



GREEN BUILDERS & INTERIORS

INNOVATE-DESIGN-INSPIRE
ARCHITECTS, ENGINEERS & INTERIOR DESIGNERS

INVESTMENT OPPORTUNITY
SeriesSeed Funding

□ 7 Years Operating

□ 50+ Projects Delivered

□ ₹13 Cr Revenue Pipeline



OUR STORY

Bangalore headquartered design build firm specializing in integrated interior solutions. We combine spatial design excellence with advanced HVAC capabilities to deliver turnkey projects across residential, commercial, and institutional segments



Humble Beginnings

- Established with an integrated design-build model
- ₹5L initial capital

Team Expansion

- Built a specialized team
- Secured first commercial projects

Full-service Integration

- Achieved full turnkey execution capability
- ₹45L annual revenue

Diversified Projects

- Delivered 50+ projects across 8 sectors
- 30+ repeat clients

Growth Mode

- Optimized for operational efficiency
- Preparing for 4-city expansion

THE LEADERSHIP TEAM



SANAL DAS KV

FOUNDER AND CEO

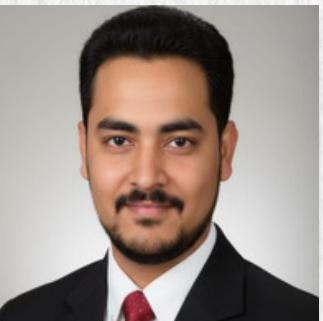
Role: Design & Project Management Specialist

Expertise: Turnkey delivery, HVAC integration, interior planning

Achievement: B.Sc. Interior Design | Diploma in Building & Construction

9+ yrs experience

Strength: Design Excellence & Execution



PRAVEEN

CO-FOUNDER AND COO

Role: Operations Manager – Awfis Space Solutions

Expertise: Facility & Space Management, HVAC Systems

Achievement: B.E. Electrical & Electronics | 10+ yrs experience

Strength: Engineering & HVAC Excellence



BLUVIN

CO-FOUNDER AND CTO

Role: MD – C-Zero | Co-Founder – Super Biochar | Assoc. Director
Suarcsh Filters

Expertise: Business Scaling, Tech Integration, Strategic Growth

Achievement: B.E. Mechanical | 10+ yrs in Business & Entrepreneurship

Strength: Entrepreneurship & Innovation



OUR CORE OFFERINGS



CONTRACTING CIVIL

Structural works, finishing and construction quality management



INTERIOR DESIGNING

Creative space planning, interior decor solutions, and design execution



HVAC CONTRACTING

Climate control design, installation and system commissioning



FACILITY MANAGEMENT

Ongoing operations, maintenance and facility optimization



PAINTING AND DECOR

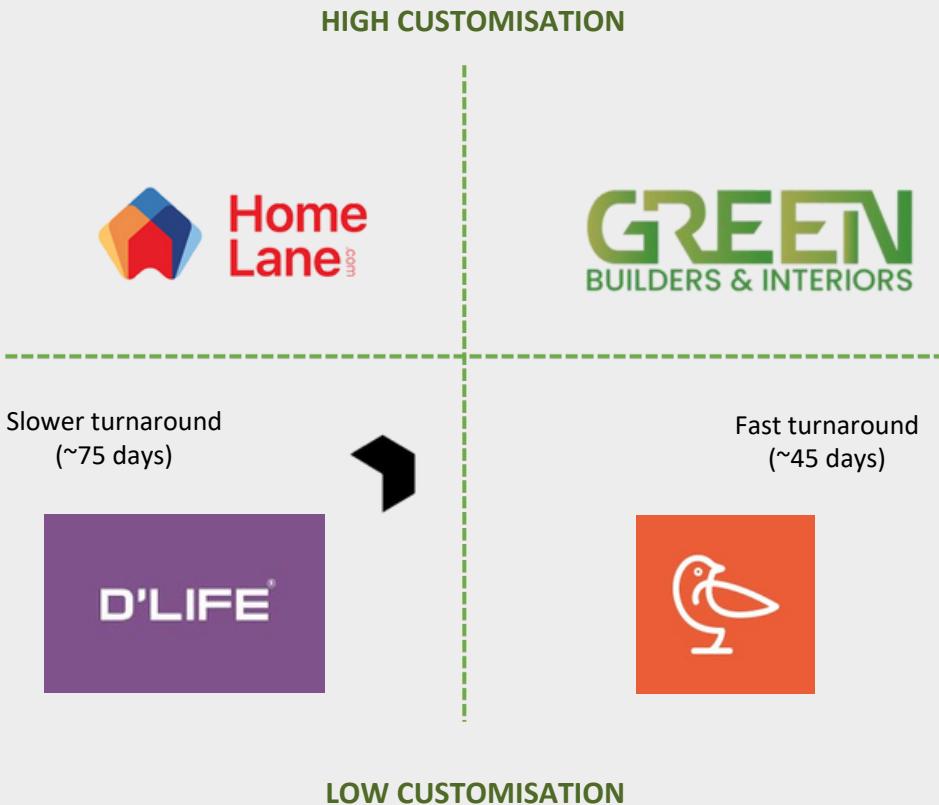
Aesthetic finishing, branding elements, and color consulting



MAINTENANCE

Preventive maintenance, repairs and 24/7 emergency response

COMPETITIVE POSITIONING



Fully Customized Design Solutions

- Zero cookie cutter templates
- Client centric design process
- Unlimited design iterations
- Personalized spatial planning



45-Day Project Completion

- 40% faster than industry average (75 days)
- Systematic project staging
- Quality checkpoints maintained
- On time delivery: 98% track record



Premium Quality at Competitive Pricing

- 15-20% cost advantage vs large players
- Direct OEM partnerships reduce markup
- Transparent, itemized quotations
- No hidden charges policy



End-to-End HVAC Integration

- In house HVAC engineering team
- Design to commissioning capability
- Multi-sector expertise: Industrial, Healthcare, Commercial, Residential
- Rare capability: 2% of competitors have in-house HVAC



OPERATING MODEL & VALUE CHAIN

Asset-light model | Scalable operations | Multiple revenue streams



Third Party Manufacturing Partners

Customisation

Green Builders

Value

Commercial and Residential Clients

- 1. Contract manufacturing partnership
- 2. Raw materials procured and provided by Green Builders
- 3. Quality control oversight maintained Job-work pricing model (pay per project)

- 1. Core permanent technical team (8 staff)
- 2. Project-based labor deployment (scalable)
- 3. Design and engineering in-house
- 4. Quality assurance protocols
- 5. Timeline and cost management
- 6. Client relationship ownership

- 1. Turnkey project delivery 45-day
- 2. Warranty coverage AMC (Annual Maintenance Contract)
- 3. Opportunities Referral generation engine



IMPROVEMENTS PLANNED (POST FUNDING)

Strategic Inventory Management through Bulk Procurement

- Stock high-turnover materials
- Bulk ordering discounts: 12-15% cost savings
- Reduced procurement lead times
- Improved cash flow management

➤ Impact: 12-15% material cost reduction | 3-5 day time savings

Direct OEM Partnerships in Perumbavoor

- Eliminate distributor markups
- Consistent quality control
- Priority production allocation
- Custom manufacturing capabilities
- Faster turnaround times

➤ Impact: 8-10% cost reduction | Quality consistency | Faster delivery

Permanent Technical Team Expansion

- Add 5-7 technical staff members
- Roles: Project managers, site engineers, design specialists
- Reduce dependency on external contractors
- Improve quality control and consistency

➤ Impact: 30% quality improvement | 25% faster execution | Higher client satisfaction

GO-TO-MARKET STRATEGY

Multi channel acquisition | 100% organic growth to date | 60% repeat/referral rate

CURRENT

B2B Direct Sales to Facility Decision-Makers

- **Approach:** Direct outreach to facility managers and real estate heads
- **Target:** Corporate offices, commercial developers
- **Contribution:** 35% of projects
- **Avg deal size:** ₹12-18L

Strategic Partner Network

- **Approach:** Referral partnerships with architects, contractors, and channel partners
- **Model:** Project collaboration and commission-based referrals
- **Contribution:** 25% of projects
- **Avg deal size:** ₹8-15L

Client Referral Program

- **Approach:** Systematic referral generation from satisfied clients
- **Mechanism:** Word-of-mouth and active referral requests
- **Contribution:** 30% of projects
- **Quality:** Highest conversion rate (9.2/10 satisfaction)

Founder Network & Industry Connections

- **Approach:** Leveraging personal and professional relationships
- **Target:** High-value residential and boutique commercial projects
- **Contribution:** 10% of projects
- **Avg deal size:** ₹15-25L

❑ Metrics: Zero marketing spend | 60% repeat/referral rate | 95% satisfaction score

❑ 100% organic growth achieved through exceptional customer satisfaction and retention

GO-TO-MARKET STRATEGY

Multi channel acquisition | 100% organic growth to date | 60% repeat/referral rate

POST FUNDING PLANS

Deepen Existing Client Relationships

- Implement CRM system for relationship management Quarterly satisfaction surveys and executive check-ins
- Develop 6 detailed case studies
- ✓ **Expected Impact:** +20% repeat business
- ✓ **Referral rate 60% → 75%**

Establish Regional Hubs in High-Growth Markets

- Kochi (Q2 2025) - South India pilot market
- Chennai (Q4 2025) - Major metro expansion
- Vizag (Q1 2026) - East coast entry Hyderabad (Q2 2026) - Tech corridor presence
- ✓ **Expected Impact: 4x geographic coverage**
- ✓ **₹13.5Cr incremental revenue by 2027**

Deploy Digital Marketing & Brand Positioning Strategy

- Professional website with portfolio showcase
- SEO and paid search campaigns
- LinkedIn thought leadership by founders
- Industry publication features and PR
- ✓ **Expected Impact : 50% inbound lead generation by 2026**
- ✓ **Brand awareness 5x increase**

- ❑ **Strategic Objective:** Achieve ₹13Cr revenue through diversified acquisition across expanded geographies while establishing brand differentiation through speed, customization, and integrated HVAC capabilities

CLIENT PORTFOLIO & TRACK RECORD

Trusted by leading enterprises and discerning homeowners | 95% client satisfaction | 60% repeat/referral business

REPRESENTATIVE RESIDENTIAL PROJECTS

Mrs. Uma

Location: Chandapura, Bangalore
Project: 3,500 sq ft Luxury Villa
Year: 2023

Mr. Krishna Kumar

Location: Yelhanka, Bangalore
Project: 2,200 sq ft Duplex Apartment
Year: 2024

Mrs. Nandini

Location: Madikeri, Karnataka
Project: 4,800 sq ft Resort Home
Year: 2023

Mr. Cherian

Location: Bel Road, Bangalore
Project: 1,800 sq ft 3BHK Renovation
Year: 2024

Average Project Value: ₹15-25L | Client Satisfaction: 98% | Repeat/Referral Rate: 65%

COMMERCIAL CLIENT PORTFOLIO



Smart Node
Discover the Joy of Smart Living

Alsina

TOYOTA BAJAJ Allianz

MITSUBISHI ELECTRIC

KARGIL EQUIPMENTS
Simply Reliable

FATEH
CONQUER YOUR DREAMS



/thoughtworks

bluarmor

awfis

mibo
the mind expert

ASTER PHARMACY
...much more than medicines

CREDEL CAPITAL
FINANCIAL SERVICES LLP

8 diverse industry sectors

Average project value: ₹12-18L

Repeat Business Rate: 55%

Blue-chip corporate clients

OUR TRACK RECORD (2017-2024)

50+ TOTAL PROJECTS DELIVERED

8 Years | 8 Sectors | 98% On-Time Completion

30+ RESIDENTIAL PROJECTS DELIVERED

Luxury homes and apartments | Average size: 2,800 sq ft

20+ COMMERCIAL PROJECTS COMPLETED

Enterprise clients | Average size: 2,500 sq ft

10 ACTIVE AMC CONTRACTS

Ongoing maintenance and facility management

PROJECT SHOWCASE

Portfolio highlights | 50+ projects delivered | 8sectors | 45 day average completion



INVESTMENT HIGHLIGHTS & FINANCIAL METRICS

Investment Sought
₹43 Lakhs for 15% Equity Stake

- Pre-Money Valuation: ₹2.46 Crore
- Post-Money Valuation: ₹2.89 Crore

FY 2025-26 Revenue Target
₹18 Crores

Growth: ₹5 Cr

Return on Capital Employed (ROCE)
15-20% annually

Industry average: 10-12%
Asset-light model drives superior returns

FY 2024-25 Revenue (Actual)
₹1.3 Crores

- Proven revenue baseline with 50+ completed projects

Net Profit Margin (Post-Scale)
7%

- Industry benchmark: 5-8% for design build firms
- Conservative estimate maintaining quality standards

Investor Payback Period 2.5 years

Based on 15% quarterly dividend distributions
Full capital return by Q2 FY28"

Use of Funds - Deployment Breakdown

❖ Regional Office Setup (28% - ₹12L)

Four city offices: Rent, interiors, signage, initial setup

❖ IT Infrastructure & Equipment (19% - ₹8L)

Design software licenses, project management tools, hardware

❖ Fleet Acquisition (14% - ₹6L)

Two commercial vehicles for site supervision and client meetings

❖ Marketing & Brand Development (12% - ₹5L)

Website, digital campaigns, collateral, trade shows

❖ Working Capital Reserve (28% - ₹12L)

Inventory procurement, payroll bridge, project mobilization

□ Equity Terms

- 15% equity stake with standard pro-rata rights
- Board observer seat (non-voting)
- Quarterly financial reporting and information rights
- Anti-dilution protection provisions

□ Returns Structure

- 15% profit share commencing from investment date
- Quarterly dividend distribution (post 6 month grace period)
- Compounding returns through profit reinvestment option
- Estimated IRR: 25-30% based on conservative projections

□ Investment Protection

- 2-year lock-in period
- Tag-along rights on founder exits
- Right of First Refusal (ROFR) on any sale
- Anti-dilution provisions in subsequent rounds

□ Exit Mechanisms

- Founder buy back option at 2x minimum (post lock-in)
- Third-party sale with ROFR to founders
- Strategic acquisition participation
- IPO participation rights (if applicable)



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