

**SAHIBA  
BALI**

**x**

**MARKUPX**



遺産の構築

**BUILDING LEGACY**

# SAHIBA: POWER OF SUBCONSCIOUS MIND

## Chapter 1: Her Journey

Sahiba Bali's life story is one of remarkable versatility and boundless energy. From her early beginnings in theater at the tender age of five to her impactful roles in acting, marketing, and entrepreneurship, Sahiba's journey has been marked by relentless pursuit of excellence and adaptability. Growing up in Kolkata within a culturally rich family and experiencing life across different countries, Sahiba developed a profound appreciation for diverse cultures and experiences. Her seamless integration of these influences into her work reflects her dedication and adaptability, propelling her from a young theater enthusiast to a prominent figure in her fields.

## Chapter 2: Her Stint at Zomato

Sahiba's tenure at Zomato was a period of creativity and innovation. As part of the dynamic marketing team, she played a crucial role in amplifying the brand's presence through engaging and trendsetting campaigns. Her significant contribution to growing Zomato's YouTube channel highlighted her ability to blend humor with marketing acumen. This effective strategy captured the audience's attention and drove substantial brand growth, showcasing her knack for blending creativity with strategic insight.

## Chapter 3: Her Personality

Sahiba Bali's personality is a captivating blend of charisma, authenticity, and warmth. Known for her natural charm and relatability, she connects effortlessly with people from all walks of life. Her vibrant energy and genuine passion for her work resonate strongly with her audience, making her a beloved figure in both entertainment and marketing spheres. Balancing confidence with a down-to-earth approach, Sahiba's ability to engage and inspire those around her highlights her enduring appeal.

## Chapter 4: Her Audience Demographic and Persona

Sahiba's audience is diverse, encompassing young professionals, students, and entertainment enthusiasts who value authenticity and creativity. Fans are drawn to her versatile acting roles and engaging digital content, appreciating her ability to harmonize professional success with personal passion. Sahiba's persona resonates with those seeking inspiration and relatability from their role models, reflecting her broad and inclusive appeal.

## Chapter 5: Her Likings and Dislikes

Likes:

**Bollywood and Desi Content:** A deep appreciation for Indian cinema reflects her connection to cultural narratives.

**Music and Books:** These interests highlight her love for the arts and intellectual stimulation.

**Food Videos and ASMR:** A fondness for sensory experiences that offer relaxation and enjoyment.

**Travel Shows:** Showcases her curiosity and adventurous spirit, with a passion for exploring new destinations.

**Movies and Music:** Favorites like "Zindagi Na Milegi Dobara" and songs by Maroon 5 align with her personal tastes and preferences.

Dislikes:

**Mathematics:** A contrast to her otherwise analytical and strategic skills, highlighting a personal aversion.



## **Chapter 6: What Makes Sahiba Special (Apart from her smile):**

**Authenticity and Passion:** Sahiba's genuine passion for her cultural roots and personal interests infuses her brand with authenticity, making her connection to the products she promotes deeply relatable.

**Versatile Expertise:** Her extensive experience in acting, marketing, and entrepreneurship equips her with a unique skill set to navigate and excel in diverse markets.

**Engaging Persona:** Sahiba's ability to engage and inspire through her vibrant personality and authentic storytelling enhances her brand's appeal and resonance with target audiences.

**Strategic Vision:** Her strategic approach, honed through her tenure at Zomato and her entrepreneurial ventures, ensures effective brand positioning and growth in competitive markets.

In essence, Sahiba Bali's multifaceted career, authentic connection to cultural elements, and strategic marketing acumen make her an ideal figure to launch and lead successful brands in these diverse and dynamic markets. Her unique blend of qualities positions her to not only enter but thrive in these industries, setting the stage for impactful and innovative brand experiences.



# KASHMIR FASHION AND HOME DECOR

## Industry stats in India

*DILBARO BY SAHIBA*

- **Brand Concept:**

1. Dilbaro by Sahiba celebrates Kashmiri heritage, offering a range of pashmina shawls, embroidered clothing, hand-knotted rugs, and papier-mâché boxes.
2. The brand showcases stunning pieces that embody the rich cultural narrative of Kashmir.

- **Market Overview:**

1. The ethnic wear market is expected to grow by USD 40.6 billion, with a CAGR of 8.08% from 2023 to 2028.
2. A report by Statista estimates the Indian ethnic wear market to be valued at a staggering ₹1.75 trillion (USD 21.8 billion) in 2023. These figures not only signify the industry's size but also its deep-rooted significance in Indian culture.
3. Significant growth is driven by the expansion of the fashion industry and increasing demand for traditional attire.

- **Key Growth Drivers:**

1. Fashion Industry Expansion: Increased interest in ethnic wear driven by traditional and fusion fashion trends.
2. Online Accessibility: The rise of e-commerce enhances the reach and availability of ethnic wear both domestically and internationally.
3. Seasonal and Festive Demand: Higher demand for ethnic wear during festive occasions, particularly in women's apparel.
4. The fusion fashion trend combines traditional ethnic elements with modern styles, fueling popularity.
5. Fast fashion integrates ethnic styles, increasing accessibility and appeal.

# WOMEN'S ATHLEISURE

## Industry stats in India

### *BALI BLISS: WOMENS ATHLEISURE*

Sahiba's followers already love her energy and active lifestyle, so this brand is a natural fit. Plus, with her seal of approval on high-quality, trendy designs, people will be lining up to buy!

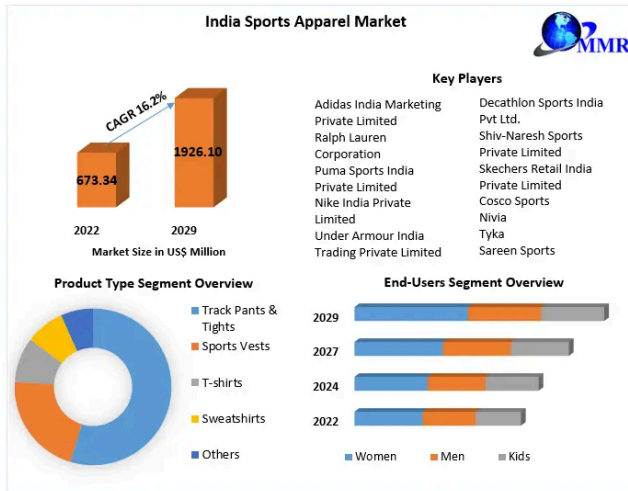
- **Market Growth:** The Indian athleisure market is projected to reach ₹24,800 crore (~\$3.2 billion) by 2032, with a CAGR of 5.2%. The market size in 2023 is estimated at \$1.1 billion, expected to grow at a CAGR of 14% to 20% up to 2028.
- **Key Growth Drivers:**
  1. Youthful Population: A young demographic prioritizing comfort and style drives the demand for athleisure across fitness and casual wear.
  2. Casual Wear Trend: Athleisure is now worn beyond gyms, extending to casual outings and even formal settings.
- **Product Trends:**
  1. Popular Categories: Sneakers are the top-selling athleisure product, while hoodies are expected to see the highest growth.
  2. Women Leading the Market: The women's segment dominates, with more women participating in fitness activities and demanding stylish, comfortable options.
  3. Men's Growth Potential: The men's segment is expected to grow rapidly, particularly with the rise of bomber jackets and casual trousers.

- **Celebrity Influence:**

1. Indian celebrities and athletes, such as Anushka Sharma for Puma and Smriti Mandhana for Nike, play a key role in endorsing athleisure brands.
2. Celebrity-owned brands, like HRX by Hrithik Roshan and Prowl by Tiger Shroff, have boosted the market.

- **Opportunities:**

1. Growing Male Market: The male athleisure segment is poised for rapid growth in the coming years.
2. Influencer Marketing: Endorsements from celebrities and influencers continue to increase brand visibility and consumer engagement.



### OVERVIEW OF ATHLEISURE BRANDS

	bivex club	GO COLORS	HRX	lululemon
<b>Founded</b>	2019	2010	2011	2008
<b>Country</b>	India	India	India	USA
<b>Revenue</b>	~\$9M	~\$83M	~\$125M	\$8.1B
<b>Valuation</b>	\$68M	\$725M	NA	\$48B
<b>Distribution Channel</b>	D2C: 75%, marketplaces: 25%	EBOs: 75%, Online: 25%	Marketplace: 50%, Offline: 40%, D2C: 10%	Offline stores: ~45%, D2C: ~45%, Others: ~10%
<b>Positioning</b>	Women mass-premium	Women mass	Men, women and children, mass-premium	Men and women premium
<b>Investors</b>	Elevation, Broads	Public Listed	Acquired by Myntra, co-owned by Hritik Roshan	Public listed

EBO = Exclusive Brand Outlet, D2C = brand's own website sales  
Source: BusinessBar Research

# Healthy Snacking

## Industry stats in India

### *BALI-CIOUS HEALTHY SNACKING*

Sahiba's a BIG-time foodie, right? So, what's better than healthy snacking that actually tastes amazing?! Granola bars, trail mixes, protein balls... basically guilt-free snacks. It's the perfect combo of Sahiba's foodie side and her healthy habits. They'll see it and be like, "Yes, please!"

- **Market Growth:** The Indian snack market will reach US\$ 23.69 billion by 2028, expanding at a CAGR of 12% (2023-2028).
- **Snacking Habits:**
  - 1.76% of Indians snack at least twice daily.
  - 2.42% prefer breakfast snacks like protein bars and crackers (higher than the global average of 24%).
- **Key Drivers:**
  - 1.Changing Consumption: Increasing preference for healthy, convenient snacks such as protein bars and fruit-based products.
  - 2.Distribution Expansion: Growth in e-commerce and online grocery platforms, improving access to healthy snacks across urban and rural areas.
  - 3.Regulatory Support: FSSAI's stricter standards push health-focused brands to meet safety and nutritional requirements.
  - 4.Product Innovation: Introduction of gluten-free, vegan, and protein-enriched snacks to cater to evolving consumer demands.



- **Market Size & Projections:** The Indian snacks market was valued at Rs 42,694.9 crore in 2023 and is expected to reach Rs 95,521.8 crore by 2032, with a CAGR of 9.08%.
- The increased focus on health-conscious consumers has played a significant role in this growth, as more people shift toward clean labels, plant-based alternatives, and functional snacks that offer added benefits such as energy-boosting and weight management.
- **Opportunities:**
  1. Health Awareness: Growing consumer focus on clean labels, plant-based, and functional snacks for health and wellness.
  2. Digital Marketing: Using social media and influencers to connect with health-conscious, digital-savvy audiences.
  3. Premium Products: Increasing demand for organic and premium snacks catering to high-end consumers.

## India Snacks Market

### Market Synopsis



Source: Renub Research

**Market 2022: US\$ 12.00 Billion**

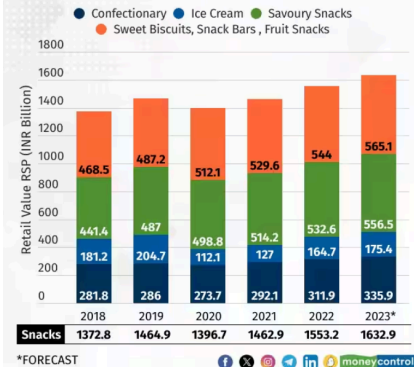
**Market 2028: US\$ 23.69 Billion**

**CAGR 12%**



## MARKET SIZES

Constant 2023 Prices



# SAHIBA BALI-CIOUS

Healthy Treats/Snacking Brand

## MODEL 1 - SHARED OWNERSHIP



- The brand will be built on an equitable **50:50 ownership model**.
- Both parties will **share profits equally, based on this equity split**.
- Sahiba will be the **face of the brand**, using her established presence and influence to drive engagement.
- Her primary focus will be on **content creation and marketing** efforts, leveraging her expertise and connection with the audience.
- We will manage the complete brand-building process, from ideation to execution, covering all operational and backend tasks.

## MODEL 2 –COMPLETE OWNERSHIP BY SAHIBA

- ✓ Manufacturing
- ✓ 1 time tech development
- ✓ 1 time Brand development



WE TAKE MARGIN FROM PRODUCTION COST

PRODUCT COST      100 /-  
OUR COST              50 /-

---

COST FOR YOU      150 /-

SELLING PRICE      YOU ADD YOUR MARGIN (500/-)    EXAMPLE\*

- **Sahiba will have complete ownership of the brand and full control over its operations and profits.**
- MarkupX will take a fixed **X% margin from the production cost** of each product.
- MarkupX will handle the **one-time brand development and tech setup.**
- Also including **Brand identity creation** (logo, packaging, and design elements), **Website and e-commerce platform setup, Initial product development and sourcing.**



## PRODCUTION PROCESS

### Ideation

Indepth research on creator's audience, content and problems of community



### Research

Market research, ideation, **product hunting** and finding apt products/services.



### Iterations

**Discussion with creator**, iterative design, finalize the product category.



### Sampling

Initial product samples are created to ensure **quality & functionality** align with brand standards.



### Licensing

Obtain necessary **permits and licenses** to ensure compliance with **regulatory standards** for products.



### Packaging

Design packaging that is both **functional and visually appealing**, aligned with the brand's identity.



### Branding

Develop a **cohesive brand identity**, including logo, colors, and overall aesthetic that resonates with the target audience.



### Pricing

Cost analysis & pricing strategy are determined, ensuring a **balance between affordability and profitability and market demands**.



### Production

Full-scale production begins based on **approved samples**, ensuring **consistency** in quality and quantity.



### Shipment to Warehouse

Products are shipped to designated warehouses for **inventory management and distribution**.

**~12,000 MOQs**

**ALL HANDLED BY  
MARKUPX**

# PRE LAUNCH

- **Tech Building** – Set up and integrate the eCommerce platform (Shopify), payment gateway, and Shiprocket for seamless order fulfillment and logistics.
- **Anticipation Creation** – Develop social media pages and generate content to build excitement around the brand and product launch.
- **PR & Publicity** – Prepare PR articles and media coverage for magazines and high-profile news platforms, keeping them ready for the launch.
- **Creator Friends Outreach** – Prepare gifts for around 100-150 close creator friends to drive organic publicity and initial buzz.
- **Podcasts & Hints** – Begin appearing on podcasts and subtly dropping hints in video content to build anticipation.
- **Launch Collaterals** – Create all necessary launch materials, including videos, animations, brand collaterals, product shoots, and modern, creative ads for organic promotion.



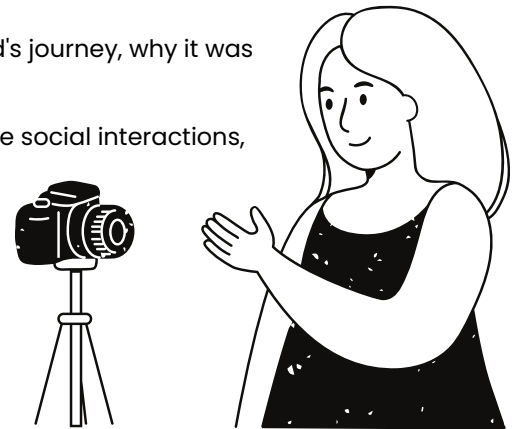
## PRE SALE

- **Industry Insights** – Share key trends, challenges, and opportunities in the industry, positioning the brand as a knowledgeable and innovative entrant.
- **Brand Journey** – Reflect on the months of hard work and dedication in building the brand, creating a sense of authenticity and connection with the audience.
- **Brand Name Reveal** – Officially reveal the brand name, building anticipation and excitement around its identity.
- **Hype Building** – Start generating buzz through social media, newsletters, and other channels, focusing on the uniqueness and story behind the brand.
- **24-Hour Countdown** – Launch a countdown 24 hours before the pre-sale to ramp up excitement and create urgency.
- **Exclusive Pre-Buy Options** – Offer limited, exclusive, slightly premium pre-buy options for early supporters, making them feel valued.
- **Research-Based Highlights** – Share unique and valuable insights or features about the product or brand, encouraging early adopters to participate in the pre-sale.



# MEGA LAUNCH

- **Creators' Gifts & Audience Sharing** – Send out gifts to creators, who in turn share the products with their audiences, creating organic buzz.
- **Article Releases** – Publish pre-prepared PR articles across high-profile platforms to gain media exposure and credibility.
- **Magazine Features** – Get featured in magazines to generate further hype and industry recognition.
- **Brand Page Promotions** – Creators and partners share the brand's social media pages through stories and posts to expand reach.
- **UGC Creator Activation** – Hire over 100+ User-Generated Content creators to promote the brand through authentic and relatable content.
- **IRL Meetups & Launch** – Host in-person launch events to engage the community and drive real-world interactions with the brand. Accept college events and invites and share the brand everywhere.
- **Journey Videos** – Release videos on social media that narrate the brand's journey, why it was created, how it came to be, and the future vision.
- **Marketing & Interaction** – Use innovative marketing methods to increase social interactions, engagement, and brand visibility during the launch.



## After launch Milestones

- **Corporate & UGC Gifting** – Expand brand visibility through corporate gifting and User-Generated Content gifting to continue organic promotion.
- **Social Media Team** – Set up a dedicated team to manage social media, with Sahiba leveraging her expertise in publicity and performance marketing.
- **Hiring Key Roles** – Recruit a COO and brand manager to handle day-to-day operations and ensure smooth brand growth.
- **Automation** – Automate brand and social media management to ensure efficient and consistent communication.
- **Quick Commerce & E-commerce Expansion**
  - Focus on listing the brand on quick commerce platforms like Blinkit & Zepto and further expanding its presence on major e-commerce sites.

**Starting performance marketing**

**Fully active on social media pages**

**Shares update alternate days**

**Out of stock**



# BUDGET

## MINIMUM

- Product building (Sampling, Building, etc.)
- Product manufacturing (12,000 MOQs)
- Brand costs (Branding, Packaging, etc.)
- Business Operations (warehouse, label, Package, shipping, etc.)
- Technology (E-commerce, tools, dashboard costs, etc.)
- Legal Costs (Company Registration, Licensing, etc.)

## MONTHLY COSTS

- Brand team
- Social Media team
- Tech team
- Office space

## MARKETING COSTS

- Creator Gifting
- UGC creators
- Optional (PR publicity, Brand collaterals, Performance Marketing)

**COSTING ->**

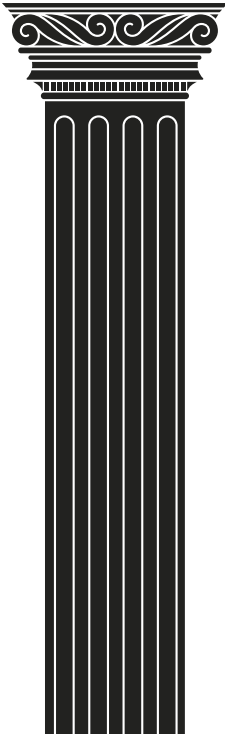
## **COSTING**

<b>MINIMUM BRAND DEVELOPMENT COST</b>	17,00,000 /-
<b>TEAM MONTHLY COST</b>	3,00,000 /-
<b>MARKETING*</b>	3,00,000 /-
<b>PERFORMANCE MARKETING</b>	2,00,000 /-
<b>OVERHEADS AND BACKUP</b>	5,00,000 /-
<hr/>	
<b>TOTAL COST</b>	30,00,000 /-

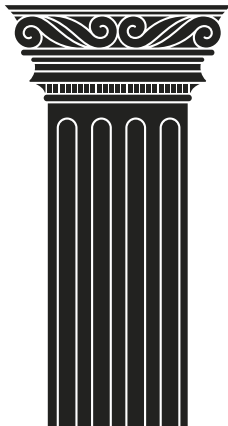
- **30 LAKH ESTIMATE COST**
- **120% PRODUCT MARGIN**
- **SHARED INVESTMENT BASED ON TYPE OF PARTNERSHIP WITH MARKUPX**

# | WHAT SETS US APART

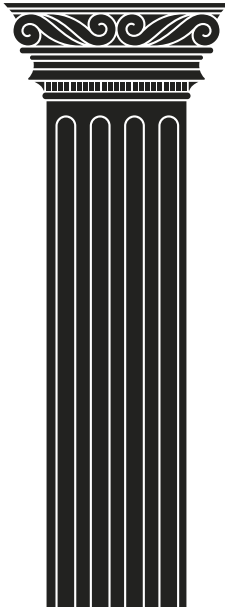
**10 weeks launch with  
complete dashboard  
analytics**



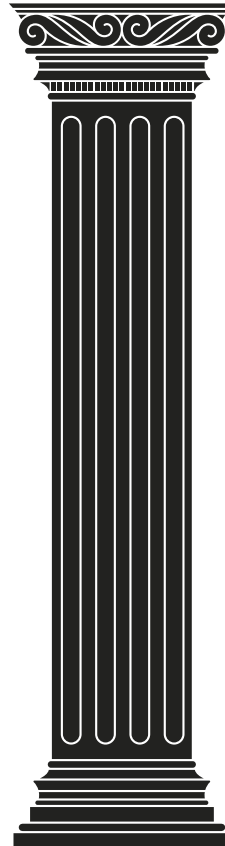
**Flexible shared  
ownership  
or commission**



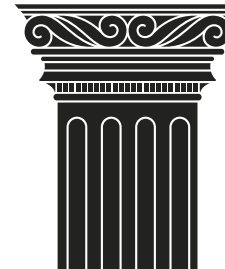
**Community driven  
approach and  
problem solving**



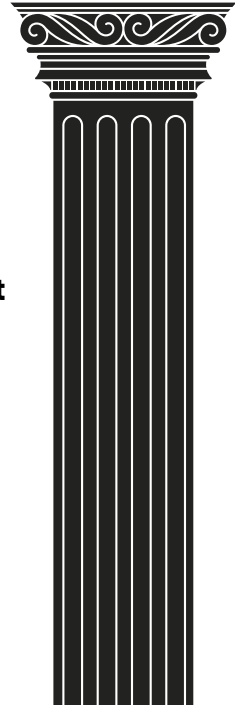
**Creator has full content  
and ideation control**



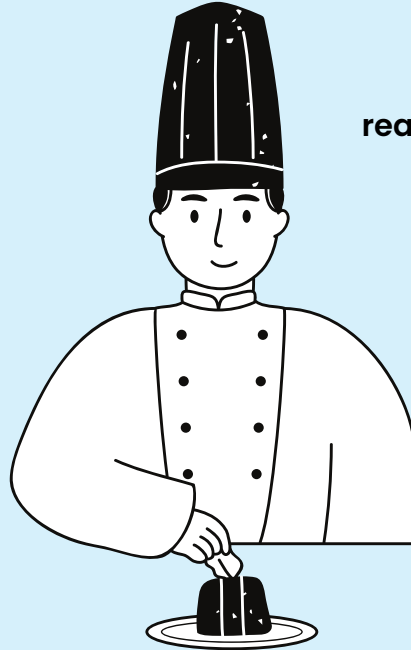
**Zero displacement  
launch &  
end to end  
solutions**



**Dedicated and  
passionate team**



**We know you're a supergirl like  
Anuskha in Jab Tak Hain Jaan**



**ready to cook some brands?**

**ZNMD, toh karke toh dekho.**

**BTW, Even we can dance  
anytime on Bewafa Bewafa**

**Humble Effort  
-Sincerely by Team MarkupX**

## **Contact**



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**MARKUPXBRANDS.COM**

**P.S: Yeah, even we love our research team:)**