India’s first global marketplace for artisans

Sep 2018
Global demand for artisanal products is growing rapidly

In the US alone, the market for handcrafted is $50 billion a year

Etsy crossed $3 bil in GMV in 2017 and is estimated to have 2% of market share

46% global consumers are willing to pay more for socially-responsible products and services

Consumers are demanding ethical fashion:
# brands at Ethical Fashion Show in Berlin:
36 in 2013; 85 in 2014, 116 in 2015

Indian khadi sales grew 33% yoy to $311 million in FY17
Expected to reach $776 million by FY19

Production concentrated mostly in SE Asia

80% of the world’s production

Large fragmented population of artisans and weavers

Supply concentrated in rural areas
And India has the largest number of artisans in the world

- 1,000+ clusters
- 9 million+ skilled artisans & weavers
- $4.5 billion in handicrafts exports in FY15

Yet, India is only 2% of the global market

- Artisans working with small or low capacities and mostly in remote locations
- Weak market linkages with high levels of intermediation; Fragmented market
- Inadequate inputs in terms of working capital / raw materials
- Poor market information on demand, design and technologies

Sources: Ministry of Textiles, Planning Commission, Dasra, FICCI
The GoCoop Platform

Supply Chain
- 46 clusters, 300+ co-ops
- Provide training, design / quality inputs
- Field level services
- End-to-end traceability

Marketplace
- >30k products, 20000+ consumers, 100+ buyers
- Omnichannel distribution: Ecommerce, offline events & B2B partnerships

Brand
- Launched at Feb ’18 LFW
- Captures the complete value chain
Organising highly fragmented craft supply chain

46 clusters

300+ Co-ops, Suppliers

80,000+ weavers & artisans

Cluster – Geographic region (usually a group of villages) where the artisans are performing the same craft

- APEX Co-ops > 10,000 artisans
- Primary co-ops ~150 artisans
- Master weavers ~20 artisans
Empowering Weavers & Artisans through technology
Largest artisan marketplace in India

- 4,000+ Enquiries
- 30,000+ Orders
- 80% organic & direct traffic
- 236% yoy Growth

Gross Sales (in Rs lacs)

<table>
<thead>
<tr>
<th>Year/Quarter</th>
<th>16-17 Q1</th>
<th>16-17 Q2</th>
<th>16-17 Q3</th>
<th>16-17 Q4</th>
<th>17-18 Q1</th>
<th>17-18 Q2</th>
<th>17-18 Q3</th>
<th>17-18 Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>35</td>
<td>78</td>
<td>73</td>
<td>153</td>
<td>142</td>
<td>296</td>
<td>266</td>
<td>306</td>
</tr>
</tbody>
</table>
Funding journey

Incorporated 2011-12

2013
Angel/Seed Round

Pre-Series A 2016

2018 Series A

Kris Gopalakrishnan
Prathiti trust
First Company showcased by Google CEO at the digital unlocked launch
Govt of India’s first national award for Handlooms marketing (eComm)
With hon’ble PM as part of Champions of Change Program
Thank you!

Team / Meet the dream weavers.