



Stroke your way
through endless possibilities

Team Paintbrush



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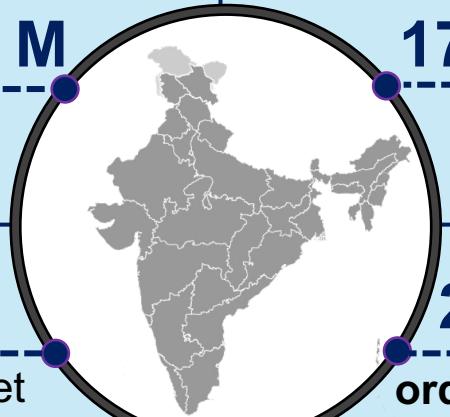


Research Insights

Source(*)
Statista, BCG, Adobe Analytics

Digitaly enabled population
in India
as of Feb 2022

658 M



Average data consumption

17GB per user
per month in '21

\$2.2Bn
Home Décor market
size in D2C channel in
2021. Exp. \$5.4Bn by 2025

208% Growth in
orders placed **online**
and **picked up** in brick &
mortar stores in 2020

Preferred channels for research and purchase

Home
Décor &
Furniture

18%

In-Store

64%

Omni-
channel

18%

Online

*McKinsey, 2021

Key Omni-Channel Drivers

Consumer
Data

Retail
Integration

Customer
Centricity

Personal
ization

Ecosystem Partnerships

*BCG

Primary Research

Consumers:

Sample: Tier-1, Survey N=87, Interviews(14),
Age: 28-50



Begin information search from
online channels

79%

88%

Want **physical touch and feel**
before purchase of paint & décor

11

Avg. number of **stores visited** to
fulfil **ALL** home décor needs

"Re-decorating is always overwhelming. There are multiple decisions at multiple outlets" – Akshay S, Delhi

Channel

AP Beautiful Homes, Bandra

**Only
50**

customer visits/day
for **ezycolour 3D
consultancy**



Retailers(24)

71%

showed
willingness to
use modern
MIS systems

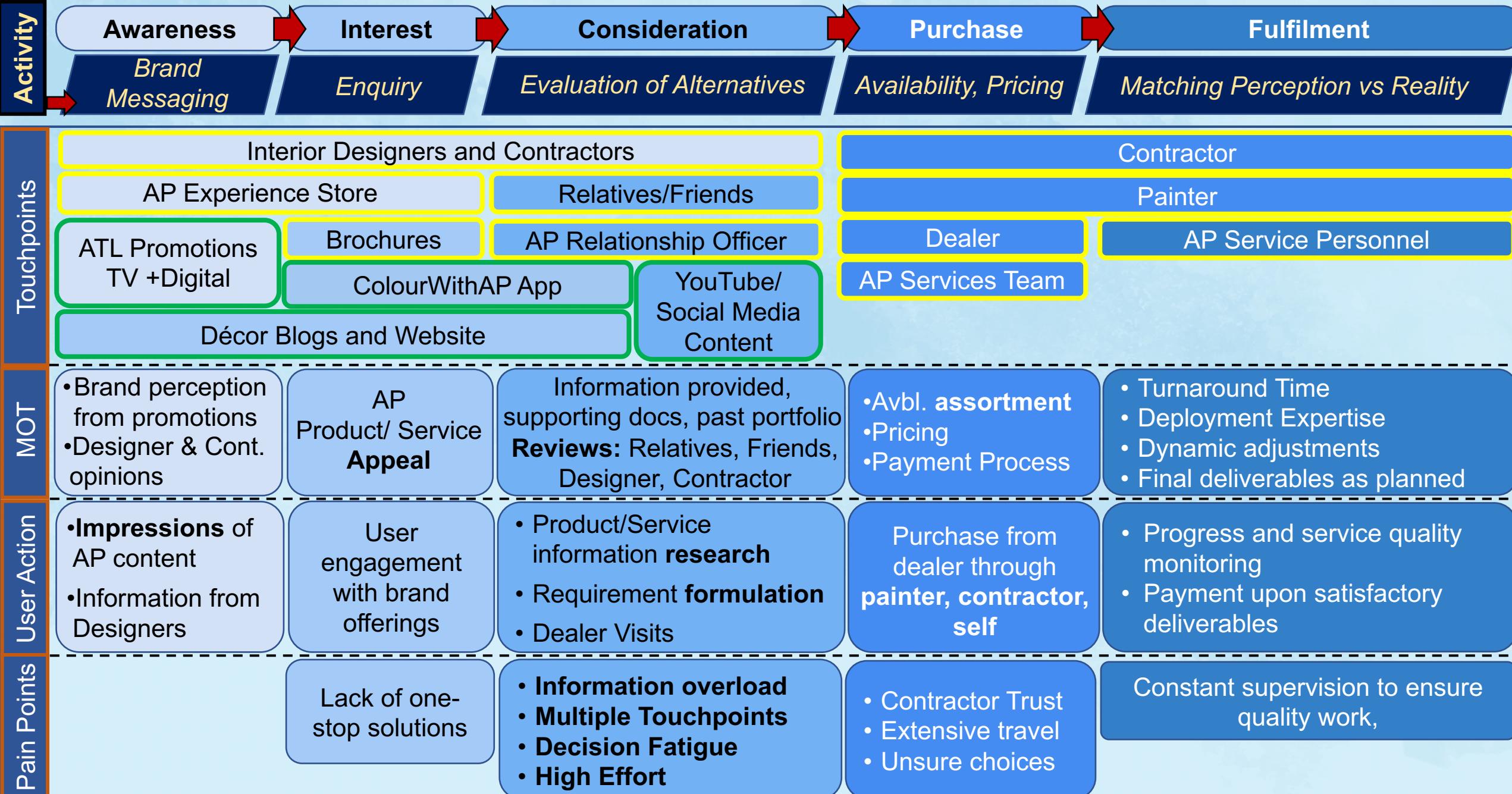


Services **only offered
in-store**

Consumer Journey Map – Paints & Décor

Offline

Online



Channel Integration in Allied Industries



Multichannel sale options for different SKUs

Core Strategy	Channel diversification based on SKU availability
CJM Stage	Purchase
Sales Channel	Dealers + E-Comm+ D2C
Integration Nudge	Option to choose channel at checkout



Physical+Virtual orientation centers provide look & feel of bath & lighting solutions

Core Strategy	Provide an immersive Phygital experience to browse product assortment
CJM Stage	Interest + Consideration
Sales Channel	Dealer Network + E-Commerce
Integration Nudge	Virtual OC -> Store Locator with availability

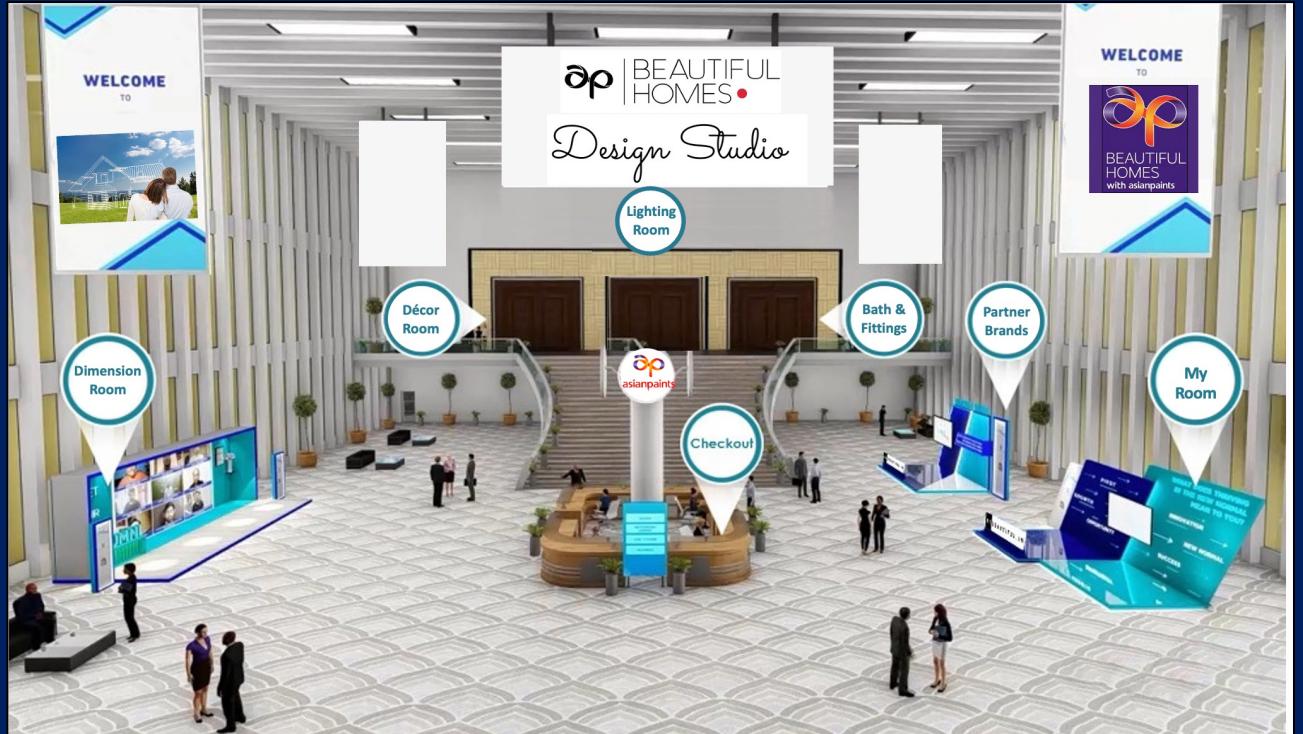


Omni-channel real room-like experience

Core Strategy	Integration of IKEA offline and online stores
CJM Stage	Consideration + Purchase
Sales Channel	Owned Stores + D2C
Integration Nudge	Low In-store prices Offline touch and feel

Design Studio – Augmented Integration

AP Design Studio 3D - An end-end platform for all décor needs

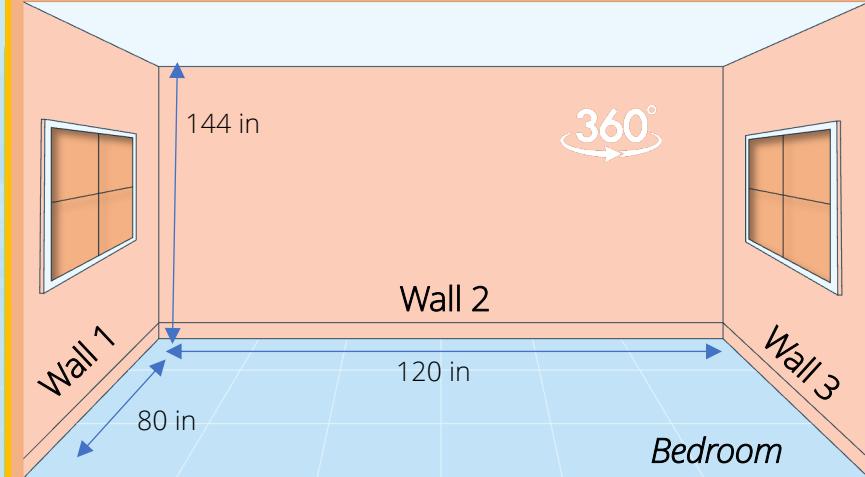


One-roof digital ecosystem for a seamless experience

- Simplified customer journey with accurate visualization
- Wide product assortment to choose what suits your **style!**
- Forward integration with dealers and AP services

Fully Equipped rooms for every need!

Dimension Room



- Create your room in 3D with perfect dimensions
- Visualize exact environment by entering the **# of windows/doors** to estimate natural lighting conditions
- **Design engine** will generate a **3D model**

Enter your room specifications

Length cms | in

Width cms | in

Height cms | in

OR



Awareness → Interest → Consideration
Consumer Journey Unification

Checkout Stage – Channel Balancing

OPTION 2

AP Consulting + Services

OPTION 1

Offline Dealer Network

STEP 1

Generate detailed report/
bill of materials

	Part Number	Thumbnail Image	Quantity	Total Cost
1	Pendant_light_R002		2	Rs 2500
2	AQUA_GREEN_RUG_E1		1	Rs 8900
3	WOOD CAB RT92		1	Rs 5200
4	LIGHT_PINK_ROYALE_2		5	Rs 12300

STEP 2

Check availability at nearest dealer

Enter Delivery Pincode Check

Order fulfilment from nearest dealers

STEP 3

Item Available at



- 1 Tisva Lighting – SV Rd.
- 2 Sleek By AP- MG Rd.
- 3 AP EzyColour – Juhu

STEP 4

AP Certified contractors near you



Subhash Ananta Gaikwad

Santacruz ★ 4.4 | 7 Reviews



Wall Painting



Interior Wall Textures

CONTACT NOW

VIEW DETAILS

OR

Download full report for
your own contractors

Save as PDF

Get this look

Professional hassle free painting service
with expert advice.



- End-end design execution by AP
- Customer hand-holding and consultancy
- AP sources décor through partnered suppliers



User opts for AP
services after
designing room



asianpaints



Professional execution,
dynamic requirement
matching

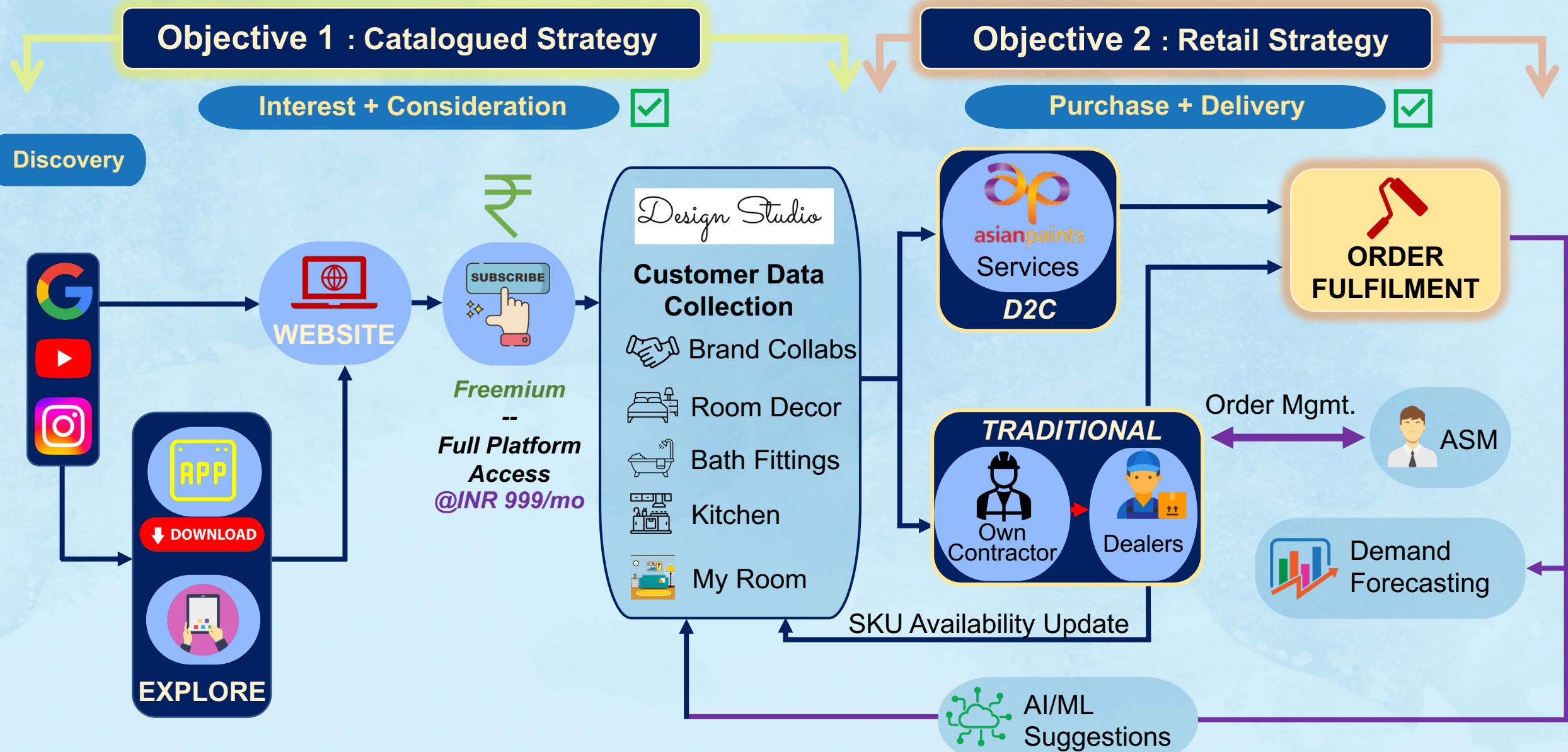


Partner dealer sourced
SKUs, fabrication from
local suppliers



House visit from AP,
deeper understanding

Simplified User Journey



Brand Activation Strategy

ATL – Newspaper QR



Scan
QR

to get this room on your
Design Studio!



Design Studio Journeys Micro Creators and Real Customers



Lifestyle Influencers Content Creators



Real Customers (APDS)

Showing user journeys of people
developing their dreams on Design Studio



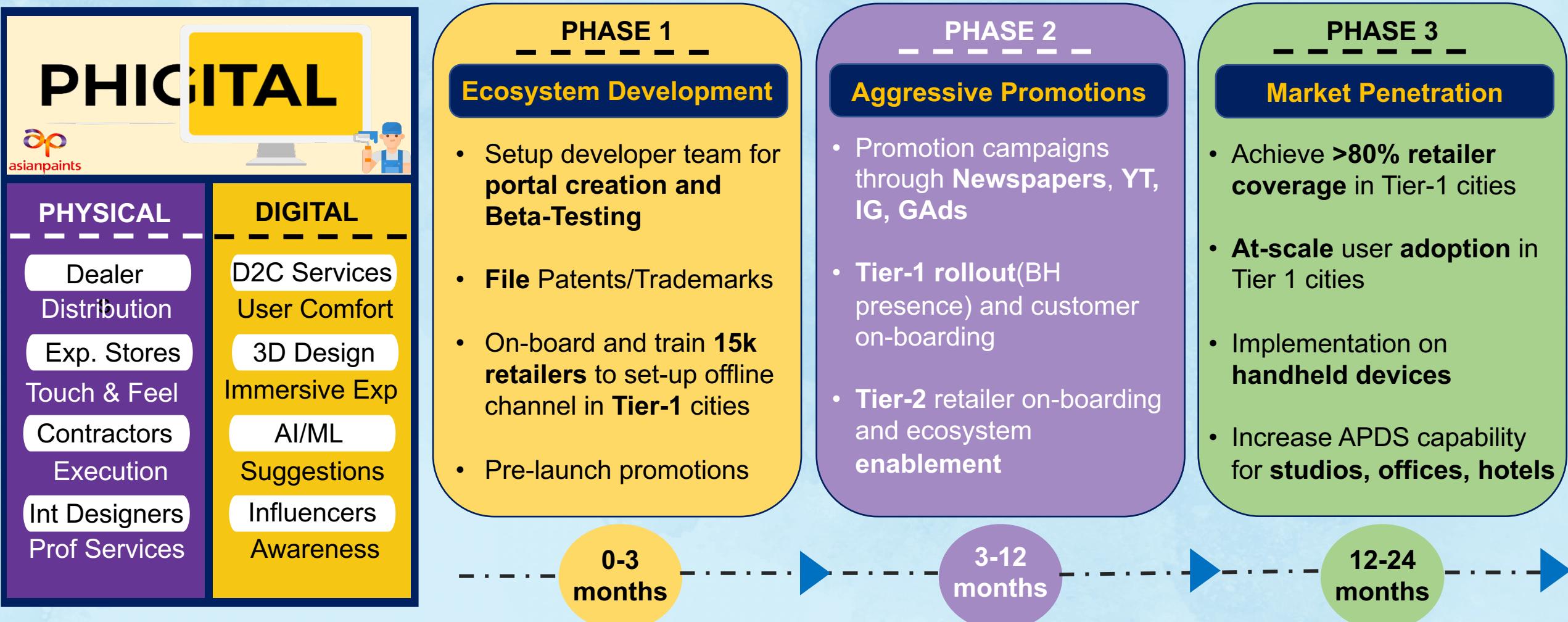
Festive Campaigns



Dedicated themes around
Diwali / New Year / Puja / Onam

- Festive **makeover** to APDS **platform** to match the celebration theme
- **Focus SKUs** for festivals around the year
- **Celebrities using APDS** for their festive makeovers

Implementation and Challenges



Challenges Foreseen	Ensuring stock availability across dealers	High consumption of device resources & internet bandwidth
	Backend software for integrated stock movement across dealers	
	Resistance to digital adoption for high involvement products (Décor/Paints)	
	Scalability HR issue – Highly customized projects, manpower requirements	

Cost-Benefit and Impact Analysis

[Refer Appendix-2 for Detailed Calculations](#)

Phase-1- Ecosystem Development (0-3 months)

Fixed Cost (INR)	12,200,000.00
Total Variable cost/mo (INR)	24,92,000.00

Total base development cost

1.97Cr

Pre-launch Promotions

2Cr

Phase-2- Aggressive Promotions (3-12 months)

Landing Page Traffic/mo	840000	Celeb. Promo
Cost of traffic/mo (INR)	7,560,000	1Cr

Subscription
6%
55%
Conversion

27.7k MAUs

INR 272.7

Paying customers
on-boarded/mo

APDS Customer
Acquisition Cost (CAC)

Phase-3- Penetration + Network Effect (12-24 months)

Landing Page Traffic/mo	315000	Celeb. Promo
Cost of traffic/mo (INR)	2,835,000	2Cr

Subscription
9%
65%
Conversion

30.7k MAUs

INR 92.3

Paying customers
on-boarded/mo

APDS Customer
Acquisition Cost (CAC)

2-Year Projections

TOTAL COSTS – 2 years

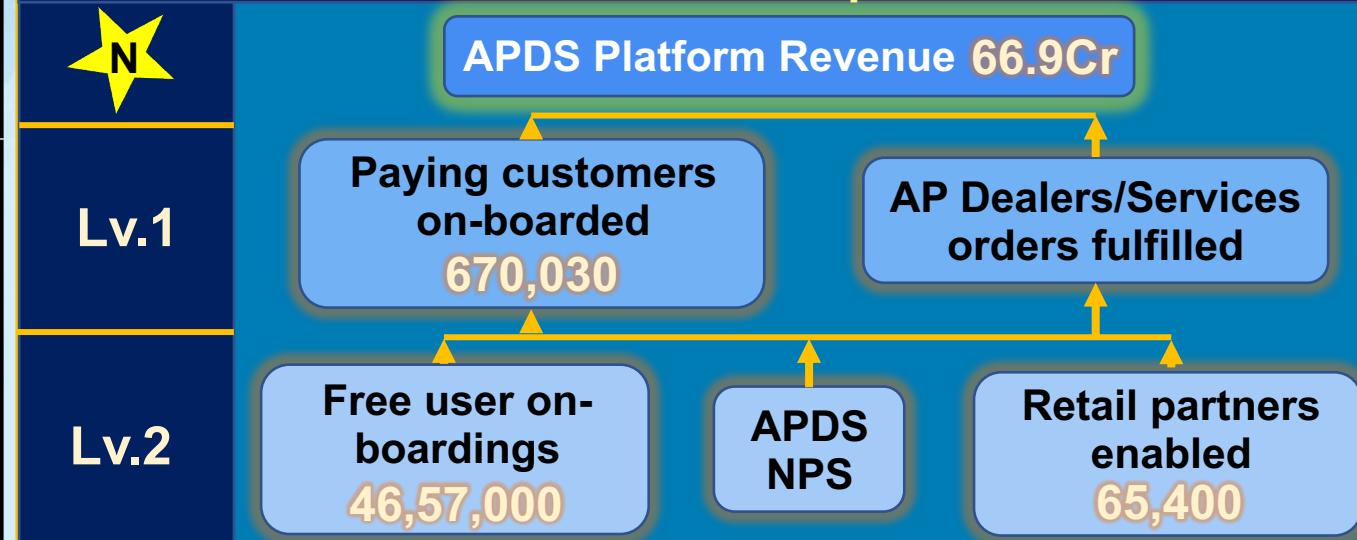
Ecosystem Development + Maintenance(INR)	72,008,000.00
Marketing/Promotion Spend (Phase 1,2,3)	152,060,000.00
TOTAL	INR 22.4 Cr

PRICING – Freemium Model | Full Access @ INR 999/mo

TOTAL REVENUE – 2 years

Subscription Fee(INR)	999	No. of customers	670,030
2-yr top-line	INR 66.9Cr	P/L	INR 44.5Cr 198%

KPIs & 2-Year Impact



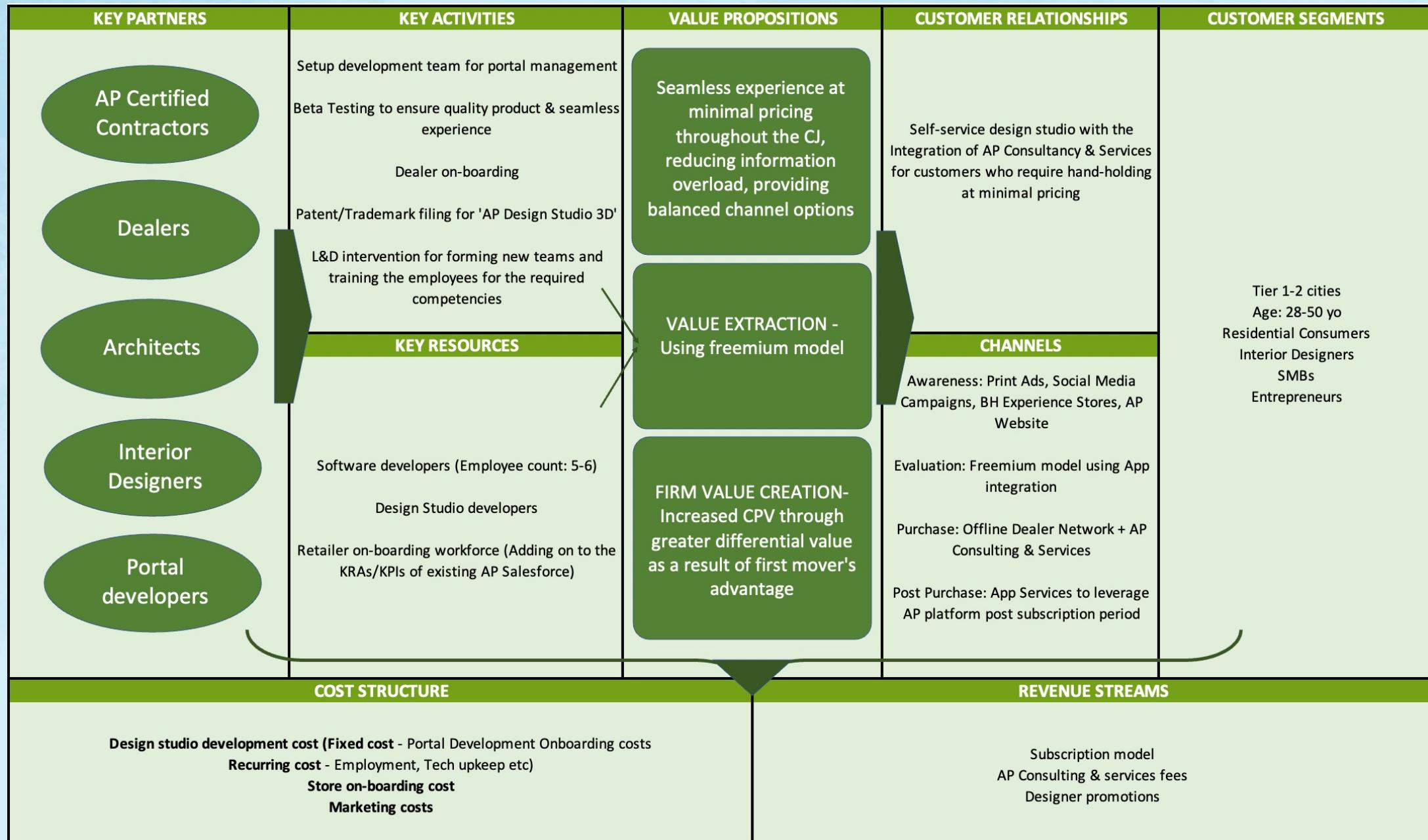


Thank You!

QnA with the Jury

Appendix Attached

Appendix-1 Business Model Canvas



Appendix-2 Ecosystem Development + Maintenance Costs

	INR	
Portal Development	5,000,000.00	
Retailer Portal/App Development	1,000,000.00	
Store on-boarding workforce cost(15k)	1,250,000.00	
On-boarding cost(Incentives/Setup etc.)	4,950,000.00	Assuming 66% require incentives
Fixed Cost	12,200,000.00	1.22Cr
Recurring Cost		
Tech upkeep/mo	500,000.00	
Employee costs	600,000.00	
Monthly store on-boarding	400,000.00	(80/day)
On-boarding cost(Incentives/Setup etc.)	792,000.00	500/retailer
Retailer upkeep/servicing	200,000.00	
Total Variable/mo	2,492,000.00	
3-months(Phase-1) to execute and develop base ecosystem		
Total base development cost	19,676,000.00	
Total 2-yr ecosystem cost(Develop+Maintain)	72,008,000.00	7.2Cr

Store On-boarding	
No. of BDs	50
Stores/BD	10
On-boardings/day	500
On-boardings/mo	15000
BD Salary	25000
Workforce Cost/Mo	1250000
On-boarding cost(Incentives/Setup etc.)	500
Total On-boarding cost	4950000
Total Retailers Enabled	
Phase-1	15000
Phase-2 +3	50400
TOTAL	65400

Appendix-3 Marketing Costs

Phase-1(3-months)	Pre-launch promotions
Objective	Awareness/Impressions
Phase-1 ATL Promotions(Newspaper+TV) Spend	20,000,000
Phase-2(9-months post launch)	Aggressive On-boarding
Channel:	Digital
Impressions/day	400000
CTR/VTR	7%
Landing Page Traffic/day	28000
CPC(YT,Google,IG)	9
Cost of Traffic/day	252000
Cost of traffic/mo	7,560,000.00
Expected Free subscription rate	6%
Expected Paid Conversion rate	55%
Paying Customers on-boarded/day	924
Paying Customers on-boarded/mo	27720
APDS Customer Acquisition Cost(CAC)	272.73
Total Marketing Spend/mo	7,560,000.00
Phase-2 ATL Promotions(Newspaper) Budget	10,000,000
Impressions/Ad	800000
Expected Free Subscription(1%)	8000
Expected Paid Conversion(65%)/Ad	5200
Number of Ads in Phase-2	10
Expected Paid Converstions in Phase-2	52000
Total Phase-2 spend	78,040,000.00
Total Phase-2 on-boardings	301480

Phase-3(12-24mo)	
Impressions/day	150000
CTR	7%
Landing Page Traffic/day	10500
CPC(YT,Google,IG)	9
Cost of Traffic/day	94500
Cost of traffic/mo	2,835,000.00
Expected Free subscription rate(Celeb+Network Eff)	15%
Expected Paid Conversion rate	65%
Paying Customers on-boarded/day	1024
Paying Customers on-boarded/mo	30712.5
APDS Customer Acquisition Cost(CAC)	92.31
Total Marketing Spend/mo	2,835,000.00
Phase-3 Celebrity Promotion Cost	20,000,000
Total Phase-3 spend	54,020,000.00
Total Phase-3 on-boardings	368550
Total Customers in first 2 years	670030
Total Marketing spend in first 2 years	152,060,000.00

Appendix-4 Cost-Benefit Analysis 2-Yr

Customers can subscribe to the portal for 1-month access for a fee		
Subscription Fee(INR)	999	
No. of paying customers	670030	
Project Revenue(2-yr)	669,359,970.00	66.9Cr
Total Spend in 2-yrs		
Ecosystem Development and Maintenance	72,008,000.00	
Marketing and Promotion Costs	152,060,000.00	
Total Spend(2-yr)	224,068,000.00	22.4Cr
P/L 2-years	445,291,970.00	44.5Cr
P/L %	198.73%	

Appendix-5 Media Planning

Launch Timelines - 0 to 4 year Timeframe				
Objective- To create brand visibility				
Timeframes	Year 1		Year 1-2	Year 2-4
	0 to 3 months	3 to 12 months	12 to 24 months	18 to 24 months
Geographic Locations	Tier 1 Cities	Tier 1 & 2 Cities	Tier 1 & Tier 2 Cities	Tier 1 & Tier 2 Cities
Tier 1 Cities Roadmap of Media	Pre- Launch Promotions	Aggressive Promotions	Passive Promotions	Passive Promotions
Tier 2 Cities Roadmap of Media	Pre- Launch Promotions	Pre- Launch Promotions	Aggressive Promotions	Passive Promotions
TTL Activations	Pre-Launch Promotions (Tier 1) - Celebrity endorsement with their 'AP designed home tour coming soon', 'Har Ghar Naya is Diwali: Redesign your home with Asian Paints'	Aggressive Promotions (Tier 1) - Integrating 'Where the heart is' series with the pre-launch campaigns of celebrities Launching home décor journey of some of the Asian Paints' customers Tie-Ups with influencers who own studios Social Media Campaigns Pre-Launch (Tier 2) - Integrating 'Where the hear is' series with the pre-launch campaigns of celebrities Launching home décor journey of some of the Asian Paints' customers	Aggressive Promotions (Tier 2) - 'Where the heart is' series Tie-Ups with influencers who own studios Launching home décor journey of some of the Asian Paints' customers Passive Promotions (Tier 1) - 'Where the heart is' series	Passive Promotions (Tier 1 , Tier 2 & 3) Social Media Campaigns
BTL Activations		Aggressive Promotions (Tier 1) - Launch Event - Asian Paints Design 3-D in BH Experience Stores		
ATL Activations		Aggressive Promotions (Tier 1) - Newspaper Ads - Asian Paints room with a QR that displays a 3D room on scanning	Aggressive Promotions (Tier 2) - Newspaper Ads - Asian Paints room with a QR that displays a 3D room on scanning	

Appendix-6 Measurement Tools

