

9L^c

Market Overview

The global sustainable fashion market was valued at \$7.45 billion in 2023. It is expected to grow at a compound annual growth rate (CAGR) of 8.2% from 2024 to 2030, reaching almost \$12.94 billion.

The global footwear market was valued at \$409.5 billion in 2022 and is projected to reach \$725.1 billion by 2032. It is also estimated to reach \$568.54 billion by 2031, growing at a compound annual growth rate (CAGR) of 4.31% from 2023 to 2031.

Segments we are focussed on

- Building India's First Special Needs Footwear/Barefoot Shoes Brand
- Expand into EU/US market for Barefoot/custom footwear by offering them 1/3rd Prices and Wider Range
- Pre-Loved Luxury Fashion Market (Already Selling on Vestaire Collective and Myalmari.com)
- Diversify into Up-cycled/Recycled Clothing and Home Textiles

Present Status

- Presently Operating on a Boutique Model and Selling Online
- 9LC is registered as MSME
- Holds an Export Import License
- Owner Of Registered Trade Mark ROUGH NATURE®
- Business is at Prototyping Market Trials Have Started

Investment Requirement

- Amount Seeking: ₹60 Lakh for 5% Equity
- Operating Cost
- Marketing (Online and Offline)
- Raw Material and Range Development
- Inventory Build-Up
- Team Building and Outsourcing
- Better Retail Presence

Long Term Plan (Next 3 Years)

- Be among the top 10 Special Needs/Barefoot Footwear Brands Globally
- Offer Complete Fashion Waste Management Services
- Build an Up-Cycled Fashion Brand (B2C and B2B)
- Make an Indian version of <https://vinted.com/> with focus on cashless exchange
- Make an Indian Version of <https://www.vestiairecollective.com/>

Kolkata

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