

# CherishX.com

Level Up Your Celebrations



cherishX



# Your Celebrations Partner

## Value Proposition

CherishX makes your celebrations awesome with Trendy Decorations, Beautiful Surprises & Candlelight Dinners

## Our Vision

Become an Omni-Channel Platform for all your Celebration needs of Party Planning / Gifting / Candlelight Dining & Surprises





# Our Team

Mudit  
Jaju



Mayank  
Singhania



Ichchit  
Agrawal



**Heads Marketing, Sales  
& Design**

M.Tech. in Information  
Technology from IIT, Gwalior



विश्वजीवनामृतं ज्ञानम्



**Heads E-commerce, Finance,  
Technology & Product Creation**

M.Tech. in Information Technology from  
IIT, Gwalior



विश्वजीवनामृतं ज्ञानम्



**Heads Logistics, Operations &  
Business Development**

MBA from IIT, Gwalior



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# Celebrations Market Size

Target market size is \$1.2Bn



1.4Bn

India's Population



28%

Middle Class



0.39Bn

Target Population



20%

Assuming % people who  
celebrate every year



1200

Avg. Spend per Year  
by a Customer



9408 Cr

Target Market

# Major Categories

Decorations



Gift Delivery & Surprises



Entertainers & Activities



Major categories in celebration

Unique Dining Experiences



DIY Party Supplies



Cakes & Bouquets





# Major Celebrations



**Birthday Celebrations**



**Baby Shower Functions**



**Kid Birthday Party**



**Proposal / Pre-Wedding Setups**



**Corporate / Office Engagements**



**Bachelor Parties**



**Anniversary Celebrations**



**Festive Decorations - Christmas, Diwali, Halloween & more**

# Market Gap

Being in the market since 2015 we have identified major challenges with in celebrations industry which we are mitigating through CherishX



No standard brand across India either for Services or Party Supplies. Hence lack of quality & standard pricing



Limited execution skills and lack of creative or aesthetic sense. Hence huge gap in Expectation vs Delivery



Trending / Festive based Decoration Material & Props are not available across India and there are always Supply Chain Challenges





# CherishX Solution



## Brand Creation across Online & Offline Channels

CherishX Surprises & Decoration Services - Available across 15 cities. CherishX Party Supplies - Available on all marketplaces like Amazon, Flipkart, Meesho, Bigbasket etc.



## Network Of Hospitality Partners / Trained Decorator / Vendors

Working with over 300 partners across 15 cities. Providing them with training, material and technology. Vendor App for vendors to manage bookings



## Innovation 1st Company - High Focus on Tech / Analysis & Latest Trends

Customer Demand Analysis & Prediction helps us in creating new themes for all celebrations / festivals. Designed and managing more than 2000 Products & Services





# Our Competitive Advantages



## Technology Driven

Our Website, Analytics Tools, Vendor app, Automations etc. help us handle huge volumes of sales with a relatively small team



## Low TAT

With technology and a wide network of trained professionals we are able to take bookings with TAT as low as 3 hours in all Tier 1 cities



## Brand Recognition

We have a decent Brand recognition in the cities we are present in - Helping us drive sales at a relatively cheaper marketing costs



## Quick to Market

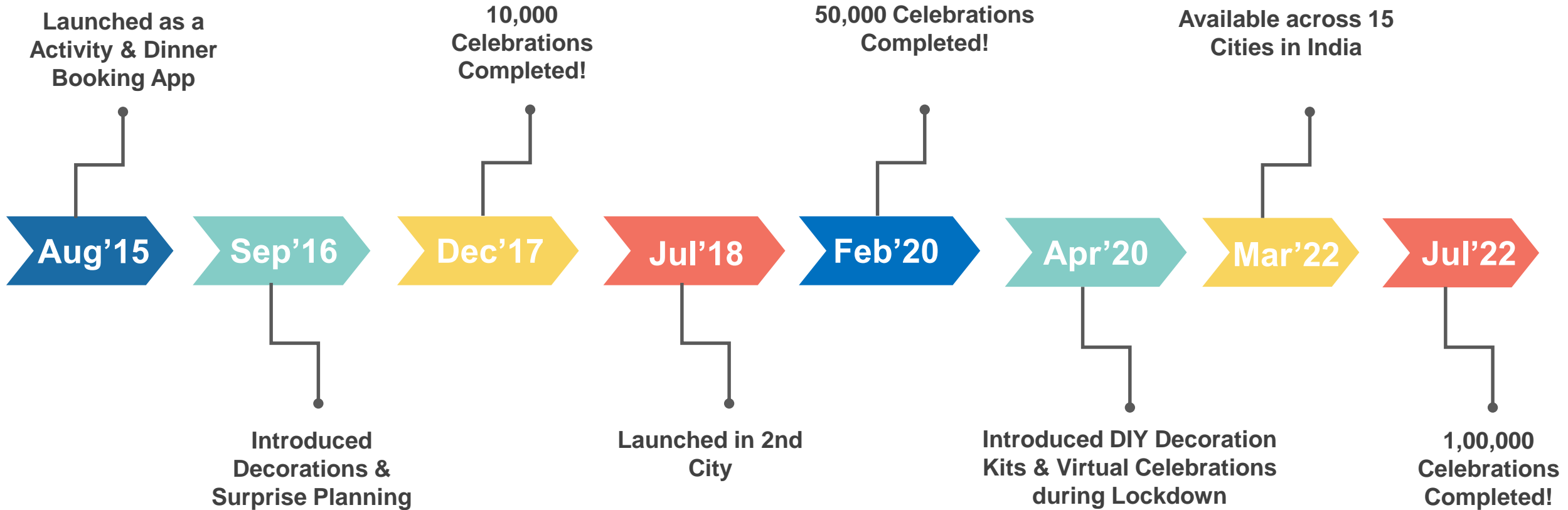
Our R&D team & Consumer Analysis help us create new themes and launch them quickly in the market - Specially before festivals

# Brands worked with

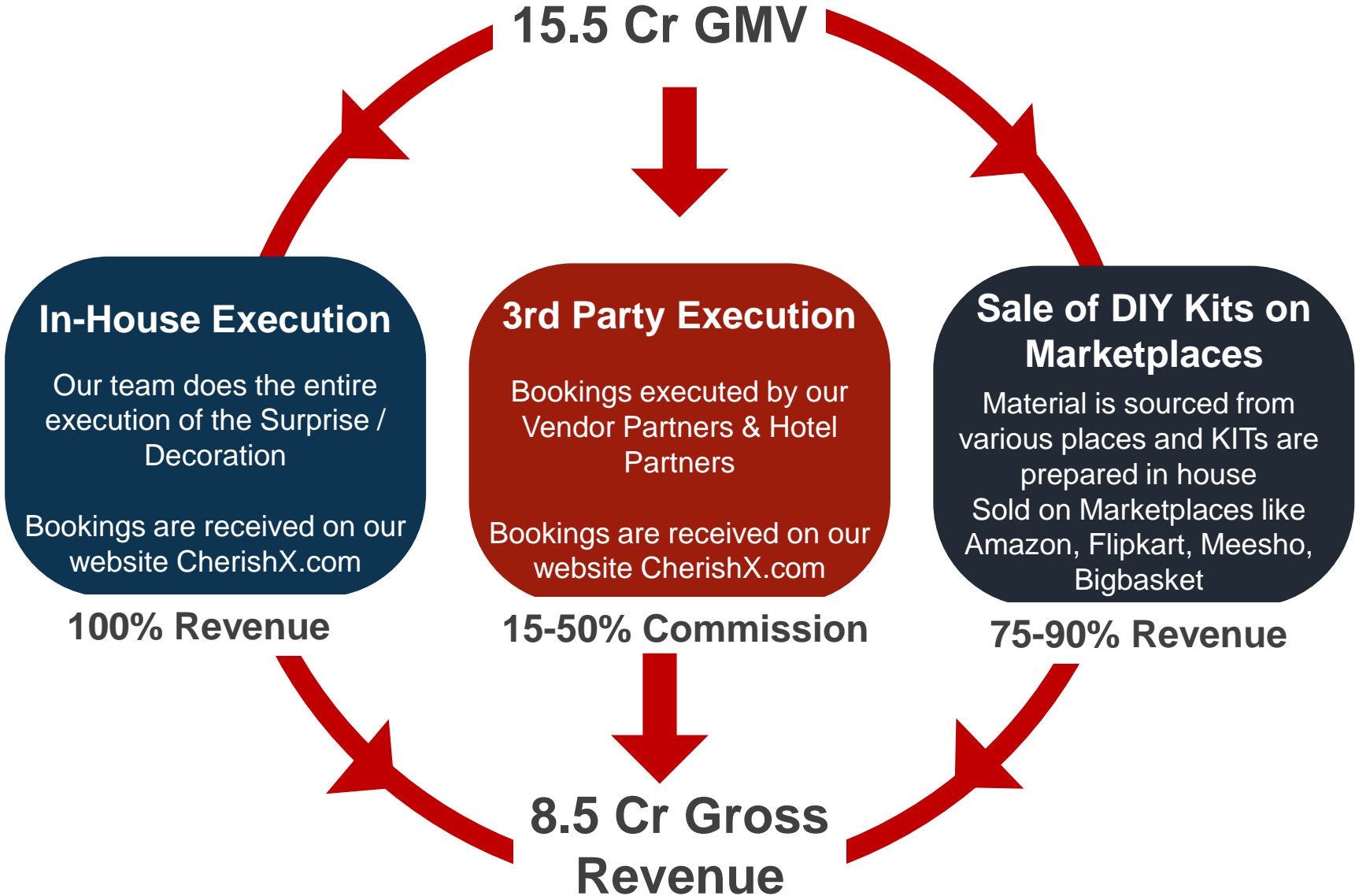




# Journey so far



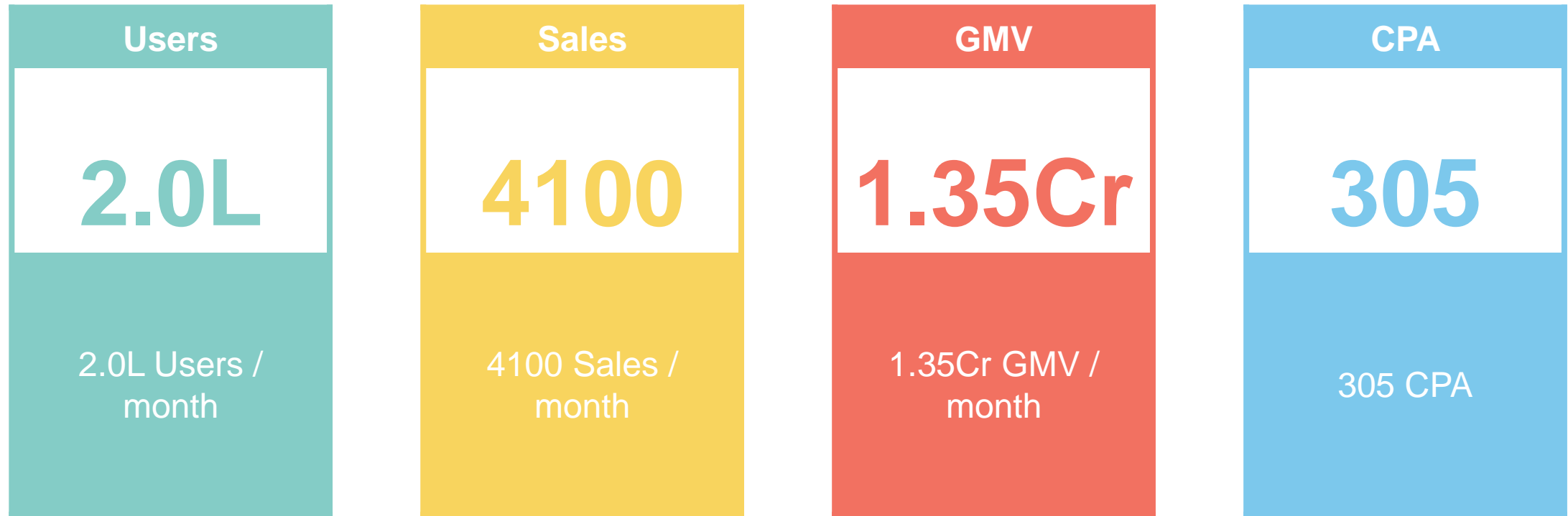
# Business Model





# Where we are currently

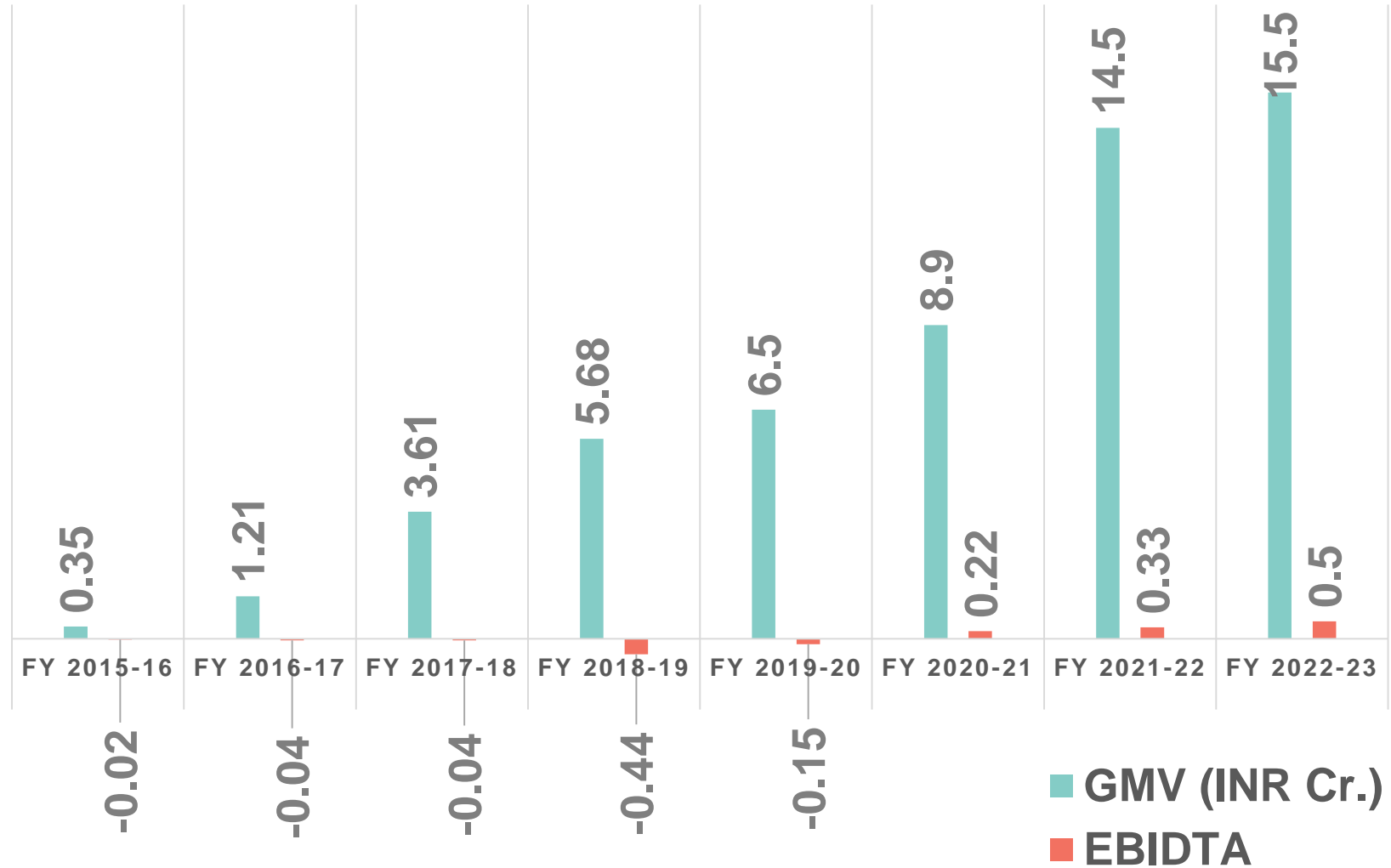
(CherishX.com, Oct 22)



Available in 15 Cities with 300 Vendors



































# Sales so far

	GMV (INR Cr.)	EBIDTA
FY 2015-16	0.35	-0.02
FY 2016-17	1.21	-0.04
FY 2017-18	3.61	-0.04
FY 2018-19	5.68	-0.44
FY 2019-20	6.5	-0.15
FY 2020-21	8.9	0.22
FY 2021-22	14.5	0.33
FY 2022-23	15.5	0.5

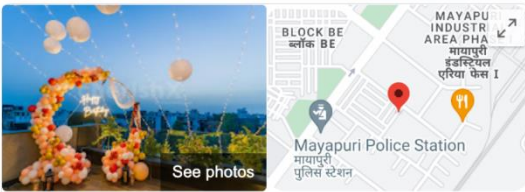




# Competitive Landscape

Features							Unorganized Players
Tech Driven							
In-house Execution Capabilities							
Brand Presence	High	High	High	Low	Medium	Low	Low
Same Day Execution (Low TAT)							
Trendy Designs & Latest Themes							
Service Reliability	High	Medium	Medium	Medium	High	Low	Low

# Customer Testimonials



**CherishX - Balloon & Birthday Decorations, Kids Birthday Decor, Candlelight Dinners, Balloon Bouquets & Surprise Planners**

Website Directions Save Call

4.6 ★★★★★ 2,949 Google reviews  
Party planner in Delhi

**chandrani chakraborty**  
4 reviews · 2 photos  
★★★★★ a month ago

The decoration was so good and magical. I booked this decoration for my lil ones bday and I was very happy the way the canopy was set up and decorated by Sandeep from cherishx. Will definitely recommend to anyone looking for decoration services



**Devwrish purwar**  
7 reviews · 3 photos  
★★★★★ 3 months ago

Decoration was good. Executive was really quick with the work. Kudos to team Cherish X and the executive who came for decoration. Overall a good experience.



**Gurbani Kaur Chhabra**  
2 reviews · 1 photo  
★★★★★ a month ago

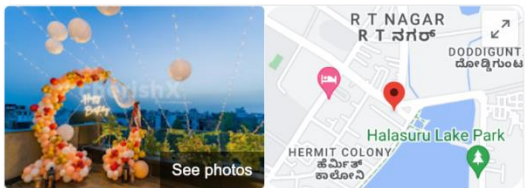
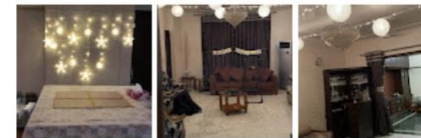
Amazing experience with Cherish X  
The bouquet is beautiful.  
Amit delivered the bouquet amidst heavy rains. He was very quick and very polite.  
Assembled the bouquet beautifully. Thank you Amit and Team Cherish X



**siddhant anand**  
Local Guide · 9 reviews · 9 photos  
★★★★★ a year ago

**Positive:** Professionalism, Quality, Value

I just got the decor done from this place and it was fabulous. The quality of the fairy lights and lantern was brilliant. Their staff was well trained and did the decor very neatly. I would recommend this website to everyone for their personal events.



**CherishX - Balloon & Birthday Decorations, Kids Birthday Decor & Surprise Planners in Bangalore**

Website Directions Save Call

4.7 ★★★★★ 766 Google reviews  
Party planner in Bengaluru, Karnataka



# Media Coverage

VIDEOS ▾

COMPANIES ▾

YSWEEKENDER

EVENTS ▾

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ENTREPRENEURSHIP

## From Akshay Kumar's prank call to 5-star private dinner, CherishX is enabling safe celebrations

By Debolina Biswas

January 04, 2021, Updated on : Fri Jun 18 2021 19:17:58 GMT+0530



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## CherishX, Touchkin And MShipper Selected For Facebook's FbStart Programme

By Shruti Jain

06 Mar 2017

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Business

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### Four celebration brands making people's special days memorable

To make such moments special and unique below are some brands that are making people's dreams come true!

ADVERTISEMENT



India Today Web Desk

New Delhi, UPDATED: Oct 14, 2020 11:25 IST



INDIA TODAY

LBB

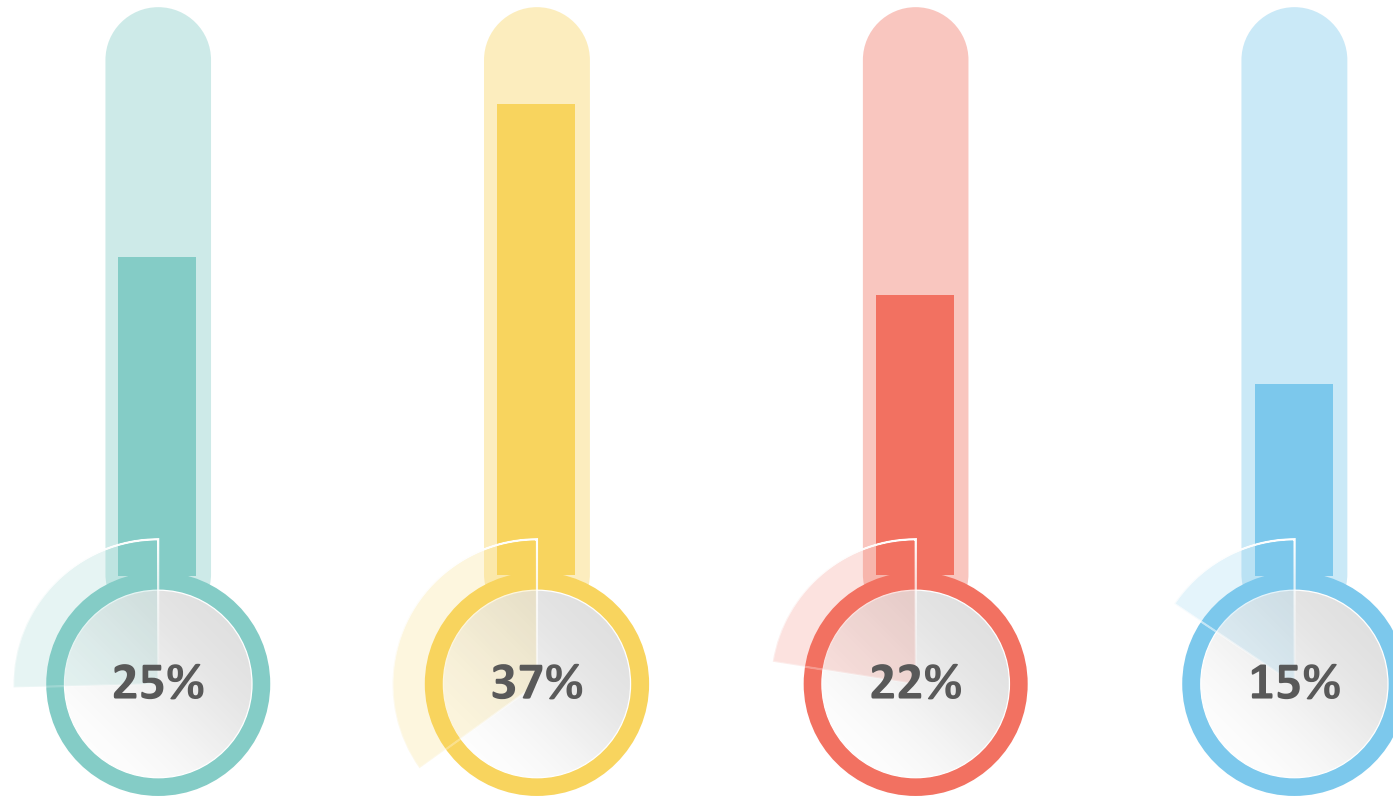
THE TIMES OF INDIA

DNA

PINKVILLA

# Fund ask and utilization

We are looking to raise 3.2 Cr



City Expansion / BD

Marketing

Team

Technology

## City Expansion

Increase the coverage of Decoration Services, Candlelight Dinners into more cities

## Improve Technology

Improve Website Experience, Vendor Apps, Supply Chain & Prediction Analysis to scale fast

## Marketing & Branding

Start branding activities and marketing across all channels to increase top of the funnel concentration

## Team Expansion

Hire tech team, cake and bouquet category head, city heads to manage the rapid growth

## Training & Standardizing the Service Delivery

We have standardized the product and the pricing. Now we have to standardize the service delivery across India which requires constant training & development of vendor partners

# CherishX.com 5 Years in the Future

Achieve our goal of becoming an Omni-Channel & Fully Integrated solution for Party Decorations & Services







THANK YOU