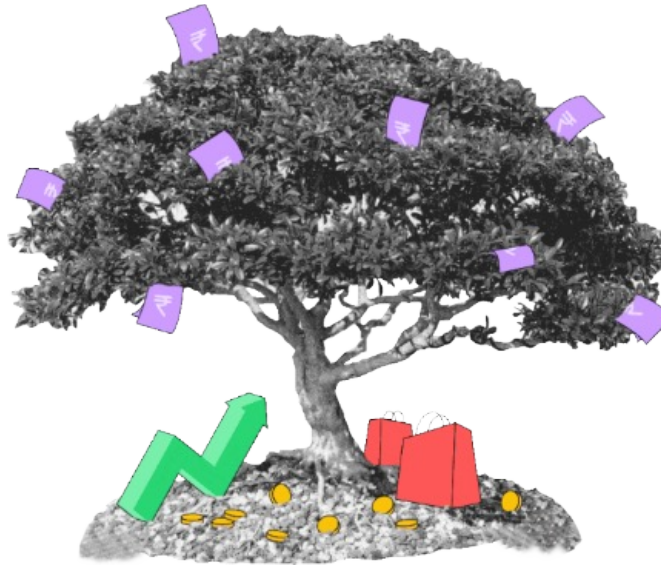


# 10club

## 10club Case Studies



**We acquire, operate and grow e-commerce first businesses in India**

# Lawn and Gardening Brands Case Study

# Kraftseeds brands: Post acquisition interventions (1/2)

### Pre-acquisition

**What was working:**


- Founded by Husband –Wife duo of Gaurav & Shaina Pahwa with 20 years legacy and strong presence on Amazon in the L&G Space
- Top brand in the lawn and gardening category on Amazon

**What was not working:**

- Extremely long tail portfolio and complicated performance marketing structure
- Lack of brand positioning
- 99%+ sales coming from Amazon via CT only
- Inability to service international demand


KPI	Dec'21	Feb-22	Growth
GMV (₹ Cr)	1.6	2.2	35%
Units (k)	60k	85k	42%

New Product Development



Focus on building high ASP products and combos

PORTOFOLIO DIVERSIFICATION



CHANNEL EXPANSION

6+ channels added in 3 months

meesho

Flipkart

amazon marketplace

Jio Mart

amazon.ae

snapdeal

Dec-21

Jan-22

Feb-22

New channel contribution grew to 4% of sales; expected to grow to 15% by the end of the year

Sales distribution by price bucket

Pre-acquisition	57%	18%	20%	5%
Post-acquisition	47%	20%	28%	5%

■ ₹40-240   ■ ₹240-440   ■ ₹440-640   ■ ₹640+

PERFORMANCE MARKETING

Awareness

42%↑

Search SOV

(Among the top2 in the category of presence)

Consideration

25%↑

Glance views

(Outperforming competition with highest consideration)

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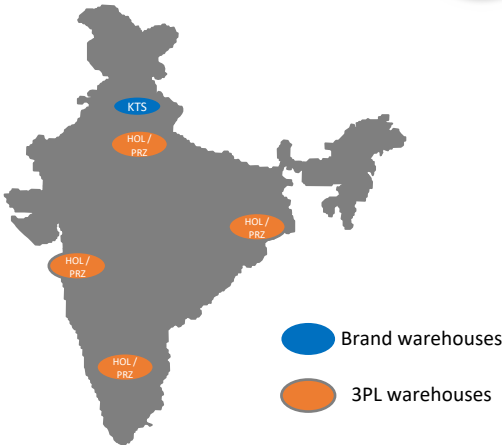
# Kraftseeds brands: Post acquisition interventions (2/2)

## 1. Launched on AZ UAE



### INVENTORY PLANNING and SUPPLY CHAIN

- 1. Replication of Inventory completed in 4 Zones
- 2. Piloting Regional Sourcing to reduce cost for volumetric categories of soil



## 2. Partnered with AZ Solimo for 20+ products

SOLIMO

### NEW INITIATIVES

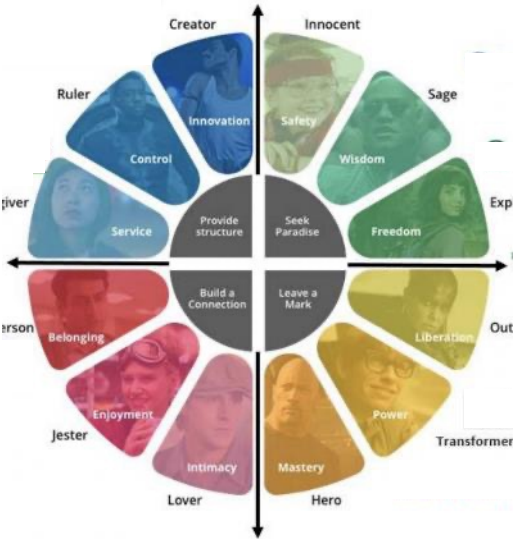


## 3. Offline kiosk during events for community building



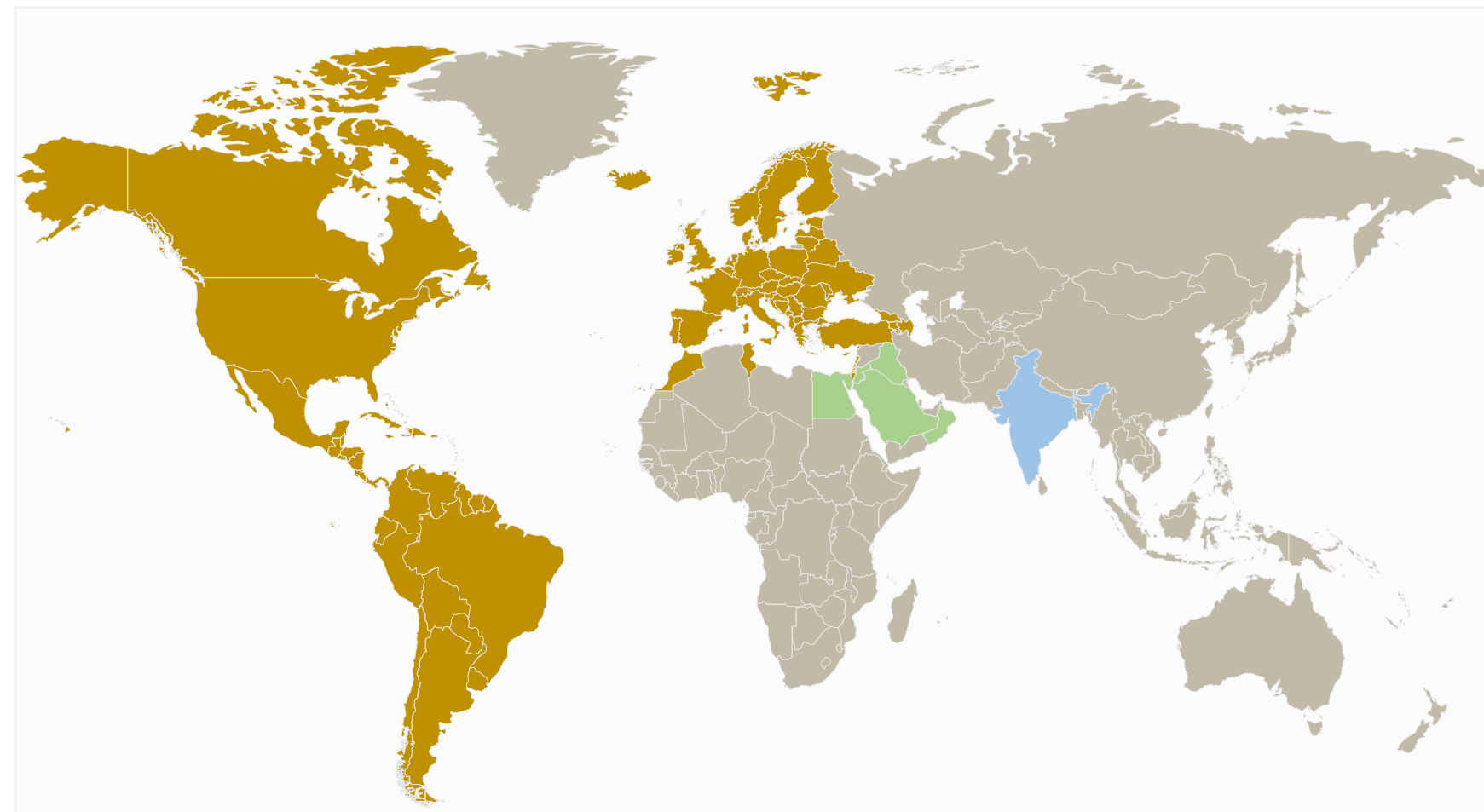
### BRAND REVAMP

Initiated Brand Identity Exercise for Flagship Brand Kraft Seeds



# 10club's first brands to be expanding to international markets

## Global expansion



## Growth Initiatives

### India:

1. **Channel expansion** via FK retail and marketplace, Meesho, Jiomart, Snapdeal, B2B websites (Udaan and FK wholesale) and other Home websites (Pepperfry / Woodenstreet)
2. **AZ Solimo:** Supply of 40-50 SKUs to Amazon brand – Solimo
3. **Strategic partnerships/Alliances:**
  - Partner with platforms/ brands looking to drive green Initiative (Free Seeds/ Live plants) etc.
  - Opportunities on Agritech Websites like (Dehaat, Faarms etc.)

















### Middle East:

1. **Channel expansion:**
  - Amazon UAE
  - Noon.com

### US, EU and UK:

1. **Channel expansion** via Amazon and other local marketplaces

# Our 3 brands in the space

Brands rolled-up	Product Offerings	Brands Identity
<div>Kraft Seeds</div> <div><p>HOME AND GARDEN PRODUCTS</p></div>	<div><div><p>Kraft Seeds Agro Peat/Coco Peat (1 KG) ★★★★☆ ~ 10,907 <b>Limited time deal</b> ₹75 <del>₹99</del> Save ₹60 (44%) Get it by Tomorrow, November 16 FREE Delivery on your first order in this category</p></div><div><p>Kraft Seeds Vermicompost 4kg &amp; Cocopeat 4kg &amp; 4kg Organic Manure in One Box Trio Organic Manure Pack ~Expands Upto 150L tes of Manure... ★★★★☆ ~ 2,347 <b>Limited time deal</b> ₹499 <del>₹699</del> Save ₹200 (29%) Get it by Tomorrow, November 16 FREE Delivery by Amazon</p></div><div><p>Kraft Seeds Compressed CocoPeat Block, 5Kg ★★★★☆ ~ 2,875 ₹474 Get it by Tomorrow, November 16 FREE Delivery on your first order in this category</p></div><div><p>Kraft Seeds Garden Shears Pruners Scissor (Assorted) ★★★★☆ ~ 11,185 <b>Limited time deal</b> ₹149 <del>₹259</del> Save ₹101 (40%) Get it by Tomorrow, November 16 FREE Delivery on your first order in this category</p></div></div>	<ul style="list-style-type: none"><li>Rebrand identity to position with increased D2C focus<ul style="list-style-type: none"><li>Correct the website UI and layout</li><li>Digital activations for community building and scale</li></ul></li><li>Launch in international markets (US, EU, UK and UAE)</li><li>Using its leadership position and brand value, launch in new categories for portfolio completion</li></ul>
<div>Gate Garden</div> <div></div>	<div><div><p>GATE GARDEN Plastic Single Hook Hanging Pot Planter Flower Pots 4 Spectacular Color Flower pots for Home Gardening, Colorful Set... ★★★★☆ ~ 6 ₹301 Get it by Saturday, November 20 FREE Delivery on your first order in this category</p></div><div><p>GATE GARDEN Garden Tools - Premium Garden Tool - Hand Trowel   Transplanter   Hand Soil Shovel ★★★★☆ ~ 863 <b>Limited time deal</b> ₹110 <del>₹259</del> Save ₹140 (27%) Get it by Tomorrow, November 16 FREE Delivery on your first order in this category</p></div><div><p>GATE GARDEN Garden Tools Premium Lifetime Cultivator Loosens Soil and Weeds in Seconds ★★★★☆ ~ 118 ₹150 Get it by Tomorrow, November 16 100% Delivery on your first order in this category</p></div><div><p>Gate Garden Watering Can 5 litres with Sprayer for Plants/Garden ★★★★☆ ~ 149 <b>Limited time deal</b> ₹269 <del>₹399</del> Save ₹130 (10%) Get it by Saturday, November 20 FREE Delivery on your first order in this category</p></div></div>	<ul style="list-style-type: none"><li>Focus on domestic market expansion through channel distribution- FK retail and marketplace, Meesho and Snapdeal</li><li>Gate Garden to operate at opening price points across SKUs for competitive advantage</li></ul>
<div>Kriti Kalash</div> <div></div>	<div><div><p>Kriti Kalash Cocopeat 5Kg, Brown, KK-CP55 ★★★★☆ ~ 34 ₹299 Get it by Friday, November 19 FREE Delivery on your first order in this category</p></div><div><p>Sponsored @ Kriti Kalash Plastic Flowering Pot, Multicolour, Pack of 5 ★★★★☆ ~ 355 ₹339 <del>₹499</del> Save ₹60 (15%) Get it by Saturday, November 20 FREE Delivery on your first order in this category</p></div><div><p>Sponsored @ Kriti Kalash 5 pcs 6-inch/15cm Plastic Plants Nursery Seedlings Pot/Pots Flower Plant Container Seed Starting Pots, Black (Flower... ★★★★☆ ~ 80 <b>Limited time deal</b> ₹165 <del>₹259</del> Save ₹90 (15%)</p></div><div><p>Kriti Kalash Pot with Bottom Tray for Garden Balcony Flowering (8 inch) - Set of 12 Pieces ★★★★☆ ~ 29</p></div><div><p>Kriti Kalash Plastic Flowering Pot, Multicolour, Pack of 5 ★★★★☆ ~ 355 ₹339 <del>₹499</del> Save ₹60 (15%) Get it by Saturday, November 20 FREE Delivery on your first order in this category</p></div></div>	<ul style="list-style-type: none"><li>Create a completely new portfolio extending ourselves into Outdoor &amp; Home decor space<ul style="list-style-type: none"><li>Outdoor décor</li><li>Artificial decorative plants and figurines</li></ul></li><li>Kriti Kalash to drive engagement with the audience on social platforms and generate traffic on our website</li></ul>



# Sports' Brands Case Study

# Skudgear Brands: Post acquisition interventions (1/2)

## Pre-acquisition

### What was working:

- Founded by Raviteja Visakoti, Skudgear and Rapidotzz were top performing Amazon only brands
- Strong supplier relations

### What was not working:

- Lack of brand positioning; operated like a label
- Lack of inventory planning leading ad hoc procurement via air
- Lower focus on high traffic periods such as festive sales

KPI	Sep-Mar'21	Sep-Mar'22	Growth
GMV (₹ Cr)	7.8	13.5	72%

\*Testing new initiatives while maintaining EBITDA (20%+) GMV recorded with covid adjustments

**SKUDGEAR**  
Rational and utility driven brand, offering value for money



**RAPIDOTZZ**

Airpod Cases  
Watch Straps  
Screen Guards  
Stickers



**RAPIDOTZZ**  
Youth focused brand offering value for money

## BRANDING REVAMP



### CHANNEL EXPANSION

meesho 1mg snapdeal 6+ channels added in 3 months Flipkart PharmEasy Jio Mart

Oct-21 Nov-21 Dec-21

Broke into Top #50 organic search ranking on FK in Headbands, Ankle Support, Smartwatch straps, etc



### CATALOGUE

Pre-acquisition Post catalogue revamp

Imagery, infographics and A+ content in line with our branding



# Skudgear Brands: Post acquisition interventions (2/2)

SKU TYPE	Amazon					Flipkart				
	East	North	South	West	Total	East	North	South	West	Total
Head (Top 80%)	91%	95%	89%	92%	91%	86%	77%	88%	80%	83%
Torso (80% - 90%)	83%	93%	87%	71%	84%	73%	78%	80%	87%	79%
Tail (Bottom 10%)	56%	81%	76%	74%	75%	80%	79%	85%	71%	80%
Total	87%	93%	88%	88%	89%	84%	77%	87%	80%	83%

- Based on historic demand, our inventory is being sent in a manner to maximise regional delivery over national and save last mile costs
- Regional in-stock across regions on Amazon and Flipkart hit **>75%** for the first time

## SUPPLY CHAIN & OPERATIONS



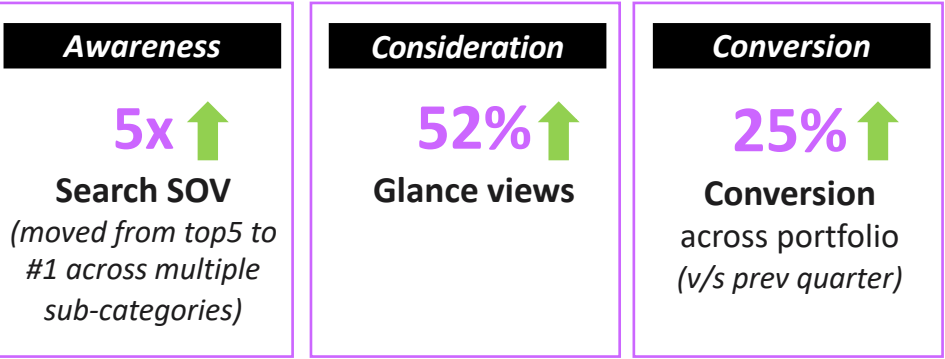
### PORTFOLIO EXPANSION

Launched **75+ SKUs** across 13 product categories in sports and fitness. Some SKUs became bestsellers within a few weeks:

- Skipping Rope hit #12
- Focus Pads hit #4
- Weightlifting support hit #1 hot new selling in all of weightlifting, still in #5



### PERFORMANCE MARKETING



Case study ➔

### Festive sales

#### Preparation:

- Festive focused campaigns and deals and experimented with new ad types
- Planned inventory and rejigged share within FCs for low stock items

#### Impact:

Clocked highest ever single day revenue for both:

**\$100k**

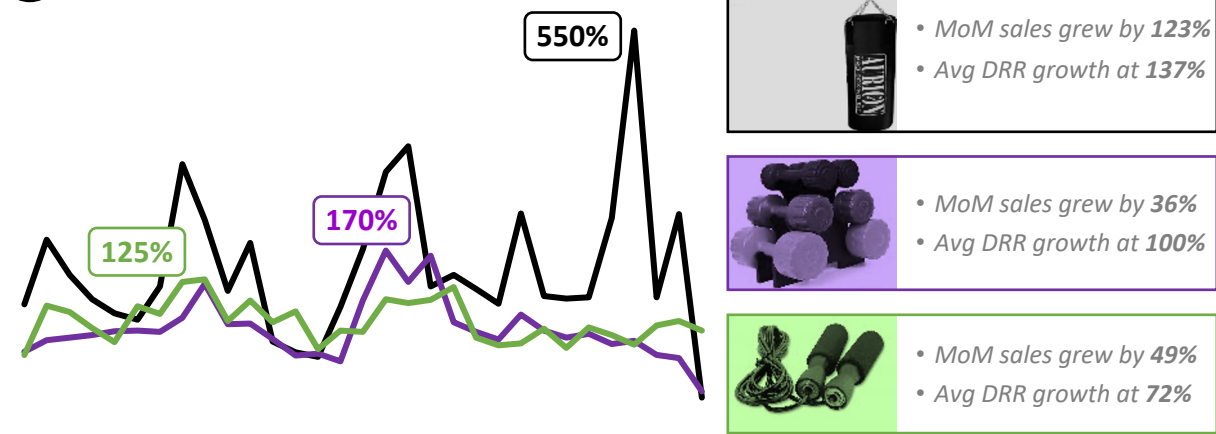
230% growth v/s BAU single DRR For Skudgear

**\$50k**

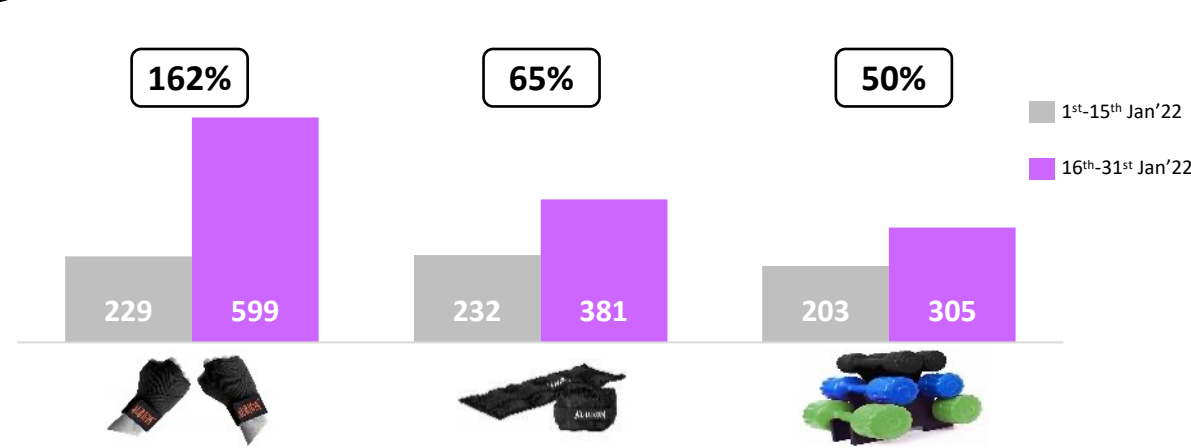
200% growth v/s BAU single DRR for Rapidotzz

# We have witnessed instant impact with Aurion roll-up both at a brand and portfolio level

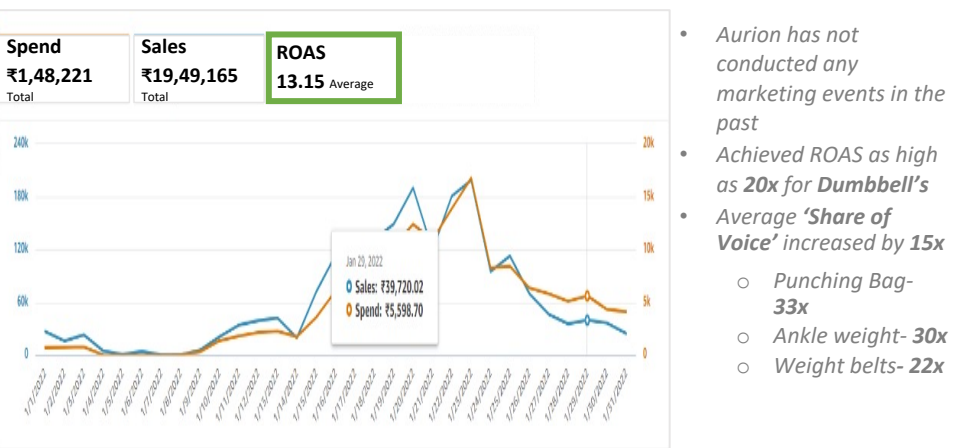
## 1 Growth% in DRR from Dec'21 to Jan'22



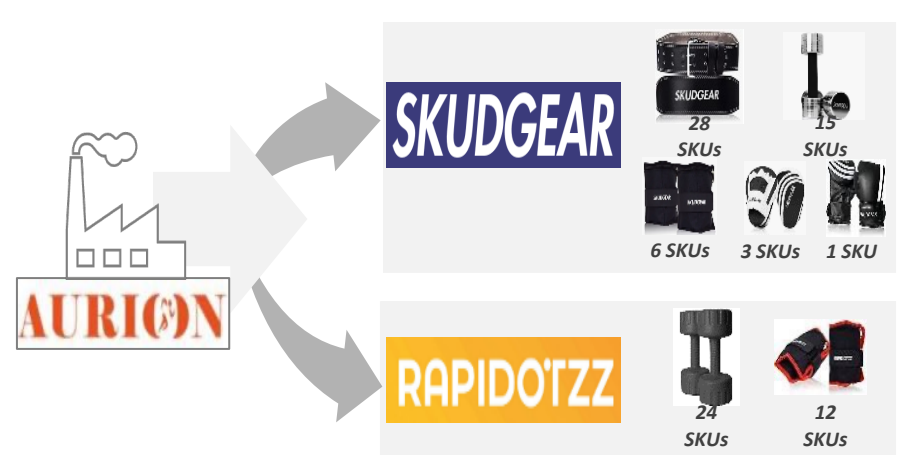
## 2 Inventory replication enabled on 16<sup>th</sup> Jan'22 led to growth in units sold



## 3 Performance Marketing Impact



## 4 Cross-pollination enabled through in-house manufacturing setup

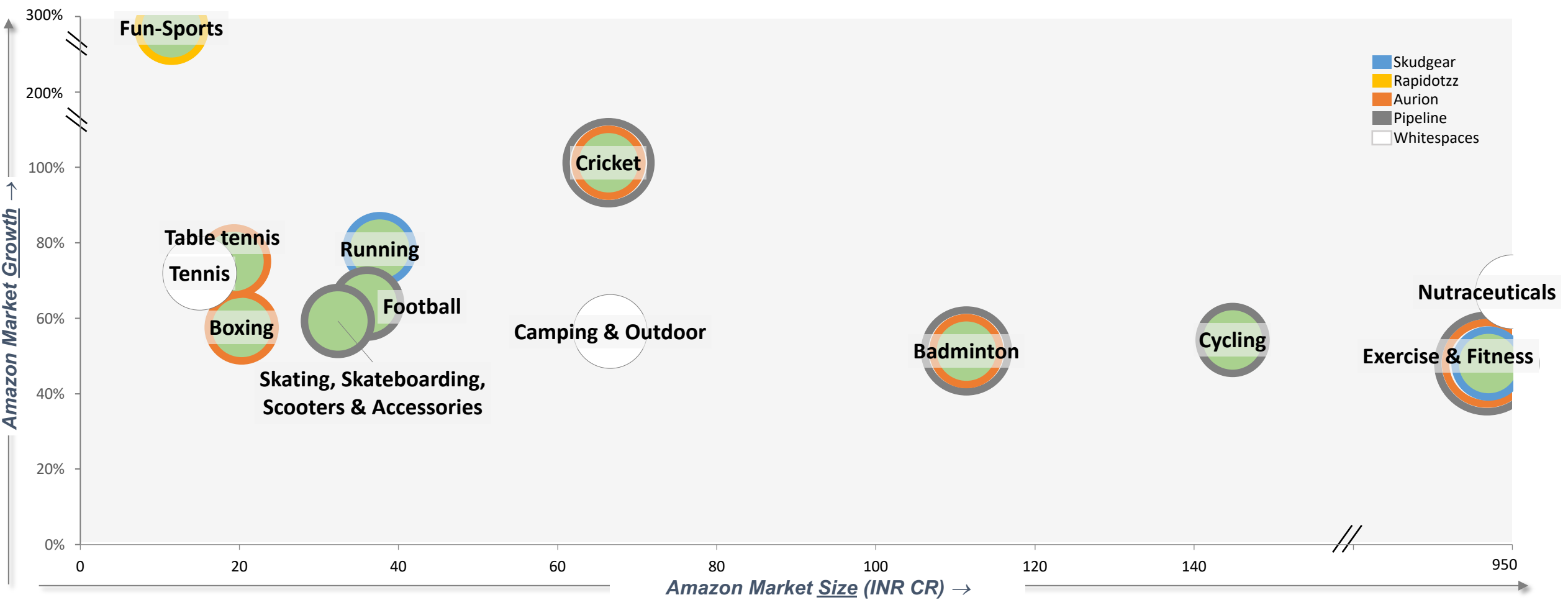


## 5 Pre- and post-acquisition Impact

KPI	Dec'21	Mar'22	Growth
GMV (₹ Cr)	2.1	2.5	17%
ASP (₹)	361	397	10%

We aim to have a presence in the entire sports landscape through our existing and pipeline brands in short term

Amazon Marketplace (Size and Growth for 2020-21)



Note(s): 1. Basis Amazon GMV performance for Jan-Aug'20 and Jan-Aug'21  
2. The chart does not include NPD extensions made by existing brands

# My NewBorn Case Study

# My NewBorn: Post acquisition interventions (1/2)

## Pre-acquisition

### What was working:

- Top rated softline brand on AZand FK with focus on bedding, blankets categories
- Strong network of suppliers with short SLAs
- Inventory replication for CT through cross-docked facility

### What was not working:

- Lower visibility on inventory , leading to OOS situations
- Existing product portfolio was seasonal in nature; limited presence in other sub-cats
- High competition from players selling similar products
- Single platform brand, dependence on Cloudtail a risk

KPI	Aug'21	Feb-22	Growth
Net GMV (₹ Cr)	1.0	1.1	13%

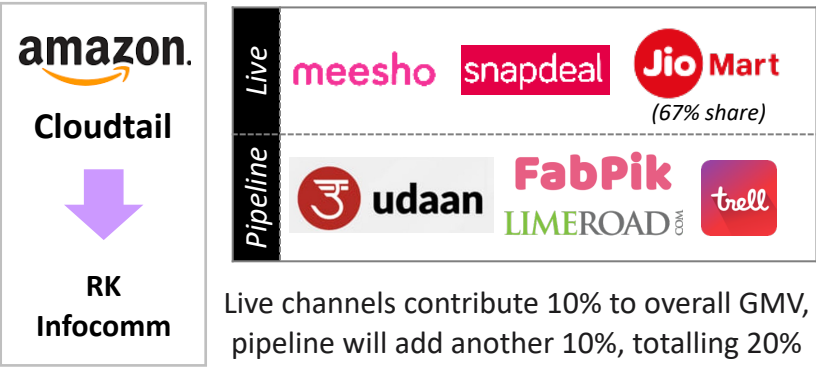
\*First roll-up testing new initiatives while maintaining EBITDA (~15%)



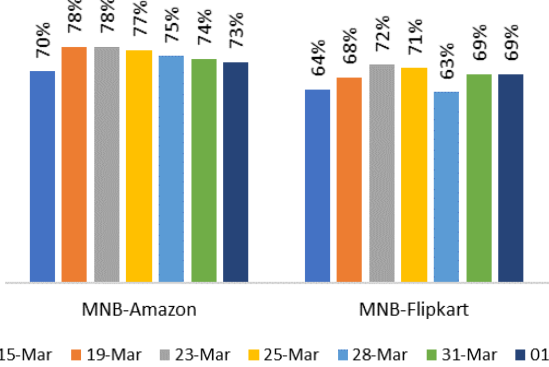
## CATALOGUE REFRESH



## CHANNEL GROWTH



## INVENTORY PLANNING



Regular tracking of in-stocks has helped prevent OOS across regions

# My NewBorn: Post acquisition interventions (2/2)

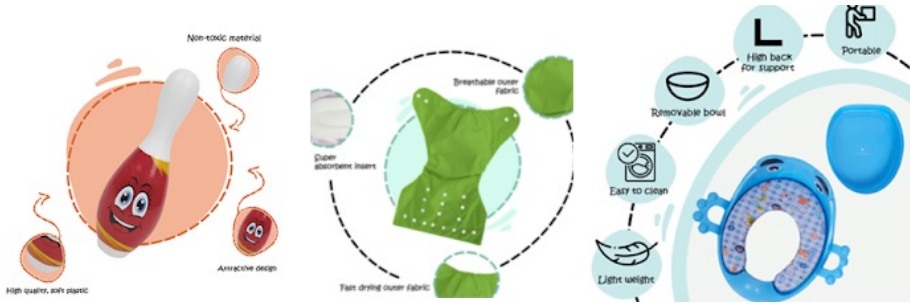
### NPD strategy:

- Move away from seasonal categories and drive higher AOV

Launched NPD categories			
Toys	Sleeping bags	Cloth diapers	Bathing accs
Potty seats	Cradles and rockers	Kids furniture	Mattress protectors

### Impact:

- NPD has grown to 5% of overall GMV share in <3 months
- Within few weeks of launch, Potty seats became a bestselling product on Amazon, playmats on Flipkart



### PORTFOLIO EXPANSION



### PERFORMANCE MARKETING

Pre-acquisition	amazon	amazon
	ROAS – 10.7	2x spends ROAS – 7.6 Revenues grew 67%
Post-acquisition	Flipkart	Flipkart
	ROAS – 6-7	1.5-2x spends ROAS – 8 Revenues grew 87%

Category ROAS on AZ	
BAU	NPD
Blankets 6.0	Cradles 6.8
Bibs 8.8	Diaper bag 5.5

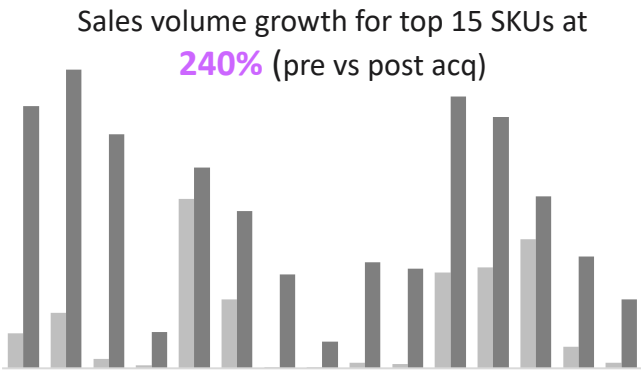
Performance marketing strategy working well across the portfolio – BAU + NPD



Replicated inventory in AZ, FK and 3PL FCs across 4 zones driving lower O2D SLAs, thereby driving better conversion



### SUPPLY CHAIN





**THANK YOU**

**10club**



**We acquire, operate and grow e-commerce first businesses in India**