

Masters of Space Transformation

We don't decorate. We transform.

A premium, technology-enabled platform that takes a space from inspiration to design, curated products and execution.

SERIES A

Scale Round

WALLMANTRA

From Wall → Space → a new category of transformation.

THE TEAM

Building the Space Transformation category



Mayan Kumar

Founder & CEO

Vision • Brand • Product • Technology



Sandeep Kumar

Co-founder CTO

Execution • Operations • Growth

THE PROBLEM

Transforming a space is still fragmented.

They want a better-looking, better-functioning space — without coordinating a fragmented ecosystem.

INSPIRATION

**Pinterest / Instagram
/ AI**

Ideas are abundant.

DESIGN

Designers / AI Tools

Design and execution separate.

PRODUCTS

**Furniture / décor
/ lighting**

Buying is fragmented.

EXECUTION

**Multiple vendors
+ site management**

Quality, timelines and
site-management uncertainty

**The gap: no single premium brand owns the journey from inspiration → personalized design
→ curated products → execution.**

WallMantra is building the Space Transformation category.

Not an interior firm.
Not a furniture marketplace.
Not a décor store.

A branded transformation platform.

We combine AI-led visualization, design access, curated products, and execution into one customer journey.

DISCOVER

Explore looks, spaces & products

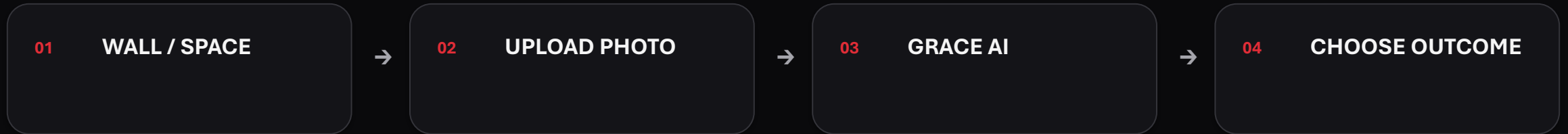
DESIGN

Upload → Grace AI → personalize

TRANSFORM

Shop the look or execute end-to-end

Transform My Space — the front door to WallMantra.



GRACE AI

Understands the uploaded space and recommends transformation directions, styles, products and next steps.

DESIGN ACCESS

Paid design - 3D views, drawings, specifications and execution guidance.ge

SHOP THE LOOK

Curated products / complete look

TRANSFORM WITH WALLMANTRA

Design + products + execution

The differentiator is not one feature. It is the connected system.

01

AI DISCOVERY

Grace turns a blank photo into a starting point.

02

DESIGN ACCESS

Monetizes intent before a large project.

03

SHOP THE LOOK

Turns design into a basket, not a vendor list.

04

EXECUTION

Captures high-ticket transformation revenue.

05

WALL + SPACE

Entry can be small; expansion can be the whole room.

06

BRAND + EXPERIENCE

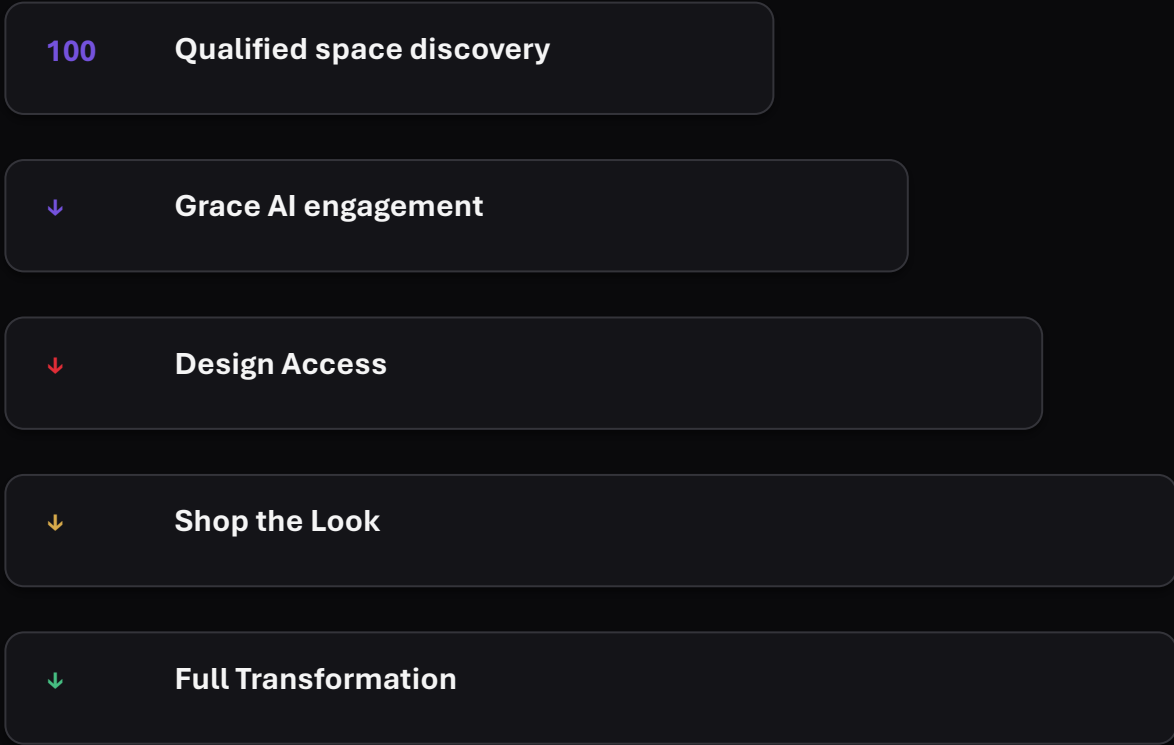
Premium showroom + digital journey builds trust.

One customer can move through multiple monetization layers.

GRACE EXPERIENCE	Low-friction acquisition / qualification	Free / lead generation
DESIGN ACCESS	Design + 3D + drawings + specs	Paid design product
SHOP THE LOOK	Curated product basket	Product gross margin
TRANSFORM WITH WALLMANTRA	Design + products + execution	High-ticket project revenue
WALLMANTRA X / PRIME	Luxury collections + membership	Premium margin + retention

Revenue ladder: acquire → monetize intent → expand basket → capture transformation → retain.

The model is designed to increase revenue per acquired customer.



METRIX	
CAC	5000
Design Access CVR	10%
Product Conversion	1.5%
Project conversion	15%
AOV	3-5 Lakh
Gross / contribution margin	25%
Repeat / referral rate	15-20%

The moat compounds as WallMantra learns the space.

SPACE DATA

**Uploaded rooms +
preferences +
style intent**

More interactions →
better recommendations →
stronger conversion.

DESIGN SYSTEM

**Reusable
transformation logic +
specifications**

More interactions →
better recommendations →
stronger conversion.

PRODUCT GRAPH

**Products mapped to
styles, spaces and
looks**

More interactions →
better recommendations →
stronger conversion.

EXECUTION KNOW-HOW

**Materials, vendors,
site workflows, QA**

More interactions →
better recommendations →
stronger conversion.

BRAND TRUST

**Premium experience
across digital +
physical**

More interactions →
better recommendations →
stronger conversion.

The advantage is the integration of software + curated commerce + execution — not simply “AI”.

TRACTION

Early demand is already converting into meaningful order value.

8+ years of brand foundation, a 165K+ social community and growing transaction momentum.

₹15L+

MONTHLY ORDER MOMENTUM

Current early order run-rate

8+

YEARS

Brand + operating foundation

165K+

SOCIAL COMMUNITY

Existing audience / distribution asset

2

CORE VERTICALS

Wall + Space transformation

WHAT WE WILL SCALE WITH SERIES A

REVENUE

₹ 10 - 12 Cr

CUSTOMERS

500-1000

AOV

₹ 15-25 l

MONTHLY ORDER

70L - 1 Cr

DESIGN ACCESS

20%

EXPERIENCE STUDIO

3-4

MARKET

Large, fragmented, increasingly digital — and moving toward premiumisation.

HOME FURNISHINGS

₹1.3T retail value in India, 2025

ONLINE HOME DÉCOR

+\$4.39B expected growth, 2025–2029

AI IN INTERIOR DESIGN

\$137.5M India revenue in 2025; 27.7% CAGR forecast to 2033

LUXURY HOME FURNITURE

\$1.236B India market in 2025

Sources: Euromonitor, Technavio, Grand View Research; market definitions differ and should not be summed.

Existing categories solve pieces. WallMantra connects the journey.

CATEGORY	DISCOVERY	DESIGN	PRODUCTS	EXECUTION	ONE JOURNEY
Interior firms	△	✓	✓	✓	—
Marketplaces	✓	—	✓	—	—
D2C décor	✓	—	✓	—	—
Design tools	✓	✓	—	—	—
WALLMANTRA	✓	✓	✓	✓	✓

Our position is not “more features”; it is ownership of the complete transformation journey.

Build a demand engine around curiosity, not a hard sell.

ATTRACT

Educational ads • founder content • SEO • PR • social

ENGAGE

Transform My Space • Grace AI • WhatsApp

MONETIZE

Design Access • Shop the Look

EXPAND

Full transformation • WallMantra X

RETAIN

Prime • repeat décor • referrals • new spaces

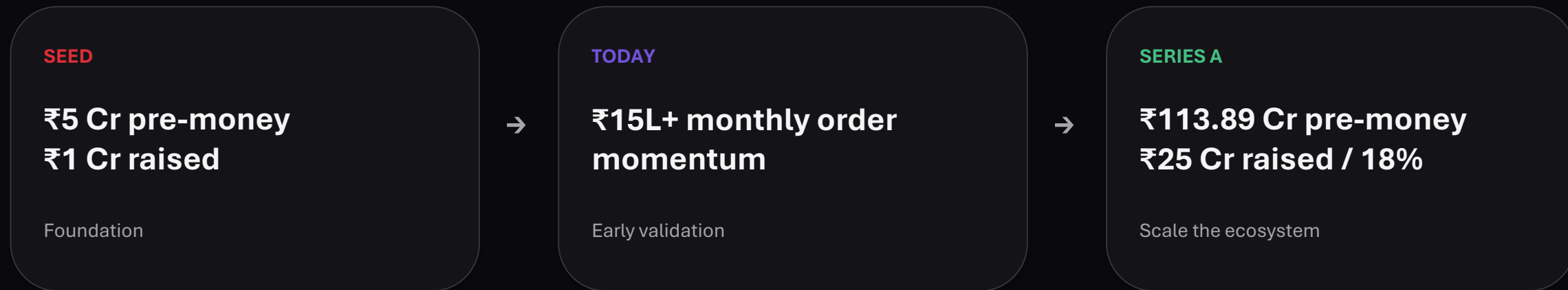
The acquisition wedge is educational + visual; the monetization engine is transformation.

Capital turns a proven foundation into a scalable category platform.

PRODUCT & AI	₹7.5 Cr	Grace, visualization, recommendation, product graph, UX
GROWTH	₹6.25 Cr	Performance, content, creators, SEO, brand, CRM
EXPERIENCE CENTRES	₹4.0 Cr	Flagship + expansion-ready formats
OPERATIONS	₹4.0 Cr	Supply chain, QA, execution systems, city playbook
TEAM + WORKING CAPITAL	₹3.25 Cr	Leadership, product, sales, inventory / project buffer

We're not valuing WallMantra as another interior-services business.

Series A funds the transition from an established brand into a scalable Space Transformation ecosystem.



THE INVESTMENT THESIS

We have early customer demand. The opportunity is to build the technology, commerce, brand and execution infrastructure that can capture the much larger Space Transformation market.

₹15L+ monthly order momentum is early evidence of willingness to transact.

From one experience studio to a repeatable multi-city transformation engine.

YEAR 1

Prove the engine

Product-market fit • Grace → Design Access → commerce • Delhi-NCR

YEAR 2

Replicate

City playbook • experience centres • supply + execution network

YEAR 3

Compound

Brand scale • WallMantra X • repeat purchase • technology moat

THE BIG IDEA

WallMantra is building the brand for “Transform this.”

The ambition is to own the customer journey from seeing a space differently to making it real.

“Transform this.”

Discover the look.
Design it with Grace.
Buy the transformation.
Get it executed.

DISCOVER

Inspiration + content

DESIGN

Grace AI + Design Access

COMMERCE

Shop the Look + products

TRANSFORM

Execution + WallMantra X

₹25 Cr is the capital to build this ecosystem at scale.

Masters of Space Transformation.

ASK

₹25 Cr for 18% primary dilution.

Series A post-money = ₹138.89 Cr; pre-money = ₹113.89 Cr. Assumes no additional ESOP/top-up adjustment.