

# KALĀMBI

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You'll save closet space and help out mother Earth. Win-Win.*

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Online Clothes Rental

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Presented By  
TANVI SENJALIYA

# Executive

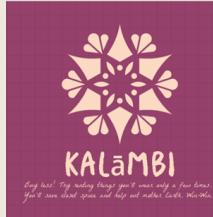
## Summary



We have a party but what do we wear? In what do we look best? The desire to look best in any setting is strong and these questions are ever-pertinent. We, at Kalambi, endeavor to answer this by renting out various apparel at affordable costs. With people turning more towards sustainable fashion, this industry is bound to grow by leaps and bounds. To do this we have identified our target customers who are all those people who do not want to spend exorbitantly on clothes just for one occasion but also do not want to compromise on fashion and glamour. Our USPs cater to most needs of consumers and will bridge most gaps in user requirements. Our pricing and positioning models are designed in a way to project ourselves as an approachable but glamorous service-based company. With good and effective marketing and promotion strategies, we strive to retain our loyal customers and attract newer ones with the same zeal.

As a company, we do not forget our responsibilities to the old and needy. We have partnered with many old age homes where the skills of the elders can be applied right from good management to amazing needlework. Clothes are also given in orphanages and community wedding functions which give people the confidence to start their lives afresh. We sincerely believe the services we provide are also needed beyond the borders of metro cities and so we plan on expanding our network and reaching out to anyone wishing to avail of these low-cost benefits.





# About Us

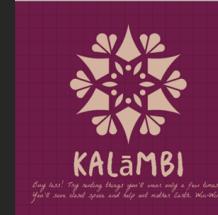


Kalāmbi is a service that connects wholesalers and retailers like us to potential clients to rent clothes for a set period through online platforms.

Our website provides a diverse selection of apparel sorted by size, colour, kind of outfit, brand, and price.

Customers can also get advice from skilled designers, image consultants, and other fashion specialists through online rental service providers.

Festive outfits for round the year festivals, such as weddings, wedding anniversaries, family events, corporate parties, theme parties, and photoshoots (pre-wedding, maternity, birthday, anniversaries)



# Target Customers

According to recent trends, traditional Indian wear is the highest growing segment during the forecast period. The demand for Indian traditional wear is also in North America, Canada, and European countries. Traditional Indian wear is expected to grow at a comparatively higher CAGR, mainly due to the rise in demand for traditional clothes. The major growth factors for the market include penetration of the online clothing rental market, caused by the growing internet subscribers and increase in adoption of smartphones globally. Our main target customers are those who don't want to buy an expensive outfit for a one-time event or who can't borrow from a friend every time can benefit from online clothes rental. Designer gowns and accessory rentals, once superstars' exclusive domain, are becoming the norm for everyone. Women prefer new designer brands and make investment decisions based on their preferences. With the help of these online rental sites, one can now effortlessly explore new designer brands or experiment with fashion.

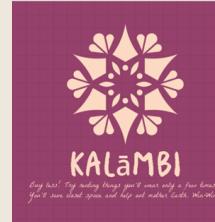
Women have the largest market share as end-users since they avoid wearing the same outfit twice. On the other hand, men increase their market share due to their thrifty outlook and purchasing habits. The youngsters' and infants market is also growing, owing to the popularity of themed parties based on comic books, School cultural events, and other events when the garments are expensive compared to their use.



# Unique Selling Proposition

- For consumers who monitor their carbon footprint, Kalāmbi is a company you can feel proud to support. That's a powerful thing in building a lasting brand.
- Kalāmbi is a service that lends you clothes along with head-to-toe accessories. We complete you with all your minutiae needs.
- Our agents will be at your doorstep for customised fitting and stitching according to your comfort.
- Our subscription models offer you unlimited exchange, repeat and return to stay trendy.
- The wide variety of products that we offer under demographic, culture and traditional categories don't make you go empty-handed.





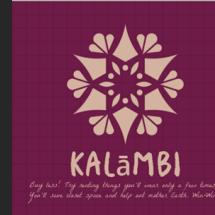
# Pricing and Positioning

All pricing models are dependent on how we plan to position our product in the market. This positioning is dependent on many criteria such as age, income, event type, location and distance over which the product will be distributed.

We intend to project ourselves as the go-to brand for fashion rentals. So our goal is to position ourselves highly in the psyches of people from different cultures, age and income groups.

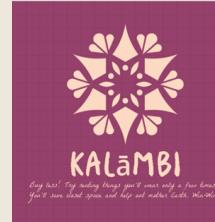
Our company is a start-up company with business up and running in the 4 metropolitan cities only. Our catalogues for each city will be different as we are sourcing the material from local and surrounding cities only, keeping the view that an increase in geographical distance will lead to higher transportation costs and risks.

To attract customers we can start with the low pricing model, where we rent out our clothes on low-margin costs. This can be kept only for one festive season. When we reach the growth phase of our project we can increase prices gradually while giving out vouchers and coupons to retain the existing customers.



## Pricing Models:

- **Security deposits and days of rent:** the customers will pay only for the number of days they rent the garment for. The renting too has to be at least 10 days prior to the date of delivery.
- **Subscription based:** many regular customers may need to rent clothes frequently for different occasions like parties and work related events. Prior booking for them is not possible so we offer a subscription based plan where they select a plan and rent clothes on the go. With our AI based recommendation systems and dedicated relationship managers, the choices can be narrowed down before-hand. This ease will help in retaining customers for longer durations
- **Festive-passes:** Events like Weddings, New-Year parties, Religious functions like Navratri, Diwali etc. are often 5-10 days long. Each day requires a new dress. This can be done by giving season passes, where the customer gets on-the-go services for 10 to 15 days. Returns are arranged within a day (so that after cleaning and sanitisation, it can be rented out to the next customers)
- **Loyalty Cards:** customers who are regular can get special discounts on rates, waivers in alteration costs, lower wait times and preference booking and other add-on services like fashion jewellery and other accessories.
- **Replacement guarantees:** if the customer finds the products not up to his/her expectations or is confused between two choices, they can purchase an additional replacement guarantee, which will give them the opportunity to keep 2 or more designs on stand-by.



# Distribution Plan

Our registered office is in Mumbai, with outlets and warehouses in Mumbai, Delhi, Chennai and Kolkata.

Since we are in the rental business, it is crucial to have a robust network for the distribution and collection of our goods.

## Renting:

- **Website and Mobile bookings:** Our apparel website is also hosted over the internet for viewing our catalogues and bookings. Additional helpline numbers are also provided for a seamless customer experience. Currently, our company is catering to customers only under a 100 km radius. To avoid hassles and confusion, Pin code based delivery systems are in place.
- **Telephonic Bookings:** If a customer, has selected a product for booking but is not available in the city due to prior renting or isn't available for a geographic location, the customer can call our helpline and can schedule an appointment. Our company executive will get in touch to rate the genuineness and credibility of the customer. If found suitable, arrangements for getting it parcelled from a different location will be done. Extra costs will have to be borne by the customer.
- **Outlet Visits:** An additional facility in metropolitan cities, customers can come to us directly at our outlet where a wide range of choices will be on display. Customers can book the dress (es) at the shop by paying a security deposit, rent amount and a copy of address proof (for delivery and returns, in case the dress is to be tailored and sent). Alterations and modifications can be done on-site also with a small fee. Here customers can have free trials and buy which suits them.



## Returning:

Our business is entirely based on trust and timely delivery of products. To maintain it so, a robust network to ease returns is essential. The returns will be facilitated as follows:

### 1) Courier it back:

- At the time of doorstep delivery, the customer gets an option to return the garment using the same channel as used for delivery. The customer who has already given the duration of retaining the goods, will have to give the time of pick-up. The courier executive will visit the place and collect the goods. Tickets will be given for tracking.
- Third party courier services: the customer can opt to return the goods using his/her own preferred courier service. As soon as the item is received back at the warehouse, the security deposit is credited back to the customer's account. Ticket to be created on the portal with picture of the courier receipt.

2) **Hand-deliver it back:** Customers can even visit the store to return the goods. This will not only enable us to receive feedback from customers directly but we also get a chance of displaying other products which the customer may use in the future.

3) **Pick-up centres:** amidst busy schedules of customers, availability can be an issue. To ease this, we will guide the customer to their nearest pick-up centres, where they can leave the product. A ticket will be issued which can be used for tracking

# Sales Promotions

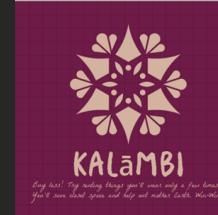
## **Cheaper alternative from**

**the norm:** Being a cloth rental company one of our biggest targets is the special one time events in a person's life. Let's take marriage for example. Generally, people buy clothes which they may never use again. Here is where we offer our customers a product of the same quality as they would have normally bought at a much lesser price and also they don't need to keep the product, thereby keeping their wardrobe light.

**Combo packages:** We would also offer various packages for different functions like combo offers which cater to a set of people who are more important to a function and offer discounts on such combo offers. This will significantly push up our sales by encouraging people to rent out more clothes and at the same time keep our customers satisfied with a relatively lighter purse

**Money-back guarantee:** We are a company that prides itself in the quality that we deliver and part of that sentiment is our promise of flawless clothes to our customers which are washed after every use. If customers find flaws like stains, for example, we will return their money back.





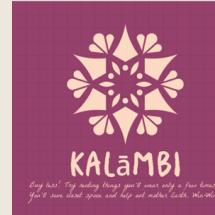
# Promotion Materials

**Website:** We at Kalambi have plans to collaborate with event organizers, owners of party halls, marriage halls and banquet halls and websites that cater to various events (such as matrimonial sites) soon. Through these collaborations, we would like to promote our services on their websites, and we would do the same for our partners.

**Pamphlets and Magazines:** Currently, we run active marketing and promotion campaigns through newspaper pamphlets regularly. We also publish our advertisements in popular magazines in various parts of the country. We customize our advertising based on the region and magazine to target customers for cultural events. We do parallel run promotions for other everyday events that are more westernized through the country through newspapers and magazines.

**Delivery bags and Gifts:** One of the most efficient methods of promotion we have employed is through the delivery bags we use, where we have a sizeable logo of our brand with our tagline. This is used to target potential new customers close to our existing customers such as their family, friends and neighbours by making them aware of our brand.

Since our customers are the most essential part of our company, we always give a gift to our customers from our end during their event as a token of appreciation to them for employing our services. These gifts also are an essential part of our promotion strategy.

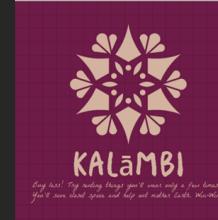


# Promotions Strategies

A promotion strategy is a technique that is used by organizations to reach out to their target customers. It is done to inform them about the products/services that they offer, the unique features, price, and most importantly to persuade the customers to purchase the product/service offered.

In Kalambi, we aim to reach out to the customers by luring them to notice our products on the most relevant platforms such as:

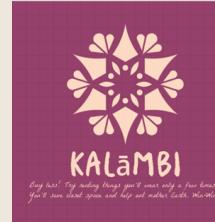
- These days many religious channels and regional/local channels showcase matrimonial ads and call for matchmaking, we aim to target these channels and showcase a banner ad along with a small video to attract customers towards renting their outfits for their big day.
- Community-centric magazines where people upload their biodatas for marriage proposals are also a lucrative platform for us to attract our customers. Here, we publish a full-page advertisement informing the audience about our products and educating them about this new concept of renting marriage outfits instead of spending huge amounts of money on buying them.
- Public places like malls or central marketplaces hold tradeshows where small businesses can showcase their products and increase their engagement with customers. We plan to do the same, we shall showcase some of our pieces just before the festive season so that our customers can get to know about our special festive collections. The major advantage of participating in trade shows is that our customers can understand the look and feel of the ensembles and the quality of our products which might not be possible through the online mode.



# Online Marketing Strategy

No organization today has been able to escape the internet era. Almost all companies have an online presence and so do we. We believe that the online market is as important as offline customers if not more. Thus, we have an elaborate plan to reach out to our customers in an online mode,

- **Keyword strategy:** Some words/ phrases that we have used to maximize traffic at our website are – clothes on rent, outfit rental, Kalambi rents, rental lehenga, rental dresses, bridal attires on rent.
- **SEO strategy** – We feel that building a consistent relationship with customers is the key and hence we follow regular content posting to keep our customers engaged and entertained. We have a weekly blog, “Kalambi Rents”, that features the new additions to our collections. We also have a feedback portal wherein we regularly post our customers’ reactions to our outfits and post a picture of them in it. This Kalambi Rents feedback system is highly appreciated by our clients as they get an idea of how the ensemble looks when you put it on. We also increase traffic on our social media channels by requesting our customers to tag us on their posts, stories when they finally get to wear our ensemble on their special occasions.
- **Paid online advertising strategy** – In order to reach our target market better, we plan to put up our advertisements on matchmaking platforms like - shaadi.com, jeevansaathi.com, other regional websites for matchmaking, etc.
- **Social Media strategy** – Social Media is the one way you can never lose touch with your audience. Social media platforms like Instagram, Facebook experience heavy traffic daily, and hence influencers that are active content creators enjoy a huge number of followers. We collaborate with such known influencers and engage in paid promotion strategies to gain traction on our website.



# Conversion Strategy

- **Testimonials-** There's no better place to post our client testimonials than on our website and social media. We publish genuine user-generated content to earn the trust of their social audience over time. We also post client testimonials with customer photos and profiles on Instagram, Facebook, and LinkedIn.
- **Unboxing Videos-** If the product package is just an average box, an unboxing video can meet all the guidelines and still fail as a social marketing tool. Even the most ardent supporter of a product will probably not watch, much less share, a video of a drab box design. So we have made our product packaging appealing for various festive seasons, both on the shelf and in a video. We can use social media to spread those stories. And, because moving pictures speak louder than words, the ideal method for communicating customers joy at receiving a new, well-designed product package is video, which can be shared freely over the internet.
- **Social Media Tagging-** We feature pictures of our happy customers on our social media and also request them to tag us whenever they post a pictures in social media. No matter how good web promotional material is, there's nothing so powerful as having it shared between trusted friends. Their socially-shared video/photos creates an emotional affinity that drives product purchases.

# Referral & Retention Strategy

**(I) Incentivize customer referrals-** We might ask for references if a customer is satisfied with our product and services. Setting up a client referral programme provides two benefits in one action: it recruits new consumers and compensates existing ones. Referral programmes might be much more valuable than other techniques in terms of sales potential.

- We give our customers a referral link
- When a new user signs up with that link, they immediately save Rs 250
- The customer who originally referred them also gets Rs 250 credit if the referral stays with us and make their first purchase
- The customer gets another 250 credit second time if the referral stays with us and make a second purchase
- Customers can repeat this referral process as many times as they'd like. Each customer can earn upto Rs 500 credit from one referral for their first two purchase.

By rewarding both a current and new referral customer, you build a stronger bond with both, thus increasing loyalty.

## (II) Use of Targeted & Personal Marketing Campaigns

Personalization has always been one of the strongest marketing tactics, and with good reason — the effects of putting out a more personalized message are long-term. In fact, most of the consumers say a company's understanding of their personal needs influences their loyalty.

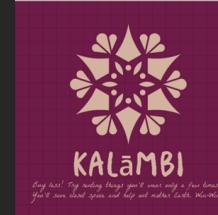
So, simply using our customers' names or making that extra effort to collect more personal information for their birthday or anniversaries wishes in the form of advertising copy, push notifications, or email campaigns have proven to be more effective.

Below are some examples of our personalized marketing to boost customer retention:

- Displaying personalized offers to returning visitors
- Sending personalized emails or notifications based on our customers' behaviour
- Sort recent products by level of interest
- Recommend product categories based on browsing behaviour
- Remind our shoppers of recent engagements

Suggest complementary products or show product recommendations.





### (III) Customer loyalty program

Starting a customer loyalty or incentive programme is as simple as it gets when it comes to customer retention. Customers are enticed to conduct business with you via cashbacks, discounts, and other incentives.

Some of the effective loyalty programs that we use in our customer retention strategy are:

- Exclusive deals to loyal customers in the form of discounts or complementary products
- Exclusive membership offers
- Coupons on their special events like birthdays or anniversaries
- Cash-back offers

When launching a loyalty program, make sure to only adopt personalized programs that make the customer appreciate your brand.

### (IV) Using our subscription model

We have various subscription plans like 1 WEEK PLAN, 1 MONTH PLAN, 3 MONTHS PLAN, SIX MONTHS PLAN.

Wherein customer can subscribe for unlimited fashion subscription, choose 2 dresses and an accessory to build their style box and place their order and keep the product with them, swap their style box with a new one, repeat as much as they want until their subscription is valid.

This model also offers our customers with advantages such as-

- CLOSET CONVENIENCE- Wear it once and exchange or keep it as long as you want.
- ALWAYS FREE SHIPPING- unlimited free shipping both ways.
- FREE DRY CLEANING- return it and we will take care of the rest.

We look  
forward to  
welcoming  
you.



Thank  
You

