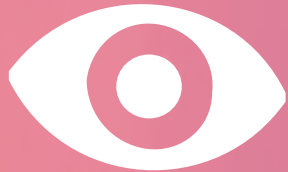




Pretty & Co.

## Problem



### Problem

- Ayurvedic Products and their aesthetics are outdated .
- General fear and lack of social acceptance of injectables but great demand for them.

### Solution

- Trendy and chic products based on home & traditional remedies.
- Instant Gratification. Great results without risks of surgery

## Solution



PRETTY&CO  
GLOW TO SLEEP  
GRAPEFRUIT GOODNESS

Reduces appearance of fine lines  
Fades acne scars  
Even texture



**Pretty & Co.**  
*Go filler free*

We make natural and traditional skincare products that are  
Trendy and chic and make you **feel** pretty.

\*All our products are cruelty free and chemical free.\*



- Quality
- Trendy /chic/ Vogue
- Aspirational
- Universal Appeal

## Brand Positioning

Pretty&Co.

So filter free

# Product Market Fit



India's First



Pretty & Co.  
*Go filler free*

## Meet Our Star product

### Botox in a Bottle

Sold **7000+** pieces of

Botox in a bottle

serum in 1 month

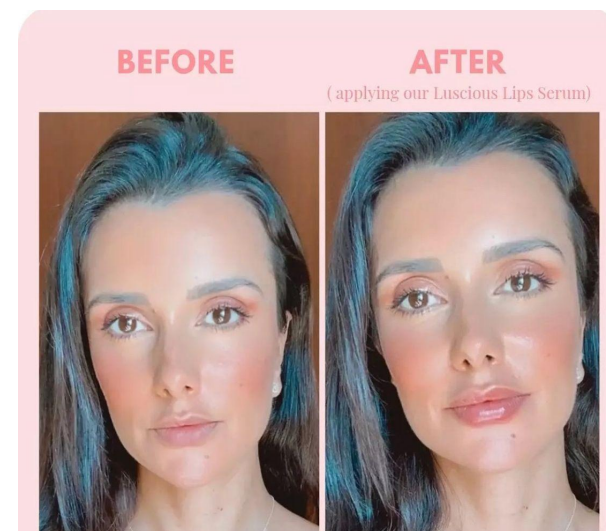
70% Repeat orders for Botox in a bottle.



# Meet Our Star product

## Luscious Lips

First  
Indian brand  
to launch  
“lip plumper”  
sold **4000+** in 1 month



# Go to Market!

**Pretty&Co.**  
*Go filler free*



## Website visit

<https://prettyandco-ae.com/>

15 Lakh plus  
website clicks  
in 4 months



## Orders

orders from all across the  
country  
and 1.74 cr revenue  
25,000 orders



## Influencers

500+ beauty influencers  
in our network





# Competition

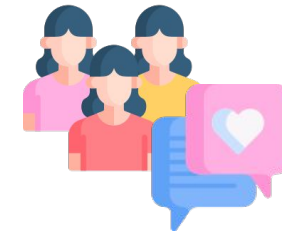


<b>Revenue(year1)</b>	1 crore	17 Lakh	65 Lakh	5.7 Lakhs	1.75 crore
<b>Global Appeal</b>	No	No	No	No	Yes
<b>current Revenue</b>	112 crore	25 Crore	18 Crore	1.87 Crore	NA

# Business Model

- Direct To Consumer (D2C)

pretty&co



## Pretty & Co

<https://prettyandco-ae.com/>



## Content & Insta



## Customers

70% repeat Orders

36,9k followers

20k+ weekly visitors

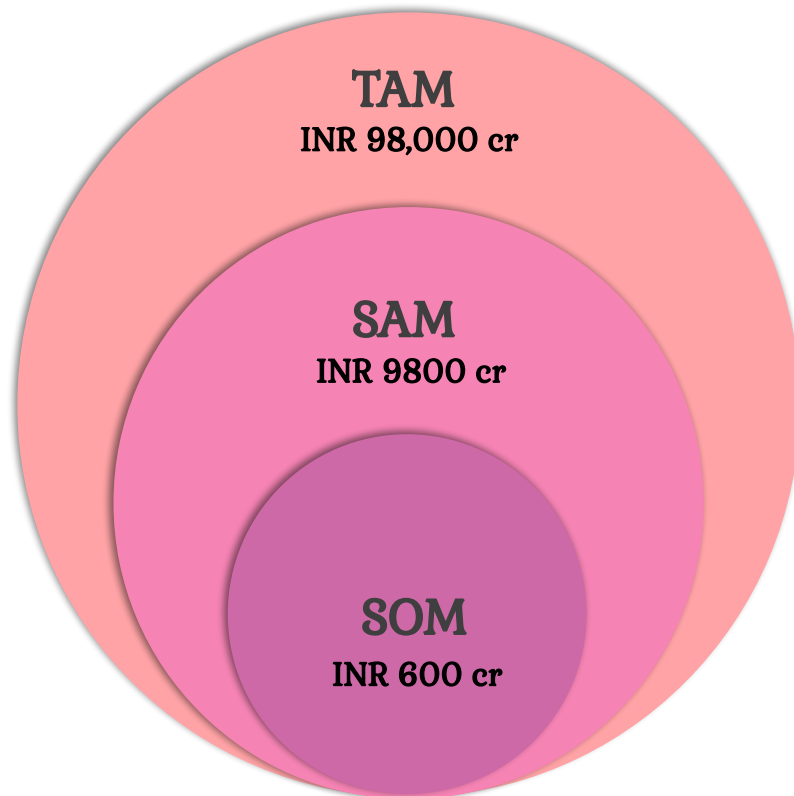
25k+ orders

Revenue **1.75 Crore**

three figure Gross margin

D2C Marketing expenses- 20.5 lakh

# Market Size



## **Pretty & Co**

Average Daily orders- 20-25

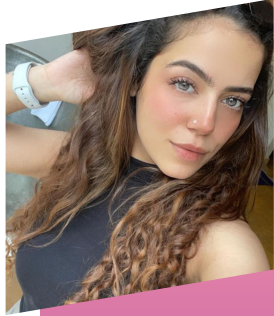
Basket Size- 1200 rs

Average Price- 450 rs -700 rs

\*34% Urban Indian Women In Age Group Of 14-55\*

Sources : Cashkaro , Worldometer, Rediff

# Founder & Team



**Latika Ahuja**  
Influencer Manager



**Farheen Muqadam**  
Business Manager



**Murcyleen Peerzada**  
Founder

- Assistant to Yash Chopra 2010-2012 .
- worked as a stylist in Bollywood
- launched a successful international fashion label in 2017
- Youngest clothing label to gain entry in galleries Lafayette.



**Anushe Danish Cutleriwala**  
Marketing head

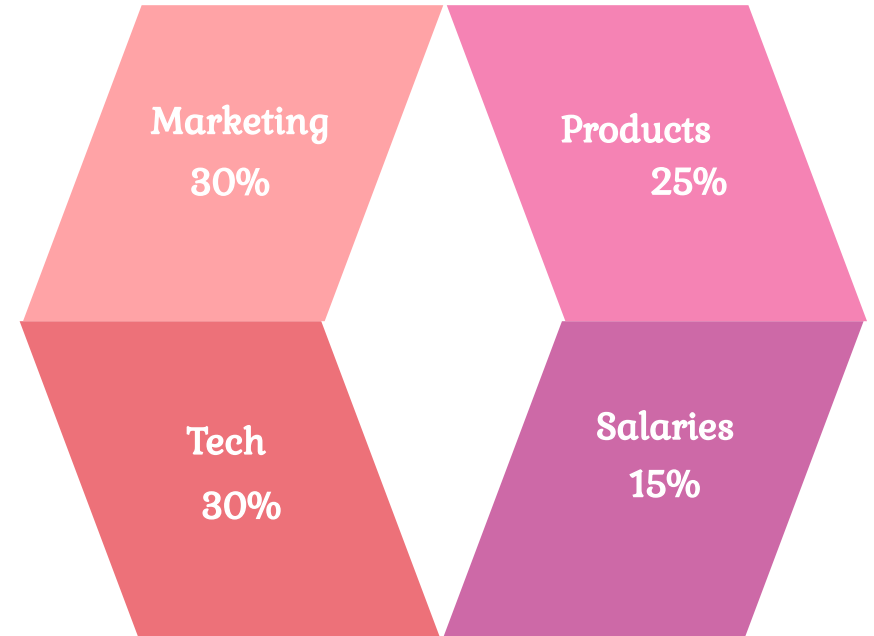
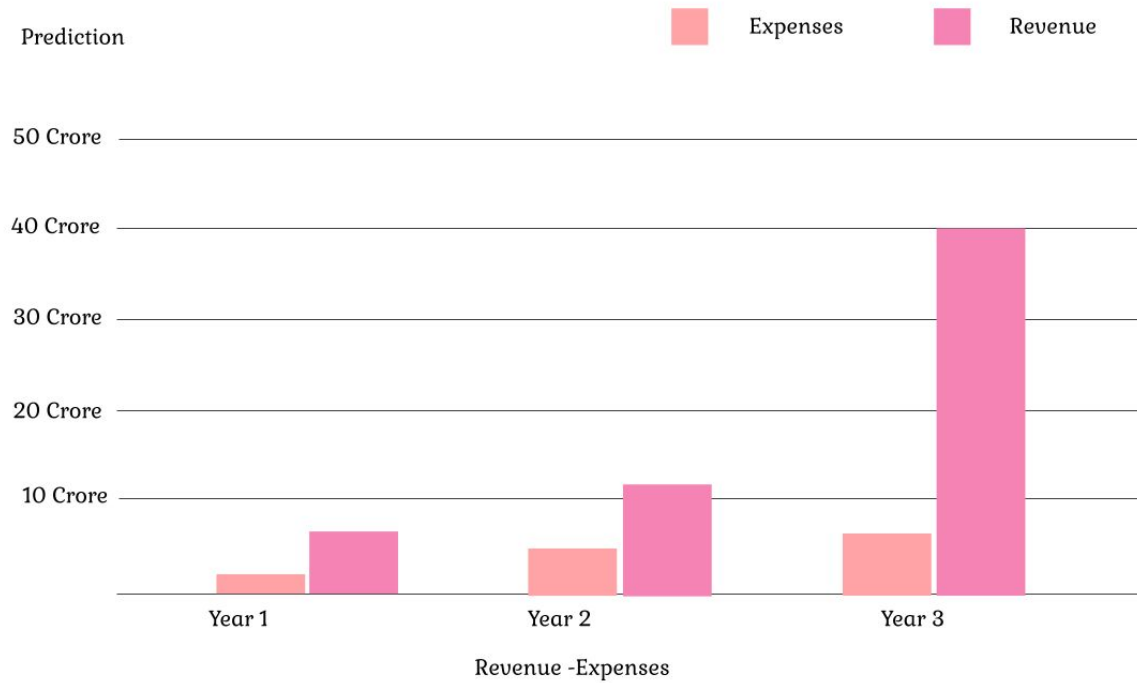
**Pretty&Co.**  
*Go filler free*

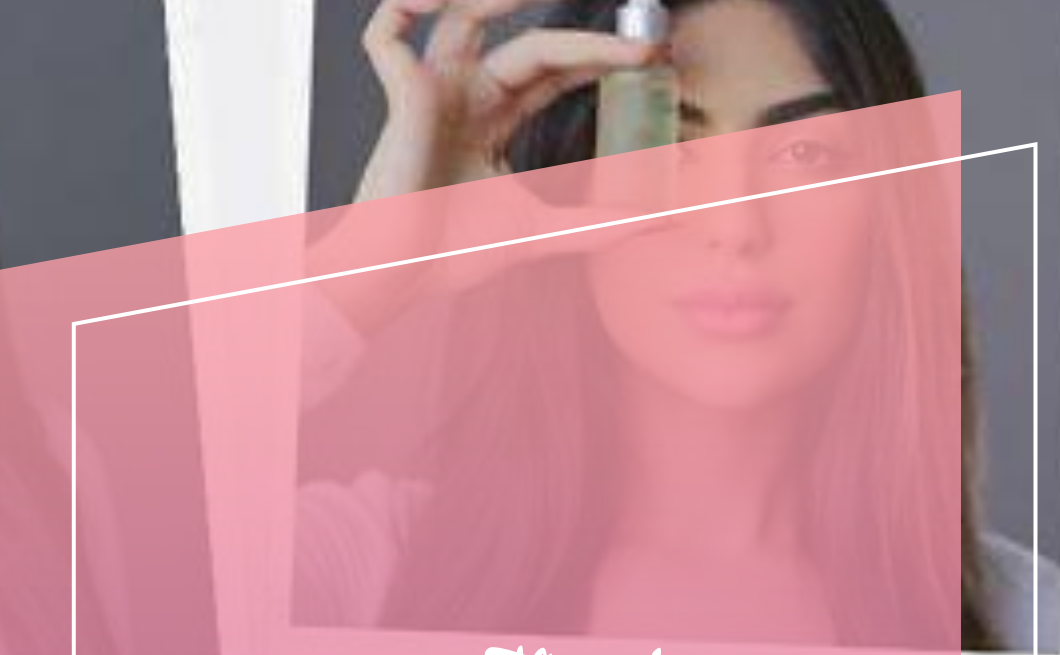
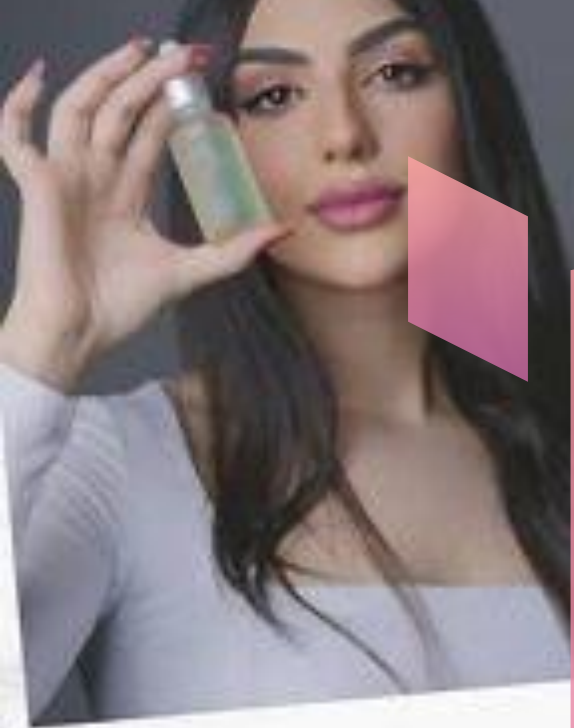


**Durvesh Koltharkar**  
Social media manager

# The Ask

we are raising seed round of 1,00,00,000 rs for 5%





Pretty&Co.  
*Go filler free*



Thanks

## Ayurvedic Products

445  
votes for trendy  
cute bottles

156  
votes for standard  
brown

Share Results

**The look and feel of Ayurvedic Products is outdated.**

445 out of 600 women told us that they preferred cute trendy packaging instead of the common brown product Packaging.



From Shruti To Koena, 5 Actresses Who Were Honest About Getting Plastic Surgery & Fillers

By Stuti Bhattacharya



procedures a taboo topic. This

Only five actresses have admitted to botox.

# Pretty & Co.

*Go filter free*

Botox and surgeries are still a Hush-Hush Affairs



Anushka sharma was trolled on **Pretty & Co.** KWK for lip job. *Go filler free*

While Kylie Jenner built a Billion dollar brand out of it.



HOME OPINIONS INDIA WORLD BU

Anushka Sharma has to say about her lip job controversy

**'They made a circus of it': Koena Mitra regrets telling the media about her nose job**

**Read what Anushka Sharma has to say about her lip job controversy**

Koena stated that her correctional surgery did appear like it went wrong, but nothing of that sort happened.

Anushka Sharma has once again addressed the 2014 controversy surrounding her fuller lips, saying she is "human and not perfect."

FPJ Web Desk

HOME > BOLLYWOOD

BOLLYWOOD



**Koena Mitra gets trolled for her plastic surgery | Bigg Boss 13**