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WHO ARE WE

Unleashing the Future of Adventure Apparel & Merchandising in India

We are an adventure apparel & merchandise brand, created for the solemn purpose of reverberating the feeling of its bearing travelers

Since its conception in 2019, we have been quick to sense the nerve of the community and has become a hit too.



ABOUT THE FOUNDERS

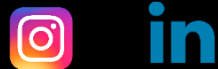
Who they are ?



Prateek Vats | Co-Founder, CEO

Prateek Vats a BLS Certified Tour Captain is a true rider at heart, having covered over 1,00,000+ Kms & having done Ladakh 7 times and also completed the Thailand Circuit.

Founder Born To Ride Club Bhopal



Deepesh Shrivastava | Co-Founder, Lead Designer

Mechanical Engineer by education and an Entrepreneur. Has a keen interest in designs and fashion.



TRACTION

- Nov 7th Wanderlooms starts, ships first order
- Gets Concept Validation
- Closed FY 19-20 with 22 Lakhs Revenue

- Became Official & Exclusive Merchandising Partners for
 1. Pro-Dirt Adventure – Maharashtra Based Off Road & Dirt Riding School
 2. Indimotard – India's First Track Racing School Founded by Anand Dharmaraj
 3. Ulka Gear – Apparel & Merchandise brand by BMW Certified Level 3 Instructor Shahnawaz Karim
- Launched 4 New Products including Patented Polygiene Bandana and India's Only Lanyard Keytag
- Crossed 1Cr INR Revenue in Fiscal Year 2020-21

2019

2020

2021

2022

- COVID-19 lockdown inhibits growth
- Goes into research phase
- Collaborates with **Royal Enfield, Jawa and More**
- Year ends with **48 Lakhs in revenue**

- **Launches 7 New Products**

- Became Official & Exclusive Merchandising Partners for
 1. Fast Indian – First Indian to compete in Paris Dakar C.S Santosh's Clothing Line
 2. OPR – Privateer Indian to Participate in Malle Moto Dakar 2021 Ashish Raorane's Clothing Line
 3. PowerDrift – Leading Automotive Media House
- Registered Vendor For Hero Moto Corp India

ABOUT OUR COMPANY

Presence and Persistence

2.5 Years of operations

70:30 Pre-Paid To COD Order Ratio

2K+ Average Monthly Orders

4.5K+ Average Commodities Sold Monthly

<26HR Fulfilment Time

~3.3 DAYS Average Delivery Time

₹800 Average Order Value

14.25% Returning Customer Rate



PROBLEM

With the onset of E-Commerce in India, we still lack-

1

Indian brands catering and manufacturing **adventure centric apparels and merchandise**

2

Dedicated online platforms for Indians to satiate their adventure & travel needs

3

Made in India products, designed and manufactured within the country

OUR SOLUTION

In order to help cater the gaps in the Indian E-Commerce space, we at Wanderlooms have the following solutions -

1 DESIGN
Creating Designs that are specific to the Indian Travel & Adventure Circuit

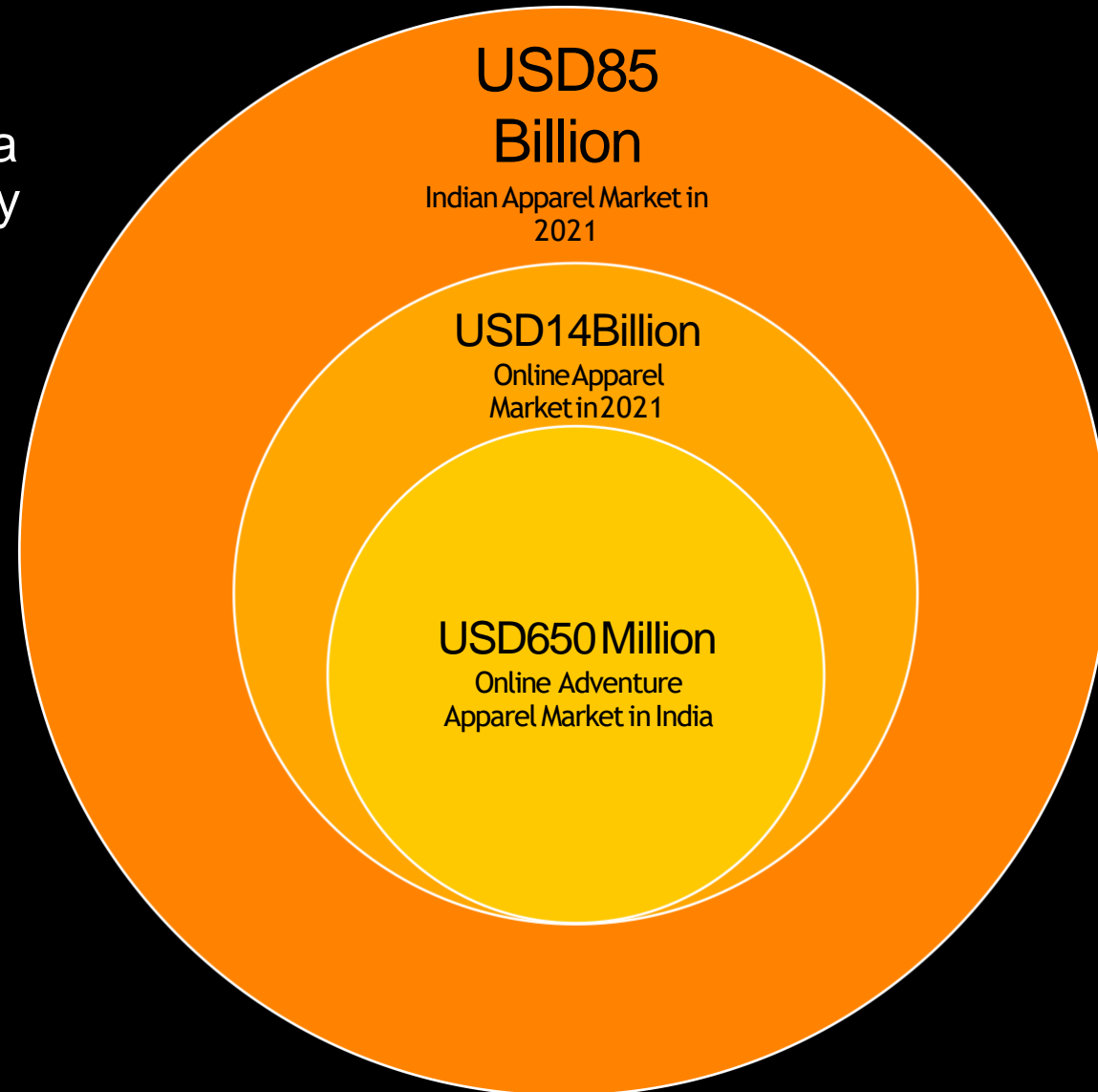
2 INNOVATION
Innovative products for the Indian adventure & travel audience, with competitive pricing

3 UTILITY
Products made with the Indian weather & terrain in mind, to ensure max comfort

4 CUSTOMER FIRST
Customer grievances are considered top priority at Wanderlooms

MARKET SIZE

- **Total Available Market:** Target is to be a contributor to the Indian Apparel Industry which is worth USD 85 Billion
- **Available Market:** Out of the total apparel industry in India, about 20% of it is functioning online i.e. USD14 Billion
- **Current Market:** Presently a handful of local and international players occupy the online adventure apparel industry in India amounting to USD 650 Million



Wandelooms aim is to occupy

0.5% OF THE CURRENT MARKET IN NEXT 3
YEARS I.E.

25Crore INR

through its phase 1 of funding

TRACTION

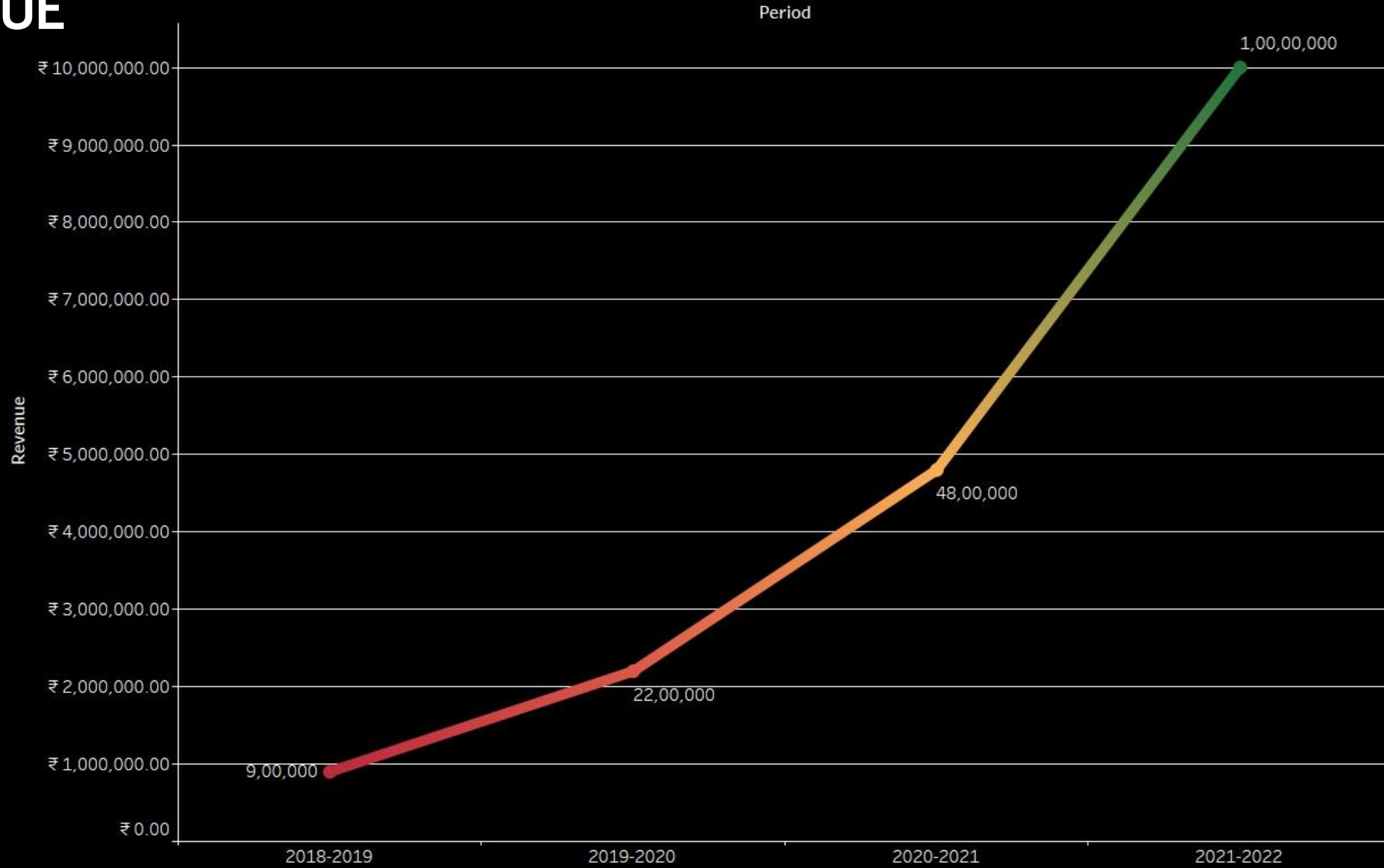
1,80,00,000+ Worth of Business Conducted

11,00,000+ Customer Visits Till Today

1,25,000+ Products Sold

3 Yr. In Operations

REVENUE



OUR PRODUCTS - APPARELS



Riding Jersey



T-Shirt



Bomber Jacket



Sweatshirt

OUR PRODUCTS – MERCHANDISE



Enamel Mug

Polygiene Bandana



Non Residual
Sticker

Keychain Lanyard



Keytag



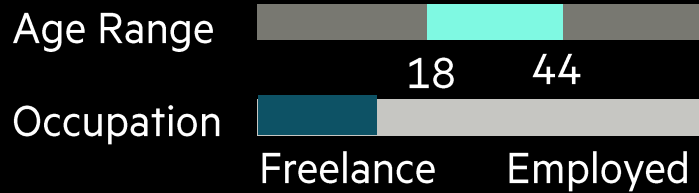
Badges

TARGET AUDIENCE

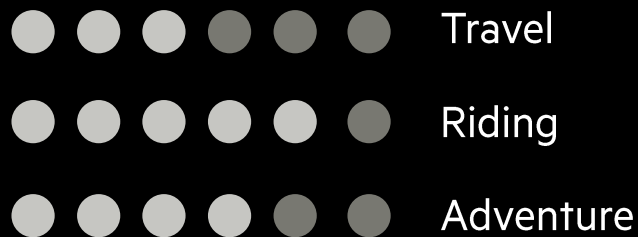
D2C

Our average customer looks like -

BASIC INFO



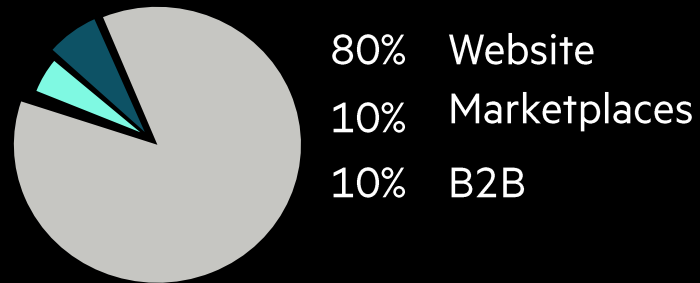
INTERESTS



RESUME

Passionate traveller, knows his ride and destination at all times

BUYING METHOD



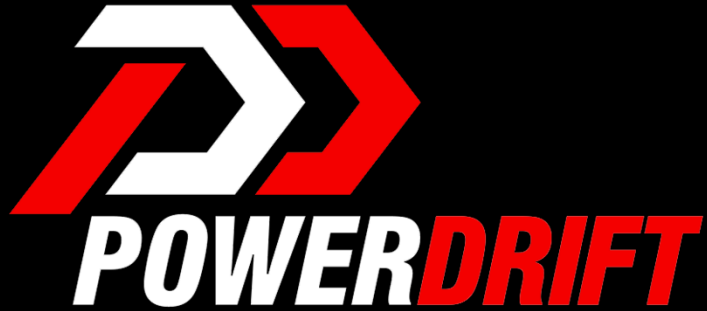
“ I bought a T-shirt, and the quality of print was very good. The fit was just for my body type and I consider my self to be a typical Indian male body structure. Worth the buy.. Have ordered more jerseys based on my experience”



Mr. Gaurav Mishra
VP-Operations, Paradise Biryani

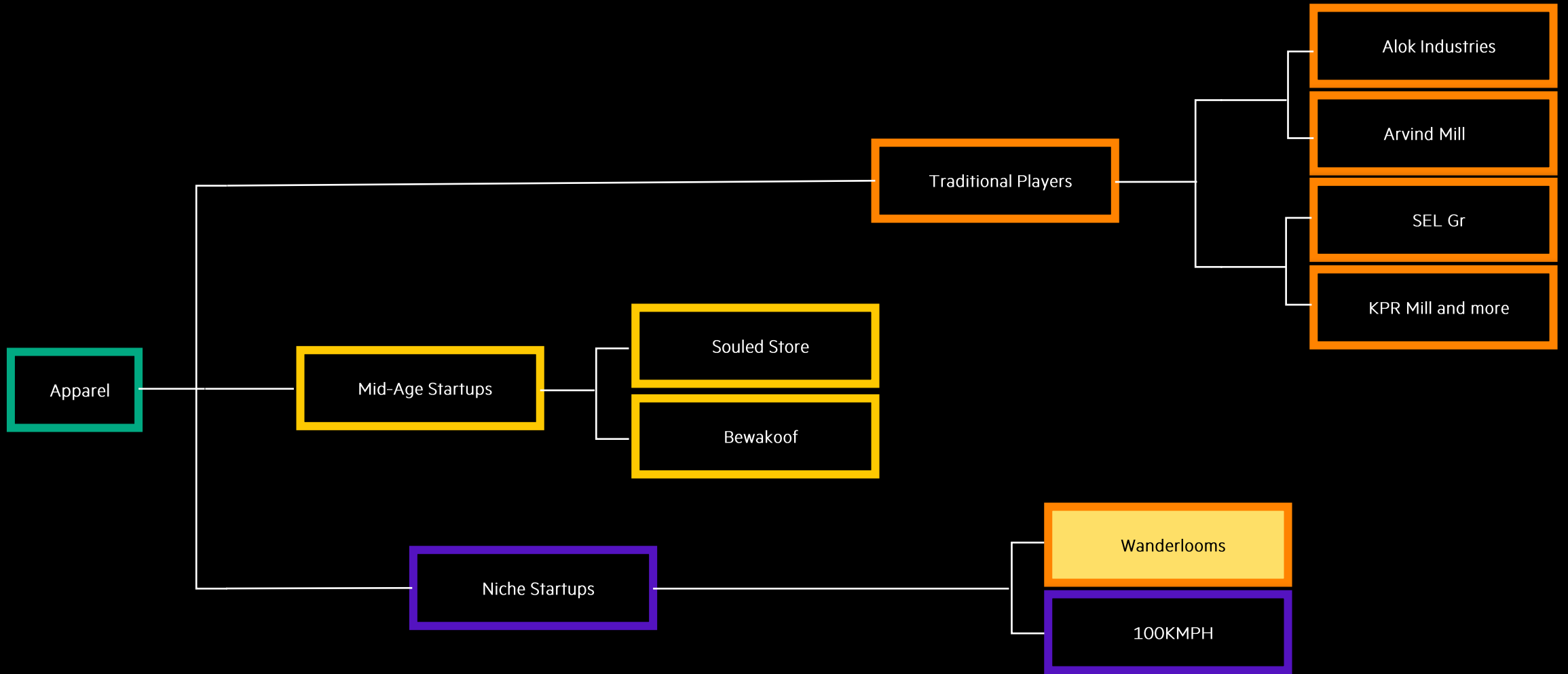
EXCLUSIVE MERCHANDISING PARTNERS

Wanderlooms in the past 3 Years has garnered top players from the Adventure and Automotive Community



INDUSTRY

Bifurcation



COMPETITION

DIRECT
COMPETITORS



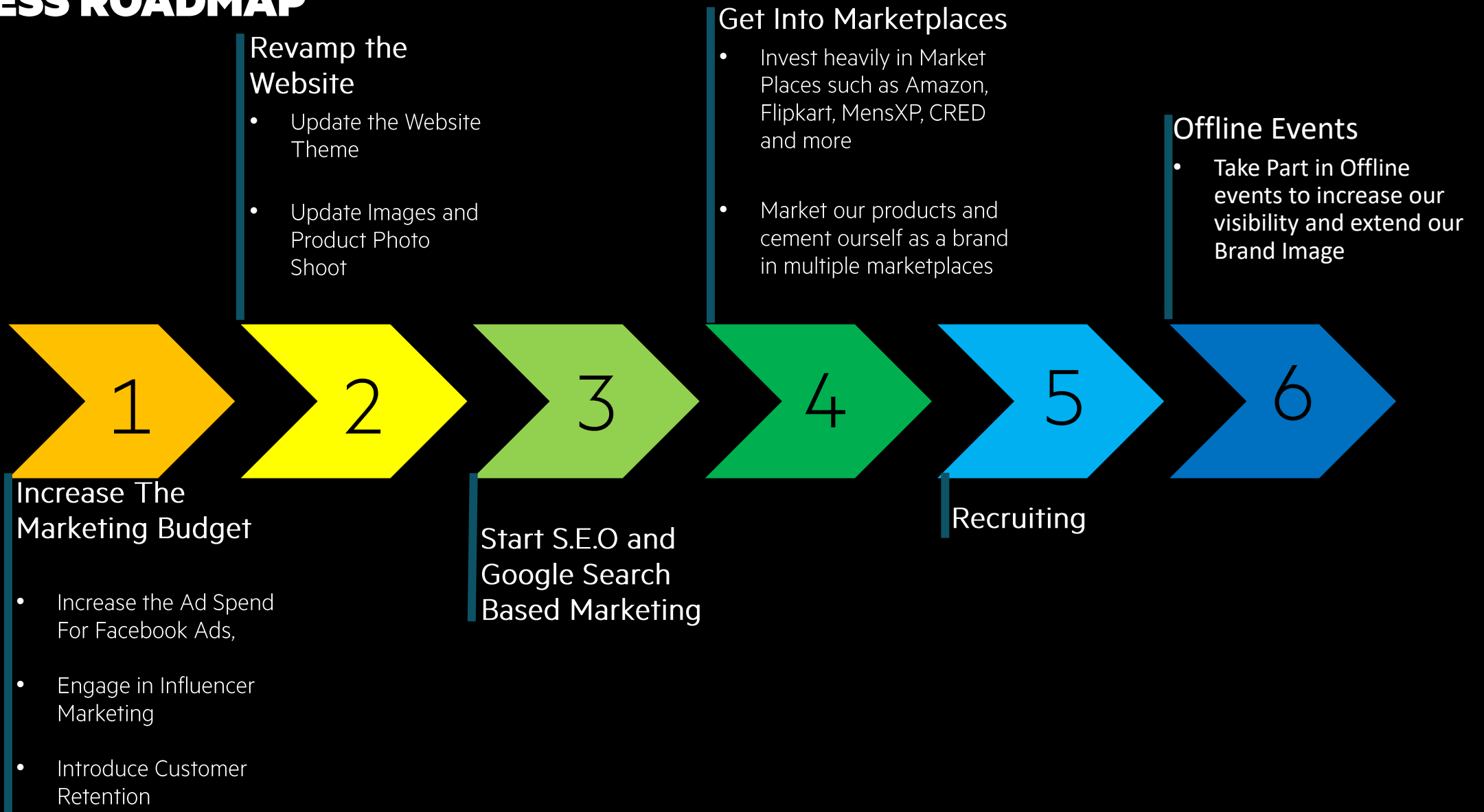
INDIRECT
COMPETITORS



INSPIRITIONAL
COMPETITORS



BUSINESS ROADMAP



PRODUCT ROADMAP

Printed Windcheaters

Printed Windcheaters in the Indian market are a rarity which is largely untapped.

Full Print T-Shirt

Premium quality T-Shirts with trendy prints front & back

Massaging Backpack

First of its kind backpack equipped with a massager for long handling sessions while travelling



1

2

3

4

5

6

Armor Equipped Riding Jersey

Trendy Riding Jerseys pre-fitted with protective armors making Wanderlooms a one stop shop for all Riders

Hydration Bags

Affordable & Quality hydration bags are scarce in the Indian Market

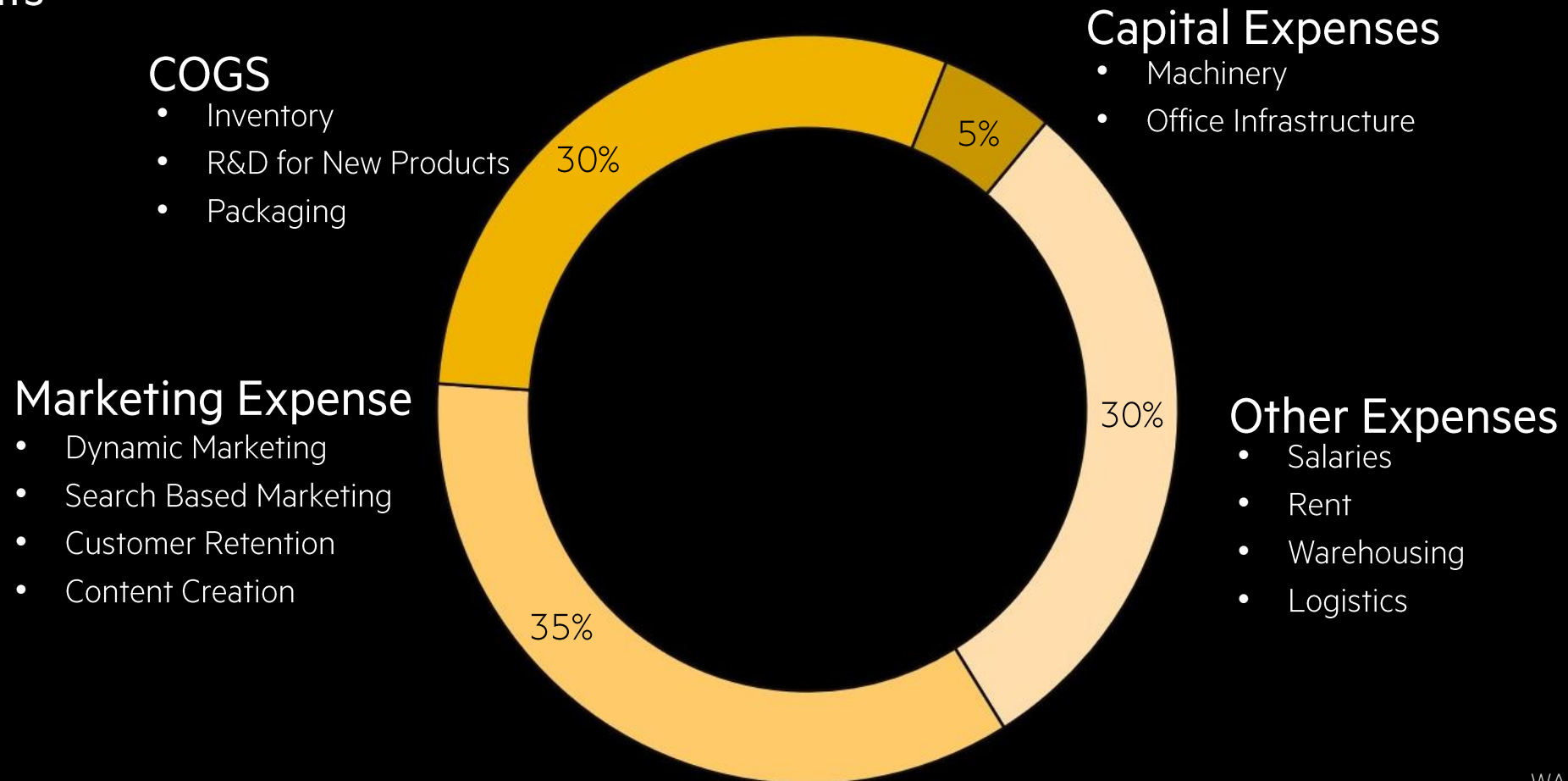
Cycling Suit

Stylish Cycling Suits at an affordable price with necessary padding and protection

EXPECTED PROJECTION

Utilization of funds

Seed fund will be utilized in expansion of revenue and setting up operation channels for big volume movements





THANK YOU



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