



MADBOW
VENTURES LIMITED

streetstyle
STALK

stalkbae

 **SLAYDEAL**

 **KALI**
HOUSE

SLAY *XO*

BOXDOP
ENTERTAINMENT

Problem Statement

Inventory Management

Fashion e-commerce business finds hard to manage inventory that leads to out of stock option to many consumers.

Pricing of the products

Consumers find hard to find the right product at right pricing.

Technology Absorption

Fashion e-commerce business find hard to adopt trending technology to improve efficiency.

Western Wear Players

Fashion and apparel industry in India do not have any significant market players to realise the need for Indian women for their western wear requirements in India.



A woman with long brown hair, wearing sunglasses and a vibrant, multi-colored striped halter-neck dress, stands in front of a lush green palm tree. The image is partially cut off on the left side.

Solution

1 Inventory

Madbow offered approximately 5000 SKUs. Madbow address 50 new SKU's of garments and footwear to bring freshness on the website every month.
As a result, Higher STRs: Current Stock Holding is under 25 days (better by 50% as compared to Industry Average)

2 Pricing

Madbow have different website for different types of consumers. Slay deal as a discounted deal website. Stalkbae as a premium website and Streetstyle Stalk for value based customers.
As a result, Net Delivered: Current is 59% (better by 11% as compared to Industry Average).

3 Technology

During course of time Madbow has created retail tech which helped to scale and diversify into multiple channel and able to grow with 100% rate year on year. At the same time Madbow has included all the features into tech which enabled them to run operation smoothly. They have named this solution SSTE: Systematic Solution to E-commerce

4 Western Wear

Madbow aims to be the biggest market players that not only sell western wear but also to understand what Indian women desires in their Western wear outfits. Madbow has in total of 700+ designs and is increasing every day.



Madbow is a digitally native consumer technology platform, delivering a content-led, lifestyle retail experience to consumers and have established themselves not only as a lifestyle retail platform, but also as a popular consumer brand selling on their niche websites as well as on marketplace.

Our Brands

streetstyle
STALK

Value based fashion products and caters to masses.

Stalkbae

Premium website with a ticket size of more than 1500 to 2000 INR.

 **SLAYDEAL**

Very much a deal site and our audience gets all sort of deals on the platform

KALI

Serves traditional clothing imbedded with technology.

SLAYXO

Website that caters to the need of women lingerie.

BOXDOP
ENTERTAINMENT

A collaboration platform with celebrities/influencers for PR activities

Our Presence

Mobile Application

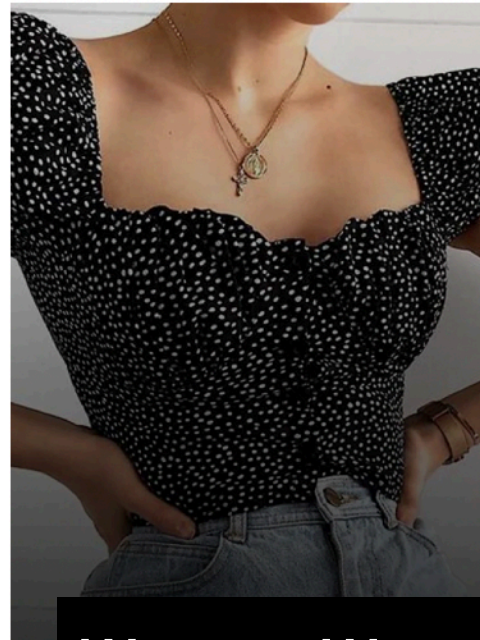
Exclusive Brand Outlets (EBOs)

Website

Products



Footwear



Western Wear



Ethnic Wear



Lingerie

Designs

800

700

200

250

Work Flow

1

Design Selection

The first step of the entire process starts with our designers, developing and final selection

2

Sourcing

Sourcing team starts working on the designs on the basis of raw materials to produce affordable products

3

Manufacturing and Marketing

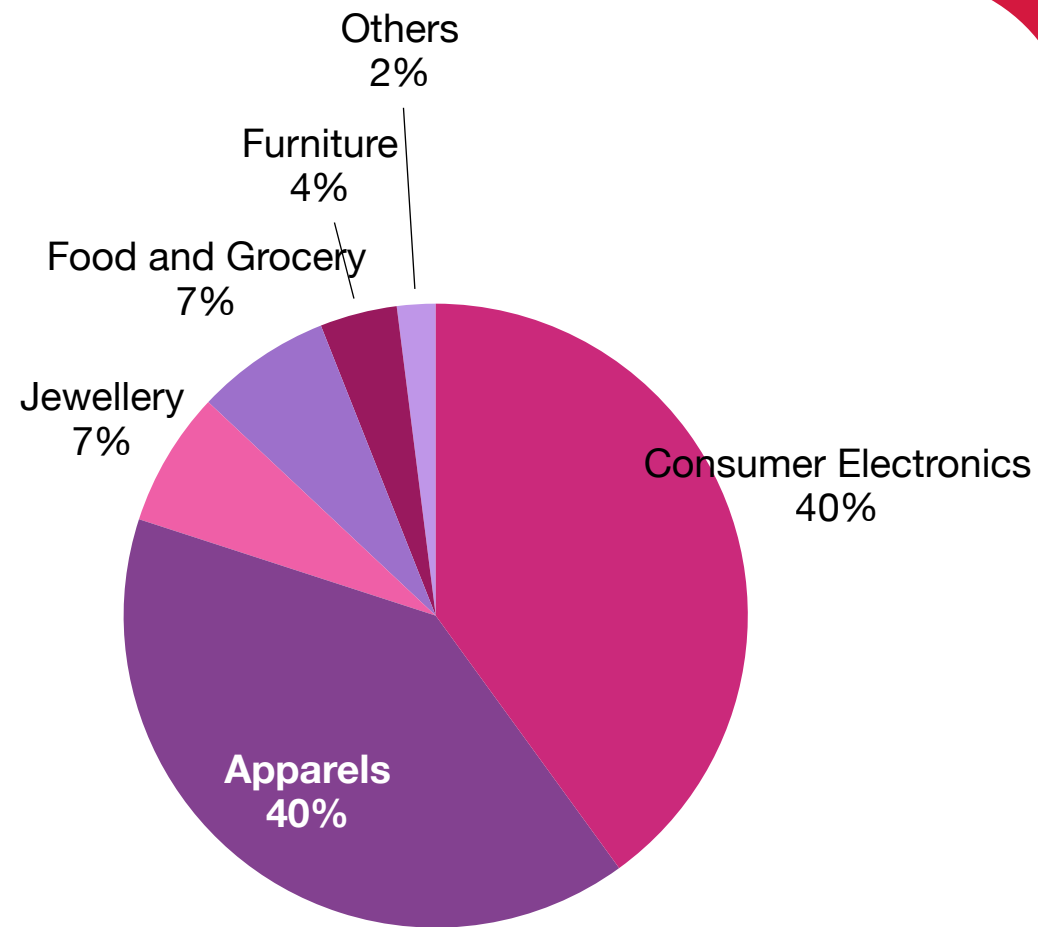
After finalisation, products are manufactured and marketing starts working for reach.

4

Quality Check

Products go through various quality checks and then dispatched towards the end-consumer.

Market Size



Share of various segment in e-commerce retail by value(2020)

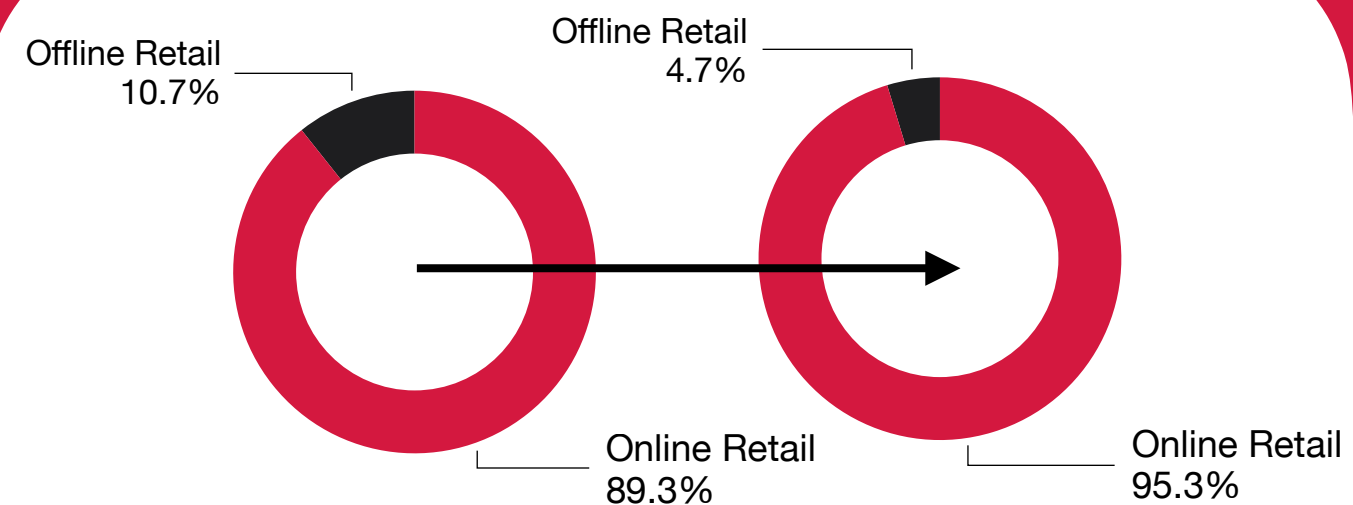
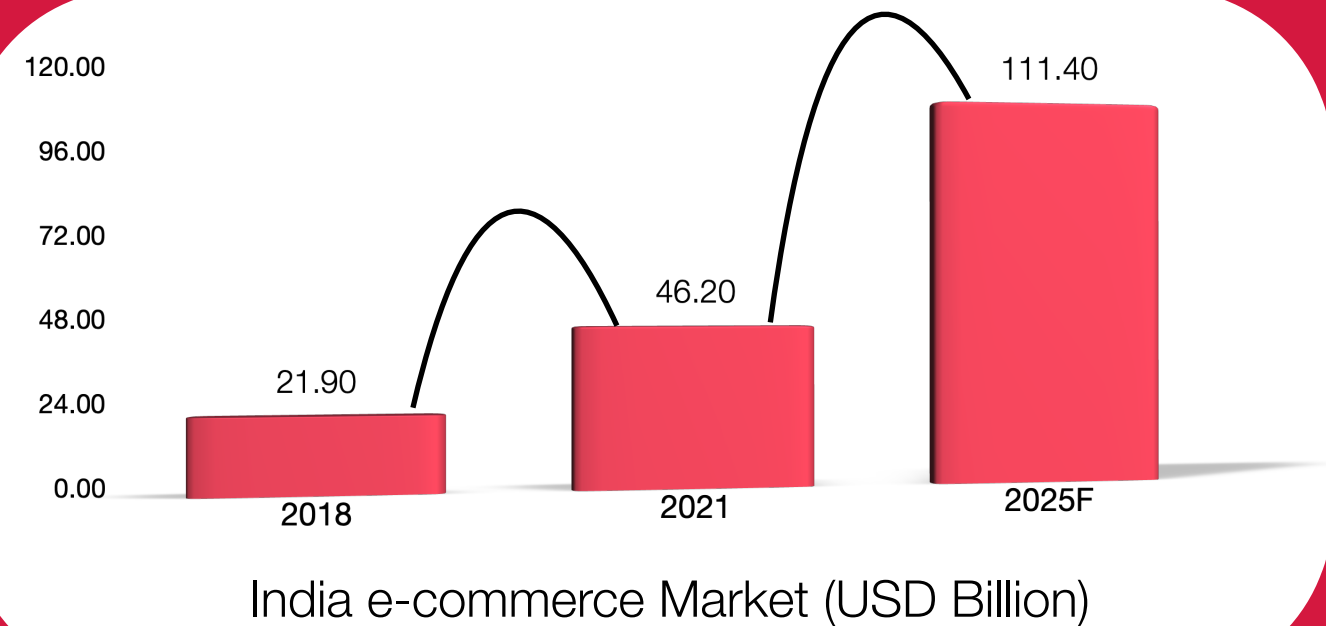
The online retail market in India is estimated to be 25% of the total organised retail market and is expected to reach 37% by 2030

US\$99 Billion

Indian E-commerce market size by 2024

27% CAGR

Growth Rate during 2019-24

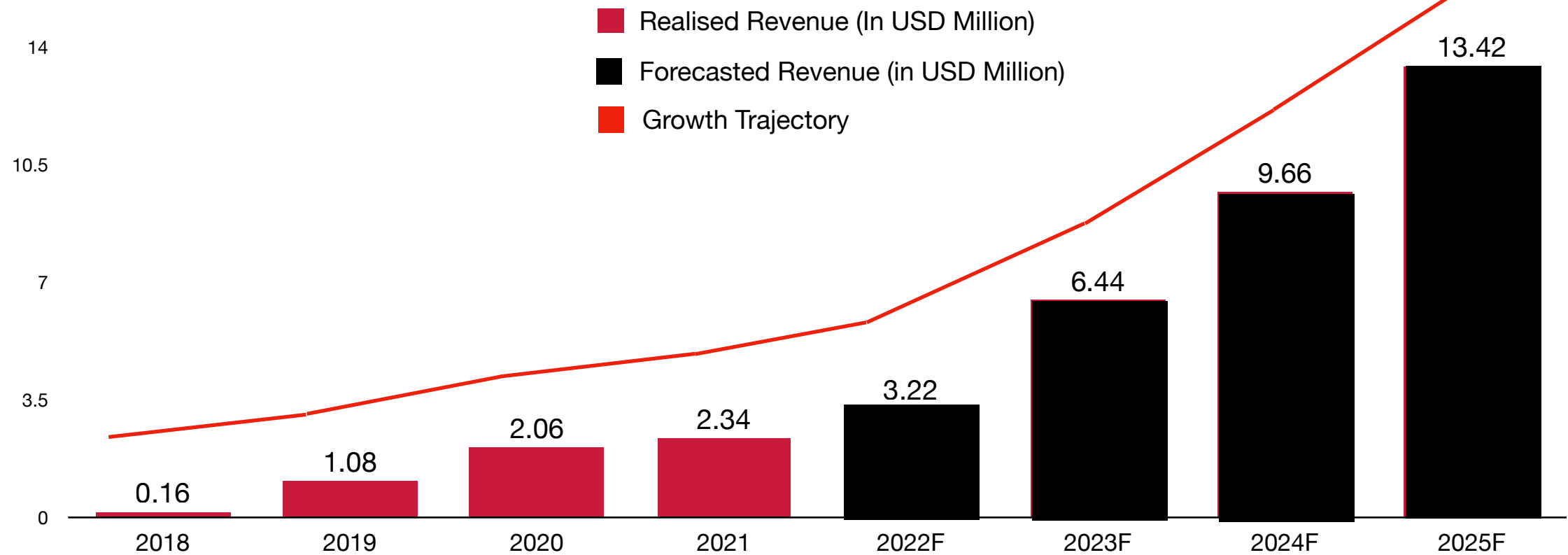
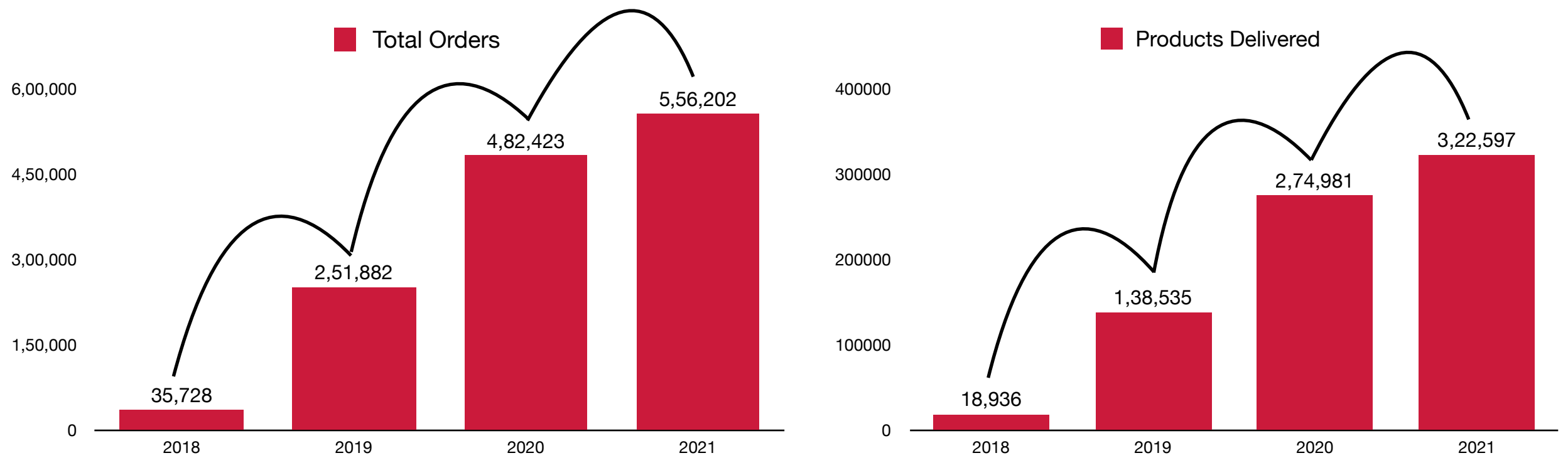


Online retail out of total retail in India 2019

Online retail out of total retail in India 2024

There are lot of opportunities for E-retailers in India to capitalise upon with the gradually growing internet penetration in India.

Milestones



Traction

How Madbow works with Brand Founders?



Market : Madbow has a base of around 12,00,000 + satisfied customers throughout India. Madbow has in-house designing and sourcing team, so to say.



Operational Efficiency Achieved : RTO Rate - Current 16% (better by 100% as compared to Industry Average)



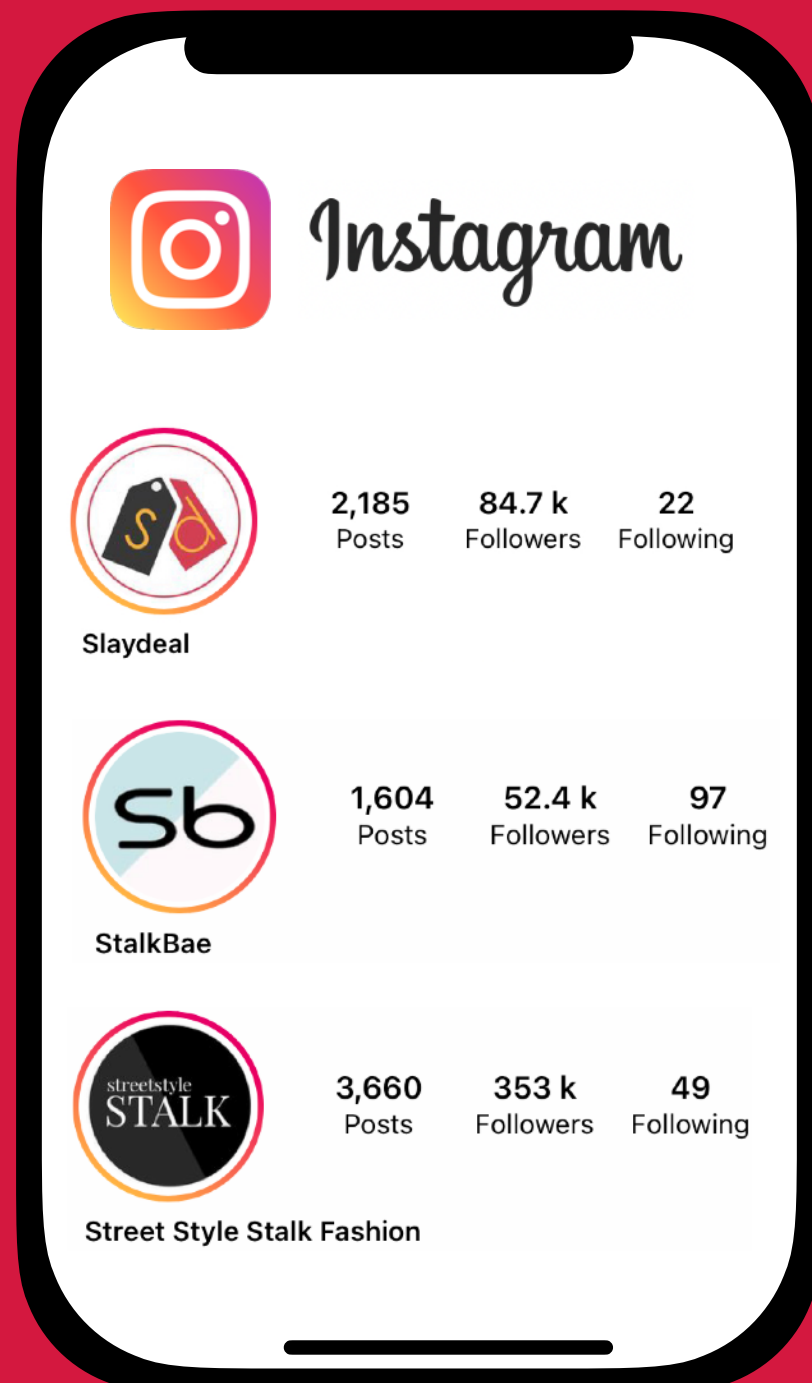
Unique Initiatives to reach here: In-house Saas Ecommerce Solution (SST): Single stop solution which can integrate all departments



Go to Market Strategy

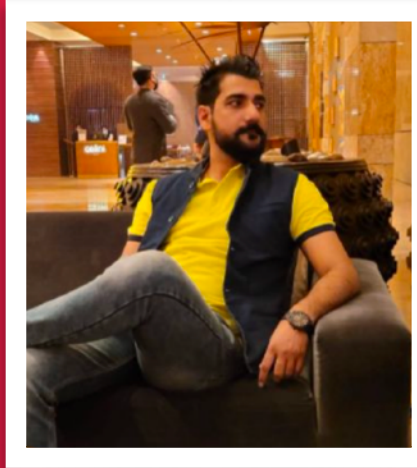
Madbow has over 6 Lakhs orders placed and over 4 Lakhs products that were delivered to customers in FY22. Madbow delivers to 25K serviceable pin-codes through out India and is growing year-on-year.

Madbow also owns export license and have now started exporting to International borders like Europe and Africa



Madbow is planning to enter into the offline market and is looking to diversify itself into omnichannel brands. Madbow has already initiated with MBOs (Multi Brand Outlets) as well as 2 EBOs (Exclusive Brand Outlets) and done some strategic tie-ups with retail chains. Madbow is eyeing 100+ MBO stores and 10 EBOs by the end of 2022.

Our Team



Naveen Mahlawat, Director and Founder

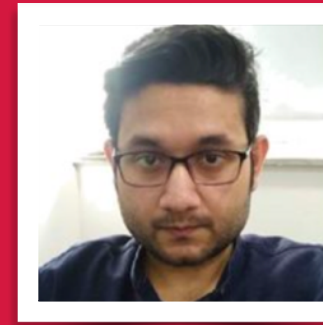
Mr Mahlawat is a globally minded entrepreneur who started his journey after working for companies like Microsoft, Ingram Micro, and Insta SAP UK. Having significant experience in e-commerce, fashion and digital marketing, he manages the overall operations of the company without any third party dependency.



Mohit Dahiya
Director



Vinay Rana
Digital Marketing Lead



Farhad Hossain
Operational Manager



Jatin Malhotra
Technology Lead



CA Sumit Bhatia
Financial Advisor



Suchita Bisht
Marketplace Manager

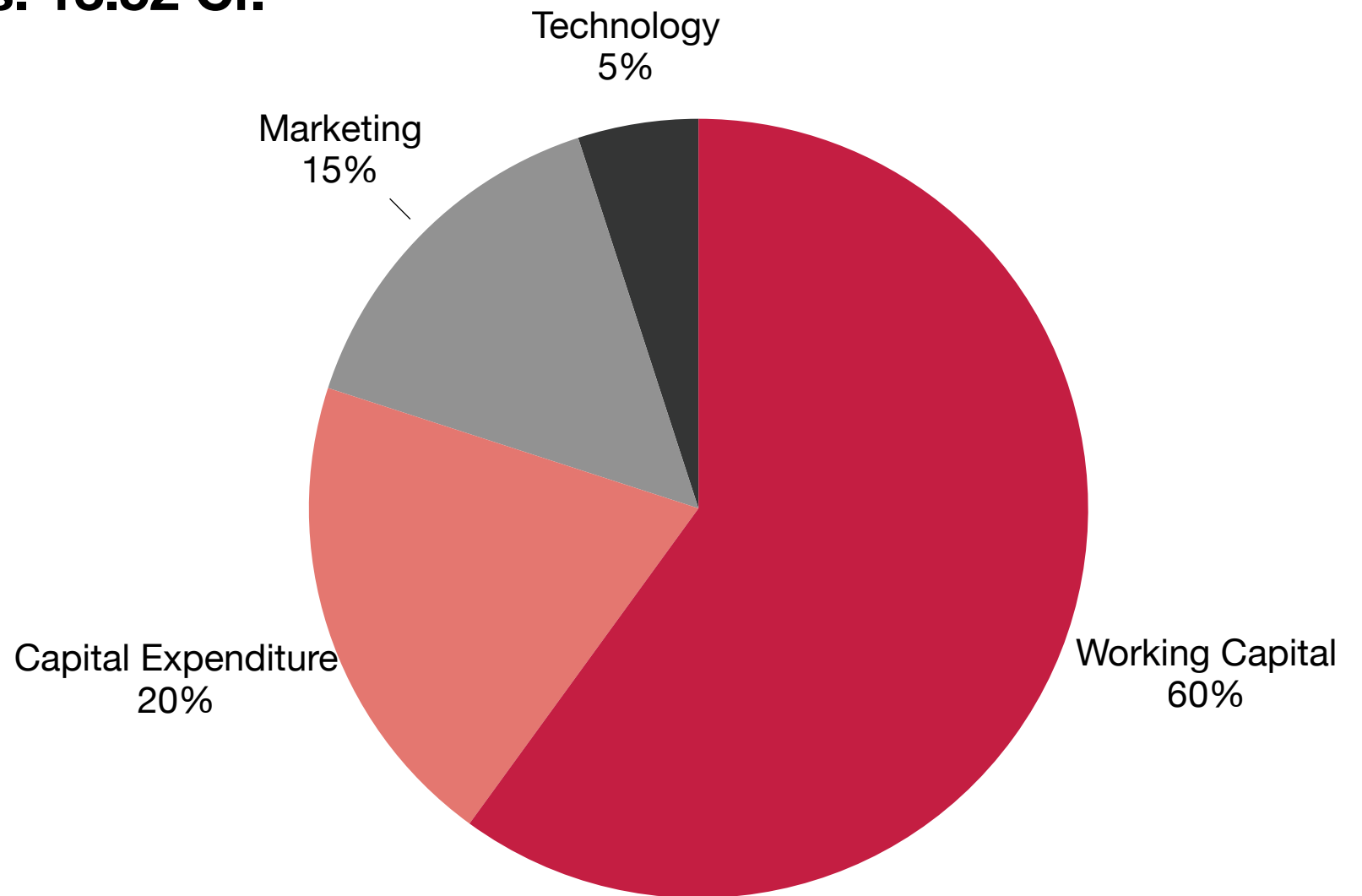
Fund Utilisation

MADBOW

is currently looking to raise Rs. 13.52 Cr.

Minimum Lot - 1,00,000 Shares

Shares Available - 26,00,000



MadBow Ventures Ltd is planning to launch fashion brands /labels into kids, ethnic, high fashion, cosmetics & General merchandising as well bringing all the fashion and lifestyle requirements under one roof. Madbow is planning for 100+ MBO stores & 10 EBO by end of 2022.

A woman with long dark hair, wearing a wide-brimmed straw hat and a light-colored checkered dress, is smiling and holding a large woven basket filled with purple and yellow flowers. She is standing next to a large palm tree against a clear blue sky. The text "Thank You!" is overlaid in the center.

Thank You!