

# TRIBE BHARAT

*Modern Indian Heritage Streetwear*

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Pre-Seed Investment Deck

**₹15,00,000 for 2% equity**

*Implied valuation: ₹7.5 Crore*

# The Problem

*A civilisation's knowledge survives only if each generation passes it to the next. That chain is breaking.*

## 01 The knowledge chain between generations is fracturing

India's mathematics, astronomy, architecture, and philosophy exist in textbooks — but not in any living, everyday form. Each generation inherits less than the one before.

## 02 There is no modern medium carrying this knowledge forward

Oral tradition faded. Gurukuls are gone. Textbooks are unread. The knowledge that once passed from parent to child, teacher to student, is now stored in archives nobody opens.

## 03 Existing 'Indian' graphic apparel is shallow

Brands that attempt Indian themes rely on deity prints and slogans — often insensitive, easily copied, and devoid of civilisational depth. They wear the aesthetic without carrying the meaning.

## 04 The heritage streetwear position is completely vacant

Bewakoof (₹500Cr+ revenue) and The Souled Store (profitable) dominate Indian graphic apparel. Neither has entered the heritage-identity space.

# Our Solution

*A new medium for passing India's civilisational knowledge from one generation to the next — printed on a tee.*

## **01 Bold graphic printing as a knowledge carrier**

Each design is a researched civilisational chapter — the way a page in a book carries an idea, a tee carries a piece of India's history. The format is modern. The content is ancient.

## **02 What textbooks store, our tees transmit**

Rishi Kanada's atomic theory. Temple architects and the golden ratio. Devnagri as living language. This knowledge exists in archives. We bring it into daily life — worn, seen, discussed, passed forward.

## **03 A wearable conversation starter**

When someone asks 'what does that mean?' — the knowledge moves. Every Tribe Bharat tee is designed to provoke that moment. The wearer becomes an active carrier of Indian heritage.

## **04 Respectful, non-religious, civilisational**

We celebrate Indian science, mathematics, architecture, and philosophy. We do not commercialise deities. Knowledge belongs to everyone — and we present it with the seriousness it deserves.

# The Product — Four Live Designs

Two product lines. Pricing by fabric, print complexity, and channel. All delivered in branded jute bags.

## Rishi Kanada

*Vaisheshika Sutra — Atomic Theory, 600 BCE*

Kanada proposed that all matter is composed of indestructible atoms, predating Democritus by 200 years. Tee renders the sutra in Devanagari with illustrated atomic structure. Cotton lycra. Tagline: Before Newton, there was Bharat.

## Devnagri — Kashi

*The Living Language — Sacred Architecture*

The ghats of Kashi in detailed illustration with Devanagari script as the backbone. Connects urban youth to one of the world's oldest continuously inhabited cities. Cotton lycra.

## Threads of Culture

*Brand Tagline — Warli Heritage Strip*

'Threads of Culture' is the brand tagline and this tee wears it. A Warli tribal art strip runs across the waist — traditional figures drumming and dancing, printed in terracotta on black. Fabric, art, and identity in one garment.

## Golden Ratio — Fibonacci

*Mathematical Precision in Indian Temples*

How Indian temple architects used proportional mathematics centuries before Fibonacci formalised the sequence. Maps the golden ratio across five iconic Indian structures. Cotton lycra.

Terry ₹899 (offline + online, no jute bag online) · Cotton lycra ₹1,000–1,300 offline · Cotton lycra ₹1,500–2,000 online with jute bag

# Post-Investment: Three Product Tiers

Today: two lines. Post-investment: three tiers, three customer segments.

## ESSENTIAL

**₹599 – ₹799**

*Students and first-time buyers*

The most requested segment at stalls. Students validated the concept and love the fabric — the only barrier is price. Tirupur sourcing and in-house printing bring cost down enough to serve this segment without quality compromise.

*Fabric and cut held at current standard. Print complexity may vary per design. Packaging under review.*

## CORE

**₹1,199 – ₹1,599**

*Working professionals*

The office-going buyer who wants cultural identity in everyday wear. Premium cotton lycra, refined oversized cut, complex prints. Highest willingness to pay and strongest repeat purchase potential.

*Cotton lycra. Complex screen prints. Full jute bag packaging. Primary revenue driver post-scale.*

## SIGNATURE

**Above ₹1,599**

*Collectors and premium buyers*

For buyers who want something truly unique, comfortable, and limited. Exclusive designs, premium fabric, craftsmanship-level detail. Positioned as the collector and gifting tier.

*Design direction and exact positioning under development. Open for discussion with investors as engagement progresses.*

# Market Opportunity

## T A M

# ₹5.5L Cr

### Total Addressable Market

India total apparel market. 10% CAGR.

*IBEF Textile Report, 2024*

## S A M

# ₹18,000 Cr

### Serviceable Addressable Market

Urban D2C premium and graphic apparel, 18–35,  
Tier 1–2 cities.

*Statista India Apparel 2024 segment data*

## S O M

# ₹850 Cr

### Serviceable Obtainable Market

Heritage streetwear — 5-year target, conservative  
4.7% SAM share.

*Internal estimate. No published sub-category data exists.*

## Why now

### India's cultural identity is resurgent

Urban youth actively seek brands that reflect Indian identity.  
Atmanirbhar sentiment among 18–30 year olds is measurably rising.

### Educational content has viral mechanics

A design about Aryabhata or temple mathematics is inherently shareable. The product generates content reach that a pure fashion brand cannot replicate.

### D2C infrastructure is mature

Razorpay, Shiprocket, Instagram Shopping — a niche brand can reach ₹1Cr+ without a single retail store. The infrastructure problem is solved.

### The incumbent position is open

Bewakoof and The Souled Store have not entered civilisational heritage. First-mover window is open and closing.

# Business Model

## Revenue streams

### D2C Website

tribebharat.com — full margin. Cotton lycra ₹1,500–2,000. Terry ₹899.

### Stalls and Exhibitions

Cotton lycra ₹1,000–1,300. Terry ₹899. With jute bag at stalls.

### Social Commerce

Instagram DM ordering, story drops, repeat buyer community.

### Limited Edition Drops

Scarcity mechanics — higher price point, collector demand.

### Influencer Seeding

Gifted tees to cultural creators. Content-led brand building.

### Marketplace — Year 2+

Myntra, Nykaa Fashion. Volume channel, lower margin.

## Unit economics

	Terry ₹899	Cotton lycra ₹1k–2k
Fabric + make	₹180	₹290
Screen print	₹85–95	₹95–150
Packaging	—	₹60 (jute bag)
<b>Total COGS</b>	<b>₹270–280</b>	<b>₹445–500</b>
Selling price	₹899	₹1,000–2,000
<b>Gross margin</b>	<b>~68%</b>	<b>~50–56%</b>

### Post-investment (cotton lycra with machine + Tirupur):

Fabric + make: ₹190 · Screen print: ₹35 · Packaging: ₹60 · Total COGS: ~₹285  
Selling price: ₹1,000–2,000 · Gross margin: 71–85% · Gross per tee: ₹715–1,715  
Breakeven on machine: ₹3.75L ÷ ₹60 saved/tee = 6,250 units ≈ 5 months

# Traction

*All numbers are real. Bank statements, GST invoices, and stall receipts available on request.*

## ₹30,000+

### Monthly Revenue

Consistent across stall events. Bank-verified.

## ~68%

### Terry Gross Margin

₹899 price. COGS ~₹270–280. No jute bag online.

## 15

### Tees sold per stall-day

Validated conversion across multiple events.

## ₹899–2K

### Price Range

Terry ₹899. Cotton lycra ₹1,000–2,000 with jute bag.

## 4

### Live validated designs

Each selling. Zero dead stock on live designs.

## 7 months

### Supplier evaluation

Delhi tested. Decision made: move to Tirupur.

### Market validation

Tested at stalls with students, college professors, and general public. Response to the concept, design, and fabric quality has been consistently positive across all three groups. The only friction is pricing — students cannot afford the current cost. The machine and Tirupur procurement solve exactly this problem.

## 30 Days. 30 Designs. Print on Demand.

### Launch series

#### 01 Machine arrives. Series launches same day.

Day one the printer is operational, we begin. One new civilisational design posted each day — design, history, source, and direct order link. 30 designs across 30 days.

#### 02 Every design is print-on-demand — zero dead inventory.

Customer orders, we print and dispatch within 48 hours. No bulk production until demand is confirmed. Working capital no longer locked in stock.

#### 03 30 designs in 30 days builds catalogue and community.

By Day 30: 30 validated designs, 30 shareable history posts, a community that followed the series. The launch is the content. The content is the go-to-market.

### Ongoing after launch

#### Design of the Week

After the launch series, one new design every week — sustaining content cadence and audience anticipation without bulk production pressure.

#### Design of the Month

One featured flagship design each month — promoted heavily, limited window, higher price point. Creates scarcity demand and collector behaviour.

#### Three problems the machine solves

1. Pricing: cost drops enough to reach the student segment.
2. Dead inventory: print only on order — zero unsold stock.
3. Manufacturer dependence: no more delays, defective prints, or stitching errors.

# Competitive Landscape

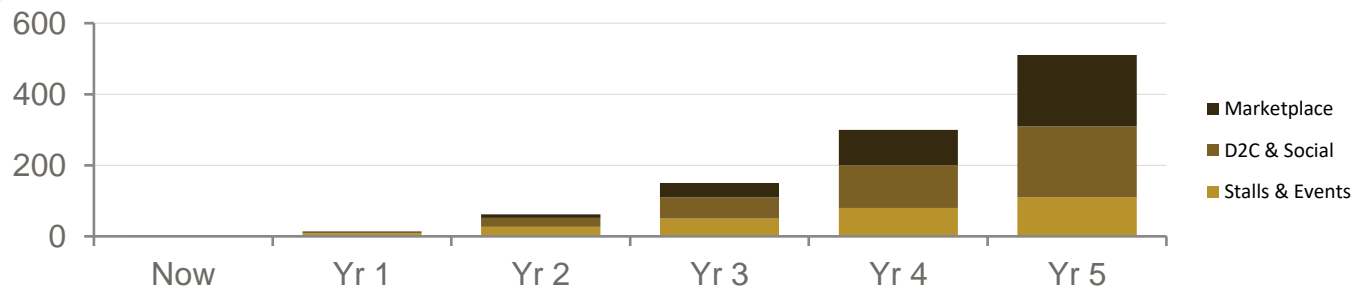
*We are not competing with Bewakoof. We are creating a category they have not entered.*

Brand	Positioning	Price	Heritage	Gap
Bewakoof	Mass-market casual	₹299–699	None	No cultural depth. Price-led.
The Souled Store	Pop culture fandom	₹499–999	None	Licensed IP only. No original narrative.
Uniqlo India	Japanese minimal	₹999–3,499	None	Foreign brand. No India story.
Mulmul / Fabindia	Traditional ethnic	₹800–5,000	Partial	Ethnic-formal only. Not streetwear.
<b>Tribe Bharat</b>	<b>Heritage identity streetwear</b>	₹799+	Core	—

# Financial Projections

Bottom-up: built from channel assumptions. Every number has a unit logic behind it.

	Now	Year 1	Year 2	Year 3	Year 4	Year 5
Stalls/Events	₹3.6L	₹9L	₹27L	₹50L	₹80L	₹1.1Cr
D2C + Social	—	₹5L	₹25L	₹60L	₹1.2Cr	₹2Cr
Marketplace	—	—	₹10L	₹40L	₹1Cr	₹2Cr
<b>Total Revenue</b>	<b>₹3.6L/yr</b>	<b>₹13–17L</b>	<b>₹58–65L</b>	<b>₹1.5Cr</b>	<b>₹3.1Cr</b>	<b>₹5.1Cr</b>
Gross Margin	50–68%	55–68%	60–68%	65–68%	65–68%	65–68%



## Assumptions

- Tirupur MOQ: 500 units
- Printer live Month 3
- 3 stalls/month Month 2
- D2C conversion 1.5%
- Marketplace Month 14+

Note: Gross margin corrected to reflect current blended rate (50–68% across lines). Post-investment improvement driven by Tirupur COGS reduction and in-house printing only

# The Team

*Five people. Clear ownership across every function.*

## Abhiest Yadav

### Founder

Founder and company registrant — Abhiest Technologies Private Limited. Overall brand vision, product direction, and final decision authority. Manages design-to-delivery pipeline across all four live products.

## Rechal Yadav

### Finance and Marketing

- MBA Finance, University of Lucknow — building Tribe Bharat simultaneously
- P&L, unit economics, GST filing — built from real bank statements
- Brand strategy, investor relations, marketing, stall conversions

## Harshit

### Overall Operations

- End-to-end operations — stalls, inventory, logistics, fulfilment
- Supplier coordination and production timeline management
- Day-to-day workflow across procurement, packaging, and delivery

## Avrikey

### Website Development

- D2C website tribebharat.com — build and optimisation
- Razorpay, product pages, checkout performance, analytics
- Technical infrastructure for all online commerce

## Avinash

### Design and Marketing

- Visual design — product graphics, brand assets, campaign visuals
- Instagram content design and marketing collateral
- Design consistency across all digital and physical touchpoints

# ₹15,00,000

Pre-Seed Investment · 2% Equity · Abhiest Technologies Private Limited

## Implied Valuation: ₹7.5 Crore

*Basis: brand IP, 4 validated designs, proven offline conversion, uncontested category positioning*

### Allocation

- 35% Tirupur manufacturing — ₹5.25L
- 25% Screen printing machine — ₹3.75L
- 20% Inventory and operations — ₹3.00L
- 15% Marketing and creators — ₹2.25L
- 5% Website and technology — ₹0.75L

### 12-Month Milestones

- Tirupur production live — Month 2
- Screen printer operational — Month 3
- ₹1.5L+ monthly revenue — Month 6
- 10 designs live — Month 9
- D2C website converting — Month 4

### What We Offer

- 2% equity in Abhiest Technologies Pvt Ltd
- Monthly financial reporting
- Full access to sales and cost data
- Strategic input welcome
- Observer seat available on request