



Brand

₹25 Lakh

Existing Promoter Investment

₹25 Lakh

Funding Required

20

Target Distributors by Dec-26

“हर माँ के आँचल का विश्वास”

Confidential • September 2026

Our Vision

Build Seemanchal into a trusted regional home-cleaning products brand.

Start with detergent powder and build a complete household-cleaning portfolio over the next 5 years.

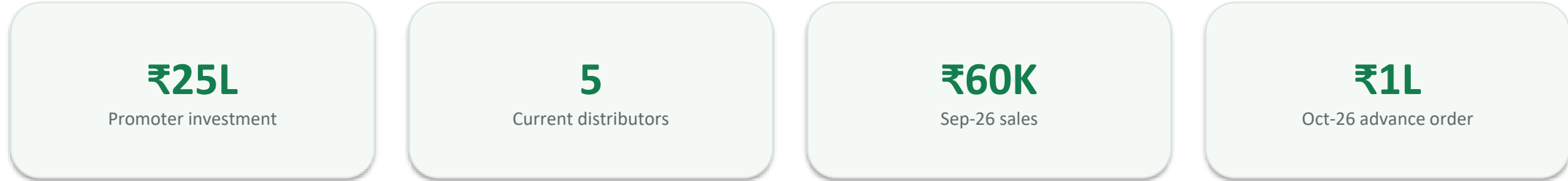
Use Bihar as the core market, supported by a focused distributor-led route to market.

Scale an already-built manufacturing infrastructure through working capital, distribution and brand investment.

Create a strong regional brand with affordable products and consistent quality.

Where We Are Today

Manufacturing infrastructure is ready; the next step is market expansion.



Current products: Seemanchal Detergent Powder — 500g and 1kg.

Current market focus: Bihar.

Manufacturing setup/infrastructure is already in place.

Funding is intended primarily for distributor expansion, marketing and raw materials/working capital.

Current Product & Unit Economics

Detergent powder is the entry product for the Seemanchal portfolio.



₹34

500g distributor landing

₹65/kg

1kg distributor rate

₹48/kg

1kg manufacturing cost

~12%

Target contribution after freight

Company target margin before freight: ~15%.

Approx. Bihar-wide freight/logistics provision: ~3%.

Resulting target contribution after freight: ~12%, before corporate overheads, interest and tax.

500g realization is ₹68/kg equivalent, versus ₹65/kg for the 1kg pack.

Early Market Traction

Initial distribution and orders provide the base for a larger Bihar rollout.

₹0.60 Lakh

Sep-26 actual

₹1.00 Lakh

Oct-26 advance order

5 existing distributors currently average approximately ₹15,000 billing each.

A new distributor has placed a ₹1 lakh advance order, planned for billing on 1 October 2026.

Management target: reach 20 distributors by December 2026.

Longer-term distributor target: add approximately 5 distributors per month.

The Market Opportunity

A large, recurring-use category with multiple adjacent products.

Daily-use category

Detergent is a recurring household purchase with repeat demand.

Regional brand gap

Opportunity to build strong local distribution and retailer relationships.

Portfolio expansion

Dishwash, detergent bar and other cleaners can increase wallet share.

Bihar-first scale

Focused geography allows concentrated sales execution before wider expansion.

Why Seemanchal

The growth model combines manufacturing readiness with a focused route-to-market.

Manufacturing infrastructure is already established.

Promoter capital of ₹25 lakh has already been deployed.

Focused Bihar distribution strategy rather than fragmented multi-state expansion at the outset.

Affordable detergent positioning with 500g and 1kg formats.

Brand architecture designed to extend naturally into a complete cleaning-products portfolio.

Capital requirement is concentrated on growth: distribution, marketing and raw materials.

5-Year Product Roadmap

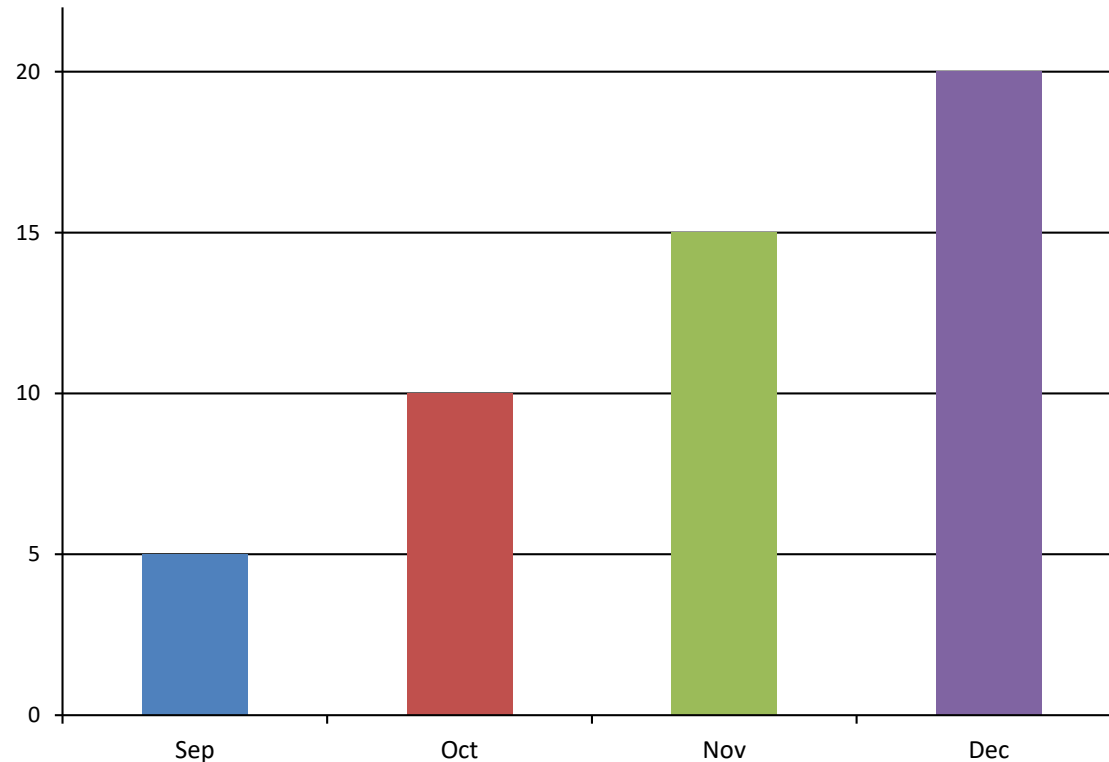
Expand from one core category to a complete home-cleaning portfolio.



Distribution Expansion Plan

Target approximately 5 new distributors per month.

Distributor target



Target economics

Current: 5 distributors $\times$ $\sim$ ₹15K average billing.

Target by Dec-26: 20 distributors.

Mature target: minimum ₹50K monthly billing per distributor.

20 mature distributors $\times$ ₹50K = ₹10L monthly billing run-rate.

Scale thereafter through Bihar district expansion.

Go-to-Market Strategy

Build density, repeat orders and retailer visibility.

Distributor-first expansion: appoint and activate local distributors district by district.

Retailer acquisition: field sales coverage focused on repeat billing and shelf visibility.

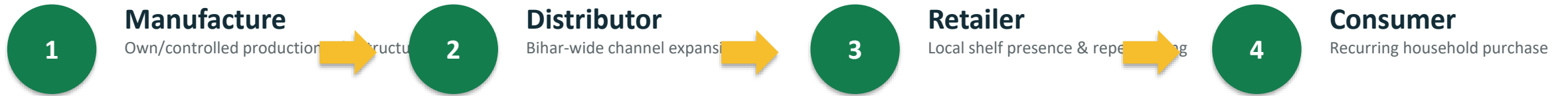
Trade marketing: retailer boards, uniforms, vehicle branding, product sampling and local activations.

Digital support: social media content and product-led local awareness.

Working-capital discipline: maintain raw-material availability so distributor orders can be serviced consistently.

Business Model & Unit Economics

A manufacturing-led FMCG model with distributor-driven market access.



~15%

Target product margin before freight

~3%

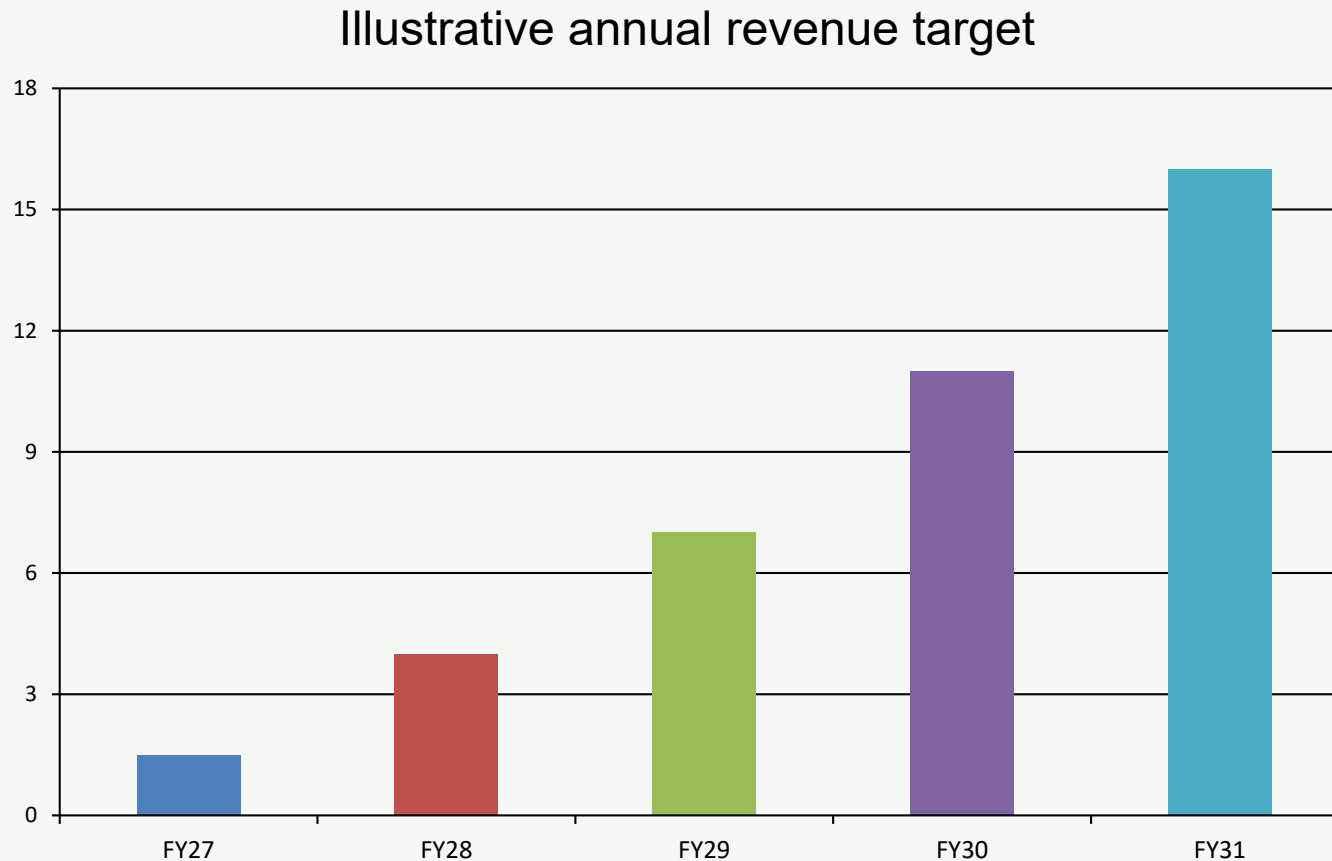
Freight/logistics provision

~12%

Target contribution after freight

5-Year Management Projection

Illustrative targets based on distributor expansion and portfolio growth.



Target contribution @ ~12%

FY27: ₹1.5 Cr revenue → ₹0.18 Cr contribution

FY28: ₹4.0 Cr revenue → ₹0.48 Cr contribution

FY29: ₹7.0 Cr revenue → ₹0.84 Cr contribution

FY30: ₹11.0 Cr revenue → ₹1.32 Cr contribution

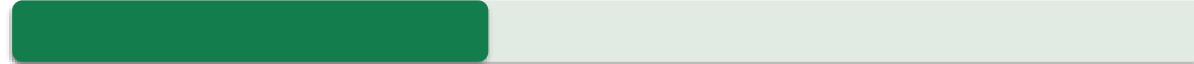
FY31: ₹16.0 Cr revenue → ₹1.92 Cr contribution

Note: management targets, not audited forecasts. Actual results depend on distributor activation, re

Funding Requirement — ₹25 Lakh

Growth capital to accelerate an already-built manufacturing platform.

Distributor expansion



₹10L

Raw material & working capital



₹8L

Marketing & brand building



₹5L

Logistics / contingency



₹2L

₹25 Lakh

Total growth capital required

Proposed Investment Structure

Illustrative structure: ₹25L investment at ₹1 Cr pre-money valuation.

Shareholder	Before Funding	After ₹25L Funding
Ram	52.76%	42.21%
Abhishek	21.20%	16.96%
Pintu	16.40%	13.12%
Ashish	9.64%	7.71%
New Investor Proposed pre-money valuation: ₹1.00 crore.	—	20.00%

New investment: ₹25 lakh.

Proposed post-money valuation: ₹1.25 crore.

Proposed investor ownership: 20%.

Final share issue, premium and legal documentation to be finalized with the company's CA/CS/legal advisor.

Scale distribu



ucts portfolio

₹25L

Promoter capital already invested

₹25L

Growth capital sought

5 Years

Complete cleaning portfolio vision

Seemanchal Industries Pvt. Ltd. | Bihar, India

“हर माँ के आँचल का विश्वास”