

**MALA
PASAL**



By Siddhartha Baniya

WHY I BUILT MALA PASAL?



I started it during my undergraduate years not to just make money, but to test what I was learning in business and marketing.

I wanted to build something real and understand:

- How digital customers behave
- What makes someone click “buy”
- How much storytelling matters in a product experience

“I didn’t know it then, but now I realised it was my first step into Product Marketing.”

FROM SIDE HUSTLE TO PRODUCT MARKETING SANDBOX

330 posts 214 followers 10 following

Mala Pasal - A Store of Beads
Product/service

- Authentic Prayer Beads Mala, Wrist Mala & Bracelets.
- Retail and Wholesale Online Store

"Pay twice as much and buy half as many".
www.malapasal.com

Bracelet Mala Guide Testimonials Prayer Mala Wrist Mala

POSTS REELS SAVED TAGGED

What began as a simple e-commerce experiment evolved into something new for my career:

- I wasn't just selling but building narrative around the product
- I learned how positioning and story shape perception
- I developed a PMM mindset before knowing the term "PMM"

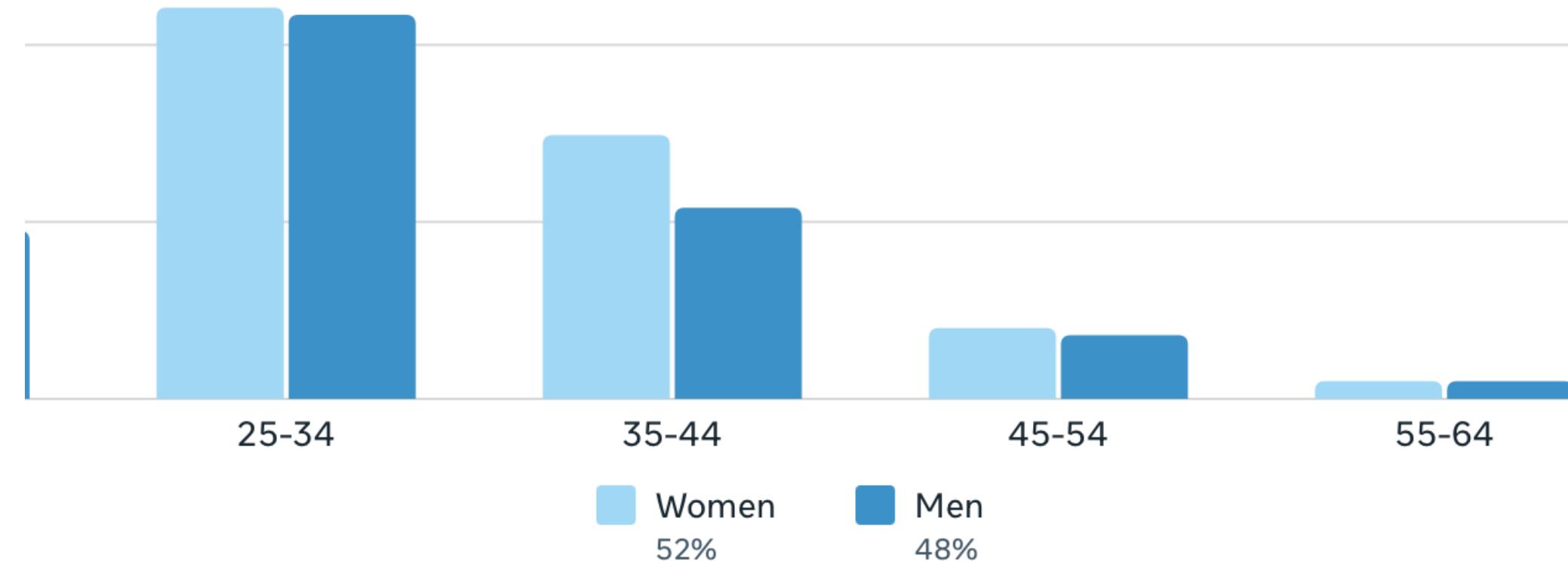
I made an early discovery:

- The product were popular among tourists
- But locals had low awareness and limited access

So I used polls and surveys to listen, learn, and segment:

Segment	Needs	Traits
Premium Buyer	Authenticity & meaning	25-44, spiritual, higher income
Budget Buyer	Style & trend	18-24, students, cost-conscious

AUDIENCE RESEARCH & MARKET INSIGHT



POSITIONING AND VALUE PROPOSITION

FOR: conscious shoppers and spiritual lifestyle buyers

WHO: want meaningful, authentic beads rather than mass-produced products

MALA PASAL IS: a handcrafted mala & wrist mala brand

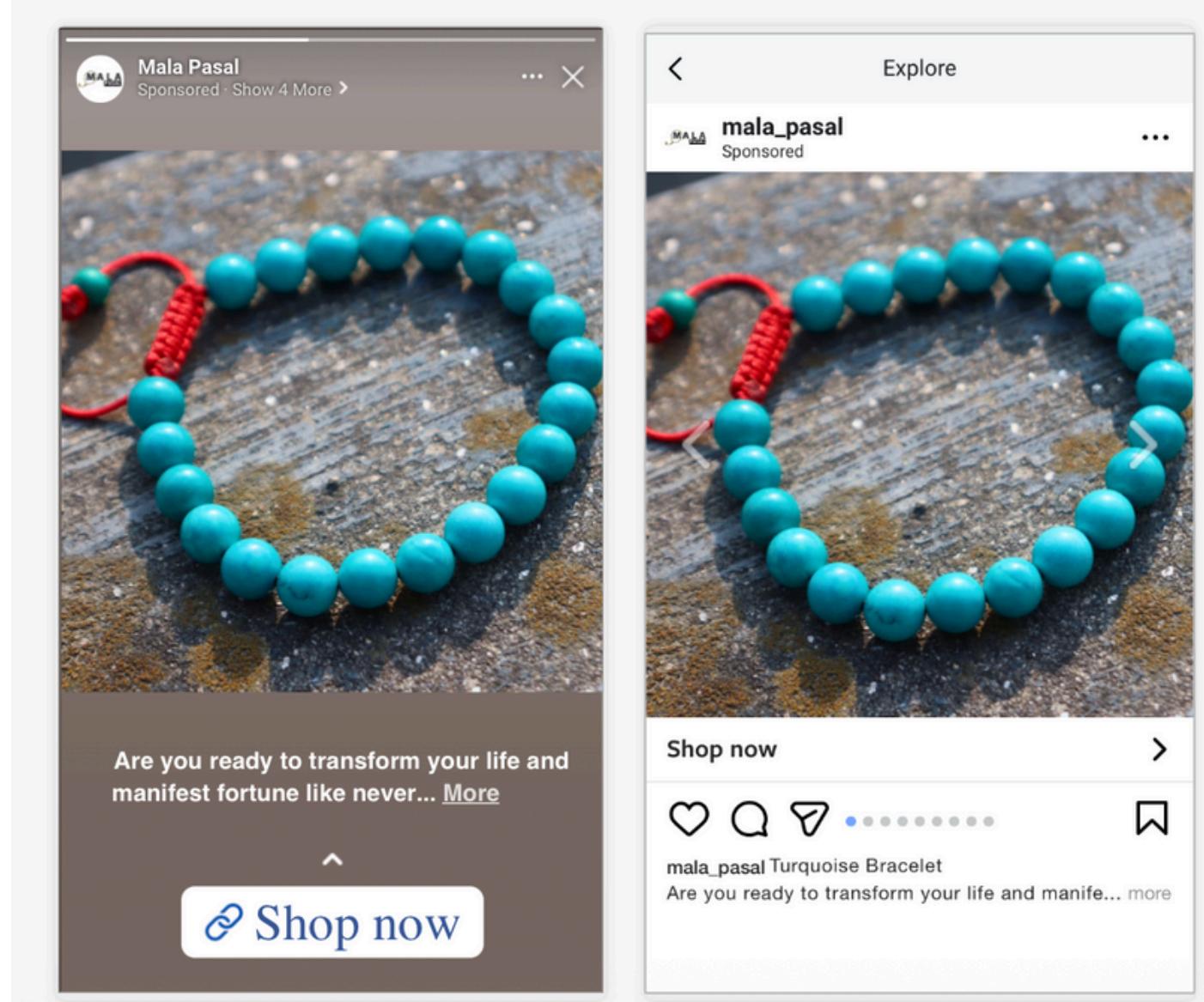
THAT: delivers intention, cultural depth, and story with every product

UNLIKE: tourist shops, resellers, or low-quality marketplaces

WE: offer verified materials, premium feel, and nationwide access through social-first distribution



GO-TO-MARKET STRATEGY (GTM)



Awareness:

- Teaser reels + posts
- Built curiosity before selling

Validation:

- Used polls + surveys to test demand
- No inventory purchased until interest confirmed

Launch:

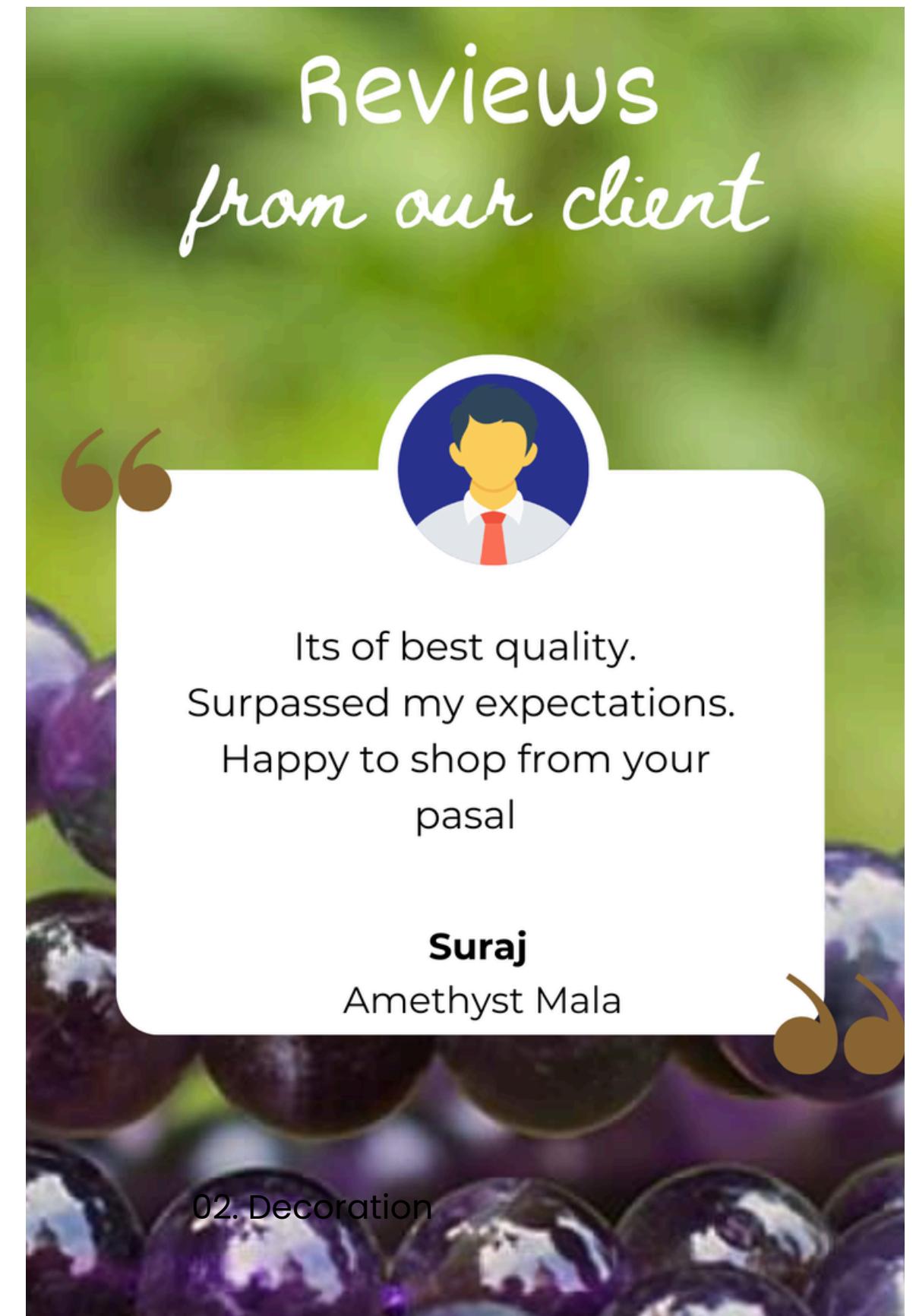
- Limited quantity drops for urgency
- DM checkout + Meta ads

Growth:

- UGC reposts built trust & lowered CAC
- Repeat buyers got early access to new drops

FEEDBACK LOOP & ITERATION

- Answer customers questions via content
- Reposted UGC as a social proof
- Adjusted packaging based on feedback
- Identified the need of customers for product.



KEY METRICS (FIRST 3 MONTHS)

Values	\$	Metrics	Outcome
ORDER VALUE	Rs. 149,193.00	Total Revenue	Six figure (NPR)
DELIVERED VALUE	Rs. 139,696.00	Breakeven Time	15 days
RETURNED VALUE **	Rs. 0	Followers	0 to 1300+
PENDING VALUE	Rs. 0.00	Repeat Purchases	Above average
		CAC	Dropped as social proof grew

WHAT I LEARNED?

- Segmentation drives storytelling
- Positioning > Price when building trust
- VOC > assumptions – listen to customers to improve the product
- Retention compounds – repeat buyers > new buyers



PRODUCT MARKETING IN PRACTICE

Mala Pasal didn't just teach me how to sell – it taught me how to:

- Translate user insights into product value
- Design stories around people, not products
- Build trust with messaging and intuitive GTM
- Launch fast → iterate → grow

“I didn't just build a store – I built my first PMM practice.”

THANK YOU!