

REVOKD

Revokd

High-Velocity D2C E-Commerce for India's Youth Market

Mass-premium positioning. Live e-commerce infrastructure. A viral influencer engine built to scale.



India's Youth Are Overpaying for Premium

The Broken Middleman Chain

Traditional retail brands layer multiple intermediaries — distributors, wholesalers, and retail markups — inflating the final price by 3–4x. Quality products become inaccessible to the very audience that wants them most.

⚠️ India's youth market is underserved: premium quality exists, but the pricing model is fundamentally broken.



Direct-to-Consumer. Agile. Profitable.



Agile Manufacturing

In-house and partnered production eliminates middlemen, passing real savings to consumers at a clean ₹999 entry price.



Optimized Fulfillment

Live e-commerce infrastructure built for country-wide delivery with rapid packing and dispatch efficiency.



High Gross Margins

D2C economics unlock margin profiles that traditional retail simply cannot match — optimized for scale.



Mass-Premium Positioning at ₹999

Revokd occupies the white space between fast fashion and aspirational luxury — premium quality, accessible pricing, built for India's 18–30 demographic.

Clear Entry Point

₹999 is the psychological sweet spot — premium enough to signal quality, accessible enough to drive volume.

Category Agnostic

Apparel-first, with infrastructure ready to expand into accessories, footwear, and lifestyle.



DE-RISKED ASSETS

Founder Skin in the Game

₹11.50 Lakhs Deployed

Personal capital fully committed to setup, inventory, and infrastructure — before a single external rupee was raised.

Why It Matters

Founder conviction de-risks the investment thesis. Capital is already working. The business is live, not theoretical.

Influencer Contract — Already Secured

A fully paid launch contract with **Yogesh Rawat**, MTV Splitsvilla personality, is locked and ready to execute.

2M+

Direct Followers

Immediate audience reach from day one of content drop.

48hrs

Content Timeline

Reels and campaign content live within 48 hours of activation.

Millions

Average Reel Views

Proven viral track record with consistent multi-million view counts.



The Experiential Growth Strategy

Month 1 — Digital Conversion & Campus Activation

Monetize traffic from the celebrity campaign by launching mini campus fitness activations—hyper-local gym, push-up, and stamina challenges at college festivals.

Month 3 — Mass Scaling & Brand Monetization

Move from localized tournaments to mass community engagement. Launch a flagship 5K/10K community run with apparel bundled as the official race kit. Execute a fashion runway with fitness and sneaker brand partnerships, then recycle live event content for hyper-targeted online ad pipelines.

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Month 2 — Multi-Sport Tournament Infrastructure

Scale footprint by hosting regional weekend tournaments across Football, Basketball, and Badminton. Teams register and pay entry fees directly through the website hub, turning competitive spaces into instant revenue generators.

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The 3-Month Revenue Map

Month 1: The Viral Digital Influx

- E-commerce Sales: 120 orders $\times$ ₹999 = ₹1,19,880
- Campus Gym Challenge Entry Tickets: 50 participants $\times$ ₹200 = ₹10,000
- **Month 1 Total Revenue: ₹1,29,880**

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Month 2: On-Ground Multi-Sport Monetization

- Football Tournament: 16 teams $\times$ ₹2,500 = ₹40,000
- Basketball Tournament: 12 teams $\times$ ₹2,000 = ₹24,000
- Badminton Tournament: 32 solo players $\times$ ₹500 = ₹16,000
- On-Ground Pop-Up Apparel Sales: 65 orders $\times$ ₹999 = ₹64,935
- **Month 2 Total Revenue: ₹1,44,935**

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Month 3: Flagship Community Scale

- Marathon Registrations (Ticket + Race Kit Bundle): 150 runners $\times$ ₹1,200 = ₹1,80,000
- Collaborative Fashion Runway App-Sales: 40 orders $\times$ ₹999 = ₹39,960
- Post-Event Digital Ad Conversion: 100 orders $\times$ ₹999 = ₹99,900
- **Month 3 Total Revenue: ₹3,19,860**

THE ASK

₹10 Lakhs for 20% Equity

Investment Terms

Capital Requested

₹10,00,000

Equity Offered

20%

Pre-Money
Valuation

₹40,00,000

Post-Money
Valuation

₹50,00,000

Why Now

The influencer contract is signed. Inventory systems are ready. The landing page is optimized. This capital accelerates an already-moving machine — not a concept waiting to start.

✅ **De-risked entry:** Founder capital deployed, influencer locked, infrastructure live.



Strategic Capital Allocation

60% — Manufacturing (₹6 Lakhs)

Upfront production capacity to fulfill viral demand spikes without stockouts.

25% — Influencer Pipeline (₹2.5 Lakhs)

Ongoing creator partnerships to sustain content velocity and audience growth.

15% — Backend Infrastructure (₹1.5 Lakhs)

Server, tech stack, and fulfillment systems to support scale.



Instagram: @revokd_official

Website: www.revokd.com