



WITNESS THE UNSCENE

# Gigvalla

## PITCH DECK

Tech Disruption in Live Entertainment Industry in India

SCIENCEZONE  
by Gigvalla

Delhi-NCR

GIG  
valla



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# WHO WE ARE? THE TEAM



**Apurv Anand, CEO - Strategy,  
Client Acquisition & Execution**



**HEALTHARK**



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



**Kanika Tanwar, CPO & CMO -  
Technology, Marketing & Team  
Building**



**AXTRIA**



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



**Raj Kumar, COO - Event  
Operations & Artist Management**



**Artist**  
Management and Production

**DEKTER**



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# CURRENT TRACTION & Our IP Events

Month	Expenses			Revenue	Net Profit
	Tech	Marketing	Salary		
April	₹50,000.00	₹5,000.00	₹20,000.00	₹112,000.00	₹52,000.00
May	₹50,000.00	₹10,000.00	₹15,000.00	₹113,000.00	₹38,000.00
June	₹10,000.00	₹10,000.00	₹40,000.00	₹150,000.00	₹45,000.00
July	₹10,000.00	₹75,000.00	₹40,000.00	₹476,000.00	₹104,720.00
August	₹10,000.00	₹50,000.00	₹40,000.00	₹543,500.00	₹119,570.00
September	₹10,000.00	₹50,000.00	₹40,000.00	₹717,000.00	₹157,740.00
October	₹10,000.00	₹50,000.00	₹40,000.00	₹1,235,000.00	₹271,700.00
November	₹10,000.00	₹55,000.00	₹40,000.00	₹1,315,000.00	₹289,300.00
December	₹10,000.00	₹55,000.00	₹40,000.00	₹1,387,500.00	₹305,250.00



Every Wednesday



Every Thursday





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# THE PROBLEM

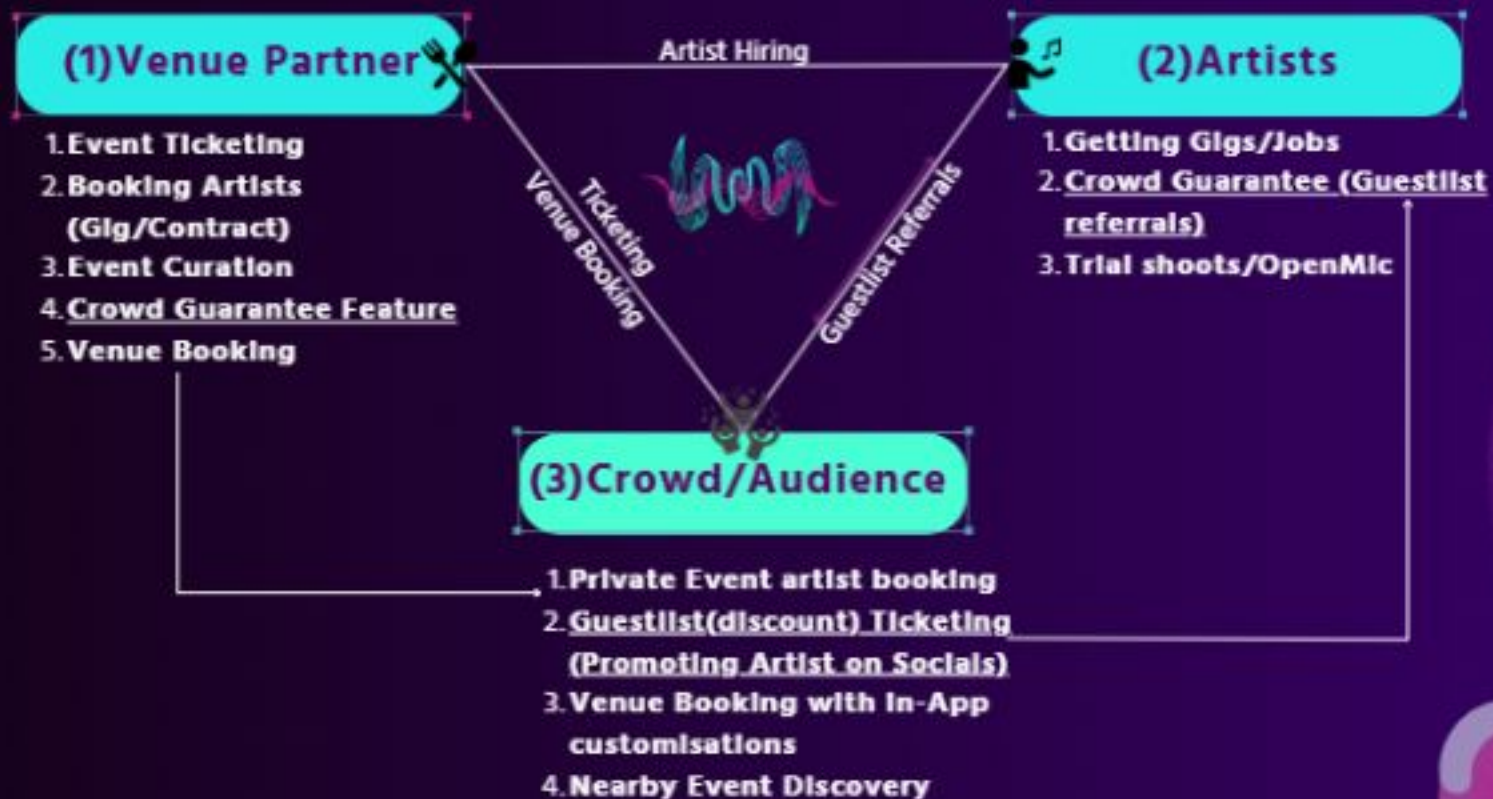
## 3 BROKEN PILLARS OF ANY EVENT

- 1: **Hosts** have trouble finding the right performers for their events as well as getting crowd
- 2: **Performers** aren't booked for as many events as they would like
- 3: **Live events fans/audience** don't have an easy way to discover events, book venues, and get private artists for themselves



# THE TECH SOLUTION

12 Offerings 3 Stakeholders





# And Guess What? This Happened

TVF shortlisted us in top 100 storytellers of India



Watch [Unscene Trailer](#)



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# MARKET OPPORTUNITY

**FASTEST GROWING SEGMENT IN M&E**

## FICCI-EY MEDIA & ENTERTAINMENT REPORT 2025

### Key trends of 2024

Indian M&E sector grew 3.3% in 2024 to reach INR2.5 trillion

	2019	2022	2023	2024	2025E	2027E	CAGR 2024-2027
Digital media	308	571	686	802	903	1,104	11.2%
Television	785	726	711	679	675	667	(-0.6%)
Print	296	250	259	260	262	267	0.9%
Online gaming	64	222	236	232	260	316	10.8%
Filmed entertainment	191	172	197	187	195	213	4.3%
Animation and VFX	95	107	114	103	113	147	12.5%
Live events	63	73	88	101	119	167	18.2%
Out-of-home media	51	48	54	59	66	79	10.2%
Music	15	46	54	53	60	78	13.4%
Radio	31	21	23	25	27	30	6.6%
<b>Total</b>	<b>1,922</b>	<b>2,237</b>	<b>2,422</b>	<b>2,502</b>	<b>2,682</b>	<b>3,067</b>	<b>7.0%</b>
Growth		23.3%	8.3%	3.3%	7.2%		

## BOOKMYSHOW 2024 REPORT

**'8,87,166 fans attended events solo': BookMyShow unveils its 2024 Year-End Report with interesting trends**

Music tourism surged, becoming one of the defining trends of the year. Over 4,77,393 fans travelled outside their cities to attend live music events. Coldplay's Music Of The Spheres World Tour in India saw fans from over 500 cities and 28 states making their way to Ahmedabad, a testament to the magnetic pull of live entertainment. Tier 2 cities experienced a dramatic **682% growth** in live events, including markets like Kanpur, Shillong and Gandhinagar, signalling a democratisation of entertainment access across the country.



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# MARKET SIZING

## ONLY ORGANISED TICKETING MARKET

**TAM**

₹ 14,500 Cr.

India's total market size

**SAM**

₹ 1,450 Cr.

**SOM**

₹145 Cr.

**Total Addressable Market**

INR 14,500 Cr

Organized live event ticketing market size

(India's total market size)

**Serviceable Available Market**

INR 1,450 Cr

Delhi-NCR, Jaipur, Chandigarh, Ahmedabad (Initial major cities, conservative penetration)

**Serviceable Obtainable Market**

INR 145 crore

10% of SAM (Initial market capture as a new entrant)

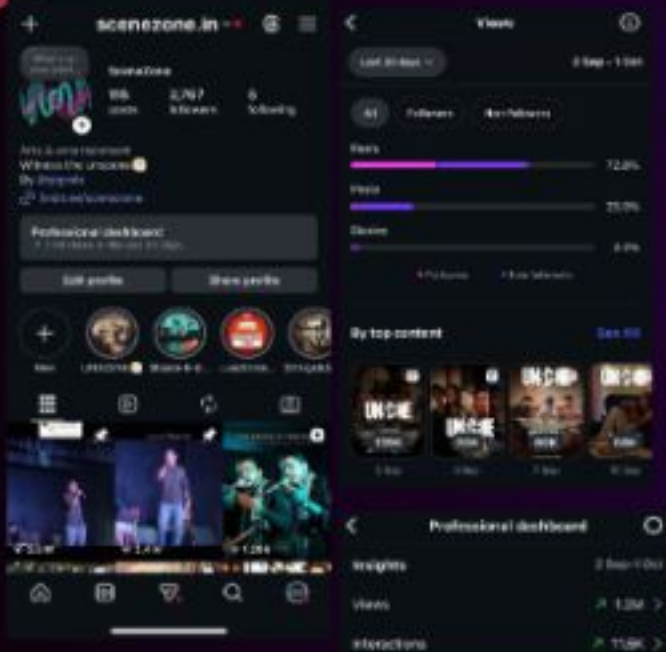
Of the total ₹ 14,500 Cr TAM, we aim to capture ₹ 150 Cr market by December 2026



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# MARKET TESTING & VALIDATION

SOCIAL VALIDATION



Testing Geographies:

1. Delhi-NCR
2. Jaipur

TOP ON-GROUND CLIENTS



SERVICE PROVIDER COMMUNITY

1000+ Artists  
WhatsApp  
community

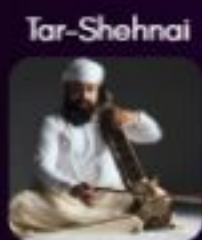
200+  
Influencers  
community



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# TARGETTED ARTIST SEGMENTS

Our Rare Classical Artists



Our Target  
Artist  
Community is  
Tier 2, Tier 3 &  
Tier 4

## ARTIST TIERS IN INDIA

(based on their price ranges & fame)



We aim to **organize and democratize the live entertainment industry** by empowering local talent and micro events in **tier 2 and tier 3 cities** Catering to the **tier 2,3 and tier 4** initially for the first year. After the reputation & trust is established, we'll target **tier 1 celebrity artists**.



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# COMPETITOR ANALYSIS

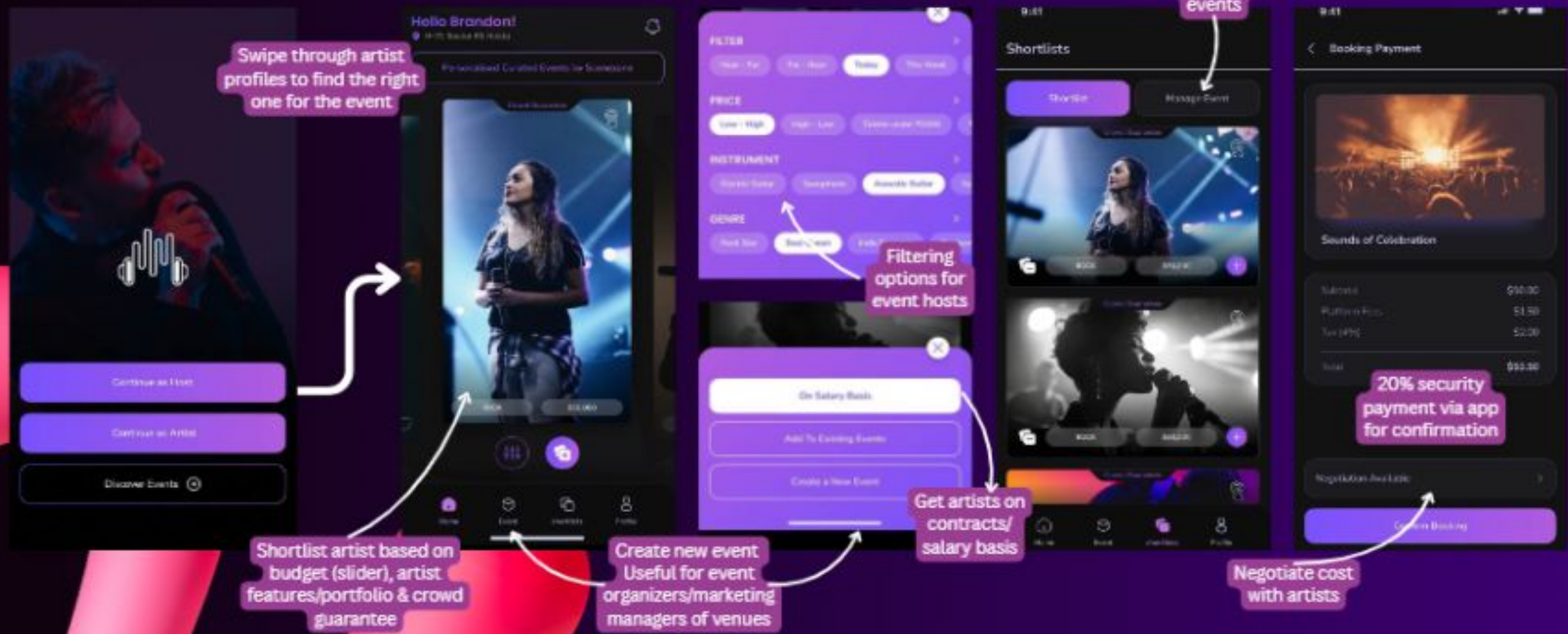
							
EVENT LISTING/ TICKETING	✓	✓	✓	✓	✓	✗	✗
BOOKING ARTIST FOR EVENT/ GETTING GIGS	✓	✗	✗	✗	✗	✓	✓
BOOKING VENUE FOR EVENT	✓	✗	✗	✗	✗	✗	✗
CROWD GUARANTEE	✓	✗	✗	✗	✗	✗	✗
GUESTLIST TICKETING	✓	✗	✗	✗	✗	✗	✗
NEARBY EVENT DISCOVERY	✓	✓	✓	✓	✓	✗	✗



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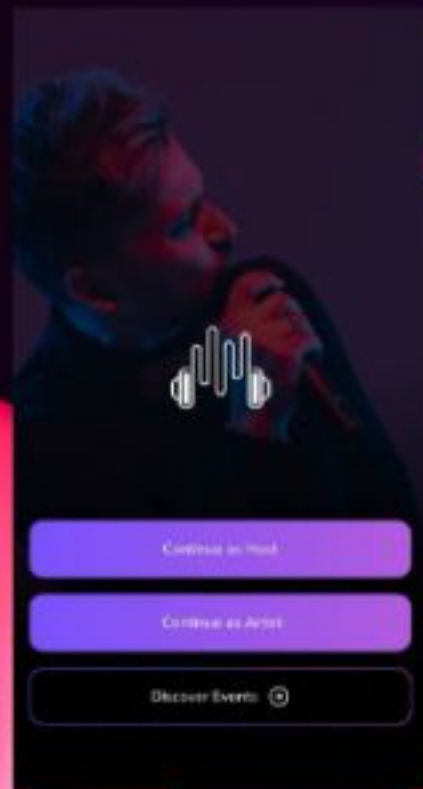
# CURRENT STATUS OF TECH DEVELOPMENT – MOBILE APPLICATION

## EVENT HOST PANEL FOR BOOKING ARTISTS



# CURRENT STATUS OF TECH DEVELOPMENT

## ARTIST PANEL FOR GETTING GIGS

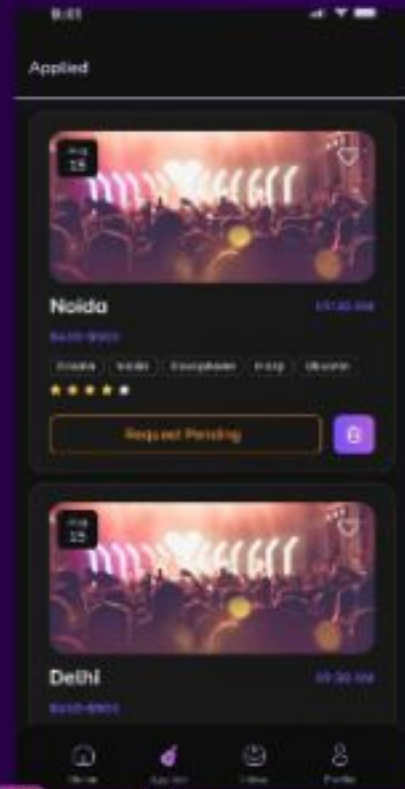
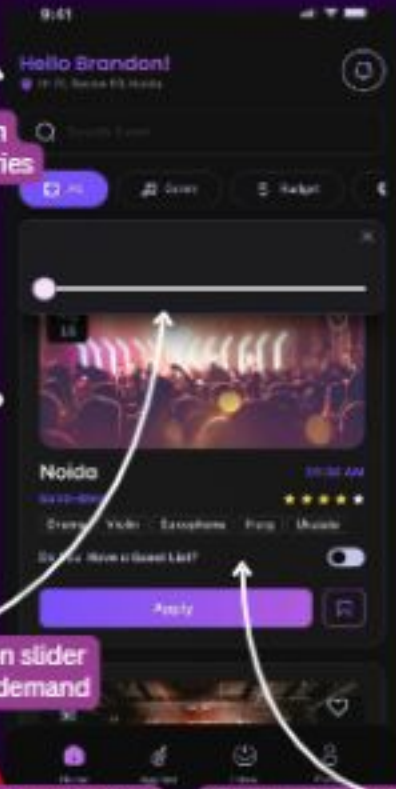


Artists set their own geographical boundaries

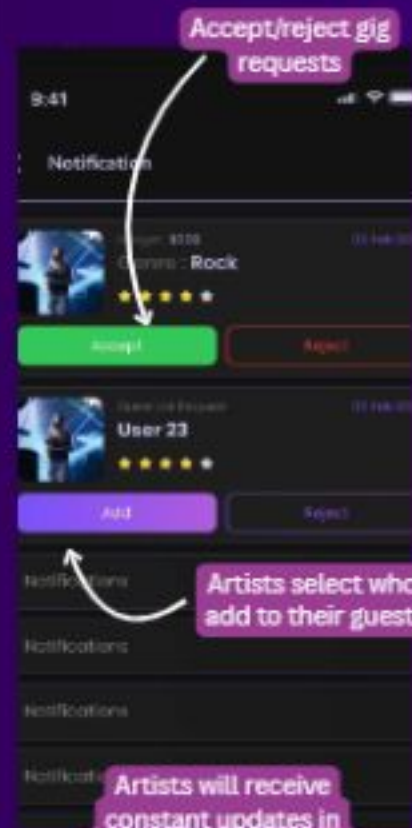
Change pricing on slider based on supply/demand

Scroll and discover new gigs

Get a referral code if artist has a guestlist of their own



All applications present in one single panel



Artists select who to add to their guestlist

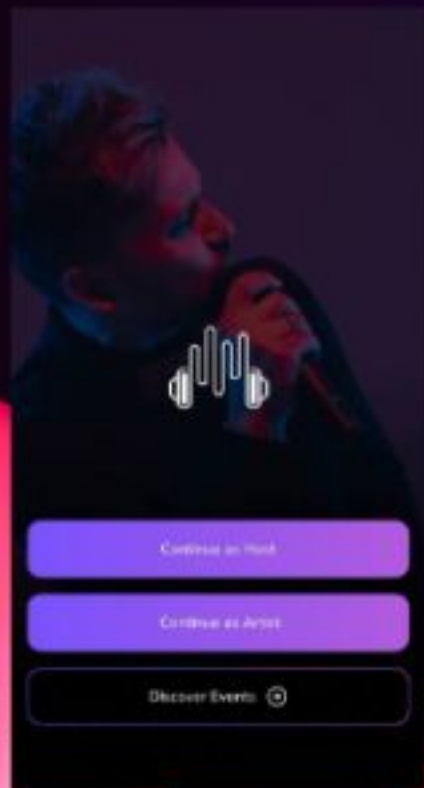
Artists will receive constant updates in notifications about the best prices according to the current markets



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# CURRENT STATUS OF TECH DEVELOPMENT

## AUDIENCE/CROWD PANEL FOR NEARBY EVENT DISCOVERY

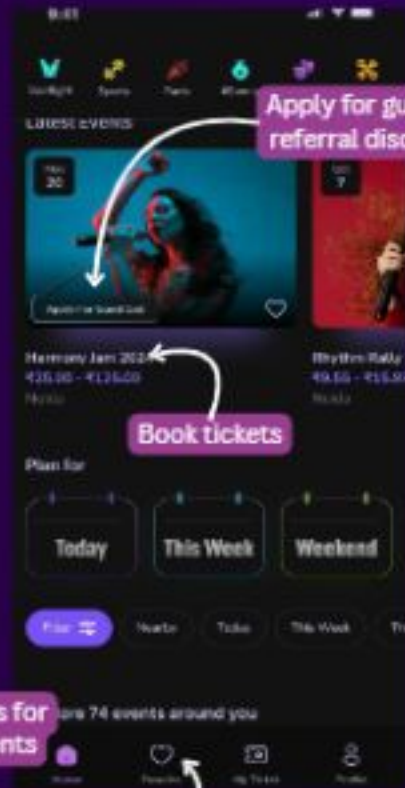


Scroll and discover new gigs



Book artists for private events

Book venues for private events



Apply for guestlist referral discounts

Book tickets

Keep track of recurring favorite shows



Filter shows according to preferences

Keep track of past shows



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# FUTURE PROJECTIONS

FORECASTED MONTHLY REVENUES TILL DEC 2026 \*FINANCIAL MODELS AVAILABLE

Ticketing & Gig Platform fees from **August**, leads to **₹15 L** monthly revenue in **January, 2026**

**PHASE 1 - Commission fees growth**

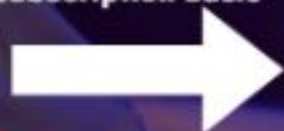
**PHASE 2 - Expansion to Mumbai & Bangalore**

**PHASE 3 - Market expansion to PAN-India**



**PHASE 1**

Users Skyrocket After AI event management tool launch on Subscription Basis



**PHASE 2**

Collaboration with celebrity artists for concert-size events



**PHASE 3**