PACIFICALUXE

BRAND THAT SHINE

Everyday footwear made from farm waste, not plastic.

Affordable, plant-based, built-to-last shoes for India and the world.

Equity Investment Opportunity · ₹60 Lakhs Raise | 3% Equity

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Vision

To build India's first slow-footwear brand: shoes that last for years, harm no one, and return to the earth.

- **Sustainable soles** — plant-based leather, natural rubber, upcycled agricultural waste
- **Built to last** — repairable construction, timeless design that outlives seasonal trends
- **Ethical production** — full supply-chain transparency, fair wages for artisan shoemakers
- **Conscious comfort** — ergonomic everyday wear, not compromise
- **Circular footprint** — take-back, repair, refurbish, safe recycling

We are building a material and circular-system brand, not another shoe label.

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The Market Opportunity

$140B+

Global D2C footwear market, expanding rapidly

$10B+

Sustainable footwear segment, growing at 8.6% CAGR

54%

of the footwear market shifting to branded, high-quality, ethical products

- **The bridge-to-luxury gap:** mass market lacks sustainability; eco-luxury is overpriced. Consumers want ₹4,000–₹9,000 ($50–$120) premium alternatives.
- **Category tailwinds:** loafers and boots lead premiumization growth.
- **Export leverage:** India's low manufacturing cost + cross-border D2C unlocks high-margin sales in the US, Europe and the Middle East.

A large, growing market with an empty middle.

The Problem

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Today's footwear is unsustainable, unhealthy and outdated.

- **Massive environmental waste:** 20B+ pairs produced every year; ~90% end up in landfills because synthetic materials cannot be recycled.
- **Toxic materials, poor quality:** fast fashion relies on cheap plastics and harmful chemicals that wear out fast, cause discomfort and give zero support.
- **The green gap:** sustainable options are either $200+ luxury or lack style, durability and comfort.
- **Consumer distrust:** vague eco claims with no supply-chain transparency leave conscious shoppers frustrated.

Nobody is serving the conscious, price-aware buyer.

Our Solution

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Upcycled plant & waste materials

Comfortable everyday footwear crafted from agricultural plant waste and recycled inputs, keeping plastic out of every pair.

Safe for humans & nature

Non-toxic, chemical-free, breathable materials that protect skin health while keeping the planet safe.

Smart private-label manufacturing

Partnering with established eco-friendly manufacturers for high-quality, scalable production without heavy upfront capex.

Plant-based. Affordable. Transparent. Built to last.

How Every Pair Moves

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1

Farm waste sourcing

Agricultural by-products & recycled inputs from Indian supply partners

2

Material processing

Plant-based leather, natural rubber soles, natural-fibre linings

3

Partner manufacturing

Certified eco-friendly private-label factories, artisan finishing

4

D2C sale

Own website, marketplaces, cross-border e-commerce

5

Take-back loop

Repair, refurbish, resell or safely recycle

Every SKU carries a traceable material passport: origin, processor, factory, footprint.

Asset-light on factories, asset-heavy on materials and trust.

Material Architecture

A dual-material platform, one for each part of the shoe.

Uppers — plant-based leather

- Made from upcycled agricultural waste fibres
- Breathable, chemical-free, skin-safe
- Scalable input: India generates abundant crop residue
- Designed for repair and re-soling

Soles — natural rubber & recycled base

- Natural rubber outsoles for grip and durability
- Recycled-content midsoles with orthotic support
- Separable construction for end-of-life recycling
- Foundation for future fully compostable sole

Sustainability is our engineering, not our marketing.

Circular Footprint Program

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When a pair wears out

- Customer returns it free of cost
- Repair or re-sole if viable, return to customer
- Refurbish and resell at a discount
- Otherwise disassemble and recycle each material
- Customer receives store credit on the next pair

Why it matters to investors

- Repeat purchase built into the product lifecycle
- Refurbished line opens a lower price tier
- Verifiable impact data for brand and B2B buyers
- Direct answer to greenwashing distrust

Zero pairs to landfill. Every return is a future sale.

Business Model — Core D2C Engine

Revenue streams

- **Full-price D2C sales** — ₹4,000–₹9,000 per pair via own website and marketplaces
- **Refurbished line** — from the take-back program, at a lower entry price
- **Repair & care services** — re-soling, cleaning, accessories

Illustrative unit economics

Metric	Value
Average selling price	₹4,500
Landed cost (private label)	₹1,700
Gross margin	~60%
Contribution after CAC & logistics	25–30%

Premium margins at mid-market prices.

Business Model — Export & B2B Layer

Cross-border D2C

- Same pair sells at $80–$120 in the US, EU and Middle East
- India manufacturing cost keeps landed margin above 65%
- Shopify + global marketplaces; no physical retail needed

B2B & white label

- Corporate and hospitality bulk orders with impact reporting
- Material supply to other conscious brands
- Curated sustainable-retail partnerships

Diversified revenue: India D2C, export D2C, B2B.

Distribution Strategy

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- **Own D2C website** — brand story, material passports, take-back program
- **Marketplaces** — curated presence on major Indian and global platforms
- **Creator & community-led launch** — sustainability, wellness and design communities
- **Exhibitions & pop-ups** — touch-and-feel is our strongest conversion lever

Targets

12,000

pairs sold in Year 1

3 markets

India, US, Middle East live by end of Year 1

Community + transparency = our acquisition moat.

Product Strategy

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Two structured product series, launched in the categories leading premium growth.

Everyday Series — comfort-led

- Loafers, slip-ons, sneakers
- ₹4,000–₹6,000 price band
- High-frequency, repeat-purchase core

Heritage Series — durability-led

- Boots and artisan-finished styles
- ₹6,000–₹9,000 price band
- Repairable, re-soleable, lifetime-oriented

Launch range: 6 SKUs. Year 2: 15+ SKUs across both series.

Few products, made exceptionally well.

Financial Projection Snapshot

Period	Revenue target
Year 1	**₹5 – ₹15 Crore**
Year 2	**₹40 – ₹80 Crore**
Year 3 – Year 4	**₹90 – ₹500 Crore**
Year 5 – Year 6	**₹500 – ₹1,000 Crore**

45–65%

Blended gross margin

Metric	Value
Operational breakeven	18–24 months
Runway from ₹60 Lakhs raise	15–18 months

From ₹5 Crore to a ₹1,000 Crore brand in six years.

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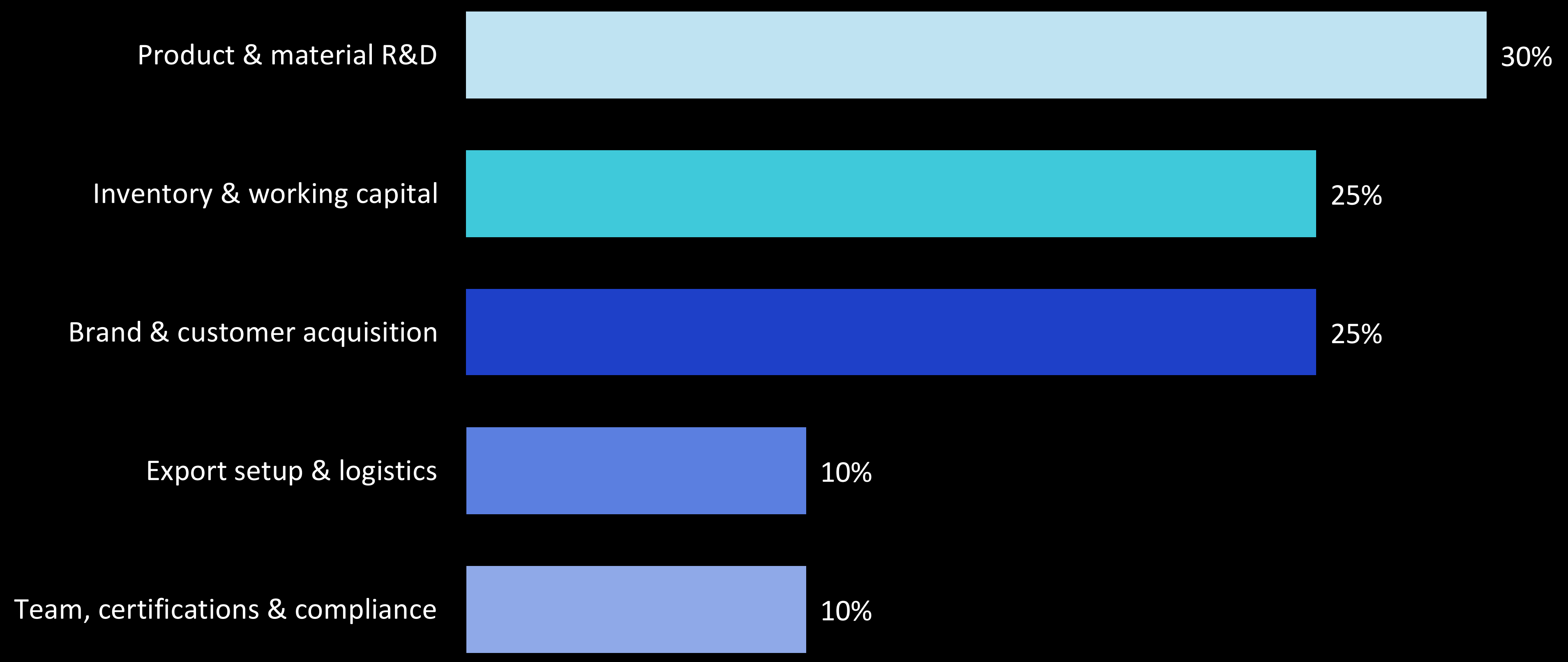
Use of Funds — ₹60 Lakhs



Disciplined capital deployment.

Competitive Advantage

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- **Price position** — premium eco quality at ₹4,000–₹9,000, below every global sustainable brand
- **Made in India cost base** — export margins competitors cannot match
- **Farm-waste materials** — abundant, local, low-cost inputs
- **Circular take-back** — built-in retention and verified impact
- **Full transparency** — material passports answer greenwashing head-on
- **Asset-light manufacturing** — scale without factory capex

Moat = Materials + Price + Trust.

2027 Roadmap

- **Proprietary material line** — own plant-leather formulation, licensable to others
- **Fully compostable sole** — closing the last loop
- **Take-back program at scale** — refurbished storefront
- **EU & UK entry** — with third-party eco certifications
- **Flagship experience store** — repair bar + material lab
- **B2B material supply** — from brand to platform

Evolving from a shoe brand into a sustainable-materials platform.

Equity Offering

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₹60 Lakhs

Raise amount

₹20 Crore

Implied post-money valuation

3%

Equity offered

Metric	Value
Runway	15–18 months
Breakeven timeline	18–24 months

Seed capital to prove the model in three markets.

Exit & Liquidity Options

- Strategic acquisition by a global footwear or lifestyle group building a sustainable portfolio
- Series A / private equity growth round on export traction
- Material-technology licensing or spin-out
- Secondary sale to impact and consumer funds
- Structured buyback from profits post-breakeven

5 paths

Multiple paths, no single-buyer dependency.

We are building footwear that lasts for years and returns to the earth not to a landfill.

With disciplined execution, an India cost base and a circular model, we aim to close the green gap in everyday footwear.

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