# Premium Pet Resort & Veterinary Expansion

## Investor Memo | FY 2025–26

Fluffy Paws

01.

## Executive Summary

Fluffy Paws is a profitable, premium pet resort brand operating in Bangalore, generating:

**₹1.30 Cr Revenue (FY26 provisional)**
**₹52.0L PBT**
**₹40L-₹45L Net Profit**
**Zero debt**
**Cash-flow positive**

We are raising ₹1.5–2 Cr at a ₹8 Cr pre-money valuation (15–20% dilution) to expand into 3–5 high-demand micro-markets and add veterinary services.

02.

## Market Opportunity

| | |
|---|---|
| India Pet Care Market<br>**₹30,000+ Cr** | Organised Segment<br>**~₹6,000 Cr** |
| Highly Metro Concentrated | Rapidly Formalising |

Source: IBEF

Bangalore is one of India's top pet-density cities, especially:

**Sarjapur belt / Whitefield / HSR / Electronic City / North Bangalore gated communities**

Pet services remain fragmented and under-branded.

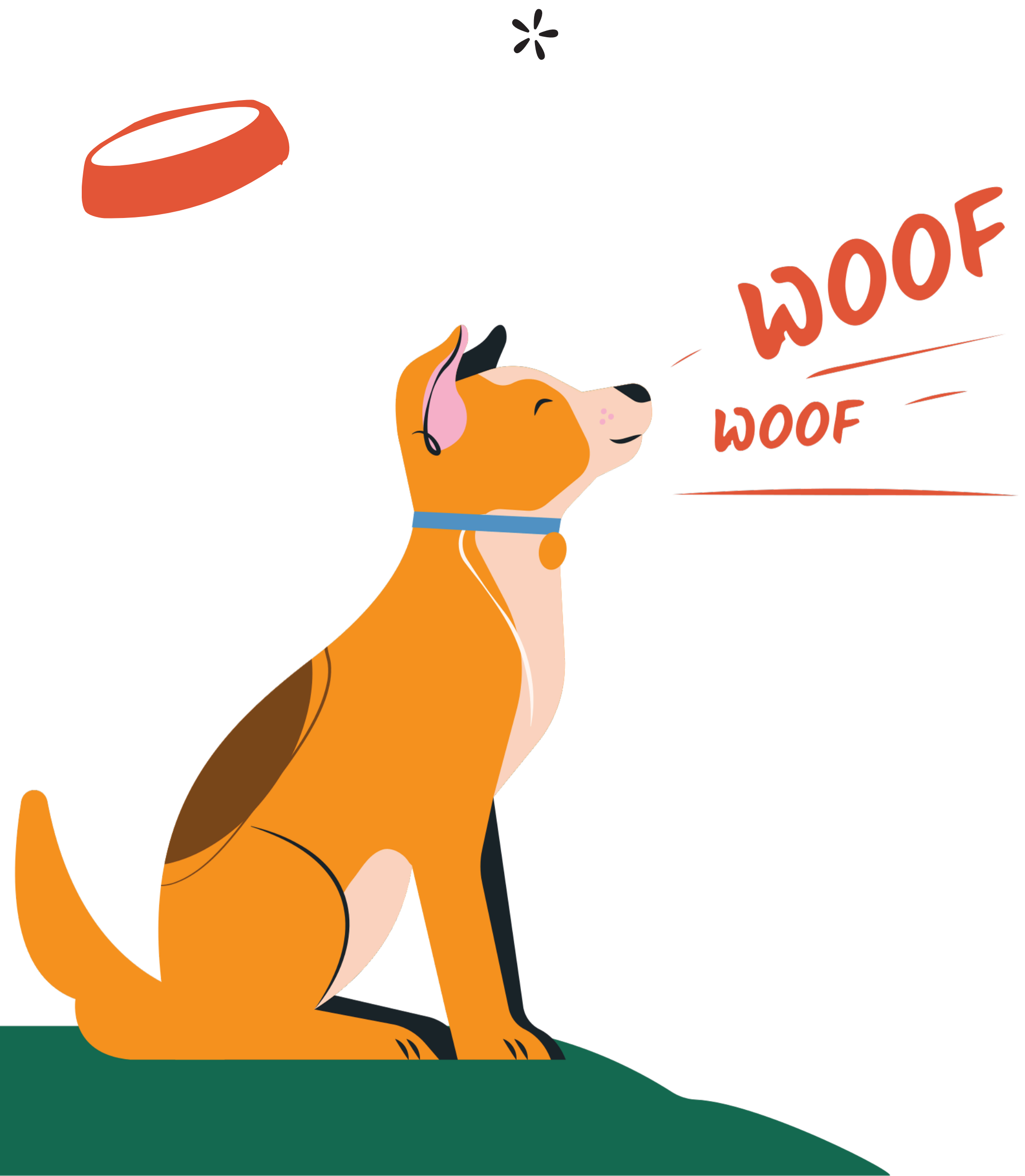
03.

## Problem

Urban pet parents face:

- Poor hygiene standards in boarding facilities
- Lack of integrated care (boarding + medical + grooming)
- No premium, trust-led, resort-style experience
- Fragmented service providers

In metro cities like Bangalore, pet ownership is rising but quality infrastructure is limited.




## Solution

04.

Fluffy Paws offers:

- Premium pet boarding
- Resort-style accommodation
- Grooming & hygiene care
- Expansion into in-house veterinary services
- Integrated, full-stack pet care ecosystem

We operate as a trust-first brand, not a transactional kennel.

05.

## FY26 Performance:

# Traction (Proof of Product-Market Fit)

Revenue
**₹1.30 Cr**

Gross Margin
**60-75%**

EBIT Margin
**40-45%**

Net Margin
**30-35%**

Zero Debt

Asset-light Model

Strong Repeat Customers

**This is not a loss-making startup.
This is a profitable growth engine.**

06.

# Business Model

Revenue Streams:

- Boarding (primary driver)
- Grooming
- Add-on services
- Upcoming veterinary care
- Membership & premium plans (future)

Unit Economics (per location target):

- Capex per new center: ₹50L–₹80L (depending on size)
- Break-even: 16–24 months
- EBITDA potential: 20–25%

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**Location-driven but replicable in high-income clusters.**

07.

# Competitive Advantage

- Premium positioning (not mass boarding)
- Strong margins (rare in pet services)
- Asset-light setup Scalable micro-market playbook
- Expansion-ready operations
- Brand-first approach vs kennel-first competitors

## 08.

## Use of Funds ₹1.5–2 Cr

## Expansion Plan

**Capital allocation:**

- 2–3 new Bangalore micro-markets
- Veterinary setup integration
- Marketing & brand positioning
- Operational hires
- Working capital buffer

## 09.

## Why Now

- Rising disposable income
- Nuclear families + pet humanisation trend
- Lack of organised premium operators
- First-mover advantage in integrated resort + vet model

This market will consolidate in the next 5–7 years.

We aim to be one of the early structured players.

## 10.

## Valuation & Ask

| Raising | Pre-money Valuation |
|---|---|
| ₹1.5–2.0 Cr | ₹8.0 Cr |

| Dilution |
|---|
| 15–20% |

**Justification:**

6x revenue multiple
High profitability
Zero debt
Proven traction
Clear expansion path

# What Makes This Investable?

WOOF

WOOF

### This is not:

- An idea-stage star tup
- A burn-heavy aggregator
- A low-margin kennel

### This is:

- Profitable
- Expansion-ready
- High-margin
- In a fast-growing sector
- Positioned for brand-led scaling

FLUFFY PAWS