

BRUNO

Pitch: A preventive healthcare company catering to dogs and cats, with its various products and service offerings. This company has successfully gained a sticky customer base and experiences a high retention rate. The company aims to be a one-stop solution for all pet needs.

What problems are pet parents facing?

- Misleading information
- Wrong or delayed treatment poses high health risk to pets
- Lack of responsible or unavailability of VETs during emergencies
- Pet foods comprise of below average ingredients compounded with unbalanced nutritional content
- Unhygienic boarding; and more

One of the fastest growing market:

- Pet care is a sunshine sector, there are about 23 million dogs and over 4 million cats as pets in India. 600k pets are brought home annually.
- According to an Euromonitor report, the size of Indian pet care industry is estimated to be over INR 250 bn (\$3.5 billion) with annual growth rate of over 17%.
- India's pet care market continues to record double-digit value growth on the back of pet humanization coupled with growing disposable income. Country's pet care industry, driven by strong Dog food sales advanced with a value CAGR of over 21% during 2013-18.
- Reports from various e-commerce companies like Flipkart, Amazon and Snapdeal have shown that there has been 2x growth in sales in the pet category
- India is one of the fastest growing countries in the pet care markets worldwide.
- Its observed that once-a-pet parent, always a pet-parent.
- Business Insider (USA) puts it, "Basic pet care is a consumer staple like food and electricity."
- Global trends suggest huge upswing in pets-adoption rates and consequent spending for pets.

Inadequacies of existing pets-oriented enterprises

The existing enterprises catering to the pet's ecosystem may be bucketed under –

- specialized retailers, or
- online marketplace, or
- aggregator of services, or
- only branded consumables.

Mavuca's fund raising mandate of US\$ 2.0-2.5 million for a Pet-care start-up

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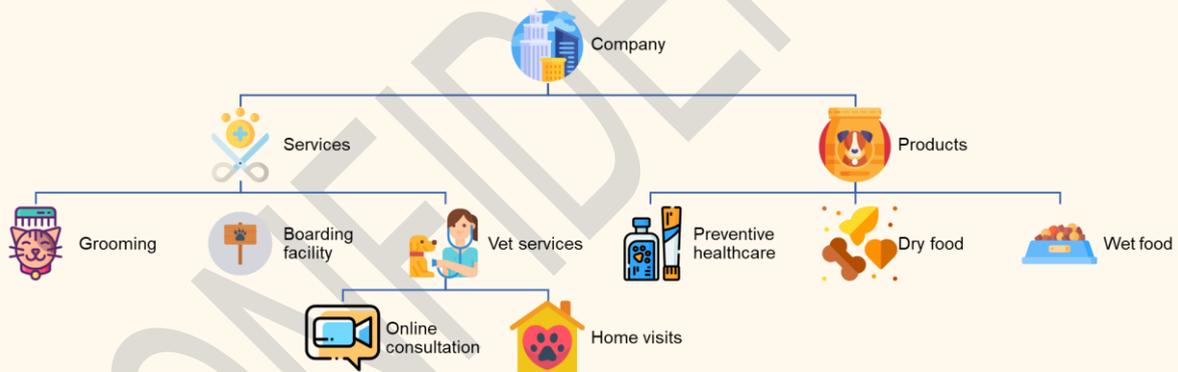
About the start-up:

The company, which operates under its own brand name, provides services and products for pet's well-being. Currently the company's services are operational in 3 cities whereas the products are available PAN India through the omni-channel presence (Online as well as physical). The company sells its products online through its own website and various 3rd party e-commerce platforms.

The company's services include Vet consultation and grooming services. The products, of which the company sells 22+ SKUs, range in various categories from preventive healthcare to treats to wet food. In addition to several veterinarians as full-time staff, more than 1900 vets around the country prescribe company's products. Has a strong R&D team and has successfully launched innovative products in past and another few scheduled for launch in coming quarters.

Few highlights of the company are:

- It has witnessed an average MoM growth of 38% in FY21
- Positive on unit economics.
- Monthly revenues grew from INR 1.1 million pre-COVID to over INR 3.75 million in July-2020
- The company has set-up a strong distribution network. Presence on multiple distribution platforms, both online and offline, gives the company great headway to grow and capture dominant market share
- The company has a robust R&D team which is helping the company introduce products into the market which differentiates it from its peers. All the products of the company are Vet approved and thus ensures high quality.
- There is another game-changer being worked through - Pet Insurance - co-branded with one of India's top 3 institutional-backed health insurance company



About the Promoter

The company has 3 founders.

- The Founder & CEO is an ardent animal lover, this company is her brainchild. She is known for her out of the box ideas and savvy with social media marketing, branding, etc.
- The Co-founder & CMD is a serial entrepreneur with over 25 years of experience. His previous ventures were in Hospitality, KPO and E-commerce with proven leadership and execution skills
- The Co-founder in his earlier stints successfully executed several supply-chain systems. He is hands-on with R&D and tech at the company. He holds a Statistics Degree from IIT Kanpur.

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Company's business

- **Products**

All the products are approved by senior vets. The company focuses on convenient, easy-to-use, and simple to understand products. The company's products range from an organic product (safe, even when pets lick it) range, supplement, herbal range, and defenders. The company currently has 22+ SKUs.

The wet food is a balanced meal for the pets and is currently only available at select locations. Company provides a veg as well as non-veg options. These products are gluten free and promote good gut health.

- **Services**

The company wants to treat and groom the pets in the comfort of their home which has been proven to be reassuring for the pets. During the pandemic, within 72 hrs of the announcement of lockdown, the company launched an online consultation service for the pet parents to reach out to their vets for their pets' wellbeing. This platform has already had 500+ appointments. The company also runs a pet boarding service, on a profit-sharing model with the landowner, which provides pets the utmost care while the pet parents are away. This air-conditioned facility provides assistance to pets by trainers, receive 24x7 vet care support, homemade meals and outdoor activities (including swimming).

The company's main differentiating factors would be that it aims to be a one-stop solution provider for all pet needs. It wants to tap the unorganized vet services and provide the pet parents a simple solution, which is to reach out to the company, for any vet needs.

Social impact

The company's mission is to see pets happy and healthy. It runs various over the year campaigns to save lives of abandoned pets, treating street animals, and creating jobs for the pet care industry. It has seen people come together for the love of all things pets, during COVID-19, the company provided recruitment to many people who were laid off from their 9 - 5 job and provided them employment in the company as a dog behaviourist/handler. The company provided the training & integrated them into the system.

The company made a difference in the lives of pets & their people, which is at the heart of their vision to create a world worthy & filled with unconditional love where pets & their people thrive. It is actively vaccinating street dogs and holds free health check-up camps where they vaccinate all pets across India in a desire to ensure pets are vaccinated and are in the pink of health come what may. This has also given rise to a lot of volunteers wanting to join them and help make a difference for the love of pets and in a desire to genuinely do good.

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