

MASTERS' UNION

# UG Programme in Technology & Business Management



16

Businesses

₹1.1Cr

Revenue

2

Months

## Dropshipping Challenge





## **Masters' Union Undergraduate Dropshipping Challenge**

**Hand-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

closet essentia

 @closetessentia

Un<sup>o</sup>tangled

 @untangled.club

ZENMO  
racing beyond time....

 @zenmo.store

AAPARN

 @aaparn.in

## Home Decor & Essentials



 @thepulsestore\_

URBANAMA

 @urbanama.co

Sell Any.online  
Everything You Desire,  
Just a Click Away

 @sellany.online



 @elarabynovember

## Miscellaneous



 @deshkidukaan.ind



 @apnapan.home



 @fitoor.xyz



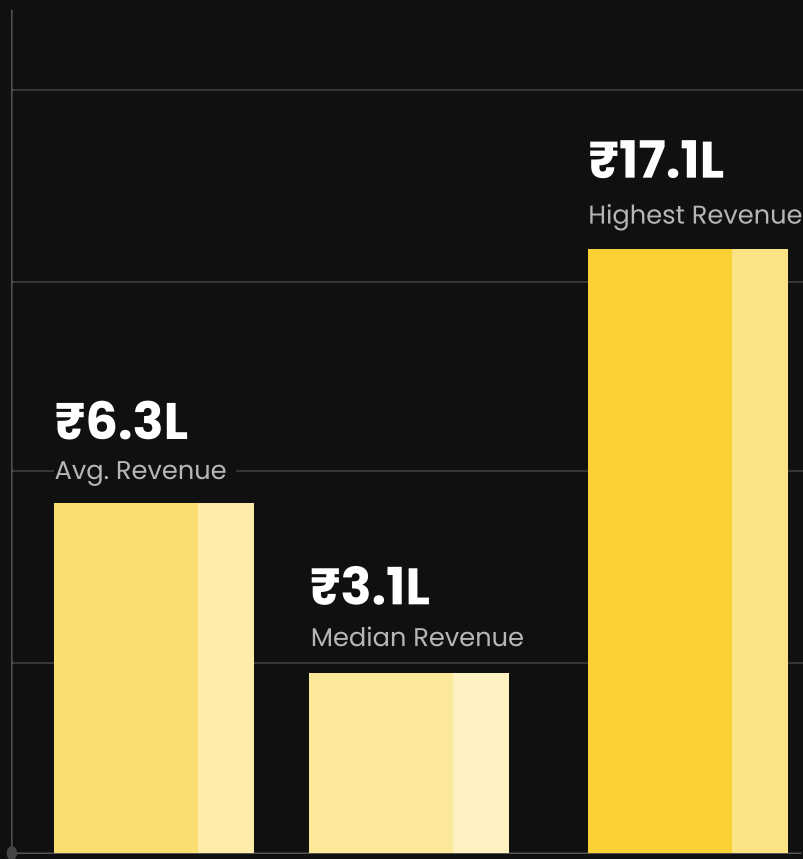
 @\_exoteacity\_

# Summary

	Business	Category	Revenue	Net Profit	ROAS
ELECTRONICS	Jugaad House	Everyday Essentials	₹13.1L	₹90K	13.9X
	Handy Solutions	Gadgets and Accessories	₹10.8L	₹1.2L	9.2X
	Newagewear	Electronics	₹10.2L	₹1.3L	9.7X
	Moye Moye	Workspace Essentials	₹2.5L	₹7K	4.5X
FASHION AND LIFESTYLE	Closet Essentia	Clothing and Accessories	₹17.1L	₹2.8L	8.6X
	Untangled	Trendy Wardrobe Essentials	₹3.3L	₹36K	6.3X
	Zenmo	Fashion Watches	₹2.9L	₹45K	19.8X
	Aaparn	Natural Essence Perfumes	₹1.8L	₹25K	14.2X
HOME DECOR & ESSENTIALS	The Pulse Store	Home Essentials and Gadgets	₹6.8L	₹1.1L	9.6X
	Urbanama	Home Essentials and Gadgets	₹4.8L	₹15K	17.1X
	SellAny.Online	Personal Care Essentials	₹3.1L	₹10K	5.8X
	Elara	Gemstone Jewellery	₹1.2L	₹15K	9.6X
MISCELLANEOUS	DeshKiDukaan	Home Appliances	₹15.8L	₹50K	4.3X
	Apnapan	Modern Lifestyle Accessories	₹3.9L	₹45K	8.5X
	Fitoor	Dry Fruits	₹3.4L	₹44K	15.1X
	Exoteacity	Immunity Booster Teas	₹90K	₹12K	5.6X

# Challenge Statistics

Achieved INR 1 Cr.+ in 2 months



**1.1Cr**  
Total Revenue

**16** Total Number  
of Startups

**47.5%**  
Avg. Gross Margin %

**8500+**  
Total Orders

**50+**  
Suppliers

## Revenue by Channel

Online  
**64%**

B2B  
**10%**

Offline  
**26%**





# Dropshipping Businesses

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*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

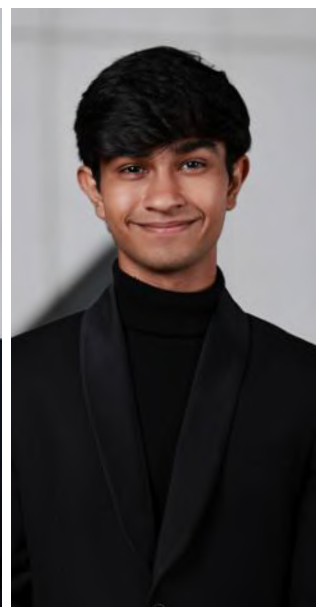
**Manufacturer Details:** Outsourced from suppliers in Guwahati

## ₹13.1L

Revenue Till Date

## ₹90K

Net Profit



## 35%

Gross Margin

## 13.9X

Return on Ad Spend

### 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](https://www.instagram.com/jugaadhouse)

Website:

[jugaadhouse.com](https://www.jugaadhouse.com)



# Product Portfolio



CLOTHCLEANER – ELECTRIC LINT REMOVER

₹499



HOLDERX – MULTIPURPOSE PHONE HOLDER

₹499



MUZICBUDDY – BLUETOOTH NECKBAND EAR BUDS

₹499



BYEBYEWINKLES – PORTABLE STEAM IRON

₹799



FEAR OF GOD ESSENTIALS SS TEE SAND

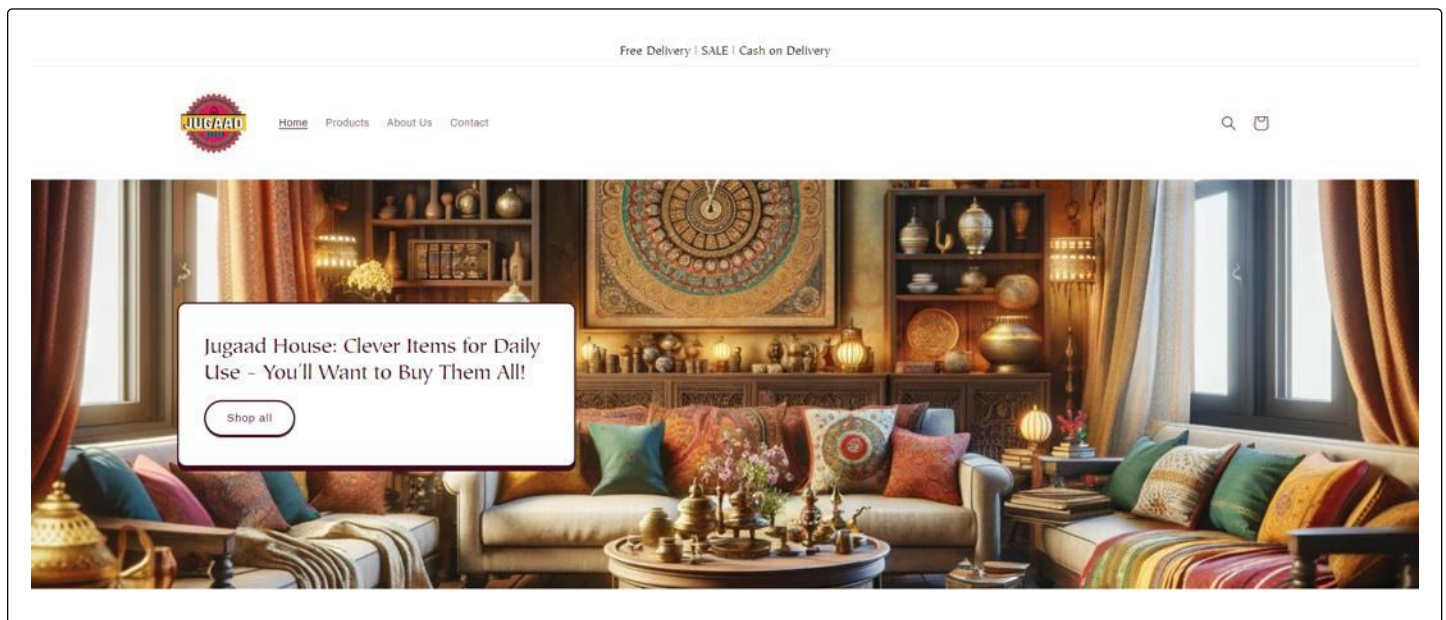
₹4450



JORDAN 1 RETRO HIGH OG YELLOW TOE

₹20,000

# Website



# 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

# ₹10.8L

Revenue Till Date

# ₹1.2L

Net Profit



# 60%

Gross Margin

# 9.2X

Return on Ad Spend

## 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)

Instagram:

[handysolutions.in](https://www.instagram.com/handysolutions.in)

Website:

[handysolutions.in](https://www.handysolutions.in)



# 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

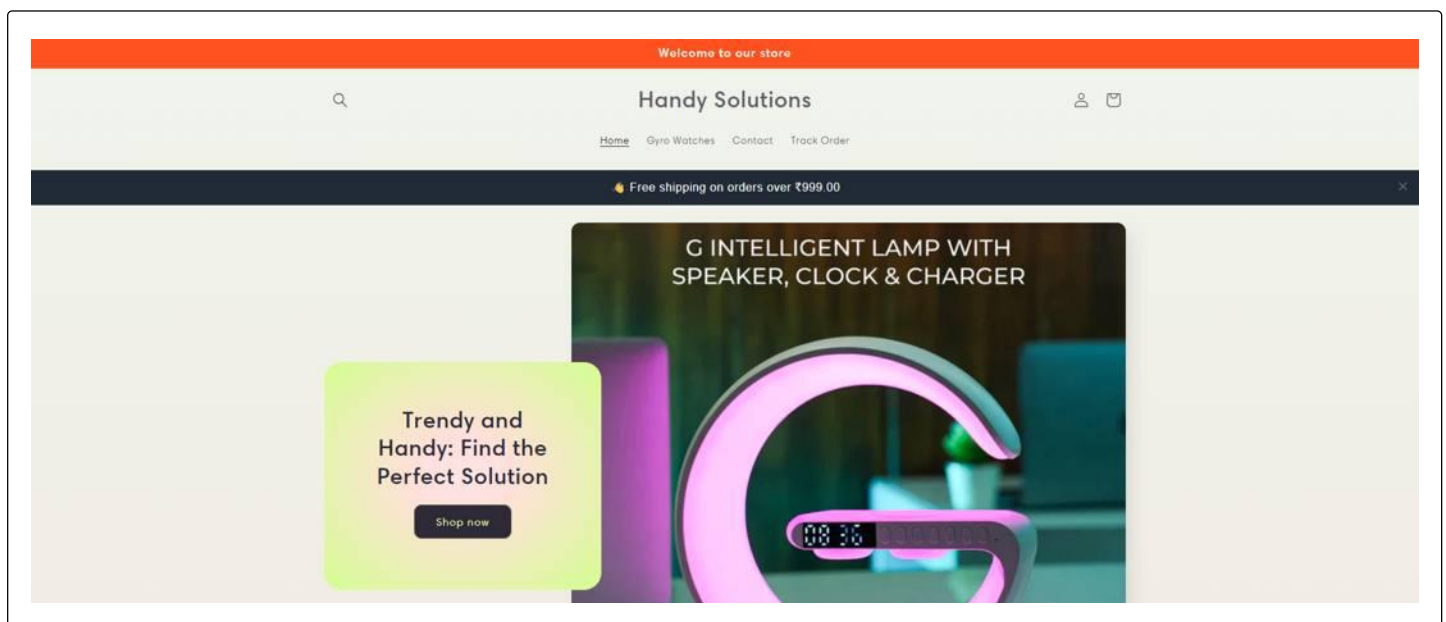
₹699



GRYO WATCH

₹990

## Website



# 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

# ₹10.2L

Revenue Till Date

# ₹1.3L

Net Profit



# 40%

Gross Margin

## Founders:

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

# 9.7X

Return on Ad Spend

Instagram:

[newagewear.in](https://www.instagram.com/newagewear.in)

Website:

[newagewear.in](https://www.newagewear.in)



# Product Portfolio



S ULTRA MAX SUPER 2.19 INCH SUPER AMOLED  
55 MM DISPLAY

₹699



T ULTRA  
SMARTWATCH

₹749



ULTRA WATCH  
GOLDEN EDITION

₹1299

FOLDED AND LOT OF FUNCTION  
MULTIPLE FUNCTIONS, YOU ARE EASY OPERATION



PIXELSKY 16MP: 4K VIDEO RESOLUTION  
PLASTIC UAV DRONE CAMERA

₹1999



FOLDABLE DRONE PRO 2  
E99 - GREY

₹2499



DUAL HD CAMERA DRONE WITH GESTURE CONTROL,  
LIVE VIDEO, FPV POSITIONING, AND DUAL BATTERY

₹2499

## Website

The screenshot shows a website banner for a smartwatch sale. At the top, there is a navigation bar with a logo 'N' and links for Home, Contact, Policies, Shop Now, and About Us. A search icon and a shopping cart icon are also present. Below the navigation bar, a blue banner reads 'Christmas sale is starting on 18 nov'. The main banner features a dark background with red glowing lines. On the left, the text 'SPECIAL OFFER' is above 'SMART WATCH' in large, bold, white letters, with 'Big Sale' written in a cursive font below it. On the right, a smartwatch with an orange strap is displayed on a red pedestal. To its right, the text 'DISCOUNT UP TO 85% OFF' is written in white. At the bottom left of the banner, there is a red 'SHOP NOW' button.

# 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

# ₹2.5L

Revenue Till Date

# ₹7K

Net Profit



# 30%

Gross Margin

## Founders:

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

# 4.5X

Return on Ad Spend

**Instagram:**

[moyemoye\\_gadgets](https://www.instagram.com/moyemoye_gadgets)

**Website:**

[moyemoye.co.in](https://moyemoye.co.in)



# Product Portfolio



CUTE THUMBS UP MULTI-FUNCTIONAL WIRE HOLDERS (PACK OF 10)

₹499



EXTENDABLE 3-IN-1 SELFIE STICK TRIPOD WITH BLUETOOTH REMOTE & FLASH

₹799



MOBILE CHARGING HOLDERS WITH ADHESIVE STRIPS (PACK OF 4)

₹899



PORTABLE AIR DUSTER WIRELESS VACUUM CLEANER

₹899



FOLDABLE & PORTABLE LAPTOP STAND

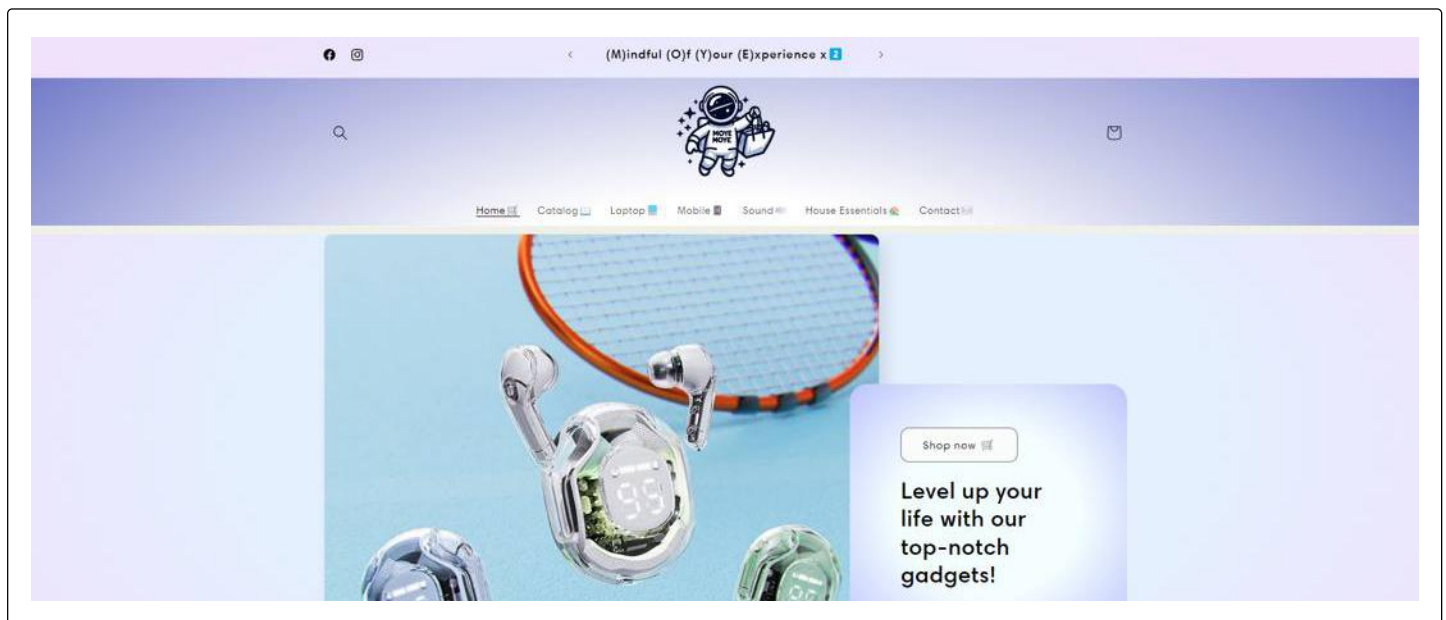
₹999



3-IN-1 WIRELESS CHARGING ATMOSPHERE LAMP WITH BLUETOOTH SPEAKER

₹1,899

## Website



# 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

## ₹17.1L

Revenue Till Date

## ₹2.8L

Net Profit



## 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:

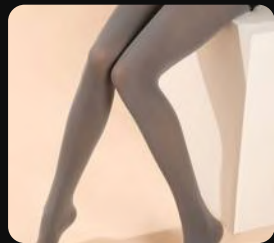
[closetessentia](https://www.instagram.com/closetessentia)

Website:

[closetessentia.in](https://www.closetessentia.in)



# Product Portfolio



SHEER FUR ILLUSION STOCKINGS/ GREY

₹699



FLEECE TEDDY LOUNGEWEAR

₹799



Sheer Fur Illusion Stockings/ Black

₹799



OVERSIZED COMFY TEES FOR EVERYDAY

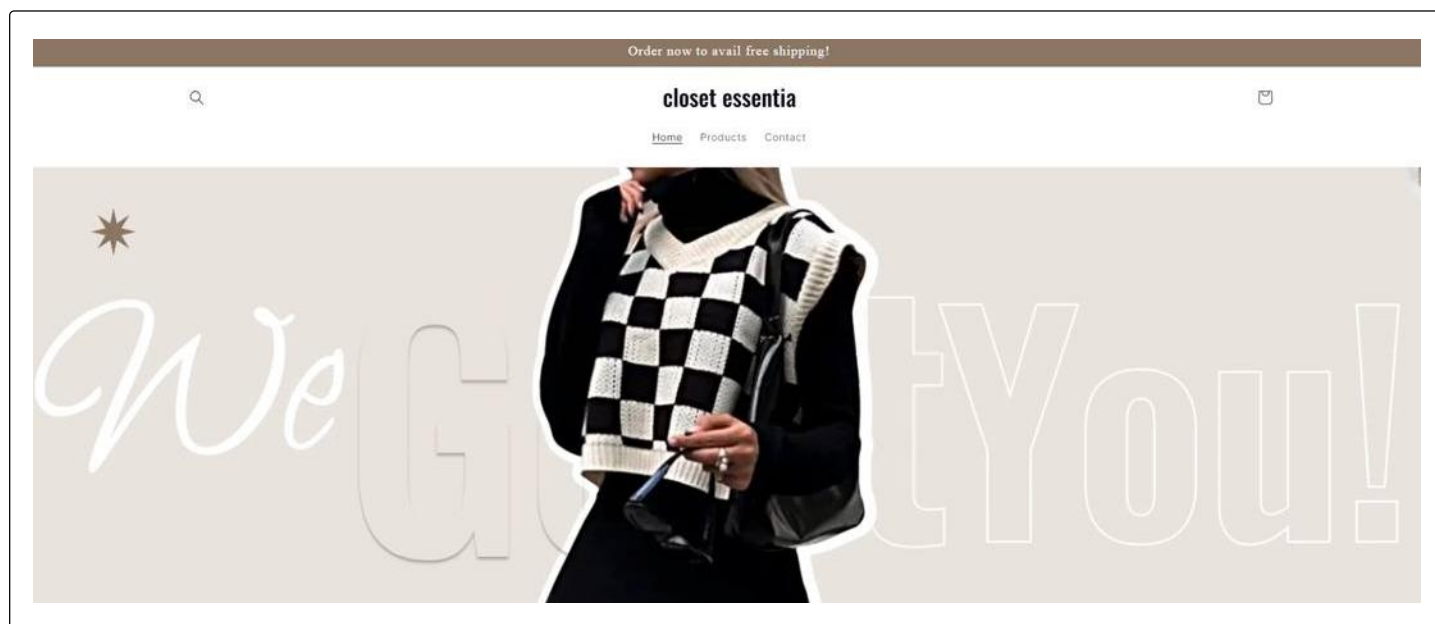
₹899



ADJUSTABLE CARGOS

₹1200

## Website



# 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

# ₹3.3L

Revenue Till Date

# ₹36K

Net Profit



# 45%

Gross Margin

**Founders:**

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

# 6.3X

Return on Ad Spend

**Instagram:**

[untangled.club](https://www.instagram.com/untangled.club)

**Website:**

[untangledstore.in](https://untangledstore.in)



# Product Portfolio



CUSTOMIZED SCRUNCHIE BOX OF 4+1

₹449



FLEECE FUR ILLUSION STOCKINGS

₹799



BAGGY PARACHUTE PANTS

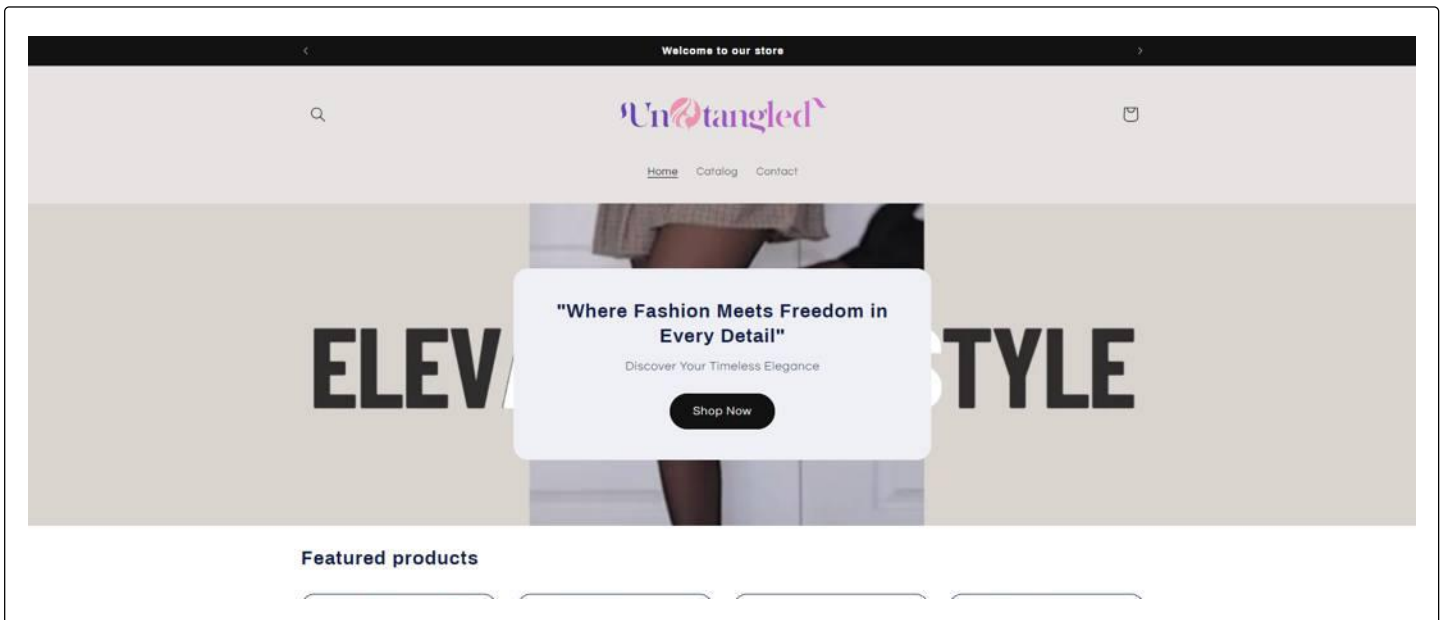
₹999



PREMIUM KNITTED CORDS SET

₹1799

## Website



# ZENMO

Zenmo is a watch brand inspired by the iconic alloy wheels of beloved cars

Price:

# ₹1200 – ₹2000

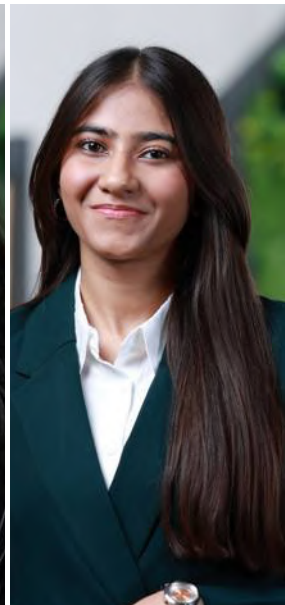
**Manufacturer Details:** Outsourced from manufacturers in Mumbai

# ₹2.9L

Revenue Till Date

# ₹45K

Net Profit



# 55%

Gross Margin

# 19.8X

Return on Ad Spend

### Founders:

- \* **Hritvik Arora**, Vija 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 Singhania**, Delhi Public School, Raigarh (18)

**Instagram:**

[zenmo.store](https://www.instagram.com/zenmo.store)

**Website:**

[zenmo.store](https://zenmo.store)



# Product Portfolio



URUS BLUE WATCH | NON  
ROTATORY | NON GYRO

₹1199



FERRARI SPIDER WITH WHITE BRAKES  
CALIBRATORS | GRYO WATCH

₹1999



T GODZILLA WITH YELLOW BRAKES CALIBRATORS |  
GRYO WATCH

₹1999



GODZILLA WITH GREEN BRAKES  
CALIBRATORS | GRYO WATCH

₹1999



FERRARI SF90 WITH YELLOW BRAKES  
CALIBRATORS | GRYO WATCH

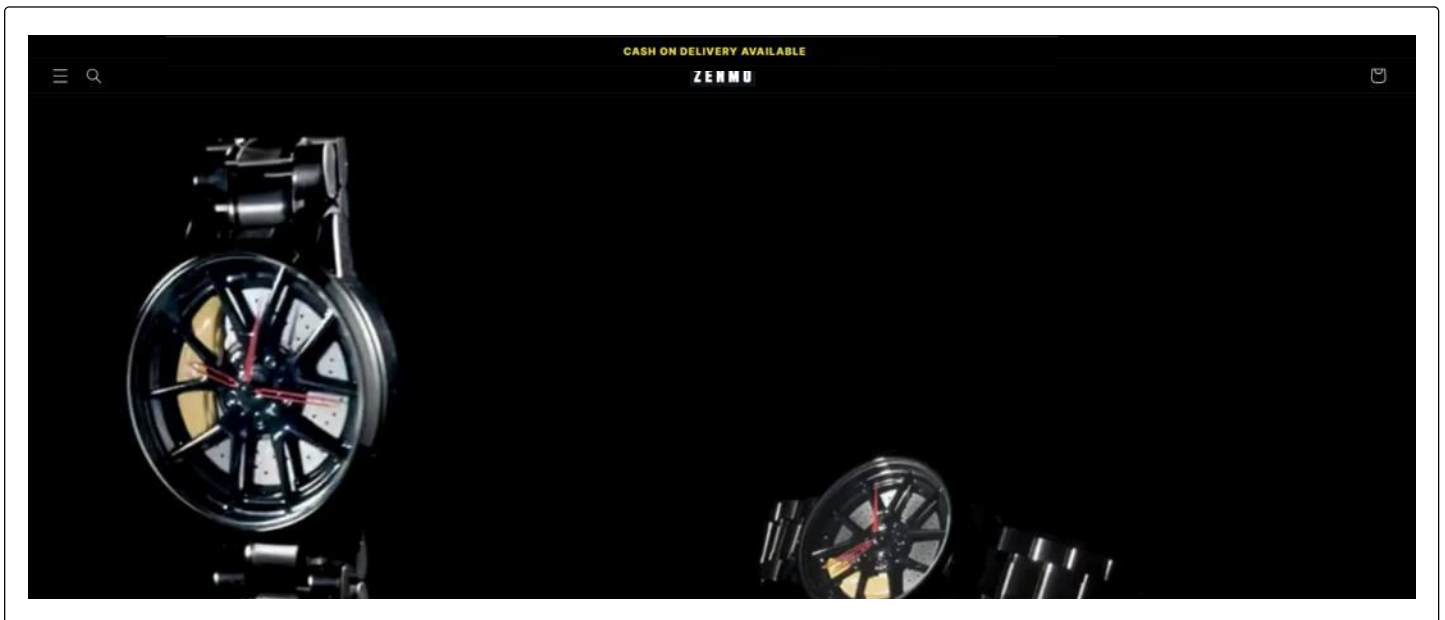
₹1999



FERRARI SF90 WITH BLUE BRAKES  
CALIBRATORS | GYRO WATCH

₹1999

## Website



# Aaparn

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

# ₹1.8L

Revenue Till Date

# ₹25K

Net Profit



# 50%

Gross Margin

# 14.2X

Return on Marketing Spend

## 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)

Instagram:

[aaparn.in](https://www.instagram.com/aaparn.in)

Website:

[aaparn.in](https://www.aaparn.in)



# Product Portfolio



SARDI KI DHOOP

₹1499



ZAFRANI

₹1499



PINE ROSE

₹1499



PRAKRITI ELIXIR

₹1499

## Website



# 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

## ₹6.8L

Revenue Till Date

## ₹1.1L

Net Profit



## 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\\_](https://www.instagram.com/thepulsestore_)

Website:

[thepulsestore.com](https://www.thepulsestore.com)



# Product Portfolio



UNISEX WINTER KNIT BEANIE CAP  
HAT NECK WARMER SCARF

₹599



UNISEX WINTER KNIT BEANIE CAP  
HAT NECK WARMER SCARF

₹599



NOVA LINT  
REMOVER

₹599



BOILING WATER, EGGS & COOKING  
RICE, NOODLES, PASTA, TEA, COFFEE,  
OATS, CORN AND  
EVEN FOR STERILIZATION FUNCTION

FIDATO MULTIPURPOSE ELECTRIC COOKING POT

₹1399



ALL-IN-ONE AIRSTYLER 2.0

₹1599



STAR PROJECTOR NIGHT LIGHT

₹1899

## Website

Upto 50% off. Shop Now!

Pulse Store

Home Catalog Contact About Us

New Arrival

**KNIT BEANIE CAP**

Promo Special

**DISCOUNT**

**50%**

★ Our Reviews

# Urbanama

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

Price:

# ₹599 – ₹1499

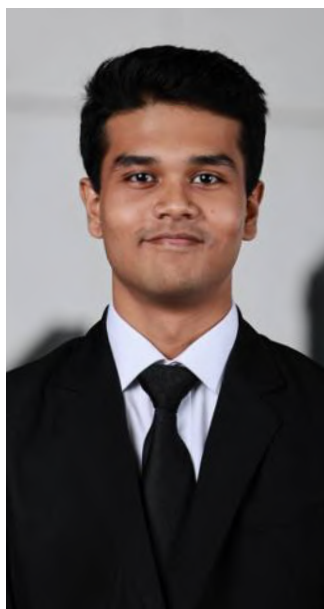
**Manufacturer Details:** Outsourced from wholesalers in Delhi and Gurugram

# ₹4.8L

Revenue Till Date

# ₹15K

Net Profit



# 15%

Gross Margin

## 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)

# 17.1X

Return on Ad Spend

Instagram:

[urbanama.co](https://www.instagram.com/urbanama.co)

Website:

[urbanama.co](https://www.urbanama.co)



# Product Portfolio



NOVA LINT REMOVER  
₹599



MOSQUITO KILLER LAMP  
₹599



URBANAMA  
URBANBEATS- WIRELESS EARPHONES  
₹699

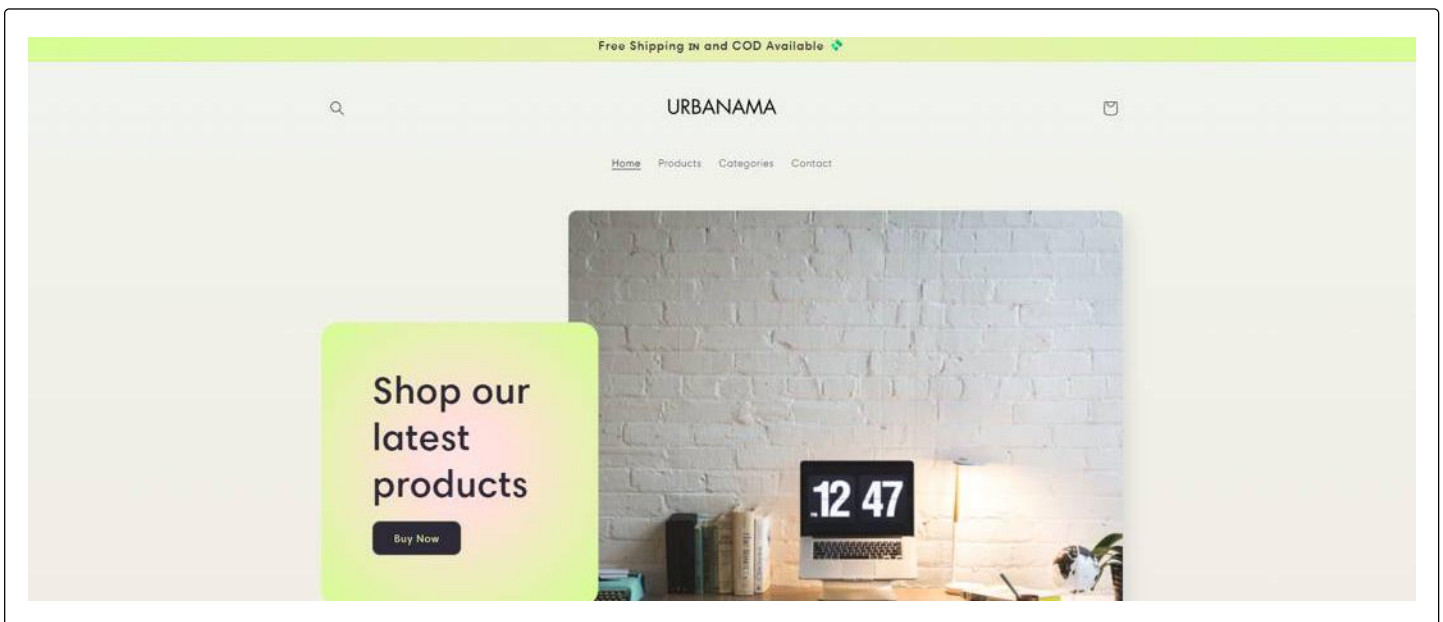


CUTE PANDA LAMP  
₹999



THE G INTELLIGENT LAMP  
₹1899

## Website



# 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

# ₹3.1L

Revenue Till Date

# ₹10K

Net Profit



# 60%

Gross Margin

### 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)

# 5.8X

Return on Ad Spend

Instagram:

[sellany.online](https://www.instagram.com/sellany.online)

Website:

[sellany.online](https://www.sellany.online)



# Product Portfolio



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)

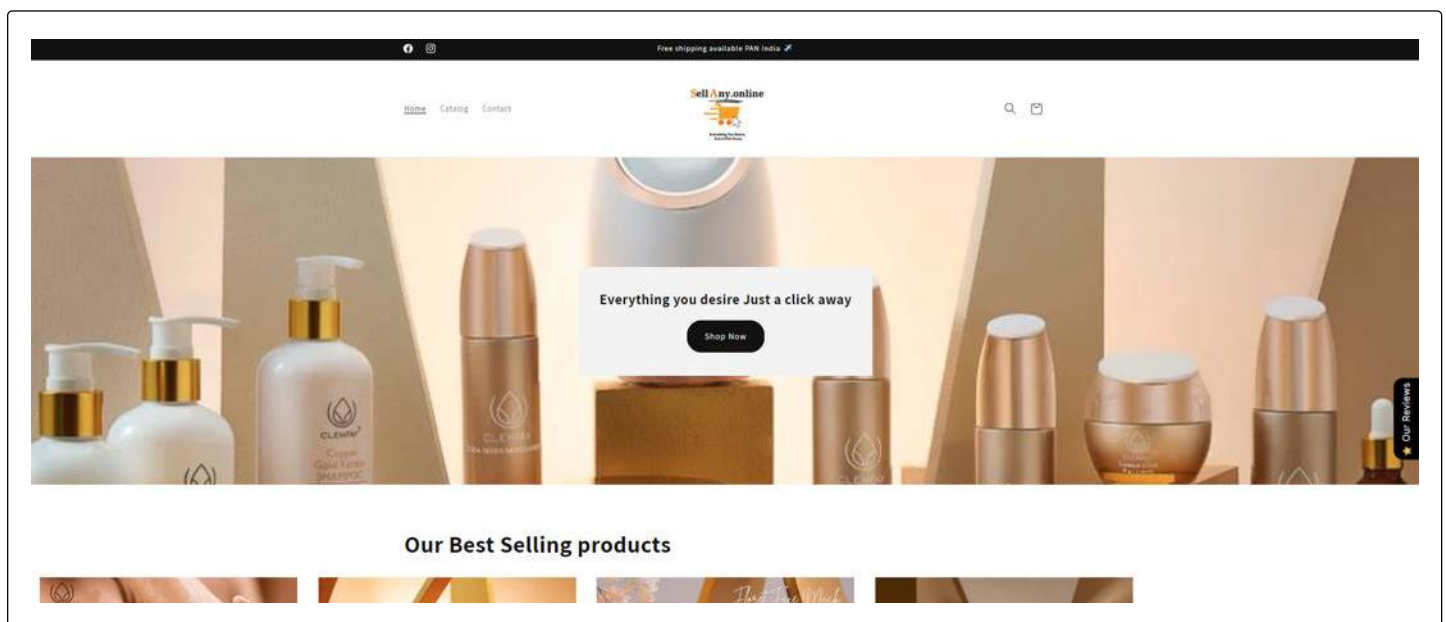
₹2,999



BEARD CARE SET (BEARD GROWTH OIL + BEARD SOFTENER + BEARD WASH)

₹2,999

## Website



# 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

# ₹1.2L

Revenue Till Date

# ₹15K

Net Profit



# 40%

Gross Margin

## 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)

# 9.6X

Return on Marketing Spend

Instagram:

[elarabynovember](https://www.instagram.com/elarabynovember)

Website:

[elarabynovember.com](https://www.elarabynovember.com)



# Product Portfolio



THE PYRITE OM BRACELET

₹895



LOVE VOLCANO INFUSION BRACELETS

₹995



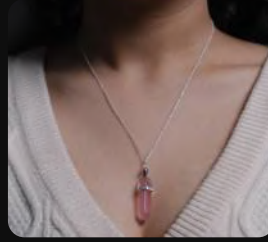
THE SEVEN CHAKRA TREE

₹1095



THE STELLAR PENDANT

₹2,500



THE LOVE INFUSION PENDANT

₹2,999



RED APOPHYLLITE CLUSTER

₹5995

## Website

DISCOVER OUR LATEST COLLECTION. GET A FREE PERSONALIZED CRYSTAL CONSULTATION.

SHOP OUR STORY COUPLE BRACELETS Elara BOOK A 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.

# ₹15.8L

Revenue Till Date

# ₹50K

Net Profit



# 60%

Gross Margin

## Founders:

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

Instagram:

[deshkidukaan.ind](https://www.instagram.com/deshkidukaan)

Website:

[deshkidukaan.com](https://deshkidukaan.com)



# 4.3X

Return on Ad Spend

“

*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

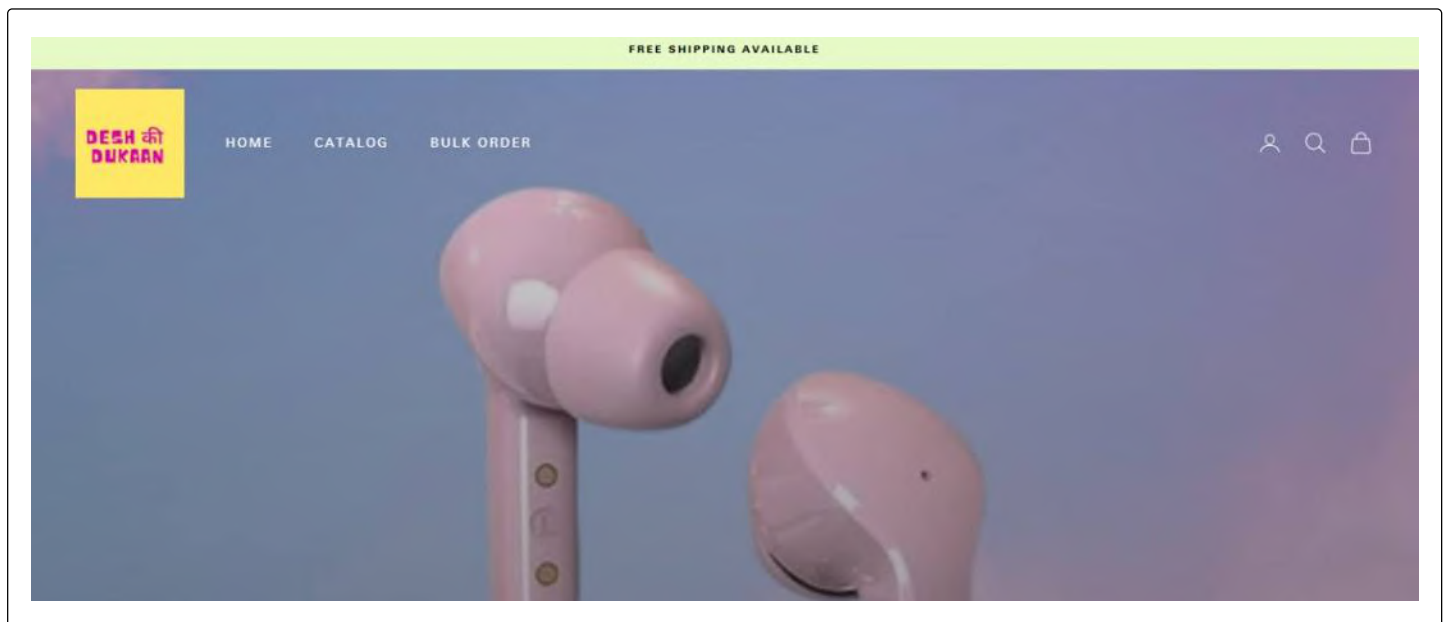
₹899



UPDATED ULTRAPODS

₹999

## Website



# 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

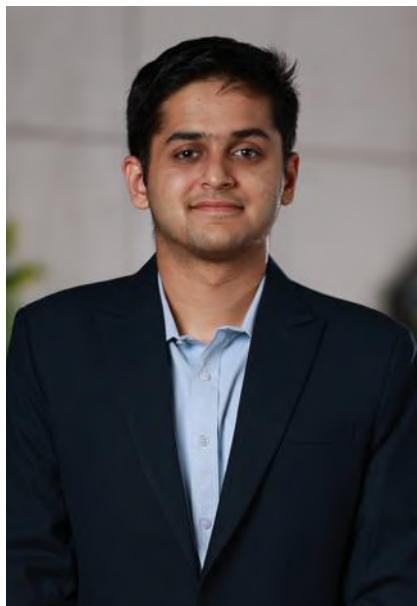
**Manufacturer Details:** Outsourced from manufacturers in New Delhi and Rajasthan

# ₹3.9L

Revenue Till Date

# ₹45K

Net Profit



# 35%

Gross Margin

## 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)

# 8.5X

Return on Ad Spend

Instagram:

[apnapan.home](https://www.instagram.com/apnapan.home)

Website:

[aapnapan.com](https://www.aapnapan.com)



# Product Portfolio



ALUMINIUM HAND RING  
FOR MEN

₹250



LEATHER BLACK BRACELET FOR  
MEN WITH METALLIC LOCK

₹299



STYLISH BLACK BRACELET FOR  
MEN WITH METAL LOCK

₹399



MINI PORTABLE MOP

₹399



HANDY PORTABLE HEATER

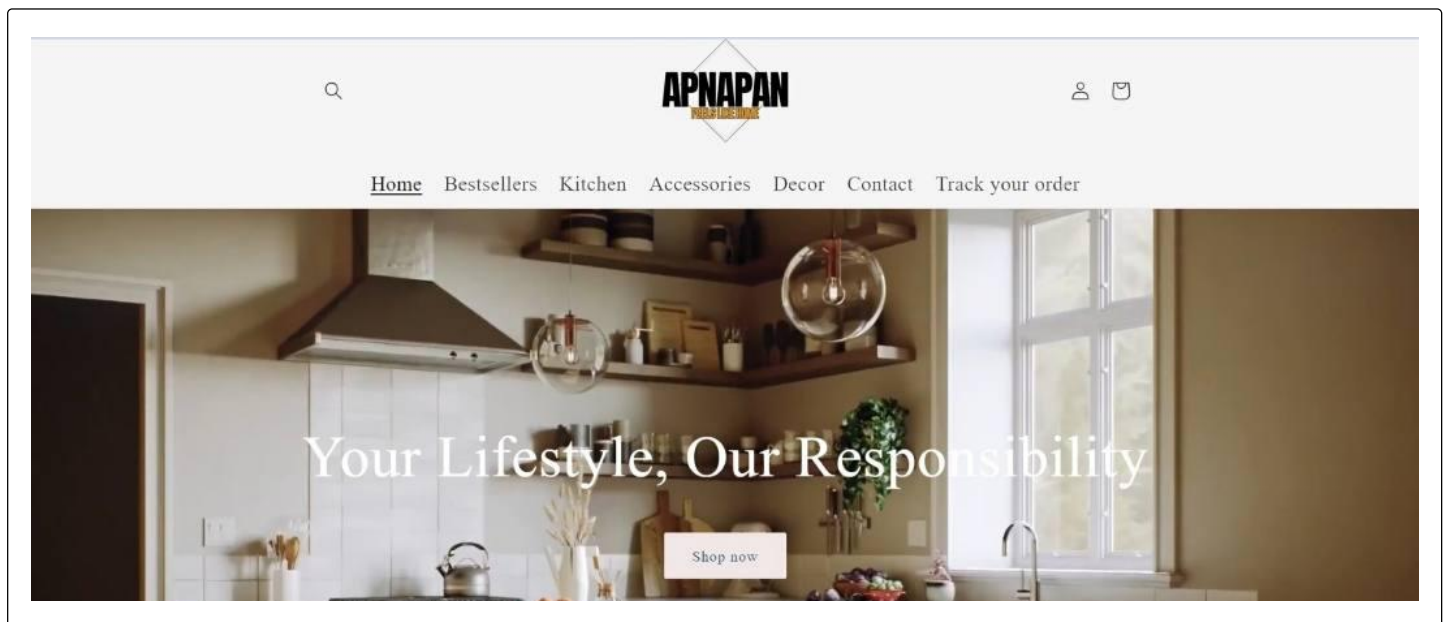
₹699



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

# ₹3.4L

Revenue Till Date

# ₹44K

Net Profit



# 40%

Gross Margin

**Founders:**

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

**Website:**

[fitoor.xyz](http://fitoor.xyz)



# 15.1X

Return on Ad Spend

“

*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

₹199



GULAABO – FEEL GRAND

₹199



KESARIYA – BRING HAPPINESS TO YOUR SENSES

₹249



KHWAAB – CHOCOLATES FOR THE ASPIRING ONES

₹249



RABRI – INDULGENCE MEETS PURITY

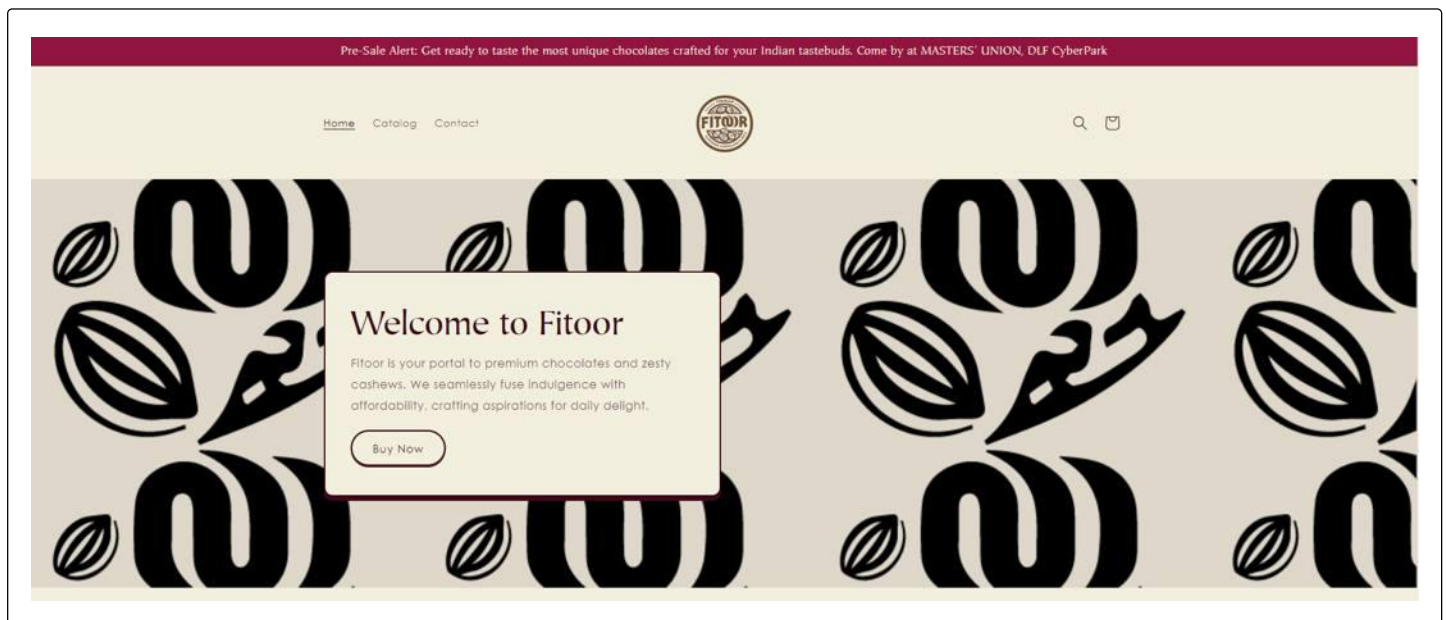
₹249



MASALA CASHEWS – A DARING EXPERIENCE

₹279

## Website



# Exoteacity

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

Price:

# ₹400 – ₹900

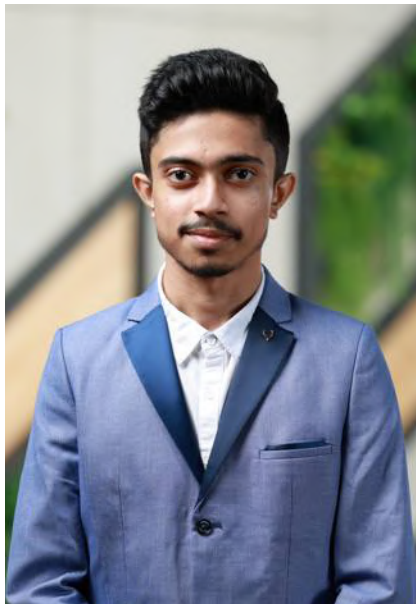
**Manufacturer Details:** Most teas are procured from manufacturers in Darjeeling and Assam, while Chamomile Tea is imported from Egypt via a vendor in Darjeeling

# ₹90K

Revenue Till Date

# ₹12K

Net Profit



# 50%

Gross Margin

## 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)

# 5.6X

Return on Marketing Spend

Instagram:

[\\_exoteacity\\_](#)

Website:

[exoteacity.com](http://exoteacity.com)



# Product Portfolio



Butterfly Blue Pea Tea

₹249



LEMONGRASS TEA

₹399



HIBISCUS TEA

₹399



CHAMOMILE TEA

₹549



CHAMOMILE - LEMONGRASS COMBO

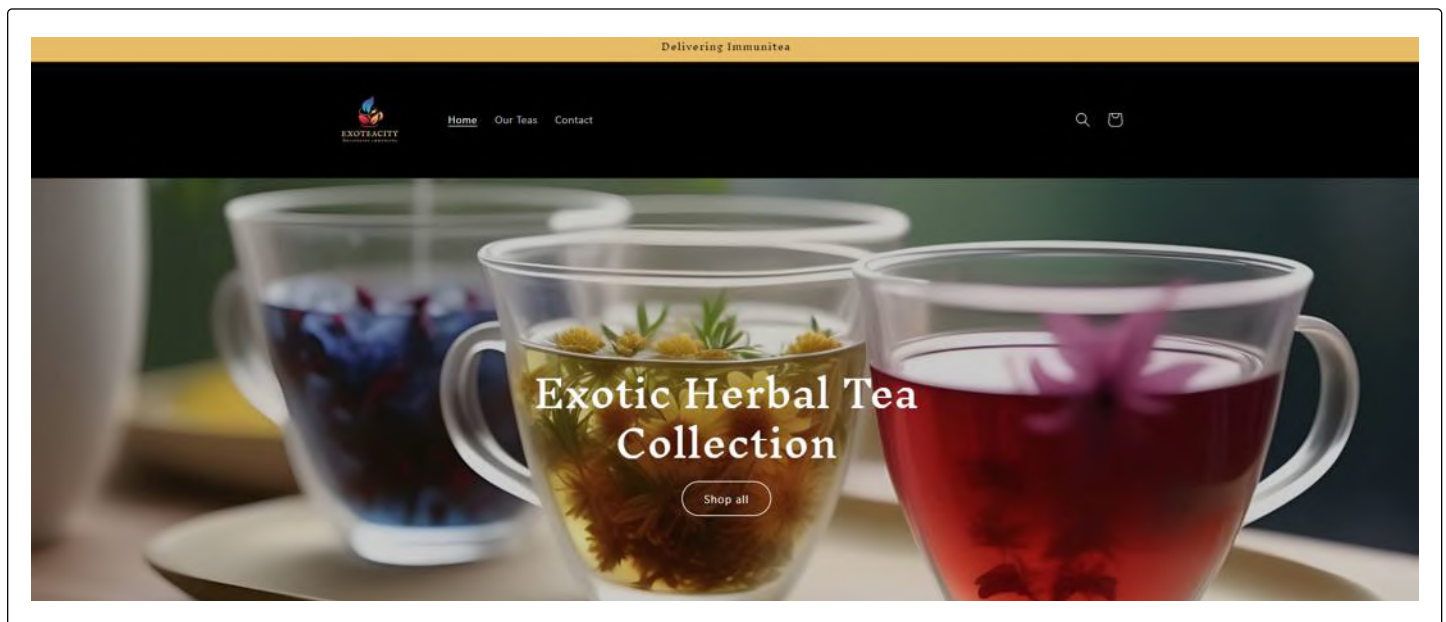
₹699



BLUE PEA - HIBISCUS COMBO

₹799

## Website





# MASTERS' UNION

## Contact Details:

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☎ +91 - 9540138910

For more  
information, visit



[mastersunion.org/Ug-Programme](https://mastersunion.org/Ug-Programme)