

## INSTAGRAM

@brreca\_2024



THANK YOU

