

URJAKART.COM

India's Fastest Growing Online Home Improvement Store

THE PROBLEM



Unorganized Sector

Customers have limited access to home improvement catalog



Lack of Knowledge

Customer's practical knowledge is negligible



Inefficient Services

Services are hard to find and highly time inefficient

THE SOLUTION



Online Store for Home Improvement

ADVANTAGES



Browse

Simple & quicker access to a large selection of home improvement products



Call

Highly trained staff for information and custom project development



Save

URJAB2B services for Retailers / Installers to start business and increase savings

MARKET SIZE

\$10 BILLION

Indian Home Improvement Retail Market Growing at
18% pa

MARKET SIZE (2015)

616
(billion \$)

Organized
Market

*Organized Retail
Market in India*



12.5
(billion \$)

E-retail
Market Share

*Expected Market
Share of E-retail in
India*



210
(million \$)

DIY E-retail
Market Share

*Expected Market
Share of E-retail of
Home Improvement
in India*

BUSINESS PLAN



Organized
Market

*Organized Retail
Market in India*



Service Fee

*Our Service Fee
varies from 10% - 20%*



Revenue
(expected)

2015 - 2018

URJAKART.COM ANALYTICS

1000+

Customers Since July'14

1500+

Daily Visitors / day

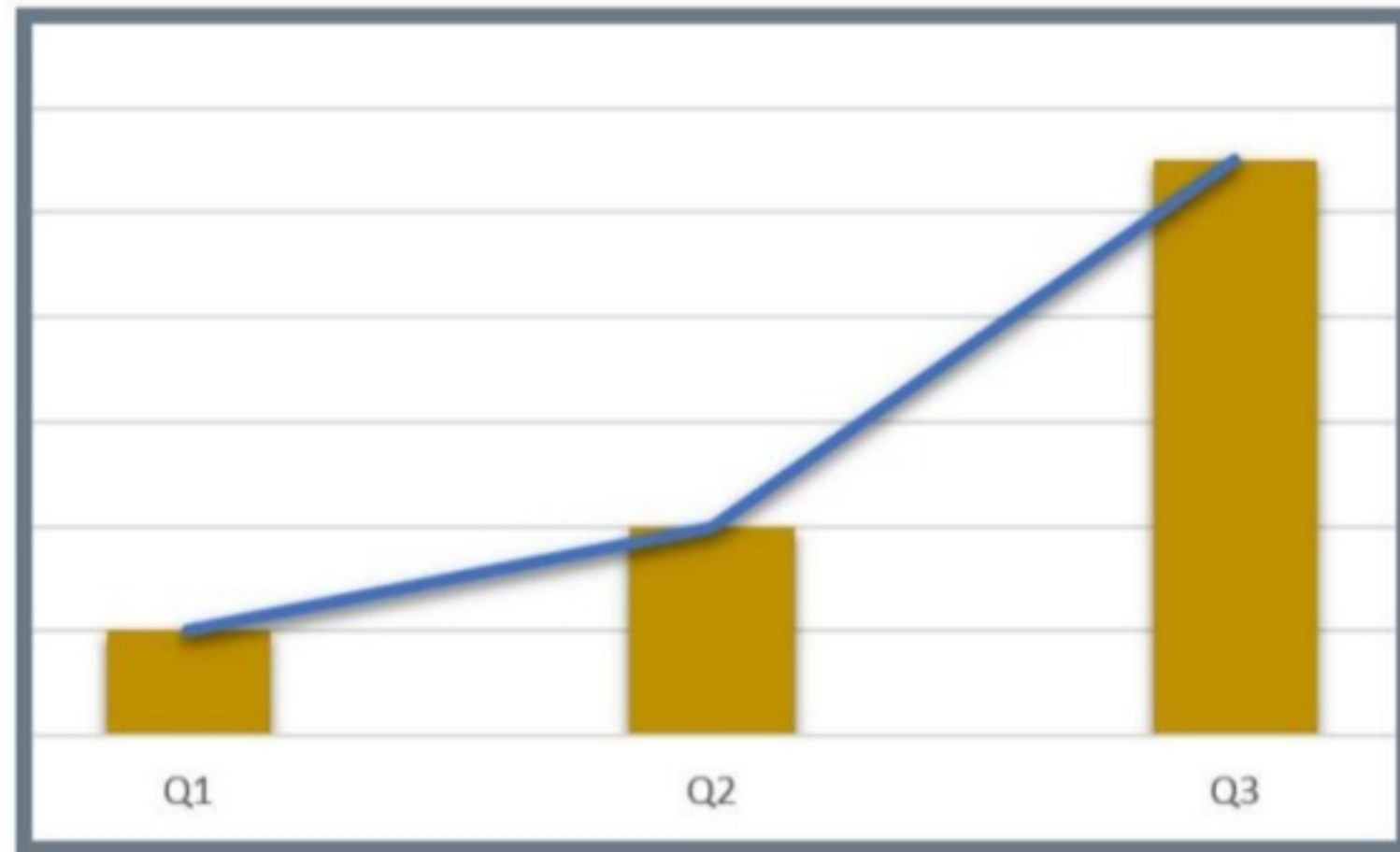
2500+

Products

10+

Registered Installers

+100% REVENUE GROWTH



Urjakart Turnover 2014(expected) : \$ +200K

COMPETITION



COMPETITIVE ADVANTAGE

- 1st Online Complete Home Improvement Store
- 1st to introduce Franchisee model in home improvement
- Superb Support & Aftersales Services
- 1st to have Private Brand - SolUrja

FOUNDERS



VIKRAM VARSHNEY

Co Founder
BE - DCE



GAURAV SINGH RANA

Co Founder
MS - Georgia Tech