



Company Name: Odkhaan

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Tagline: "City's soul in every piece"



introduction

Mission: Odkhaan aims to bridge the gap between people and their cultural heritage through authentic and sustainable products, giving cities and cultures a unique identity.





Founders & Co-Founders



Sadhika Barthwal
Designer 27.5% equity



Yuvraj Singh Solanki
Marketing and Managing
18% equity



Gungun Shah
resource management
18% equity



Taijasa Manimaran
Designer 27.5% equity



The issue or pain point that your product / Solution addresses.

The issues that our product addresses are:

Customer Need: Customers seek a sense of belonging and connection to their city's culture and heritage.

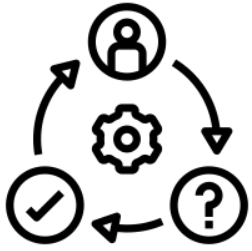
Current Solutions: Limited options that lack personalization and cultural significance.

Our Solution: Customized products that reflect the city's culture and heritage, creating a personal and emotional connection.



Product/ Technology overview

USP: the feeling attached to the essence of the city through our customized products and will be carried with the user. We are connecting the day-to-day life products with the city.



Business model

The customer will pay us 100%. Out of these, the cost (manufacturing charge, concept and design development, transport, marketing, outreaching, and packaging) is 45%-55%, and 12% - 15% is retained for research and development and future investments. The rest is approximately divided among the founders and co-founders (as per the equity% held).

Sales Strategy

Online Sales: E-commerce platforms, websites, and social media.

Offline Sales: Collaborate with cultural hubs, corporate institutes, and pop-up stores.



Size of the market opportunity

We are addressing the age group of 18 – 55 years old of the middle and upper-class families. In Surat, there are approximately 12,00,000 middle-class households and 31,000 super-rich households, out of which we target 10% households that is 1,23,100 households who would buy our products at an average of Rs 350 per year (billing amount per household). This translates into a market potential of Rs 4,30,85,000 per year. In year 3, we plan to tap other tier 2 and tier 3 cities, and the size of the opportunity there is a minimum of Rs 4,00,00,000 (No. of Households ~ 2,00,000 x Price per year Rs 200)

Current Traction

We started our company 7 months back. We held two pop-up stores (one at Auro University and the other at Tapi Utsav) to reach and network in the market. We collaborated with a corporate company called Steamhouse in Surat for an order of 200+ units. We invested a total of approximately Rs 27,500 and gained 40% - 45% profit upon the investment.



With the guest Actress Ratna Pathak at Tapi Utsav. We were honored to sell her our products and also gifted her some as souvenirs.





In process order for Steamhouse.



Competitive Analysis

As of now, there is no competitor as such in this niche. The company that does something similar to us is **Chumbak**.

Unique Selling Points: Focus on city and cultural identity. Integration of traditional designs into modern products.

Competitors: Other heritage and cultural product brands.

We are only targeting 10% of the market, the remaining 90% is free to target as it's a huge market, and everybody can have their share. Our USP is **customization** and first mover benefit, we provide engaging content to explore the cities and culture, graphics for knowledge and information, interactive online quizzes, shows and podcasts, and contest marketing.



Funding Needs, Use of Funds & Proposed Valuation

We need funding for research and development, expansion, tapping into other cities, website development, advertising, marketing, to third parties for online platforms, and incorporating sustainability (material study and) into our product. To date, there are no investors yet. We need at least Rs. 2 Lakh.

We don't have capex as of now. Our OPEX includes raw materials, vendor charges, design charges, rent for pop-up stores(kiosks) at exhibitions or events, and transportation charges.

Manufacturing (plus package) is around 30%, 20% for marketing, 8-10% shipping (in India), and the rest remaining is profit, so a total of 60% till now. Then 20% for design and R&D and the final 20% is profit,



Current Equity Structure, Fundraising History and Investors

Name	Role	Equity
Sadhika Barthwal	Founder	27.5%
Taijasa Manimaran	Founder	27.5%
Gungun Shah	Co-founder	18%
Yuvraj Singh Solanki	Co-founder	18%

Rs.30 thousand has been invested by the owners themselves and there is no investor for the brand.