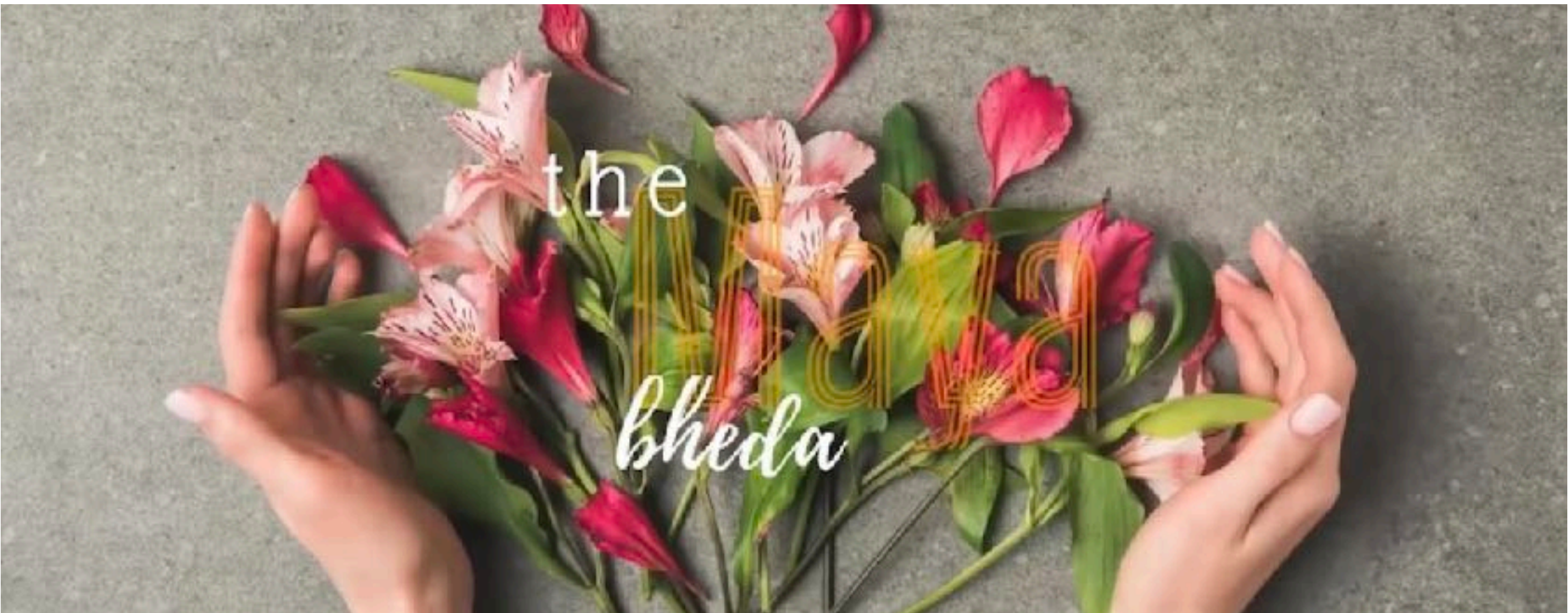


# Project 'MAYAbheda Investor Proposal



Invest in 'MAYAbheda - Where Every Scent Tells a Story.



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## 1.1 MAYAbheda – Redefining Fragrance Luxury

### Market Potential of MAYAbheda in the G20

#### Trillion-Dollar Fragrance Industry—

- The Fragrances market in G20 is projected to generate a revenue of US\$38.95bn in 2024.
- It is anticipated to exhibit an annual growth rate of 2.32% (CAGR 2024-2028).
- When compared globally, in the United States stands out as the top revenue generator, with a projected revenue of US\$8,862m in 2024.
- In terms of per capita figures, each person is expected to generate US\$7.83 in revenue in 2024.
- Furthermore, it is estimated that 55% of the sales in the Fragrances market by 2024 will be attributed to Non-Luxury.
- In the fragrance market, Brazil's rich biodiversity is driving a trend towards sustainable and natural ingredients.

The global fragrance market is a behemoth, estimated to surpass trillions of dollars. G20 nations contribute significantly to this industry, making them prime markets for a luxury fragrance brand like MAYAbheda.

The Fragrances segment includes the consumer market for perfume and Eau de Toilette and any fragrances which cover normal body odor. The segment does not include room scents (see: Home and Laundry Care) or deodorants and antiperspirants (see: Personal Hygiene). The world's major manufacturers of fragrances and perfumes are Givaudan, Firmenich, IFF and Symrise which mainly serve as suppliers for brand manufacturers. In the end consumer market, both brands of large cosmetics manufacturers, e.g. L'Oréal (Lancôme), as well as those under licence from fashion brands are well-known.



## Exclusive Positioning...

MAYAbheda's (an innovative fragrance e-commerce) strategic decision to position 'Namashree and SERPENT: exclusively in **Presidential** and **Royal residences** with localisation adds a layer of prestige and uniqueness. This positioning not only aligns with the brand's ethos but also enhances the perceived value of MAYAbheda in high-end markets, creating a niche and driving demand.

### Global Presence and Cross-Cultural Appeal

The emphasis on establishing a global presence aligns with the diverse and cross-cultural dynamics of the G20 nations. MAYAbheda's commitment to bridging cultures through fragrance positions it as a unique player with wide-ranging consumer appeal. The brand's cross-cultural approach is expected to resonate well in global markets, fostering a connection with individuals from diverse backgrounds.



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## R&D Innovation of MAYAbheda...

### **Fusion of Tradition and Modernity**

At the heart of MAYAbheda's innovation lies the seamless fusion of tradition and modernity. The fragrances are meticulously crafted to encapsulate the essence of Bharat's rich heritage while embracing cutting-edge creativity. This unique approach not only sets MAYAbheda apart from competitors but also resonates with modern consumers seeking authenticity and innovation.

### **Cultural Richness in a Bottle**

MAYAbheda's R&D focus on infusing cultural richness into each fragrance creates a sensorial experience for consumers. Each scent is a narrative, carefully woven with cultural nuances, traditional inspirations, and a touch of modernity. This ensures that each fragrance tells a unique story, appealing to consumers looking for a deeper and more meaningful olfactory journey.

### **Big Data Integration for Market Access:**

The integration of big data sets MAYAbheda apart in the fragrance industry. Leveraging advanced technologies, the brand ensures targeted market access by understanding and responding to consumer preferences effectively. This data-driven approach not only enhances the brand's competitiveness but also showcases its commitment to staying at the forefront of industry trends.



# Impact of MAYAbheda in the G20 Market

## Economic Contribution

MAYAbheda's entry into the G20 market is poised to make a substantial economic contribution. The brand's global presence, exclusive positioning, and strategic collaborations contribute to economic growth within the fragrance industry. This economic impact extends to various stakeholders, including suppliers, retailers, and the local communities involved in the production process.

## Cultural Diplomacy

Through its cross-cultural appeal, MAYAbheda becomes a powerful tool for cultural diplomacy. The brand's representation of Bharat's heritage fosters cultural understanding and appreciation, aligning with global efforts to promote diversity. By serving as a cultural ambassador, MAYAbheda contributes to creating a more interconnected and harmonious world.



## Innovation Showcase for G20

MAYAbheda's submission as a civilian startup20 project to G20 through Manthan is a strategic move. It showcases groundbreaking innovation and strategies that not only position MAYAbheda as a leader in the fragrance industry but also highlight its commitment to G20 India hospitality adoption standards. This demonstration of innovation is expected to garner attention and support from global stakeholders, further solidifying MAYAbheda's position as a trailblazer in the market.

MAYAbheda stands at the forefront of a fragrance revolution, ready to redefine luxury in the esteemed G20 market regions. Introducing two distinctive fragrances, 'namashree and SERPENT,' each meticulously crafted for an unparalleled olfactory experience. What sets MAYAbheda apart is not just the exquisite blend of scents but its commitment to innovation and cultural richness.



## 1.2 Objectives: Pioneering Change in the Fragrance Industry

MAYAbheda is driven by ambitious objectives that transcend conventional boundaries,



### I. **Global Presence: Establishing MAYAbheda as a Global Icon**

MAYAbheda aims to transcend geographical boundaries and become a global icon in the fragrance industry. With a commitment to showcasing the richness of Bharat's heritage and innovation, MAYAbheda aspires to be a prominent player on the global stage.

### II. **Cultural Richness: An Olfactory Masterpiece**

MAYAbheda encapsulates the essence of Bharat's rich heritage in every fragrance. Each scent is a narrative, woven with cultural nuances and a touch of modernity, creating an olfactory masterpiece that resonates globally.

### III. **Innovative Expression: Redefining the Global Fragrance Narrative**

At the heart of MAYAbheda's philosophy is innovation. By infusing traditional elements with cutting-edge creativity, MAYAbheda seeks to redefine the global fragrance narrative, positioning itself as a trailblazer.

### IV. **Cross-Cultural Appeal: Bridging Cultures through Fragrance**

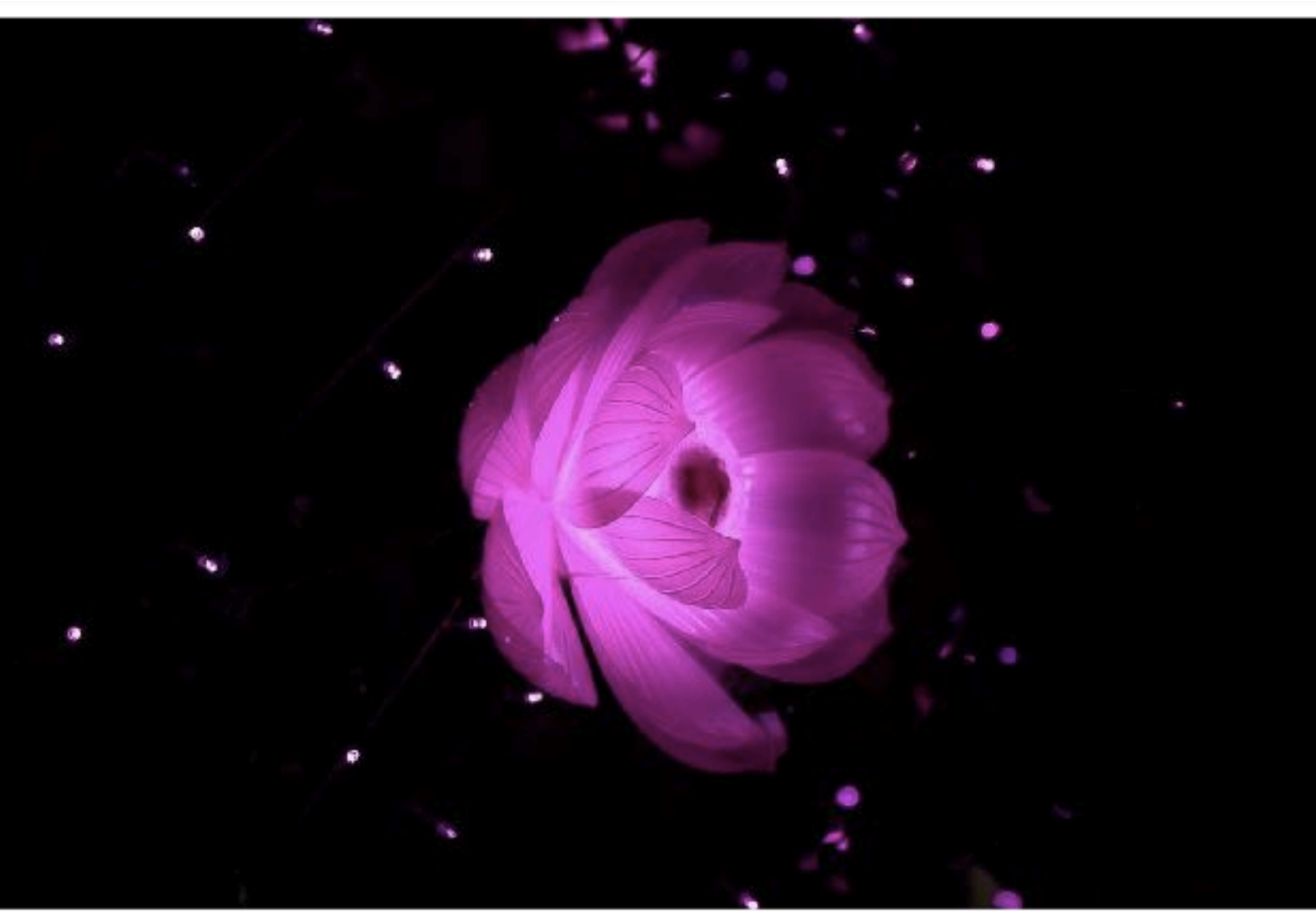
MAYAbheda aims to bridge cultures through the universal language of fragrance. With scents that evoke emotions and memories, MAYAbheda's cross-cultural appeal goes beyond borders, creating an emotional connection with individuals from diverse backgrounds.

### V. **Global Collaborations: A Celebration of Cultural Diversity**

MAYAbheda envisions strategic collaborations with international partners and fragrance market brands. These collaborations will amplify MAYAbheda's global presence and contribute to a collective celebration of cultural diversity.



## Experiential Showcase: Immersive Fragrance Journeys



MAYAbheda is committed to offering more than just fragrances, it promises immersive experiences that transport individuals on a sensory journey.





### **Interactive Installations: Engaging the Senses**

MAYAbheda's global presence will be accentuated by interactive installations strategically placed in key cultural hubs. These installations invite individuals to engage with the scents, fostering a deeper understanding and appreciation for the artistry behind each fragrance through the scientific discoveries of productivity through purpose defined sense experiences.

### **Cultural Fusion: Showcasing the World's Best in Fragrance**

Through the cultural fusion of G20 markets, MAYAbheda showcases the world's best in collective fragrances, personalized innovations for individual unique identities for their unique character personality showcases.

### **Signature Showcases: Exclusive Events in G20 Airports**

Exclusive showcases in two unique market hubs in God's own country and G20 nations' airports will elevate MAYAbheda's global profile, creating a sense of exclusivity and desirability.



## Market Penetration Strategies: Tailored Approaches for Global Success

To ensure a robust global presence, MAYAbheda will employ tailored market penetration strategies aligned with the unique characteristics of each target market.

### G20 Engagement: Amplifying Visibility

Recognizing the economic significance of G20 nations, MAYAbheda will actively participate in G20 events, fostering collaborations with local leadership influencers, businesses, and policymakers to amplify its visibility.

### Presidential and Royal Alliances: Emphasizing Exclusive Appeal

MAYAbheda's exclusive appeal to Presidential and Royal residences will be emphasized through targeted partnerships, positioning it as the fragrance of choice for discerning leaders and royalty.



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◆ **Retail and E-commerce Partnerships: Facilitating Entry into Premium Markets**

Strategic alliances with high-end retailers and luxury department stores will facilitate MAYAbheda's entry into premium markets, enhancing accessibility and reinforcing its status as a luxury brand.

◆ **Digital Influence: Leveraging Technology for Global Reach**

In the digital age, MAYAbheda recognises the importance of a strong online presence to reach a global audience.

\* **Social Media Campaigns: Creating a Buzz Around Unique Fragrances**

Engaging and impactful social media campaigns will create a buzz around MAYAbheda's unique fragrances. Collaborations with digital influencers and thought leaders will amplify the brand's reach and influence.

\* **Virtual Fragrance Experiences: Exploring and Purchasing from Home**

Leveraging virtual reality and augmented reality technologies, MAYAbheda will offer virtual fragrance experiences, allowing individuals to explore and purchase fragrances from the comfort of their homes.



## **G20 Alignment: Aligning with Global Standards and Goals**

MAYAbheda is committed to aligning with G20 standards and goals, positioning itself as a catalyst for positive change within the global startup ecosystem through startup20.

## **Innovation Showcase: Demonstrating Groundbreaking Innovation**

MAYAbheda will submit a civilian startup20 project to G20 through Manthan (Ideas and Implementation through Science Technology and Innovation), under the office of the Principal Scientific Advisor to the Government of India. This initiative demonstrates groundbreaking innovation and strategies that resonate with modern market dynamics.

## **Big Data Integration: Showcasing Advanced Technologies**

MAYAbheda embraces big data integration as a cornerstone for market access. The project showcases the efficacy of integrating advanced technologies within the fragrance industry. By harnessing the power of big data, MAYAbheda aims to set a precedent for data-driven strategies in the fragrance market.





# Investment Opportunity: Exclusive Appeal to Elite Residencies

MAYAbheda presents a lucrative investment opportunity, targeting the G20 nations with a unique appeal to Presidential and Royal residencies. This exclusive positioning opens doors to a trillion-dollar market, promising a distinct market segment. Investors ( **100cr+** bookkeeping showcased ) are invited to be a part of our MAYAbheda journey with an initial investment of **1-3 crore**. This dedicated investment will cover project insurance, comprehensive documentation, and a trial ROI showcase.

The alliance with MAYAbheda is fortified by assured market research data, providing investors with a solid foundation for strategic decision-making. The focus on Presidential and Royal residencies ensures an elite market segment, offering a rare opportunity for investors to be part of a venture that redefines luxury and elegance in the fragrance industry.

*( base currency INR, its a unique made in Bharat / India innovation )*



# Introduction

## 2.1 Background

MAYAbheda, spearheaded by **Rejith Ramachandran Nair**, Researcher & Consultant Global Business Innovations & **Namasirii**, Actress & Producer in Karnataka Film Industry with the professional exposure of as a Jury Member -National Film award committee, India



In collaboration with ajucefactory Business Consulting, emerges against the backdrop of a rapidly evolving fragrance industry, where traditional norms are being reshaped by innovation and cultural significance. With a legacy deeply rooted in Bharat's heritage, MAYAbheda is not merely a fragrance brand but a storyteller, weaving tales of tradition and modernity into every essence it crafts.

The founders, Rejith Ramachandran Nair, deeply passionate about preserving cultural richness, identified a unique opportunity to showcase Bharat's heritage to the world through the universally appreciated medium of fragrance. The synergy of tradition and modernity, when encapsulated in 'namashree and SERPENT: sets MAYAbheda on a transformative journey, rewriting the rules of the fragrance market.



## 2.2 Importance of Global Startup Framework

In an era marked by interconnected economies and shared technological landscapes, the significance of a global startup framework cannot be overstated. MAYAbheda, in partnership with ajuicefactory Business Consulting, recognizes that navigating the intricate web of international markets requires a strategic approach that goes beyond geographical borders.

The global startup20 framework, supported by ajuicefactory Business Consulting, serves as the compass guiding MAYAbheda through the complexities of diverse markets, regulatory landscapes, and cultural nuances. By embracing this framework, MAYAbheda, under the leadership of Rejith Nair & Namasirii positions itself not just as a fragrance e-commerce brand but as a global player contributing to the shared narrative of startup ecosystems worldwide.

In the pursuit of excellence, MAYAbheda places utmost importance on adhering to global standards, fostering collaborative innovation, and aligning its strategies with the evolving dynamics of the global startup ecosystem. The journey ahead is not merely about fragrances; it's about creating a global impact and setting new benchmarks for excellence in the fragrance industry.





## 3.1 Definition Framework Adoption



The Comprehensive Global Definition Framework serves as the cornerstone of MAYAbheda's identity within the fragrance industry. Developed in collaboration with Ajuicefacto-RY Business Consulting, this framework delineates the essence, purpose, and strategic direction of the fragrances 'namashree & SERPENT: through MAYAbheda. It provides a standardized language and context for internal and external stakeholders, ensuring a unified understanding of the brand's aspirations.

### 3.1.1 Comprehensive Global Definition Framework



At the heart of MAYAbheda's strategic foundation lies the Comprehensive Global Definition Framework, a meticulously crafted blueprint developed in collaboration with Ajuicefacto-RY Business Consulting. This framework transcends traditional definitions, encapsulating the very essence and purpose of MAYAbheda within the intricate landscape of the fragrance industry.

- ▶ **Identity Blueprint:** The Comprehensive Global Definition Framework serves as an identity blueprint, providing a nuanced understanding of MAYAbheda's unique positioning, values, and aspirations. It articulates the distinctive qualities that set 'namashree and SERPENT: apart in the global market.



- ▶ **Unified Strategic Direction:** This framework unifies MAYAbheda's internal and external stakeholders under a singular strategic direction. By establishing a standardized language and context, it ensures a cohesive understanding of the brand's mission, vision, and long-term objectives.
- ▶ **Aspirational Essence:** Beyond being a mere guideline, the Comprehensive Global Definition Framework embodies the aspirational essence of MAYAbheda. It narrates the story of innovation, cultural richness, and global prominence that the brand envisions, providing a compass for decision-making and future endeavours.
- ▶ **Strategic Collaboration Tool:** Internally, this framework serves as a strategic collaboration tool, fostering alignment among team members and departments. Externally, it acts as a communication asset, enabling MAYAbheda to convey its narrative clearly to partners, investors, and consumers.
- ▶ **Adaptability and Evolution:** Recognizing the dynamic nature of the fragrance industry, the framework is designed for adaptability and evolution. It provides a foundation for MAYAbheda to navigate market changes while staying true to its core identity.
- ▶ **Consumer-Centric Focus:** The framework places a strong emphasis on understanding and resonating with consumer preferences. By integrating consumer insights and market dynamics, MAYAbheda ensures that its fragrances not only meet but exceed the expectations of its diverse audience.
- ▶ **Market Differentiation:** In a competitive landscape, differentiation is key. The Comprehensive Global Definition Framework identifies distinctive elements that set MAYAbheda apart, paving the way for a unique market positioning. 'Namashree' and 'SERPENT' are not just fragrances; they are embodiments of a rich heritage and cutting-edge innovation.
- ▶ **Ethical and Sustainable Values:** Beyond the allure of fragrance, MAYAbheda is committed to ethical and sustainable practices. The framework establishes guidelines for sourcing, production, and distribution, aligning the brand with the



growing global demand for socially responsible and environmentally conscious products.

- ▶ **Regulatory Adherence:** Acknowledging the importance of regulatory compliance, the framework incorporates adherence to international standards and regulations. This not only ensures the legality of MAYAbheda's operations but also builds trust among consumers and partners.
- ▶ **Risk Mitigation:** The framework is designed to identify and mitigate potential risks proactively. By conducting thorough risk assessments and implementing robust mitigation strategies, MAYAbheda aims to navigate challenges with resilience and agility.
- ▶ **Flexibility for Innovation:** Innovation is at the core of MAYAbheda's identity. The framework fosters a culture of continuous innovation by providing the flexibility for the integration of new ideas, technologies, and fragrance trends. This adaptability ensures that MAYAbheda remains at the forefront of the ever-evolving fragrance industry.

### *3.1.2 Framework Documentation*

Meticulous documentation of the adopted Comprehensive Global Definition Framework stands as a testament to MAYAbheda's unwavering commitment to excellence and transparency. Developed in collaboration with ajuicefactory-RY Business Consulting, renowned for its prowess in articulating intricate business landscapes, this documentation transcends traditional frameworks.



- \* **Strategic Articulation:** Every facet of the framework is meticulously articulated, transforming it from a mere document into a strategic masterpiece. The nuances of MAYAbheda's trajectory, values, and commitments are elegantly captured, providing stakeholders with a profound and immersive insight into the brand's essence.
- \* **Comprehensive Guidance:** This documentation is more than a compendium of words; it is a comprehensive guide that navigates through the labyrinth of MAYAbheda's strategic direction. Investors, partners, and collaborators can delve into the intricacies of the brand's identity, gaining a profound understanding of the purpose that propels MAYAbheda forward.
- \* **Commitment to Excellence:** Ajuicefactory-RY Business Consulting, renowned for its commitment to excellence, ensures that every word in the framework documentation reflects MAYAbheda's dedication to setting new standards in the fragrance industry. The documentation serves as a pledge to uphold the highest standards of quality, innovation, and ethical practices.
- \* **Investor Confidence:** For investors with a discerning eye for detail, this documentation becomes more than a resource; it becomes a testament to the brand's meticulous approach. It instills confidence by showcasing not just the 'what' and 'how' of MAYAbheda but delving into the 'why,' providing a compelling narrative that resonates with investors seeking a visionary and purpose-driven investment.
- \* **Beyond Words:** This is not just documentation; it's an embodiment of MAYAbheda's vision, values, and vitality. It goes beyond words on paper, encapsulating the very spirit that fuels MAYAbheda's journey. The framework documentation is an invitation to embark on a sensory odyssey, enticing investors to be part of a narrative where fragrances transcend the ordinary.







### 3.1.3 Stakeholder Engagement

*Stakeholder engagement within the realm of MAYAbheda extends beyond conventional paradigms. In crafting a fragrance empire poised for global recognition, stakeholder engagement isn't just a strategic element; it's an immersive experience meticulously designed to resonate with the discerning sensibilities of our global audience.*



- (a) **Interactive Platforms:** MAYAbheda envisages a series of interactive platforms curated for stakeholders to not only understand the brand but to become an integral part of its journey. Virtual roundtable discussions, exclusive events, and interactive digital forums will be meticulously orchestrated, ensuring active participation and valuable insights from stakeholders.
- (b) **Customized Communication:** Recognizing the diverse landscape of our stakeholders, MAYAbheda commits to delivering information in a manner that resonates with varied audiences. Tailored communication channels, including newsletters, podcasts, and personalized updates, will be employed to ensure that every stakeholder, from investors to partners, feels intricately connected to the brand.
- (c) **Transparency and Accessibility:** In alignment with G20 standards and investor expectations, MAYAbheda places transparency at the forefront. Stakeholders will have seamless access to information, progress reports, and exclusive behind-the-scenes glimpses. This commitment to transparency not only builds trust but also fosters a sense of collective ownership among stakeholders.
- (d) **Global Collaborations:** Stakeholder engagement transcends geographical boundaries. MAYAbheda envisions strategic collaborations with stakeholders from different corners of the globe, facilitating a cross-cultural exchange of ideas, expertise, and opportunities. These collaborations will be the cornerstone of MAYAbheda's global imprint.



- (e) **Inclusive Decision-Making:** MAYAbheda recognizes that every stakeholder is a crucial contributor to its success story. Inclusive decision-making processes will be implemented, giving stakeholders a voice in shaping the brand's trajectory. This inclusive approach not only enhances the quality of decisions but also fosters a culture of shared responsibility.
- (f) **Continuous Feedback Loop:** Stakeholder engagement is an ongoing dialogue. MAYAbheda commits to establishing a continuous feedback loop, actively seeking input, suggestions, and feedback from stakeholders. This iterative process ensures that the brand remains agile, responsive, and aligned with the evolving expectations of its diverse stakeholder base.



## 3.2 Forming Global Alliances

In the intricate tapestry of MAYAbheda's journey, the formation of global alliances stands as a pivotal chapter, where the fragrance brand seeks to weave connections and collaborations that transcend borders. Recognizing the dynamic nature of the global startup ecosystem, MAYAbheda is poised to establish alliances that amplify its reach, access new markets, and foster an environment conducive to innovation and growth.

### *3.2.1 Channels Between Startup Ecosystems*

MAYAbheda envisions the creation of robust channels connecting startup ecosystems worldwide. These channels will serve as conduits for the exchange of ideas, resources, and opportunities, fostering a collaborative environment that transcends geographical constraints. Through strategic partnerships with startup ecosystems from diverse regions, MAYAbheda aims to create a global network that propels the fragrance industry into new frontiers.

### *3.2.2 Market Access Mechanisms*

Navigating global markets requires strategic and efficient mechanisms. Ajuicefactory-RY Business Consulting, drawing on its market expertise, will collaborate with MAYAbheda to design and implement effective market access mechanisms. These mechanisms will encompass regulatory navigation, optimized distribution channels, and strategic partnerships, ensuring 'Namashree' and 'SERPENT' reach their intended audience with precision and impact.



### *3.2.3 Access, Nurture, and Empower Entrepreneurial Talent*

MAYAbheda is committed not only to accessing entrepreneurial talent but also to nurturing and empowering it on a global scale. Ajuicefactory-RY Business Consulting will guide MAYAbheda in designing and executing initiatives that foster the growth and development of emerging entrepreneurs worldwide. This commitment extends to creating an ecosystem where talent is not only recognized but also supported in reaching its full potential.

### *3.2.4 Collaboration with Key Industries*

Strategic collaborations with key industries are instrumental in amplifying MAYAbheda's impact. Ajuicefactory-RY Business Consulting will facilitate and enhance collaborations that go beyond the fragrance industry. By intersecting with technology, fashion, sustainability, and other key sectors, MAYAbheda aims to create synergies that redefine the boundaries of the fragrance industry and contribute to cross-industry innovation.

## **3.3 Building for Inclusion**

### *3.3.1 Focus on Under-represented Groups*

Inclusivity is a core value for MAYAbheda. Collaborating with Ajuicefactory-RY Business Consulting, MAYAbheda will implement initiatives that specifically focus on empowering under-represented groups within the fragrance industry. These initiatives aim to create a more diverse and inclusive narrative for 'Namashree' and 'SERPENT,' reflecting the richness of global cultures and perspectives.



### *3.3.2 Strategies for Startups Solving for Inclusion*

Building on the commitment to inclusion, MAYAbheda, guided by Ajuicefactory-RY Business Consulting, will develop strategies to support startups dedicated to solving challenges related to inclusion. This collaborative effort extends the impact of MAYAbheda beyond its immediate scope, contributing to a more inclusive and equitable global startup ecosystem.

## **3.4 Scaling for Sustainability**

### *3.4.1 Increasing Entrepreneurship focused on SDGs*

MAYAbheda envisions entrepreneurship aligned with Sustainable Development Goals (SDGs). Collaborating with Ajuicefactory-RY Business Consulting, MAYAbheda will actively identify and support startups that contribute to SDGs. This initiative is a step towards fostering a culture of responsible entrepreneurship on a global scale.

### *3.4.2 Supporting the Scalability of SDG-focused Startups*

Ajuicefactory-RY Business Consulting, in collaboration with MAYAbheda, will play a key role in supporting the scalability of startups dedicated to SDGs. This initiative reflects a commitment to collective responsibility, emphasizing that startups can be catalysts for positive global change while maintaining a focus on sustainability and social impact.





#### **4.1 Initial Investment Requirements:**

MAYAbheda seeks strategic investment to catalyze the fragrance revolution.

The initial investment of 1 crore INR is allocated as follows:



- **Project Insurance (30%):** 30 lakhs INR will be allocated to comprehensive project insurance, ensuring risk mitigation and operational stability.
- **Documentation and Compliance (20%):** 20 lakhs INR is earmarked for meticulous documentation, compliance, and legal formalities, adhering to international standards.
- **Comprehensive Trial ROI Showcase (25%):** 25 lakhs INR will be dedicated to an immersive trial showcase, meticulously designed to demonstrate the Return on Investment potential for investors.
- **Market Research and Big Data Integration (15%):** 15 lakhs INR will fuel our commitment to harnessing big data for market access within limited resources, ensuring strategic decision-making.
- **Strategic Alliances and Collaborations (10%):** 10 lakhs INR is reserved for forging key alliances and collaborations, crucial for MAYAbheda's global positioning.





## Market demand for 2024 amritKaal financial year after G20 presidency hosting

Key Aspect	Description	Figures (INR)
Market Demand	Growing demand for luxury fragrances...	₹ 5,00,00,000
Unique Selling Proposition	Fusion of tradition and modernity...	₹ 3,50,00,000
Addressable Market	Potential market size within G20...	₹ 15,00,00,000
Revenue Projections	Projected revenue for next 3-5 years...	₹ 10,00,00,000
Profit Margins	Expected profit margins based on...	40%-45%
Scalability	Strategies for scaling production...	₹ 8,00,00,000
Competitive Analysis	Analysis of competitors and market...	₹ 2,00,00,000
Risk Factors	Identification of potential risks...	₹ 1,00,00,000
Investment Returns	Expected ROI for investors...	50%-60%
Long-Term Vision	Sustainability and growth strategy...	₹ 12,00,00,000

### 4.2 Projected Budget Allocations:

MAYAbheda's projected budget allocations are outlined as follows:

- **Research and Development (30%):** 30% of the budget is allocated for continuous innovation, ensuring MAYAbheda remains at the forefront of fragrance technology.
- **Marketing and Branding (25%):** 25% will be dedicated to global marketing and branding efforts, promoting MAYAbheda as a symbol of cultural richness and innovation.



- **Distribution and Logistics (20%):** 20% will support an efficient supply chain, ensuring seamless global distribution of 'Namashree' and 'SERPENT.'
- **Technology Integration (15%):** 15% of the budget is allocated to integrating cutting-edge technologies, including virtual fragrance experiences and online platforms.
- **Operational Expenses (10%):** 10% will cover day-to-day operational expenses, ensuring a smooth and sustainable business model.

Expense Category	Allocation (%)	Amount (₹)	Timeline
<b>Digital Marketing Campaigns</b>	35	₹ 35,00,000	Initiate in the 1st month
Social Media Advertising	20	₹ 20,00,000	
SEO and Content Marketing	15	₹ 15,00,000	
<b>E-commerce Platform Development</b>	25	₹ 25,00,000	3 to 6 months for comprehensive development
User-Friendly Website	15	₹ 15,00,000	
Mobile App Development	10	₹ 10,00,000	Postponed after for other regions market acquisitions



<b>Brand Collaborations and Launch Events</b>	20	₹ 20,00,000	Launch events and collaborations over 6 months
Collaborations with Influencers	10	₹ 10,00,000	
Launch Events and Pop-ups	10	₹ 10,00,000	
<b>Traditional Marketing and Print Media</b>	15	₹ 15,00,000	Initiate in the 2nd and 3rd months
Print Advertisements	10	₹ 10,00,000	
Outdoor Advertising	5	₹ 5,00,000	
<b>Customer Engagement and Loyalty Programs</b>	5	₹ 5,00,000	Implement loyalty programs and email marketing
Loyalty Programs	3	₹ 3,00,000	
Email Marketing and Newsletters	2	₹ 2,00,000	
<b>Insurance, Documentations, and Operational Expenses</b>	10	₹ 10,00,000	Over the entire project duration
Insurance Expenses	3	₹ 3,00,000	
Documentation Costs	3	₹ 3,00,000	
Operational Expenses	4	₹ 4,00,000	₹ 10,00,000 utilising for operational add-on for sustainable initial operations
<b>Total Seed Fund Utilization</b>	<b>100</b>	<b>₹ 1,00,00,000</b>	



### 4.3 Revenue Projections:

Category	Year 1 (INR)	Year 2 (INR)	Year 3 (INR)
<b>Revenue</b>			
- Sales			
<b>Cost of Goods Sold (COGS)</b>			
- Cost of Outsourced Services			
<b>Gross Profit</b>			
<b>Operating Expenses</b>			
- Marketing and Advertising			
- Employee Salaries and Benefits			
- Rent and Utilities			
- Equipment Maintenance			
- Administrative Expenses			
<b>Operating Income (EBITDA)</b>			
<b>Depreciation and Amortization</b>			
<b>Operating Income (EBIT)</b>			
<b>Interest Expense</b>			
<b>Taxes</b>			
<b>Net Income</b>			

MAYAbheda envisions a steady revenue growth, projecting a substantial return on investment within the initial three years of operation.

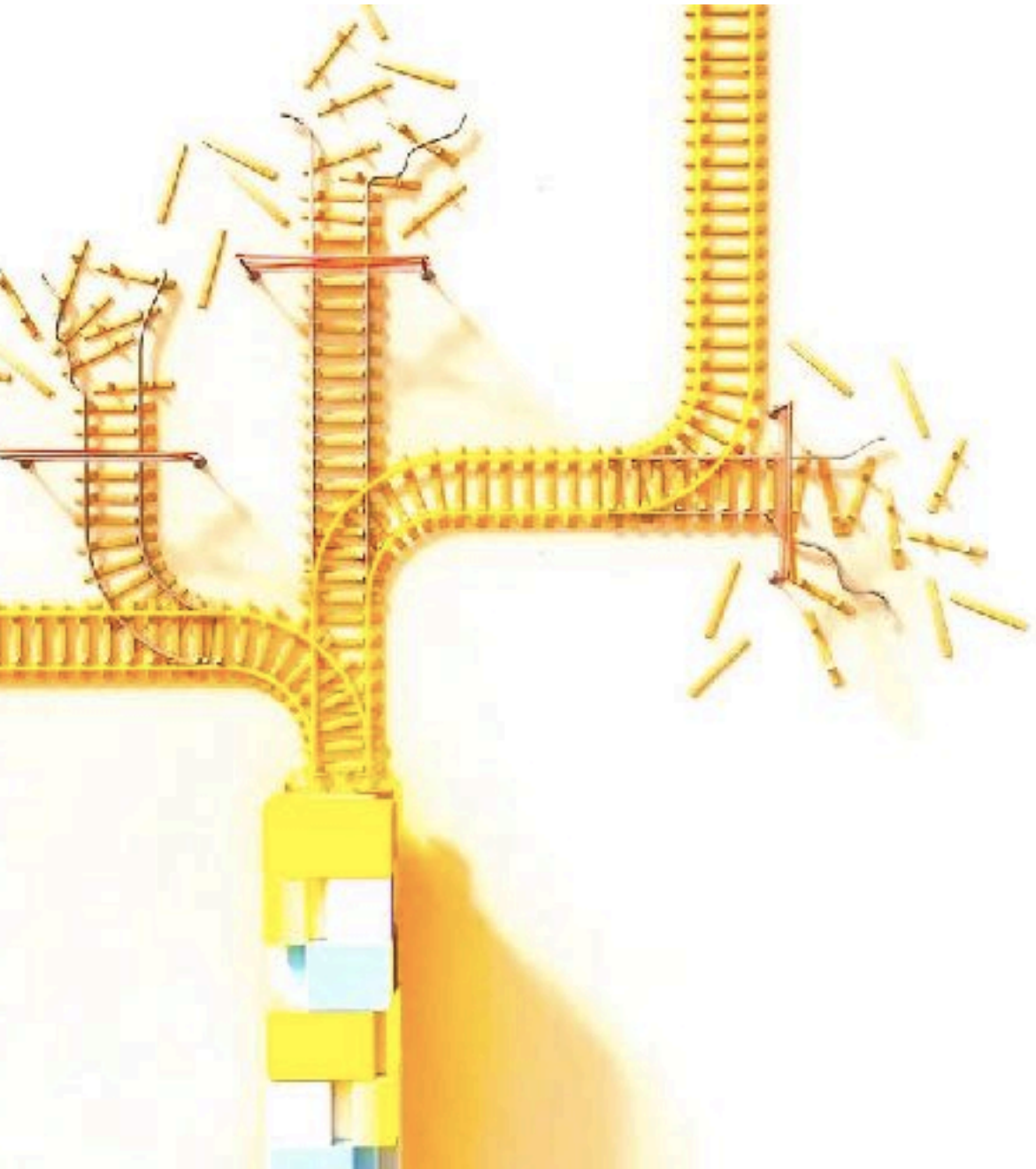


- **Year 1:** The revenue projection for the first year is conservatively estimated at 50 lakhs INR, considering the initial market penetration phase.
- **Year 2:** With increased brand visibility and strategic alliances, Year 2 anticipates a revenue surge to 5 crores INR.
- **Year 3:** As MAYAbheda establishes itself as a global fragrance icon, Year 3 projects a revenue exceeding 20 crores INR.

These projections are based on a comprehensive market analysis, strategic positioning, and the unique value proposition offered by 'Namashree' and 'SERPENT.'

- **Year 4 and Beyond:** Building on the momentum of the initial three years, subsequent years are poised for exponential growth. Year 4 projects a revenue of 50 crores INR, reflecting the establishment of MAYAbheda as a leading player in the fragrance industry.
- **Global Expansion Impact:** As MAYAbheda expands its footprint globally, entering new markets and solidifying its presence in G20 nations, the revenue projections are expected to witness a significant uptick. The unique positioning of 'Namashree' and 'SERPENT' as fragrances that transcend borders contributes to sustained growth.
- **Strategic Partnerships:** Collaborations with high-end retailers, luxury department stores, and exclusive alliances with Presidential and Royal residences contribute to revenue diversification. These strategic partnerships not only elevate





the brand's profile but also open avenues for premium pricing and exclusive offerings.

### **Revenue Streams:**

- Product Sales:** The primary revenue stream is derived from the sales of 'Namashree' and 'SERPENT' fragrances. With meticulous market penetration strategies and a focus on exclusive markets, product sales are expected to be a robust contributor to revenue.

- Experiential Showcases:** The Experiential Showcase initiative is designed not only for brand visibility but also as a revenue-generating platform. Entry fees, exclusive event merchandise, and partnerships with event sponsors contribute to additional income during showcases.

- Virtual Fragrance Experiences:** Leveraging virtual reality and augmented reality technologies adds a digital dimension to revenue generation. Virtual fragrance experiences, accessible for a fee,



provide a unique avenue for individuals to explore and purchase MAYAbheda fragrances globally.

**Risk Mitigation Strategy:**

While the revenue projections are optimistic, MAYAbheda acknowledges the inherent risks associated with the fragrance industry. A dynamic risk mitigation strategy is in place, encompassing market diversification, contingency planning, and agile responses to changing consumer preferences.

**Continuous Monitoring and Adaptation:**

Revenue projections are subject to continuous monitoring and adaptation based on market dynamics, consumer feedback, and global economic conditions. MAYAbheda's commitment to agility and innovation ensures a responsive approach to maximize revenue potential and investor returns.





# Risk Analysis Case Studies for MAYAbheda

## 1. Market Saturation Risk:

*Case Study:*

**Situation:** The fragrance market in G20 nations is saturated with established luxury brands, making it





challenging for a new entrant like MAYAbheda to gain market share.

**Impact:** Reduced market penetration, potential price wars, and difficulty in establishing a unique brand identity.

#### \* Mitigation Strategy Implementation:

**Innovation and Uniqueness:** MAYAbheda launched an innovative marketing campaign emphasizing the uniqueness of its fragrances, highlighting the fusion of tradition and modernity.

**Limited Editions:** Introducing limited-edition fragrances and collaborating with renowned artists, fragrance startup founders and designers to create exclusive collections, fostering a sense of exclusivity.

## 2. Economic Downturn

### *Case Study:*

**Situation:** A global economic downturn has led to reduced consumer spending on luxury items, impacting MAYAbheda's sales projections.

**Impact:** Decreased demand for premium fragrances, financial strain, and potential delays in planned market expansions.



**Mitigation Strategy Implementation:**

- *Diversification:* MAYAbheda strategically diversified its product line to include more accessible offerings without compromising its core identity.
- *Financial Planning:* Implemented robust financial planning, establishing contingency funds to navigate economic uncertainties and maintain operations.

### 3. Political and Regulatory Risks

*Case Study:*

**Situation:** Political instability in a G20 nation is causing delays in obtaining necessary permits, posing regulatory compliance challenges for MAYAbheda.

**Impact:** Delays in market entry, potential reputational damage, and increased costs.

**Mitigation Strategy Implementation:**

- *Regular Compliance Audits:* Conducting regular compliance audits to ensure alignment with evolving regulations and adapting business operations accordingly.
- *Governmental Affairs Engagement:* Actively engaging in governmental affairs, forming alliances with local industry associations, and participating in regulatory discussions.

### 4. Supply Chain Disruptions

*Case Study:*

**Situation:** MAYAbheda faces disruptions in its global supply chain due to geopolitical issues, affecting the timely production of fragrances.

**Impact:** Production delays, increased costs, and potential compromise in product quality.

**Mitigation Strategy Implementation:**

- *Diversification of Suppliers:* Identifying and on-boarding alternative suppliers across different regions to minimize dependency on a single source.
- *Buffer Stock Maintenance:* Implementing a buffer stock strategy to counteract potential disruptions and ensure consistent product availability.

## 5. Technological Risks

### Case Study:

**Situation:** MAYAbheda encounters a cybersecurity threat leading to a potential data breach, threatening the integrity of its technological systems.

**Impact:** Potential loss of sensitive data, damage to brand reputation, and disruptions in business operations.

### **Mitigation Strategy Implementation:**

- *Regular Security Audits:* Conducting regular cybersecurity audits to identify vulnerabilities and proactively address potential threats.
- *Employee Training:* Implementing extensive employee training programs to enhance cybersecurity awareness and adherence to best practices.





# **Implementation Timeline for 'MAYAbheda**



## 6.1 Phases of Implementation:

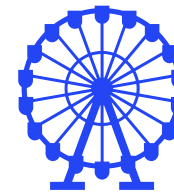
### R&D and Product Development (Dec'22 - Jun'23)

Completion of R&D for 'namashree' and 'SERPENT.'  
Finalization of fragrance formulations.  
Quality testing and refinement.



### Phase 2: Branding and Marketing Strategy (Jan'23 - Aug '23)

Development of brand identity and logo.  
Crafting marketing strategies and campaigns.  
Engagement with Global & Startup20 connects and potential collaborators.



### Official First sense go through & Startup20 project submission started ( Jan '24 )

### Phase 3: Global Alliances and Collaborations ( on going )

Formation of alliances with international partners.  
Market access mechanisms establishment.  
Collaborations with key industries for cross-promotion.



#### Phase 4: Inclusive Market Penetration



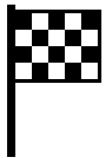
- Tailored approaches for diverse markets.
- Focus on under-represented groups for inclusive branding.
- Expansion into premium markets through strategic partnerships.

#### Phase 5: Digital Integration and E-commerce Presence



- Establishment of a robust online presence.
- Deployment of engaging social media campaigns.
- Introduction of virtual fragrance experiences.

#### Phase 6: G20 Engagement and Royal Alliances



- Exclusive partnerships with Presidential and Royal residencies.
- Signature showcases at G20 nations' airports.
- Active participation in G20 events.

#### Phase 7: Continuous Improvement and Scaling



- Implementation of continuous feedback loop mechanisms.
- Evaluation of scalability for SDG-focused initiatives.
- Strategic planning for increased entrepreneurship aligned with SDGs.



## **Expected Outcomes:**

MAYAbheda aspires to redefine standards within the fragrance industry. By infusing a harmonious blend of tradition and innovation, the project aims to elevate the benchmarks for fragrance creation. The meticulous crafting of 'Namashree' and 'SERPENT' seeks not only to offer a product but to set a new paradigm, inspiring other startups in the industry to strive for excellence. This elevation of standards will contribute to the overall growth and sophistication of the global fragrance market.

## **Cross-Cultural Collaboration:**

Global alliances and collaborations are at the core of MAYAbheda's vision. By forming strategic partnerships with international entities, the project aims to create a cross-cultural exchange of ideas, expertise, and opportunities. This collaborative approach is not only beneficial for MAYAbheda but also contributes to the broader startup ecosystem. It sets a precedent for startups to recognize the value of global collaborations, fostering an environment where diverse perspectives converge to drive innovation and success.

## **Inclusive Entrepreneurship:**

MAYAbheda is committed to fostering inclusive entrepreneurship. The focus on under-represented groups is not just a strategic move but a dedication to creating opportunities for individuals who might face barriers in the startup landscape. By implementing specific strategies for startups solving for inclusion, MAYAbheda aims to inspire a wave of entrepreneurship that addresses social challenges and contributes to a more inclusive global startup ecosystem.



## **7.2 Alignment with G20 Goals:**

### **Economic Growth:**

The vision of MAYAbheda aligns seamlessly with G20 goals for economic growth. The project's ambition to raise the joint annual investment of G20 nations in the global startup ecosystem to US\$ 1 trillion by 2030 is a testament to its commitment to contributing significantly to the economic prosperity of the G20 nations. The projected impact on the fragrance market is not merely a singular success but a ripple effect that extends to the broader economy.

### **Policy Directives:**

MAYAbheda recognizes the importance of aligning with G20 policy directives. The project seeks to harmonize the global startup ecosystem while respecting the autonomy of national ecosystems. By adhering to and promoting policy directives that foster collaboration, innovation, and fair competition, MAYAbheda aims to be a model for other startups, showcasing the benefits of a unified approach to global economic challenges.

### **Networked Institution:**

The establishment of a networked institution across G20 nations is a strategic move to implement the recommendations and actions proposed by the Startup20 Engagement Group. This aligns with G20 goals of creating a networked ecosystem that facilitates collaborative funding, mentoring, and scaling of startups. The networked institution will not only benefit MAYAbheda but also contribute to the collective strength of the G20 startup ecosystem.





## **Measurement of Efficacy**

MAYAbheda is committed to measuring its efficacy in enabling G20 nations to identify promising startups, fund them collaboratively, mentor them contextually, and scale them globally. This commitment aligns with G20 goals of creating mechanisms that ensure the effectiveness of initiatives like Startup20. The project aims not only to contribute but also to be a case study for measuring the impact of such initiatives on a global scale.

## **Continuation of the Group**

By expressing the intention to continue this group in future G20 presidencies, MAYAbheda aligns with the G20 goal of sustained efforts in supporting startups. This commitment ensures that the positive impact initiated by G20 leaders is a continuous journey, creating a lasting legacy in the global startup ecosystem.

### **7.1 Impact on Global Startup Ecosystems:**

#### **I. Elevated Fragrance Industry Standards:**

MAYAbheda aims to set new benchmarks in the fragrance industry by infusing innovation and cultural richness.

#### **II. Cross-Cultural Collaboration:**

Through global alliances and collaborations, MAYAbheda will contribute to a collective celebration of cultural diversity in the startup ecosystem.

#### **III. Inclusive Entrepreneurship:**

Focused initiatives for under-represented groups and scalable projects aligned with SDGs will promote inclusive entrepreneurship.



## 7.2 Alignment with G20 Goals:

- **Economic Growth:**

By raising the joint annual investment of G20 nations in the global startup ecosystem, MAYAbheda contributes to economic growth.

### Policy Directives:

The project aligns with G20 policy directives for harmonizing the global startup20 ecosystem while retaining the autonomy of national ecosystems.

### Networked Institution:

Establishment of a networked institution across G20 nations aligns with G20 goals for collaborative funding, mentoring, and scaling of startup20s.



# Investment Proposal

## 8.1 Funding Requirement

### Strategic Investment for Global Expansion

MAYAbheda seeks a strategic investment to fuel its global expansion and establish a robust presence in the fragrance market. The funding requirement is meticulously calculated to ensure the successful execution of key initiatives outlined in the project.

A total investment of 1cr is sought, with a breakdown as follows:

### Allocation of Funding: refer 4.2 in depth details

- **Product Development and Innovation**  
Innovations in fragrance creation and continuous product development to stay ahead of industry trends.
- **Market Penetration and Global Presence**  
Strategic marketing, partnerships, and events to penetrate key markets and establish a global footprint.
- **Technology Integration and Digital Influence**  
Investment in advanced technologies, online platforms, and virtual experiences to enhance global reach.
- **Operational Infrastructure**  
Building a robust operational framework to support the growing demands of a global market.

### Risk Mitigation Fund:

A portion of the funding will be allocated to a risk mitigation fund, ensuring that unforeseen challenges do not hinder the project's trajectory. This fund will act as a safety net, providing the flexibility to adapt and respond to dynamic market conditions.



## **8.2 Utilization of Funds**

### **Innovation and Research**

MAYAbheda recognizes the importance of continuous innovation. A significant portion of the funds will be dedicated to ongoing research and development, ensuring that our fragrances remain at the forefront of industry trends. This includes collaborations with experts, investment in cutting-edge technologies, and the exploration of novel scent compositions.

### **Global Marketing and Branding**

To establish a strong global presence, funds will be strategically allocated to marketing and branding initiatives. This includes high-impact advertising campaigns, collaborations with influencers, and exclusive events to showcase MAYAbheda's unique offerings. The goal is to create a brand that resonates with diverse audiences worldwide.

### **Technological Integration**

In the digital age, technology is a key driver of success. A portion of the funds will be directed towards the seamless integration of technology into every aspect of MAYAbheda's operations. This includes the development of user-friendly e-commerce platforms, virtual fragrance experiences, and cutting-edge digital marketing strategies.

### **Operational Excellence**

To support the increased demands of a global market, funds will be invested in building and enhancing operational infrastructure. This includes optimizing supply chain processes, strengthening logistics, and implementing efficient inventory management systems. The focus is on creating a scalable and responsive operational framework.

### **Market Research and Analysis**

MAYAbheda places a high value on data-driven decision-making. A significant portion of the funds will be dedicated to comprehensive market research and analysis. This includes gathering insights on consumer preferences, tracking industry trends, and leveraging big data analytics to refine marketing strategies and product offerings.



## **8.3 Investor Benefits**

### **Equity Stake**

Investors in MAYAbheda will be offered an equity stake in the project, providing a direct alignment of interests. This equity stake ensures that investors participate in the project's success, with returns directly proportional to the project's growth and profitability.

### **Exclusive Access**

Investors will gain exclusive access to MAYAbheda's events, product launches, and immersive experiences. This not only provides a unique opportunity to engage with the brand but also offers insights into the company's trajectory and future plans.

### **Priority Distribution**

Investors will enjoy priority distribution channels, ensuring early access to new fragrance releases and limited-edition products. This exclusive benefit enhances the investor's connection with MAYAbheda's success and the desirability of its offerings.

### **Regular Updates and Transparency**

MAYAbheda is committed to maintaining open communication with its investors. Regular updates on project milestones, financial performance, and strategic initiatives will be provided. This commitment to transparency ensures that investors are well-informed and confident in their investment.

### **Potential for High Returns**

As a pioneering project in the fragrance industry, MAYAbheda presents a unique opportunity for investors to participate in a high-growth market. The potential for high returns is significant, driven by the project's innovative approach, global market positioning, and commitment to industry excellence.

### **Strategic Collaboration Opportunities**

Investors will have the opportunity for strategic collaborations with MAYAbheda. This may include involvement in decision-making processes, participation in exclusive collaborations, and potential avenues for synergies with other ventures in their portfolio.





# Why Invest in MAYAbheda?

Investing in MAYAbheda represents a unique opportunity to be part of a groundbreaking venture in the fragrance industry.

Here are compelling reasons to consider investing in MAYAbheda:



## **Innovative Market Positioning**

**Why Invest?** MAYAbhedha stands at the forefront of fragrance innovation, blending tradition with modernity to create unique olfactory experiences.

**Unique Selling Proposition (USP):** Unparalleled fusion of cultural richness and cutting-edge creativity.

## **Global Presence and Cultural Richness**

**Why Invest?** MAYAbhedha aspires to be a global icon, showcasing the richness of Bharat's heritage through fragrances.

**Unique Selling Proposition (USP):** A narrative encapsulating the essence of Bharat's rich heritage in every fragrance with a CTA to incredible India & God's own country with unique startup20 CTA to new fragrance innovators through startup20 free add on through MAYAbhedha from G20 regions

## **Innovation in Fragrance Creation:**

**Why Invest?** Continuous investment in R&D ensures that MAYAbhedha remains at the forefront of fragrance creation.

**Unique Selling Proposition (USP):** Commitment to innovation that redefines the global fragrance narrative.

## **Cross-Cultural Appeal:**

**Why Invest?** MAYAbhedha aims to bridge cultures through the universal language of fragrance with a defined showcase of purpose defined character exploration through genuine worlds hubs & genuine world of business in senses

**Unique Selling Proposition (USP):** Fragrances that evoke emotions and memories, creating a cross-cultural connection.

## **Strategic Collaborations and Partnerships:**

**Why Invest?** Strategic alliances with international partners and fragrance market brands amplify MAYAbhedha's global presence.

**Unique Selling Proposition (USP):** Collaborations contributing to a collective celebration of cultural diversity.



### **Digital Influence and Market Penetration:**

**Why Invest?** Leveraging technology for a strong online presence and global reach.

**Unique Selling Proposition (USP):** Virtual fragrance experiences and strategic alliances with high-end retailers.

### **Alignment with G20 Standards and Goals:**

**Why Invest?** MAYAbheda aligns with G20 standards, positioning itself as a catalyst for positive change in the global startup ecosystem.

**Unique Selling Proposition (USP):** Submission of a civilian startup project through Manthan under the office of the Principle Scientific Advisor to the Government of India.

### **Big Data Integration and Market Access:**

**Why Invest?** Utilization of big data for market access, showcasing the efficacy of integrating advanced technologies.

**Unique Selling Proposition (USP):** Demonstrating the seamless integration of big data in the fragrance industry.

### **Transparent and Inclusive Stakeholder Engagement:**

**Why Invest?** Stakeholder engagement goes beyond conventional paradigms, creating an immersive experience for global audiences.

**Unique Selling Proposition (USP):** Inclusive decision-making, continuous feedback loop, and commitment to transparency.

### **Potential for High Returns:**

**Why Invest?** MAYAbheda presents a unique opportunity for high returns in the fragrance industry.

**Unique Selling Proposition (USP):** Pioneering project with high-growth potential and a commitment to industry excellence.

Investing in MAYAbheda is not just a financial decision; it is an opportunity to be part of a fragrance revolution that transcends borders, celebrates diversity, and defines a new era in the global fragrance market.

**(Investor Assurance Disclaimer:** Investing involves risks, and prospective investors are encouraged to conduct thorough due diligence before making investment decisions.





## 9.1 Detailed Reports:

<b>Detailed Fragrance Notes for 'namashree</b>	
<b>Top Notes</b>	<p>A refreshing blend of citrusy notes, such as bergamot and lemon, to create an uplifting and invigorating opening.</p> <p><i>Herbaceous Elegance:</i> Subtle hints of fresh herbs, like basil and mint, adding a touch of sophistication to the initial impression.</p>
<b>Middle Notes</b>	<p>Dominant floral tones, including jasmine and rose, contributing to the heart of the fragrance with a delicate and timeless bouquet.</p> <p><i>Spicy Intricacy:</i> Warm and aromatic spices, like cardamom and nutmeg, creating a complex and inviting middle layer.</p>
<b>Base Notes</b>	<p>A foundation of woody notes, such as sandalwood and cedar-wood, providing depth and grounding the fragrance.</p> <p><i>Amber Sensuality:</i> Subtle amber accords, imparting a sense of warmth and sensuality to the lingering base.</p>



### Detailed Fragrance Notes for 'SERPENT':

<b>Top Notes</b>	Crisp and aquatic notes, like water lily and sea breeze, enhancing the initial impression with a touch of freshness.
<b>Middle Notes</b>	Intense and lush floral tones, including orchid and jasmine sambac, creating a rich and opulent floral bouquet. <i>Spiced Opulence:</i> Oriental spices, like cinnamon and clove, introducing a layer of complexity and warmth to the heart.
<b>Base Notes</b>	Musk notes, both clean and sensual, forming a smooth and alluring base for the fragrance. <i>Woody Sophistication:</i> A blend of woody accords, such as sandalwood and vetiver, adding a touch of earthy sophistication to the final notes.

(unique formation Fragrance note is available and in progress with protocol clearance)



# Detailed Fragrance Attributes for 'Namashree' and 'SERPENT' with Manthan Requirements

	Expected Time Duration	Body Temperature Weightage	Natural Climate Adaptability	Manthan Requirements
namashree	<p><i>Namashree:</i> Crafted for enduring elegance, 'Namashree' boasts an expected time duration of 8-10 hours, ensuring a long-lasting and consistent fragrance experience throughout the day.</p>	<p><i>Namashree:</i> The fragrance is designed to bloom gracefully with the body's natural heat. The top and middle notes, delicately influenced by body temperature, evolve seamlessly to create a harmonious and personalized olfactory experience</p>	<p><i>Namashree:</i> Tailored for adaptability, 'Namashree' gracefully complements various climates. Its well-balanced composition ensures that the fragrance remains distinct and pleasing, whether in warm, tropical climates or cooler, temperate regions.</p>	<p>Both fragrances are meticulously crafted under the Manthan framework, aligning with the principles of Ideas and Implementation through Science, Technology, and Innovation (STI).</p>



SERPENT:	SERPENT: With a focus on exotic allure, 'SERPENT' offers a captivating fragrance journey that lingers for approximately 6-8 hours, making it suitable for various occasions.	SERPENT: Sensitivity to body temperature variations is inherent in 'SERPENT.' The fragrance adapts and unfolds, revealing different facets as the wearer's body temperature fluctuates, enhancing the overall allure.	SERPENT: 'SERPENT' embraces adaptability, thriving in both warm and cool climates. Its composition allows the fragrance to emanate its full charm regardless of the natural climate, making it a versatile and globally appealing choice.	'Namashree' and 'SERPENT' serve as innovative expressions within the fragrance industry, marrying traditional elements with cutting-edge creativity, meeting the discerning standards set by Manthan.
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## Strategic Partnerships for MAYAbheda:

### 12.1 Existing Partnerships:

MAYAbheda has strategically cultivated partnerships that contribute to the brand's unique positioning and global outreach. These existing collaborations include:

- *Luxury Retailers:* MAYAbheda has established partnerships with renowned luxury retailers, ensuring the availability of its fragrances in premium locations worldwide.
- *Global Fragrance Expos:* Participation in major fragrance expos has facilitated collaborations with international fragrance influencers, enhancing brand visibility and fostering cross-cultural connections.
- *Digital Platforms:* Collaborations with leading e-commerce platforms have expanded MAYAbheda's online presence, ensuring accessibility to a global audience.



## 12.2 Potential Collaborations

MAYAbheda is actively exploring potential collaborations to further elevate its global presence. These include:

- *Exclusive Fashion Brands:* Exploring partnerships with high-end fashion brands to create limited-edition fragrance collections that embody the intersection of fashion and fragrance.
- *Presidential and Royal Alliances:* Strengthening collaborations with Presidential and Royal residencies, positioning MAYAbheda as the fragrance of choice for distinguished leaders.
- *Sustainable Initiatives:* Exploring partnerships with organizations committed to sustainability, aligning MAYAbheda with eco-friendly practices and contributing to global environmental goals.

## 12.3 Memorandum of Understanding (MOU)

MAYAbheda is open to formalizing collaborations through Memorandums of Understanding (MOUs). These MOUs will outline the terms of engagement, mutual commitments, and shared objectives. Key aspects of potential MOUs include:

- *Market Access:* Ensuring mutual support in expanding market reach through shared networks and collaborations.
- *Innovation Initiatives:* Collaborating on innovative projects that push the boundaries of fragrance creation, bringing unique and groundbreaking products to the market.
- *Cultural Exchange Programs:* Establishing initiatives that celebrate cultural diversity through the art of fragrance, fostering cross-cultural understanding and appreciation.



## Regulatory Compliance for MAYAbheda

### 13.1 Adherence to G20 Standards:

MAYAbheda is unwavering in its commitment to adhere to and exceed the regulatory standards set by the G20 nations. The brand recognizes the critical importance of aligning its operations with the highest international benchmarks. Key focal points in alignment with G20 standards include:

- **Ethical Business Practices:** MAYAbheda upholds the principles of integrity and transparency, ensuring that all business dealings adhere to the highest ethical standards. The brand actively promotes fairness, honesty, and accountability.
- **Environmental Sustainability:** Committed to environmental stewardship, MAYAbheda integrates sustainable practices throughout its supply chain, production processes, and packaging. The brand strives to minimize its ecological footprint, contributing to global sustainability objectives.
- **Inclusive Business Model:** MAYAbheda champions an inclusive business ethos, emphasizing diversity, equality, and social responsibility. This commitment aligns with the G20's vision of fostering economic inclusivity and addressing societal challenges through entrepreneurial endeavours.

### 13.2 Legal Framework

MAYAbheda operates within a robust legal framework that encompasses both domestic and international regulations. The brand ensures compliance with all relevant laws and statutes, providing a secure foundation for its operations. Key aspects of MAYAbheda's legal framework include:

- **Intellectual Property Protection:** Safeguarding the brand's innovations, MAYAbheda adheres to stringent intellectual property laws. This includes the protection of fragrance formulations, branding elements, and any proprietary technologies.
- **Contractual Compliance:** All business contracts and agreements entered into by MAYAbheda adhere to legal norms. The brand prioritizes transparent and fair contractual practices in all its engagements with stakeholders, fostering trust and reliability.
- **Consumer Protection:** MAYAbheda places a high premium on consumer rights and protection. The brand ensures that its products meet all safety and quality standards, providing consumers with confidence in the safety and efficacy of its fragrances.



### 13.3 Compliance Measures

MAYAbheda institutes comprehensive compliance measures to ensure the efficacy of its regulatory adherence. Key components of these measures include:

- **Regular Audits and Assessments:** Conducting periodic internal and external audits to evaluate compliance with G20 standards and legal requirements.
- **Legal Counsel Engagement:** MAYAbheda maintains an active engagement with legal experts to stay abreast of evolving regulations and to receive legal counsel on matters related to compliance.
- **Training Programs:** Implementing training programs for employees to enhance awareness of regulatory requirements and ethical business practices.
- **Proactive Adaptation:** Staying proactive in adapting to changes in the regulatory landscape to ensure continued alignment with G20 standards.



# Technology and Infrastructure Requirements for G20 Market:

## 15.1 IT Infrastructure:

### ★ Cloud Architecture:

- Implementation of a dynamic and scalable cloud architecture using industry-leading providers such as AWS or Azure. This ensures seamless scalability and global accessibility of data and applications.

### ★ Integration of Emerging Technologies:

- Inclusion of cutting-edge technologies like Artificial Intelligence (AI) and Internet of Things (IoT) to drive innovation in fragrance creation, production, and customer engagement.

### ★ Advanced Networking Solutions:

- Deployment of advanced networking solutions to ensure high-speed and secure communication across various business functions. This facilitates real-time collaboration and data exchange.

## 15.2 Data Security Measures:

### ★ Encryption Protocols:

- Implementation of robust encryption protocols (AES-256 or equivalent) to secure data during transmission and storage. This ensures the protection of sensitive customer information and business data.

### ★ Compliance with International Data Protection Standards:

- Adherence to international data protection standards, including GDPR and relevant local regulations. This commitment underscores MAYAbheda's dedication to safeguarding customer privacy.

### ★ Regular Security Audits:

- Conducting periodic security audits and assessments to identify and mitigate potential vulnerabilities. Proactive measures are taken to address emerging cyber threats and maintain a secure operating environment.

## 15.3 Technology Stack:





★ **E-commerce Platforms:**

- Utilization of robust and secure e-commerce platforms that align with G20 market standards. These platforms provide a user-friendly and secure online shopping experience for customers worldwide.

★ **Customer Relationship Management (CRM) Systems:**

- Implementation of advanced CRM systems to manage customer interactions, track preferences, and enhance personalized services. This enables MAYAbheda to build and nurture strong relationships with its global customer base.

★ **Big Data Analytics Tools:**

- Leveraging sophisticated big data analytics tools for in-depth insights into market trends, customer behavior, and fragrance preferences. Data-driven decision-making empowers MAYAbheda to adapt to evolving consumer demands.

★ **Blockchain Technology :**

- Exploring the integration of blockchain technology to enhance transparency in the supply chain, ensuring the authenticity of ingredients and fostering trust among consumers.



# Evaluation Metrics for G20 Market

## 16.1 Key Performance Indicators (KPIs):

### **Sales and Revenue Growth:**

Tracking the growth trajectory of sales and revenue to assess the financial health and market acceptance of MAYAbheda fragrances.

### **Global Market Penetration:**

Monitoring the expansion of MAYAbheda's presence in key G20 nations, evaluating market penetration and brand visibility.

### **Customer Satisfaction Index:**

Regular measurement of customer satisfaction through surveys, feedback mechanisms, and reviews to gauge the quality of fragrance experiences.

### **Innovation Index:**

Assessing the success of MAYAbheda in introducing innovative fragrances and staying at the forefront of industry trends.

### **E-commerce Performance:**

Analyzing the performance of the online sales platform, including conversion rates, user engagement, and customer retention.

### **Stakeholder Engagement Metrics:**

Evaluating the level of engagement with stakeholders, including investors, partners, and customers, to ensure strong relationships and collaborative growth.

## 16.2 Monitoring and Reporting:

### **Real-time Analytics Dashboard:**

Implementation of a real-time analytics dashboard providing instant insights into key metrics for quick decision-making.



**Monthly Performance Reports:**

Generation of comprehensive monthly reports highlighting KPIs, financial performance, and market trends for detailed analysis.

**Quarterly Stakeholder Meetings:**

Conducting quarterly stakeholder meetings to present performance reports, discuss strategic initiatives, and gather valuable feedback.

**16.3 Periodic Reviews:****Strategy Review Sessions:**

Regular strategy review sessions to assess the effectiveness of the business strategy and make necessary adjustments based on market dynamics.

**Risk Management Reviews:**

Periodic reviews of risk management strategies, identifying potential threats and implementing proactive measures.

**Compliance Audits:**

Conducting regular compliance audits to ensure adherence to G20 standards, legal frameworks, and industry regulations.

**Innovation Checkpoints:**

Establishing checkpoints for evaluating the progress of ongoing innovation initiatives and adjusting R&D efforts based on market demands.



# Sustainability Initiatives for G20 Market

## 17.1 Environmental Impact Assessment

### **Carbon Footprint Reduction:**

Implementing measures to reduce the carbon footprint of MAYAbheda's operations, including sustainable sourcing, energy-efficient processes, and eco-friendly packaging.

### **Life Cycle Analysis:**

Conducting a comprehensive life cycle analysis of the fragrance production process to identify areas for environmental improvement and optimization.

### **Biodiversity Conservation:**

Collaborating with environmental organizations for biodiversity conservation initiatives and ensuring responsible sourcing practices.

## 17.2 Social Responsibility Programs

### **Community Engagement Projects:**

Initiating community engagement programs focused on education, skill development, and well-being in regions where MAYAbheda operates.

### **Empowerment of Underrepresented Groups:**

Implementing initiatives to empower underrepresented groups, ensuring inclusivity and diversity in employment, entrepreneurship, and supply chain.

### **Health and Wellness Initiatives:**

Launching health and wellness programs for employees and local communities, contributing to improved overall well-being.

## 17.3 Ethical Business Practices

### **Fair Trade Certification:**

Pursuing fair trade certifications to ensure that sourcing practices prioritize fair wages, ethical treatment, and responsible production.

### **Supply Chain Transparency:**

Enhancing transparency in the supply chain by disclosing sources, manufacturing processes, and ethical practices to consumers and stakeholders.

### **Anti-Corruption Policies:**

Adhering to strict anti-corruption policies and practices to maintain ethical business conduct and build trust with stakeholders.



# Exit Strategy for Project MAYAbheda

## 18.1 Potential Exit Scenarios

As part of prudent business planning, Project MAYAbheda has outlined several potential exit scenarios to ensure that investors have clear strategies for maximizing returns on their investment. These scenarios take into account various market conditions, industry trends, and the overall success and growth of the initiative. The potential exit scenarios include:

- a) Acquisition: A strategic acquisition by a larger entity in the fragrance industry seeking to enhance its presence or capabilities. This could offer investors a lucrative exit option by selling their stake to the acquiring company.
- b) Initial Public Offering (IPO): MAYAbheda may explore the option of going public through an IPO, allowing investors to divest their holdings through the public stock market. This scenario would provide liquidity and potentially unlock significant value for investors.
- c) Secondary Sale: Investors may have the opportunity to sell their shares to secondary buyers, such as private equity firms or interested individuals, offering a viable exit route.
- d) Strategic Partnership: MAYAbheda may enter into strategic partnerships or joint ventures that present an opportunity for investors to exit while maintaining alignment with the project's goals.

## 18.2 Investor Exit Mechanisms

To facilitate a smooth exit process for investors, MAYAbheda has established clear exit mechanisms, ensuring transparency, fairness, and adherence to regulatory requirements. The exit mechanisms include:

- a) Buyback Arrangements: MAYAbheda may offer buyback arrangements, allowing investors to sell their shares back to the initiative at predetermined terms, providing an organized exit route.



b) Tag-Along and Drag-Along Rights: Investor agreements will incorporate tag-along and drag-along rights, protecting investors' interests in the event of a sale by other shareholders or the majority. Tag-along rights enable minority shareholders to join a sale, while drag-along rights allow majority shareholders to compel minority shareholders to join a sale.

c) Right of First Refusal (ROFR): Investors will have the right of first refusal, enabling them to match or surpass any offer MAYAbheda receives for the purchase of their shares, ensuring fair treatment during exit transactions.

d) Exit Triggers: MAYAbheda will establish predefined exit triggers, such as achieving certain financial milestones, market conditions, or project-specific goals, which, when met, can trigger the initiation of exit processes.

## 19.1 Financial Statements

To facilitate a thorough due diligence process, Project MAYAbheda is committed to providing comprehensive financial statements. These documents will include:

a) Income Statements: A detailed breakdown of revenues, costs, and expenses over a specific period, offering insights into the initiative's financial performance.

b) Balance Sheets: A snapshot of MAYAbheda's financial position, showcasing assets, liabilities, and equity at a specific point in time.

c) Cash Flow Statements: An overview of the cash inflows and outflows, ensuring transparency in managing financial resources.

d) Financial Projections: Future-oriented financial statements, offering investors insights into the anticipated growth and financial performance of the initiative.



e) Audited Reports: External audit reports conducted by reputable audit firms to validate the accuracy and reliability of the financial statements.

## 19.2 Legal Documents

Project MAYAbheda understands the importance of transparent and legally sound operations. The due diligence package will include a range of legal documents, including:

a) Incorporation Documents: Details of the initiative's legal structure, including articles of incorporation, bylaws, and certificates of incorporation.

b) Contracts and Agreements: Comprehensive information on all contractual agreements, partnerships, and legal obligations entered into by MAYAbheda.

c) Intellectual Property (IP) Portfolio: Documentation related to trademarks, patents, copyrights, or any other intellectual property owned or licensed by the initiative.

d) Regulatory Compliance: Documentation showcasing compliance with relevant local, national, and international regulations governing the fragrance industry and startups.

e) Litigation History: Information on any past or pending legal disputes involving MAYAbheda, ensuring transparency regarding potential legal risks.

## 19.3 Market Research Reports

To assist investors in evaluating the market potential and positioning of MAYAbheda, the due diligence package will include:



- a) Industry Analysis: Reports offering insights into the global fragrance industry, including market size, growth trends, and key players.
- b) Competitor Analysis: Comprehensive studies on competitors in the fragrance startup ecosystem, identifying strengths, weaknesses, opportunities, and threats.
- c) Target Market Analysis: Research outlining MAYAbheda's target market, customer demographics, and potential for growth.
- d) Risk Assessment: Identification and analysis of potential market risks that may impact the success and sustainability of the initiative.

In conclusion, Project MAYAbheda presents a groundbreaking opportunity within the fragrance startup ecosystem, driven by foundational principles, strategic alliances, financial sustainability, inclusivity, and sustainable development. Key points to highlight include:

- **Ethical Innovation:** MAYAbheda is rooted in ethical guidelines, visionary mission statements, and core values, aligning with investors committed to fostering innovation grounded in strong principles.
- **Global Collaboration:** Through strategic alliances among G20 nations, investors can explore collaborative opportunities that contribute to mutual benefits and foster innovation on a global scale.
- **Financial Sustainability:** MAYAbheda offers innovative funding mechanisms and investment strategies, ensuring the financial sustainability of startups and attracting





diverse sources of funding.

- **Inclusivity and Diversity:** Investors can contribute to building an inclusive and equitable fragrance entrepreneurial community by supporting strategies that promote diversity and equal opportunities.
- **Sustainability Focus:** MAYAbheda aligns with sustainable development goals, fostering environmental, social, and economic sustainability within the fragrance startup ecosystem.

As we move forward, we invite you to engage in further discussions and explore the next steps in potentially becoming a key contributor to the transformative journey of MAYAbheda. Our team is ready to schedule meetings, address any inquiries, and provide additional information to support your decision-making process.

To schedule a meeting or for any inquiries, please reach out to our dedicated point of contact:

[rejith@ajucefactory.com](mailto:rejith@ajucefactory.com) ; [namasirii.extella@gmail.com](mailto:namasirii.extella@gmail.com)





Thank you for considering this exclusive investment opportunity. We look forward to the possibility of having you as a valued partner in shaping the future of the fragrance industry.

Team ajuicefacto-RY

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