DATA REPORT · 2026-10-30

Tailwise

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

Pet food and care brand · D2C brand / e-commerce · Growth · Bengaluru

Sample company. The market facts are real and sourced below; the company, its team and its figures are illustrative — modelled on the industry figures cited, and checked for consistency like any client deck.

Key numbers and how they were worked out

METRIC	VALUE	HOW
Monthly revenue	**₹1.6 Cr**	Revenue in 2026-09
Annual run-rate	**₹19.1 Cr**	Latest month × 12
Monthly growth (avg, last 3 months)	**11%**	(2026-09 ÷ 2026-06) ^ (1/3) − 1
Growth, year on year	**277%**	2026-09 vs 2025-09
Revenue, last 12 months	**₹11.2 Cr**	Sum of the last 12 months
Runway	**14 months**	Cash in bank ÷ net monthly burn
Gross margin	**52%**	Given by the company
Contribution per order	**₹389**	AOV × contribution margin
Orders to pay back CAC	**3.5×**	CAC ÷ contribution per order
First-year value per customer	**₹4,439**	AOV × (1 + repeat rate × 3 repeat orders)

D2C BRAND / E-COMMERCE METRIC (GIVEN BY THE COMPANY)	VALUE
Orders per month	9800
Average order value	₹1,620
Repeat purchase rate	58%

D2C BRAND / E-COMMERCE METRIC (GIVEN BY THE COMPANY)	VALUE
Contribution margin	24%
Return rate	1.2%
Customer acquisition cost	₹1,350

Monthly revenue

MONTH	REVENUE	CHANGE
2025-09	₹42.15 L	—
2025-10	₹47.64 L	13.0%
2025-11	₹52.16 L	9.5%
2025-12	₹59.62 L	14.3%
2026-01	₹64.95 L	8.9%
2026-02	₹73.73 L	13.5%
2026-03	₹81.53 L	10.6%
2026-04	₹92.44 L	13.4%
2026-05	₹1.01 Cr	9.7%
2026-06	₹1.15 Cr	13.5%
2026-07	₹1.27 Cr	10.2%
2026-08	₹1.43 Cr	12.7%
2026-09	₹1.59 Cr	11.3%

The plan

YEAR	REVENUE	EBITDA	GROWTH
FY27	₹28 Cr	−₹6 Cr	1.5× today's run-rate
FY28	₹55 Cr	−₹1 Cr	2.0×
FY29	₹95 Cr	₹7 Cr	1.7×

Market

TAM ₹30,434 Cr · SAM ₹7,090 Cr · SOM ₹350 Cr. 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).

FACT	FIGURE	SOURCE	CHECKED
India pet care industry	**₹30,434 crore (US$3.6 billion)**	IBEF, 2024 https://ibef.org/blogs/decoding-the-rise-of-the-pet-care-industry-in-india-a-new-consumer-growth-story	Found in search results; source page to be opened
Petcare spend forecast	**US$3.6 billion ▒ US$7.0–7.5 billion by FY28**	Redseer Strategy Consultants, FY24 https://redseer.com/articles/from-kibble-to-care-understanding-indias-evolving-petcare-market/	Found in search results; source page to be opened
Pets in India	**About 32 million**	Redseer Strategy Consultants, FY24 https://redseer.com/articles/from-kibble-to-care-understanding-indias-evolving-petcare-market/	Found in search results; source page to be opened
India pet food market	**US$843.89 million ▒ US$1.98 billion by 2030**	Research and Markets (Petfood Industry), 2024 https://www.petfoodindustry.com/pet-food-market/news/15708093/india-pet-food-market-will-double-to-reach-198-billion-by-2030	Found in search results; source page to be opened

Competition

- **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

Consistency checks

All checks passed: use of funds adds to 100%, TAM ▒ SAM ▒ SOM, months in order, runway and plan growth within normal ranges.

Assumptions

- Company, team and figures are a sample. Market figures are as published; IBEF and Redseer both put the market near US$3.6 billion, while IMARC estimates US$2.4 billion — we use the IBEF figure.
- Conversion at ₹84 per US$.
- Monthly revenue = 9,800 orders × ₹1,620 average order.
- Contribution margin 24% after food, packaging, chilled delivery and marketing; CAC ₹1,350 blended.

Narration

01 · TITLE

This is Tailwise. Fresh, vet-formulated meals and everyday care for India's dogs and cats — delivered monthly. We are raising 35 crore rupees to get to the next stage.

02 · PROBLEM

Pet parents in India treat their pets as family, but most still feed them leftovers or generic kibble. Home-cooked food is often unbalanced for pets. Imported premium food is expensive and hard to find. Advice on diet and health is scattered.

03 · SOLUTION

Tailwise delivers fresh meals made in our own kitchens to a vet-approved recipe, portioned for each pet, with a monthly care box. Recipes set by veterinary nutritionists. Portions tailored to breed, age and weight. Monthly subscription, delivered chilled.

04 · PRODUCT

A monthly box at the door: fresh meals in daily portions, the care box, and the pet's plan in the Tailwise app. Meals cooked fresh and chilled, never frozen. Daily portions labelled with the pet's name. App with feeding plan, weight log and vet chat.

05 · MARKET

The total market is about 30434 crore rupees a year. of which 7090 crore rupees is the part we can serve. and we aim to win 350 crore rupees of it in the next few years. India pet care industry 2024 (IBEF); serviceable: pet food (US$843.89 million at 84 rupees per US$); our 5-year goal: fresh and premium food in the top 8 metros (our estimate). India pet care industry: 30434 rupees crore (US$3.6 billion), according to IBEF. India pet food market: US$843.89 million ▒ US$1.98 billion by 2030, according to Research and Markets (Petfood Industry).

06 · BUSINESS MODEL

Monthly subscriptions for meals and care boxes. The average order is 1620 rupees with a 24 percent contribution margin after food, delivery and marketing. Pricing starts at 2400 rupees / month for Small dog / cat plan.

07 · TRACTION

We are at 19.1 crore rupees of annual run-rate. growing 11.4 percent a month on average over the last three months. 9,800 orders a month in Bengaluru, Pune and Hyderabad. Revenue grew from 42 rupees lakh to 1 rupees.59 crore a month in a year. 58 percent of customers reorder. Rated 4.7 by subscribers.

08 · UNIT ECONOMICS

It costs us 1,350 rupees to win a customer. Contribution per order is 389 rupees. Orders to pay back customer acquisition cost is 3.5 times. First-year value per customer is 4439 rupees.

09 · GO-TO-MARKET

We grow through vets, pet communities and creators, then keep customers with subscriptions and the care box. Today 34 percent come from Vet & clinic partners, 30 percent come from Creators & communities, 22 percent come from Performance marketing.

10 · COMPETITION

Customers today choose between Drools, Supertails, Heads Up For Tails. 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.

11 · TEAM

Meera Krishnan, CEO: Built a direct to consumer food brand to 100 crore rupees. Dr. Rahul Bhat, Chief Veterinary Officer: Veterinary nutritionist, 12 years in practice. Ishaan Gupta, COO: Ran cold-chain logistics for a dairy brand.

12 · FINANCIALS

We made 11.2 crore rupees in the last twelve months. at a gross margin of 52 percent. Our plan takes revenue to 95 crore rupees by FY29, with EBITDA of 7 crore rupees. Today we have about 14 months of runway.

13 · THE ASK

We are raising 35 crore rupees as Series A. to fund the next 24 months. 35 percent goes to Kitchens & cold chain, 30 percent goes to Marketing, 20 percent goes to Vet care product.

14 · THANK YOU

Thank you for your time. We would love to tell you more about Tailwise.