

DRAVIDAZ

- ONE SHIRT.ENDLESS POSSIBILITIES.
- INTERCHANGEABLE COLLARS AND BUTTONS DESIGNED FOR MODERN VERSATILITY.
- ENGINEERED ELEGANCE FOR THE MODERN WARDROBE
- MODULAR FASHION IS THE FUTURE AND IT STARTS WITH DRAVIDAZ.

DRAVIDAZ



THE PROBLEM.

- Professionals and style-conscious consumers discard shirts due to worn-out or outdated collars.
- Layering shirts under sweatshirts or sweaters causes visible bulk, discomfort, and poor fit.
- Consumers are forced to replace entire garments for minor, fixable issues.
- Existing solutions (tailors, fast fashion, DIY hacks) are inconvenient, costly, or inelegant.

This results in wasted money, time and clothing

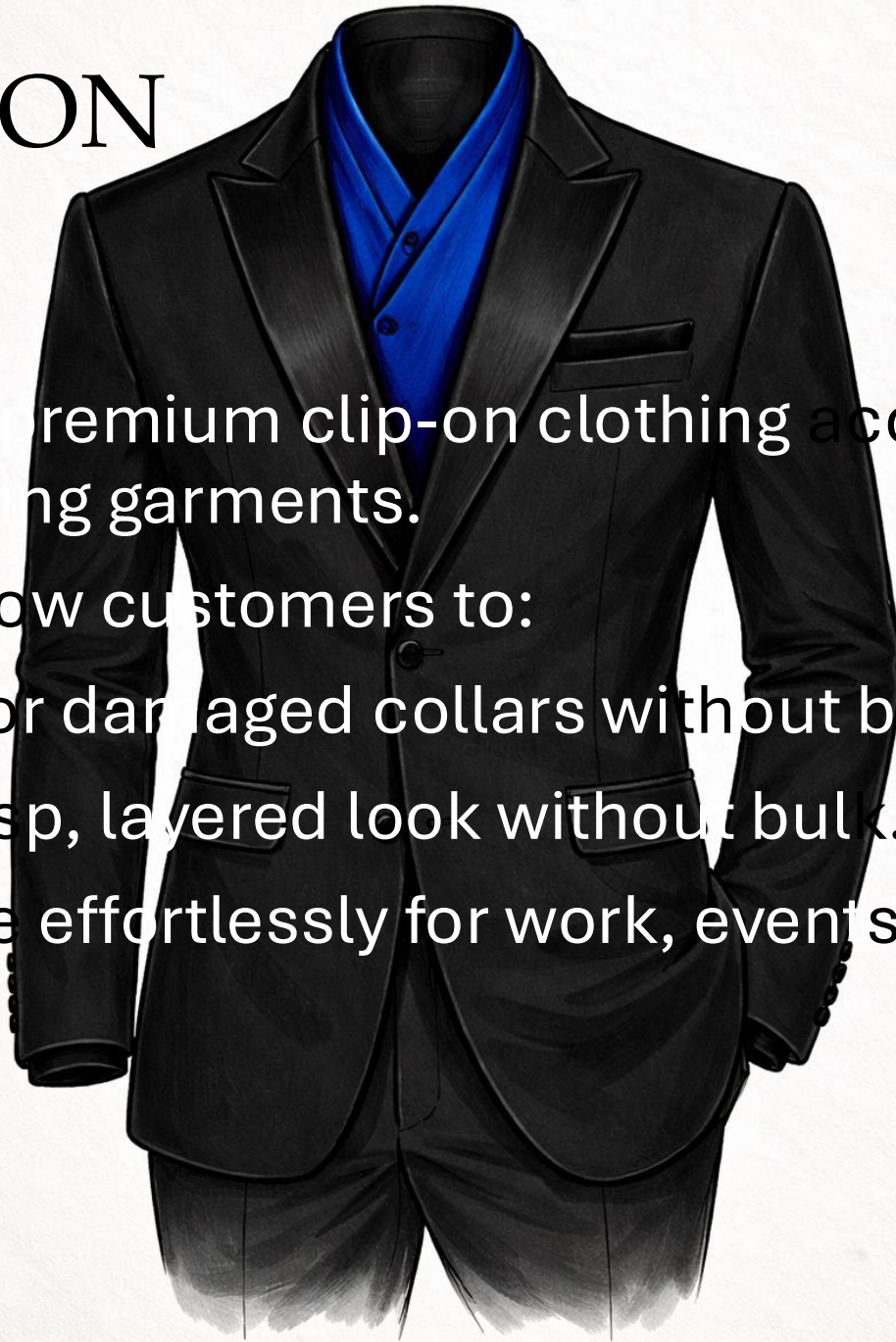


THE SOLUTION

DRAVIDAZ offers premium clip-on clothing accessories that instantly transform existing garments.

Our products allow customers to:

- Replace old or damaged collars without buying a new shirt.
- Achieve a crisp, layered look without bulk.
- Upgrade style effortlessly for work, events or casual wear.



OUR PRODUCTS.

1. Clip-on collars
2. Tuck-in collars
3. Clip-on buttons

HOW IT WORKS:

1. Select the accessory.
2. Clip or tuck onto the garments.
3. Instantly elevate the look

Designed for comfort, durability and invisible integration.



UNIQUE VALUE PROPOSITION.



WHY DRAVIDAZ WINS?



Extends the life of existing clothing.



Eliminates bulk from traditional layering.

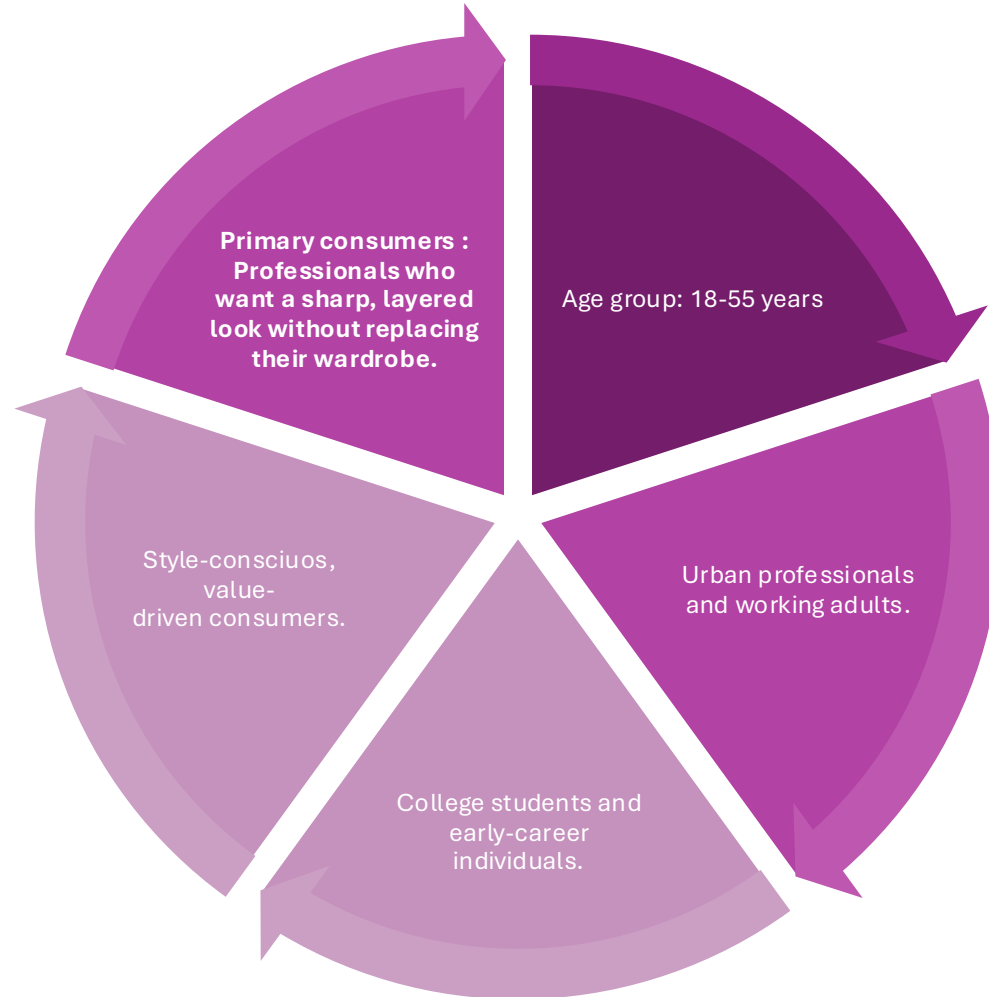


Elegant, professional finish unlike DIY or low-quality alternatives.



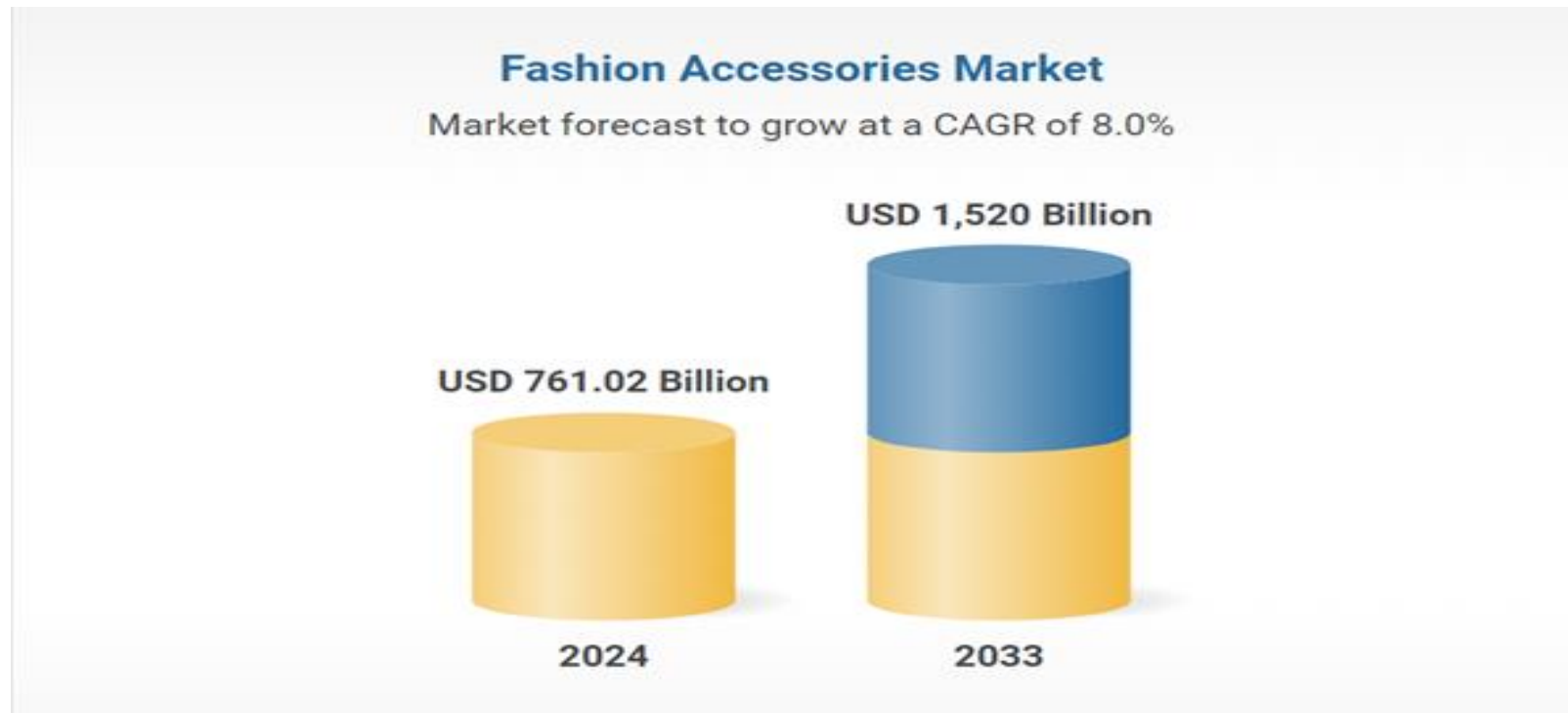
Time-saving and cost-effective solution.

TARGET MARKET.



MARKET OPPORTUNITY.

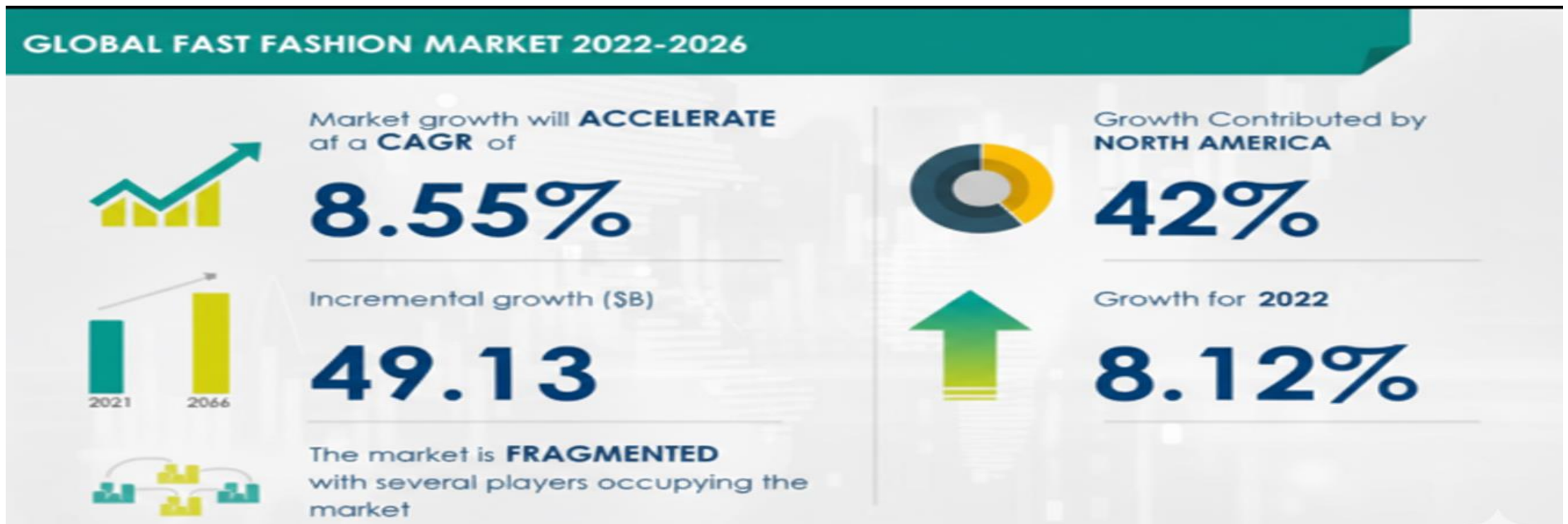
- Global apparel and fashion accessories market: \$500B+
- Detachable accessories and smart layering : fast growing niche.
- Rising demand for sustainable, modular fashion.



MARKET SIZING

- TAM: Global apparel accessories market
- SAM: Urban, professional consumers seeking smart styling
- SOM: Online-first D2C customers in initial launch region

Large, repeat-purchase market with strong expansion potential.

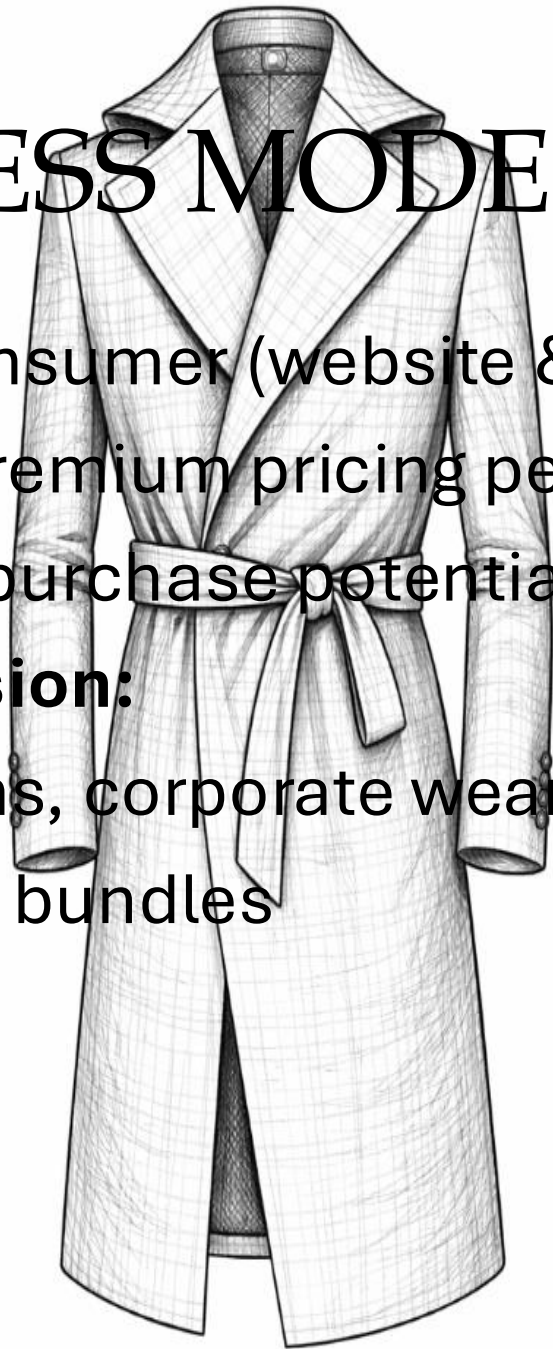


BUSINESS MODEL

- Direct-to-consumer (website & marketplaces)
- Affordable premium pricing per accessory
- High repeat purchase potential

Future expansion:

- B2B (uniforms, corporate wear)
- Styling kits & bundles



TRACTION and STATUS

- Brand concept finalized
- Product designs under development
- Currently in **prototype creation stage.**

Next milestones:

- Functional prototypes
- User testing
- Manufacturing partners



MARKET STRATEGY

- Social media education & styling content
- Influencer-led demonstrations
- Before/after visual storytelling
- Targeted ads for professionals & students.



COMPETITION

- Traditional tailors

- Fast-fashion replacements

- Low-quality detachable accessories

Advantage of DRAVIDAZ:

- Premium look

- Precision fit

- Designed specifically for modern layering problems

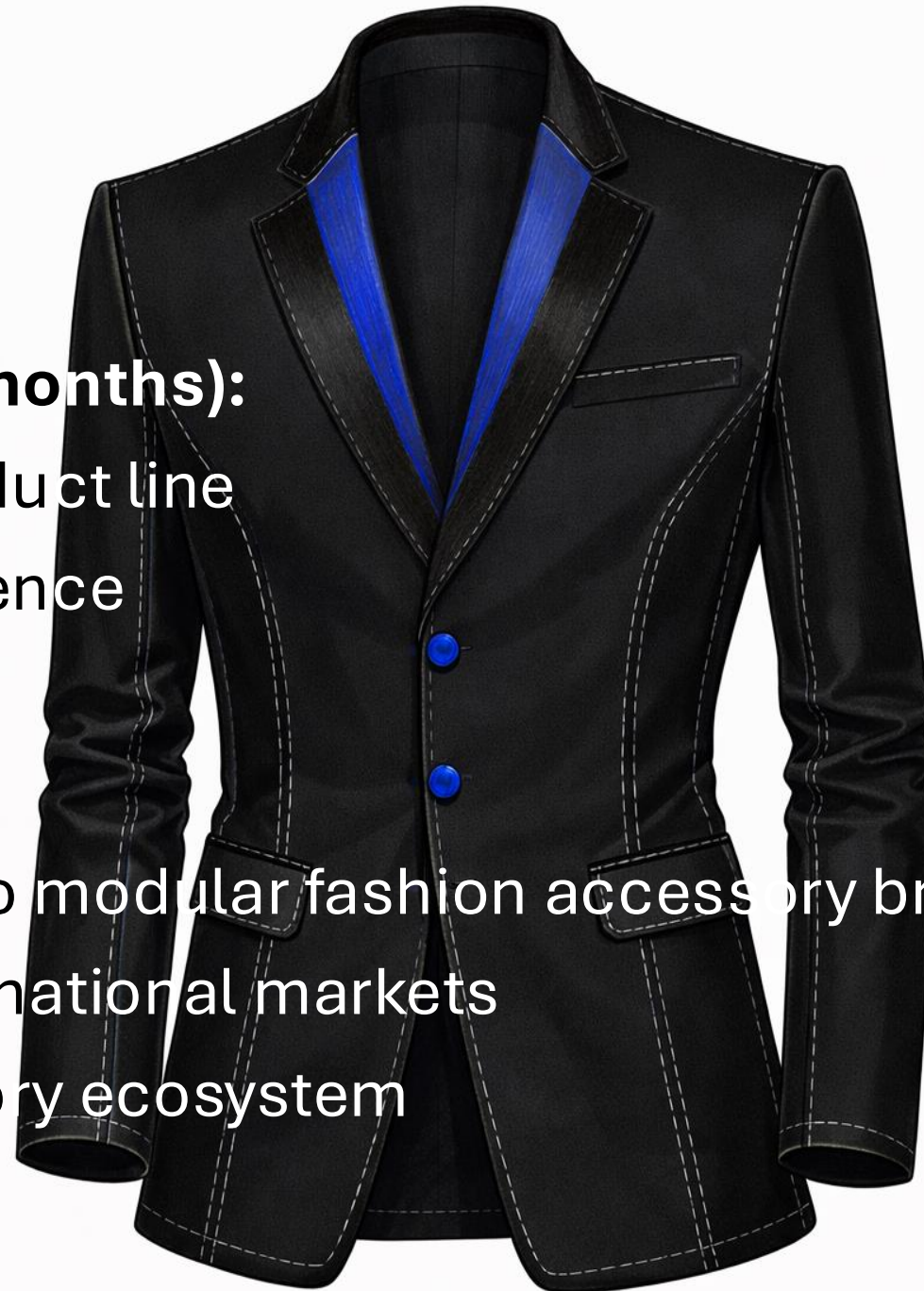
VISION

Short-term (6–12 months):

- Launch core product line
- Build brand presence
- Validate demand

Long-term:

- Become the go-to modular fashion accessory brand
- Expand into international markets
- Broaden accessory ecosystem



TEAM

- Founder-led brand
- Focus on design, functionality, and brand storytelling



FINANCIALS

- Low manufacturing cost per unit
- Strong gross margins
- Scalable D2C economics



THE ASK

Funding Ask: ₹10 Lakhs (Minimum Round)

Use of Funds:

- **40% – Product & Prototype Finalization**
Refinement of clip-on collars, tuck-in collars, and buttons
- **25% – Tooling & Small-Batch Manufacturing**
Vendor setup and initial inventory
- **20% – Branding & Go-To-Market**
Website, content creation, and launch marketing
- **15% – Operations & Testing**
Packaging, logistics, and customer feedback loops

12–18 Month Milestones:

- **Market-ready product line**
- **Successful D2C launch**
- **Early revenue traction**
- **Clear path to scale and follow-on funding**

CLOSING

DRAVIDAZ

Redefining how clothing adapts to you, not the other way around.