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# HOW INDIA'S MOST VIRAL BRAND

HIT A

₹103 CR

WALL

Bewakoof®

RISING COSTS  
SLOWING GROWTH  
CASH BURN  
FUNDING WINTER  
MARKET REALITY





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# **THE AD- BURN TRAP**



## **ZERO-CAC IS A MYTH**

ADS WITHOUT BRAND EQUITY  
BECOME EXPENSIVE DEBT





# **THE POSITIONING CHASM**



## **OUTGROWING YOUR AUDIENCE**

MILLENNIALS MATURED. GEN-Z  
MOVED ON.





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# **THE MARGIN LEAK**



**HIGH REVENUE, NEGATIVE  
RETURNS**

**₹1.65 SPENT TO EARN ₹1.00**





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# THE CORPORATE PIVOT



## ENTER CORPORATE SCALE

TMRW ACQUIRED. OPERATIONS  
TRANSFORMED.



# **THE FINANCIAL RECOVERY**



## **THE LOSSES NARROW**

LOSSES DOWN. REVENUE  
RECOVERING.



# THE DASHBOARD



## THE 14-YEAR TIMELINE

**2012-19**

ORGANIC • PROFITABLE • D2C

**2020-24**

HIGH BURN • PEAK LOSSES • MARKETPLACES

**2025-26**



# **THE CONVERSION**



## **PROTECT YOUR SCALE**

FIX SYSTEMS BEFORE FUNDING  
GROWTH.

DM "**GROWTH**" TO SCALE  
SAFELY WITH **INDIISERVE.AI**



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