

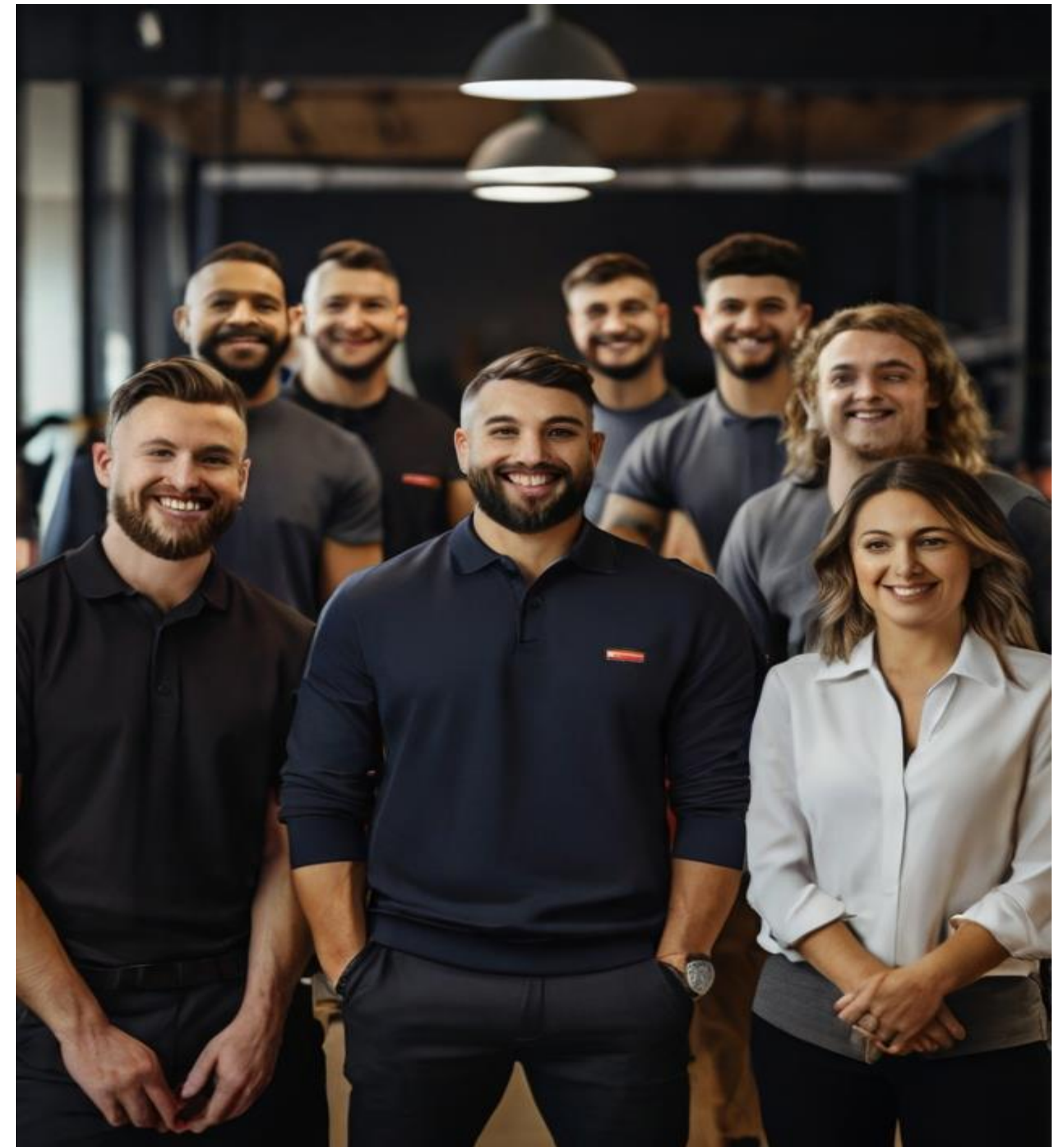
# Azura

TRANSFORMING THE WAYS BRANDS ARE CREATED

Comprehensive solution empowering creators, celebrities, and individuals to develop, launch, and expand their own direct-to-consumer brand.

We advocate for democratizing the process, enabling brand creation to be accessible to all through our technology-driven and data-supported platform.

**Join us in revolutionizing the process of building and expanding brands.**



# effortlessly make it a reality with Azura

One unified platform offering you the tools and resources to save time and money for your brand.

500+ Vetted Factories

The screenshot displays the Azura platform interface with four main sections:

- Sourcing:** A grid of factory categories including Women's Apparel, Makeup, Skincare, Jewelry, Swimwear, and Children Toys, each with a representative image.
- Logistics:** A celebratory message "What an achievement! Your brand crossed Rs 10mn in lifetime sales." followed by a bar chart showing daily sales from Aug 14 to Aug 20. The total sales for the period are ₹1,366,221.46.
- Sales Tools:** Options for "New Sales Channels" on Amazon and Instagram, with brief descriptions of each.
- Marketing:** Key performance indicators for "MOST ENGAGED" (2,492) and "RECENT CUSTOMER" (30,945), along with a mobile app interface showing customer chat messages.

Low Fulfilment Costs

AI Powered Marketing Tools

Playbook to scale from \$0 to \$100K/month

# Meet The Team



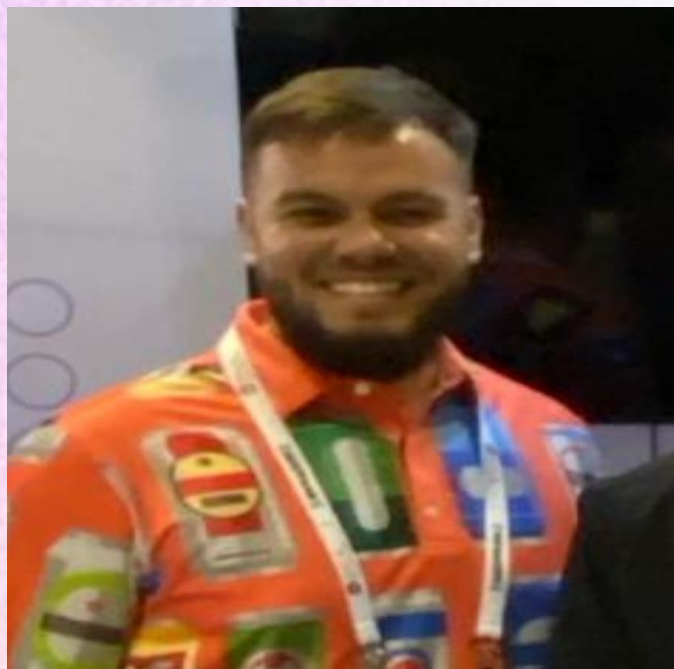
**Dax Patel**  
Founder & CEO



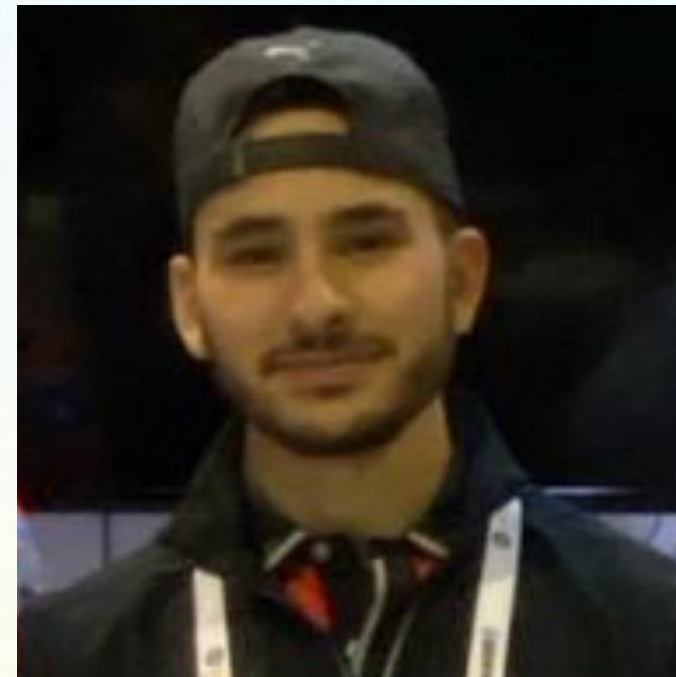
**Romit Patel**  
Co-Founder



**Ruchit Patel**  
Co-Founder



**Patrick Kilcoyne**  
Brand Partner



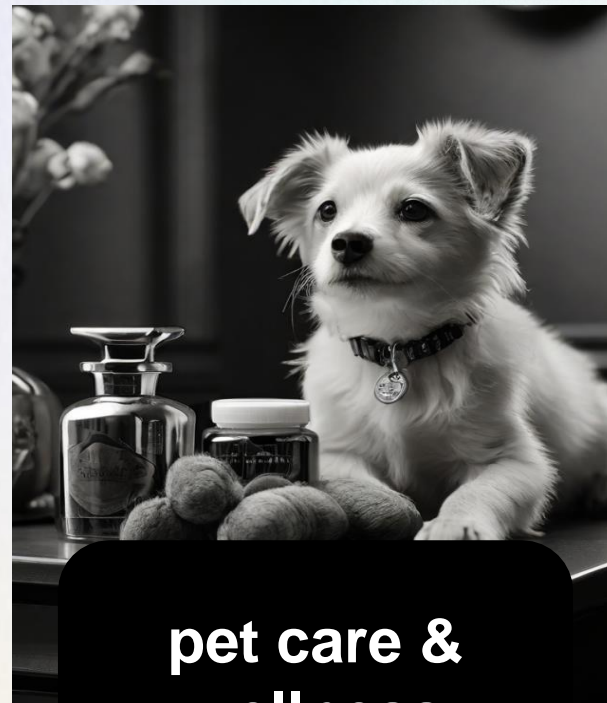
**Jake Worby**  
Brand Partner



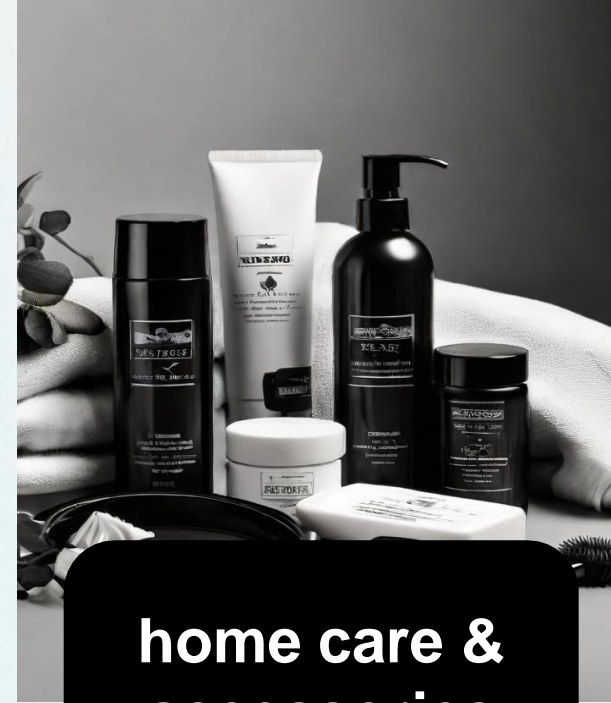
**Krunal Chauhan**  
Digital Partner

# developing a strong vertical supply chain in the following sectors

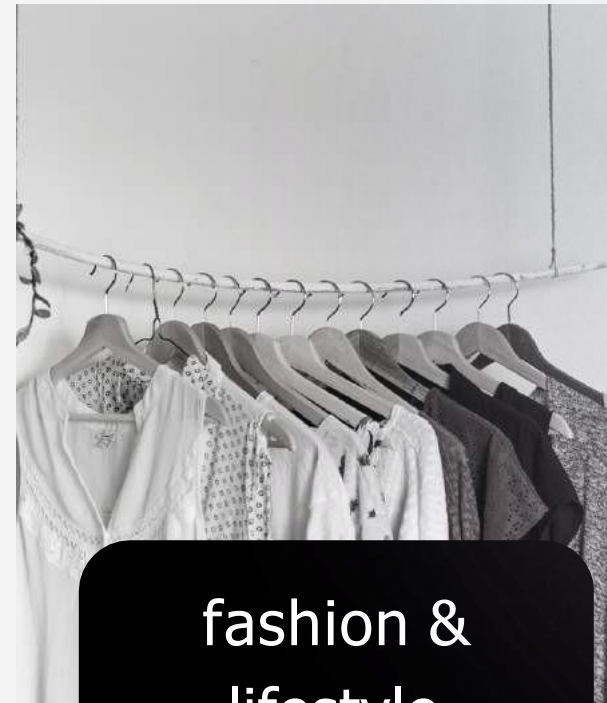
FROM CONCEPTUALIZATION TO LAUNCH IN 120 DAYS □



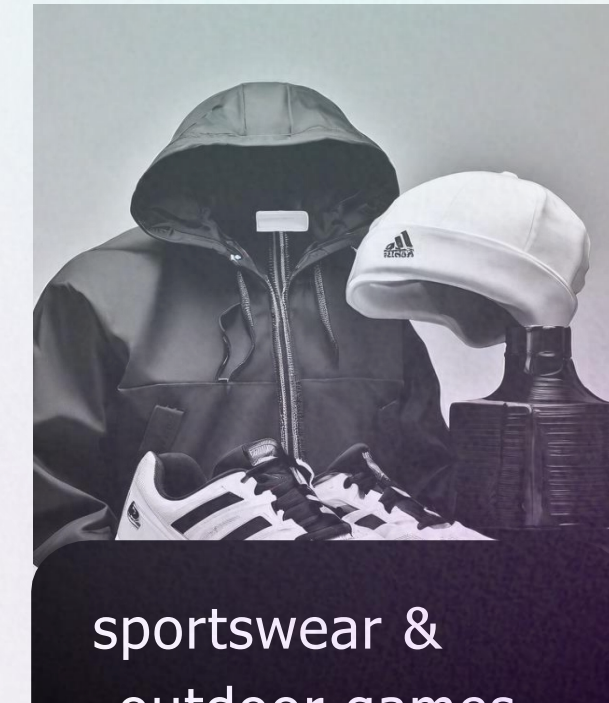
pet care & wellness



home care & accessories



fashion & lifestyle



sportswear & outdoor games

Additionally, we operate in numerous associated segments such as sportswear, fragrances, and home decor.

Azura is developing the capacity to establish brands across various **direct-to-consumer industry** categories, providing all the necessary tools and resources for launching successful ventures within a single consolidated platform.

# we identified an issue

9/10 CREATORS AND INDIVIDUALS INTERESTED IN LAUNCHING A BRAND NEVER FOLLOW THROUGH.

Creators harbor the ambition and drive to start their own brand, yet they frequently lack the necessary guidance and roadmap to navigate the intricacies of brand establishment. Despite their motivation, the absence of a clear pathway hinders them from realizing their entrepreneurial aspirations.

- ❖ Absence of a cohesive platform integrating all facets of the business.
- ❖ Challenges associated with product development and elevated minimum order quantities (MOQs).
- ❖ Elevated expenses associated with marketing and branding.
- ❖ The necessity for operational and managerial proficiency.
- ❖ Over-reliance on multiple agencies
- ❖ Insufficient time to independently establish a direct-to-consumer (D2C) business (for creators).
- ❖ **All the aforementioned tasks can require between 240 to 360 days of effort and yet result in failure.**

# & devised a solution

technology-enabled platform for end-to-end sourcing to go-to-market

LAUNCH YOUR D2C BRAND IN A MERE 120 DAYS.

## **Comprehensive Solution**

From concept to implementation, we provide support at every stage of the process.

## **MOQ's at their Lowest**

Introduce your products to the market without the weight of surplus inventory.

## **Streamlined Procurement and Sampling.**

Our procedures enable you to quickly validate and refine your products..

## **Design and Technology Services**

From developing branding and packaging to establishing a robust e-commerce website.

## **Playbook for Success**

Drive your brand's growth from zero to one million dollars in Annual Recurring Revenue (ARR).

## **Warehousing Solution**

Ensuring seamless order fulfilment and customer contentment.

## **Extensive Partner Network**

Extensive network of reliable partners specializing in brand building and expansion.

# Technological infrastructure and strategic plan.

seamless & fully automated ops for brand owners through *tech*

## Managed Services via Azura

- New Product Development
- Lower MOQ/Cost Suppliers
- 500+ Vetted Factories
- Pre-negotiated Shipping Rates
- Creative Services
- Access to Partners
- Creating PR Boxes
- Product Collabs

## Warehousing and Fulfilment

- Warehousing Tech
- SKU Forecasting
- Trend Analysis
- Fulfilment via Revurge
- Pre and Post Delivery Add Ons
- Access to Shipping Partners

## Distribution Tech and Marketing

- Customer Shopify Store
- WhatsApp Automations
- AI Powered Marketing Services
- Social Media
- Influencer Collabs
- Retention Services
- Access to SaaS Partners



# Azura process

Our process allows brands to cut their launch **timelines in half**, resulting in approximately **20% lower costs**.

Our intense focus is on developing technology-enabled solutions to automate and expedite **procurements** and **supply processes**, thereby **reducing launch timelines** to as little as **30 days**.

- Review by Celebrity/Creator
- Researching Categories and Products
- Development and Sampling of Products
- Supplier Approvals and Negotiations
- Branding & Packaging Design
- Website Design & Photography
- Dispatch & Logistics
- The brand is prepared for Launch and Sales.

In the USA and India combined, there are over one million creators, and **Azura** aims to lead the way in empowering these creators to establish their own direct-to-consumer (D2C) brands that resonate with their audience and assist them in crafting a lasting legacy..

FIRST OF THEIR KIND: BRAND LAUNCHED BY AZURA

### **PUTTERBALL**

Mini-golf Game

[www.putterballgame.com](http://www.putterballgame.com)

### **Triton Poker Tables**

Sports & Gaming

[www.tritonpokertables.in](http://www.tritonpokertables.in)

### **U SUCK AT GOLF**

Apparel & Accessories

[www.usuckatgolf.com](http://www.usuckatgolf.com)

## **Brand Pipeline**

We've engaged with hundreds of influencers to comprehend and validate the existing gaps. Now, we're on a mission to position ourselves at the forefront of brand creation through Azura's offerings.



# Azura Models

## CELEBRITY CO-OWNED BRANDS

Azura co-owns 50% or more equity in the brand

# 5% Management Fee

On the total products sales

**U Suck at Golf**

**PUTTERBALL**

contributes direct revenue for **Azura** to operate and scale the brands consistently

## SERVICED BY AZURA

build, execute and transfer

# 20% Service Fee

On products purchased for initial inventory



## DREAM OF THREADS

10% on products purchased for inventory from 2nd batch onwards.

# Why Azura?

brands we have worked with

WITH A NETWORK OF OVER 500+ SUPPLIERS AND OVER 100,000 PRODUCT SKU'S ACROSS INDIA, CHINA AND USA AND 25+ BRANDS BUILT ACROSS CATEGORIES  
OUR TEAM IS WORKING WITH

***U Suck at Golf***



***PUTTERBALL***



**DREAM OF THREADS**



**Quality. Scale. Reputation.**

## DID YOU KNOW?

5 OUT OF 10 INFLUENTIAL BRANDS ARE STARTED BY INDIVIDUALS

# value addition to brands

- ◆ **Huge Market Opportunity:** India, APAC, US, and LATAM present immense growth potential for D2C brands, and we're poised to capture this lucrative market.
- ◆ **High ROI for Stakeholders:** Our established and scalable business model, combined with strategic market positioning, lays the foundation for substantial financial rewards.
- ◆ **Amplified Brand Awareness:** On average, celebrity endorsements enable brands to achieve a 4% increase in brand awareness.
- ◆ **Celebrity-led Brands:** As per a Forbes study, celebrity endorsements yield an average return on investment (ROI) of \$5.20 for every \$1 invested, highlighting considerable potential for success.
- ◆ **Revenue Potential:** According to a Statista study, celebrity partnerships within the beauty industry alone resulted in sales surpassing \$5 billion in 2020, showcasing the substantial market value of these collaborations.
- ◆ **Enhanced Trust and Credibility:** A majority of consumers, totalling 53%, express greater trust in a brand endorsed by a celebrity they admire.
- ◆ **Scalable Brand Building:** Empowers creators to craft and create impactful products that resonate with contemporary trends and meet consumer demands.
- ◆ **Exceptional Leadership:** With our leadership team's extensive industry expertise, we guarantee a solid foundation for achieving success.

average time for a brand to reach 100Cr in revenue is 5 years.

# Azura

- **Simplified brand creation process, minimizing the requirement for extensive research, reliance on multiple agencies, and excessive investments.**
- **Crucial alliances with suppliers across diverse sectors such as manufacturing, marketing, and logistics, to propel the growth of your brand.**
- **Reduced time-consuming delays, allowing for enhanced focus on refining your brand offerings.**
- **No Communication gaps within the process.**
- **Simple, smooth and shorter processes making it easier to scale**

HOUSE OF BRANDS



# Azura

TRANSFORMING THE WAYS BRANDS ARE CREATED

JOIN US IN TRANSFORMING THE D2C BRAND CREATION ECOSYSTEM  
AND BUILD ICONIC BRANDS FROM INDIA FOR THE WORLD

# Thank You

REACH US AT  
[daxpatel@azuracsl.com](mailto:daxpatel@azuracsl.com)