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InLast™

— SCARCITY COMMERCE —



INTRO

INDIA'S FIRST PIN-EXCLUSIVE MULTI-BRAND MARKETPLACE

B2B from Brands (Exclusive Rights)

B2C with Pin-Lock – 1 Pin 1 Design 1 Person

Sept 2026: 2 Design/Month

Mar 2028: 460 Design/Month x Avg 3000 pcs

AOV Rs 2000 (Average Sales Value) | 50% COGS |

10% Net PROFIT

Target Mar 2028: Rs 276 Cr/month GMV |

Rs 331 Cr Profit/year | Rs 10,000 Cr Valuation @ 30x





PROBLEM

- Brands have 1000 designs but same design to 1000 people in same city
- Customer pays Rs 2000 avg but twins
- Myntra can't give Pin-Lock = 40% discount

SOLUTION



PARTNER

Partner 100 Brands – Exclusive Design Rights



B2B

Buy B2B Rs 1000/pc (50% of MRP Rs 2000 Avg Sales Value) – Min 1000 / Avg 3000 / Max 6000 pcs per exclusive design



DROP

Drop: Limited exclusive design –
460/month by Mar 28



PIN-LOCK

Pin-Lock: 1 Design = 1 Pc per Pin Code –
1000–6000 Pins per design



NO COD/RTO

No COD, No return – Zero RTO

MARKET SIZE

- ✓ TAM: Rs 7,00,000 Cr – India Fashion & Lifestyle (Total)
- ✓ SAM: Rs 70,000 Cr – 10% of TAM – Rs 1500–5000 segment (Avg Rs 2000), Gen-Z 18–28, D2C Online
- ✓ Our Target Mar 2028: Rs 3,312 Cr/year
Avg = 4.83% of SAM
- ✓ Calc: 460 Designs x Avg 3000 pcs x Avg Sales Value Rs 2000 = Rs 276 Cr/month



TEAM & BRANDS



● **MANAS SAHOO**

Founder & CEO 78%

● **ABHISHEK SHARMA**

**FBrand onboard partner 4% -
100 Brands Target**

● **K VENKATA RAO**

**Stockist recruitment & Referral
marketing 2%**

● **RANJIT MOHANTY**

Account management 2%

● **SIRAJUR RAHAMAMAN**

IT consultant 0.50%

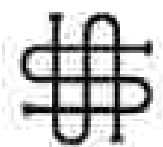
OUR ONBOARD BRANDS

CHAPTER 2

BEWAKOOF

**BONKERS
CORNER**

**The
Souled
Store**

 **SNITCH**


MONTE CARLO
It's the way you make me feel


**BACCA
BUCCI**


NEEMAN'S

REVENUE MODEL



Average Sales Value: Rs 2000

Minimum per Design: 1000 pcs

Average per Design: 3000 pcs

Maximum per Design: 6000 pcs

Sept 2026: $2/M \times \text{Avg } 1000 = 2k \text{ pcs} = \text{Rs } 40 \text{ lakh}$

Oct $10/M \times \text{Avg } 1000 = 10k \text{ pcs} = \text{Rs } 2 \text{ Cr}$

Nov $20/M \times \text{Avg } 1000 = 20k \text{ pcs} = \text{Rs } 4 \text{ Cr}$

Dec $30/M \times \text{Avg } 1000 = 30k \text{ pcs} = \text{Rs } 6 \text{ Cr}$

Jan $50/M \times \text{Avg } 3000 = 1.5L \text{ pcs} = \text{Rs } 30 \text{ Cr}$

Feb $70/M \times \text{Avg } 3000 = 2.1L \text{ pcs} = \text{Rs } 42 \text{ Cr}$

Mar $100/M \times \text{Avg } 3000 = 3L \text{ pcs} = \text{Rs } 60 \text{ Cr}$

Mar 28 $460/M \times \text{Avg } 3000 = 13.8L \text{ pcs} = \text{Rs } 276 \text{ CrGMV/month}$

Mar 28 Range: Min $4.6L \text{ pcs} = \text{Rs } 92 \text{ Cr}$ | Max $27.6L \text{ pcs} = \text{Rs } 552 \text{ Cr}$



UNIT ECONOMICS

Average Sales Value: Rs 2000 Ex GST

COGS B2B: 50% = Rs 1000

Logistics: 10% = Rs 200

Admin + Gateway: 10% = Rs 200

Marketing: 10% = Rs 200

Stockist 3% = Rs 60

Tour Gift 3% = Rs 60

Referral 2% = Rs 40

Team Incentive 2% = Rs 40

NET PROFIT 10% = Rs 200/pc

UNIT ECONOMICS

Per Design Profit:

Min 1000 pcs x Rs 200 = Rs 2L per design

Avg 3000 pcs x Rs 200 = Rs 6L per design

Max 6000 pcs x Rs 200 = Rs 12L per design



Mar 2028 Avg: 460 x Rs 6L = Rs 27.6 Cr/month = Rs 331.2 Cr/year

Mar 2028 Max: 460 x Rs 12L = Rs 55.2 Cr/month = Rs 662.4 Cr/year

Website & app
live

100 consignment
stockist

10 established
brand
onboarded –
Target 100

1 cr revenue
completed

Pin-Lock Tech
Ready for
1000–6000 Pins

B2B @ 50% of
Avg Sales Value
Rs 2000 Locked

No return, no
COD. Proven

1000 pieces sold
out on same day
proven

Two silhouetted figures standing on a hill, one with hands on hips and the other with one arm raised in a celebratory gesture.

ACHIEVEMENT

VISION – 460 x AVG 3000

Average Sales Value Rs 2000 | Min 1000 / Avg 3000 / Max 6000 pcs

Sept 2026: 2 design x Avg 1000 = 2k pieces

Oct: 10 design x Avg 1000 = 10k

Nov: 20 design x Avg 1000 = 20k

Dec: 30 design x Avg 1000 = 30k

Jan 2027: 50 design x Avg 3000 = 1.5L

Feb: 70 design x Avg 3000 = 2.1 lakh

Mar 2027: 100 design x Avg 3000 = 3L = Rs 60 Cr GMV Avg

Mar 2028 FINAL: 460 design x Avg 3000 = 13.8L pcs Avg = Rs 276 Cr GMV Avg = Rs 27.6 Cr Profit/mo Avg

ASK

Raising: Rs 5 Crore @ Rs 50 Cr Post Money

Post Rs 50 Cr | Dilution 10%

Use of Funds:

60% Rs 3 Cr – B2B Brand Advance for 30 Brands x Avg 1000 pcs x 1000 COGS

10% Rs 1 Cr – Warehouse + Logistics Tech for Min 1000 to Max 6000 scale

15% Rs 75L – Marketing + Referral + Gift

10% Rs 50L – Team + Admin

5% Rs 25L – other expenses

Valuation Logic: (Target March-2008)

Avg Sales Value Rs 2000 x Avg 3000 pcs x 460 design = Rs 276 Cr/mo = Rs 331.2 Cr Profit/year

x 30x = Rs 9,936 Cr ≈ Rs 10,000 Cr

Investor Return: 10% = Rs 1,000 Cr = 200x



THANK YOU

BE THE 1ST. BE THE LAST.



We Don't Manufacture. We Make Brands Exclusive.

Timeline: Sept 2/M → Mar 27 100/M → Mar 28 460/M x Avg 3000 pcs

**Average Sales Value Rs 2000 | Min 1000 / Avg 3000 / Max 6000 pcs
per design**

Raising: Rs 5 Cr @ Rs 50 Cr Post | 10% | Avg Profit Rs 331 Cr/year |

Valuation Rs 10,000 Cr @ 30x

Manas Sahoo – Founder | Noida Based | App-Only

1 Pin = 1 Brand Design = 1 Person Only

100 Brands x 460 Designs x Avg 3000 pcs = 13.8L pcs/month