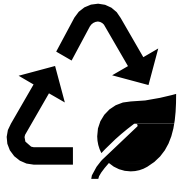


EK

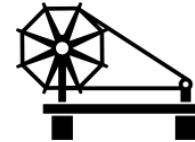
ecokaari



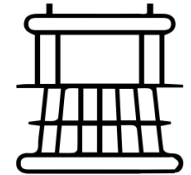
Upcycle single use
waste plastic bags



Enabling the livelihood
of women and youth



Using Charkha



Handloom



What is the current state of the plastic pollution crisis in INDIA?

- India generates about 25,940 tonnes of plastic waste every day.
- Which is approx. 9.46 million tonnes of plastic waste per year.
- This is close to the weight of 9,000 Asian Elephants
- Or 86 Boeing 747 jets
- 60 percent of plastic waste (15,384 tonnes) is collected and recycled, while the rest is uncollected and littered in the environment.
- Of this, 10,376 tons a day is uncollected plastic.

Waste Side Story*
India generates
25,940 tonnes*
of plastic waste every day



This is close to
the weight of
9,000
Asian
elephants



86
Boeing 747 jets

Of this, **10,376 tonnes a day** is uncollected plastic

1/6th of plastic waste
generated by 60 cities

Half of this comes from

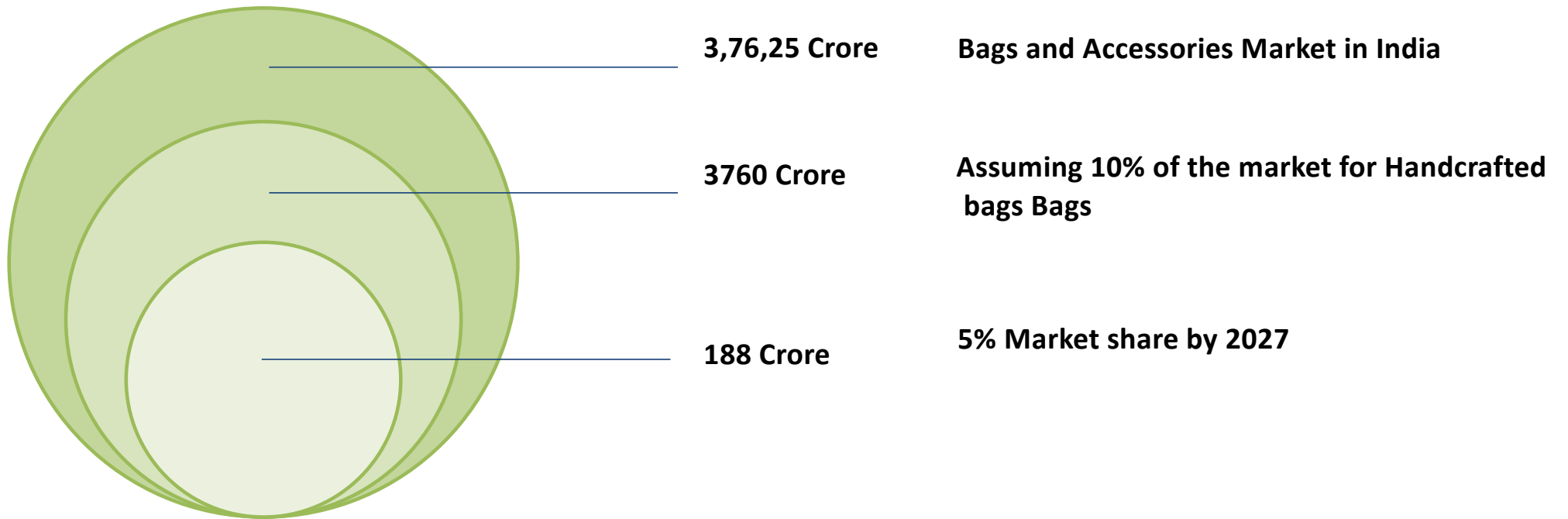
**Delhi, Mumbai,
Bengaluru, Chennai
& Kolkata**

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*Source: Central Pollution Control Board



Market Size



Value proposition

- Functional and fashionable products for daily use
- Which helps them satisfy their need to use products that are,



Conserving the Environment



Enabling the Livelihoods



Handcrafted / Handmade



Aesthetical Designs

Happy Conscious Customers!



I would like to tell you that this bag is extremely useful. Has good space and inner compartments are useful. This bag goes with casual as well as formal outfits. Absolutely love this bag from EcoKaari. Simply in love with this bag♥



"Hi Nandan, throughout my Ladakh trip, your jumbo bag had been truly useful. I could organise so many things in one bag with so many pockets inside. Thanks ☐".



I'm happy both the way, environmental and customer aspect. The product is really really nice. And most importantly it is durable and robust, also provides good protection to the Kindle. I am glad I also saved the environment by purchasing this product. I'm looking forward to buy more products of EcoKaari.



Wonderful products! Just bought this bag and it is incredible! Can't believe you people have actually upcycled plastic into something so good and utilitarian! Kudos to this initiative and hope you keep growing and save the ecosystem for us all! Three cheers to the entire team at EcoKaari!



Our customers are clearly defined

Working Women

Art lover, adores handicraft and handmade products.



Avg. Age	20	35	50
Avg. Disposable income	₹ 50,000	₹ 50,000	₹ 50,000



Young Adult

Conscious/Aware of climate change and wants to make a difference



City Dwellers

People who are living in Mumbai, Pune, Bangalore, Chennai, Delhi, Hyderabad, Goa and Kolkata.

We believe we are creating a unique product that allows you to be *fashionably sustainable*





Team



Hemanth
Production Supervisor



Jakapalli
Weaving Trainer



Sooraj
Accounts



Irshad
Production Head



Shivalika
Sales and Communication



Dnyanada
Design Head

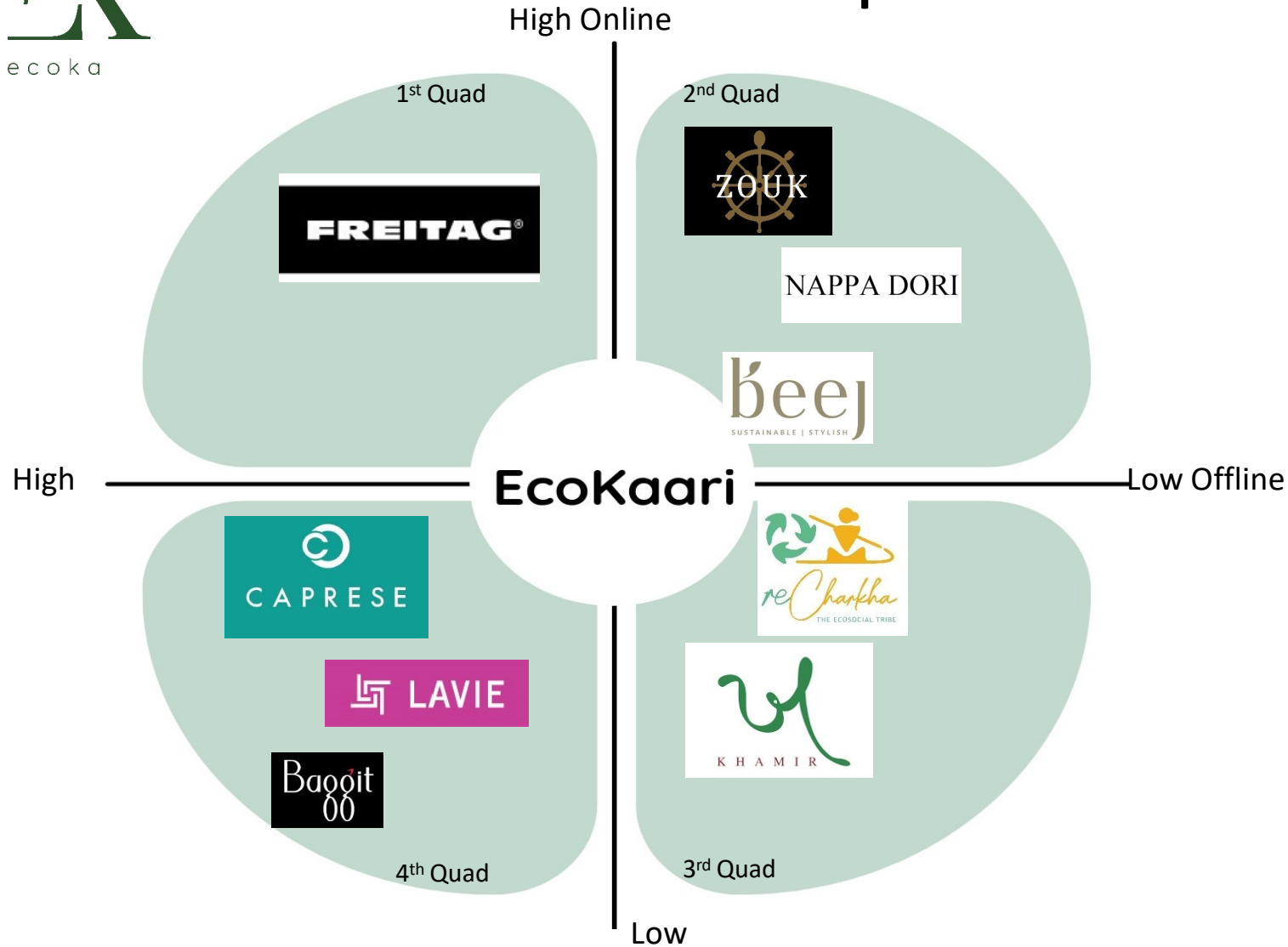


Vaishali
HR Consultant



Nandan
CEO and Founder

Competition



- 1st Quad – High online presence and High offline presence (events/retail stores)
- 2nd Quad - High online presence and Low offline presence (events/retail stores)
- 3rd Quad - Low online presence and Low offline presence (events/retail stores)
- 4th Quad - Low online presence and High offline presence (events/retail stores)

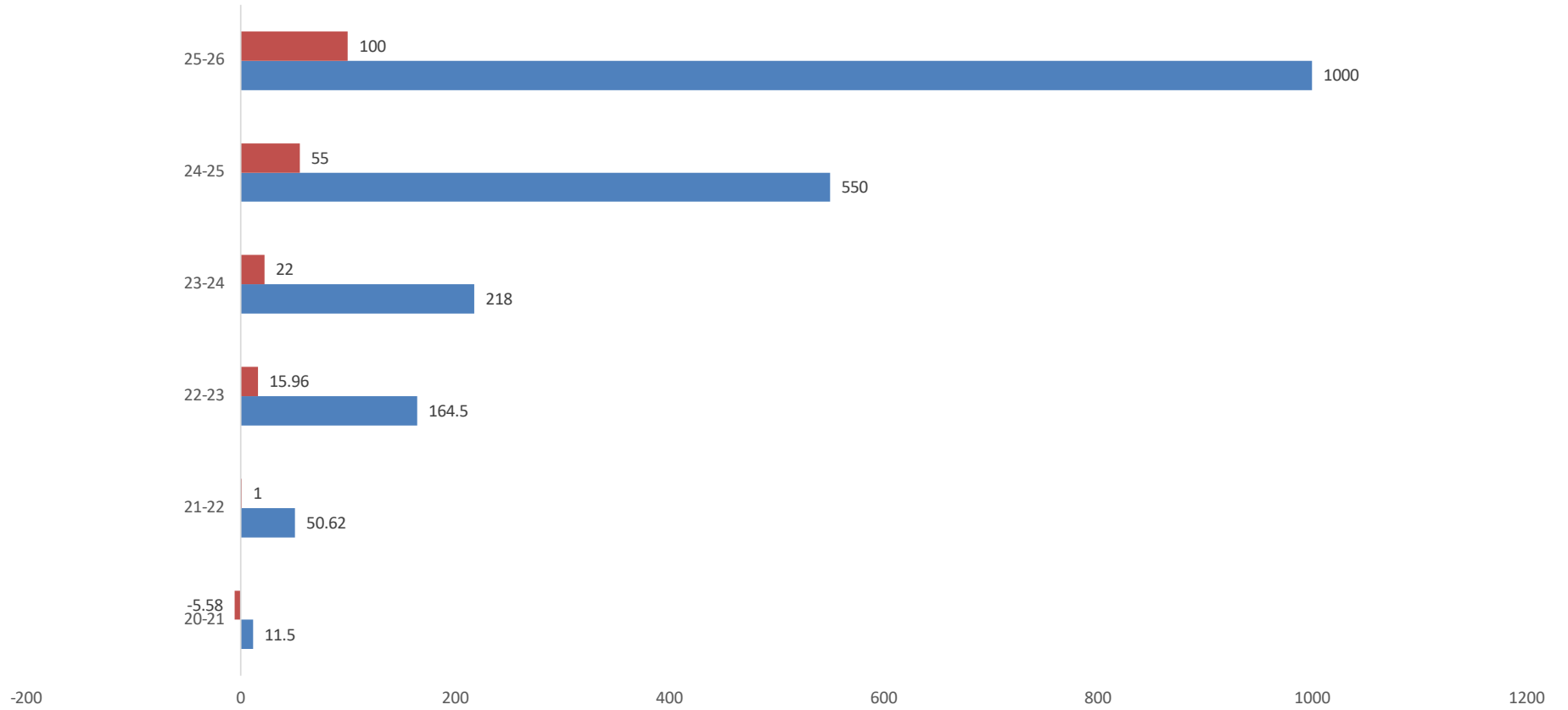


Impact Created So Far

	Plastic Upcycled (Lakhs)	Number of Livelihood created (Numbers)	Carbon Emission Saved (Tons/year)
20-21	2.3	15	110
21-22	16.3	25	779
22-23	51	75	2400
23-24	60	100	2800



Revenue Projection



	20-21	21-22	22-23	23-24	24-25	25-26
■ Profit/Loss (Lakhs)	-5.58	1	15.96	22	55	100
■ Revenue (Lakhs)	11.5	50.62	164.5	218	550	1000

■ Profit/Loss (Lakhs) ■ Revenue (Lakhs)



Sales Projections

		2023			2024			2025			2026			2027		
		Price / unit	No. of units	Total	Price / unit	No. of units	Total	Price / unit	No. of units	Total	Price / unit	No. of units	Total	Price / unit	No. of units	Total
Bulk And corporate		51,00,000	1	51,00,000	70,00,000	1	70,00,000	1,05,00,000	1	1,05,00,000	1,15,50,000	1	1,15,50,000	1,15,50,000	1	1,15,50,000
Ecomm		10,50,588	1	10,50,588	12,00,000	1	12,00,000	15,00,000	1	15,00,000	22,50,000	1	22,50,000	24,75,000	1	24,75,000
Exhibition		6,78,725	1	6,78,725	12,00,000	1	12,00,000	54,00,000	1	54,00,000	59,40,000	1	59,40,000	65,34,000	1	65,34,000
Export		8,04,399	1	8,04,399	1,00,000	1	1,00,000	20,00,000	1	20,00,000	30,00,000	1	30,00,000	36,00,000	1	36,00,000
Grant		12,00,000	1	12,00,000	7,00,000	1	7,00,000	15,00,000	1	15,00,000	-	1	-	-		
Retail		1,61,719	1	1,61,719	2,50,000	1	2,50,000	4,00,000	1	4,00,000	20,00,000	1	20,00,000	22,00,000		
Training and Replication		75,00,000	1	75,00,000	80,00,000	1	80,00,000	3,00,00,000	1	3,00,00,000	6,00,00,000	1	6,00,00,000	9,00,00,000	1	9,00,00,000
Sub-total				1,64,95,431			1,84,50,000			5,13,00,000			8,47,40,000			11,41,59,000



Awards and Recognition



EcoKaari received an award for the Swachhata Start-Up Conclave - Catalysing start-ups for garbage-free cities by Swachh Bharat 2.0 by the Ministry of Housing and Urban Affairs (MoHUA), Ambassade De France En India and The Agence Française de Développement (AFD)!



EcoKaari's short film at NY Times Square



EcoKaari won the MSME of the Year - Retail and E-Commerce Award - Thinkers of Tomorrow by News18 Network, CNBC-TV18 and Symphony. Mr Rahul volunteered to receive the award on EcoKaari's behalf.



EcoKaari won the Retail and E-Commerce West Zone Special Jury Recognition Award - Thinkers of Tomorrow by News18 Network, CNBC-TV18 and Symphony.



EcoKaari - Humanising Fashion has been selected as one of the 100 brands by YourStory's 500 Challenger Brands initiative - A Brands of New India Initiative (5th edition).



Awards and Recognition



Our founder, Nandan Bhat, with Shri Hardeep Singh Puri, Minister of Housing and Urban Affairs (MoHUA) at Swachhata Start-Up Conclave



Best CSR Activity Award - Imagexx 2022 by Adgully



Global Sustainable Alliance - Economic Times



EcoKaari - Humanising Fashion, represented by our founder, Nandan Bhat, with Hon'ble Ms Meenakshi Lekhi, Minister of State for External Affairs and Culture Govt. of India



Hello 6E Magazine – IndiGo's Green Intentions



The Logical Indian

Our Conscious Clients







Our Dream

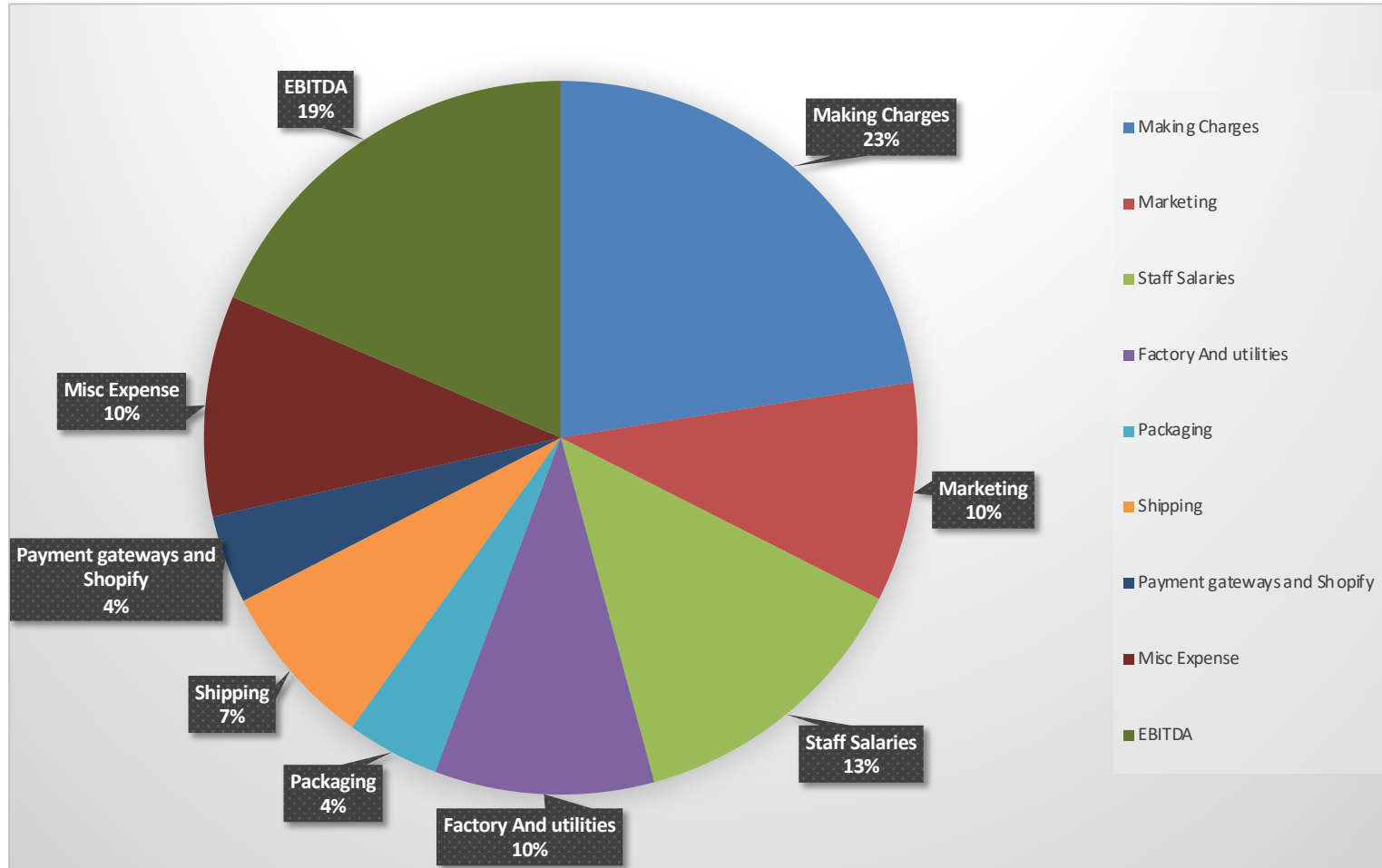
1. Replication of the project – 100 units pan India by the year-end of 2027
2. Revenue of 200 Cr.
3. If each unit employs 50 artisans, then there will be job opportunities for 5000 individuals from humble backgrounds
4. Upcycle 2,00,000 single-use waste plastic per month Per Unit



Thank You

Nandan Bhat
+91 9702422111

Unit Economics



Annexure Ratios

Ratio	Numerator	Denominator	Current period	Previous period	Variance (%)	Reason for variation
Current Ratio	Total current assets	Total current liabilities	1.25	0.87	43.80%	Increase in current assets
Debt - Service Ratio	Total debts	Shareholders equity	-	-	-	Not applicable as the Company do not have borrowed funds
Debt Service Coverage Ratio	Earnings available for debt service	Debt service	-	-	-	Not applicable as the Company do not have borrowed funds
Return on Equity Ratio	Net profits after taxes	Average shareholders equity	3.63	(0.25)	1578.84%	Significant increase in net profit after taxes
Inventory Turnover Ratio	Cost of goods sold	Average inventory	12.98	3.77	244.43%	Increase in consumption as compared to inventory levels
Trade Receivables Turnover Ratio	Net credit sales	Average trade receivables	10.07	64.05	-84.28%	Significant increase in turnover and increase in trade receivables
Trade Payables Turnover Ratio	Net credit purchases	Average trade payables	18.08	18.75	-3.56%	
Net Capital Turnover Ratio	Net sales	Average working Capital	67.12	(5.69)	1279.67%	Significant increase in turnover
Net Profit Ratio	Net profit	Net sales	9.68%	2.30%	320.80%	Significant increase in profit
Return on Capital Employed	Earnings before interest and taxes	Capital employed	175.47%	-39.53%	543.89%	Significant increase in profit



Fund requirement/Ask and Its utilisation

Expense Head	Bucket	Yearly requirement
International Market Expansion	Growth and Expansion	60,00,000
R&D	Growth and Expansion	30,00,000
Domestic Market Expansion	Growth and Expansion	60,00,000
Certification	Certifications	20,00,000
Team Building	Growth and Expansion	60,00,000
Marketing	Marketing	70,00,000
Total		3,00,00,000