

Shyam Arjun Kala Sarovar

Pitch Deck Shyam Arjun Kala Sarovar Private Limited

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Shyamraj Kala Sarovar

About Us

We are a professional clay art and sculpture studio specializing in the creation of multi, modern, and artistic installations using a wide range of materials including clay, ceramic, stone, metal, wood, and fiber. Our expertise spans from neo-traditional Gomesh idols and traditional clay models to luxury interior and exterior decorative art pieces, serving both cultural and commercial spaces.

Rooted in over 25 years of third-generation hand-making craftsmanship, our enterprise is built on trust, cultural authenticity, and superior quality. Ten decades, our work has reached communities, festivals, temples, and institutions purely through reputation and word-of-mouth, without formal marketing.

Today, we are evolving this strong foundation into a scalable and eco-conscious art brand, combining heritage artistry with modern materials, contemporary design sensibilities, and environmental responsibility. This transition allows us to meet the growing demand for sustainable art, customized sculptures, and premium decorative artifacts across India and beyond.



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Vision

We envision a future where eco-friendly murta becomes the standard in India and global markets, driven by a pan-India festival supply network, exports of sustainable studios, and the establishment of our own showroom and art gallery. This growth will be supported by a strong online and I2B presence serving institutional, government, and enterprise clients.

Mission

Our purpose is to replace polluting POP murta with eco-friendly, biodegradable alternatives, enabled through safe home delivery, reusable structures, and employment-generating circular practices. We also plan to launch a dedicated training centre for young artists, ensuring long-term skill preservation and sustainable craftsmanship.





Products & Services

We are an art, craft, and sculpture studio delivering interior and exterior decorative artworks and multi-material modern art solutions, specialising in life-size statues crafted in clay, fiber, cement, and other materials as per customer requirements. Our offerings include 100% eco-friendly, soil-based murta supported by reusable bamboo formworks, combining traditional craftsmanship with environmental responsibility.

We execute custom orders for hotels, marriage palaces, resorts, temples, and other market-specific requirements, with production capabilities ranging from 2 feet to 40+ feet for business, public institutions, and cultural events. Alongside murta, we also create custom sculptures and decorative artworks suitable for both indoor and outdoor spaces.

To ensure a seamless experience, we provide guaranteed on-time delivery, reducing transportation costs for clients. As part of our long-term vision, we also plan to introduce workshops and training programs to nurture and empower skilled craft artists.



Low-cost, easy-to-carry
PCP murta dominate the market



PCP murta cause serious
water pollution and
an environmental harm



Eco-friendly murta face
adoption barriers due to
breakage risks



Market Problems

Although eco-friendly, handmade clay murta are increasingly preferred in principle, practical challenges such as material fragility and transportation risks have limited their widespread adoption. As a result, many consumers continue to opt for PCP murta, despite their harmful impact on water bodies and the environment. At the same time, the growing demand for sustainable idols is not adequately met, as skilled clay artists largely operate within an unorganized ecosystem, lacking structured platforms, visibility, and consistent growth opportunities.





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Our Solution

- ✔ Best Event Packages offer well-structured solutions designed to suit budgets without compromising overall quality.
- ✔ Successful Event Execution is ensured by experienced teams managing seamless planning, coordination, and timely delivery.
- ✔ High-Quality Materials are used to guarantee durability, safety, elegance, and strong visual impact.
- ✔ Professional Client Handling focuses on transparent communication and respectful conduct to build long-term trust.

Competitors



POP Murti Manufacturers

Low-cost, durable idols causing severe environmental pollution.



Local Eco-friendly Murti Makers

Eco-friendly idols with limited scale and delivery support.

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Unique Selling Points (USP)

Backed by 20+ years of hand-on, three-generation experience across all types of sculptures, we bring strong anatomy, fine detailing, and high customization capabilities to every project. Our work uniquely blends traditional craftsmanship with modern design sensibilities, supported by a strong eco-friendly focus through soil-based muris and a reusable bamboo frame system that enables post-immersion recovery, supports a circular economy, generates employment, and protects water bodies. Our strongest differentiator is guaranteed safe home delivery, which removes the biggest barrier to adopting fragile eco-friendly muris by eliminating transportation risks and providing customers complete peace of mind—making sustainability practical, scalable, and reliable.



Future Roadmap



Year 1

Foundation
& Scale

Year 1 (2025–2026):
Strengthen production,
logistics, and brand
presence to meet rising
demand for eco-friendly
murta.



Years 2

Pan-India
Expansion

Year 2 (2027–2028):
Establish regional
branches and expand
B2B partnerships to scale
operations, employment,
and nationwide market
reach.



Year 3

Global
Vision

Year 3 (2029+):
Achieve IPO readiness
and expand into
international markets
with a sustainable,
scalable business
model.



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Target Customers



Festival organizers for Ganesh Chaturthi, Durga Puja, Saraswati Puja, and other Indian cultural festivals



Real estate developers, hotels, resorts, and marriage palaces requiring interior and exterior decorative artworks



Temples, religious trusts, and government cultural projects promoting traditional and eco-friendly art



Art collectors, exhibitions, and cultural institutions seeking custom and large-scale sculptures.

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Go-To-Market Strategy

Our go-to-market approach is built on cultural trust, community relationships, and strong word-of-mouth advocacy. By engaging customers directly through local networks, demonstrations, and personalized interactions, we create credibility and accelerate adoption organically.

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Market Analysis

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- ★ Environmental awareness and regulations driving transition toward eco-friendly packaging solutions.
- 🌱 Increasing demand for biodegradable, non-toxic dyes across urban and rural India.
- 🌟 Government support and community initiatives accelerating sustainable festival practices.





Business Model

How We Generate Revenue:

B2C Sales

Direct-to-consumer sales through local channels and home delivery, generating revenue without marketing expenditure.

Bulk Manufacturing

Scaling production capacity to reduce costs and fulfil large volume seasonal and festival demand.

B2B & Institutional Orders

Supplying eco-friendly solutions to organizers, institutions, and corporate buyers through bulk contracts.

Franchise & Branch Expansion

Employment-driven growth via local initiatives and franchise partnerships for expanded reach and operations.

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Funding Requirement

₹1 Cr – ₹2 Cr



EQUITY / PROFIT SHARING

20-30% EXPECTED ANNUAL ROI

LONG-TERM VALUE IN ECO-FRIENDLY ART



Fund Utilisation



30%

Workshop Expansion & Infrastructure

20%

Tools, Moulds & Materials

15%

Marketing & Branding

20%

Working Capital

15%

Labour & Training

Team Introduction



BASANT VERMA
(DIRECTOR)



BASANT VERMA
(DIRECTOR)

ROHIT
(MANAGER)

AMAN
(MACHINE OPERATOR)

SHANKAR
(HEAD)

MEENA DEVI
(SUPERVISOR)

KISHAN
(WORKER)

ANKIT
(HELPER)

Shyamrajun Kalia Sarovar

Thank You

Thank you for your time and consideration. We look forward to building a sustainable future together.

Contact Us

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