



MADBOW

Problem



Being a fragmented market, consumers find hard to get quality fashion apparel at affordable pricing at a focused platform.



There is a limited assortment of western clothing for women in India.



There is no Indian brand that caters to the needs of metropolitan ladies seeking western apparel. Foreign brands like H&M and Zara do not grasp how Indian ladies prefer to dress in western attire.

Solution



Madbow offers focused platforms ranges from style to websites for customers with varying purchasing capacities.



The company has a wide variety of western apparel for Indian women



Madbow designs apparel keeping in mind Indian women's tastes in western clothing. The company likes to experiment freely, their range of products is always fresh and up-to-date.



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

Stalkbae

 **SLAYDEAL**

 **KALI**
HOUSE

SLAY **XO**

BOXDOP
ENTERTAINMENT

Our Presence

Mobile Application

Website

**3 Exclusive Brand
Outlets (4 in pipeline)**

**2 Franchise outlets(12 in
pipeline)**

Product Portfolio

Footwear



Western Wear



Ethnic Wear



Lingerie



Global Outreach

Madbow is in talks with America to initiate the export to multiple brands.

Madbow has now started exporting to international borders like Europe and Africa.

Madbow has signed exclusive agreement in **Dubai** with **noon.com** and **namshi.com**

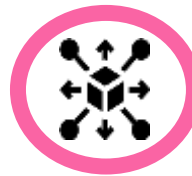
- The company has opened 3 flagship stores in Gurugram.
- Additionally, The company is going to open 3 stores in Delhi.
- The company has further EBOs in Jaipur, and Gurdaspur.

Go-To-Market Strategy



Omnipresence

Madbow sells through their own websites & applications and has recently entered the offline market, becoming an omnichannel brand.



Distribution and outreach

The company is also preparing for 100+ MBO outlets and 10 EBO by the end of 2023.



Diversification

The company has a wide variety of western and ethnic clothing designs and will continue to launch new designs while keeping Indian women's clothing tastes in mind.

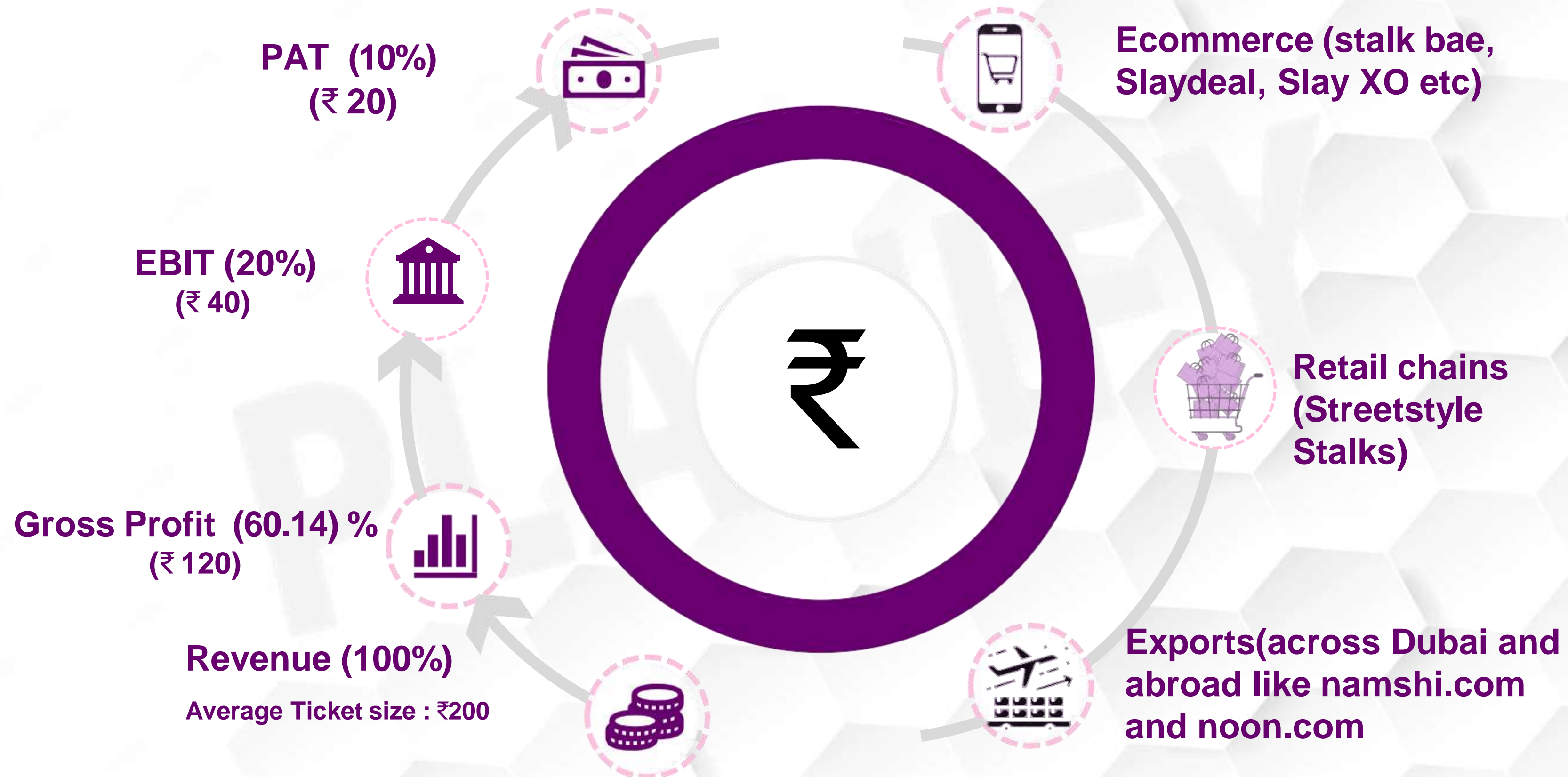


Strategic Tie-ups

Madbow has recently formed strategic alliances with top marketplace companies like Myntra, AJIO, Amazon Fashion and others and has curated designs after consulting with their fashion teams.



Business Model

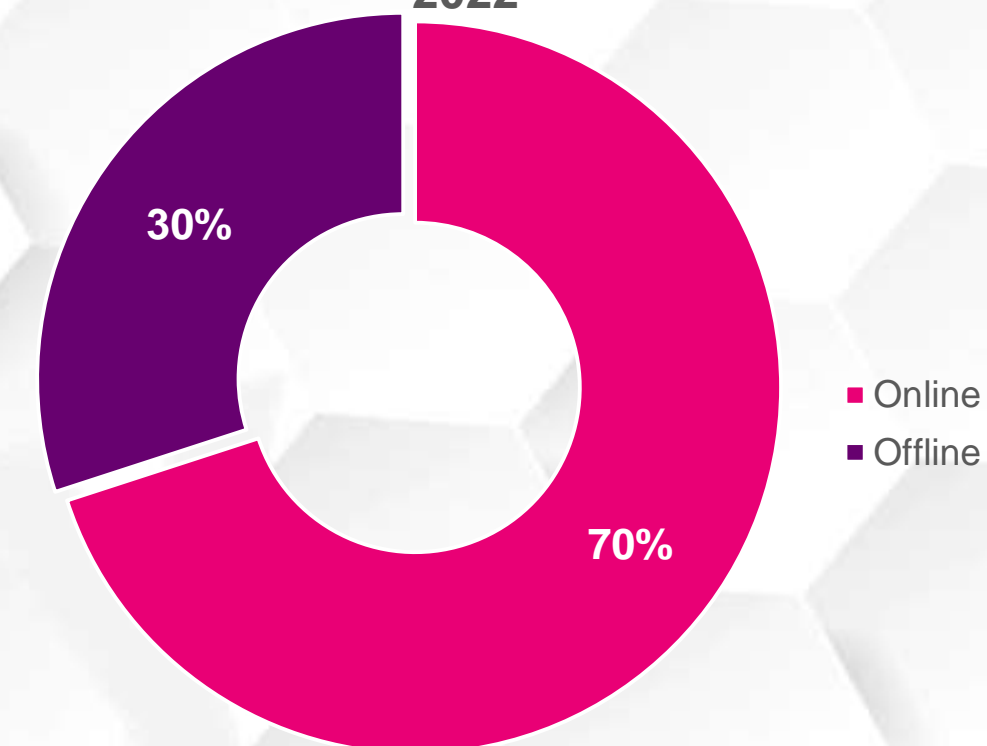


Market Size



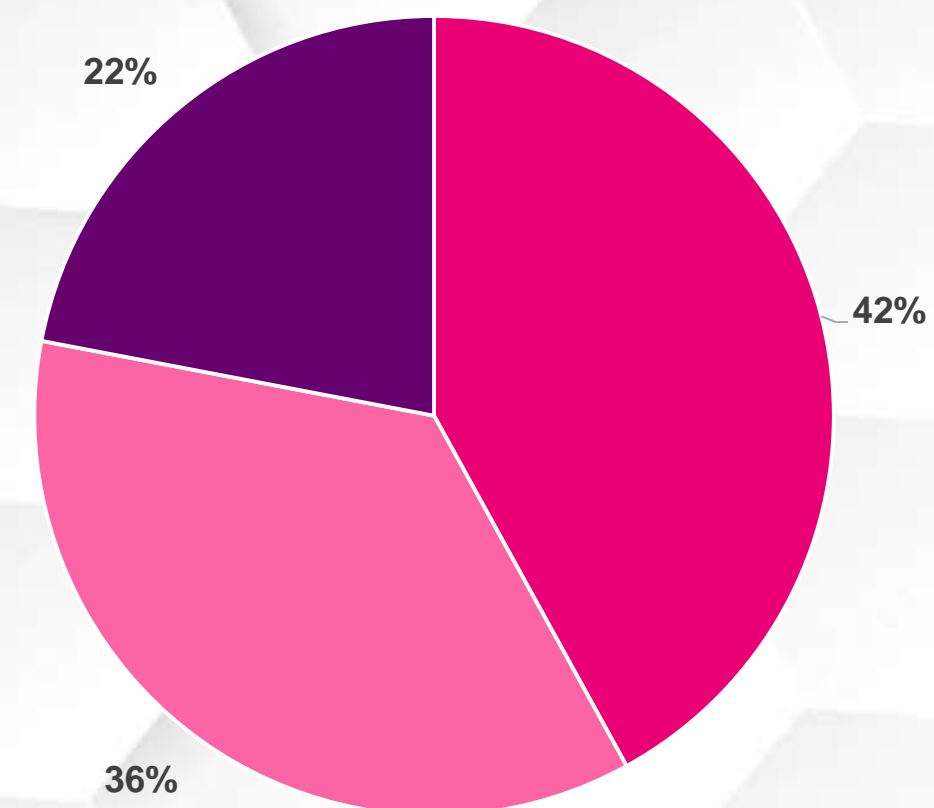
The rising influence of e-commerce is one of the key factors driving the global women's apparel market

Online retail out of total retail in India in 2022

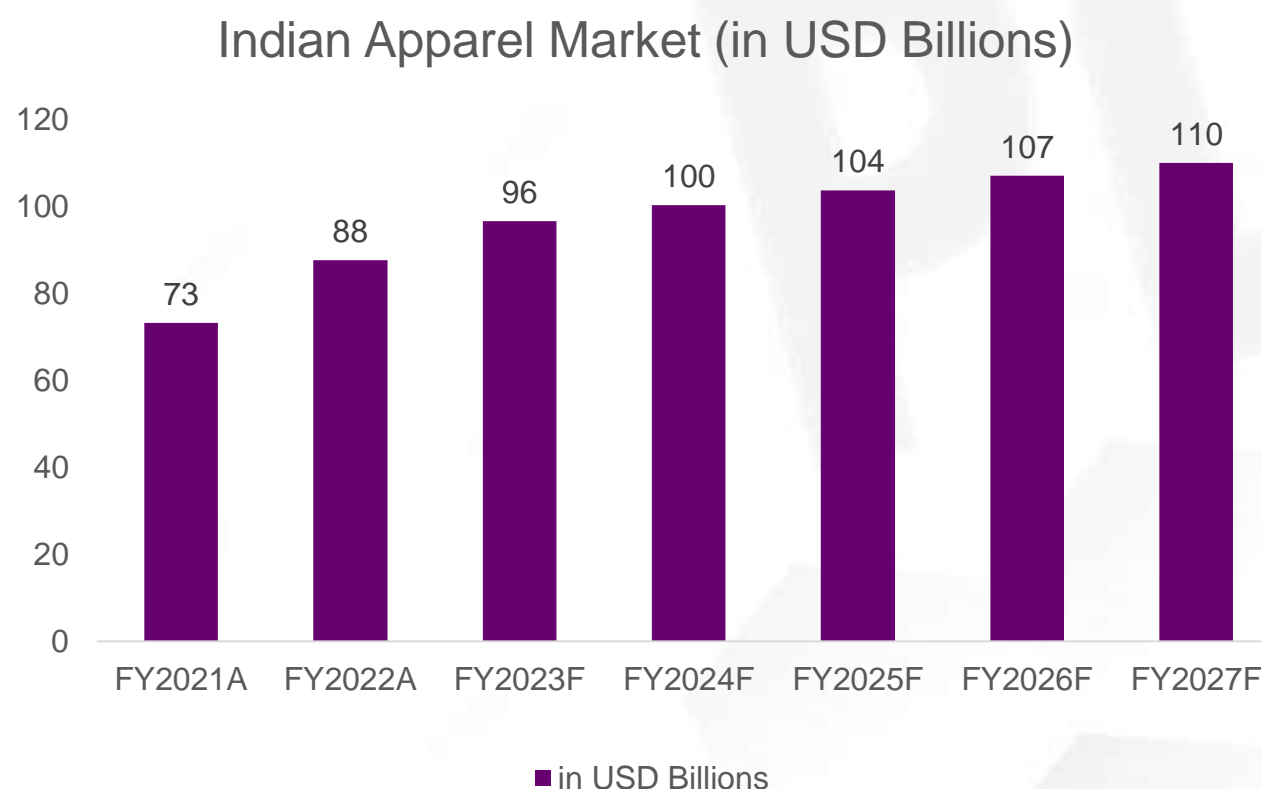


2%

Indian Apparel Industry segmentation



menswear womenswear Childrenswear

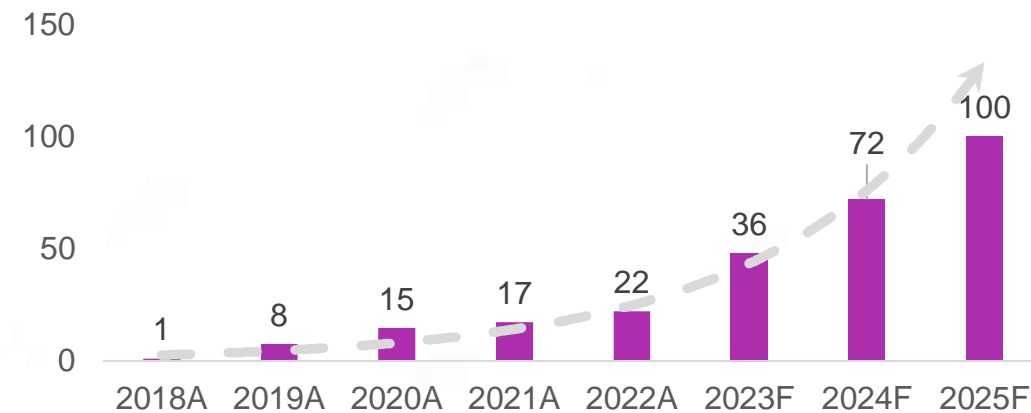


Market size of women's apparel in India is 31.5 Bn USD

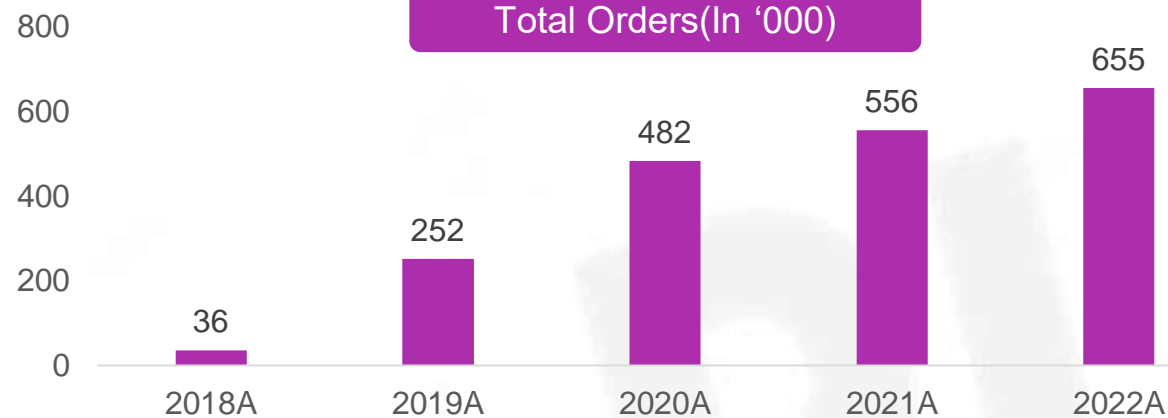
Share of women's Apparel in India 36%

Projections

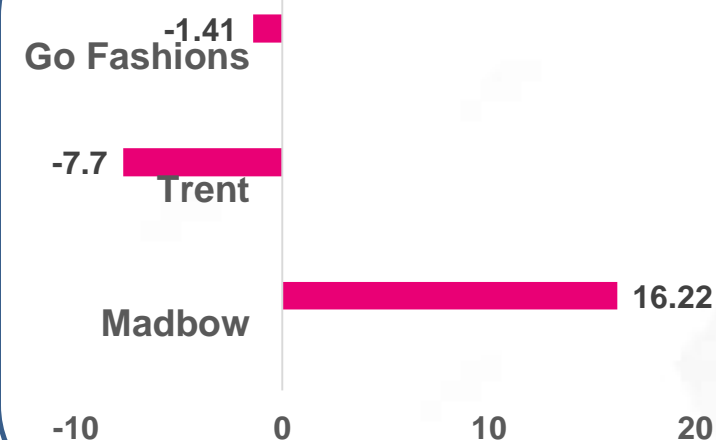
Revenue (In Cr)



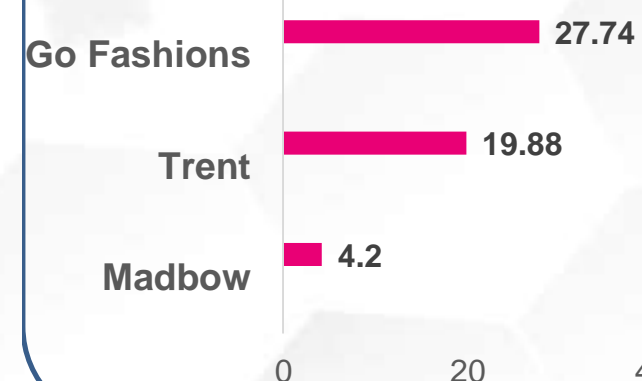
Total Orders(In '000)



ROE



Market cap/sales



Valuation



The company has made a revenue of 22 Cr in FY22, which means the company trades at a multiple of 4.2x market capitalization/sales ratio, which makes it a very attractive valuation.



If the company achieves a revenue of 100 Cr in the next 3 years, its 4.2x market capitalization/sales multiple will increase to 8x-9x easily, which means in the coming years, we can expect 8x returns i.e investment of 10 lacs has the potential to become 80 Lac Rs.



The fair value valuation of the company today would be Rs 452/share, so the safety of margin high as the share is available in the market at Rs 60/share, therefore valuation wise the stock is highly undervalued.

Competitive Landscape



The company was able to generate an ROE of 16.22%, as compared to its peers Go Fashions and Trent, who have an ROE of -1.41% and -7.7% respectively.



The company was able to touch off the multiple of 4.2x market capitalization/sales ratio as compared to its peers Go Fashion and Trent of 27.74 and 19.88x respectively.

Future Plans



Madbow ventures is planning to open 100+ MBO and 10 EBO.



The company is targeting to achieve a revenue of Rs 100 Cr in the next 18-24 months.



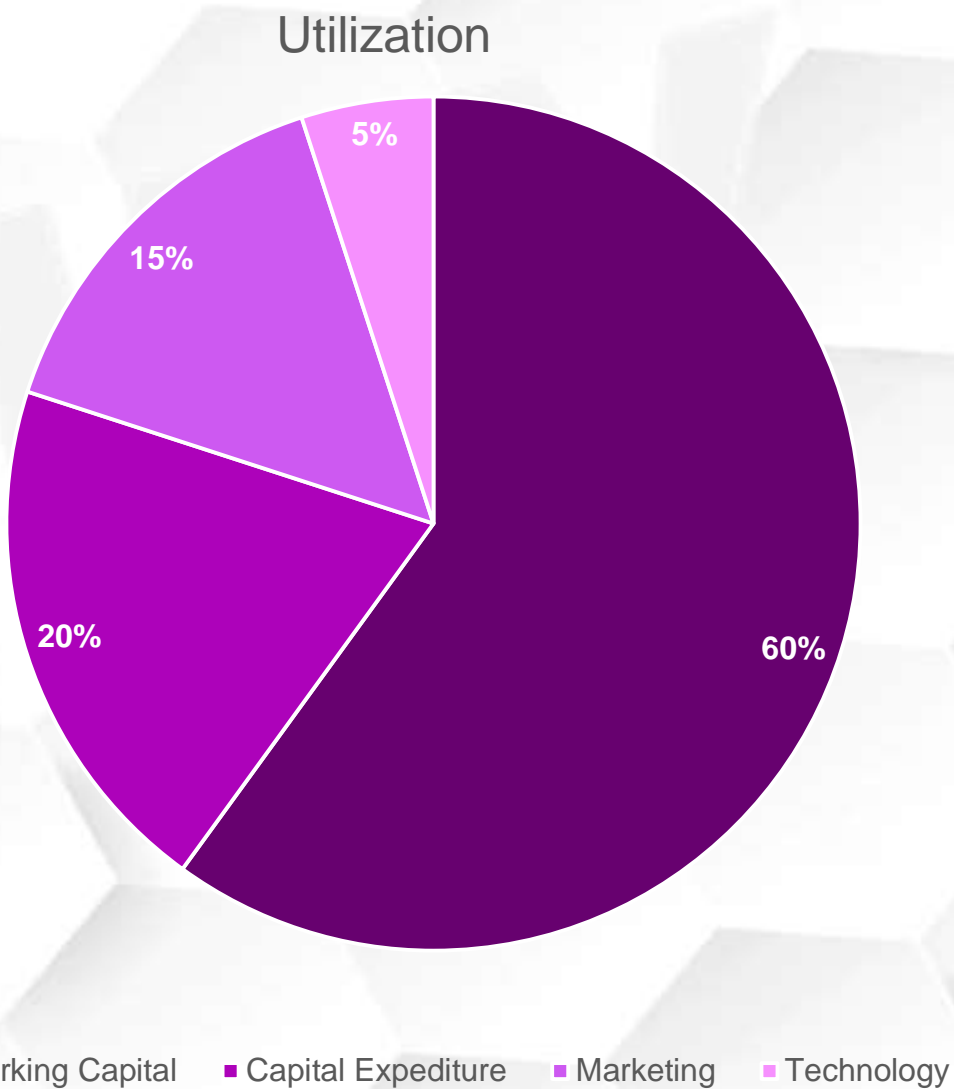
Fund Utilization

CMP : ₹60

Issue Size : 20 Cr.

No. of Shares Offered :	33,33,000
Shares Available :	23,30,000
Minimum Lot Size :	10,000

Pre-Money Value : ₹ 88.2 Cr.
Post-Money Value : ₹ 108.2 Cr.



No. of Shares (Lac)

10.03 (30%)

23.3 (70%)



■ Subscribed ■ Available

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

Exit Strategy

Madbow is planning to launch its IPO on NSE and BSE within next 7 years.



The End



Thank You !