



**CareKnight**

**STYLE BHI.... POWER BHI....**

Building India's Next Offline Mobile Accessories Brand

Presented By: Chhitij Awasthi

Founder & CEO

Funding Ask: 2 CRORE

Current ARR Run Rate: 7.2+ CR

# PRODUCT PORTFOLIO

CAREKNIGHT



- Earbuds
- Neckbands
- Chargers
- Data Cables
- Bluetooth Speakers
- Keypad Mobile Phones

# THE MARKET PROBLEM



- **Low-quality (Chinese products, copy products)**
  - **Premium brands are too expensive for tier 2 and 3 ,market**
  - **Low distributor margins in the premium segment create challenges in network expansion and market penetration.**
  - **Poor warranty/service experience**
-

- Affordable premium electronics for every Indian consumer.
- Stylish designs with reliable performance.
- Built specifically for Bharat's needs and aspirations.
- Strong offline-first distribution network.
- Deep reach across urban, semi-urban, and rural markets.
- High retailer profitability and sustainable growth.
- Consistent product availability through robust supply chains.
- Quality products at competitive prices.
- Trusted partnerships with distributors and retailers.
- Customer-focused innovation and value-driven solutions.
- Fast-growing presence across India.
- Making technology accessible, dependable, and affordable for all.

CAREKNIGHT



STYLE BHI....  
POWER BHI....

# MARKET OPPORTUNITY

- Tier 2 & Tier 3 demand rapidly growing
- The Indian mobile accessories market is growing at approximately 8–10% CAGR annually
- Mobile Accessories Market Size: ₹48,000–58,000 crore) in 2025
- Feature Phone Market Size: 10 crore



OPPORTUNITY →

TY

OPPORTUNITY →

TY

# INVESTMENT OPPORTUNITY

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CAREKNIGHT



- **Funding Ask:** ₹2 Crore
- **Use of Funds:** Distribution Expansion, Inventory, Marketing & New Products

# WHY INVEST NOW?

01

Strong early traction

02

Scalable model

03

Growing market

04

Significant expansion potential



# CURRENT TRACTION



**Brand  
launched  
Oct 2025**



**Billing  
started  
Dec 2025**

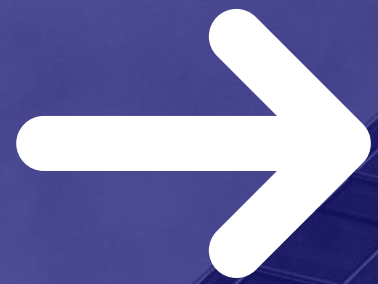


**₹60–70 Lakh  
monthly sales  
run rate**



**Growing  
distributor  
network**

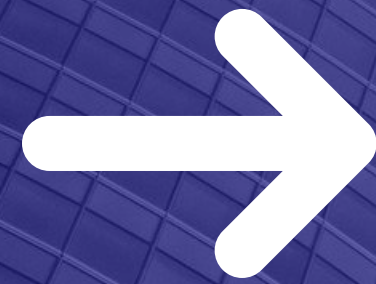
# Business Model



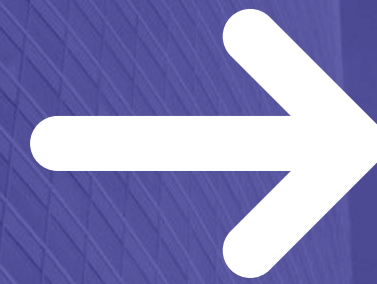
Importer/OEM  
Partnerships



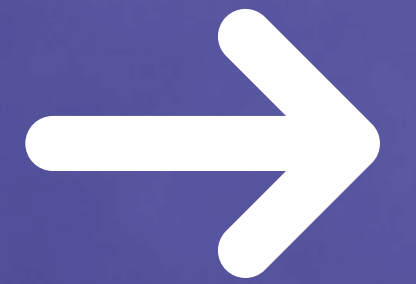
CAREKNIGHT  
Branding



Distributors



Retailers



End  
Consumers



# GROWTH STRATEGY

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**North India distribution**

**deepen retailer engagement**

**growth Strong distributor onboarding**

**strengthen brand visibility**

**add new categories**

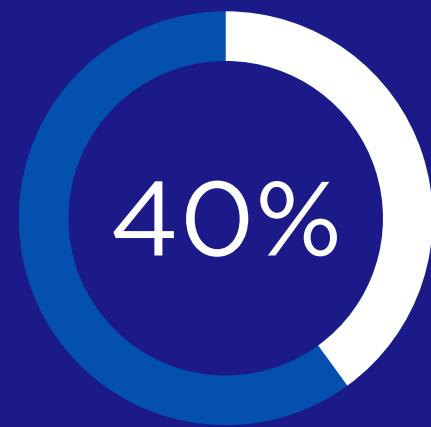


## 3-YEAR VISION

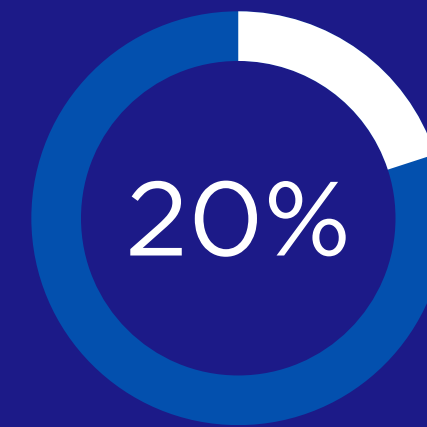
Scale CAREKNIGHT into a ₹50+ Crore revenue mobile accessories brand with national presence.



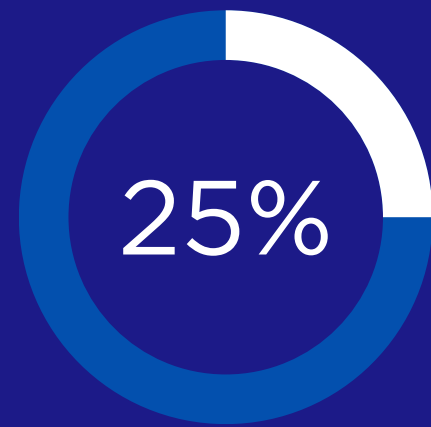
# FUNDING UTILIZATION



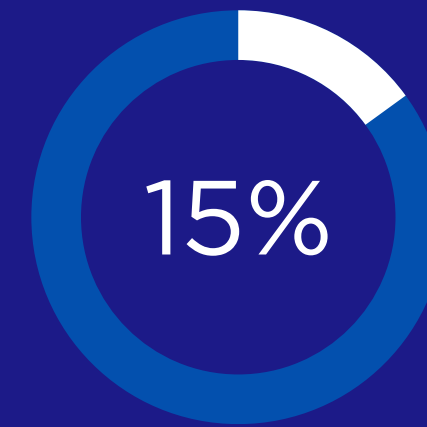
**INVENTORY**



**MARKETING**



**DISTRIBUTION  
EXPANSION**



**OPERATIONS  
& TEAM**

# MARKET EXPANSION PLAN

## PHASE 1 STATES:

- UP
- HARYANA
- UTTARAKHAND
- PUNJAB
- RAJASTHAN
- DELHI NCR



# THANK YOU



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