

Ravanda Fashion Pvt Ltd



Hyperlocal B2B Garment Distribution — Feel, Order, Deliver.

SEED ROUND

PILOT PROVEN · BAHRAICH, INDIA

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The \$120B Problem: You Can't Touch Fabric Online

Unlike electronics or groceries, garments demand **physical inspection**—Fabric, Pattern, Finishing, color, and fit. B2B buyers refuse to commit large orders without it, leaving online garment platforms with low trust and high return rates.

No Physical Inspection

Online B2B platforms cannot replicate the Fashion buying experience retailers need to Feel the fabric

Slow & Unreliable Delivery

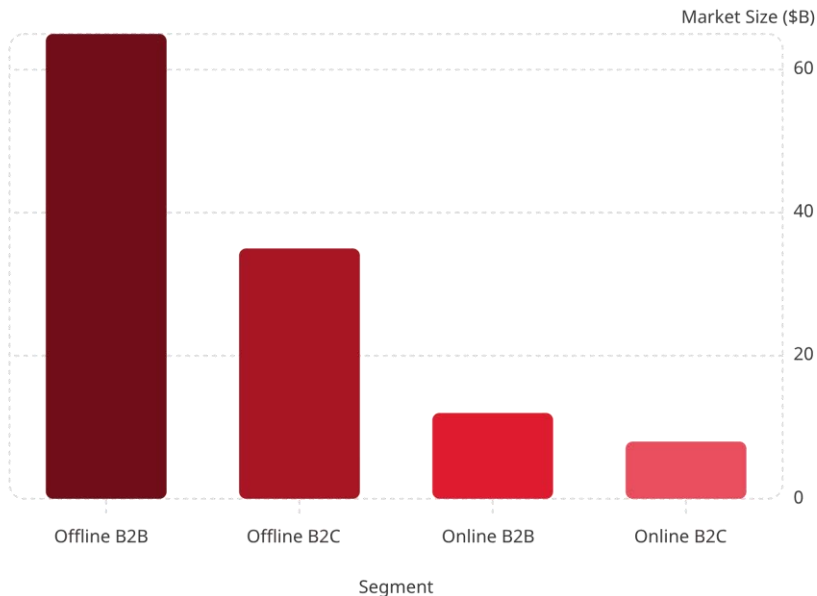
Long supply chains from manufacturers create delays, stockouts, and lost sales

High Middleman Costs

Multiple intermediaries inflate prices by 25–30%, squeezing retailer margins



India's Garment Market: A \$120B Opportunity



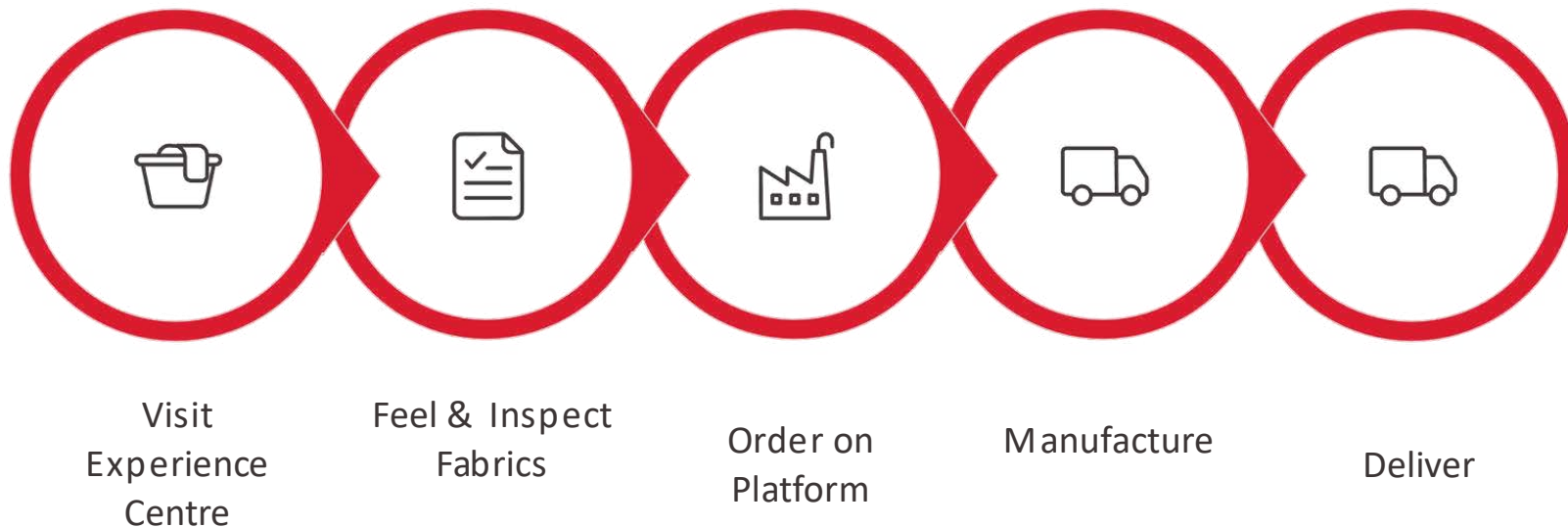
Market Breakdown

India's garment industry is valued at **\$120B+ in 2024**, growing at **12% CAGR** through 2028. Offline channels still dominate at **83%** of total volume — proof that physical touch remains critical.

- Offline B2B (wholesale): **\$65B** — our primary target
- Online B2B growing fastest but trust-deficient
- Tier 2 & 3 cities are massively underserved
- TAM \$103.5 Billion
- SAM 17.6 Billion

Our Solution: The Experience Centre Model

Ravanda operates **hyperllocal experience centres** where retailers can physically visit, touch and feel fabric finishing and quality, then place orders via the platform. Orders route directly to manufacturers, fulfill at our experience centre, and deliver within 24-48 hours.



This eliminates middlemen, reduces lead times, and builds trust through physical touchpoints — all at manufacturer-direct pricing.



One Year. One Location. Proof of Concept.

137

Customers

Unique B2B retailers served · 55% conversion rate

₹43.3L

Annual GMV

GMV · ₹6.5L revenue at 15% margin · 95.8% collection rate

1

Person Team

One operator managing orders, logistics, and relationships

20km

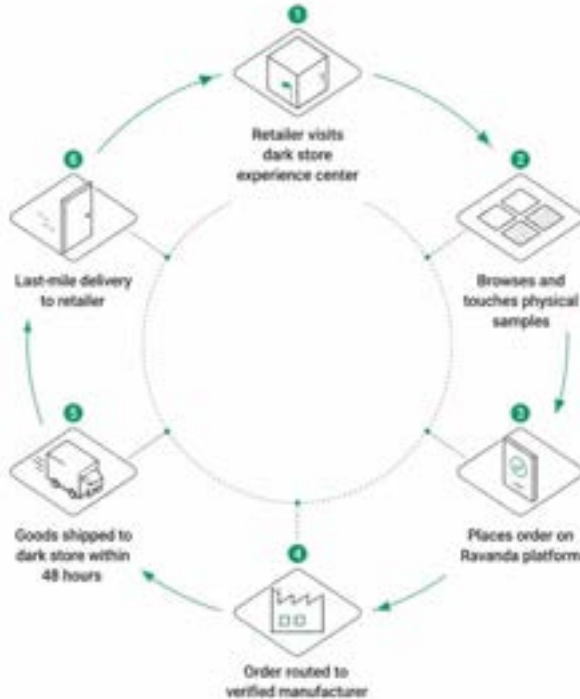
Catchment Radius

Service coverage per experience centre location



Key Insight: Customers who visited the experience centre once returned with regular orders—validating the touch-and-order model.

How It Works: The Ravanda Flywheel

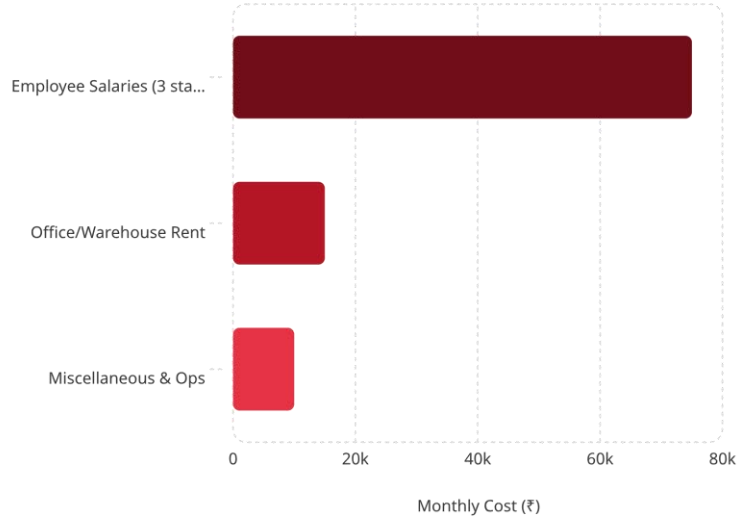


Why This Model Wins

- **Experience-driven trust** — retailers feel fabric quality and finishing before committing to orders
- **Zero inventory risk** — goods flow manufacturer → experience centre → retailer
- **Real-time fashion updates** — new collections reach retailers in days, not weeks
- **Trust through touch** — physical experience centre builds loyalty and repeat orders
- **Asset-light scaling** — each experience centre requires minimal capex and staff

Unit Economics: One Experience Centre (Tier 2 Model)

Item



Monthly Operating Cost : 1,00,000

With 3 staff, one experience centre operates a **20 km catchment** covering up to **120 target retailers**.

Target Retailers

120 per location · 20–30% conversion expected

Revenue Model

10% margin on retailer GMV · Tier 2 retailers targeted at ₹10L+/month sales · Capturing 10% share = ₹1L avg. per retailer/month

Projected Monthly Revenue

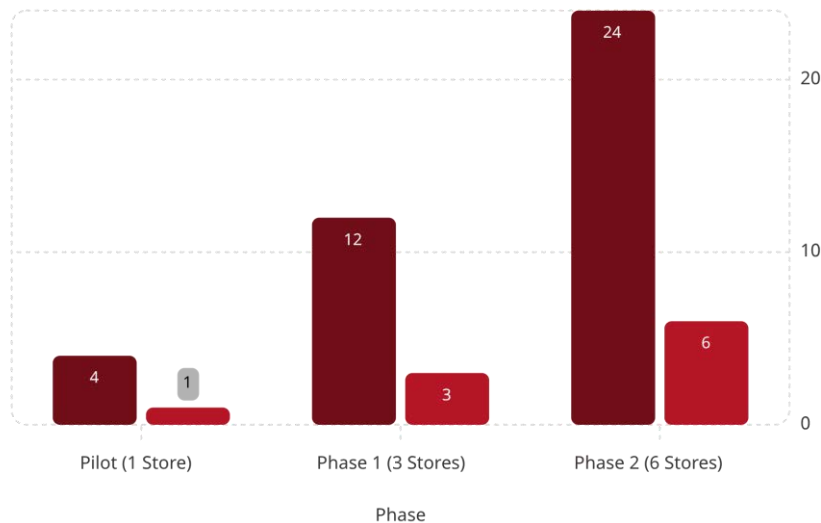
24–36 converted retailers × ₹1L avg. × 10% = **₹2.4L–₹3.6L/month**

Experience centre expected to be profitable within **4 months** from start.

Financial Projections: 6-Experience Centre Rollout

Monthly Revenue (₹L)

Monthly OpEx (₹L)



Scaling Assumptions

Pilot store (Tier 4, Bahraich) validated at ₹3.6L/month avg GMV · ₹43.3L annual GMV · 15% margin = ₹6.5L revenue · ₹10L invested · ₹3.58L net profit · 95.8% collection rate · 137 customers · 840 invoices. Scaling to 5 new stores in Tier 2 cities targeting **24 converted retailers per store** at 20% conversion. Annual revenue: ₹2.4L/month × 12 = ₹28.8L per store · Pilot actual: ₹43.5L GMV · ₹6.5L revenue · ₹3.79L net profit

Break-even per store achieved within **4 months** per store at conservative 20% conversion.

1 Store (Pilot) Tier 4

₹3.6L/month GMV · ₹43.3L Annual · ₹6.5L Revenue @15%

5 New Stores Tier 2

₹2.4L/month · ₹28.8L Annual @ 10%



Go-To-Market & Expansion Plan

1

Now — Pilot Validated

1 experience centre, 40 Regular customers, ₹35.2L GMV, Bagraich
95.8% collection · 3.58L net profit

2

Phase 1 — 6 Months

3 additional experience centres in Lucknow and Kanpur (key target areas)

3

Phase 2 — 12 Months

6 total stores, 200+ retailers, ₹15Cr+ annual GMV

4

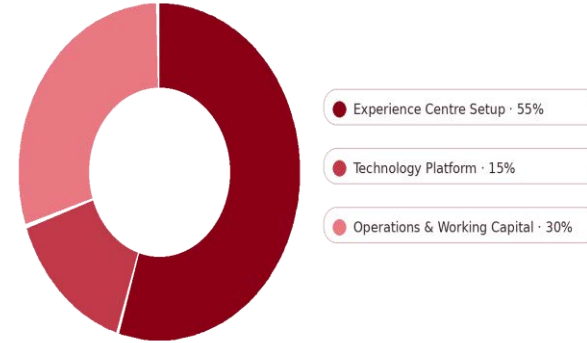
Phase 3 — 24 Months

Regional expansion, manufacturer partnerships, tech platform launch

Investment Ask & Use of Funds

Seeking ₹1.5 Crore Seed Round

To scale from 1 to 6 experience centres, onboard manufacturer partners, and build the Ravanda ordering platform.



55%—Experience Centre Setup

Lease, fit-out, and inventory display for 5 new locations

15%—Technology Platform

Order management, manufacturer integration, retailer app

30%—Operations & Working Capital

Rent, logistics, centre operations, and 12-month runway across all locations



Why Now: India's Tier 2/3 garment B2B market is massively underserved. Ravanda's pilot proves the model. We're ready to scale.

Meet the Team

Experienced operators who have built and scaled B2B businesses on the ground

FOUNDER & CEO

Shahre Alam

MBA Marketing | 11 Years Experience

9 years in corporate before entering the garment trade as a wholesaler and retailer in 2022. Witnessed firsthand how manufacturers and retailers struggled to connect during peak festive seasons. After 2.5 years living this problem daily, built Ravanda's Experience Centre model to permanently fix the supply chain gap. Not solving a problem read about — solving a problem lived every day.

Built ₹50L GMV · 40 retailers · 0 funding · 3 person

VP OPERATIONS

Chamanpreet Singh

BBA + MBA | 10 Years B2B Sales Experience

10 years of B2B sales experience including Vodafone and CCTV distribution. Worked alongside Shahre Alam for 4 years with proven ability to build and manage retailer relationships on the ground. Joining immediately upon funding to lead city expansion operations across Lucknow and Kanpur.

B2B · 4 yrs with Founder · Joins on Day 1 of funding

Thank You

Touch. Order. Deliver. — Let's Build This Together.

₹44.5L

Pilot GMV

55%

Retailer Conversion

₹1.5Cr

Seed Round Ask

Shahre Alam — Founder & CEO

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