

DIONNE

BEAUTY PROFESSIONAL



Haircare or Skincare

Starlette Cosmetics for women



EQUITY INVESTMENT
OPPORTUNITY

50 LAKH
RAISE

10%
EQUITY



PREMIUM
QUALITY



ADVANCED
FORMULA



SALON
EXPERT



MADE FOR
WOMEN



DIONNE

BEAUTY PROFESSIONAL



VISION



To build India's most trusted and fastest-growing
professional beauty brand.

OUR LONG-TERM OBJECTIVES



INNOVATIVE
PRODUCTS



CUSTOMER
TRUST



PROFESSIONAL
EXCELLENCE



SUSTAINABLE
GROWTH

SCIENCE | CARE | TRANSFORMATION



MARKET OPPORTUNITY

-  **01** | Expend Our **team** Pan India Level 
-  **02** | Rapid growth of **professional salons** across India 
-  **03** | Increasing demand for **premium salon-quality products** 
-  **04** | Expansion of **e-commerce** and **quick commerce** 
-  **05** | Rising consumer preference for **professional treatments** at Saloon 
-  **06** | Open Kiosk in Every **Malls, Metro Station, Airport** 
-  **07** | Growing awareness of **advanced haircare and skincare solutions** 

THE PROBLEMS

Key challenges in the professional beauty industry



1. High-priced international brands

Expensive imports make premium haircare inaccessible for many salons and consumers in India.



2. Nano Plastia Treatment, Botox Hair Treatment or Keratin Hair Treatment

Lots of fume, bad smell and itching on eyes – causing discomfort and unhappiness among users.



3. Limited access to professional products in Tier 2 and Tier 3 cities

Availability is concentrated in metros, leaving a vast untapped market in smaller cities.



4. Low profit margins for salons

High product costs and inefficient solutions reduce overall profitability for salon owners.



5. Growing consumer demand for premium beauty solutions

Consumers are increasingly seeking safe, effective and professional-grade products for better results.



6. Lack of affordable salon-quality products

There is a strong need for cost-effective, high-performance products that deliver salon-like results.



These challenges create barriers for both salons and consumers, highlighting the need for **better, safer and more accessible solutions.**



OUR SOLUTION

Delivering Professional Beauty Solutions. Driving Growth for All.

S. No.	OUR SOLUTION		BUSINESS IMPACT	
01		Premium salon-quality Haircare & Skincare products at affordable prices.		Professional quality accessible to a wider customer base.
02		Advanced Nano Plastia, Keratin & Botox Hair Treatments with safer, low-fume formulations for a better salon experience.		Better salon experience with improved comfort and performance.
03		Strong PAN India distribution network through distributors, salons, retailers & beauty academies.		Nationwide market penetration and brand availability.
04		Expanding presence via E-commerce, Quick Commerce & D2C platforms for nationwide accessibility.		Increased customer reach and faster product delivery.
05		Dedicated Technical Education & Training Programs for salon professionals to improve service quality.		Improved service quality and stronger brand loyalty.
06		Higher profit margins and attractive business opportunities for salons, distributors & channel partners.		Sustainable business growth for partners.
07		Focus on Tier 2 & Tier 3 cities, making professional beauty products accessible across India.		Untapped market expansion and wider accessibility.
08		Continuous R&D and product innovation using premium ingredients and international-quality formulations.		Innovative, high-performance products meeting global standards.
09		Building India's trusted professional beauty brand with quality, affordability, innovation, and customer satisfaction.		Long-term brand value, customer trust and market leadership.



PROFESSIONAL
QUALITY



AFFORDABLE
PRICING



INNOVATION



PAN INDIA
REACH



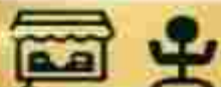
PARTNER
GROWTH



CUSTOMER
SATISFACTION

BUSINESS MODEL

Professional Range for Salons & Consumers



CURRENT CATEGORIES

**Consumption
Products**
(1000 ML For
Saloon Purpose)

- ✓ Nano Plastia Treatment
- ✓ Botox Hair Treatment
- ✓ Keratin Treatment



**Retail
Products**
(320 ML for
Customers)

- ✓ Hair Shampoo
(Anti Dandruff, Hair Fall, Smooth & Shine Etc)
- ✓ Hair Masque
(Anti Dandruff, Hair Fall, Smooth & Shine Etc)
- ✓ Hair Spa
(Moroccan Hair Spa & Keratin Hair Spa)
- ✓ Hair Serum
(Moroccan Argan Serum & Smooth & Shine Serum)
- ✓ D-Tan Face Cream Pack



FUTURE CATEGORIES



Face Wash



Skin Serums



Moisturizers



Sunscreen



Facial Kits



Salon-Grade
Quality



Safe &
Low-Fume
Formulation



For Professionals
& End Consumers



Higher Profitability
for Partners



Made for
India

Professional Care

• Affordable Beauty

• Better Results

MARKET STRATEGY

Achieve Target. Earn Reward. Grow Together.



WEST BENGAL

MAHARASTRA

State	Employee	Target 20L	50% If They Achived Target
	RSM	24,000,000	12,000,000
Kolkata	Sales Officers	12,000,000	6,000,000
Bardhaman	Sales Officers	12,000,000	6,000,000

State	Employee	Target 30L	50% If They Achived Target
	RSM	36,000,000	18,000,000
Mumbai	Sales Officers	12,000,000	6,000,000
Pune	Sales Officers	12,000,000	6,000,000
Nagpur	Sales Officers	12,000,000	6,000,000

KARNATAKA

DELHI-NCR

State	Employee	Target 30L	50% If They Achived Target
	RSM	36,000,000	18,000,000
Bangalore	Sales Officers	12,000,000	6,000,000
Mangaluru	Sales Officers	12,000,000	6,000,000
Mysuru	Sales Officers	12,000,000	6,000,000

State	Employee	Target 15L	50% If They Achived Target
	RSM	18,000,000	9,000,000
Delhi	Sales Officers	6,000,000	3,000,000
Noida	Sales Officers	6,000,000	3,000,000
Gurgaon	Sales Officers	6,000,000	3,000,000



Achieve Target. Earn
Reward. Grow Together.



Performance
Based Rewards



Team Growth
& Recognition



Higher Earnings
& Incentives



Strengthening
Pan India Reach

GROWTH DRIVERS & STRATEGIC FOCUS

Building India's Next Professional Beauty Brand

Our multi-dimensional growth strategy ensures strong brand presence, market leadership and long-term value for our investors.



PAN INDIA DISTRIBUTORS



Strong network of distributors across India, ensuring widespread reach and availability.



5,000+ SALON PARTNERSHIPS



Partnered with 5,000+ salons across India, delivering professional solutions and building trust.



E-COMMERCE GROWTH



Strong online presence with exponential growth across leading e-commerce platforms.



INFLUENCER MARKETING



Collaborating with beauty influencers and experts to build brand awareness and credibility.



TECHNICAL SEMINARS



Regular technical seminars across India to educate professionals and build brand loyalty.



PROFESSIONAL TRAINING PROGRAMS



Advanced training programs for salon professionals to upgrade skills and drive product usage.



STRONG DISTRIBUTION
WIDESPREAD REACH



TRUSTED BY PROFESSIONALS
LOVED BY CUSTOMERS



SUSTAINABLE GROWTH
SCALABLE BUSINESS MODEL



OUR MISSION

To empower beauty professionals and deliver premium, innovative, and effective beauty solutions.

FINANCIAL PROJECTIONS

FY 2026



MIS SUMMARY (April 2025 – March 2026)

PARTICULARS	MIS APRIL 2025-26	MIS APRIL 26 – JULY 26	MIS PROVISIONAL SEP 26 – MAR 26
 B2C SALES (FLIPKART, AMAZON)	1,62,182	1,07,086	12,00,000
 B2B SALES	3,43,404	2,10,900	3,32,50,000
 SALES REPORTED	5,05,586	3,17,986	3,44,50,000
 SALARIES	99,418	46,000	53,20,000
TOTAL SALARY	99,418	46,000	53,20,000
TOTAL SALARY %	20%	14%	15%
 LOCAL ADVERTISEMENT	3,600	-	2,00,000
 EXHIBITION / EVENT EXPENSES / PHOTOSHOOTS	10,000	6,000	2,00,000
 LOCAL ADVT – CINEMA ACTIVITY	-	-	2,00,000
 LOCAL ADVT – ONLINE MARKETING	10,000	-	1,00,000
TOTAL ADVERTISEMENT %	5%	2%	2.03%
 CONSUMPTION – VIBES	1,51,676	95,396	1,03,35,000
TOTAL CONSUMABLE %	30%	30%	30%
OTHER OPERATING EXPENSES			
 RENT PREMISES	-	-	3,50,000
 ELECTRICITY CHARGES	-	-	1,40,000
 WATER CHARGES	-	-	15,000
 TELEPHONE EXPENSES / MOBILE	-	-	5,000
 STAFF WELFARE EXP	-	-	10,000
 FREIGHT & CARTAGE	-	-	60,000
 STAFF UNIFORM	-	-	10,000
 CONVEYANCE – OFFICIAL & TRAVELLING	10,300	32,101	56,175
 LEGAL EXPENSES / CONSULTANCY	-	-	20,000
 PRINTING & STATIONERY	4,000	-	-
 POOJA EXP	-	-	15,000
 FESTIVAL EXP	-	-	10,000
 OFFICE EXPENSES	-	-	50,000
TOTAL OTHER EXPENSES	14,300	32,101	7,41,175
GRAND TOTAL EXPENSES	2,88,994	1,79,497	1,70,96,175

FY 2026



REVENUE

₹ 1.80 CRORE

EXPECTED GROSS MARGIN



50% – 65%

OPERATING SURPLUS



2,16,592

1,38,489

1,73,53,825

43%

44%

50%



Achieve Target.
Earn Reward.
Grow Together.



Data Driven
Decisions



Sustainable
Growth



Stronger Margins
Better Outcomes



Proudly Indian
Globally Driven

INVEST WITH DIONNE, GROW WITH THE BEAUTY REVOLUTION

Premium Products. Strong Growth. Bright Future.



SEEKING INVESTMENT

₹50 LAKHS – ₹1 CRORE



HIGH GROWTH POTENTIAL

Expanding across India & beyond



STRONG BRAND TRACTION

Trusted by salons & customers



SCALABLE BUSINESS MODEL

B2C + B2B + Professional Channels



ATTRACTIVE RETURNS

Built for long-term value creation



BE A PART OF INDIA'S NEXT LEADING BEAUTY BRAND

USE OF FUNDS



30%

MANUFACTURING & INVENTORY

Strengthening production capacity & product stock



10%

MARKETING

Brand building, digital marketing & promotions



30%

TEAM EXPANSION

Hiring key talent across sales, marketing & operations



15%

TECHNOLOGY

E-commerce, CRM, automation & systems



15%

WORKING CAPITAL

Day-to-day operations & business growth



Proven Products
High Demand



Strong Market
Opportunity



Pan India Presence
& Growing



Experienced
Leadership Team



Built for Scalability
& Profitability

EXIT & LIQUIDITY

CREATING MULTIPLE EXIT OPPORTUNITIES FOR INVESTORS



STRATEGIC ACQUISITION

Potential acquisition by leading beauty, FMCG, or global cosmetics companies.



SERIES A / SERIES B FUNDING

Opportunity for early investors to partially or fully exit during future funding rounds.



SECONDARY SHARE SALE

Founders or new investors may facilitate secondary transactions, subject to applicable agreements.



IPO VISION

Long-term objective to build a company capable of pursuing a public listing when the business reaches appropriate scale and governance standards.



DIVIDEND POTENTIAL

As the business matures and becomes sustainably profitable, the company may consider dividend distributions, subject to board approval and business requirements.



STRONG VALUE CREATION

Focused on increasing enterprise value through brand growth, product innovation, nationwide distribution, and profitability.



INVESTOR COMMITMENT



Transparent
Corporate
Governance



Regular
Investor
Reporting



Scalable &
Sustainable
Growth Strategy



Long-Term
Value
Creation



BUILDING INDIA'S NEXT PROFESSIONAL BEAUTY BRAND

WITH A CLEAR PATH TO LONG-TERM VALUE CREATION.