



Clovie<sup>®</sup>

**AFFORDABLE,  
PREMIUM,  
FASHION  
SOLUTIONS.**

Crafting #underfashion

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

# ..through clearly Differentiated Positioning

Clovio

## Clovio Proposition

<b>Variety</b>	<b>Vogue</b>
<b>2,500 design options</b>	<b>Innovation leaders</b>
More Fits & Sizes for the customer	Lines refreshed with latest trends & innovation
<b>Value</b>	<b>Velocity</b>
<b>Affordable premium</b>	<b>1 new line every week</b>
Trendier range at 15% lower price	Fastest Market "Mind to"

"Fashionable Affordable" position with a Premium Perception

Clear differentiation with low competition



# Category Leaders in Trends & Product Innovation

Clovio

## Bra-mazing



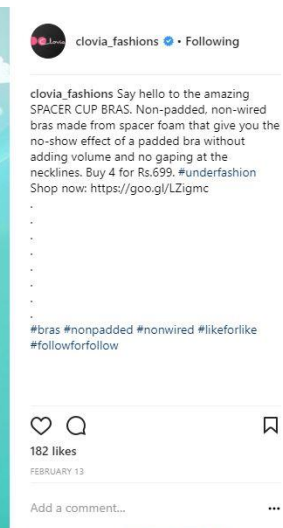
**High Support Sizes upto 44F!  
Broad Band and 3 Hook & Eye**



**Long Line Bralette  
Panty Party!**



**Light as Air Spacer Cups!**



## Nightwear for a stylish snooze



**Shades of Nude!**



**No Panty Lines**



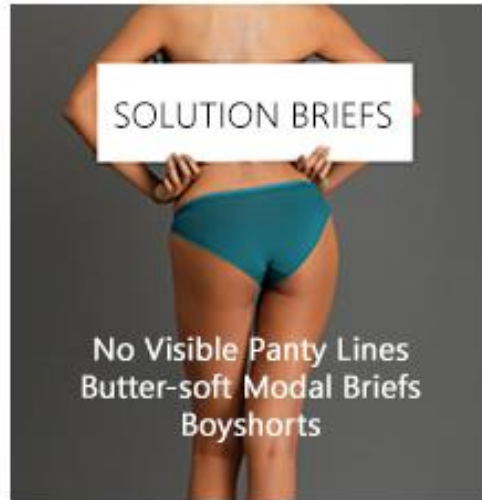
**Dress to bed – Short nighties, kaftans. Sizes upto 3XL**

**Match Made in Heaven! Nightwear with Bra & Brief Set**



# Category Leaders in Depth & Product Innovation

Clavia





Convenience Easy Quality  
Fast Fashion Fun  
Superb Tailoring Happy  
Cute Affordable Premium  
Premium Fabrics  
Comfortable  
Feedback  
Confidence  
Solutions  
Satisfying  
Mood Making  
Little Pink  
Impress  
Nice Fit  
Super Saver  
Budget Friendly  
Great Product  
Stylish  
Underwear



## Testimonials

“ From the fabric to the fit and the varieties from colour options, prints, patterns no other one matches it all.. Thank you Clovia – Angel, Khargone

I am extremely happy with the quality of products. I just love the for and look. I start telling about clovia products to my circle – Pallavi, Delhi

I loved the way the packing was done, in a cute little pink box. It enlightened my mood – Bhavana, Delhi

I have ordered these bras for my wife she loved them all. They are comfortable and fits well as per expectations. Thanks Clovia – Nitin, Solan

The packaging is so beautiful, its like getting a present to yourself! The underwear I ordered are extremely pretty, fit perfectly and so comfortable. Kudos to you guys at clovia! – Chitra, Lucknow

Clovia will be my permanent undergarment address in future. .. love Clovia – Sulogna, Howrah

Very good stuff at nominal values. Very satisfied with all the products I have ordered till now – Rashida, Mumbai

The Quality of the all the products are Excellent and very comfortable – Thajuddin Shaikh, Nellore

good product ...i m very much happy with received product.thanx – Vidya, Mumbai

Thanking you Your Team Work Good it. Very Good Cotton Cool – Kalidoss, Chennai

Keep up the good work team – Navya Chowdary, Hyderabad / Totally satisfied with these orders – Monisha, Bhilai

Happy with the product keep continue with the same service thank you – Shiv, Bangalore

Very good product – Sanjukta Patra, Delhi

Your service is well and good – balasundaram thilakamurthy, Chennai

I am very much satisfied with the Clovia product, and I referred you my friends also, future I will use only Clovia product – Umamaheswari Gangadharan, Kanchipuram

All 4 are lovable i have. Clovia will be my permanent undergarment address in future. Hope for more varities and budget friendly shopping also.. love Clovia – Sulogna Mukherjee, Howrah

very nice quality Size as expected, I suggest people to go for it.. Thanks Clovia – Nalini N, Bangalore

You guys are perfect – Barbie, Mumbai

Very nice quality feels stylish within – Suji Shaju, Mumbai ”



# Attention from Press

## In Conversation with Mr. Pankaj Vermani, CEO of Clovia

Women's lingerie brand — Clovia, is looking to expand its product portfolio by rolling out maternity wear and a gym and athleisure range.

According to Pankaj Vermani, founder and CEO, Clovia, plans are on to expand its footprint across the country, both through offline stores and by strengthening presence on the online platform.

“Women's lingerie is a huge segment and we have just scratched the surface. We recently launched a range for teenage girls and the response has been good. We are looking to roll out maternity wear and athleisure,” Vermani told *BusinessLine*.

### The Lingerie Leader

Clovia has become a fashion brand that is low on cost, high on consumer appeal, and super-efficient on inventory

On a mission to change the lingerie landscape, Clovia — India's fastest growing lingerie brand — was founded in 2012 by Neha Kaul, Pankaj Vermani and Suman Choudhary. The inspiration for Clovia was Kaul's own experience of buying lingerie. India had not kept pace with the fast-changing trends and practices in innerwear fashion that she had seen abroad and this major gap in intimate wear for women presented an opportunity.

Clovia was then launched in a one-floor office in Noida. Today, the brand makes its own lingerie line with an in-house design and sourcing team and the office now occupies three floors, in addition to warehouses and refinishing units. The company has also created over 2,000 jobs in the last three years.

The biggest challenge Clovia faced when it started was with bras. Customers did not understand sizes, especially cup sizes. They simply had a subconscious apprehension towards sizes regardless of cup sizes. This led to the genesis of a proprietary algorithm-based test — 'Clovia's Fit Test'. The test that is based on asking a woman five questions about her body, has met with very high customer satisfaction scores.

Besides size and fit, women have traditionally discussed lingerie in hushed tones. Clovia successfully used its social media platforms to break this stigma. Be it the 'Superwomen' campaign represented on Facebook via a comic strip — a tongue-in-cheek take on how even superheroes can face lingerie problems. Or by community outreach that encourages women to ask questions on company-owned platforms such as Clovia's Closet.

The company's success is based on continuous innovation, Gene



mint  
CLOVIA

changes have been more like the use of smart technology and analytics that assist sales trends

and customer feedback to guide inventory management decisions, which optimise operational costs. Every product Clovia brings to the market is first made in small stock order until a, monitored via a state-of-the-art backend technology that provides future sales based on sales patterns and customer feedback, and thereby, recommends future quantities to produce. This leads to a lock-in brand that is low on cost, high on consumer appeal, and super-efficient on inventory. The company currently boasts of industry-best sales-to-inventory ratios. Its founders explored supply chain efficiencies ahead before they deployed best practices to build the fastest mind-to-warehouse cycles in the category.

Clovia's business model successfully raised three rounds of funding from the US-based Global Asset Management firm, Mountain Partners, IvyCap Ventures and others.

**“We grew on the back of product and supply-chain innovation and word-of-mouth, without having to rely on cash-burn led marketing”**

— PANKAJ VERMANI, FOUNDER & CEO, CLOVIA

Says Founder and CEO Vermani,

“Clovia has reached the 10th milestone in 18 months that most 20-year-old brands took eight to nine years to reach... We grew on the back of product and supply-chain innovation and word-of-mouth, without having to rely on cash-burn led marketing. The future will be owned by brands which go beyond the stigma of online-offline distribution and marketing and merge to make a seamless brand story for their consumers. Clovia's DNA, a beautiful mix of technology and product, makes it the best poised to provide its customers just that. For Brand Clovia, leadership in India is just the beginning.”

### Hot Urvashi Rautela sizzles in Clovia- Lingerie wear for a bold magazine shoot



### STARTUP STORIES

#### WORLD'S HOTTEST EARLY-STAGE E-COMM FIRMS

E-commerce has been a much-hyped field in the venture world, spawning a stable of unicorns and motivating a diverse array of startups and investors. While the recent acquisition of US-based online shopping website Gilt Groupe for \$250 million, after it was valued at \$1.1 billion, has thrown some cold water on the e-commerce industry, investors are looking to back the next generation of successful e-commerce startups. Using an algorithm, which combines public data and a predictive tool to assess the momentum of private companies, CB Insights identified some of the hottest early-stage e-commerce startups. Food and meal kit delivery startups are hot, taking four of the top 10 spots. And three of them are Indian firms.



### TOP 10

- |   |   |   |   |    |  |
|---|---|---|---|----|--|
| 1 | Thrive Market, California, US   Online wholesaler of natural and organic groceries, supplements and other home products   | 5 | Home Chef, Chicago, US   Subscription service for delivery of recipes developed by experts with pre-portioned, fresh ingredients, instructions and tips     | 9  | See Basket, San Francisco, US   which delivers organic ingredients to homes every week   |
| 2 | Maple, New York, US   Delivery-only restaurant backed by celebrity chef David Chang; contains New York's best chefs with high-quality ingredients and rotating daily menus, all delivered to your door at the tap of a button   | 6 | Gobble, California, US   Gourmet dinner service that delivers freshly-prepared dinners from local chefs to professionals and families all over the Bay Area | 10 | CLOVIA, Noida, India   also sells winter wear, etc. Founded in 2013 by Neha Suman Choudhary and Akash Choudhary, raised Series A funding from IvyCap |
| 3 | Pinkoi, Taipei, Taiwan   Community for independent designers and a platform to shop and sell creative and cultural goods  |   |   |    |  |
| 4 | VOONIK, Bengaluru, India   Shopping app with four million downloads that acts as a personal stylist. Founded in 2013 by Sujayath Ali and Navaneetha Krishnan, Voonik is said to have grown more than 2200% in 2015. It raised \$5 million from Sequoia Capital and Seedfund last year |   |   |    |  |



Clovia



# Hundreds of Customer Reviews Received on Social Media

Free advertising and the biggest testimony to our efforts.

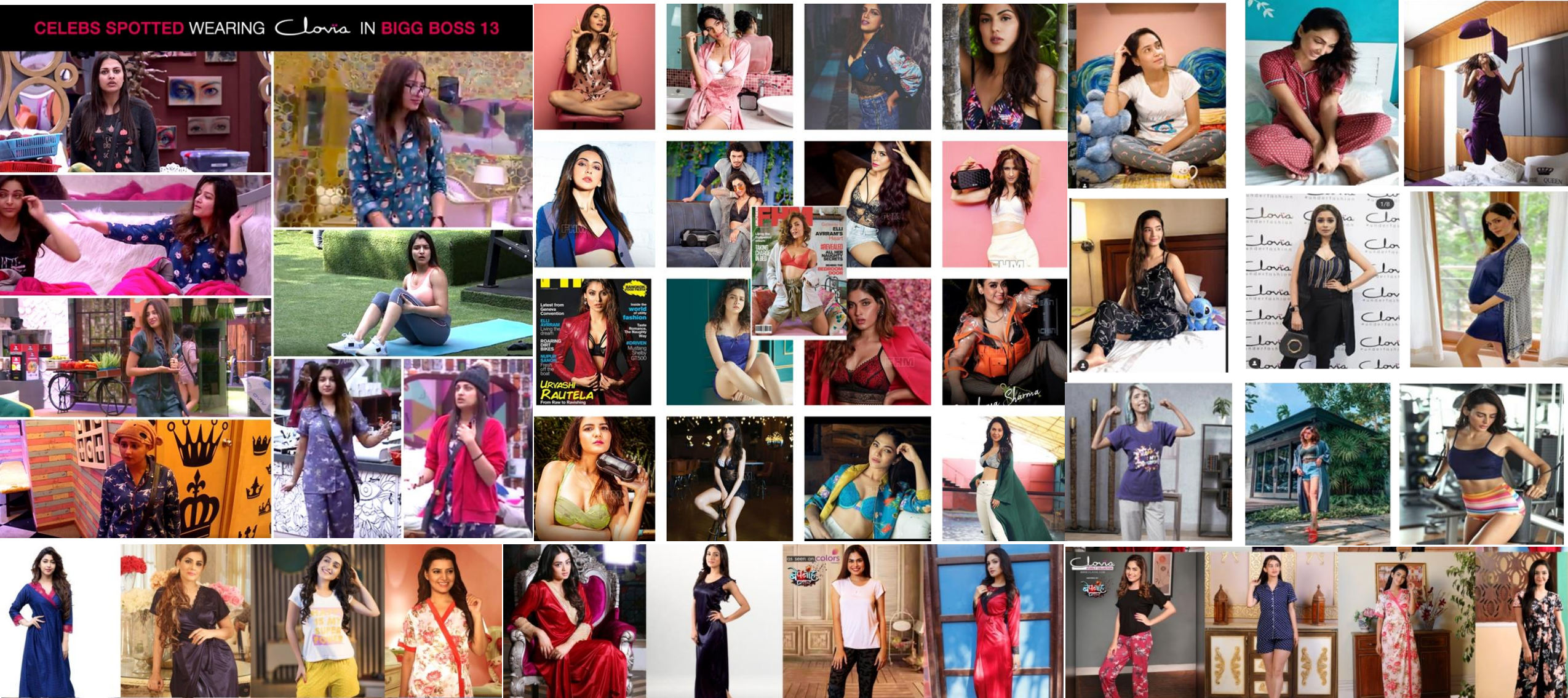




# WE LOVE THEM, SO DO THEY!

Clovia

## CELEBS SPOTTED WEARING Clovia IN BIGG BOSS 13







Feb'17

**Partnership Program  
Launched**



**4500+  
Clovia Partners**



**10,000+  
Monthly Orders**



**Shipping Worldwide**



**35  
Directors**



**80  
Managers**



**1st Lingerie Brand into Direct  
Selling**

**Women Empowerment**



**Earnings  
Rs. 5,000-100,000**



**80%  
Females**

**20%  
Males**



# Clovia Partnership Program

## Free Registration

### How you Earn:

- ❖ **Your personalized consultant site.** On registration, we create your personal consultant site. E.g. (pankaj.clovia.com) and issue a personal Clovia partner code(Pankaj), for your friends to come and shop from
- ❖ **Earn 15%** commission on every sale
- ❖ A customer buying from your site also gets **extra 5% discount** over and above all running Clovia offers
- ❖ Become **an expert** on lingerie styles & fits' with online support videos 'How to Sell' proven methods and tips'. **Refresher training** on styles, fits and fabrics every month

### How to Start:

- ❖ Place first order of **Rs. 1,999** to enable personalized website
- ❖ Get free products upto worth MRP **Rs. 5,999** delivered at your doorstep



# Your First Order Contains



1 Padded Bra for ₹1199



1 Non Padded Bra for ₹599



2 Panties for ₹999



Nightwear Set for ₹1999



Shapewear for ₹1399



Look-book, Size Chart & CPP manual



# Clovia Partnership Program

**SELL MORE!! EARN MORE!!**

## How to Generate Sale:

- ❖ **Broadcast Exciting Offers :** You get daily updates on WhatsApp, email, sms, app notification on the latest offers and the same can be promoted by you in turn with your customers. You can share these promotions on your own (personal only) WhatsApp status, stories, Facebook, Twitter, Youtube channels etc.
- ❖ **Marketing Material :** Clovia helps with promotion pamphlets that can be distributed in mass to tap the unknown market. Clovia banners/standees on need basis for shop owners (T&C apply)
- ❖ **Joining Gift :** Clovia range of products sent to you as a joining gift to showcase and experience Clovia products
- ❖ **Let's Talk :** Most underwear shops are run by men. Women discuss their underwear problems with close friends and not with these shopkeepers. This makes you the best person they could go to for advice. Just advise and sales will happen automatically
- ❖ **Multiple Orders into One :** Speak to individuals who would like to purchase single units but at offer prices. Combine their orders and avail bundling offers such as 4 bras at Rs. 799


## How to Recruit Team:

- ❖ Speak to local **Boutique, Parlour, Cosmetic, or existing ladies doing business** to enable additional commission on every sale made by Level 1 & Level 2

# HOW TO APPLY PARTNERCODE AT CHECKOUT PAGE

Clovía

← Shopping Cart



Non-Wired Non-Padded Full Cup  
T-shirt Bra In Blue - Cotton  
Product Code : BR0790P03  
Total Price: ₹349  
Size: 32B  
Qty :


More Offers

MOVE TO WISHLIST

REMOVE

Select 1 more to avail 2 Bras @ 499

SELECT REST >>

☐  GIFT WRAP

☐ DONATE A MASK ?

HAVE A COUPON

Apply

CLOVIA PARTNER CODE

Apply ?

CONTINUE TO CHECKOUT ➤


← Shopping Cart

HAVE A COUPON

Apply

Remove ?

Clovía's Last Minute Deals



10 Gal Pal Sanitary Pads -  
XXL for Extra Heavy Flow -  
₹260 **₹179**

ADD TO BAG

Total ₹349.00  
Partner Discount **₹17.45**  
Sub Total **₹331.55**  
Shipping ? ₹49  
Estimated Tax ? ₹16.58  
You Pay **₹397.13**

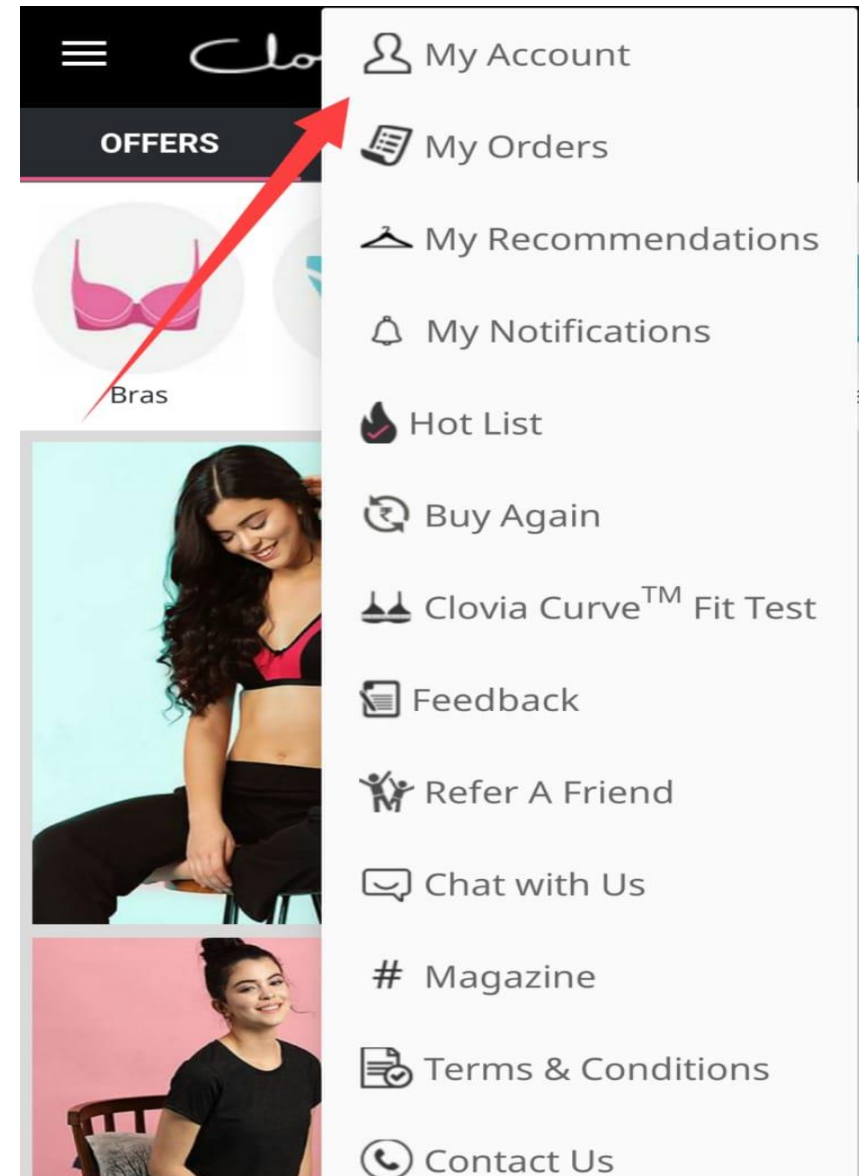
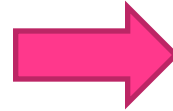
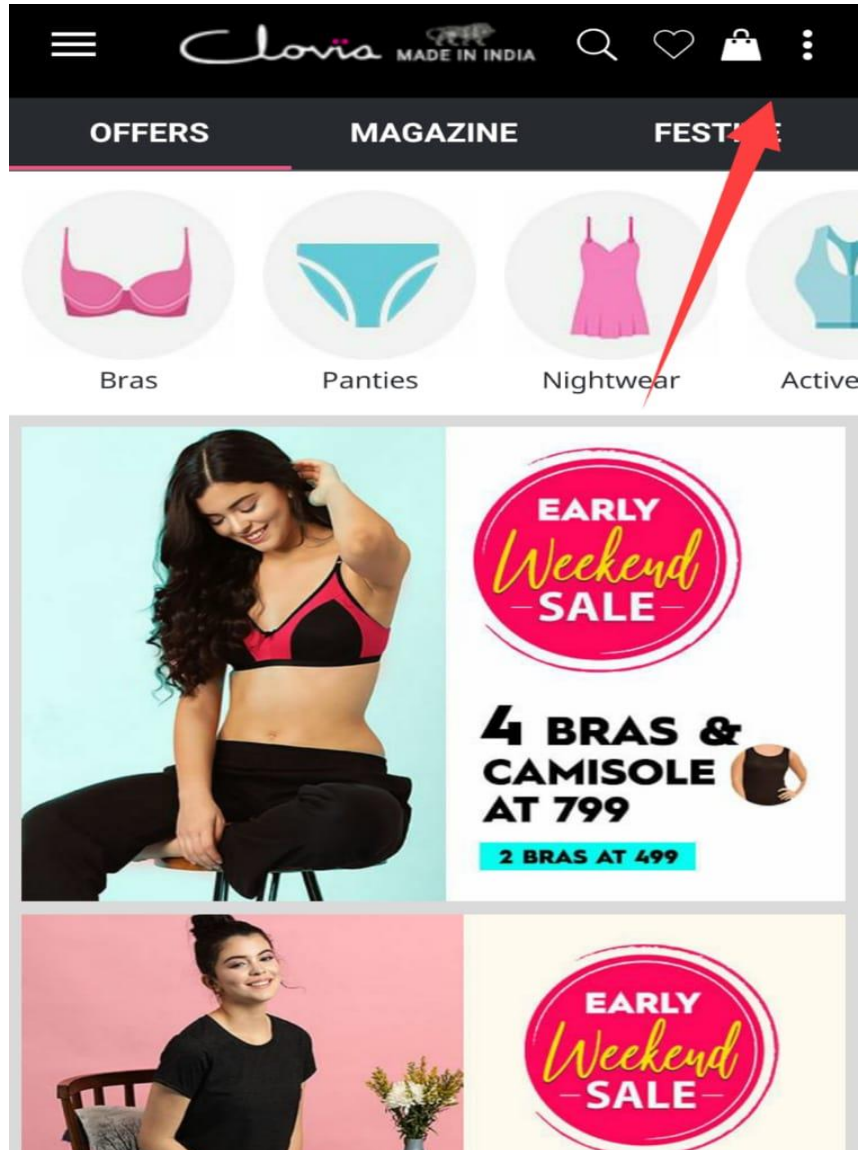
CONTINUE TO CHECKOUT ➤

13

Clovía








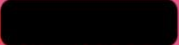
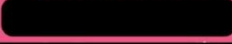

# HOW TO CHECK TOTAL SALE & COMMISION



# CLOVIA PARTNER'S DASHBOARD

Clovia

 My Profile   

Order History >

Clovia Wallet >

Coupons >

Bank Details >

Saved Cards >

Address Book >

Personal Info >

Clovia Partner Dashboard >



 Clovia  MADE IN INDIA

My Details 

Complete your Profile



**COMMISSION**

TOTAL COMMISSION	Rs. 2188.14
Direct Commission	Rs. 113.86
Level 1 Commission	Rs. 0.0
Level 2 Commission	Rs. 0.0
Outer Network Commission	Rs. 0.0
Incentive Commission	Rs. 0.0
Incentive Commission Receivable	Rs. 0.0
Commission This Month	Rs. 0.0
Commission awaiting confirmation	Rs. 181.43
Last Encashment	Rs. 200.87
Encashment till date	Rs. 2006.71

**SALES**

TOTAL SALES	Rs. 797.00
Direct Sale	Rs. 797.00







 Clovia  MADE IN INDIA



**My Network**

No. in Network	0
Level 1 Network	0
Level 2 Network	0
Added last 1 month	0
Outer Network	0

**About Me**

Name	 
Partner Code	
Website	 .clovia.com
Role	Consultant

**Last 5 Transactions** [\(Show More\)](#)

Order ID	
Date	Nov. 10, 2020, 10:49 a.m.
Customer Name	
Amount	Rs. 797.0



# JANUARY SALE INCENTIVE

Clovia

**Clovia**  
**NEW YEAR CELEBRATION**

Welcome the New Year with new appliances!  
Use the opportunity to complete the sales target and win these amazing gifts:

Points	Gift	Target
50	Egg Poacher	4,999
90	Laptop Bag	8,999
180	Mixer Grinder	17,999
350	Electric Tandoor & Sandwich Maker	35,000
670	Fire TV Stick	67,000
1,110	Chimney	1,10,000
2,500	DSLR	2,50,000

## Terms & Conditions

- Offer Validity : 1st January 2021 to 31st January 2021.
- Only Personal/Direct sales will be counted.
- Gift cannot be exchanged for cash.
- Recruitments & Network sale will not be counted as sale under this offer.

Name	Contact Number	Email ID	Level
Customer Support	0120 4842200	<a href="mailto:care@clovia.com">care@clovia.com</a>	Level 1
Account Manager's Name	*Shikha- 7290001216 *Nargis- 8447732243 *Namrata- 7290001214	<a href="mailto:Shikha.tyagi@clovia.com">Shikha.tyagi@clovia.com</a> <a href="mailto:cpp1@clovia.com">cpp1@clovia.com</a> <a href="mailto:cpp2@clovia.com">cpp2@clovia.com</a>	Level 2
Team Manager	*Chetna 8700076503	<a href="mailto:Chetna.garg@clovia.com">Chetna.garg@clovia.com</a>	Level 3

- Level 1 – Replacement/Delivery/Product Issues/Free Gifts
- Level 2 – Commission/Product Availability/Sale/Incentive & Offers
- Level 3 – Any Query not addressed by team

TAT: 48 Working Hours



# #underfashion Consultant

Sale Type	Commission %
Own Sale	15%
Sale of Level 1 Recruits Direct Recruits	3%
Sale of Level 2 Recruits via Direct Recruits	2%
Total	20%
Incentives, Promotions and Cash Rewards	

# #underfashion Manager

## Consultant Benefits of 20%

### Extra Incentive of 3% Commission on

Network sale of Rs. 30,000 upto Rs. 39,999 including own sale and Level 1 & 2 Sale: Or

### Extra Incentive of 4% Commission on

Network sale of Rs. 40,000 including own sale and Level 1 & 2 Sale with active consultants

OR

Network sale of Rs. 50,000 and above if active Consultants are not there

AND

### Extra Incentive of 1% Commission on

Outer Network Sale beyond Level 1 & Level 2

## Total Commission of 25%

### Eligibility for Commission

Activity	15 Consultants with personal sale of Rs. 899 and/or 15 New Recruitments & Personal sale of Rs. 1,999
Recruitment	2 New Recruits each month in Level 1 & Level 2

Foreign Trips, Cash Rewards, Promotions and Expert Training





*Clovie*

**STILL  
THINKING...  
GET STARTED  
TO EARN  
MORE!**

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