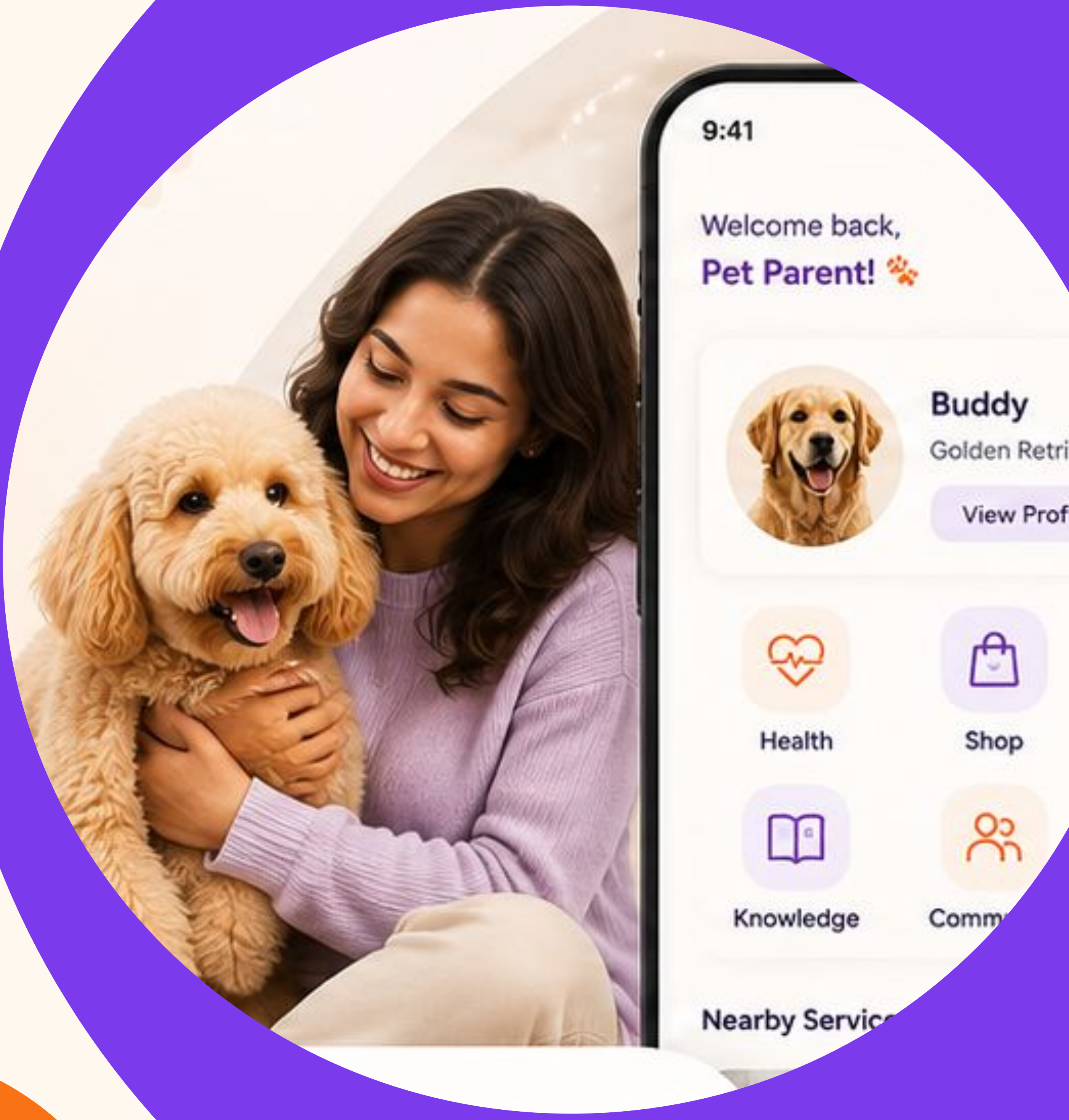
Flurry Tails

Every offline pet business in India runs on a notebook, a WhatsApp thread , and a phone call . We're building the system of record that replaces all three.

Raising ₹50 Lakh Seed round



The World as It Actually Is

Everyone has a piece of the pet. Nobody connects the whole picture.

Pet shops

They know their customers personally — but run the business on notebooks, WhatsApp and memory.

Distributors

They move inventory — but don't see the demand building underneath.

Pet owners

Their vet knows the pet. Their shop knows what it eats. Their groomer knows its routine — **but none of them share the same picture.**

₹80,000+ Cr **Indian industry ($190B+ global) still run the way retail worked before the internet.**

Why Nobody Has Fixed This Yet

Generic retail SaaS

Shopify · Zoho · Tally

Blind to the pet industry — no concept of a breed, a species restriction, or a vet-recommended diet. It digitizes the notebook **without understanding what's on it.**

E-commerce & quick-commerce

Amazon · Flipkart · Blinkit · Zepto

Solve convenience but bypass the local shop — every order won is a **sale and a trust relationship** the industry loses.

Nobody has built the layer underneath both — the shared system of record.

One Catalog. Three Audiences. And Us.

Every product, brand, and animal exists as exactly **one row** — a PrimaryRecord — enforced at the database level, not by convention.

Business platform

Inventory, POS, purchase orders, HR, finance

Consumer app

Discovery, storefronts, pet profiles, community — live inventory

Admin console

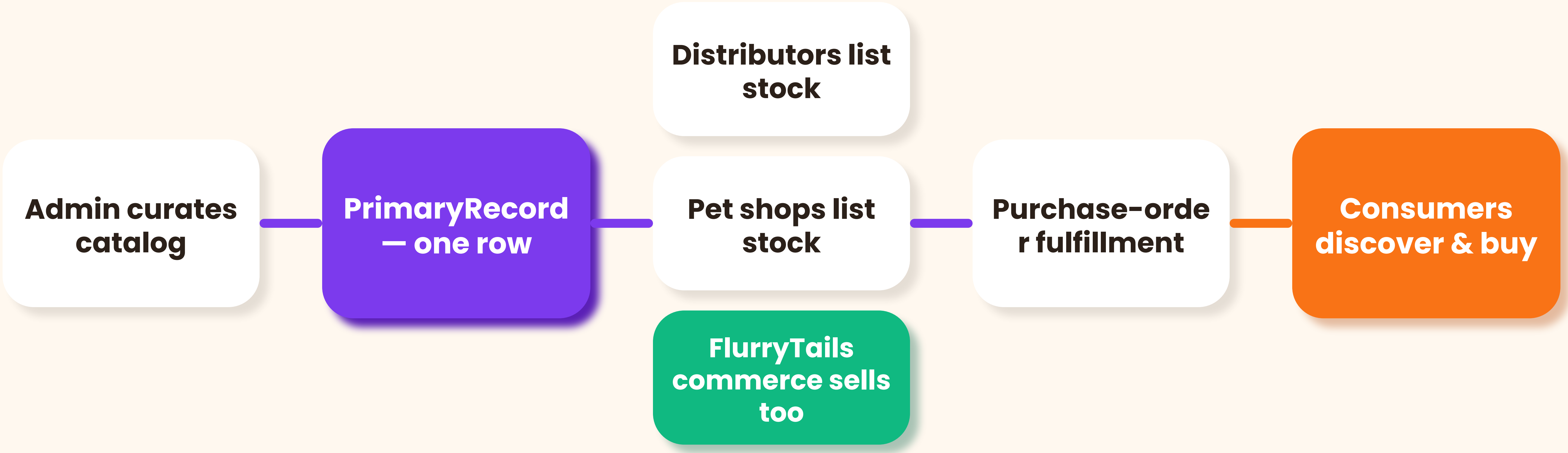
Operators curate and police the shared catalog

FlurryTails commerce

Private label, e-commerce, owned + franchise stores — same catalog

A Loop That Compounds

Every organization that joins makes the catalog more complete for every other one.



The moat is a data structure that gets harder to replicate the longer we run it.

Why Now

01 Pet humanization & premiumization accelerating — India growing ~$10.5B → ~$16.2B by 2032 , spend per household outpacing ownership.

02 Quick-commerce trained the market to expect on-demand — what's missing is a pet-expert layer that rides it without losing the local relationship.

03 SMB digitization crossed a trust threshold — UPI, GST e-invoicing, cheap smartphones. Adoption isn't the blocker anymore.

None of these existed together in 2020. All three are true today.

Market Opportunity

India pet care

$11B

TAM 2026 · SAM ~$3B · SOM 3–5%

Asia-Pacific

$50B

TAM 2026 · SAM ~$10B · SOM 1–2%

Global pet care

$190B

TAM 2026 · SAM ~$50B · SOM 0.5–1%

17.5% Year-5 penetration of 50,000 addressable pet shops, across 18 cities — we don't need to win the category to hit our numbers.

Real and Working Today

A functioning, code-verified platform — not a mockup.

Inventory & Catalog

Dedup-guarded, AI import, expiry tracking

POS & Checkout

One engine, in-shop and online

B2B Procurement

Atomic PO fulfillment + accounting

Finance

Live P&L, cash flow, automatic GST

HR & Payroll

Geofenced attendance, PF/ESIC/TDS

Marketplace

Storefronts from live inventory

RBAC + Mobile

One permission engine; native app in dev

Raising to scale — not to discover if it can be built.

Five Engines, Sequenced Deliberately

Each one gated behind the network density it depends on.

M1	**Platform SaaS**	~80% margin — proves the network before we spend on the rest
M13	**Direct e-commerce**	Hybrid 1P + 3P — margin and asset-light scale together
M13	**Private label**	52% gross margin — sold through trust we've already built
M25	**Own retail**	Company + franchise stores, weighted toward zero-capex franchise
M28+	**Advertising & data**	Sellable once traffic and transaction history exist

The trade, stated plainly: commerce pulls blended margin from ~80% to mid-40s — in exchange for a materially larger business.

Five-Year Projections

₹5cr seed (M7) + ₹25cr Series A (M19). All figures ₹ crore.

₹250 Cr
Year-5 revenue

Month 21
First EBITDA-positive month

14.8x
Cumulative revenue vs. ₹30.1cr deployed

₹ Cr	Y1	Y2	Y3	Y4	Y5
Total revenue	0.22	6.92	51.6	136.0	**250.2**
EBITDA	−1.35	−1.44	**14.8**	**41.5**	**80.1**
GMV (memo)	0	5.75	67.8	435.3	1,139.6

Lowest cash point in 60 months: ₹38 lakh — comfortably covered by round sequencing. Full detail: appendix.

Unit Economics, Not Spreadsheet Fantasy

The acquisition math gets **better** with scale, not worse.

Year 1
2.7x
LTV / CAC · CAC ₹6,896

Year 3
4.9x
LTV / CAC · CAC ₹5,999

Year 5
6.0x
LTV / CAC · CAC ₹5,684

Clears the 3.0x fundability bar by Year 2 — CAC falls as referrals compound, LTV rises as shops mature onto higher tiers.

The Moat Compounds: Network + Data

18
cities by Y5 (from 2)

8,761
pet shops by Y5 (from 275)

1.14M
consumers by Y5 (from 9.5K)

2.08M
primary records by Y5 (from 17K)

Recommendations

Breed-aware suggestions from the knowledge graph — not generic "customers also bought."

Demand forecasting

Predicts restocking before shelves go empty — across our stores and the network alike.

Sellable intelligence

Anonymized trend reports, live Month 37. Privacy-by-design, DPDP-compliant today.

Growth That Can't Outrun Its Cash

Every city launch, country launch, and commerce-line activation is gated off the **actual prior-month cash balance** , with a 5x safety buffer — not a calendar assumption.

₹8L

per new city — opens only once cash clears the threshold

₹1.5Cr

per new country — same rule, no earlier than Month 40

Degrades gracefully

Underperformance slows expansion — it never runs out of runway

The growth curve is a mechanical output of a rule — not a hope.

Competing With Quick-Commerce, Not Racing It

Real competition for commodity restocks — we compete on what they structurally can't offer.

Curation & expertise

A breed-specific diet isn't an impulse buy.

Click-and-collect

Same-day pickup, zero delivery infrastructure.

Subscriptions

Removes the "need it now" urgency they're built on.

Physical anchors

Owned + franchise stores — real staff, real community ties dark-stores don't have.

Services they can't touch at all

Grooming bookings, vet referrals, community advice — none of it fits a 10-minute delivery model.

Nobody Combines All Four

Category	Examples	Why FlurryTails wins
Generic retail SaaS	Shopify, Zoho, Tally	No pet knowledge graph, No B2B layer, no marketplace
E-commerce	Amazon, Flipkart	Disintermediates the local shop entirely
Quick-commerce	Blinkit, Zepto	Zero curation, community, or relationship
D2C pet brands	Private-label brands	They must buy distribution — we own it
Informal channels	WhatsApp, Facebook groups	No structure, no data, no trust signal

Vertical depth + real B2B supply chain + compounding catalog + owned commerce. That's the wedge.

Go-to-Market, Same Gates as Revenue

2026

Prove the wedge

Shop, distributor & vet SaaS live; consumer app M6; 2 cities.

2027

Turn on commerce

E-commerce + private label M13; manufacturer SaaS M22; 6–10 cities.

2028

Physical anchors

Own retail M25; advertising M28; 10–14 cities.

2029

International

Data products M37; first market M40; 18 cities, 2 countries.

The Ask: ₹50 Lakh

Pre-Seed ₹5cr modeled ~Month 7, Series A ₹25cr modeled ~Month 19 — ₹30.5cr total funds the path to ₹250cr Y5 revenue.

1. Harden the platform — read replicas, job processing, real search, mobile-ready API for commerce at volume
2. Close the real operational risks,Automated processes, AI Intigrations
3. Build sales & customer success for the city rollout, plus the first Commerce & Supply Chain hires
4. Fund the first cash-gated commitments — first private-label SKU, second city's e-commerce warehouse

No re-architecture required — and the expansion engine means this capital doesn't need perfect timing.

Appendix: Full Financial Detail

₹ crore. For underwriting the model line by line.

Revenue by engine

Engine	Y1	Y3	Y5
Platform SaaS	0.22	9.36	42.21
Direct e-commerce	0.00	24.09	**154.19**
Private label	0.00	12.38	20.45
Own retail	0.00	4.68	26.71
Advertising + data	0.00	1.10	6.66

Gross margin by line

Line	Y1	Y3	Y5
Platform (SaaS)	76.9%	79.3%	**83.2%**
Direct e-commerce	—	35.2%	35.2%
Private label	—	52.0%	52.0%
Retail store-level	—	−183.6%	−24.2%
Blended	**61.6%**	**49.3%**	**45.2%**

City ₹8L (cap 18) · Country ₹1.5Cr (cap 2) · Private-label SKU ₹9L · Company store ₹35L capex · Franchise ₹12L + 5% royalty. Retail store-level margin is ramp-period loss, disclosed not smoothed — why franchise (54 stores by Y5) outweighs company-owned (36).

Who’s building this?

Gaurav Ahire

Founder - CEO

Solo founder — designed and built the platform end to end: inventory, POS, procurement, finance, HR, and the consumer marketplace, all on one shared data model.

Part of the ask: this round funds the first Commerce, Sales, and Engineering hires — building the team around a product that already works.

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The pet industry in India is still run on a notebook. We've built the system of record that replaces it — and turned the network it creates into a commerce, brand, and retail business on top.

Raising ₹50 Lakh

2-city pilot → 18-city, 2-country network · ₹250cr revenue · EBITDA-profitable within five years