

BENGALURU · FOUNDED 2023

Tailwise

Fresh, vet-formulated meals and everyday care for
India's dogs and cats — delivered monthly

PROBLEM

Pet parents in India treat their pets as family, but most still feed them leftovers or generic kibble.

01 Home-cooked food is often unbalanced for pets

02 Imported premium food is expensive and hard to find

03 Advice on diet and health is scattered

SOLUTION

Tailwise delivers fresh meals made in our own kitchens to a vet-approved recipe, portioned for each pet, with a monthly care box.

01
Recipes set by veterinary nutritionists

02
Portions tailored to breed, age and weight

03
Monthly subscription, delivered chilled

04
A vet on chat for every subscriber

A monthly box at the door: fresh meals in daily portions, the care box, and the pet's plan in the Tailwise app.

01
Meals cooked fresh and chilled,
never frozen

02
Daily portions labeled with the
pet's name

03
App with feeding plan, weight log
and vet chat

MARKET

A ₹30,434 Cr market, ₹7,090 Cr we can serve

India pet care industry 2024 (IBEF); serviceable: pet food (US\$843.89 million at ₹84 per US\$); our 5-year goal: fresh and premium food in the top 8 metros (our estimate).

₹30,434 crore (US\$3.6 billion)

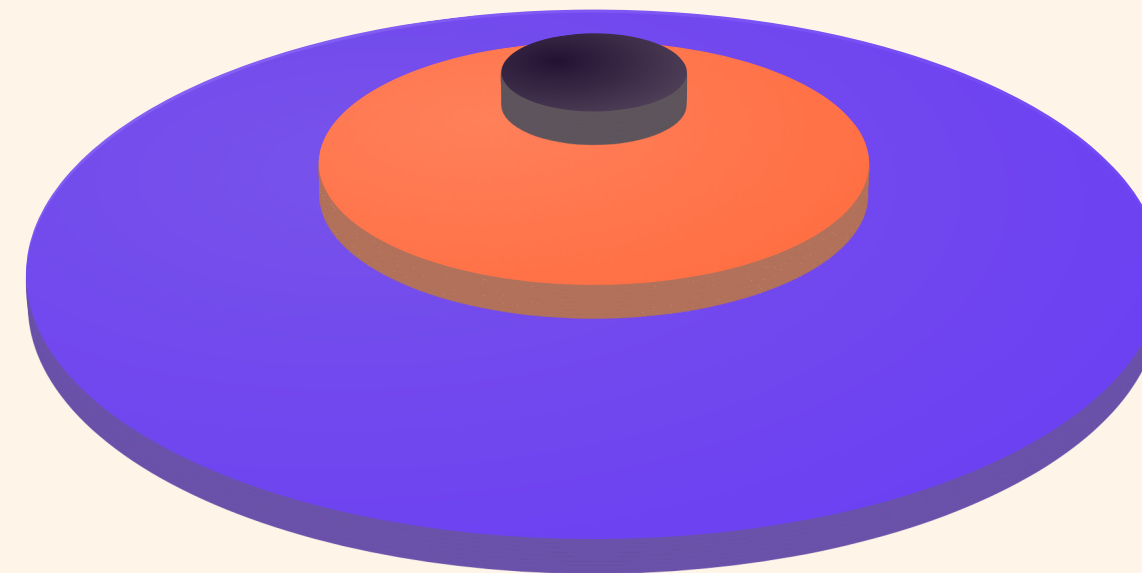
India pet care industry

IBEF · 2024

US\$843.89 million → US\$1.98 billion by 2030

India pet food market

Research and Markets (Petfood Industry) · 2024



Total market (TAM)

● **₹30,434 Cr**

Serviceable (SAM)

● **₹7,090 Cr**

Within reach (SOM)

● **₹350 Cr**

Monthly subscriptions for meals and care boxes.

The average order is ₹1,620 with a 24% contribution margin after food, delivery and marketing.

PLAN / PRODUCT	PRICE
Small dog / cat plan	₹2,400 / month
Medium dog plan	₹3,900 / month
Care box add-on	₹699 / month

TRACTION

₹19.1 Cr

Annual run-rate

₹19.1 Cr annual run-rate, growing 11% a month

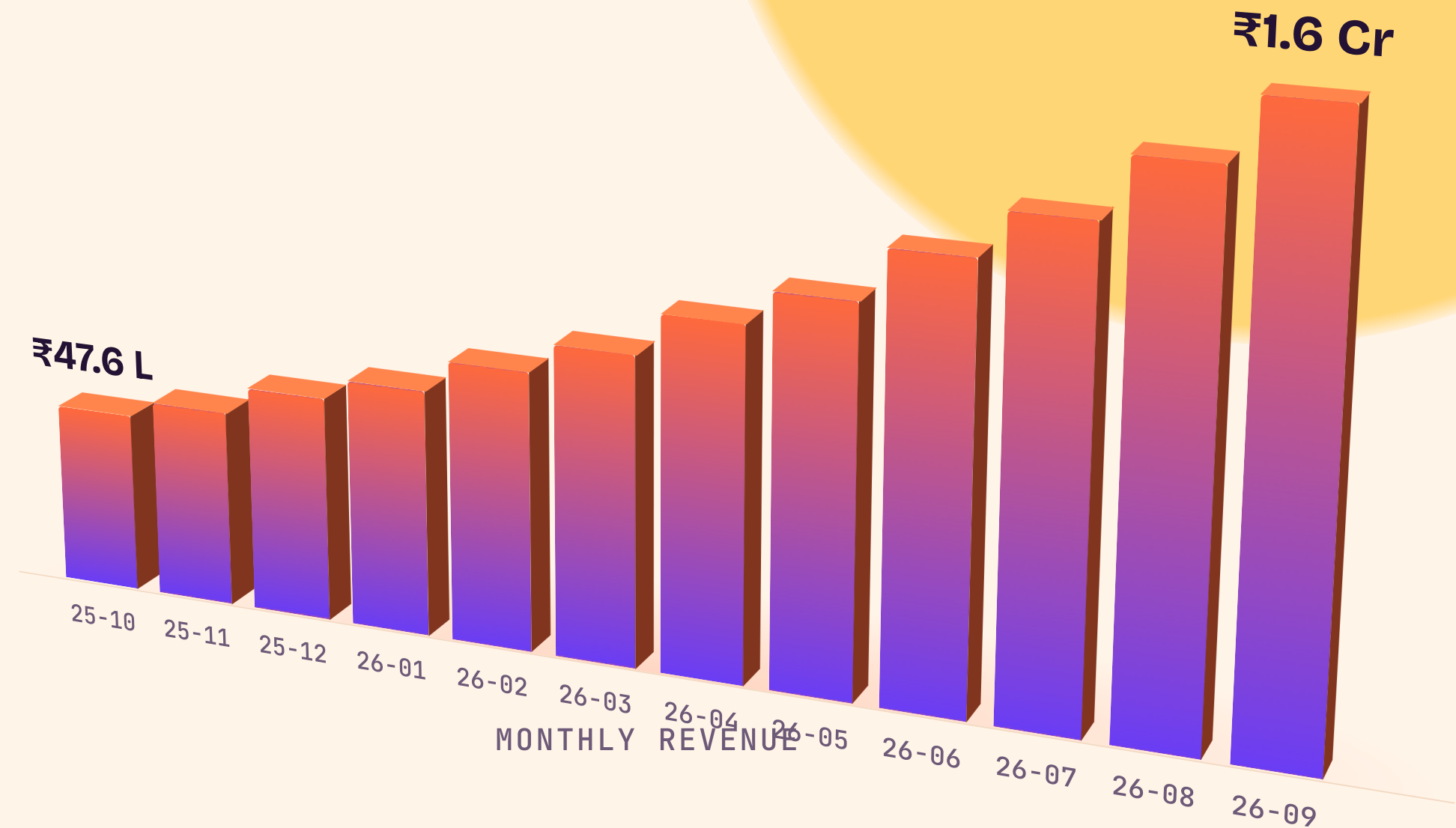
- ◆ 58% of customers reorder
- ◆ Rated 4.7 by subscribers

11.4%

Avg monthly growth

9,800

Orders per month



UNIT ECONOMICS

Contribution per order: ₹389

It costs us ₹1,350 to win a customer.

₹389

Contribution per order

AOV × contribution margin

3.5×

Orders to pay back CAC

CAC ÷ contribution per order

₹4,439

First-year value per customer

AOV × (1 + repeat rate × 3 repeat orders)

52%

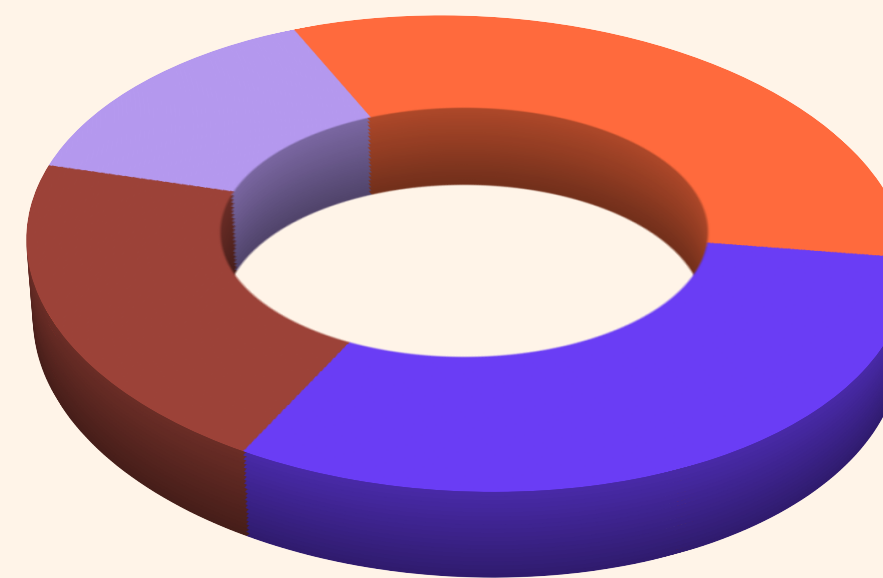
Gross margin

Given by the company

GO-TO-MARKET

We grow through vets, pet communities and creators, then keep customers with subscriptions and the care box.

- ◆ Vet & clinic partners: Diet plans recommended at check-ups
- ◆ Creators & communities: Pet creators and breed clubs
- ◆ Performance marketing: Instagram and search
- ◆ Referrals: Free week for both pets



WHERE CUSTOMERS COME FROM

COMPETITION

We make the food ourselves and own the relationship every month, so we know each pet and can grow into its care.

- ◆ Own kitchens and cold chain in each city
- ◆ Every subscriber has a vet on chat
- ◆ Pet profile data guides new products

ALTERNATIVE

WHERE IT FALLS SHORT

Drools

Dry kibble for the mass market (₹932.3 Cr revenue, FY25)

Supertails

Marketplace of other brands plus vet services

Heads Up For Tails

Accessories and treats first

Home-cooked food

Often nutritionally unbalanced

3 founders who have done this before

MK

Meera Krishnan

CEO

Built a D2C food brand to ₹100 Cr

RB

Dr. Rahul Bhat

Chief Veterinary Officer

Veterinary nutritionist, 12 years in practice

IG

Ishaan Gupta

COO

Ran cold-chain logistics for a dairy brand

FINANCIALS

₹11.2 Cr

Revenue, last 12 months

Plan: ₹95 Cr revenue in FY29

52%

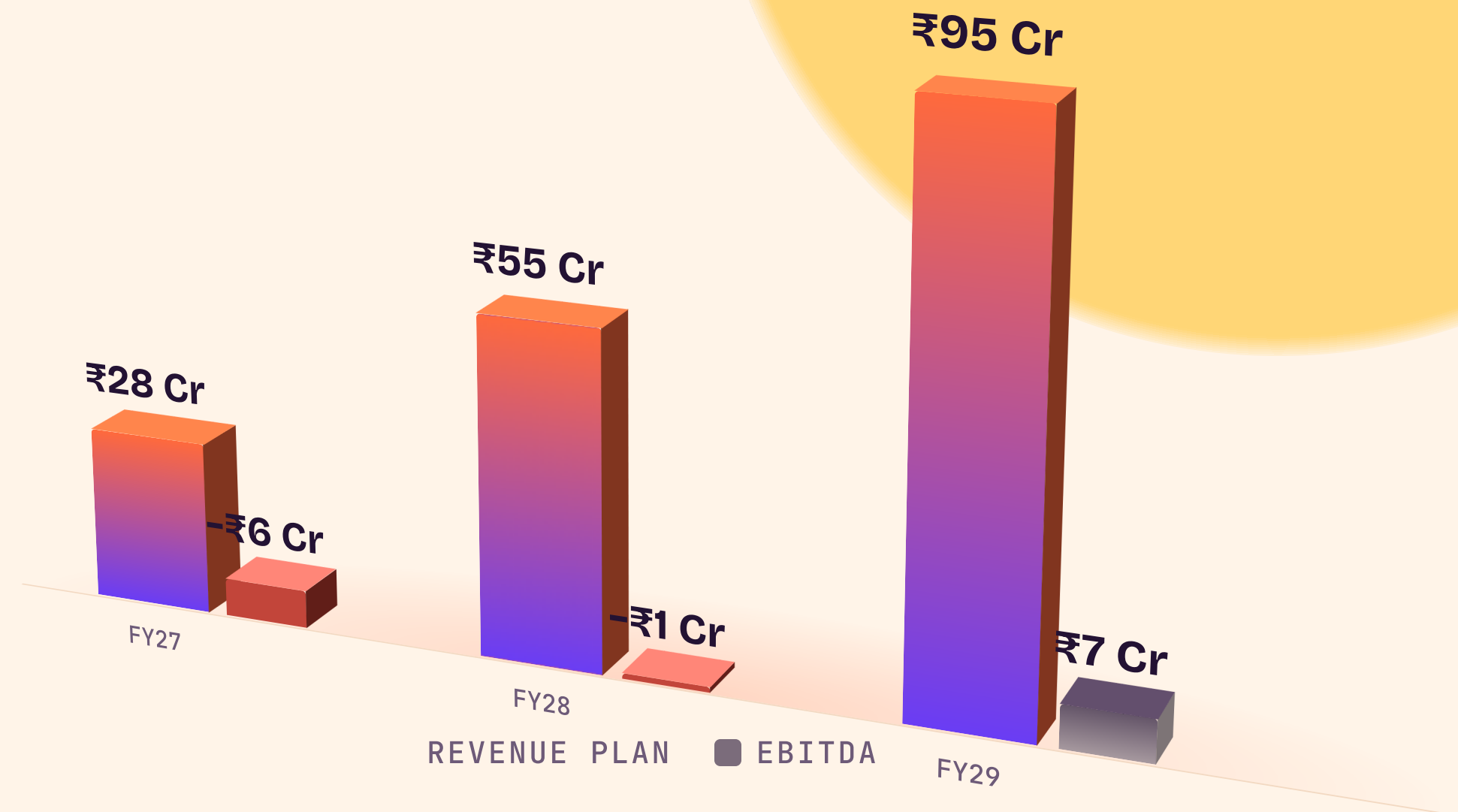
Gross margin

Given by the company

14 months

Runway

Cash in bank ÷ net monthly
burn



THE ASK

Raising ₹35 Cr (Series A)

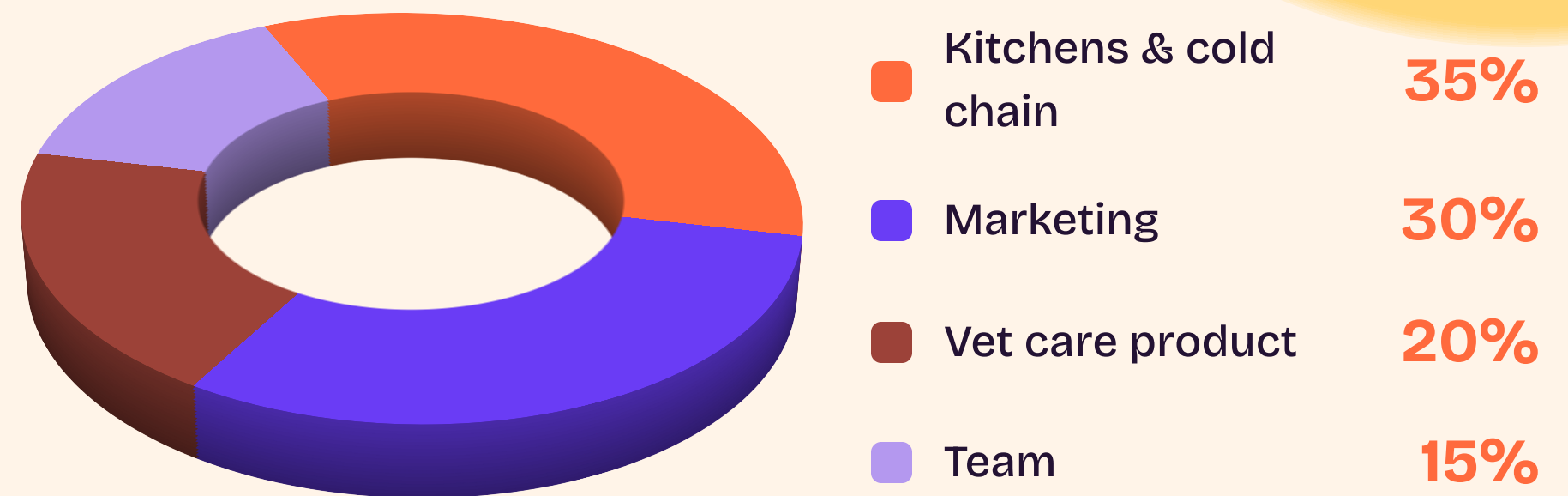
To fund the next 24 months.

₹160 Cr

Pre-money valuation

₹14 Cr seed and bridge

Raised so far



USE OF FUNDS

THANK YOU

Tailwise

Fresh, vet-formulated meals and everyday care for
India's dogs and cats — delivered monthly

Meera Krishnan meera@tailwise.example

