UG Programme in Technology & Business Management

Entrepreneurship Report

16 Businesses
₹1.1Cr Revenue
2 Months

Entrepreneurship Report
Masters’ Union Undergraduate Dropshipping Challenge

Hands-on! Disruptive! Experiential!

Masters’ Union Undergraduate Programme in Tech and Business Management is a 4 year course that enables students to learn business by running businesses. With this philosophy, Dropshipping Challenge is a course where students build and run an e-commerce business, focusing on marketing strategies, customer engagement, adaptability in dynamic market environments, and operational efficiency.
Dropshipping Businesses

Run by Undergraduate Students aged 17-20

Electronics

@jugaadhouse
@handysolutions.in
@newagewear.in
@moyemoye_gadgets

Fashion and Lifestyle

@closetessentia
@untangled.club
@zenmo.store
@aaparn.in

Home Decor & Essentials

@thepulistore_
@urbanama.co
@sellany.online
@elarabynovember

Miscellaneous

@deshidukaan.ind
@apnapan.home
@fitoor.xyz
@_exoteacity_
<table>
<thead>
<tr>
<th>Business</th>
<th>Category</th>
<th>Revenue</th>
<th>Net Profit</th>
<th>ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jugaad House</td>
<td>Everyday Essentials</td>
<td>₹13.1L</td>
<td>₹90K</td>
<td>13.9X</td>
</tr>
<tr>
<td>Handy Solutions</td>
<td>Gadgets and Accessories</td>
<td>₹10.8L</td>
<td>₹1.2L</td>
<td>9.2X</td>
</tr>
<tr>
<td>Newagewear</td>
<td>Electronics</td>
<td>₹10.2L</td>
<td>₹1.3L</td>
<td>9.7X</td>
</tr>
<tr>
<td>Moye Moye</td>
<td>Workspace Essentials</td>
<td>₹2.5L</td>
<td>₹7K</td>
<td>4.5X</td>
</tr>
<tr>
<td>Closet Essentia</td>
<td>Clothing and Accessories</td>
<td>₹17.1L</td>
<td>₹2.8L</td>
<td>8.6X</td>
</tr>
<tr>
<td>Untangled</td>
<td>Trendy Wardrobe Essentials</td>
<td>₹3.3L</td>
<td>₹36K</td>
<td>6.3X</td>
</tr>
<tr>
<td>Zenmo</td>
<td>Fashion Watches</td>
<td>₹2.9L</td>
<td>₹45K</td>
<td>19.8X</td>
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<tr>
<td>Aaparn</td>
<td>Natural Essence Perfumes</td>
<td>₹1.8L</td>
<td>₹25K</td>
<td>14.2X</td>
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<tr>
<td>The Pulse Store</td>
<td>Home Essentials and Gadgets</td>
<td>₹6.8L</td>
<td>₹1.1L</td>
<td>9.6X</td>
</tr>
<tr>
<td>Urbanama</td>
<td>Home Essentials and Gadgets</td>
<td>₹4.8L</td>
<td>₹15K</td>
<td>17.1X</td>
</tr>
<tr>
<td>SellAny.Online</td>
<td>Personal Care Essentials</td>
<td>₹3.1L</td>
<td>₹10K</td>
<td>5.8X</td>
</tr>
<tr>
<td>Elara</td>
<td>Gemstone Jewellery</td>
<td>₹1.2L</td>
<td>₹15K</td>
<td>9.6X</td>
</tr>
<tr>
<td>DeshKiDukaan</td>
<td>Home Appliances</td>
<td>₹15.8L</td>
<td>₹50K</td>
<td>4.3X</td>
</tr>
<tr>
<td>Apnapan</td>
<td>Modern Lifestyle Accessories</td>
<td>₹3.9L</td>
<td>₹45K</td>
<td>8.5X</td>
</tr>
<tr>
<td>Fitoor</td>
<td>Dry Fruits</td>
<td>₹3.4L</td>
<td>₹44K</td>
<td>15.1X</td>
</tr>
<tr>
<td>Exoteacity</td>
<td>Immunity Booster Teas</td>
<td>₹90K</td>
<td>₹12K</td>
<td>5.6X</td>
</tr>
</tbody>
</table>
Challenge Statistics

Achieved INR 1 Cr.+ in 2 months

- Total Revenue: 1.1 Cr.
- Total Number of Startups: 16
- Avg. Gross Margin %: 47.5%

Revenue by Channel

- Online: 64%
- B2B: 10%
- Offline: 26%

- Avg. Revenue: INR 6.3 L
- Median Revenue: INR 3.1 L
- Highest Revenue: INR 17.1 L

- Total Orders: 8500+
- Suppliers: 50+
Dropshipping Businesses

Deep dive in individual businesses
Jugaad House

Ranges from low-priced home electronics (Steam Iron, Earphones, Lint Remover) to high-ticket merchandise (Sneakers, Diaries in bulk, T-shirts)

Price:
 ₹500 - ₹15K

Manufacturer Details: Outsourced from suppliers in Guwahati

Revenue Till Date: ₹13.1L

Net Profit: ₹90K

Gross Margin: 35%

Return on Ad Spend: 13.9X

Founders:

- Shaily Dangi, Indus International, Bengaluru (18)
- Yash Jain, Prudence School, New Delhi (19)
- Harshvardhan Singh, DPS, Vasant Kunj, New Delhi (19)
- Lakshya Jain, Delhi Public School, Vasant Kunj (19)
- Krish Goyal, Delhi Public School, Kanpur (20)

Instagram: jugaadhouse
Website: jugaadhouse.com
Product Portfolio

- ClothCleaner - Electric Lint Remover
  ₹499
- HolderX - Multipurpose Phone Holder
  ₹499
- MuzicBuddy - Bluetooth Neckband Ear Buds
  ₹499
- ByeByeWrinkles - Portable Steam Iron
  ₹799
- Fear of God Essentials SS Tee Sand
  ₹4450
- Jordan 1 Retro High Og Yellow Toe
  ₹20,000

Website

Free Delivery / SALE / Call us Delivery

Jugaad House: Clever Items for Daily Use – You’ll Want to Buy Them All!

[Add to Cart]
Handy Solutions

Range of handy products such as UltraPods, Heaters, Watches, Lamps, etc

Price:
₹599 - ₹999

Manufacturer Details: Products are sourced from Guangzhou and Shenzhen in China

Founders:
* Pratham Dua, St. Columba’s School, New Delhi (19)
* Meet Jain, Holy Family Convent High School, Mumbai (18)
* Praanjal Agrawal, St. Xavier’s School, Jaipur (18)
* Lakshay Sharma, The Punjab Public School, Ghaziabad (19)

60% Gross Margin

9.2X Return on Ad Spend

Instagram: handysolutions.in
Website: handysolutions.in

Revenue Till Date: ₹10.8L
Net Profit: ₹1.2L
Product Portfolio

Crystal Portable LED Display Professional
Clear Sound Wireless Ultrapod
₹599

Heater-Small Electric
Handy Room Heaters
₹699

The G Intelligent Lamp
₹999

Astro Navagraha Men’s Watch
₹490

Caviot Watch
₹699

Gryo Watch
₹990

Website

G Intelligent Lamp with Speaker, Clock & Charger

Trendy and Handy: Find the Perfect Solution
New Age Wear

The product range includes state-of-the-art smartwatches and drones designed with the latest technology to cater to the evolving needs of young customers.

**Price:** ₹549 - ₹2499

**Manufacturer Details:** Outsourced from wholesalers in Delhi and Gurugram

**Revenue Till Date:** ₹10.2L

**Net Profit:** ₹1.3L

**Gross Margin:** 40%

**Return on Ad Spend:** 9.7X

**Founders:**
- **Krishna Gupta,** G.D. Goenka International School, Surat (19)
- **Soma Charan,** Kendriya Vidyalaya, Hyderabad (18)
- **Hitesh Kalwani,** St.Paul School, Mumbai (19)

**Instagram:** newagewear.in

**Website:** newagewear.in
**Moye Moye**
(stands for Mindful of Your Experience)

A portfolio of tech accessories for mobiles and laptops that upgrades lifestyle

**Price:**
₹499 - ₹1899

**Manufacturer Details:** Outsourced from suppliers on Roposo

**Revenue Till Date:** ₹2.5L

**Net Profit:** ₹7K

**Founders:**
- **Yash Dugar**, Ralli International School, Ghaziabad (19)
- **Hardik Sachdeva**, Bharat National Public School, New Delhi (19)
- **Dev Mrinal**, D.B.M.S. English School, Jamshedpur (20)
- **Lavanya Manmotra**, Presentation Convent Senior Secondary School, Jammu (18)

**Gross Margin:** 30%

**Return on Ad Spend:** 4.5X

**Instagram:** moyemoye_gadgets

**Website:** moyemoye.co.in
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cute Thumbs up Multi-Functional Wire Holders (Pack of 10)</td>
<td>₹499</td>
</tr>
<tr>
<td>Extendable 3-in-1 Selfie Stick Tripod with Bluetooth Remote &amp; Flash</td>
<td>₹799</td>
</tr>
<tr>
<td>Mobile Charging Holders with Adhesive Strips (Pack of 4)</td>
<td>₹899</td>
</tr>
<tr>
<td>Portable Air Duster Wireless Vacuum Cleaner</td>
<td>₹899</td>
</tr>
<tr>
<td>Foldable &amp; Portable Laptop Stand</td>
<td>₹999</td>
</tr>
<tr>
<td>3-in-1 Wireless Charging Atmosphere Lamp with Bluetooth Speaker</td>
<td>₹1,899</td>
</tr>
</tbody>
</table>
Closet Essentia

Closet Essentia offers wardrobe essentials such as best-selling “illusion” stockings featuring a fleece lining, adjustable cargos, and fleece loungewear.

**Price:** ₹1000 - ₹1200

**Manufacturer Details:** Outsourced from manufacturers and exporters in China using middlemen in India

**60%**

Gross Margin

**8.6X**

Return on Ad Spend

**Founders:**
- Tarasha Checker, DPS, Vasant Kunj, New Delhi (18)
- Aanya Singh, Lotus Valley International School, Gurugram (18)
- Bhargav Naidu, Sri Sri Ravishankar Vidya Mandir, Bengaluru (19)
- Ishaan Gupta, Delhi Public School, Raipur (18)
- Nikita Yadav, Sophia School, Jaipur (18)
- Gyan Banjan, Alva’s Pre-University College, Mangaluru (19)

**Instagram:** closetessentia

**Website:** closetessentia.in
## Product Portfolio

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjustable Cargos</td>
<td>₹1200</td>
</tr>
<tr>
<td>Fleece Teddy Loungewear</td>
<td>₹799</td>
</tr>
<tr>
<td>Oversized comfy tees for everyday</td>
<td>₹899</td>
</tr>
<tr>
<td>Sheer Fur Illusion Stockings/ Black</td>
<td>₹799</td>
</tr>
<tr>
<td>Sheer Fur Illusion Stockings/ Grey</td>
<td>₹699</td>
</tr>
</tbody>
</table>

## Website

![Website Image](image-url)
Untangled Store

Specialising in women’s accessories, Untangled offers Fleece Stockings, Baggy Parachute Pants, Premium Knitted Co-Ords Set, and Scrunchies

Price:
₹599 - ₹1599

Manufacturer Details: Outsourced from vendors across different markets from Delhi-NCR and even Ludhiana

Price:
₹3.3L

Revenue Till Date
₹36K

Net Profit

45%
Gross Margin

6.3X
Return on Ad Spend

Founders:

- **Shriya Patange**, IES Modern English School, Mumbai (19)
- **Suvansh Chopra**, Holy Heart Presidency School, Amritsar (18)
- **Harshita Dadlani**, Navnind Hassomal Lakhnai Public School, Bhopal (19)

Instagram: untangled.club

Website: untangledstore.in
Customized Scrunchie Box of 4+1
₹449

Fleece Fur Illusion Stockings
₹799

Baggy Parachute Pants
₹999

Premium Knitted CORDS Set
₹1799
Zenmo is a watch brand inspired by the iconic alloy wheels of beloved cars.

**Price:** ₹1200 - ₹2000

**Manufacturer Details:** Outsourced from manufacturers in Mumbai

**Revenue Till Date:** ₹2.9L

**Net Profit:** ₹45K

**Gross Margin:** 55%

**Return on Ad Spend:** 19.8X

**Founders:**
- Hritvik Arora, Vijya Senior Secondary, Bahadurgarh (18)
- Swayam Bharadwaj, Little Flower School, Jamshedpur (18)
- Reyyan Akram, Prakriti School, New Delhi (20)
- Harshita Chawla, Delhi Public School, Ghaziabad (18)
- Punya Khurana, The Indian Heights School, New Delhi (19)
- Ananya Singania, Delhi Public School, Raigarh (18)

**Instagram:** zenmo.store

**Website:** zenmo.store
Product Portfolio

- Urus Blue Watch | Non Rotatory | Non Gyro
  ₹1199

- Ferrari Spider with white brakes calibrators | Gyro Watch
  ₹1999

- T Godzilla with yellow brakes calibrators | Gyro Watch
  ₹1999

- Godzilla with green brakes calibrators | Gyro Watch
  ₹1999

- Ferrari SF90 with yellow brakes calibrators | Gyro Watch
  ₹1999

- Ferrari SF90 with blue brakes calibrators | Gyro Watch
  ₹1999

Website

CASH ON DELIVERY AVAILABLE
Aaparn presents an exclusive collection of premium perfumes inspired by the Himalayas, featuring signature scents like Sardi ki Dhoop, Saundh and Valley of Flowers.

**Price:** ₹400 - ₹1500

**Manufacturer Details:** Essential oils hail from France, while the perfumes are meticulously formulated in Almora, Uttarakhand.

**Founders:**
- **Shivangi Sud**, Birla Vidya Niketan, New Delhi (18)
- **Madhav Narang**, Bhatnagar International School, New Delhi (20)
- **Manasvi Yadav**, Amity International School, Gurugram (18)
- **Arhum Jain**, Swaraj India Public School, Kanpur (18)
- **Utkarsh Raj Giri**, Grand Columbus International School, Faridabad (20)
- **Kabir Teria**, Manav Sthali School, New Delhi (19)

**Gross Margin:** 50%

**Return on Marketing Spend:** 14.2X

**Instagram:** aaparn.in

**Website:** aaparn.in
Product Portfolio

- Sardi Ki Dhoop: ₹1499
- Zafrani: ₹1499
- Pine Rose: ₹1499
- Prakriti Elixir: ₹1499

Website

AAPARN
The Pulse Store

An array of luxurious corporate gifts (Scented Candles, Scarves, Juicer Blender, Lint Remover, Airstyler, etc.) meticulously curated for the B2B market

Price:
₹599 - ₹1599

Manufacturer Details: Hair Dryers are sourced from Surat, Lint Removers from Delhi, while Premium Candles are sourced from local manufacturers in Sonipat, Haryana

55%
Gross Margin

9.6X
Return on Ad Spend

Founders:
- Dhruv Lakra, Manav Rachna International School, Gurugram (19)
- Ayush Mittal, The Heritage School, New Delhi (19)
- Divyanshi, Adarsh Jain Dharmic Shiksha Sadan School, Gurugram (18)
- Aru Srivastava, Advanced Academy, Indore (19)

Instagram: thepulsestore_
Website: thepulsestore.com

₹6.8L
Revenue Till Date

₹1.1L
Net Profit
Product Portfolio

- All-in-One AirStyler 2.0: ₹1599
- Fidato Multipurpose Electric Cooking Pot: ₹1399
- Star Projector Night Light: ₹1899
- Unisex Winter Knit Beanie Cap + Hat Neck Warmer Scarf: ₹599
- Nova Lint Remover: ₹599
- Unisex Winter Knit Beanie Cap + Hat Neck Warmer Scarf: ₹599
- Fidato Multipurpose Electric Cooking Pot: ₹1399
- All-in-One AirStyler 2.0: ₹1599
- Star Projector Night Light: ₹1899

Website

Pulse Store

New Arrival

KNIT BEANIE CAP
Promo Special
DISCOUNT
50%
Urbanama

Focused on urban lifestyle, the top-selling products include earphones and lint remover

**Price:**

₹599 - ₹1499

**Manufacturer Details:** Outsourced from wholesalers in Delhi and Gurugram

**Revenue Till Date:** ₹4.8L

**Net Profit:** ₹15K

15% Gross Margin

17.1X Return on Ad Spend

**Founders:**

- **Pranav Pawar,** Mount St. Mary’s School, New Delhi (19)
- **Sabarna Jana,** Jain College, Bengaluru (18)
- **Garv Wadhwa,** Shivnadar School, Gurugram (19)
- **Tanya Goyal,** Delhi Public School, Faridabad (19)
- **Shreya Jain,** Lancer’s Convent School, New Delhi (18)

**Instagram:** urbanama.co

**Website:** urbanama.co
Product Portfolio

Cute Panda Lamp
₹999

The G Intelligent Lamp
₹1899

Nova Lint Remover
₹599

UrbanBeats - Wireless Earphones
₹699

Mosquito Killer Lamp
₹599

Website

Free Shipping in and COD Available

Shop our latest products

Buy Now
SellAny.Online

The business offers a wide variety of personal care products. It includes items tailored for both male and female customers.

Price:
₹799 - ₹4999

Manufacturer Details: Products are sourced from Delhi

60%
Gross Margin

5.8X
Return on Ad Spend

Founders:
- Aarush Prakash Sood, Ambience Public School, New Delhi (18)
- Aryan Agarwal, Springdales School, New Delhi (18)
- Arnav Hasija, DAV Public School, New Delhi (18)

Instagram:
sellany.online

Website:
sellany.online

3.1L
Revenue Till Date

10K
Net Profit
Product Portfolio

BEARD CARE SET (Beard Growth Oil + Beard Softener + Beard Wash)
₹2,999

Skin Care Set (Night Gel Cream, Palash Embryo Face Gel, and Vitamin-E Day Cream)
₹2,999

CLENFAY VITAMIN C FACE WASH WITH ORANGE PEEL EXTRACT
₹450

CLENFAY COCOSHEA BODY BUTTER: EMBRACE INTENSE HYDRATION FOR YOUR SKIN FOR WINTERS!
₹530

CLENFAY Beard Wash For Men | Elevate Your Beard Grooming Routine!
₹999

CLENFAY LUXE SHINE BEARD OIL: 5X SMOOTHNESS AND SHINE FORMULA
₹1,099

SKIN CARE SET (NIGHT GEL CREAM, PALASH EMBRYO FACE GEL, AND VITAMIN-E DAY CREAM)
₹2,999

BEARD CARE SET (BEARD GROWTH OIL + BEARD SOFTENER + BEARD WASH)
₹2,999

Website

Our Best Selling products
Elara

Elara is a brand that specialises in designing and curating an exclusive range of jewellery (silver chains, bracelets) and home decor items. Its philosophy is rooted in the belief that crystals can infuse positive energy into people’s lives.

**Price:**
₹700 - ₹8500

**Manufacturer Details:** From around the world, crafted and designed in the Gulf of Khambhat in Gujarat

**Founders:**

- **Caren Ann Suresh**, Indian Education School, Kuwait (17)
- **Hritika Shah**, Oberoi International School, Mumbai (18)
- **Vidhisha Mittal**, Jain International Residential School, Bengaluru (18)
- **Deon Cardoza**, Karkala Jnanasudha Pre-University College, Udupi (19)

**Revenue Till Date:** ₹1.2L

**Net Profit:** ₹15K

**Gross Margin:** 40%

**Return on Marketing Spend:** 9.6X

**Instagram:** elarabynovember

**Website:** elarabynovember.com
**Product Portfolio**

- **The Love Infusion Pendant** ₹2,999
- **The Stellar Pendant** ₹2,500
- **The Seven Chakra Tree** ₹1095
- **Red Apophyllite Cluster** ₹5995
- **The Pyrite Om Bracelet** ₹895
- **Love Volcano Infusion Bracelets** ₹995

**Website**

- Discover our latest collection
- Get a free personalized crystal consultation

**November Presents**

Season of Style: New Year 2024

**SHOP OUR PRODUCTS**
DeshKiDukaan

DeshKiDukaan is an e-commerce platform focused on a range of electronics (earbuds, vacuum cleaners) and quality baby clothing (baby blanket, scarf), etc.

**Price:**
₹299 - ₹999

**Manufacturer Details:** Products are sourced from diverse vendors situated within the bustling markets of Karol Bagh, Chandni Chowk, and Sadar Bazar.

**Founders:**
- **Nelsan Chakma,** SAM International School, New Delhi (20)
- **Sanchali Gupta,** Maxfort School, New Delhi (18)

**Revenue Till Date:** ₹15.8L

**Net Profit:** ₹50K

**Gross Margin:** 60%

**Return on Ad Spend:** 4.3X

“Profitability lies in understanding margins, not just sales. Shopify extensions enhance security, reducing Return to Origin (RTO). It is critical to track your CAC (Customer Acquisition Cost) and run an efficient business.”
**Product Portfolio**

- **KIDS WATER BOTTLE**  ₹599
- **MAGIC CHERRY BLOSSOM TREE**  ₹649
- **PORTABLE AIR DUSTER WIRELESS VACUUM CLEANER**  ₹649
- **ULTRAPODS TRUE WIRELESS EARBUDS**  ₹849
- **GLASS PLANTER WITH WOODEN STAND**  ₹899
- **UPDATED ULTRAPODS**  ₹999

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**Website**

[Website Interface]
Apnapan

A complete range of home-use products (heater, mops, kitchenware) and fashionable accessories (rings, pendants, bracelets, necklaces, earrings, rings, gift boxes), etc

Price:
₹189 - ₹499

Manufacturer Details: Outsourced from manufacturers in New Delhi and Rajasthan

35%
Gross Margin

8.5X
Return on Ad Spend

Founders:
- **Akshay Sharma**, The Punjab Public School, Ghaziabad (18)
- **Krishna Kandoi**, Rato Bangala School, Nepal (20)
- **Siddharth Jain**, City Montessori School, Lucknow (18)
- **Tanmay Jain**, Rajkumar College, Raipur (18)

Revenue Till Date
₹3.9L

Net Profit
₹45K

Website:
aapnapan.com

Instagram:
apnapan.home

Manufacturer:
apnapan.

Gross Margin:

Return on Ad Spend:

Price Range:

Founders:
- Akshay Sharma, The Punjab Public School, Ghaziabad (18)
- Krishna Kandoi, Rato Bangala School, Nepal (20)
- Siddharth Jain, City Montessori School, Lucknow (18)
- Tanmay Jain, Rajkumar College, Raipur (18)
Product Portfolio

Handy portable heater
₹699

Stylish black bracelet for men with metal lock
₹399

Leather black bracelet for men with metallic lock
₹299

Aluminium hand ring for men
₹250

Mini portable mop
₹399

Gen 9 smart watch
₹1200

Website
Fitoor

Fitoor is a premium brand for flavoured dry fruits and zesty cashews. Fitoor seamlessly fuses indulgence with affordability, crafting aspirations for daily delight.

Price:
₹199 - ₹279

Manufacturer Details: Dryfruits are sourced from Hyderabad, and Flavours and Coating are from Delhi.

Founders:
- Devansh Asawa, Anubhuti International School, Hyderabad (18)
- Om Jambhale, Narsee Monjee College of Commerce and Economics, Mumbai (18)

Website:
fitoor.xyz

40%
Gross Margin

15.1X
Return on Ad Spend

₹3.4L
Revenue Till Date

₹44K
Net Profit

“Negotiating the right price across vendors is key. It involves market insight, production cost awareness, and maintaining positive relations.”
Product Portfolio

- **Bowl of Love** - For your loved ones
  
  - **Price**: ₹199

- **Gulaabo** - Feel grand
  
  - **Price**: ₹199

- **Kesariya** - Bring happiness to your senses
  
  - **Price**: ₹249

- **Khwaab** - Chocolates for the aspiring ones
  
  - **Price**: ₹249

- **Rabri** - Indulgence meets purity
  
  - **Price**: ₹249

- **Masala Cashews** - A daring experience
  
  - **Price**: ₹279

Website

Pre-Sale Alert: Get ready to taste the most unique chocolates crafted for your Indian taste buds. Come by at MAHINDRA UNION, OLI CyberPark.

Welcome to Fitoor

Fitoor is your portal to premium chocolates and pasty confections. We seamlessly fuse indulgence with authenticity, crafting experiences for daily delight.

Buy Now
Exoteacity

An exquisite collection of herbal flower teas, including Chamomile Tea, Butterfly Blue Pea Tea, Hibiscus Tea, and Lemongrass Tea

Price:
₹400 - ₹900

Manufacturer Details: Most teas are procured from manufacturers in Darjeeling and Assam, while Chamomile Tea is imported from Egypt via a vendor in Darjeeling

Founders:
- Sandali Srivastava, Loyola International School, Lucknow (19)
- Debraj Bandyopadhyay, South Point High School, Kolkata (19)
- Priyana Sharma, Army Public School, Patiala (18)
- Shivangi Duttaupadhyay, Garden High International School, Kolkata (18)

50%
Gross Margin

5.6X
Return on Marketing Spend

₹90K
Revenue Till Date

₹12K
Net Profit

Instagram: _exoteacity_
Website: exoteacity.com
Product Portfolio

- **Butterfly Blue Pea Tea**: ₹249
- **Lemongrass Tea**: ₹399
- **Chamomile - Lemongrass Combo**: ₹699
- **Chamomile Tea**: ₹549
- **Butterfly Blue Pea Tea**: ₹249
- **Hibiscus Tea**: ₹399
- **Blue Pea - Hibiscus Combo**: ₹799

Website

Exotic Herbal Tea Collection
For more information, visit mastersunion.org/Ug-Programme

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