

IIFT 2.0: Building India's Next Scalable Fashion & Creative Education Platform

36 Years Built the Legacy.
The Next 5 Years Build the Platform.

The Ask

₹10 Cr
Growth
Investment

The Scale

10 → 45
Active
Centres

The Trajectory

₹8.5 Cr
→ ₹67 Cr
(Y5 Target)

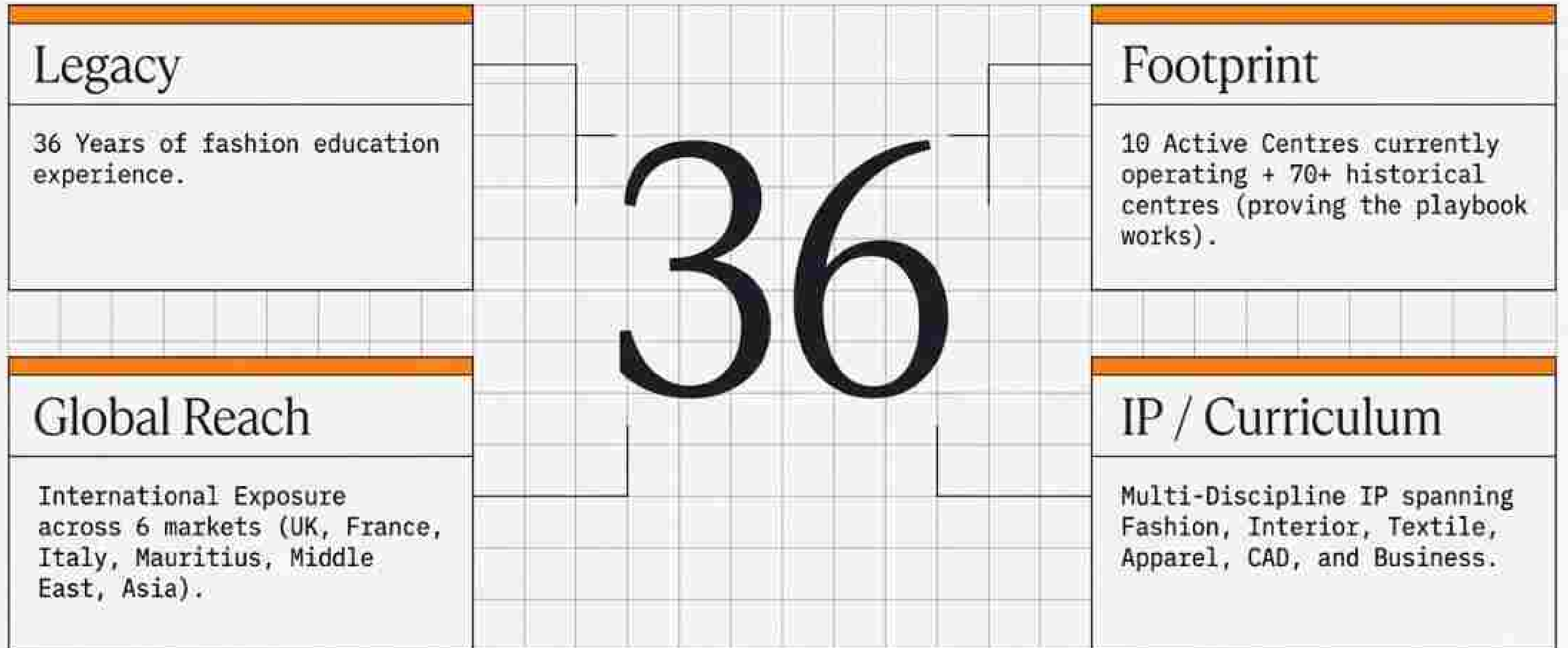
The Deal

₹30 Cr
Pre-Money | 25%
Investor Stake

**We are not asking investors to fund an institution.
We are asking them to fund its transformation.**

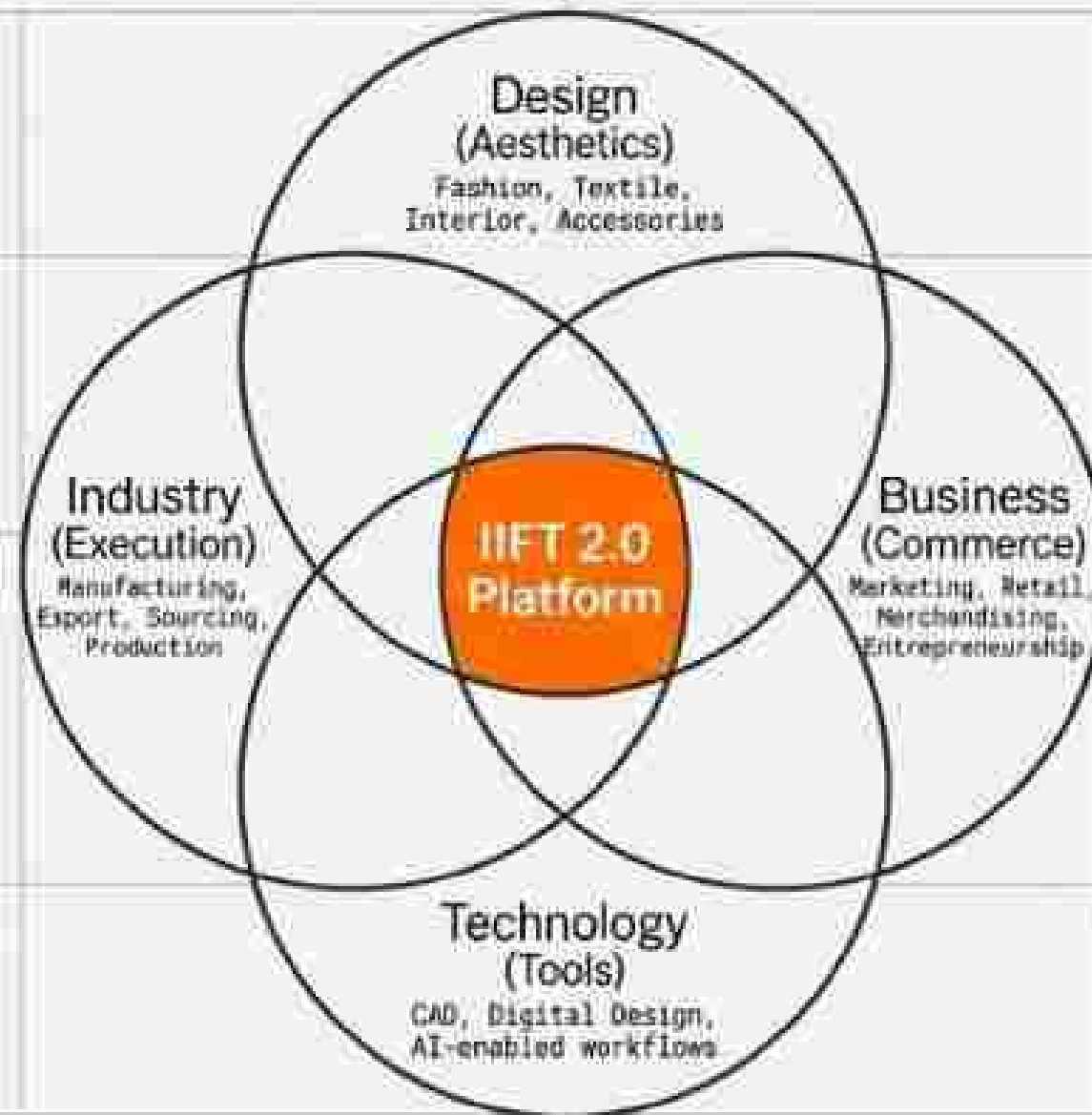
IIFT 1.0				IIFT 2.0			
Centre-led				Centralised			
Physical-first				Digital + Physical			
Founder-dependent				Data-driven			
Fragmented revenue streams				Multiple revenue engines			
Limited technology infrastructure				Scalable network			

Three Decades of Accumulated Institutional Capital



The Market Gap: The New-Age Creative Professional

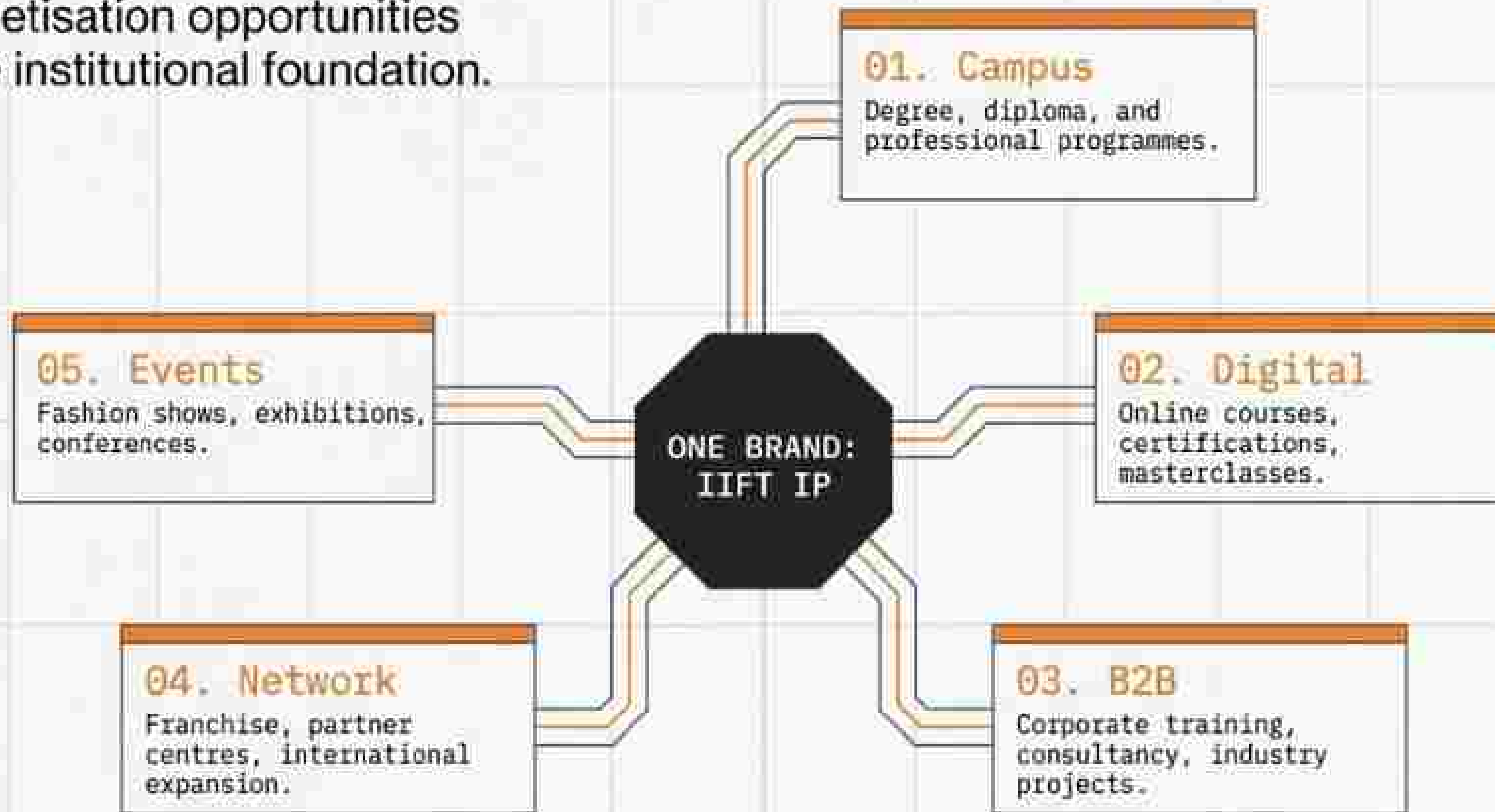
Traditional design degrees are obsolete. The modern industry requires a converged skillset.



Synthesis Note: IIFT 2.0 brings these fragmented capabilities under one unified, scalable platform.

The Platform Architecture

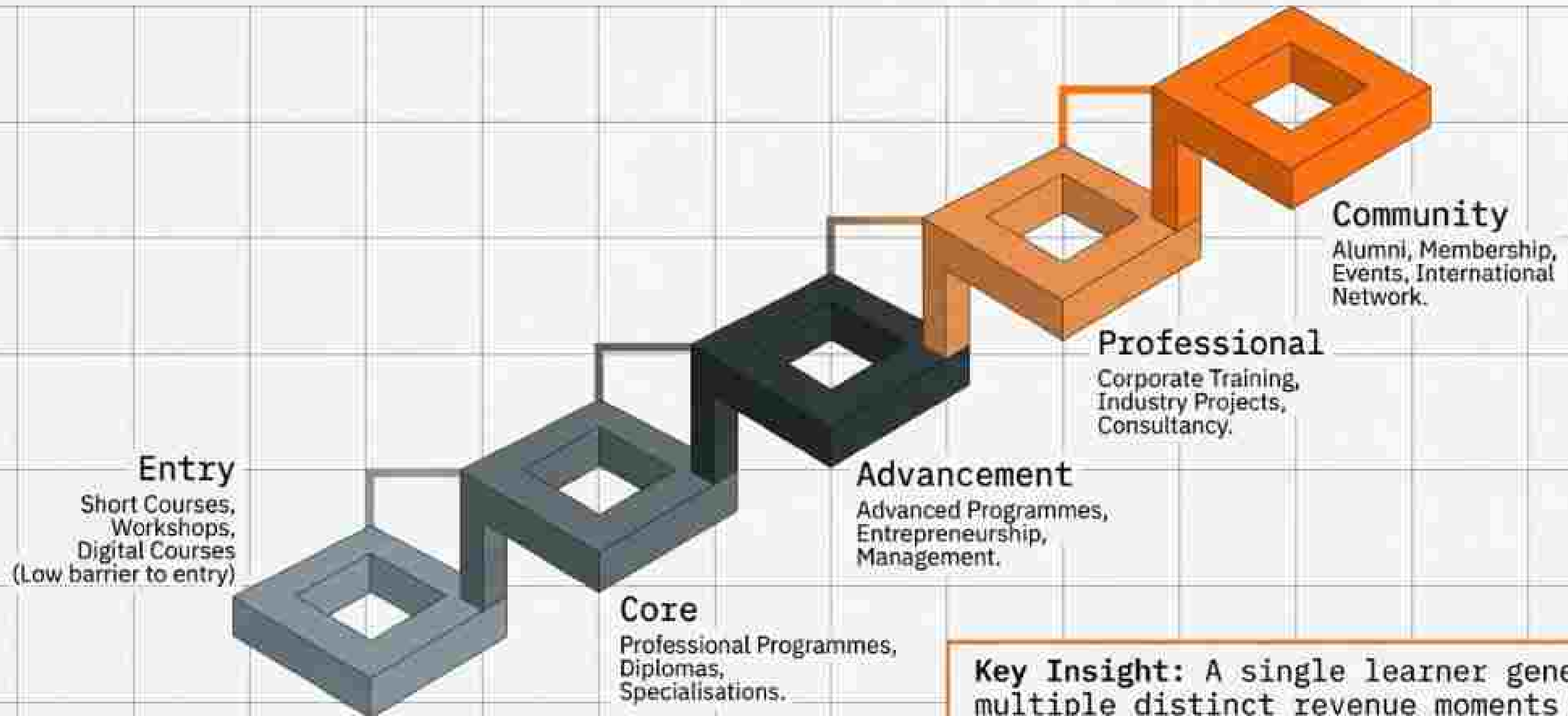
Multiple monetisation opportunities
from a single institutional foundation.



Result: Multiple monetisation opportunities from one institutional platform.

The Product Engine: Expanding Learner LTV

From one-time education to a multi-stage lifecycle.



Key Insight: A single learner generates multiple distinct revenue moments across their professional lifecycle.

The Scale Engine: Replicating the Playbook



Expansion Architecture

Flagship centres

Franchise/partner centres

Digital reach

Build the system once.
Replicate it many times.
We do not intend to fund every new centre with corporate capital.

Engineered for Predictable Unit Economics

The mature centre as a measurable, highly profitable business unit.

The Baseline Math

100	×	₹1.20 Lakh	=	₹1.20 Cr
Students		Avg. Fee		Education Revenue

The Envelope

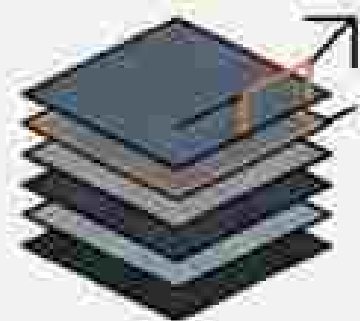
Target mature-centre revenue envelope: ₹1.3 – ₹1.5 Cr+

Upside drivers: Short courses, workshops, corporate training, digital, events.

Admissions	Revenue	CAC	Contribution	Faculty Utilisation	Break-even

Escaping Geographic Limits: High-Margin Scale Layers

Digital is the Scale Layer



*The classroom has a geographic limit.
The curriculum doesn't.*

Short-format	(₹5K-₹15K)
Certifications	(₹15K-₹50K)
Advanced	(₹50K-₹1.25L+)
Executive	(₹1L+)

National/International reach, lower marginal delivery cost, year-round engagement, cross-selling.

B2B Monetises Industry Capability



Education is only one side of IIFT.

Pillar 1: Corporate Training (Fashion houses, retailers, start-ups)	Pillar 2: Consultancy (Forecasting, merchandising)	Pillar 3: Industry Projects
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Target: Build B2B into a highly profitable 10%+ revenue contributor.

Illustrative 5-Year Financial Profile



Built Against a Range, Not a Heroic Number

Conservative	Base	Upside
35 Centres	45 Centres	50+ Centres
~2,800 Students	~3,800 Students	~4,500+ Students
₹45-50 Cr Revenue	₹60-70 Cr Revenue	₹80-90 Cr Revenue

Strategic Takeaway: Our operating plan is entirely built around the Base Case.
The upside case is not required to tell a compelling return story.

Capital Allocation: Capability Before Scale

Investment Principle: Build the operating engine before aggressively scaling it.

Marketing & Admissions Engine: ₹2.00 Cr	Centre Expansion & Upgrades: ₹1.75 Cr		
	Franchise/Network Dev: ₹1.00 Cr	Working Capital: ₹1.00 Cr	B2B & International Dev: ₹1.00 Cr (Combined)
	Digital Academy: ₹0.75 Cr	Faculty & Curriculum: ₹0.75 Cr	Contingency: ₹0.50 Cr
Tech / CRM / LMS / ERP: ₹1.25 Cr			

Total ₹10.00 Cr

24-Month Execution Roadmap

Capital deployment is strictly tied to measurable operating outcomes.

0-6M (BUILD)	6-12M (PROVE)	12-18M (SCALE)	18-24M (DEMONSTRATE)
• Deploy CRM/MIS, establish digital infrastructure, finalize course architecture, standardize centre P&Ls.	• Launch Digital academy, fire up admissions engine, establish B2B pipeline, finalize franchise standard playbook.	• Open new centres, secure corporate contracts, expand franchise network, accelerate digital growth.	• Prove repeatable centre economics, showcase improved CAC, drive center contribution, display growing EBITDA.

The Investment Opportunity

Investment Principle: Capital deployment is strictly tied to measurable operating outcomes.

Cap Table



Pre-Money Valuation:

₹30 Cr

Investment Ask:

₹10 Cr

Post-Money Valuation:

₹40 Cr

Investor Ownership:

25%

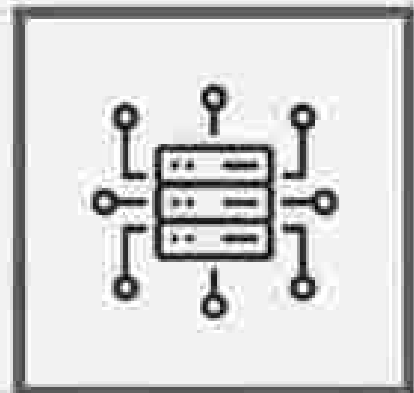
Valuation Rationale

The valuation is not based on historical revenue claims. It reflects a heavy discount on the replacement cost of a 36-year established brand, an operating 10-centre footprint, fully developed multi-discipline IP, and immediate future earnings capacity.

(Note: Final valuation subject to DD)

We Are Looking For a Strategic Partner

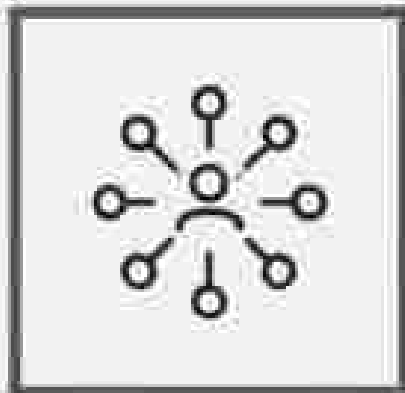
Not simply capital. We need a partner to accelerate IIFT 2.0 across six pillars:



Technology
(Operating backbone)



Growth
(Admissions engine)



Network
(10 to 45 centres)



Digital
(Beyond geography)



Industry
(B2B scale)



International
(Global footprint)

Proposition: Invest in the transformation of an established fashion institution into a highly scalable, multi-channel creative education platform.

36 Years Built the Legacy. The Next 5 Years Build the Platform. Join IIFT 2.0.