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# Zorb-It Magically Unmess! LLP

*Innovating Cleaning Solutions for Modern Urban  
Lifestyles*



**ZORB-IT**  
MAGICALLY UNMESS!

# Agenda

1. **The Dirty Truth Behind Cleaning**
2. **A Magical Fix? Zorb-It Magically Unmess LLP**
3. **Our Secret Formula: GTM Strategy , Product Portfolio**
4. **The Competition Cleanup**
5. **The Golden Broom: Investment Opportunity**
6. **Join the Revolution: Closing & Contact**

# The Dirty Truth Behind Cleaning

## Toxic Chemicals



Studies reveal common Indian cleaners emit hazardous, volatile compounds.

[EnviroNics India](#)



In India, household cleaners account for approximately 21.8% of poisoning cases related to household products.

[PubMed](#)

## Long Term Health Impact



Exposure to chemicals in cleaning products is linked to respiratory issues, including asthma onset and exacerbation. [ScienceDirect](#)



Endocrine-disrupting chemicals (EDCs) in cleaning products can disrupt hormones, risking reproductive health and child development. [PMC](#)

# The Dirty Truth Behind Cleaning

## Environmental Contamination



PFAS (polyfluoroalkyl substances) from cleaning products contaminate water sources in Indian cities, threatening ecosystems and human health.

[SpringerOpen](#)

## Time Vs Cleanliness Friction



Busy urban lifestyles and competing priorities leave little time for household chores like cleaning.



High levels of urban air pollution leads to more dust buildup, demanding frequent deep cleaning.

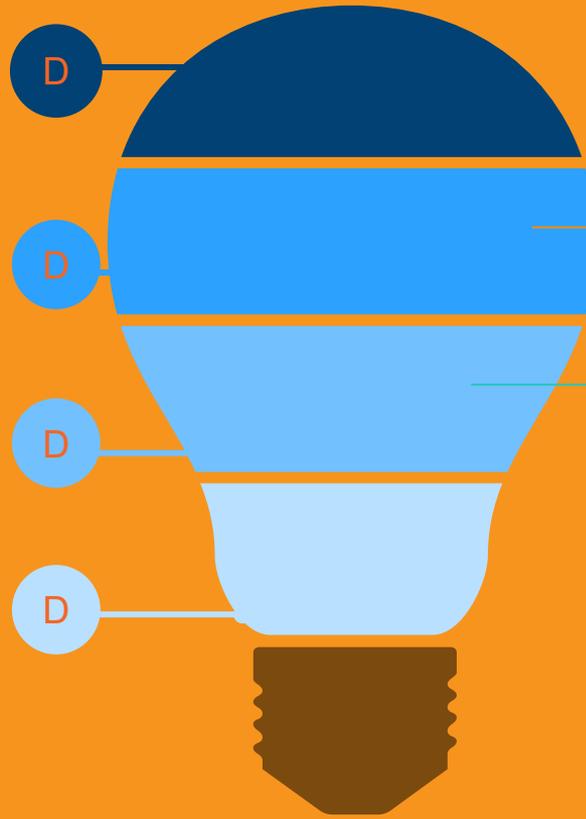
# A Magical Fix?

**Market Transformation:** Cleaning products that are fun and effortless

**Innovative Development:** Create unique and innovative cleaning solutions

**Regulatory Shift:** Stricter laws on hazardous chemicals are driving safer cleaning alternatives.

**Consumer Shift:** Demand is rising for effective, chemical-free cleaning products.



**ZORB-IT**  
MAGICALLY UNMESS!

Created by a mother, caregiver, and pet parent who faced these challenges firsthand, applying world-class problem-solving and innovation as a business consultant.

**Born of Experience, Built with Expertise**

# Our Products' Superpower

## Safe Chemical Formulations

Free from toxins and carcinogens, plant based ingredients, delivering powerful cleaning without compromise.



## Clean in 120 Seconds

Every product is designed for quick & hassle-free use, making cleaning efficient and time-saving.



## Waterless Solutions

Reducing water wastage while maintaining high cleaning standards.



## Pet & Child-Safe

Formulated to be harmless for homes with kids and pets, eliminating risks from harsh residues.



# Go-to-Market (GTM) Strategy



**Direct-to-Consumer (DTC):** Selling through our website and major e-commerce platforms like Amazon and Flipkart as well as offline retails through exhibitions and single stores



**Influencer & Digital Marketing:** Leveraging social media marketing, eco-conscious influencers, and content-driven campaigns to build brand awareness and customer trust.



**B2B Sales:** Targeting businesses such as hotels, restaurants, Veterinary clinics, Daycare centers and corporate offices that need quick, efficient, and safe cleaning solutions.



**Quick Commerce:** Selling through quick commerce (Q-commerce) platforms, like Zepto and Blinkit.



4.1



4.1

ongoing

## Pilot

Daycare	Q2' 2025
Clinics	Q3' 2025
Hotels	Q1' 2026
Office	Q2' 2026

**First Pilot Planned in Q1' 2026**

# Our Secret Formula: Our Super Products

Can we pricing (MRP), and maybe “Best Seller” tags

## Liquid Absorber

## Foam Cleaner

## Kitchen Degreaser

## Car Cleaner



### Mess Cleanup, Made Super Easy!

A powerful, super-absorbent powder that solidifies liquid messes in 30-60 seconds.

Perfect for homes with kids, pets, or spills—no more endless wipes or harsh chemicals.

<https://zorbitnow.com>



### Effortless Cleaning, Anywhere!

An all-in-one, eco-friendly solution that cleans and protects everything from home surfaces to office equipment—no water, no waste, just spotless results!

<https://zorbitnow.com>



### Goodbye Grease, Hello Shine!

A powerful degreaser that cuts through stubborn grease on stovetops, chimneys, tiles, wood, metal, and glass—leaving your kitchen spotless!

<https://zorbitnow.com>



### Waterless Car Care, Made Easy!

Effortlessly cleans exteriors, interiors, glass, and upholstery—removing dirt and grime for a spotless finish!

<https://zorbitnow.com>

# What People are Saying – User Reviews



**Best and most useful product**

**Naghma Yazdani**

✓ Verified Purchase

I would highly recommend Zorbit...every household must have it it magically cleans all the sticky stuff...all the sugary liquid mess. Soft drinks, etc contain so much sugar but Zorbit magically cleans up all.



**Fabulous product**

**Chai E.**

✓ Verified Purchase

Curious about the claims I ordered the product out of curiosity. Was not only pleasantly surprised by how simple to use and effective the product is, it also smells so wonderful. I ordered another one for my neighbour who is a pet owner and she just loves it. Well, needless to say, I am a huge fan and strongly recommend it.



**Stunning results and good for you**

**Miss Paper Flower**

✓ Verified Purchase

Zorb It is an exceptionally amazing find. It soaks up the liquid like magic and turns it into a pliable solid mass. Made with ingredients that won't harm your pet/kids, this one has a permanent place in our heart.



**Works like magic**

**Amazon Customer**

✓ Verified Purchase

Makes cleaning easy. It also ensures there's no smell or residue. Strongly recommend. Especially if you have small children or are a pet parent.



**Boon for pet owners**

**Vishal Gupta**

✓ Verified Purchase

I have a pet dog who occasionally throws up in the house. I've found Zorb it amazing for the following reasons:

- a. It makes it easy to clean up the mess
- b. It takes away the unpleasant smell
- c. The spray format makes it easy to use

I would highly recommend it to every pet owner who has to deal with an occasional accident and more!



**Magical Product**

**Abhjit Singh**

✓ Verified Purchase

Does the job as advertised, been using it for over an year now to clean up after my



**What a relief!**

**Anil Nair**

✓ Verified Purchase

It is one of those products that makes you say "why didn't someone think of this before". For someone who has three dogs. I know first hand the mess they can create. Especially when they are a puppy and when they are unwell. Zorb-it was been a very handy product and dramatically reduces the effort of cleaning up. I HIGHLY recommend the product



**Superbly convenient, and leaves no odour**

**Amazon Customer**

✓ Verified Purchase

I've used this on dog pee as well as to quickly handle dinner table spills without interrupting the party... it's super convenient. Makes it a solid mass one can just pick up easily later ... no smelly cloths or newspapers needed.

# Market Size

## Household Cleaning Market 2022

Valued at USD 7.62 billion in 2022

## Household Cleaning Market 2029

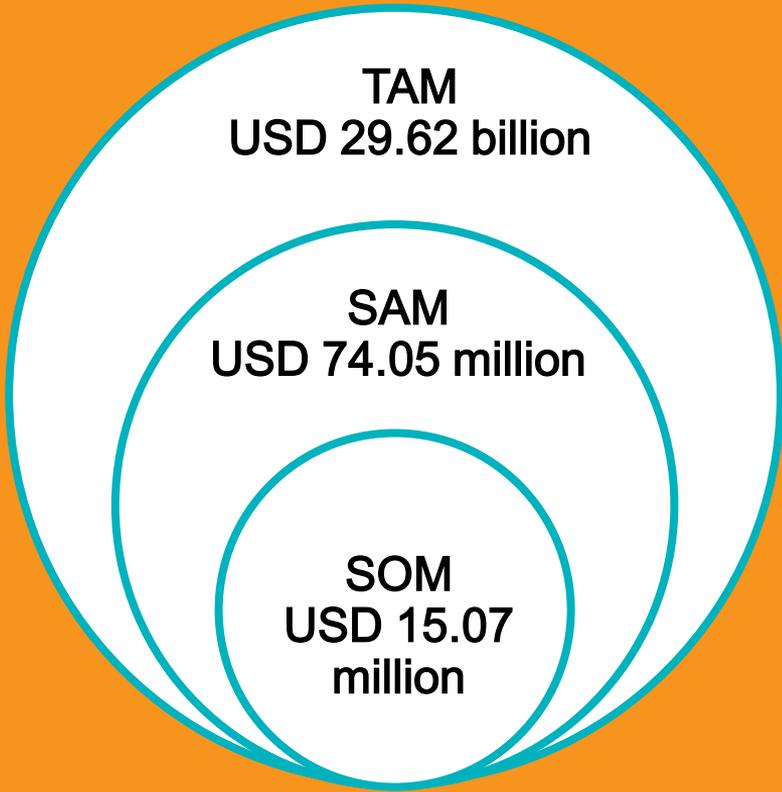
Projected growth to USD 29.62 billion by 2029

## Eco-Friendly Segment FY2021

Valued at USD 12.93 million in FY2021

## Eco-Friendly Segment FY2027

Expected reach of USD 74.05 million by FY2027



Source: <https://www.grandviewresearch.com/industry-analysis/natural-household-cleaners-market>

# The Competition Cleanup



Features	Zorb-It Magically Unmess!	P&G (Tide, Mr. Clean)	Reckitt Benckiser (Lysol, Cillit Bang)	Seventh Generation
<b>Product Features</b>	Waterless, eco-friendly, fast-acting (Powder, Foam, Degreaser, Car Cleaner)	Chemical-based with limited eco options	Chemical-based, multi-surface cleaning	Full range of eco-friendly, biodegradable products
<b>Pricing Model</b>	Affordable, subscription-based pricing	Premium pricing for mass-market	Premium pricing with mass-market options	Mid-range, eco-focused pricing
<b>Target Market</b>	Urban households, pet owners, businesses	General consumers, large retail chains	Households, commercial spaces	Eco-conscious consumers
<b>Monetization</b>	Direct-to-consumer, B2B	Direct sales, retail partnerships	Direct sales, retail partnerships	Direct-to-consumer, retail partnerships

# The Golden Broom



## Industry-Agnostic Innovation

Unlike competitors focusing on specific sectors, Zorb-It Magically Unmess LLP adopts an industry-agnostic approach, emphasizing innovation in cleaning processes across various applications.

## Waterless Solutions

Our products are designed to function effectively without water, aligning with sustainability goals and addressing water scarcity concerns.

## Safety and Efficiency:

Prioritizing non-toxic formulations, our products are safe for households with children and pets, ensuring peace of mind for consumers.

# The Ask

We are seeking ₹30 lakhs in funding to **scale operations, enhance product reach, and drive innovation** in the cleaning industry.



**₹45**  
**lakhs** In  
Funding



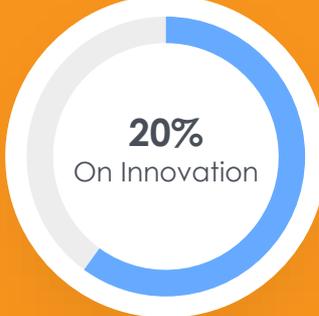
**40%**  
To scale  
operations

Expand Manufacturing  
Quick Commerce  
Scale Company



**40%**  
Enhance Product  
Reach

Influencer Partnerships  
Increase Digital Reach  
Marketing Initiatives



**20%**  
On Innovation

Other Variations  
New Products  
Incorporate Customer  
Feedback

# Why Invest in Zorbit and Why Now



**From chore to care:** Cleaning today reflects values like **self-care, sustainability,** and caregiving.



**Aesthetic utility is in:** Functional home products with clean design and labels are winning loyalty and emotional resonance.



**Industry-Agnostic Innovation** – Unlike competitors focused on specific cleaning categories, we treat cleaning as a process, not a product line



**Market Growth Potential** – A **21.4% CAGR** signals rising demand for **safe, quick,** and **sustainable** cleaning in India.



**Scalable Business Model** – Our **direct-to-consumer and B2B sales approach** enables rapid market penetration with high-margin returns.



**Strong Differentiation** – Our products are **waterless, pet & child-safe,** and involve **only 2 to 5 steps,** making cleaning effortless for urban households.



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## Suhasini Suresh Thylur (Founder)

**Educational Qualification:** B.Com and Certificate in Advanced Strategic Management from IIM Kozhikode

**Experience:** 10 years as a Six Sigma Black Belt and Lean expert. 2 years as Entrepreneur

**Achievements:** Winner of Britannia MyStartup Contest Season 4, bringing further credibility to the table.

**Thank You!**



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# Appendix



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# Milestones

**October 2022**

Research into materials, formulation and uses

**February 2023**

Soft launch through word of mouth

**May 2023**

Won Britannia My Startup Contest S04

**December 2024**

Hit 3 lakhs total revenue

2022

2023

2024

**December 2022**

User testing and feedback incorporation

**March 2023**

Launched powder on Amazon India and Flipkart

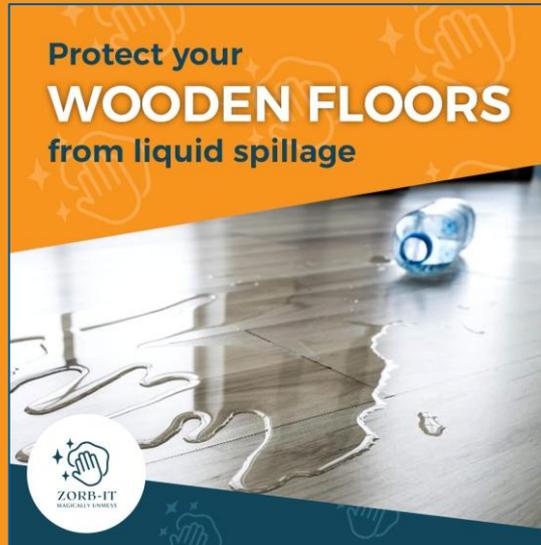
**September 2023**

Launched 3 new products

# How We Started: Zorb-It Magically Unmess Powder - For Almost All Home Spills

Clean, Odour Free in less than 120 seconds

## Home Accidents



## Baby Messes



## Pet Clean-up



# How we started: Solution Vs Problem



No Drip, No mess Cleaning	✓	×
Quick, 1-shot Cleaning	✓	×
Hygienic	✓	×
Odour Absorption	✓	×
No Residual Wetness	✓	×
Usable on Multiple Surfaces, Couches, Cars etc	✓	×

# Market Research

The India household cleaners market size reached US\$ 7,537 Million in 2022. Looking forward, analysts expect the market to reach US\$ 21,950 Million by 2028, exhibiting a CAGR of 19.5% during 2022-2028. (Source: researchandmarkets.com)

- If 20% of market size is in Zorb-It Magically Unmess /similar products
- Expected revenue at 1% market penetration

