

R SALOONS & SPA

India's BeautyTech Operating System

Digitising discovery, booking and salon operations into one bookable, trackable, loyalty-driven ecosystem.

SEED ROUND • ₹50–80L

Relax Saloons Personal Care Pvt Ltd

Dr. Sreelakshmi Pesala & Talari ChandraMouli



A large offline category is ready for a vertical operating system

R Saloons combines demand aggregation with the software salons need to run and retain customers.

01 LARGE MARKET

₹2.5L+ Cr India beauty & wellness market cited in the current deck. The opportunity is fragmented and operationally under-digitised.

02 TWO-SIDED PAIN

Customers struggle with discovery, pricing and waiting. Owners struggle with bookings, CRM, retention and analytics.

03 ONE PLATFORM

Customer App + Staff App + Partner App, connected through booking, payments, analytics and an AI intelligence layer.

The investor question we are answering

Can R Saloons turn fragmented local beauty demand into a repeatable, high-retention digital marketplace — while becoming the operating system for the supply side?

PROBLEM

Every booking exposes the same structural inefficiencies

CUSTOMER PAIN

- Hard to discover the right salon
- No transparent pricing
- Unpredictable walk-in waiting
- Manual calls and WhatsApp coordination
- Limited ability to compare, review or rebook

PARTNER PAIN

- Manual booking workflows
- No integrated CRM
- Limited customer history and preferences
- Weak retention and loyalty tooling
- Poor visibility into revenue and performance
- Revenue leakage from missed / untracked activity

Current deck claim

90%+ of Indian salons still operate without modern digital tools.

This claim should be source-backed in the investor data room.

One connected platform. Three purpose-built experiences.

The product is designed around the actual workflow of the customer, staff member and salon owner.

CUSTOMER APP

Discovery
Instant booking
Reviews & ratings
Offers & memberships
Digital wallet

STAFF APP

My schedule
Booking alerts
Commission & tips
Client notes
Performance stats

PARTNER APP

CRM
Smart scheduling
Loyalty programs
Analytics dashboard
Staff oversight

INTELLIGENCE LAYER

AI matching • churn prediction • dynamic promotions • demand forecasting

Built and validated — now the focus is repeatable commercial scale

Only verified evidence from the current deck is shown below; commercial KPI fields should be updated before investor circulation.

LIVE

Working MVP in Hyderabad

200+

Customer surveys completed

50+

Salon interviews completed

3

Connected apps

WHAT IS PROVEN

Problem discovery across customers and salons
MVP product architecture
Three-sided workflow design
Hyderabad launch thesis

WHAT INVESTORS WILL ASK

Active partners
Completed bookings
Monthly GMV
Revenue / MRR
Repeat booking rate
Partner retention

NEXT DISCIPLINE

Instrument every funnel step:
lead → onboard → activate → book → repeat
→ retain

Make unit economics visible by partner cohort.

Before sending: replace the diligence prompts above with verified live numbers.

Start with a focused wedge, then expand city by city

The current deck uses a top-down market view; the next investor version should pair it with a bottom-up model.

₹2.5L+ Cr

TAM — India beauty & wellness

₹40,000+ Cr

SAM — organized salon & spa segment

10K / 1M

Target partners / customers

HYDERABAD



SOUTH INDIA



PAN INDIA

BOTTOM-UP MODEL TO ADD

Partners × bookings/partner × average booking value × take rate = marketplace revenue opportunity.

WHY THE WEDGE WORKS

Hyperlocal density improves discovery, supply availability, booking conversion and partner economics before geographic expansion.

Current deck potential GMV: ₹500+ Cr

Add source + calculation methodology before investor circulation.

Lead with two core revenue engines; layer optional monetisation later

A simpler early-stage story makes the model easier to underwrite.

CORE 01 • PARTNER SAAS

₹699 / month per partner in the current deck.
CRM + scheduling + loyalty + staff oversight + analytics.

CORE 02 • BOOKING COMMISSION

5–15% per booking in the current deck.
Aligned with transaction growth and partner success.

EXPANSION REVENUE

- Customer memberships
- Featured listings
- Advertising / brand partnerships
- Premium analytics

UNIT ECONOMICS — ADD BEFORE FUNDRAISING

CAC per partner • activation rate • bookings/partner • GMV/partner • take rate • gross margin • payback period • customer CAC • repeat rate • LTV

Win a neighbourhood before expanding the city

The strongest part of the current GTM is its density-first logic.

SUPPLY — PARTNER ACQUISITION

Direct sales team
Referral programmes
Industry partnerships
Salon associations

Goal: build local supply density and availability.

DEMAND — CUSTOMER ACQUISITION

Social campaigns
Influencer partnerships
Campus ambassadors
Referral bonuses

Goal: convert local intent into first booking and repeat usage.

Cluster loop

Onboard supply → create density → drive demand → increase bookings → prove partner ROI → referrals → repeat

The advantage is the combination — not any single feature

The current deck's competitive positioning is strongest when framed around the integrated workflow.

Capability	Fresha	Luzo	Billu	R Saloons
Marketplace + SaaS	Partial	No	Partial	Yes
CRM + Loyalty	Basic	No	No	Full Suite
India-first focus	Global	Limited	Limited	Yes
Tier 2 & 3 strategy	No	No	Metro	Yes
AI roadmap	No	No	No	Core strategy

DATA FLYWHEEL

More bookings → richer customer/service/partner data → better recommendations, retention and demand planning → stronger partner ROI.

TEAM

Founder-market fit across wellness, product, growth and technology

DR. SREELAKSHMI PESALA

Founder & Managing Director

BASM (Bachelor of Ayurvedic Medicine)
Founder, Sreelakshmi Ayurvedic Clinic
10+ years in wellness industry

TALARI CHANDRAMOULI

Co-Founder & CEO

Product validation lead
Growth & operations
Technology & strategy

R BALACHANDRA

Chief Technology Officer

Technology & engineering
Platform architecture & scale
Product development

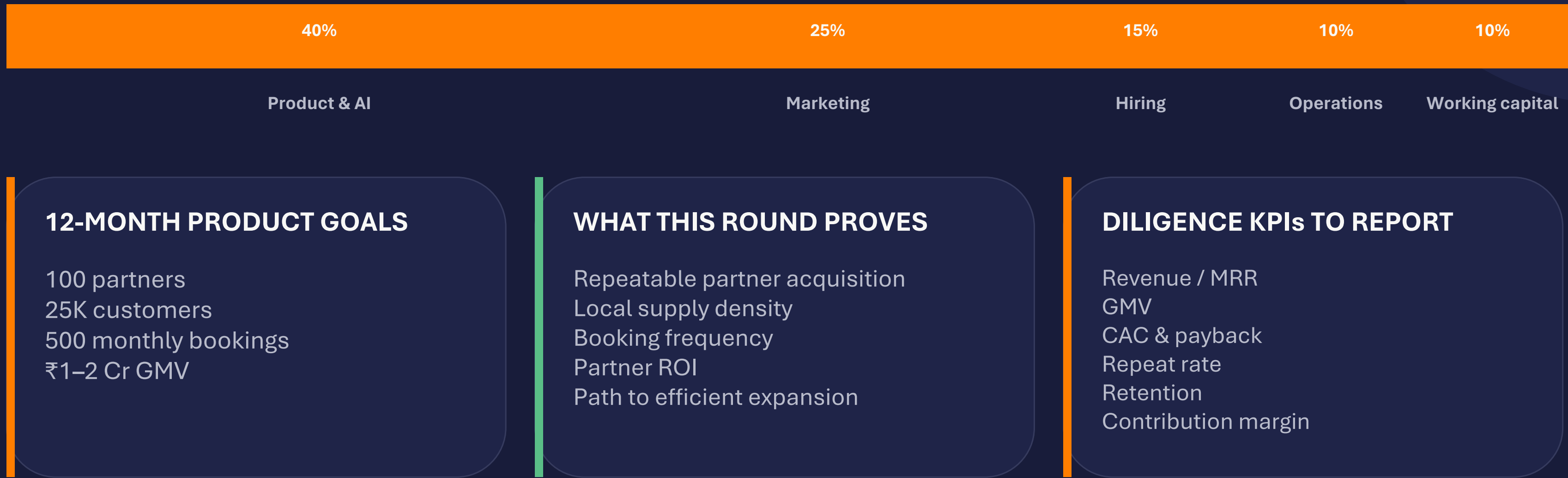
PRE-BUILD VALIDATION

200+ customer surveys • 50+ salon interviews

Shareholding: 70% / 30%

₹50–80L seed round to convert a validated MVP into a repeatable growth engine

Capital is allocated to product, customer acquisition, team and operating runway.



Fundraising principle The next milestone is not simply more users — it is proving a repeatable, profitable booking loop.