



Building the operating platform for salons

THE FUTURE OF SALON COMMERCE



APPOINTMENTS



CUSTOMERS



BILLING



INVENTORY



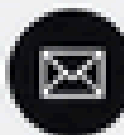
STAFF



MARKETING



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What is Naibooking?

Naibooking is building a connected technology platform for the modern salon industry, bringing customers and salon businesses together through one seamless ecosystem.

Customers can discover and book salons, while salon businesses can manage appointments, customers, staff, services, billing, inventory, memberships and growth — all from one platform.



Market Overview

Huge market. Strong growth.
Rising digital adoption.

The global and Indian salon industry is large, growing and rapidly embracing digital transformation.

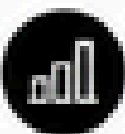
THE DIGITAL LAYER IS EXPANDING

	Global Salon Software Market	\$840M 2025	\$1.29B 2030	8.9% CAGR
	India Salon Software Market	\$55M 2025	\$95M 2030	11.6% CAGR

Source: Mordor Intelligence, Industry Reports 2025



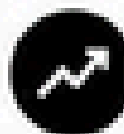
GLOBAL MARKET



\$238B

2025 MARKET SIZE

Global salon services market



\$389B

2031 PROJECTED SIZE

Global salon services market



8.6%

CAGR

2026 – 2031



Global salon services market is expected to reach \$389 billion by 2031, growing at a CAGR of 8.6%.



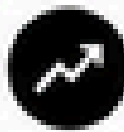
INDIAN MARKET



\$20.7B

2025 MARKET SIZE

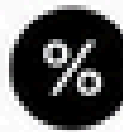
India salon services market



\$37.7B

2031 PROJECTED SIZE

India salon services market



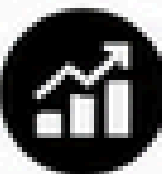
9.2%

CAGR

2026 – 2031



India salon services market is expected to reach \$37.7 billion by 2031, growing at a CAGR of 9.2%.



Large & Growing Industry
Strong growth in both global and Indian markets.



Digital Adoption Accelerating
Salons are rapidly moving to digital platforms for efficiency and growth.



Huge Opportunity
Underpenetrated market with massive growth potential.

The Salon Industry Is Still Fragmented.

Customers struggle to book. Salons struggle to manage and grow.

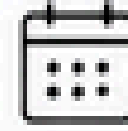
01



DISCOVERY IS FRAGMENTED

Customers rely on Google, Instagram, referrals and phone calls to find and book salons.

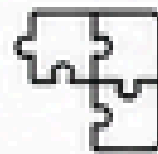
02



BOOKING IS STILL INEFFICIENT

Appointments are often handled through calls, messages and manual processes.

03



SALON OPERATIONS ARE DISCONNECTED

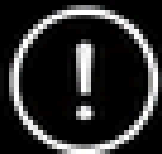
Customer data, staff, services, inventory, billing and memberships sit across different tools.

04



PLATFORMS CAN BE EXPENSIVE

Commission-based marketplaces can reduce the value salons keep from every booking.



**A large industry is growing —
but its digital infrastructure remains fragmented.**



Phone Calls



Instagram Messages



WhatsApp Enquiries



SMS / Messages



Walk-in Requests



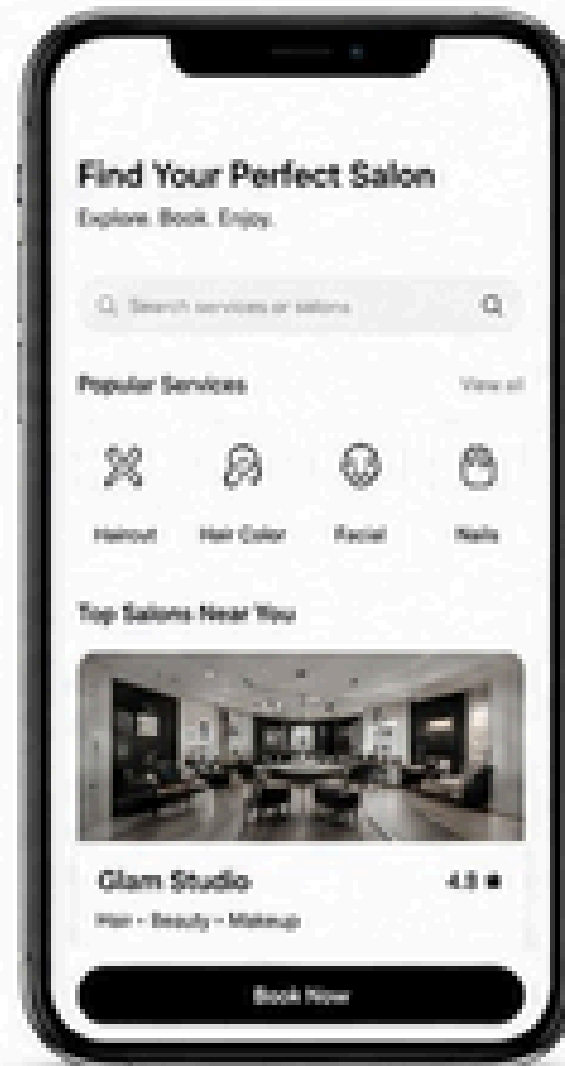
**High demand.
Low digital efficiency.**
Big opportunity for transformation.

One Platform. The Complete Salon Ecosystem.

Naibooking connects customers and salon businesses through one integrated platform.

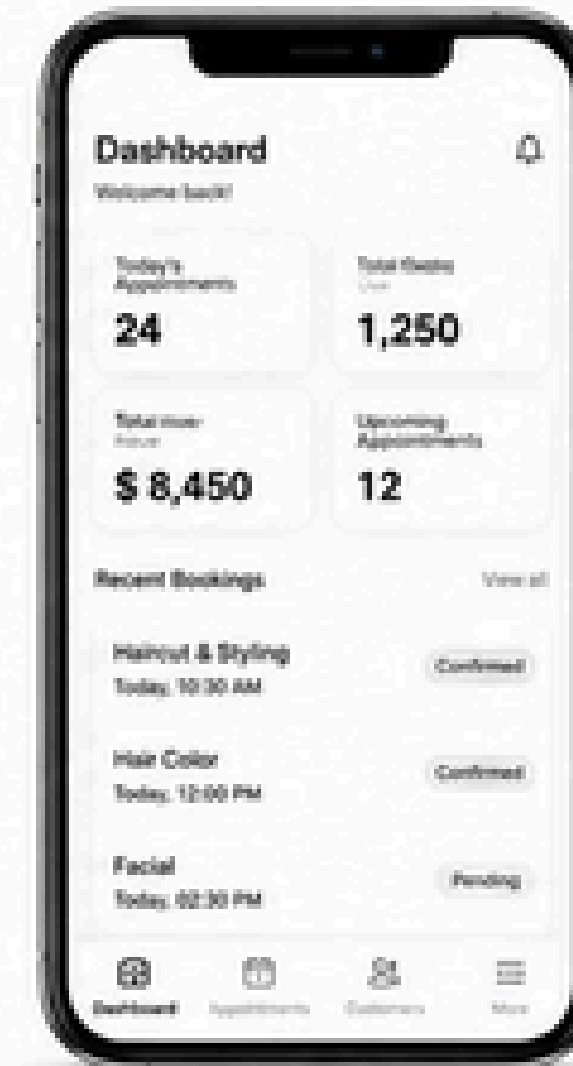
CUSTOMER APP

Customers discover salons, explore services and book appointments seamlessly.



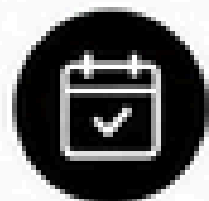
NAIBOOKING

One platform.
Endless Possibilities.



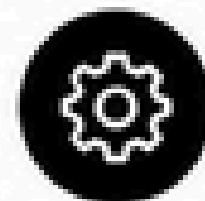
BUSINESS APP

Salons manage operations, customers, staff, services, inventory and grow their business.



01 DISCOVER & BOOK

Customers find salons, explore services and book appointments seamlessly.



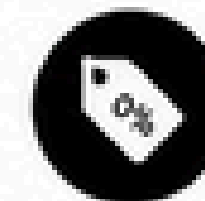
02 RUN THE SALON

Manage appointments, customers, staff, services, billing, inventory and reports in one place.



03 GROW THE BUSINESS

Memberships, marketing tools, customer retention and multi-location support to help salons grow.



04 COMMISSION-FREE MODEL

Salons keep 100% of the value of their bookings. No hidden commissions.



Empowering salons to operate efficiently and grow profitably while delivering a seamless experience for their customers.

Early Validation. Ready to Launch.

The product is built. The market is being prepared for launch.

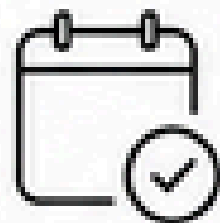
01



PRODUCT BUILT

Customer App
+ Business App
developed and ready.

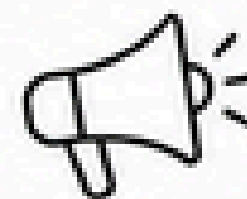
02



PLATFORM READY

Booking, appointments,
salon management and
business tools integrated.

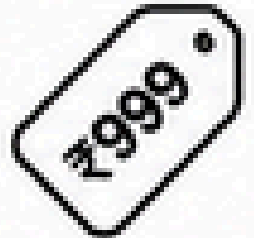
03



GO-TO-MARKET

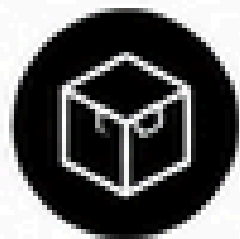
Salon acquisition strategy,
outreach plan and
marketing campaigns
prepared.

04



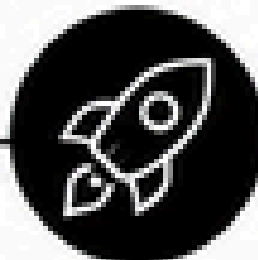
BUSINESS MODEL

₹999/month SaaS
subscription.
Commission-free model.



PRODUCT

Product built and
internally tested.



LAUNCH

Market launch
in progress.

WE ARE HERE



SCALE

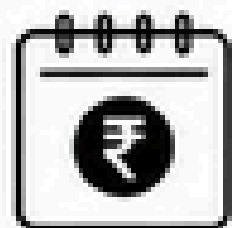
Scale onboarding,
grow revenue and
expand globally.

Built with purpose. Backed by strategy. Ready for growth.

A Simple, Recurring Revenue Model

Commission-free for salons. Recurring SaaS revenue for Naibooking.

01



SALON SAAS

₹999 / month

Core recurring revenue from salon businesses.

02



BEAUTY PRODUCTS

Marketplace Margin

Revenue from beauty-product sales through the customer platform.

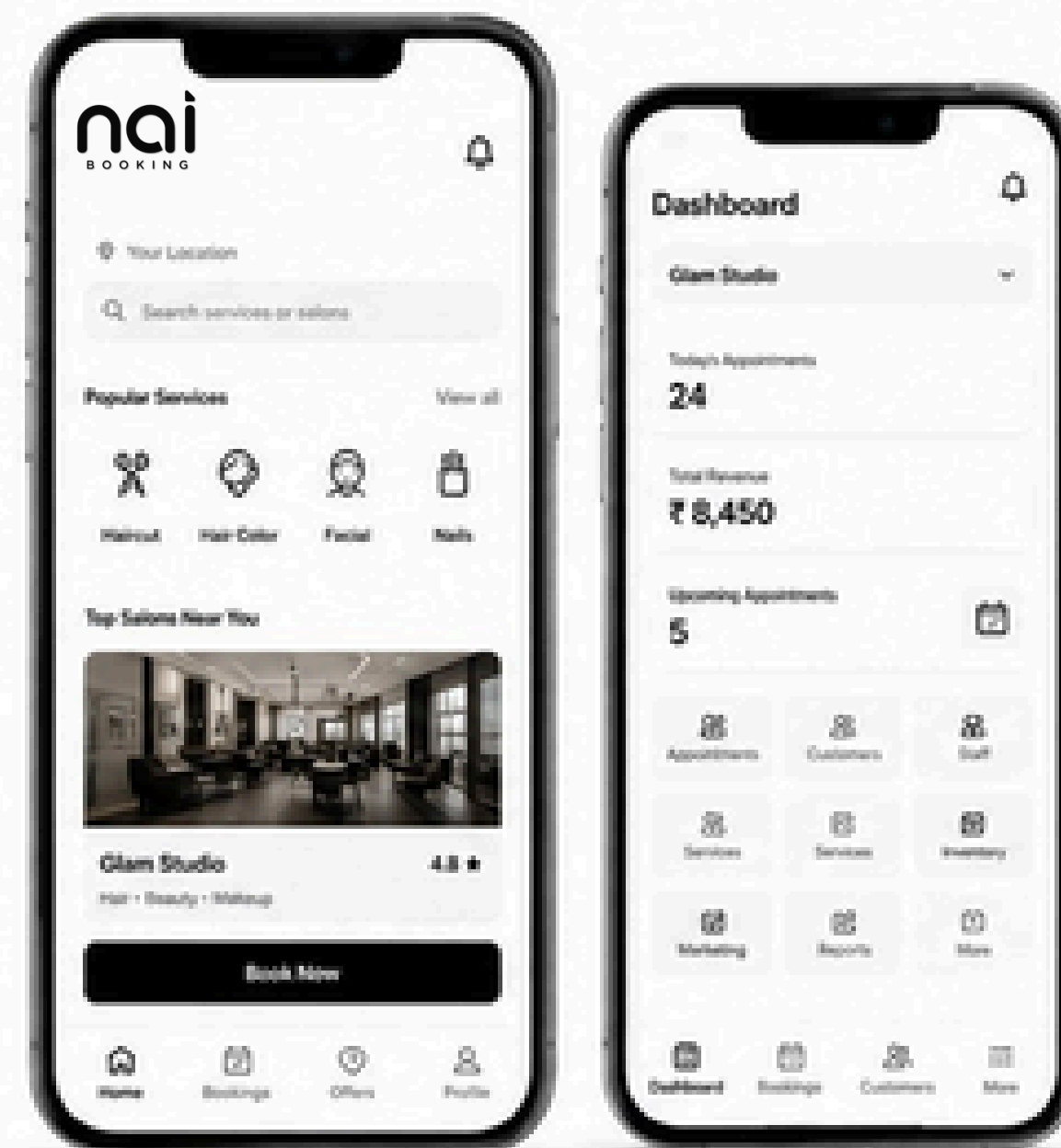
03



FUTURE SERVICES

Additional Revenue

Premium tools, partnerships and other ecosystem services as the platform scales.

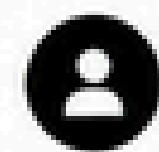


SALON BUSINESSES

Subscribe to Naibooking and run their business.



nai
BOOKING



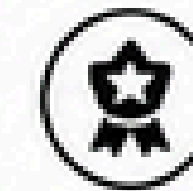
CUSTOMERS

Discover, book and buy beauty products.



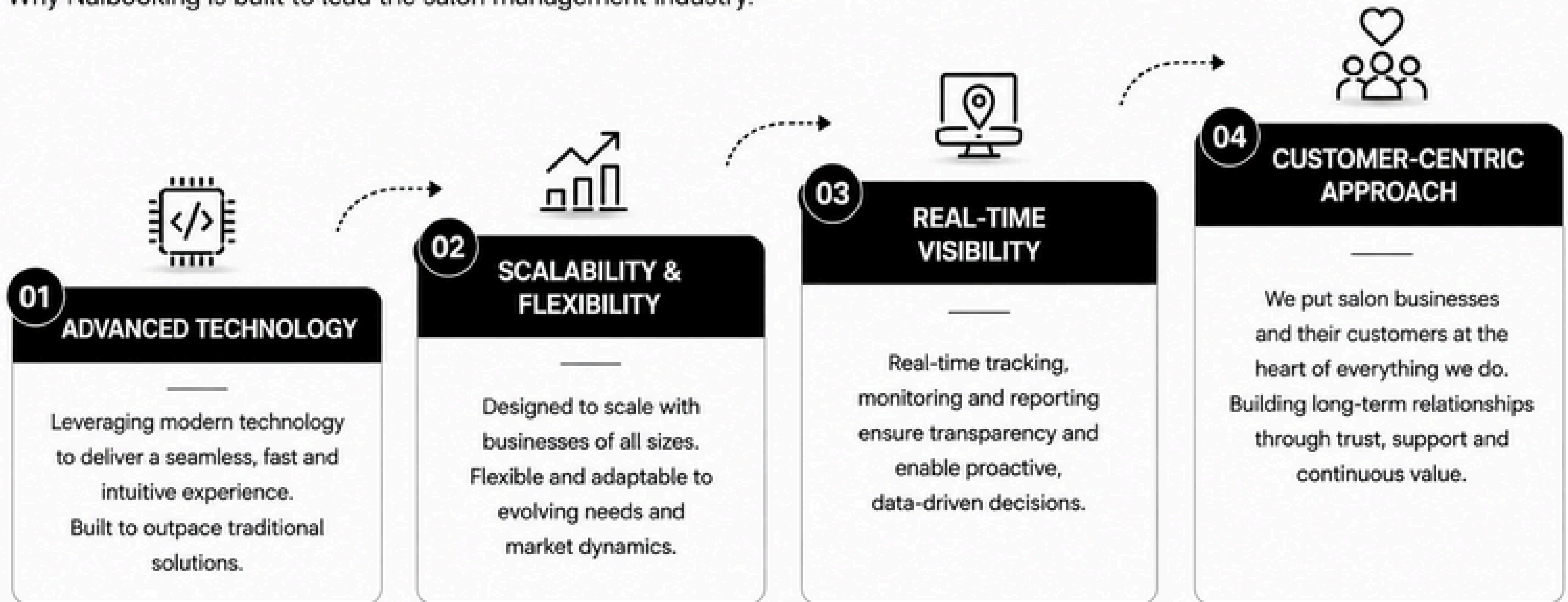
Predictable SaaS revenue today → Multiple monetization layers tomorrow.

Our Competitive Advantage



Setting the Standard
in Salon Management

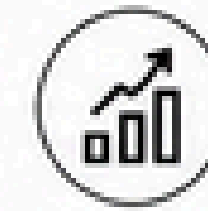
Why Naibooking is built to lead the salon management industry.



Technology. Flexibility. Visibility. Customer Focus.

That's the Naibooking Advantage.

Marketing & Growth Strategy

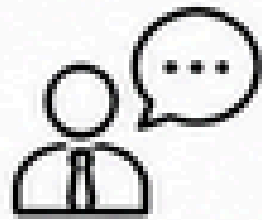


Fueling Expansion.

Growing salons. Increasing bookings.
Expanding globally.

Building a scalable salon acquisition engine.

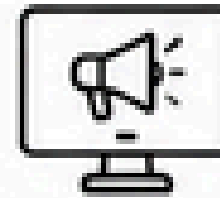
01



DIRECT SALES

Targeted outreach to salon owners
through field sales, calls, WhatsApp
and email.

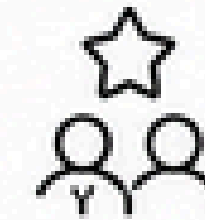
02



DIGITAL ACQUISITION

SEO, social media, paid campaigns
and content focused on salon discovery
and management.

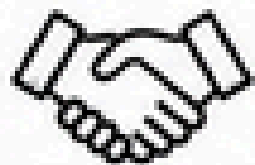
03



REFERRAL NETWORK

Salon-to-salon referrals and
incentives to create low-cost
organic acquisition.

04



PARTNERSHIPS

Collaborate with salon associations,
beauty professionals, influencers and
strategic ecosystem partners.

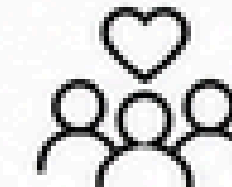
05



LOCAL MARKET LAUNCHES

Launch city-by-city, build salon density,
then replicate the proven playbook
across new markets.

06



CUSTOMER-LED GROWTH

Customer bookings create demand for
salons, while more salons improve
customer choice.



Acquire Salons



Build Density



Drive Bookings



Create Network Effects



Expand Globally

Multiple Channels. One Goal. Sustainable Growth.

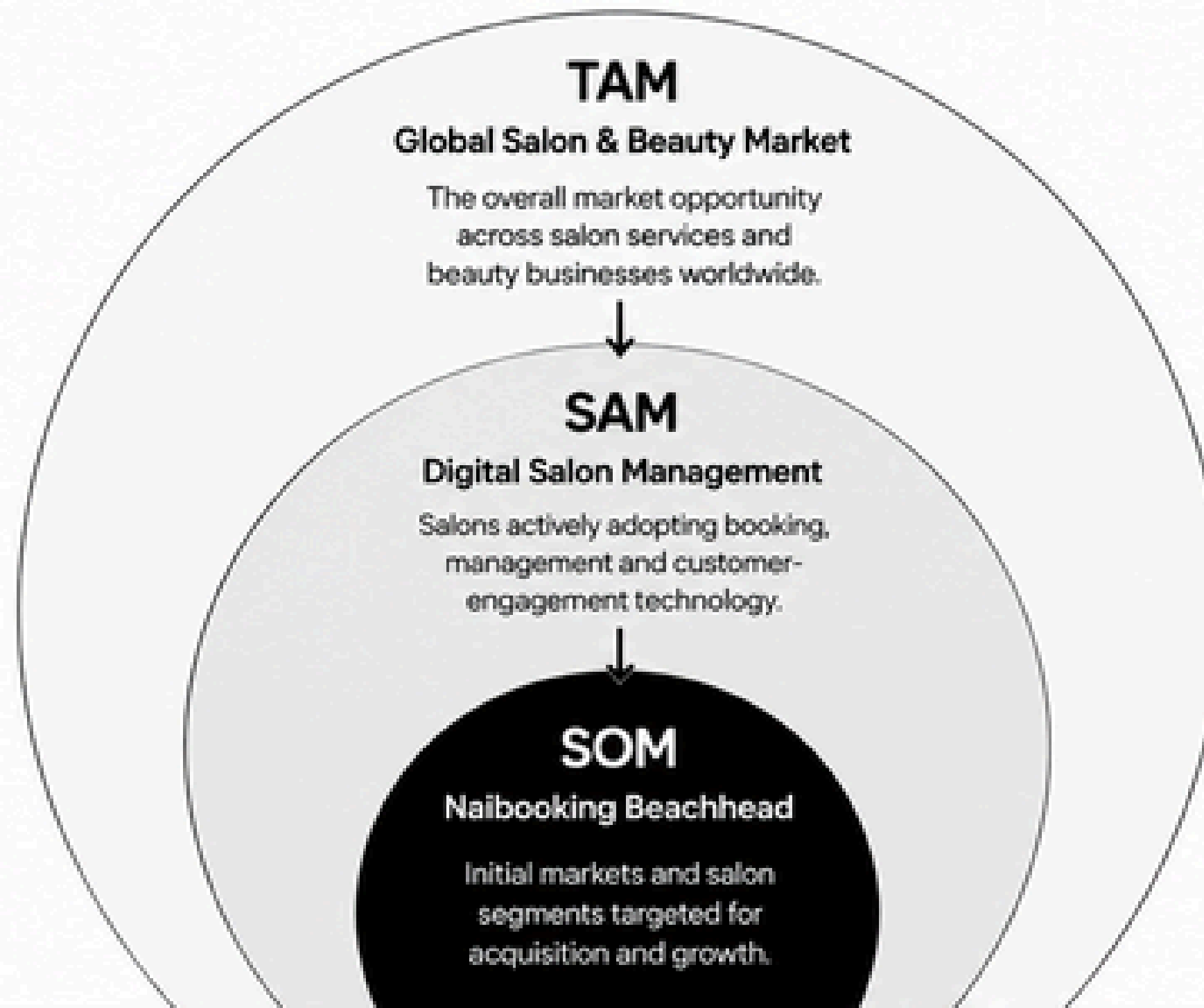
A Large, Recurring Market Opportunity

Naibooking sits at the intersection of salon software, salon discovery and beauty commerce.

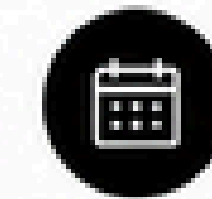


Seizing Salon Industry
Innovation

Building the future of salon
management, together.



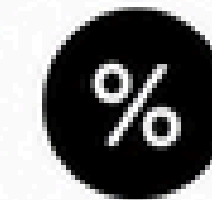
Why Naibooking can capture value



01

Recurring SaaS

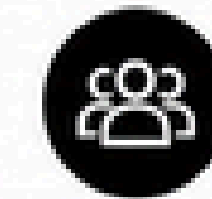
₹999/month per salon creates predictable subscription revenue.



02

Commission-Free Model

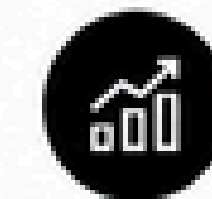
Lower friction for salon adoption compared with commission-based marketplaces.



03

Two-Sided Ecosystem

More salons → more customer choice → more bookings → stronger platform value.



04

Expansion Potential

SaaS → beauty products → additional ecosystem monetization.



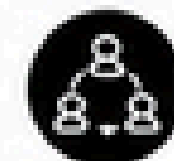
Large Market

Massive global opportunity in the salon & beauty industry.



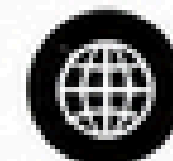
Recurring Revenue

Subscription-first model with high retention potential.



Network Effects

Stronger network drives more value for both salons & users.



Global Expansion

Replicate the playbook and expand globally.

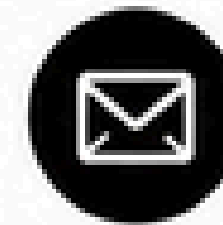
THANK YOU

Thank you for your **time** and **consideration**.



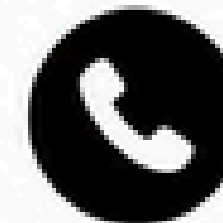
Any questions?

We're here to help.



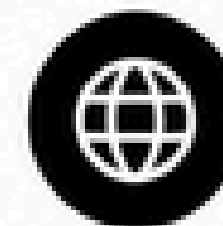
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Together, let's transform
the way the world **manages salons**.