



Legal Name : RAROY India Private Limited

Date of Incorporation : 30/09/2020

Registered Address : 76(1A), Veeranagar, Mangalore, DK,
Karnataka - 575007

Mobile No : +91 9380587132

E-Mail Id: admin@brandbrahma.com

Website : www.brandbrahma.com

PITCH DECK

THE TEAM



SURESH RATHOD

Founder & CEO

He has some 10+ years of excellent experience in the field of sales & business management and since 8+ years involved in website development, digital marketing & premium domain name broking.



founder@brandbrahma.com



SAPNA ROY

Co-Founder & COO

She has some 14+ years highly productive experience in the field of business admin, Management & operations and since last 4 years involved in content creation & marketing.



sapna@brandbrahma.com

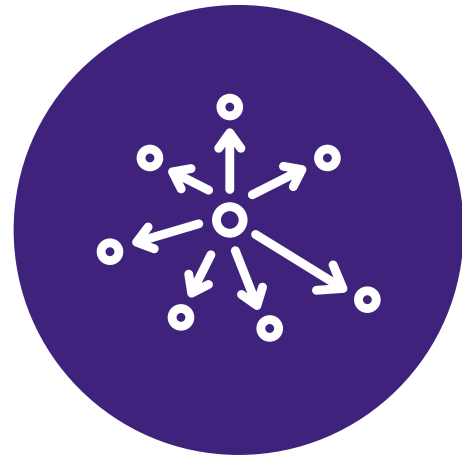
VISION

Our vision is to be the most trustworthy Marketplace for branding needs like Business Names, Logo creation, Stock Images & Video footages.

MISSION

Our Mission is to serve at least 2500 brands/business across the globe by 2025.

The Problem



FRAGMENTED MARKET

Everything is scattered, there is no single marketplace for all digital assets/ branding materials in India



EXPENSIVE & EXTENSIVE

Finding a desirable content/digital asset is a very expensive & extensive affair



TRADEMARK & COPYRIGHT ISSUES

There is no proper solution to screen trademark & copyright infringement issues

THE SOLUTION

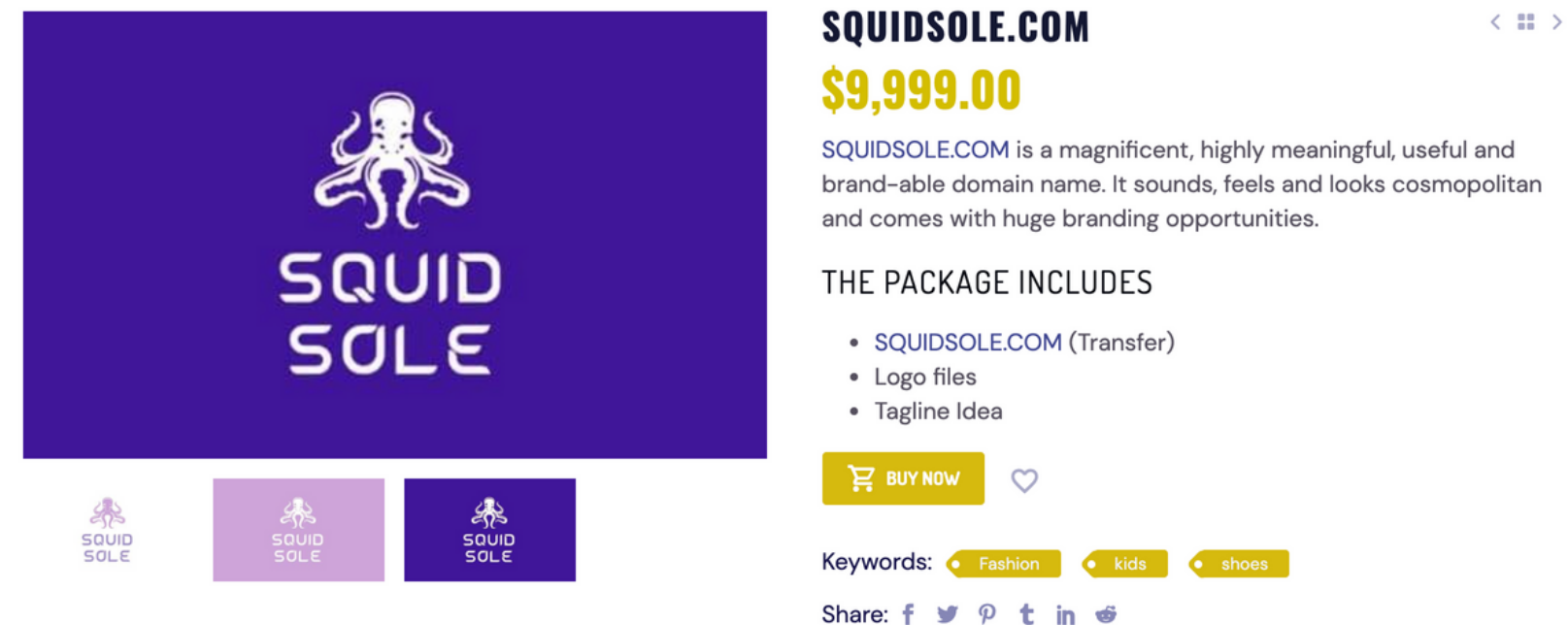


We are building a marketplace/aggregator called BrandBrahma.com exclusively for digital assets like Business names, Logo creation, Promotional Images & Video footages.

This platform will enable buyer to search & buy their desirable contents which are free from domain squatting, trademark & copyright issues and enable the seller to sell their creative using our top notch features.

THE PRODUCT

Our first product name is Business Names. Each & every brand/business name on our platform will come with a premium domain name, complete editable logo files & a Tagline Idea



SQUIDSOLE.COM

\$9,999.00

SQUIDSOLE.COM is a magnificent, highly meaningful, useful and brand-able domain name. It sounds, feels and looks cosmopolitan and comes with huge branding opportunities.

THE PACKAGE INCLUDES

- SQUIDSOLE.COM (Transfer)
- Logo files
- Tagline Idea

BUY NOW

Keywords: Fashion kids shoes

Share: f t p t in e

ABOUT

THE BUSINESS IDEA

THE TECHNICALS

THE TRANSFER PROCESS

FAQ'S



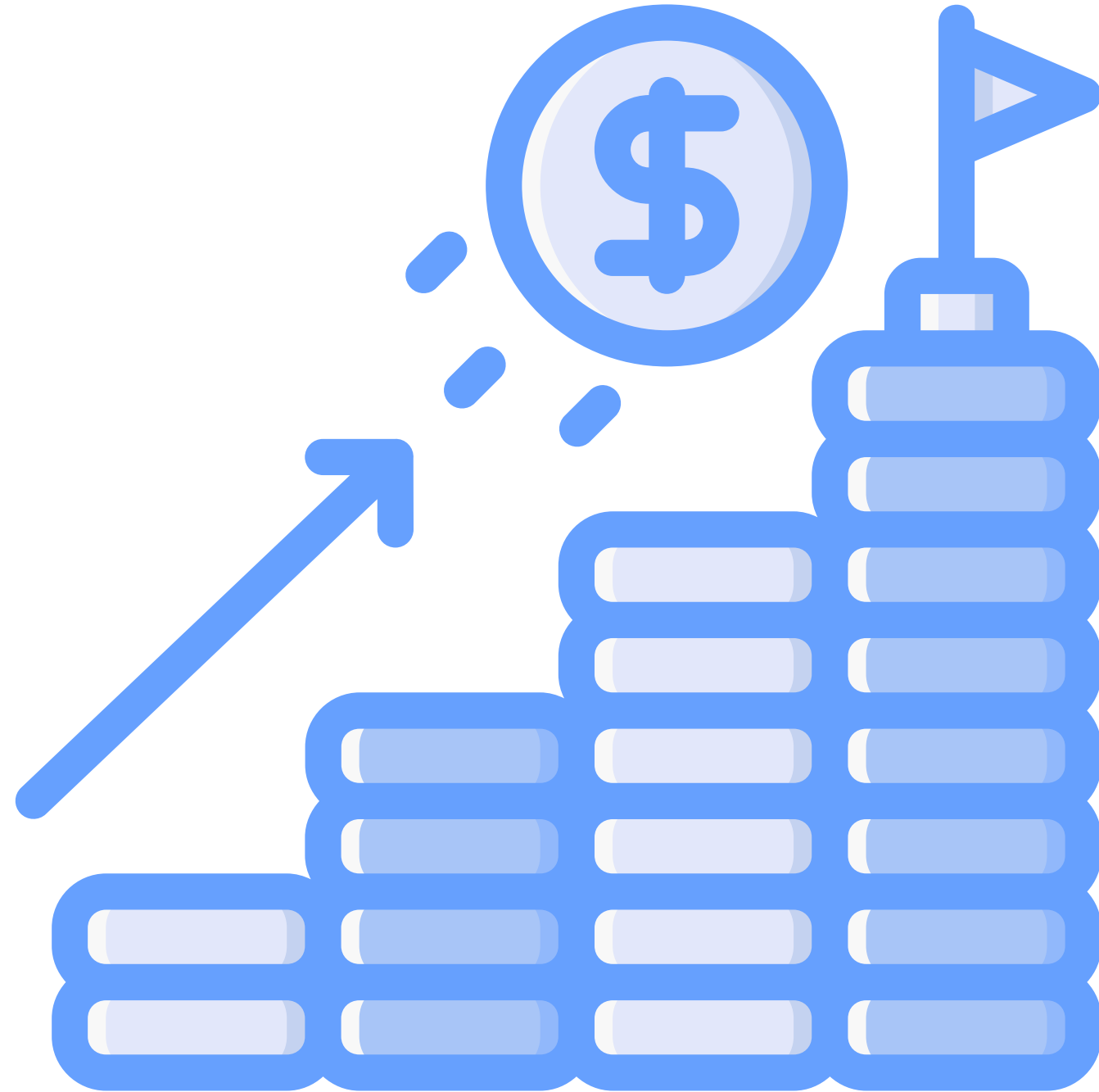
SQUIDSOLE.COM is an exact matching Domain Name for footwear related startup. It is two word generic, highly contextual, remarkable, evocative and brand-able domain name. Such meaningful domain names are considered as desirable domain for naming any fashion | lifestyle brand

THE BENEFITS OF USING OF SQUIDSOLE.COM

- It will be a great name for your Startup | Website | Brand |Product
- Short & Generic names are perfect for the branding purposes.
- It will take your business global and generate more revenue.
- It will help your website to achieve higher domain authority which leads to more brand recognition and



MARKET SIZE



\$ 552 Billion

Global digital content Indsutry

\$ 25 Billion

Total Addressable Market

\$ 874 Million

is the amount at which cars.com sold on a secondary marketplace.

TARGET MARKET

- **Any Aspiring entrepreneur**
- **Startups / New Businesses**
- **Small/Medium Enterprises**
- **Content Creators/Blogger/Vlogger**
- **Marketers & Influencers**



COMPETITORS

SQUADHELP.COM

Very popular secondary marketplace for pre-registered domain names, Deals with only pre-registered domain names Valued at over \$4 billion USD, founded by an Indian entrepreneur in USA.

CANVA

A Very popular SaaS company which allows user to create social media post, branding materials, contents and videos. It is currently valued at \$ 40 billion.

◆ **FIRST OF ITS KIND IN INDIA**

An exclusive marketplace for business names, Images & Video footage from India to the world.

◆ **HUGE COLLECTION**

Millions of unique & innovative business names & other content made in India with love and passion.

◆ **FREE FROM TRADEMARK & COPYRIGHT ISSUES**

All the contents are free from trademark & copyright infringement, Plagiarism & Squatting etc.

◆ **FAIR & AFFORDABLE PRICING**

We will make sure our products are affordable for all kinds of buyers.

THE TRACTIONS

250

Total Number of
product listed

90000

Website views
per month

\$160000

Amount earned as
a domain name broker

420000

Total Number social
media followers

THE BUSINESS MODEL

◆ LISTING FEES

There will be a listing for seller,
We charge \$5 per product listing

◆ BOOSTER LISTINGS

These are special listing packages which comes with paid promotions and other benefits and its starts from \$60 per listing

◆ SUCCESS FEES

Commission on every successful sale, We charge flat 10% on every sale on our platform

◆ VALUE ADDED SERVICES

Earnings from our special features like appraisals, logo creation and brokerage etc.



We will create and deploy a comprehensive digital & Social Media marketing campaign to acquire buyers & sellers

Deploy E-Mail & Content Marketing strategy

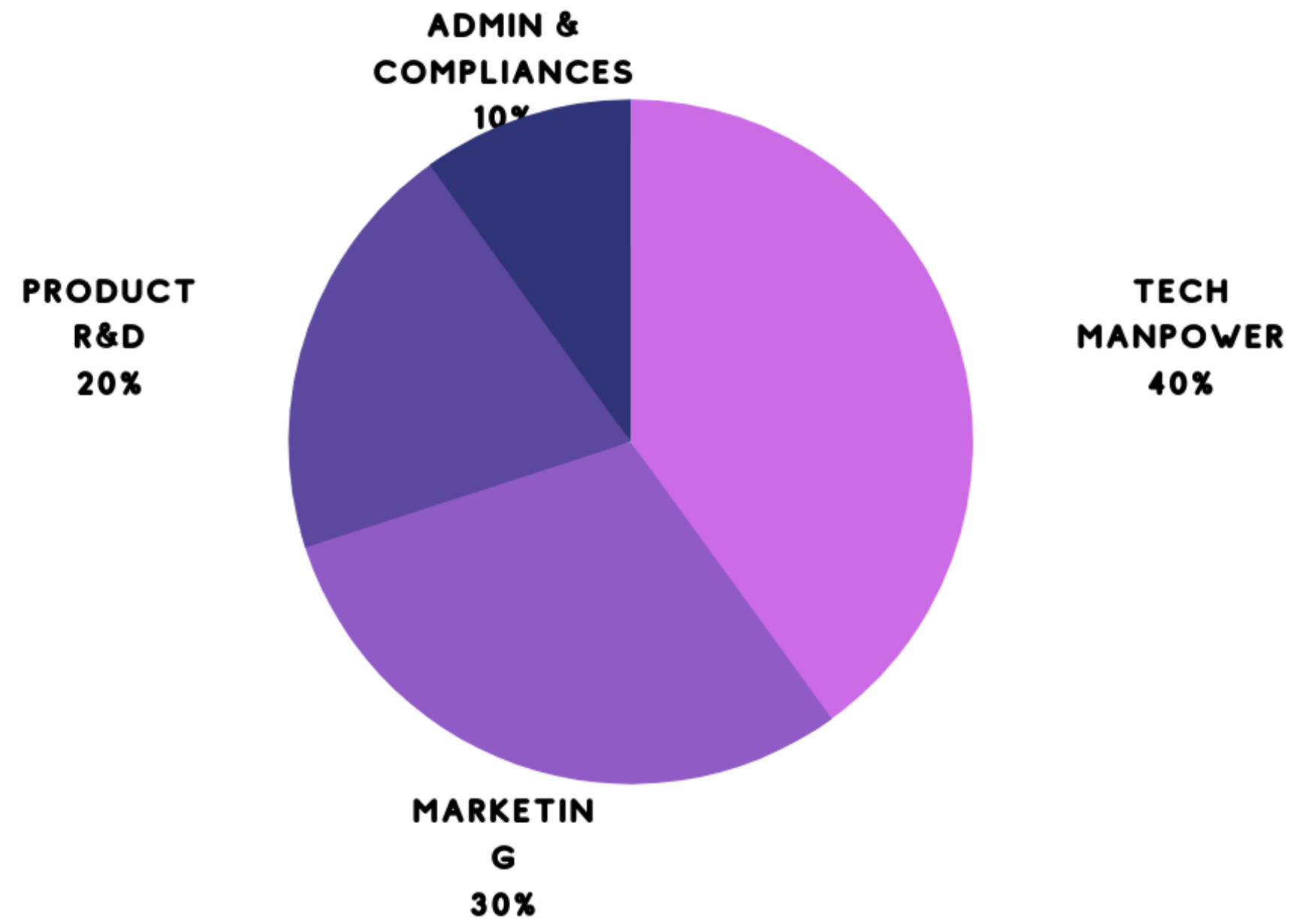
FUNDING REQUIRED: INR 150 Lakhs

Total investment made till date : INR 2 lakhs




External funding received so far : NIL

Funds deployment

Manpower	40%
Marketing Budget	30%
Product Development	20%
Admin & Compliances	10%



MILESTONES & TIMELINES

-  M1 : Launching Web Application & first product THE BRAND NAMES
Q1 & Q2 2022
-  M2 : Launching second product THE STOCK IMAGES
Q3 2022
-  M3 : Launching third product THE VIDEO FOOTAGES
Q4 2022

ASSOCIATIONS & RECOGNITION



Virtually Incubated at
Nasscom10000 startups



Certified as a startup by DPIIT



Virtually Incubated at
Nasscom10000 startups

**Elevate
2021**

Finalist in Elevate 2021,
Karnataka Government's Prestigious
Startup Seed funding programme

THANK YOU



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