CONFIDENTIAL · INVESTOR PITCH DECK · 2026

Aura

India’s everyday super-app — one identity to connect, transact, create, and grow.

Aura brings social connection, commerce, payments, business tools, and AI into a single, trusted platform — built for the next 500 million Indians coming online on mobile-first, vernacular-first terms.



100M

Registered users by Year 5

₹6,055 Cr

Illustrative Year-5 revenue

7

Monetization engines, 1 identity

THE OPPORTUNITY

India’s digital life is fragmented. Aura unifies it.

THE PROBLEM

App overload

The average Indian juggles 8–10 apps for chat, shopping, payments, and services — each with separate logins, wallets, and trust.

Costly customer acquisition

SMBs and creators pay rising fees across disconnected ad, commerce, and payment platforms just to reach the same customer.

Trust & inclusion gaps

Tier-2/3 and vernacular-first users are underserved by English-first, data-heavy apps built for metro audiences.

THE AURA SOLUTION

One identity, every use case

A single Aura ID carries your social graph, wallet, and reputation across chat, shopping, payments, and services.

AI-native, vernacular-first

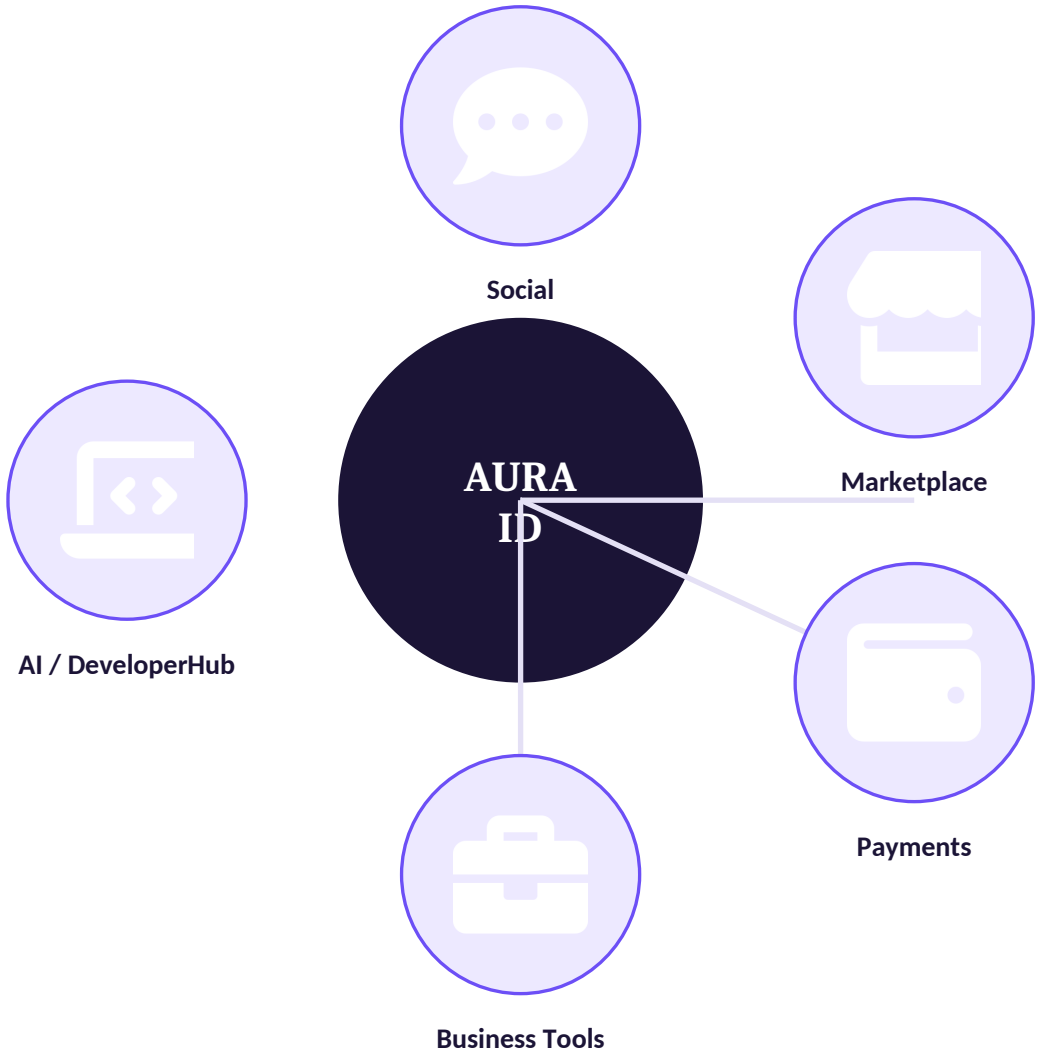
Built-in AI assistance, regional languages, and voice-first flows lower the barrier for the next 500M users.

Embedded trust & payments

Native payments, escrow, and verified profiles let consumers and SMBs transact confidently in one flow.

PLATFORM

One ecosystem, five interlocking businesses



WHO AURA SERVES

Consumers

Gen Z & millennials, Tier-1–3 — chat, discover, shop, pay, and get paid in one app.

SMBs & Merchants

Kirana stores to D2C brands — storefront, payments, and marketing in a single subscription.

Creators & Developers

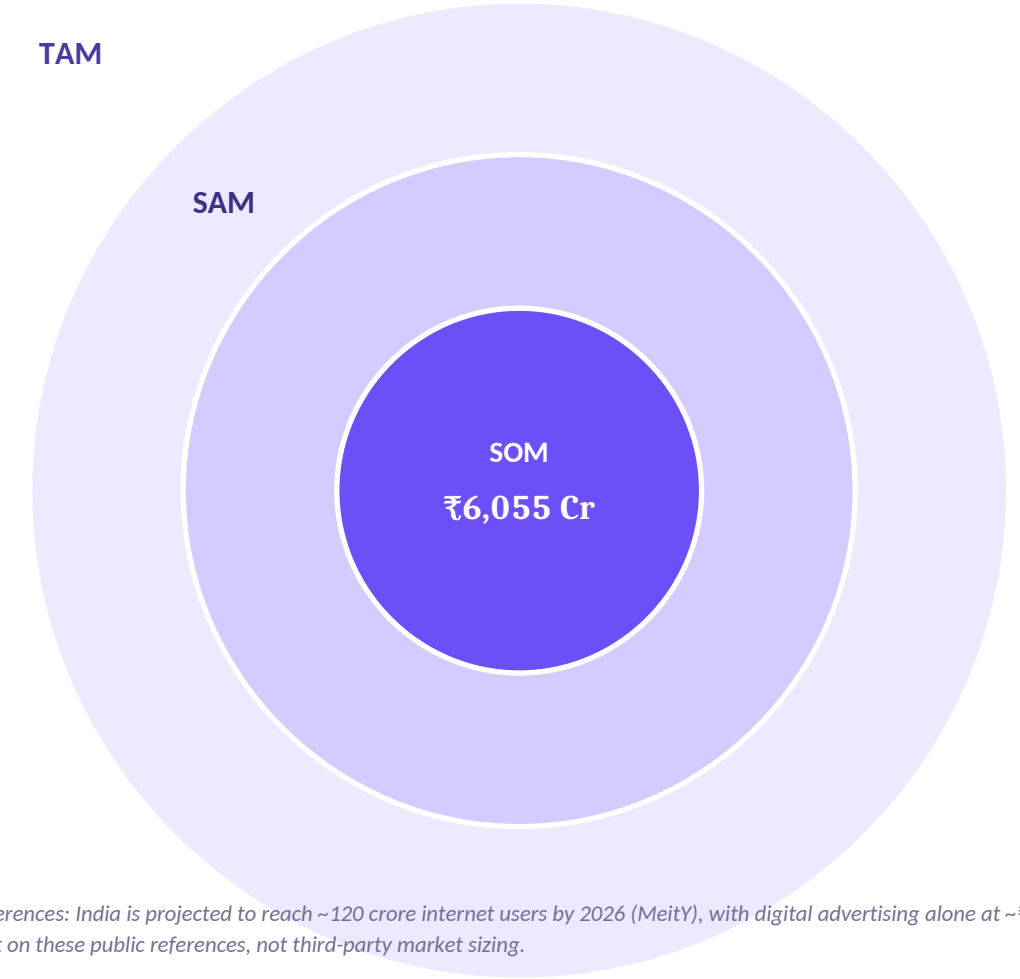
Monetize audiences and build on Aura's APIs, AI tools, and DeveloperHub.

Enterprises & Brands

Reach verified audiences at scale through Aura Ads and business subscriptions.

MARKET SIZE

A market entering its steepest decade of growth



TAM — TOTAL ADDRESSABLE MARKET

₹4,50,000 Cr (~$54B)

Illustrative sum of India's digital advertising, e-commerce take-rate, digital payments fee pool, and SaaS/subscription spend — the revenue pools a super-app ecosystem can participate in.

SAM — SERVICEABLE AVAILABLE MARKET

₹90,000 Cr (~20% of TAM)

Urban & semi-urban smartphone users across Aura's target geographies and languages, reachable within a 5-year go-to-market horizon.

SOM — SERVICEABLE OBTAINABLE MARKET

₹6,055 Cr by Year 5

Aura's modeled capture at 100M registered users / ~75M MAU — roughly 6.7% share of SAM. Presented as an illustrative target, not a guarantee.

Grounding references: India is projected to reach ~120 crore internet users by 2026 (MeitY), with digital advertising alone at ~₹71,600 Cr in 2025 growing to ~₹98,000 Cr by 2027 (Dentsu–Exchange4Media). TAM/SAM/SOM figures above are illustrative estimates built on these public references, not third-party market sizing.

BUSINESS MODEL

Seven monetization engines, one platform

Advertising

Feed, marketplace & video ads sold on reach.

₹1,100 Cr

~₹147 ARPU × 75M MAU

Premium Subscriptions

Ad-free, storage, AI features for power users.

₹550 Cr

~5.5M subs × ₹999/yr

Business Subscriptions

Storefront, CRM & analytics tools for SMBs.

₹480 Cr

~600K businesses × ₹8,000/yr

Marketplace Take-Rate

Commission on goods & services GMV.

₹1,850 Cr

7% take × ~₹26,400 Cr GMV

Payments Revenue

Fees on P2P/P2M volume beyond UPI-rail flows.

₹1,400 Cr

0.35% take × ~₹4,00,000 Cr TPV

AI / API Revenue

Usage-based billing for Aura AI features & APIs.

₹425 Cr

Consumer + enterprise API usage

DeveloperHub Revenue

Revenue share on third-party apps & tools.

₹250 Cr

App-store style platform cut

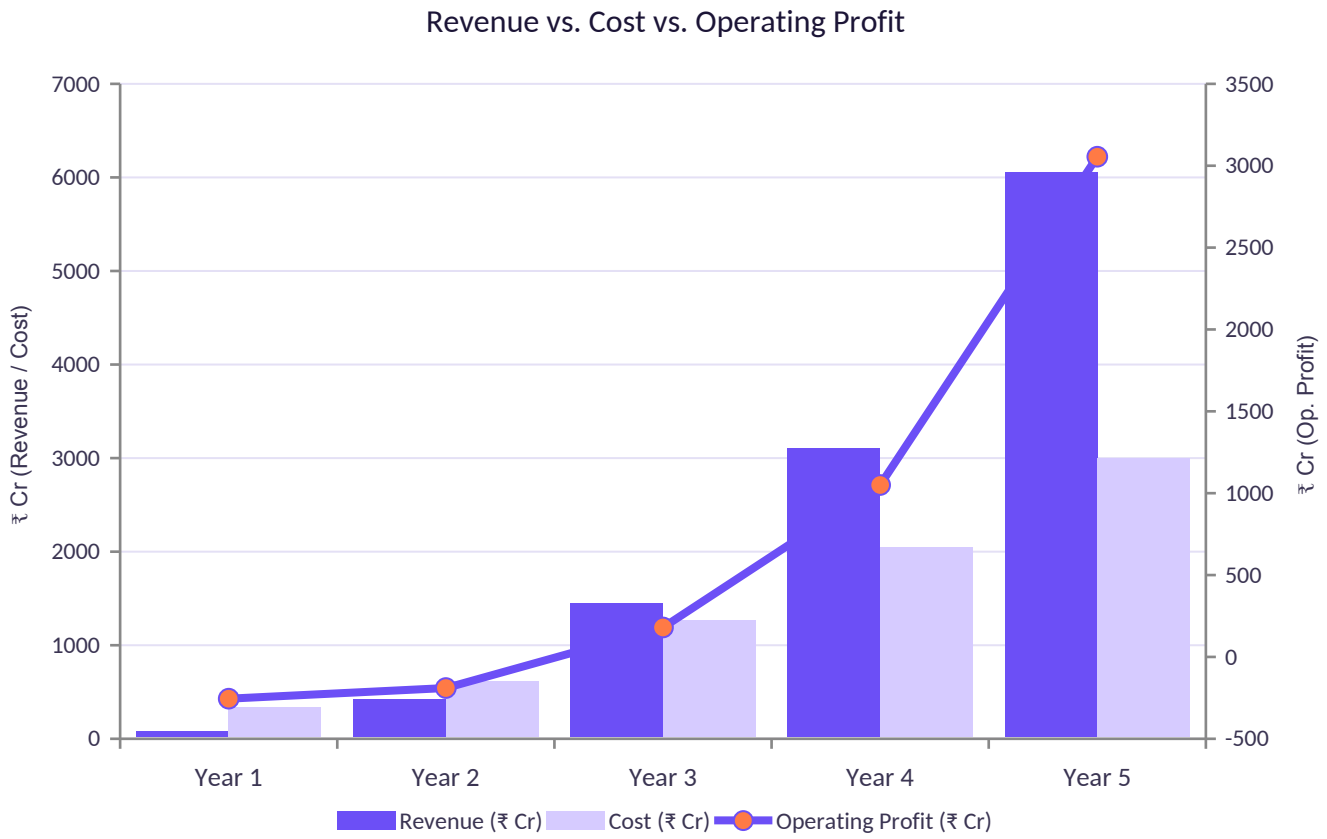
YEAR-5 TOTAL

₹6,055 Cr

Illustrative modeled revenue, Year 5

FINANCIAL MODEL

5-year revenue, cost & operating-profit projection



YEAR-BY-YEAR SNAPSHOT

	Reg. Users	MAU	Op. Margin
Y1	5M	3M	−300%
Y2	18M	12M	−45%
Y3	40M	28M	+12%
Y4	68M	48M	+34%
Y5	100M	75M	+51%

Break-even: modeled in Year 3, as monthly active users and marketplace GMV scale past fixed infrastructure and engineering costs.

All figures are illustrative projections based on stated assumptions, not historical results or guaranteed outcomes.

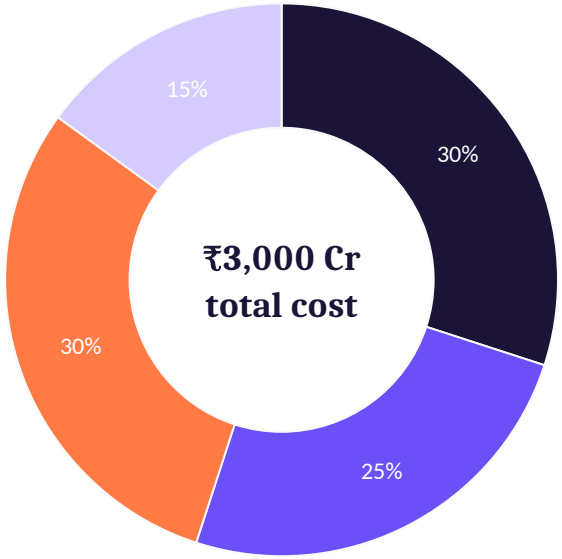
FINANCIAL MODEL

Year-5 revenue math, cost structure & break-even

YEAR-5 REVENUE CALCULATION

Stream	Driver × Rate	₹ Cr
Advertising	75M MAU × ₹147 ARPU/yr	**1,100**
Premium Subs	5.5M subs × ₹999/yr	**550**
Business Subs	600K SMBs × ₹8,000/yr	**480**
Marketplace	₹26,400 Cr GMV × 7%	**1,850**
Payments	₹4,00,000 Cr TPV × 0.35%	**1,400**
AI / API	Usage-based billing	**425**
DeveloperHub	Platform revenue share	**250**
Total Year-5 Revenue		**₹6,055 Cr**

YEAR-5 COST STRUCTURE



- Infrastructure & Cloud — ₹900 Cr
- Engineering & Product — ₹750 Cr
- Marketing & Acquisition — ₹900 Cr
- Support & Operations — ₹450 Cr

BREAK-EVEN

Year 3

~₹1,450 Cr revenue crosses ~₹1,270 Cr cost

Op. margin +12%

Marketplace take-rate and payments are the largest Year-5 revenue lines; infrastructure and marketing scale sub-linearly to revenue past break-even, driving margin expansion from Year 3 onward.

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Why Aura wins — and where the capital goes

Moat

- Cross-side network effects across social, commerce & payments
- Proprietary graph of verified identity + transaction data
- Switching cost rises with every linked wallet, store & chat thread

Go-to-Market

- Phased rollout: 6 metro → 30 Tier-2/3 cities over 24 months
- Referral-led growth + merchant-side onboarding incentives
- Vernacular content & voice AI to unlock non-English cohorts

Social Impact

- Financial inclusion for unbanked & under-banked users
- Digitizing 600K+ MSMEs with affordable business tools
- Creator & gig-economy income opportunities at scale

Capital Allocation

- 45% Product & engineering
- 30% Marketing & user acquisition
- 15% Operations & support
- 10% Strategic reserve

Join us in building the everyday platform for the next 500 million Indians.