



Prince patel

Founder & CEO

Agenda

The Pookei's Cute Stuff

Launching Products

- **Cute**
- **Premium**
- **Stylish**
- **Trending**
- **Affordable**

Vision

- Establish The Pookei's as a premium yet an affordable brand.
- Redefining everyday life with cute, premium & affordable luxury market.
- Become a go-to destination for cute & stylish products.
- Create a National Presence through Franchise Model by 2026.

The Cute Revolution

The Pookei's Leading India's Most Affordable Luxury Market.



Mission

Transforming India's Gifting, Home Decor & Fashion Market with Cute, Premium, Stylish & Affordable Choices Nationwide.

Our Products:

- A vast variety of Teddy Bears, Plush toys, Plush Keychains & Trending Soft Toys
- Luxury Soap & Exclusive Perfumes of our own brand
- Girl-Centric Gift items
- Premium Imported Hand Bags
- Kids Stationaries
- Cute & Adorable Water Bottles Collection
- Kitchen & Home Decor
- Electronic Massage Devices
- Seasonal & Festive Exclusives

Short-Term Goal

- Open 5 physical stores in top malls in Hyderabad by EOY 2025.
- Launching our own Soap & Perfumes Brand
- Launching All Products on:
 - Our own website
 - Flipkart
 - Amazon
 - Other leading e-commerce platforms
- Building brand identity and customer trust.



Long-Term Goal

Quarter Milestone:

Q2 – 2025: Launch 1st Store

Q3 – 2025: Launch 3-4 more stores

Q4 – 2025: Full online presence & Door Delivery

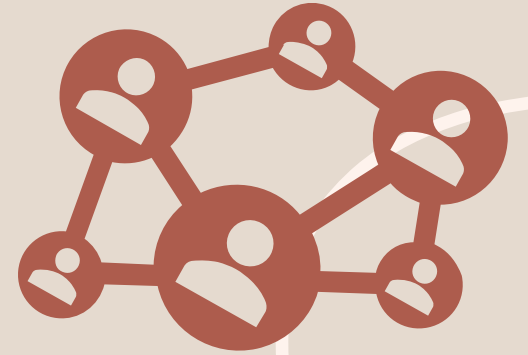
Q1 – 2026: Begin Franchise Onboarding

Q4 – 2026: Operate 10 stores in Hyderabad

Q1 – 2027: Enter major Metro Cities



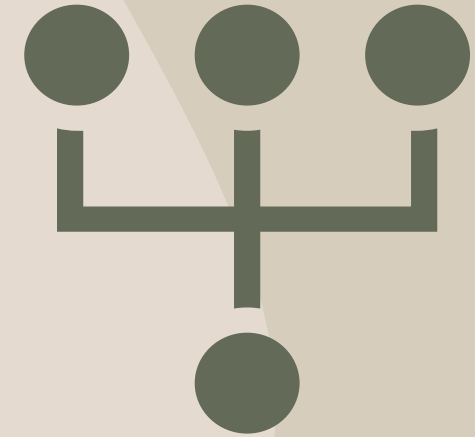
Marketing & Branding Strategy



- Influencer Collaborations
- Social Media Campaigns
- Mall Activations & Pop-up Stores
- Store attraction Giant Pookei Bear
- Loyalty programs & referral discounts

Franchise Vision

- Low Investment, high return model
- Comprehensive training & brand support
- Uniform brand experience nationwide



Target: 25+ Franchises across India by 2028



Thank You!