

Ellehome

A PERFECT HOME DECOR 2024

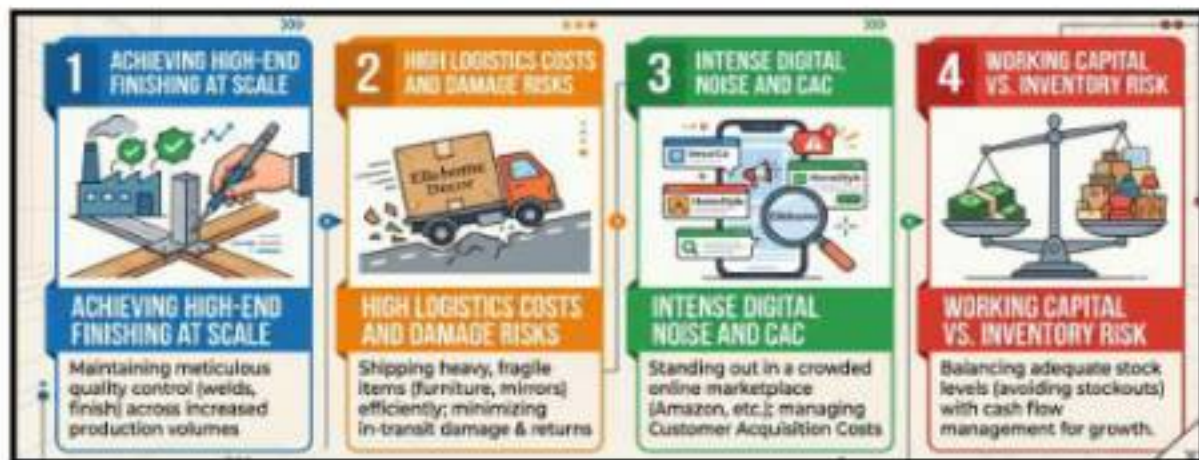
We are Ellehome, and we craft industrial elegance for the modern home by fusing premium metal and wood into minimalist decor.™



Problem & Market Impact

Problem Overview

Right now, urban homeowners want sleek, modern, minimalist spaces. But they are trapped between cheap, mass-produced decor that breaks down, and ultra-luxury brands that break the bank. There is a massive, unaddressed gap right in the middle for high-quality, beautifully crafted design.”



Key Challenges

Achieving High-End Finishing at Scale

High Logistics Costs and Damage Risks

Intense Digital Noise and Customer Acquisition Costs (CAC)

Working Capital Management vs. Inventory Risk

Market Impact

Our impact isn't just about selling decor; it's about shifting the market's standard. We are here to prove that premium, industrial-chic design shouldn't require a luxury price tag, and that digital-first brands can deliver flawless physical quality at scale.

1. Democratizing "Premium Design"
2. Disruption of Legacy Manufacturing Hubs
3. Raising the Standard for E-Commerce Quality
4. Pioneering Sustainable Material Fusion

ELLEHOME: NAVIGATING CHALLENGES TO ELABORATED MARKET IMPACT

1 MITIGATE OPERATIONAL CHALLENGES

FACTORY OPERATIONS

Achieving High-End Finishing at Scale



Minimizing Logistics Damage



MAKING HIGH-END, MINIMALIST MATERIALS (METAL, WOOD) ACCESSIBLE TO THE BROADER URBAN MIDDLE CLASS.

REDUCED TRANSIT DAMAGE RATES (-45% YoY)



FACTORY YIELD IMPROVEMENT (+22%)



2 OPTIMIZE E-COMMERCE & CAPITAL

DIGITAL & FINANCIAL METRICS

Managing CAC & Digital Noise



CHALLENGING UNBRANDED EXPORT AND TRADITIONAL RETAIL MODELS WITH DIRECT-TO-CONSUMER EFFICIENCY.

CAC DECREASE (-30%)



INVENTORY TURNS INCREASE



4x to 8x annually

3 BUILD BRAND & TRUST

CUSTOMER SENTIMENT DATA

Raising Quality Expectations



Democratizing Premium Design

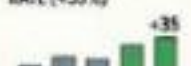


ESTABLISHING A TRUSTED BRAND BENCHMARK FOR HIGH-FINISH, DURABLE PRODUCTS IN THE DIGITAL MARKET.

CUSTOMER SATISFACTION (NPS +65)



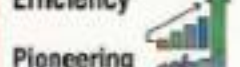
REPEAT PURCHASE RATE (+35%)



4 ACHIEVE MARKET IMPACT & GROWTH

SCALING STRATEGY

Direct-to-Consumer Efficiency



Pioneering Conscious Consumerism



SHIFTING THE MARKET AWAY FROM DISPOSABLE DECOR TOWARD DURABLE, SUSTAINABLY-BUILT ALTERNATIVES.

TOTAL REVENUE GROWTH (+110%)



GLOBAL EXPORT EXPANSION (%)



Ellehome Solution

Ellehome doesn't just sell decor; we provide a **solution to the quality-price paradox**. By mastering the fusion of metal and wood and solving the logistical nightmares of heavy decor, we deliver a premium lifestyle that was previously out of reach for the modern urban consumer.

01

Premium Material Fusion

02

Direct-to-Consumer (D2C) Efficiency

03

Engineered Packaging System & Standardized Quality Control

04

Modern Minimalist Design

Benefits

For the Consumer

Accessible Luxury: The ability to furnish a home with premium, industrial-chic items without the "designer boutique" price tag.

Durability & Longevity: Products that don't need to be replaced every two years, supporting a move away from "fast furniture" and toward sustainability.

Consistent Aesthetic: A curated product line that allows customers to build a cohesive look across different rooms easily.

For the Investor/Business Partner

High Retention & Trust: Exceptional finishing leads to high Net Promoter Scores (NPS) and a strong repeat purchase rate (as seen in the +35% target).

Operational Efficiency: Lowered transit damage rates (targeting -45% YoY) directly translate to healthier bottom-line margins.

Scalable Brand Equity: By establishing a recognizable "Ellehome Look," the brand creates a moat that generic, unbranded sellers cannot cross.

Global Export Potential: The focus on high-finish quality makes the product line highly suitable for international markets, opening doors for global expansion.

ELLEHOME: KEY BENEFITS OVERVIEW

FOR THE CONSUMER

ACCESSIBLE LUXURY



Designer Boutique price

Ellehome price



(cite: 4)

DURABILITY

DURABILITY



Generic fast furniture

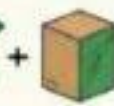
Ellehome

Lifespan

Reinforced wood

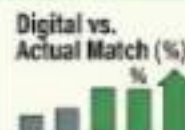
High-end aesthetics without the boutique price tag. Durable materials that counter the "fast furniture" trend. (cite: 4)

CONSISTENT QUALITY



Standard

Damaged product



Return Rates (%)



Export-quality finishes ensure the product matches the digital imagery. (cite: 4)

FOR THE BUSINESS/INVESTOR

OPERATIONAL EFFICIENCY



Optimized Packaging



REDUCED TRANSIT DAMAGE RATES



BRAND AWARENESS



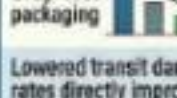
Drop-test packaging



SHIPPING COSTS PER UNIT



REPEAT PURCHASE INTENT



Lowered transit damage rates directly improve profit margins. (cite: 4)



Generic Seller

Generic Seller



A distinct "Ellehome look" creates a moat against unbranded sellers. (cite: 4)

SCALABILITY



NUMBER OF EXPORT MARKETS



High-finish quality makes the line suitable for future global expansion. (cite: 4)

FINANCIAL GROWTH



TOTAL REVENUE

NET PROFIT MARGIN

Strong financial performance from high-margin products and efficient operations. (cite: 4)

Product Overview

Ellehome is where "premium design meets industrial-grade durability."

"Factory-Floor to Living-Room" Transparency

Because our roots are firmly planted directly on the manufacturing factory floor, we maintain an unbroken chain of quality control. We inspect every weld, hand-finish every wooden panel, and rigorously drop-test our packaging so that the premium engineering we pride ourselves on arrives flawlessly at the customer's doorstep.

Ellehome doesn't just decorate a home—it structurally anchors it with accessible luxury.

Why Users Love It

"Our customers love us because we deliver the Instagrammable home they want, with the industrial durability they need, at a price that makes sense."

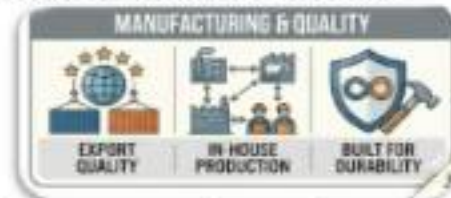
The Design Philosophy: "Industrial Elegance"



Core Product Categories



Manufacturing & Quality Standards



The Digital Experience (D2C Advantage)



ELLEHOME: ELABORATED PRODUCT OVERVIEW

[cite: 1]

DESIGN PHILOSOPHY

1. MODERN MINIMALIST AESTHETIC



2. AUTHENTIC MATERIAL FUSION



3. FORM MEETS FUNCTION



Focusing on clean lines and structured forms that complement contemporary urban interiors.

STRATEGIC CATEGORIES

1. PREMIUM WALL DECOR



2. MINIMALIST FURNITURE



3. KITCHEN & LIFESTYLE



PRECISION-CRAFTED ITEMS AND SIGNATURE FUSION PIECES. [cite: 1]

MANUFACTURING & QUALITY

EXPORT-QUALITY FINISHING



Ensures smooth textures, flawless powder-coating, and rich wood grains. [cite: 1]

IN-HOUSE PRODUCTION CONTROL



ownership of the manufacturing process allows monitoring. [cite: 1]

BUILT FOR DURABILITY



Offers items designed to last for years. [cite: 1]

D2C MODEL ADVANTAGES

VISUAL ACCURACY



COMMITMENT THAT PHYSICAL PRODUCT IS A 100% MATCH TO HIGH-END DIGITAL RENDERS. [cite: 1]

SHIPPING-FRIENDLY ENGINEERING



utilizing structural reinforcement and protective padding. [cite: 1]

DIRECT VALUE



bypasses retail middlemen offers luxury at an accessible price. [cite: 1]

ELLEHOME: COMPETITIVE DIFFERENTIATION ANALYSIS

OUR UNIQUE STRENGTH: IN-HOUSE MANUFACTURING VS. TRADING & 3RD PARTY BRANDS [cite: 13, 16]

ELLEHOME (IN-HOUSE MANUFACTURING) [cite: 13]



1 DIRECT MANUFACTURING CONTROL



FULL OWNERSHIP OF MANUFACTURING PROCESS; EXPORT-STANDARD QUALITY. [cite: 13]

2 MATERIAL FUSION MASTERY



SPECIALIZED BLENDING OF HIGH-GRADE METAL & PREMIUM WOOD. [cite: 13]

3 FAST ITERATION & INNOVATION



DATA-DRIVEN FEEDBACK LOOP; RAPID RESTOCKING AND DESIGN TWEAKS. [cite: 18, 11]

4 PROPRIETARY OPERATIONAL EFFICIENCY



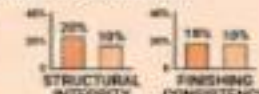
LOWERED RISKS AND HIGHER MARGINS; TRANSIT-READY PACKAGING. [cite: 1, 13]

DIRECT COMPETITORS (TRADING & 3RD PARTY PRODUCTS) [cite: 13]



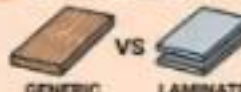
PRIMARY FOCUS ON OUTSOURCED SUPPLY CHAINS. [cite: 13]

1 FRAGMENTED QUALITY CONTROL



LACK OF DIRECT MANUFACTURING MOAT; VARIABLE STANDARDS FROM SUPPLIERS. [cite: 13, 16]

2 VARIABLE MATERIAL STANDARDS



OFTEN UTILIZING ENGINEERED WOOD OR PLASTIC FOR MASS MARKET. [cite: 13]

3 SLOWER MARKET RESPONSE



LONG LEAD TIMES FOR RE-ORDERS AND NEW RELEASES. [cite: 16]

4 HIGH DEPENDENCY & COST



LOWER PROFITABILITY FROM RETAIL MIDDLEMEN AND CAC. [cite: 10]

OVERALL COMPETITIVE ADVANTAGE



Generic Seller

Trader Group

Trader [cite: 11, 16]

Group [cite: 11, 16]



Market Opportunity

E-Commerce Platforms (Amazon, Flipkart, etc.)

Owned Brand Website (D2C Store)

Institutional & Commercial Channels (B2B)

Corporate Gifting
Hospitality Sector (Hotels, Cafes, & Resorts)

The Design Ecosystem (Architects & Interior Designers)

The global and domestic home decor and premium utility markets are experiencing a massive shift. Consumers and commercial clients alike are moving away from mass-produced, generic items in favor of **curated, high-quality, and identity-driven products**.

By leveraging a flexible manufacturing backend capable of **customization**, our brand is uniquely positioned to capture value across both high-volume digital retail channels and high-margin B2B commercial sectors.

\$4.4B
SOM

\$16.36B
SAM

\$27.27B
TAM

Traction & Growth

Proven Manufacturing Pedigree

Scalable Production Infrastructure

Omni channel Sales Strategy

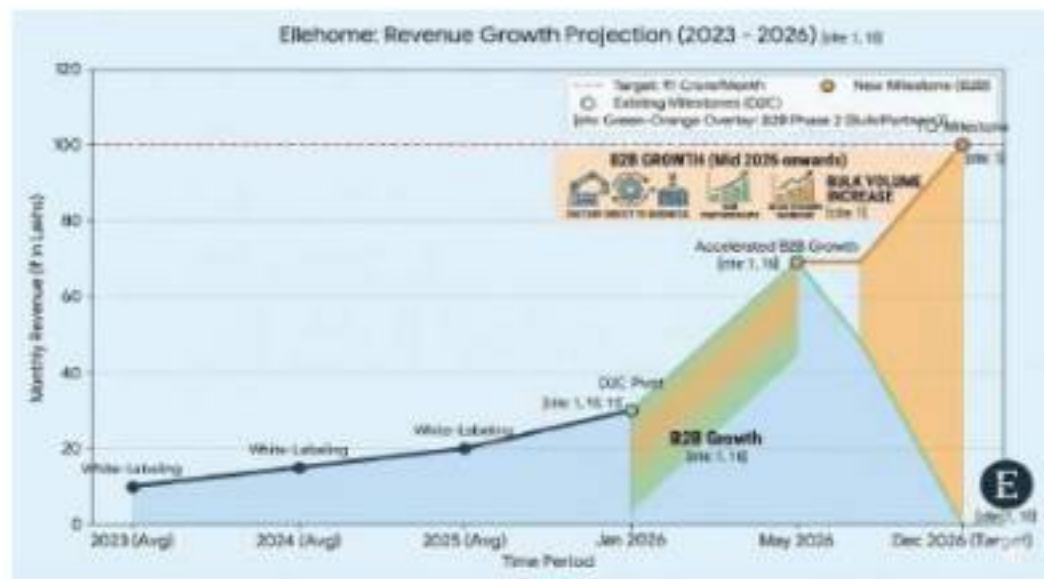
Strategic Growth Roadmap (2026-2030)

Transition to D2C Brand Equity

Capitalizing on Marketplace Momentum

Product Ecosystem Expansion

Factory Expansion & Funding



Key Signal

Consistent Month-Over-Month Growth.

Competitive Advantage



1

**The Fusion
Aesthetic (Design
Advantage)**

2

**Factory-Direct
Excellence
(Quality &
Price
Advantage)**

3

**Built for the
Modern,
Mindful
Consumer
(Value
Advantage)**

4

**Flawless
Digital
Experience
(Trust
Advantage)**

Feature	Mass-Market Brands (Plastic / Cheap MDF)	High-End Premium Brands	Ellehome (Our Brand)
Material Quality	Low (flimsy plastic, thin veneers)	High (solid wood, marble)	High (Premium solid wood + structural metal)
Pricing	Cheap, but lacks value	Extremely expensive (luxury markup)	Accessible Luxury (Factory-Direct pricing)
Design Aesthetic	Generic, mass- produced	Ornate or ultra- traditional	Modern Minimalist (Industrial-Chic fusion)
Durability	Low (wears out or breaks quickly)	High	Extremely High (Built-to- last metal & wood)
Supply Chain	Importers / Middlemen (low QC)	Complex retail networks	Direct Manufacturer (Strict Quality Control)

Go-To-Market Strategy

Customer Acquisition Channels

Online
Advertisements
(The Sales
Accelerator)



B2B Partnerships (The
Volume Driver)



Content
Marketing (The
Organic Hook)



Interior Designer
Collaborations (The
Authority Builders)

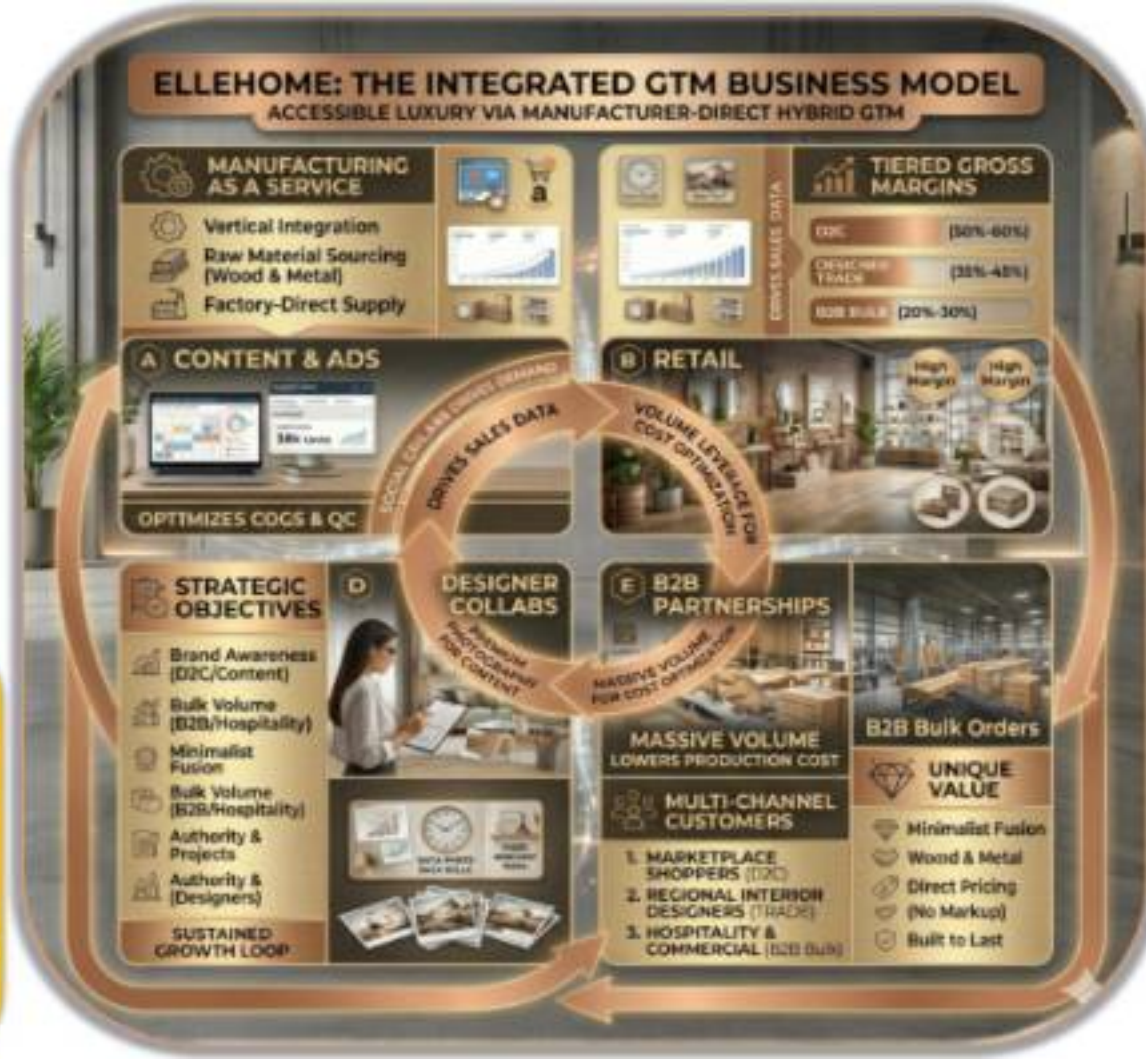


Business Model

To make the most of our manufacturing strengths and your integrated marketing flywheel, Ellehome should operate on a Hybrid D2C & B2B Manufacturer-Direct Business Model.

By cutting out the middlemen (importers, distributors, and trading agencies), we control the entire ecosystem from production to the final customer touch point. This allows us to offer accessible luxury—premium design and build quality at prices mass-market brands can't match.

Our business model shouldn't just rely on selling one clock at a time on Amazon. Use D2C to build high-margin retail cash flow and brand awareness, use Designers to get premium photography and credibility, and use B2B Bulk Orders to keep our manufacturing costs as low as humanly possible.



Our Financials

Ellehome is seeking an initial seed investment of ₹50 L to scale production capacity, aggressively acquire digital market share, and formalize our high-volume B2B channels. This capital injection will serve as the immediate launch pad to hit a steady state of ₹30 Lakhs/month in revenue, paving the definitive path toward our long-term target of ₹1 Cr/month (₹12 Cr. ARR)..

Because Ellehome controls its manufacturing ecosystem, this ₹50 L investment isn't going toward high middleman product markups. Instead, it directly unlocks structural scale, driving down manufacturing costs, widening profit margins, and positioning the brand to capture a highly lucrative share of the premium minimalist home decor market.

30lakhs

Projected Monthly Revenue

50lakhs

Funding Ask



Vision

India's premier design-forward home decor brand that redefines accessible luxury through a signature modern minimalist aesthetic.

Goals

Short-Term Target: ₹30 L per month in revenue.
Long-Term: ₹1 Cr per month while maintaining a net profit margin of 25%-28%.

Tactics

Content Marketing, Online Ads (Performance Marketing), Interior Designer Trade Program, B2B Commercial Partnerships

Action Plan

Infrastructure & Foundation, Launching the Flywheel, Scaling to Volume

THANK YOU.

Elevating Spaces, Maximizing Returns.

"We aren't just building a home decor brand; we are scaling a vertically integrated manufacturing powerhouse engineered for the modern consumer."

Let's Build The Future of Ellehome Together.

We are ready to deploy capital immediately into raw material scaling, high-ROI performance marketing, and our active interior designer trade network.

Contact Information

Founder & Owner: Mr. Izhn

Email: business@ellehome.in

Phone: +91-8191989633 , 8266919633

Manufacturing HQ: Moradabad, Uttar Pradesh, India

Brand Website: www.ellehome.in

/ Find us on Amazon & Flipkart (Ellehome)

Join us in bringing accessible luxury directly from the factory floor to millions of modern homes.

