

The word "KABOOM" is written in a bold, black, stylized font. The letters are thick and blocky, with some internal white cutouts, particularly in the 'A', 'B's, and 'O's, giving it a dynamic, explosive feel. The background features a large, light purple wave shape that curves across the top and sides, set against a solid orange background.

KABOOM

**where style, functionality
and trends collide!**

www.kaboomzone.com



THE PITCH

Introducing the next generation of home style—funky, bold, and built for the youth who crave creativity in every corner!



EXISTING MARKET AND MARKET GAP



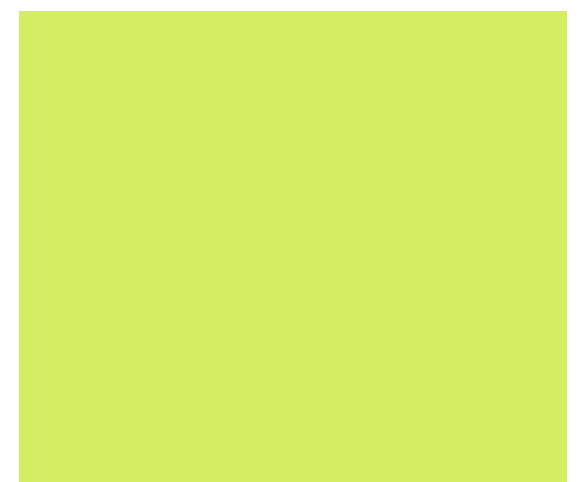
Few players in the Indian market go beyond trends like Minimalism, contemporary etc. to cater to young, energetic audiences who love bold colors and vibrant designs.



The current options are either overly expensive, or the more affordable ones are just basic and uninspiring resulting in cheap quality.

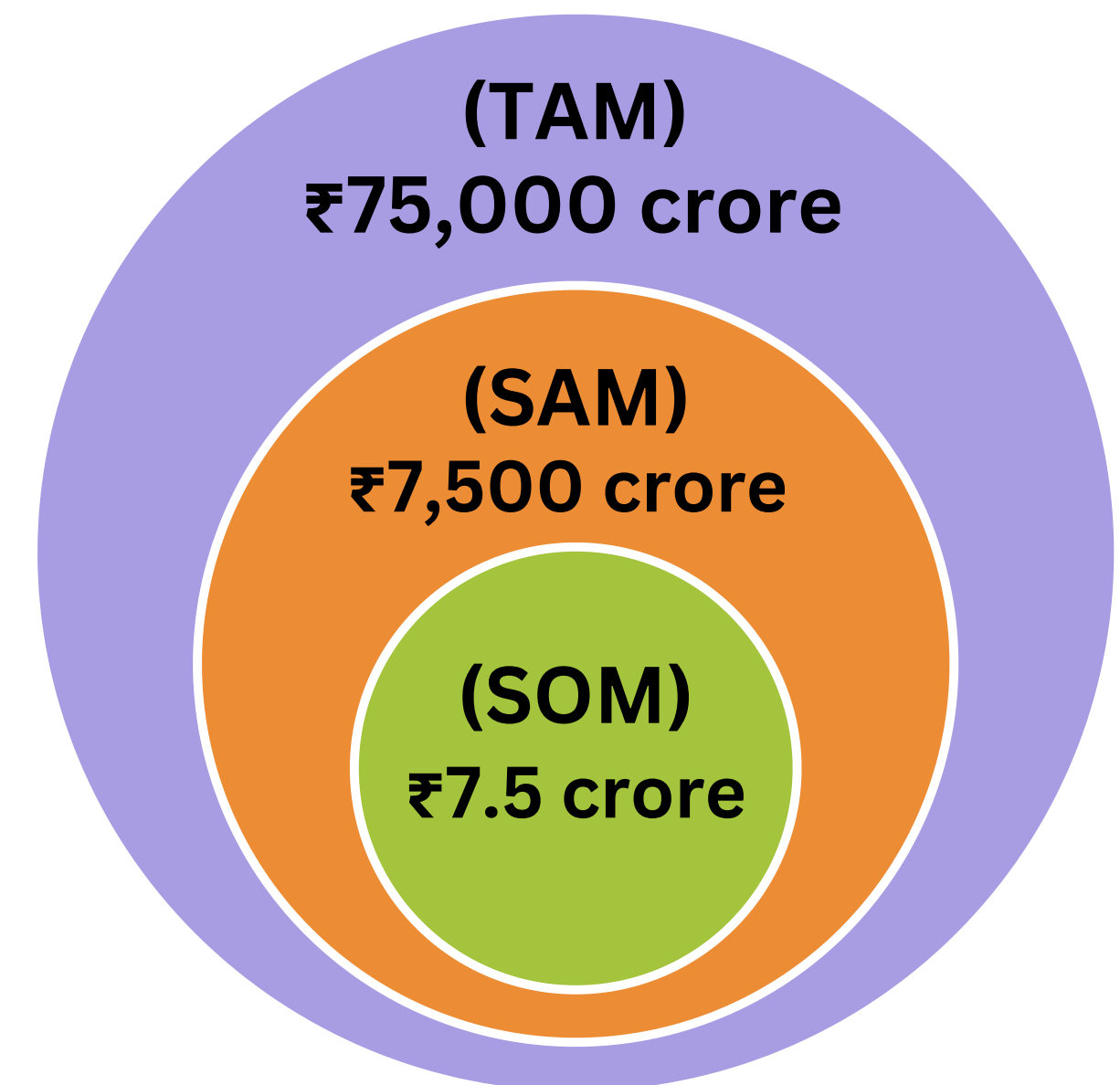
OPPORTUNITIES

- India's market for new-generation furniture is booming, driven by young, urban consumers.
- Opportunity in the industry: urbanization, rising incomes, and demand for personalized, space-efficient solutions.
- Millennials and Gen Z valuing style, affordability, and functionality.
- Lack of branded competition in the specific design space.(First mover advantage)



MARKET ANALYSIS

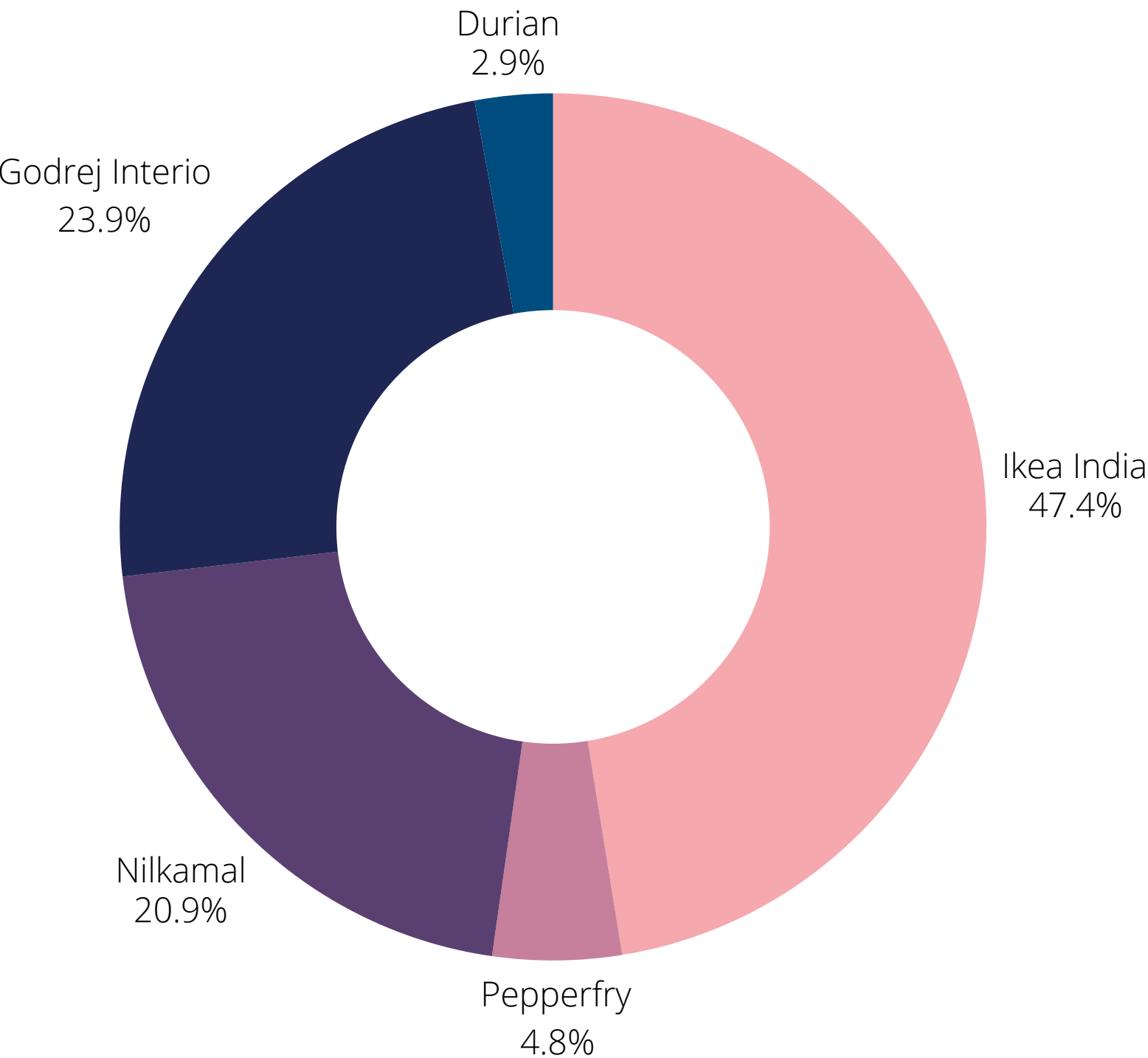
- In 2025, the Furniture market in India is projected to generate a revenue of INR **US\$30bn=₹2.5 lakh crore**. Growing at 6.48 CAGR annually.
- Assuming only 30% of the total market is spend by youth(Genz and Millenials) towards home furnishing and home decor , the **TAM** comes down to **₹75,000 crore**
- Considering the niche "dopamine decor" and serving the flatpack furniture style in Tier 1 cities the **SAM** can be assumed to be **10%-15% of TAM. ~ ₹7,500 crore - ₹11,000 crore**
- Considering initially only the 0.1% to 1% market can be captured then the **SOM** can be assumed at **₹7.5 crore - ₹100 crore**



Competition Analysis

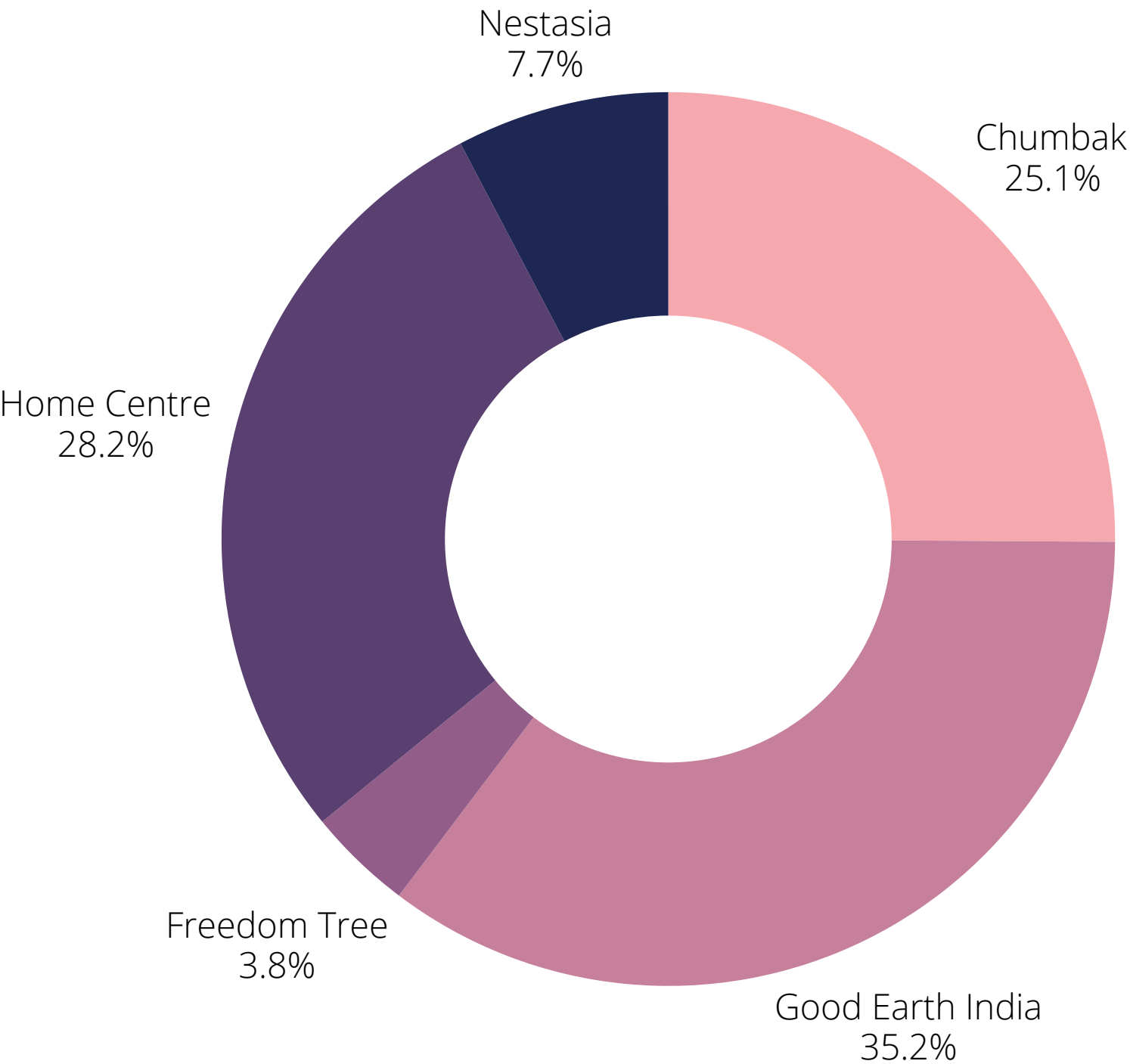
India Furniture Market Leaders

According to 2023/2024 report



Indian Home Decor Brands

According to 2023/2024 report



OUR PRODUCT RANGE

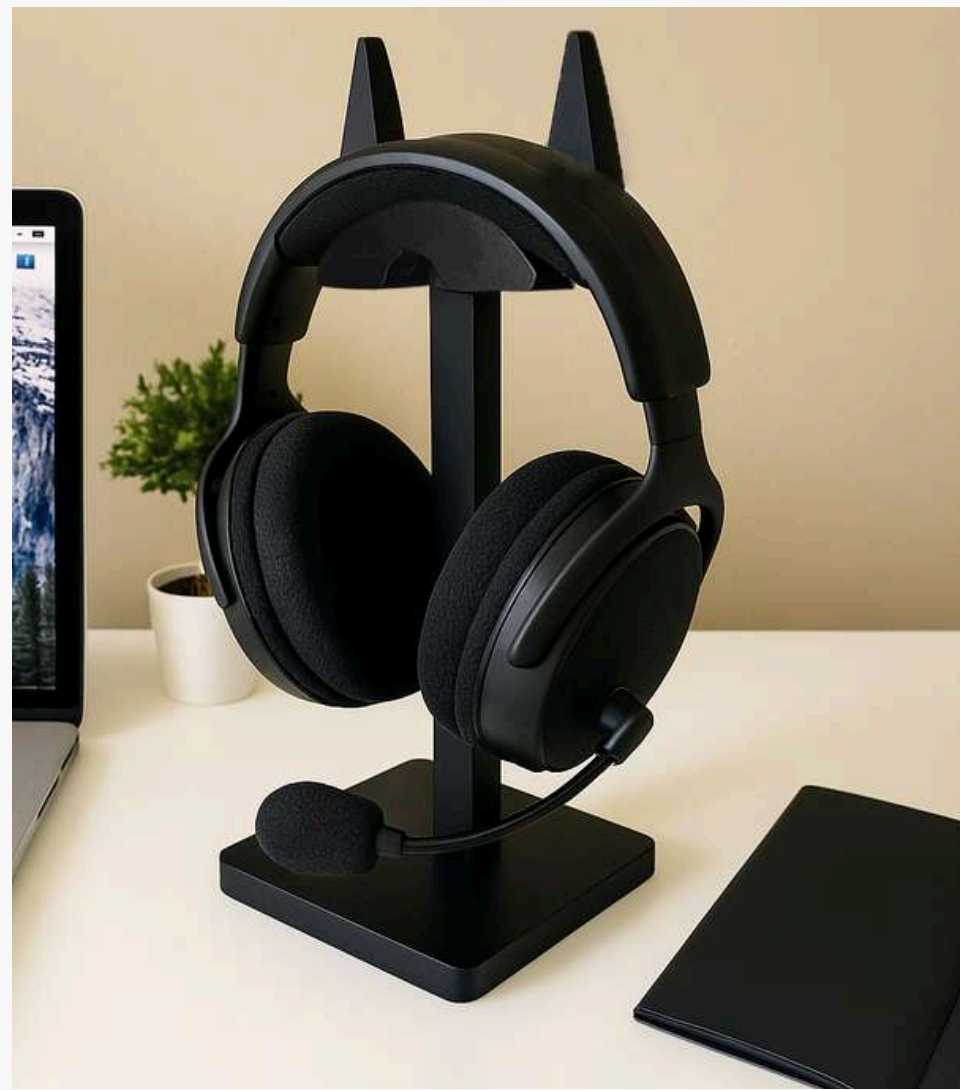
We offer a range of utility-focused products, including innovative storage solutions for small spaces and corners, as well as desk organizers that are currently missing from the market.

Our collection also features headphone holders and other decor items in distinctive shapes and vibrant colors.

Storage Solutions



Desk Organisers



Wall decor with utility



Enhancements



TIMELINE

EXECUTION PHASES

SECOND PHASE

Create offline presence with tie-ups with Homecentre, Home Lane, Urban Ladder to create an experience for customers.

FOURTH PHASE

Include new categories like rugs, accessories, etc. to become a wholesome lifestyle brand for Genz's.



FIRST PHASE

Build inventory and encourage sales via market places by doing performance marketing.



THIRD PHASE

Setting up manufacturing and entering Export market to achieve a higher margin and revenue.





**How *KABOOM* is
Different?**

FUN AND TRENDY COLOR SCHEME

Our vibrant, innovative furniture and utility products bring a fun, stylish twist to functional living, designed for Gen Z and the next wave of trendsetters.

EASY ASSEMBLY

Our fully flatpack products ensure easy assembly and stress-free moves—because life's too short for heavy and boring furniture!



THE team



ARUP DUTTA

AAFT Graduate | Specialization Multimedia
Working on operations and Branding
Experiences gained from previous
projects in the field of media and
Digital marketing Agency.



AYUSHI SWAIN

NIFT Graduate | Furniture Design
Working on production and Branding
Experiences gained from working in a
startup as Furniture Designer.



ANY QUESTIONS?

CONTACT US- arupdutta.00@gmail.com
ayushiswain2106@gmail.com
9776292299
7978566861

Thank You!