



INDIA'S FIRST
**HYPER
REALISTIC
HUMAN
MINIATURE
BRAND**

NEW AGE ATTRACTION FOR SHOPPING MALLS

01. Introduction – A New-Age Attraction for Malls

HUMINITY brings India's first **hyper-realistic human miniature** experience — where people can get a **miniature version of themselves** using world-class 3D scanning and printing technology.

For malls, Huminity is a **high-footfall, experiential, and tech-driven attraction** that draws families, youth, and influencers — turning visits into emotional memories.



**Not just
shopping,
but
self-
discovery
in 3D**

02. Why It's Perfect for Shopping Malls

1. **Crowd-Pulling Concept:** People stop, watch, and participate — ideal for experiential zones.
2. **First of Its Kind in India:** Exclusive offering adds premium value to your mall.
3. **Visual Engagement:** The 360° scanner and digital showcase attract instant attention.
4. **Repeat Visits:** Customers return for new events — birthdays, anniversaries, festivals, gifting.
5. **Zero Inventory, Zero Mess:** Compact setup, silent operation, no clutter.
6. **Brand Association:** Elevates the mall's innovation quotient and modern identity.



A first-
of-its-
kind
concept

03. Space Requirement

Area	Requirement
Floor Area	80-120 sq. ft.
Height	Minimum 10 ft
PowerStandard	2-3 sockets
Visibility	Front or center atrium area preferred

Ideal Locations:

**Atriums • Entertainment zones • Near multiplex entry •
Family and youth corridors • Premium retail clusters**



For Open Areas



For Closed Shops

**Just
100 sq. ft.
Is enough
to create
a lifetime
memory.**

04. What Visitors Experience



1. Scan in Seconds:



Stand inside a 360° scanner – full-body 3D capture in 8-10 seconds.

2. Cloud Upload:



File auto-uploads to Huminity servers.

3. Miniature Creation:



Our production unit refines and prints ultra-realistic figurines.

4. Delivery:



Product shipped directly to customer or mall kiosk for collection.

**Scan.
Smile.
See
Yourself
Forever.**

05. Business Model for the Mall Partner

Option 1 – Joint Promotion Model

(Preferred Model for Malls)

In this model, the mall partner provides the space and visibility, while Huminity manages the entire operations, technology, and marketing.

- Huminity supplies miniatures to the partner at a fixed wholesale rate per unit.
- The partner is free to set retail prices and retain the margin as profit.
- **Huminity handles:**
 - Scanning technology & staff training
 - Cloud-based file management
 - Printing, packaging & delivery
 - Centralized marketing and social media campaigns



Key Advantage:

- **No operational burden on the partner**
- **Guaranteed quality and supply from Huminity**
- **Flexible pricing and higher profit margins for franchise/mall**

**You bring
the space.
We bring
the magic-
profits
follow
naturally."**

05. Business Model for the Mall Partner

Option 2 – Mall Owned Investment Model

Ideal for investors or mall owners seeking stable monthly income

In this structure, the mall partner invests **₹28 Lakhs**, while Huminity operates the business entirely, ensuring smooth day-to-day functioning and consistent growth.

How it Works:

- Huminity provides the complete turnkey setup — including scanner, counter, showcases, signage, and digital standee.
- The full operation, staff, marketing, and order fulfillment are managed by Huminity.
- The mall or franchise investor receives:
 - **20% of monthly revenue, or**
 - **18% annual return on investment (ROI) — whichever is higher.**



Key Advantage:

- **100% hands-off business for the investor**
- **Professionally operated by the Huminity team**
- **Transparent monthly reports and revenue tracking**
- **Consistent, assured returns with growing customer base**

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06. Investment & Returns



Particulars	Cost (₹)
3D Scanner	12,50,000
Franchise Fees*	5,00,000
Store Layout & Design	50,000
Kiosk Fabrication (Counter, Display, Branding)	5,00,000
Digital Standee + IT Setup	50,000
Launch & Marketing (Digital & Influencer) Advertising	2,00,000
Showcase Samples (Different Sizes)	1,20,000
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Total	₹26,70,000 +GST

Earnings:

Avg. sale per miniature - ₹4,000-₹10,000

Avg. 6-10 sales/day → ₹6-10 L / month turnover

Profit margin: 40-50%

Monthly profit ₹3-5 Lakh

ROI within 18 months

**28 Lakhs
in.
3-5* Lakhs
out -
every
month.**

07. Marketing & Support

Mall-wide influencer campaigns
featuring visitors getting miniatures



Digital marketing
(Instagram, Meta, Google) handled by Huminity HQ



**We create
the
buzz,
you enjoy
the
footfall**

07. Marketing & Support

Event tie-ups:

Festivals, mall anniversaries, celebrity visits



In mall branding

LED standees, posters,
floor stickers, selfie wall



We create
the
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08. Growth & Scalability



**From
one kiosk
to a
national
phenomenon**

Multiple kiosks can be installed across cities.

Each scanner can serve 100+ orders/day via cloud.

Cloud-based system enables **centralized production and multi-location expansion.**

Long-term potential for **airport, tourist, and event venues.**

09. Our Vision



“Huminity transforms malls into destinations of emotion and memory — a place where people don’t just shop, they experience themselves.”

**Turning
moments
into
memories -
one miniature
at a time.**

10. Our Experience center in Noida (DelhiNCR)





"While Huminity provides complete operational support, training, and brand resources to its franchise partners, the franchisor does not guarantee specific earnings or profitability, as results may vary based on market conditions, location, and individual franchise management."

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