

Kidbea

*Redefining Childcare—Superior, Sustainable, and Affordable*

Kidbea is more than just a kidswear brand—it's a purpose-driven movement founded by three engineering college friends, *Swapnil Srivastav, Mohammad Hussain, and Aman Kumar Mahto*, who dared to dream big. United by a shared vision to build something meaningful and impactful, they set out to solve a problem they couldn't ignore: the lack of skin-friendly and eco-conscious clothing for babies in a market saturated with chemical-laden, environmentally harmful options.

At Kidbea, we believe that fashion should care—for our children and for the planet they will inherit. That's why every piece we create is a blend of style, sustainability, and comfort—crafted with love, innovation, and a deep sense of responsibility.



# What we stand for ?

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- ***Sustainability:*** Eco-friendly materials and processes reduce our environmental footprint.
- ***Innovation:*** Our designs combine comfort with modern aesthetics.
- ***Ethical Practices:*** Fair trade, responsible sourcing, and conscious production.
- ***Quality Assurance:*** Strict quality checks for softness, safety, and durability.



## ***Material:***

- ***Organic Cotton:*** GOTS-certified, ensuring superior softness, breathability, and chemical-free comfort for children's delicate skin.
- ***Bamboo Fabric:*** Naturally hypoallergenic, antibacterial, and moisture-wicking, making it ideal for sensitive skin.
- ***Recycled Materials:*** Thoughtfully incorporated post-consumer waste fibers reduce landfill impact and promote circular fashion.



## *Design:*

- ***Contemporary Patterns:*** Aesthetic, minimalist designs inspired by global trends that cater to modern parents.
- ***Playful Accents:*** Whimsical details like embroidered animals or interactive patches add a touch of fun to every outfit.
- ***Kid-Friendly Features:*** No tags or harsh seams, ensuring irritation free wear.



## ***Durability & Features:***

- ***Pre-Shrunk Fabrics:*** Designed to maintain fit and form wash after wash.
- ***Anti-Pilling Technology:*** Keeps garments looking new, ensuring better longevity.
- ***Breathable and Lightweight:*** Optimized for comfort across seasons.
- ***Eco-Friendly Dyes:*** Non-toxic and safe for kids, ensuring vibrant colors that last.



# Introduction to Kidbea's Leadership



**Swapnil Srivastav**  
Co-Founder

## Marketing & Sales

- Responsible for platform performance, FOCO onboarding, store expansion
- Managing digital growth, listings, pricing, and performance analytics
- Associated with NITI Aayog's 'Mentor for Change' program
- Bachelor of technology from Sharda University



**Mohammad Hussain**  
Co-Founder

## Investor Relations

- Overseeing overall business strategy, investor relations, and key decision-making.
- Leading product expansion, category innovation, and cross-functional leadership alignment.
- Bachelor of technology from Sharda University



**Aman Mahto**  
Co-Founder

## Products & Development

- Managing offline sales operations & distributor partner relationships
- Responsible for manufacturer onboarding and managing vendor partnerships
- Founded Dicywear.com Before Kidbea
- Bachelor of technology from Sharda University



**Ankita Rani**  
Founding Member

## People's Officer

- Leading team coordination and internal operations
- Heading merchandising and design approvals
- PGDM from Noida Institute of Engineering & Technology



**Anvita Varshney**

- **Co- Founder Dubai Angles**
- **Ex- Google strategy Head**
- **Ex- MD Naspers**
- **Ex- MD Lazada**



**Nandi Mehta**

- **CFO & IC Member**
- **KAAF Investments**



**Bahram M Vakill**

- **Founder - AZB & Partners**
- **Board Director- Axis Bank**
- **Chairperson- ASSOCHAM**



**Ritesh Malik**

- **Founder- Project Guerrilla, Radix Healthcare**
- **Angel Investor in 70+ startups**
- **Ex-Founder, Adstuck**



**Shriram Nene**

- **Co-Founder, RnM Moving Pictures (Production house with Madhuri Dixit)**
- **Health Tech Advocate & Digital Content Creator**

# Kidbea at a glance



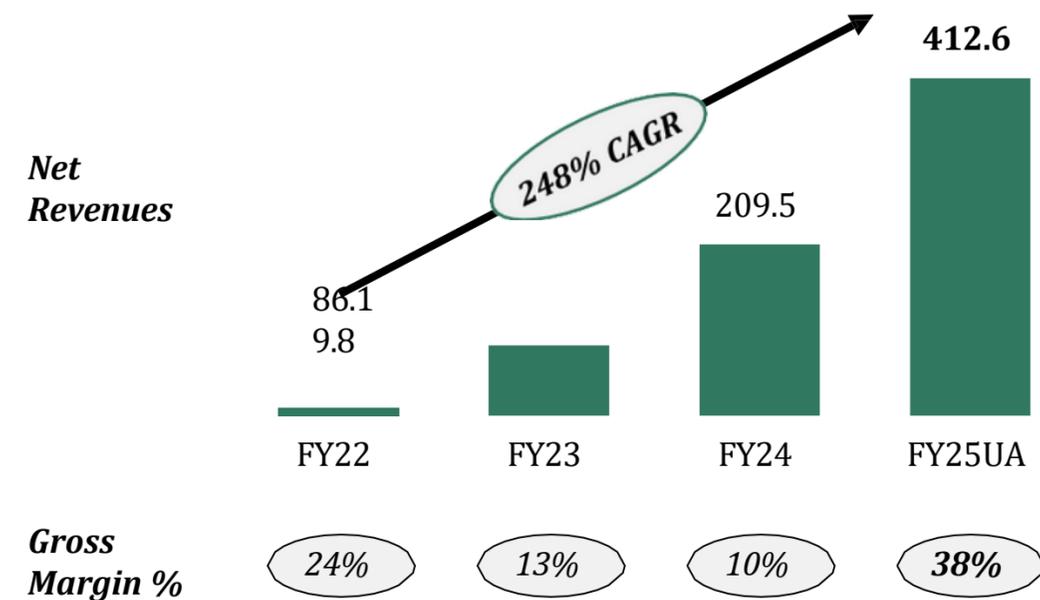
## Overview



<b>Leading Sustainable</b> Kid's Apparel & Accessories brand	<b>Asset Light</b> Business with an <b>Omnichannel</b> approach	<b>Demonstrated 97%</b> growth on limited incremental capital of INR 3crs	<b>FY25 Net Revenues: INR 412mn</b>	<b>1.3mn</b> units sold in FY25	<b>42%</b> Current Gross Margin %	<b>24x RoAS</b> (Online) <sup>1</sup>
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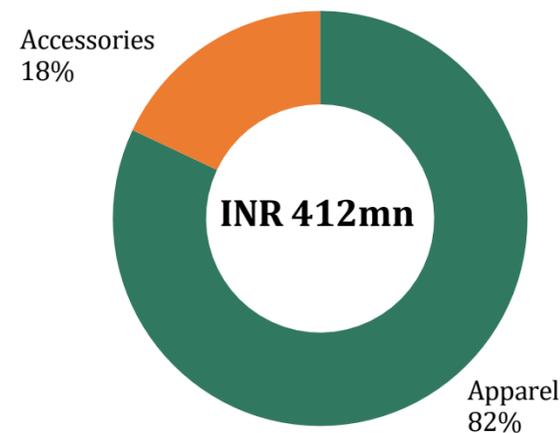
## Proven Growth Trajectory with growth ~248% CAGR

FYE – 31st Mar, INR million



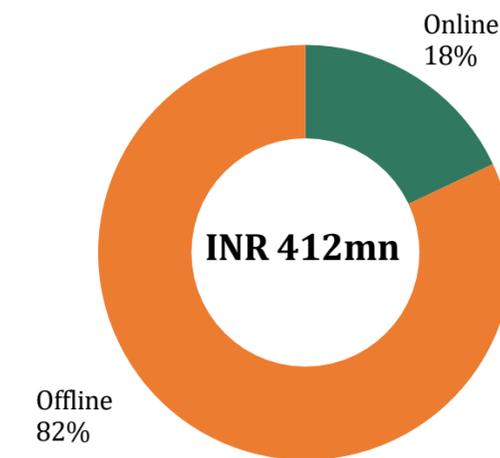
## Breakdown by Product Category

FY25 UA Revenue Breakdown



## Breakdown by Channel

FY25 UA Revenue Breakdown



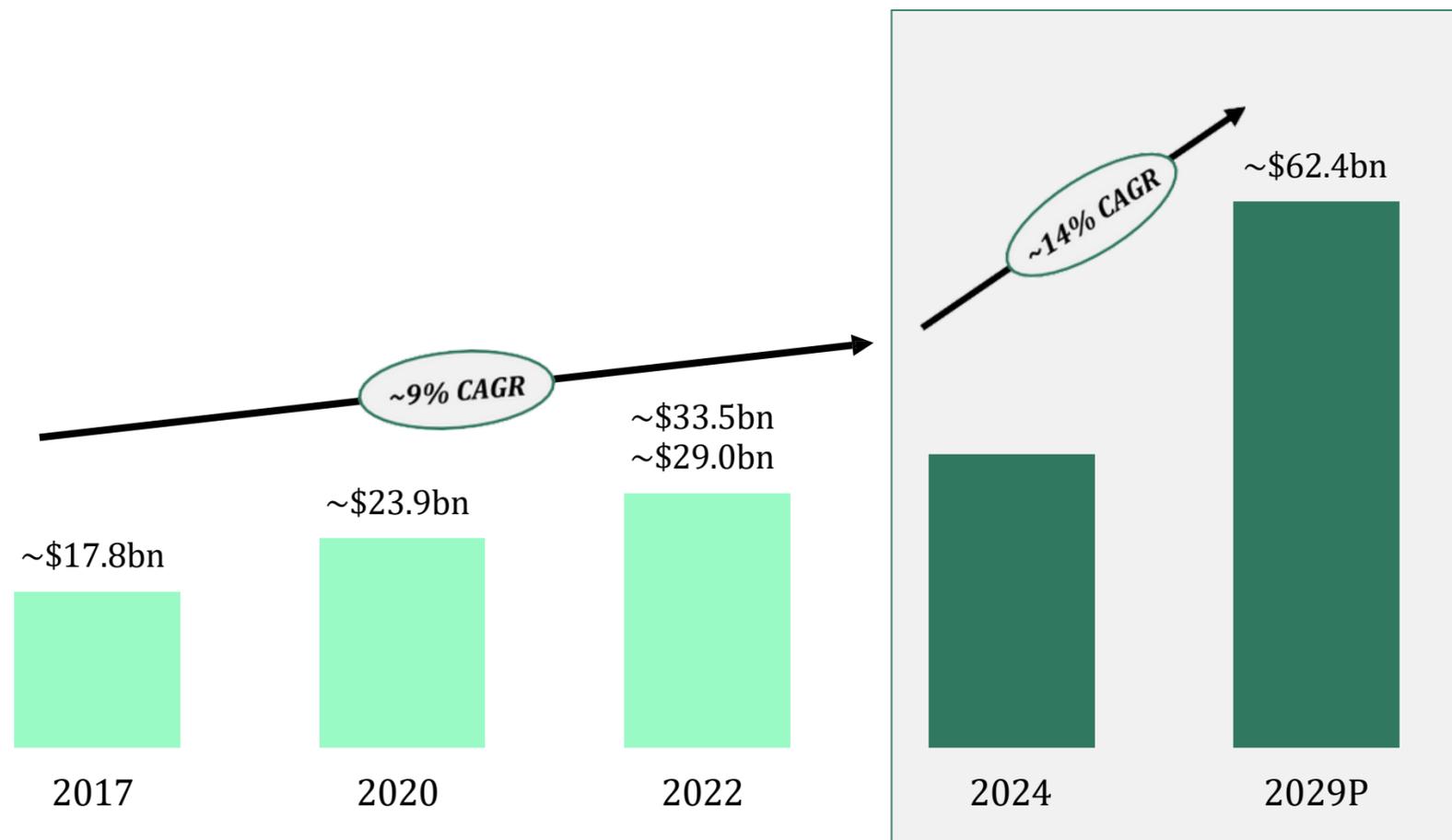
Online set to drive **30% of FY26P** revenue

# Attractive Industry Dynamics



*The Childcare Products Market in India is expected to grow at 13-14% CAGR till 2029 on the back of growth in the Organized Segment*

## Indian Childcare Products Market (\$bn)



***Vast, High-Growth Market - Still Largely Unorganized***

## Key Growth Drivers

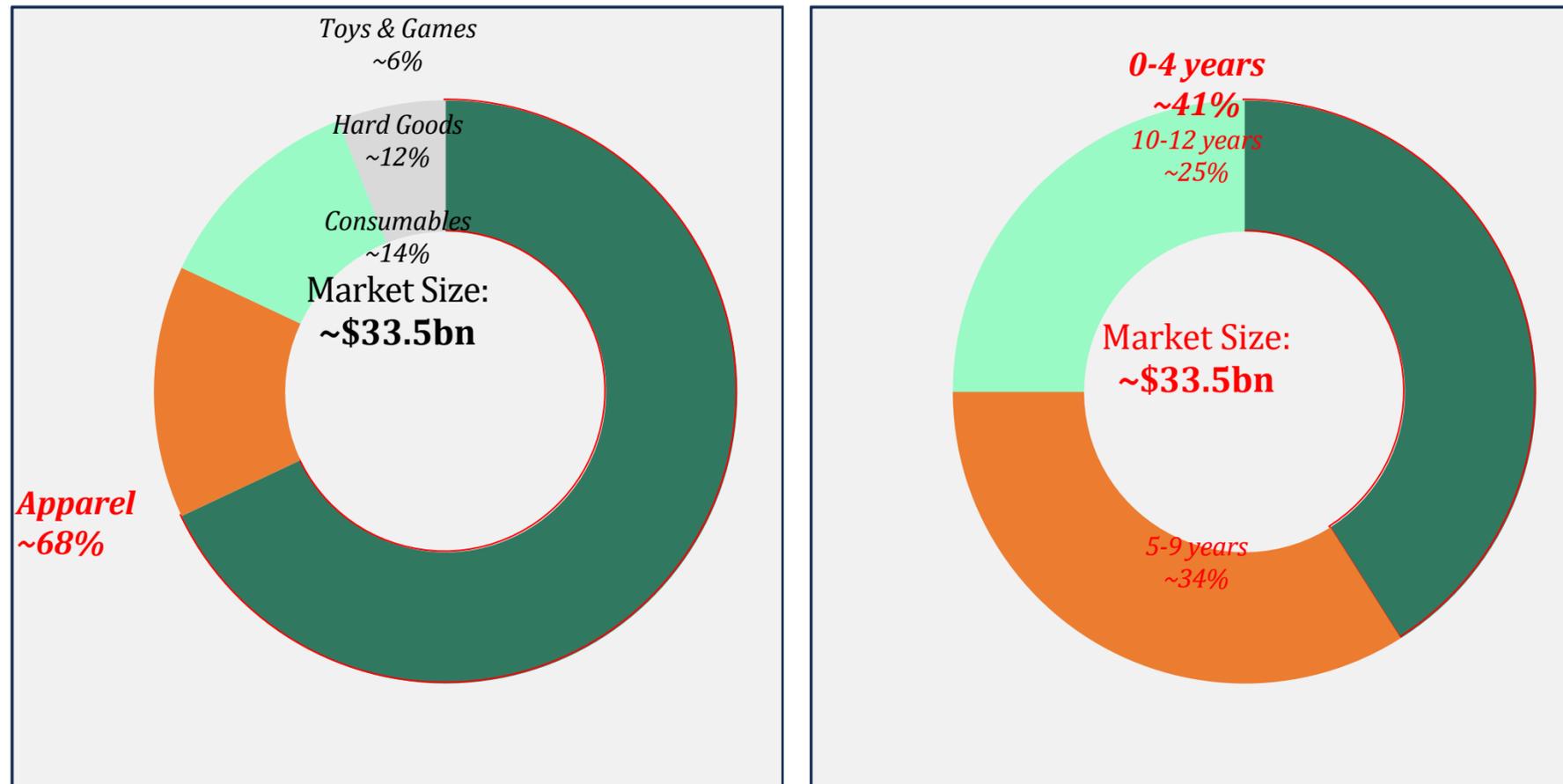
- 1 Rising Demand:** Higher disposable incomes and greater awareness of baby health drive adoption
- 2 Frequent Replacements:** Rapidly changing needs of 0-12-year-olds increase purchase cycles
- 3 Tier 2+ Expansion:** Growing awareness and spending power boost demand beyond metros.
- 4 Shift to Branded:** Consumers prefer branded, high-quality products, raising price points
- 5 E-Commerce Boom:** Digital adoption & rising online shopping fuel childcare product sales
- 6 Growing Demand for Sustainable Products:** Parents prioritize eco-friendly / chemical-free products

# Large TAM (Total Addressable Market)



## 2024 Childcare Products Market in India (\$bn)

Breakdown by Category Breakdown by Age Group



### Huge domestic Childcare market

**34%** Population in marriageable age

**10 Mn** Marriages per year

**26 Mn** Children born every year

### Target Audience

**0-5 yrs** Age group of children

**Tier 1-3** Cities we cater geographically

**60 : 40** Ratio of Girls & Boys' designs

**Estimated +\$20bn TAM; with double-digit growth on the horizon**

# Strong Omnichannel Presence

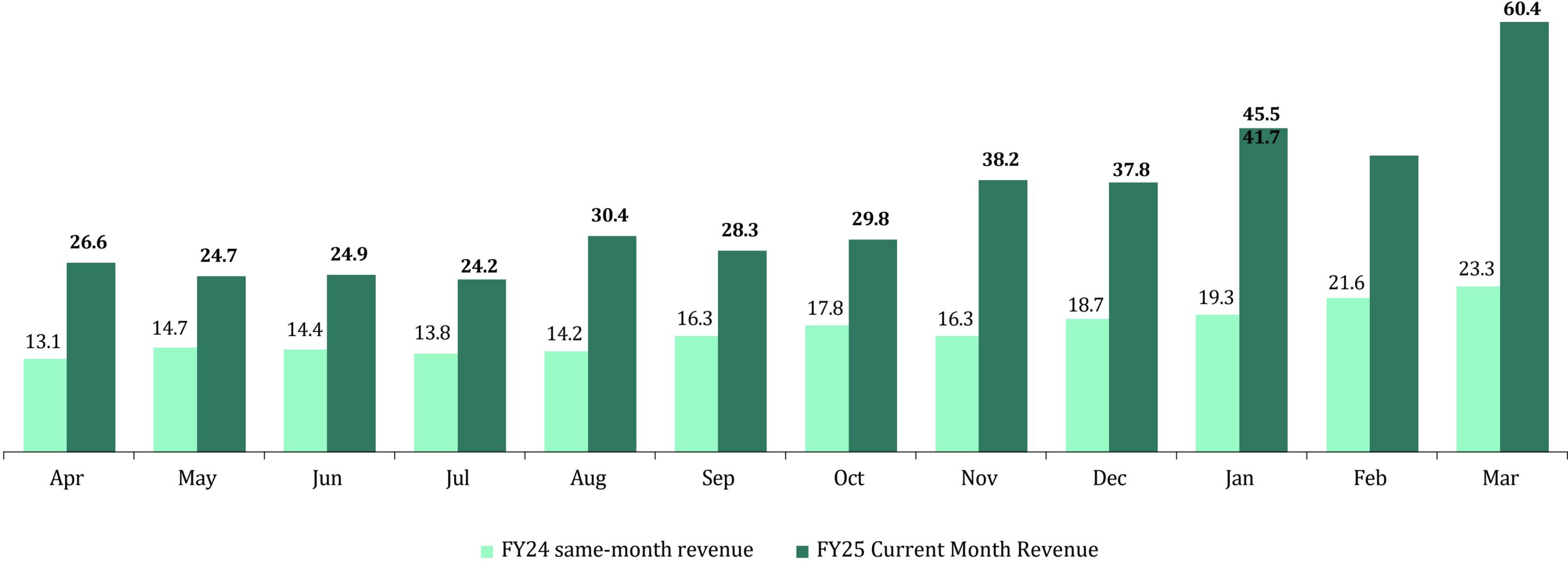


	Offline (82% of FY25 Revenue)	Online (18% of FY25 Revenue)												
Current Presence	<p><b>Multi-State &amp; Tier 2/3 Presence</b> through:</p> <ul style="list-style-type: none"> <li>• 40+ distributors &amp; 200+ retail touchpoints</li> <li>• 30+ MBOs in Children hospitals</li> <li>• Corporate &amp; Institutional Sales – Bulk orders for gifting, corporate tie-ups (schools, hospitals, maternity clinics)</li> </ul>	<p>Website</p>												
Revenue (INRmn)	<table border="1"> <tr> <th>Fiscal Year</th> <th>Revenue (INRmn)</th> </tr> <tr> <td>FY2024</td> <td>203</td> </tr> <tr> <td>FY2025</td> <td>339</td> </tr> </table>	Fiscal Year	Revenue (INRmn)	FY2024	203	FY2025	339	<table border="1"> <tr> <th>Fiscal Year</th> <th>Revenue (INRmn)</th> </tr> <tr> <td>FY2024</td> <td>6</td> </tr> <tr> <td>FY2025</td> <td>111</td> </tr> </table>	Fiscal Year	Revenue (INRmn)	FY2024	6	FY2025	111
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Pricing	<ul style="list-style-type: none"> <li>• Domestic: 30% margin on domestic sales</li> <li>• International: 30% profit on exports</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive pricing with dynamic AI-based price</li> <li>• Exclusive discounts &amp; offers are used to boost repeat purchases</li> </ul>												
Gross margin %	<ul style="list-style-type: none"> <li>• ~30%</li> </ul>	<ul style="list-style-type: none"> <li>• ~80%</li> </ul>												

# FY25: Consistent Y-o-Y growth achieved



## Kidbea's Monthly Net Revenues





**1 #1 Bamboo Kids Apparel Brand. Clinically Tested. Premium Quality**  
Pioneering premium, clinically-tested European-standard ultra-soft bamboo fabric for unmatched comfort and safety

**2 Omnichannel presence with Pan-India Reach**  
Strong footprint across online marketplaces, distributors, and modern trade – catering to both metros and Tier 2–3 cities

**3 Attractive Industry Dynamics – \$33.5Bn Market, High Growth and Largely Unorganised,**  
Industry growing at 14% CAGR, with 84% still unorganized and rapidly shifting toward branded, organised players.

**4 Fastest growing Kidswear brand with Best-in-Class Gross Margins**  
240% CAGR Revenue Growth Historically, with Gross Margins currently at 80% for Online and 42% Overall

**5 Well-positioned to tap high-growth segments – New-Age Parents and Tier 2/3 Cities**  
Strong product portfolio made with eco-conscious materials, data-driven design, and focus on online

# About The Collection

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- Designed with love and intention, our collection celebrates every child's uniqueness. From newborns to preteens, we offer a diverse size range to fit growing needs. With sensory-friendly styles, adaptive clothing for easier dressing, and gender-inclusive designs, we ensure comfort, dignity, and freedom of expression for all. Each piece is thoughtfully created to suit different climates and cultural occasions, making style effortless, inclusive, and season-ready.
- Thoughtfully designed to embrace comfort, care, and inclusivity, our collection caters to every stage of childhood—from newborns to preteens. We offer a diverse range of apparel made from organic cotton, bamboo, and linen fabrics, ensuring gentle, breathable wear for delicate skin. Our sensory-friendly, adaptive, and gender-inclusive designs celebrate individuality while making dressing easier for all kids.

# About The Collection



Our product range varies from **299/- to 2799/-**

Beyond clothing, our collection extends into everyday essentials and joyful moments:

**Accessories & Nursery** – Muslin swaddles, protective nets, and cozy add-ons

**Travel** – Strollers, diaper bags, and on-the-go solutions

**Toys** – Wooden toys, puzzles, and soft toys to spark imagination

**Feeding** – Safe steel bottles, sippers, and spoons for mindful mealtimes

**Gifting** – Pre-packed hampers and occasion-based gifts crafted with care

*Our seasonal collections reflect diverse climates and cultural celebrations, making every piece a blend of purpose, play, and timeless style.*



# Our Store

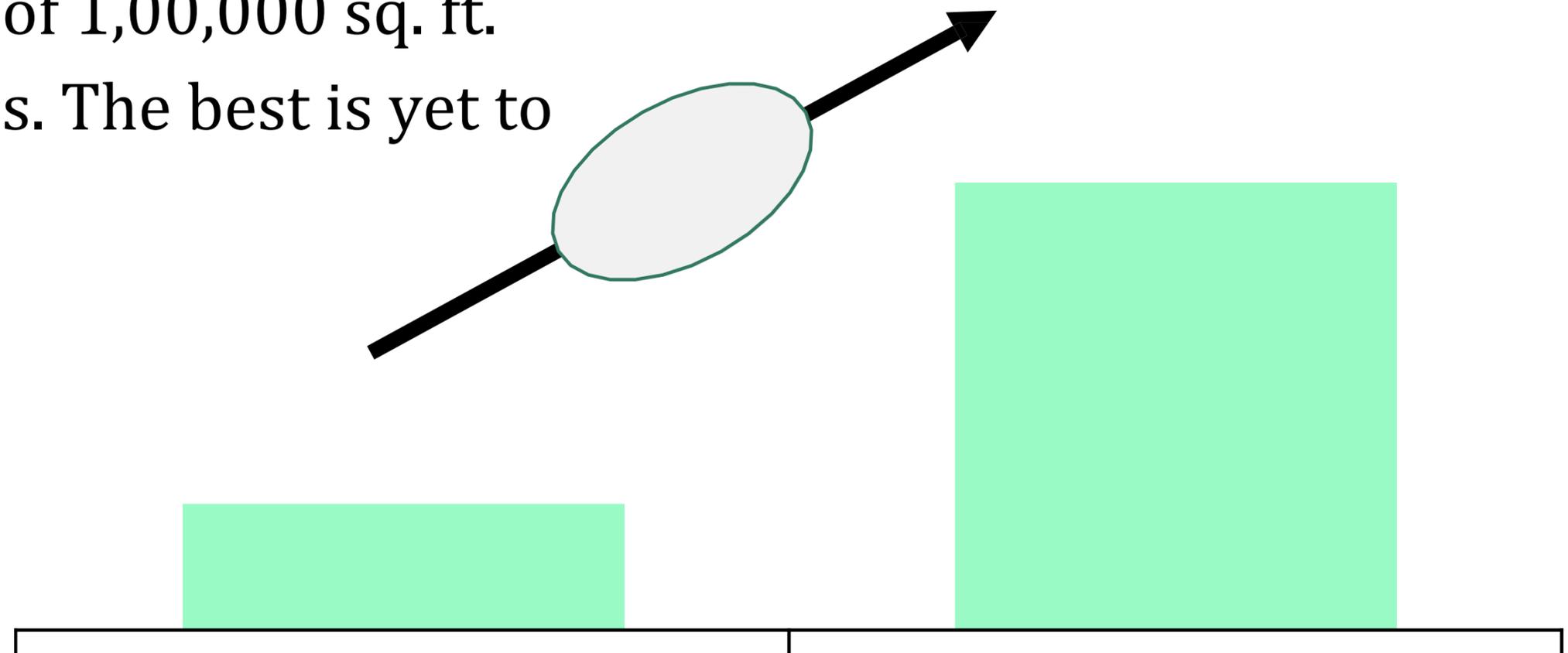


The unwavering support and immense love from parents across the country have fueled our journey from online to on-ground. Kidbea is now available at ***National Handloom stores*** in ***Jodhpur*** and ***Ahmedabad***, and through our partnership with Big Shark Deals, we've expanded to ***Barnala*** and ***Moga***.

Taking a bold step forward, we're soon launching our standalone store at ***Raipur City Mall***—a space designed to bring our world of comfort and conscious fashion closer to you. But we're just getting started.

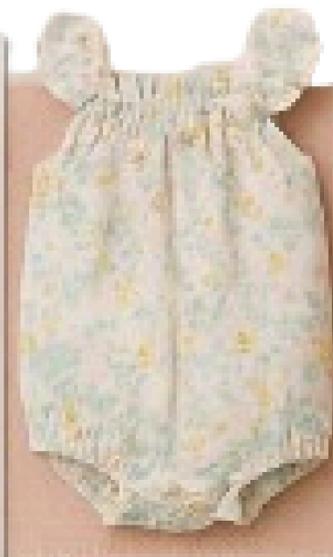


With big dreams and bigger hearts, we're set to launch 35 new stores across India in FY 2025-26, including Exclusive Brand Outlets (EBOs), Multi-Brand Outlets (MBOs), and Shop-in-Shops (SIS)—covering a total retail space of 1,00,000 sq. ft. Thank you for believing in us. The best is yet to come!



# Collection Gallery

## *Apparels*



# Collection Gallery

## *Apparels*



## *Apparels*



## ***ACCESIORIES & ESSENTIALS***



***Bows***



***Clips***



***Shoes***



***Socks***



***Booties***



***Sandals***



***Caps, Mittens***

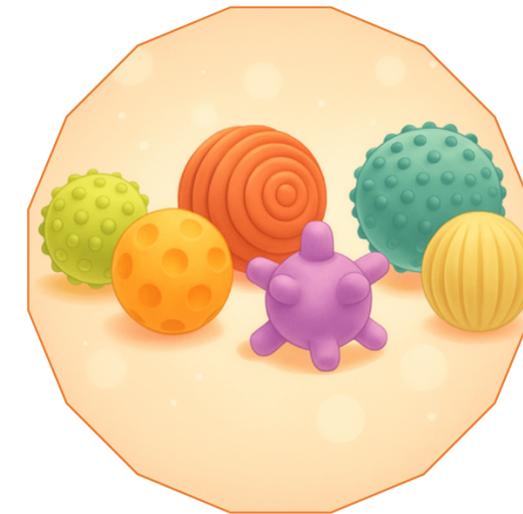
## Toys



*Soft Toys*



*Puzzles*



*Sensory Balls*



*Wooden Toys*



*Puzzles*

## *Feeding & Gifting*



*Spoons*



*Steel Bottles*



*Gift Sets*



*Sippers*



*Personalised Gift Sets*

## *Home, Nursery and Travel*



*Baby Beds*



*Diaper Bags*



*Strollers*



*Muslin Swaddles*



*Storage Baskets*



*Cribs*

# Our Skin Care Brand

***London Pals*** is a premium skincare brand crafted specially for kids—from newborns to teens. Rooted in nature and backed by science, our formulations use gentle, natural ingredients to nourish delicate skin at every age. With a promise of purity, safety, and softness, London Pals ensures skincare that parents trust and kids love.



***Thank You!***

✉ [contact@kidbea.com](mailto:contact@kidbea.com)