



# BOLDKNIGHT

It's time to explore the  
**FASHION TREND**



Discover Your  
**STYLE**





Are you looking to  
make your mark in the  
**FASHION  
WORLD?**







## OUR MISSION :

**Our mission at BOLD KNIGHT is to inspire our customers to keep doing BOLD things and live more rewarding lives. We have served you with premium quality products. We take pride in our promise of providing customers with quality & luxury experiences!**

## VISION :



**To be the new benchmark for excellence across business practices and ethical principles, to build an enduringly successful global BRAND based on honesty, fairness, and integrity!**



## VALUES :

**To enhance the benefits of fashion culture through premium brands, quality products, and exceptional customer service. We inspire and enable everyone to embrace sustainable lifestyles.**



## CUSTOMER'S

# PROBLEM STATEMENT

- See how your clothes look on you with virtual try-on
- Get the right fit and avoid returns
- See exactly how you will look wearing clothes before buying
- See what you are going to look like before you hit the buy button
- Biggest hurdle to Choosing New Brand
- SIZE difference in BRAND TO BRAND is a big hurdle for customers
- Sanitisation of samples will not be the concern of shopkeepers
- Shopkeepers are only interested in selling the product quickly

## RETAILER'S

# PROBLEM STATEMENT

- A small selection of products (1 out of 30 is likely to catch customers' attention)
- Retailers need to save Inventory costs by offering huge discounts
- Items will go out quickly due to limited supply/selection, so be quick and alert
- You can make better margin by selling items on an exclusive basis
- You can always take advantage of these opportunities.
- Not washing clothes after you wear them is a BIG problem in the retail industry
- 25% of the stock will be Nonmoving
- Stock Clearance sales
- Huge discounts

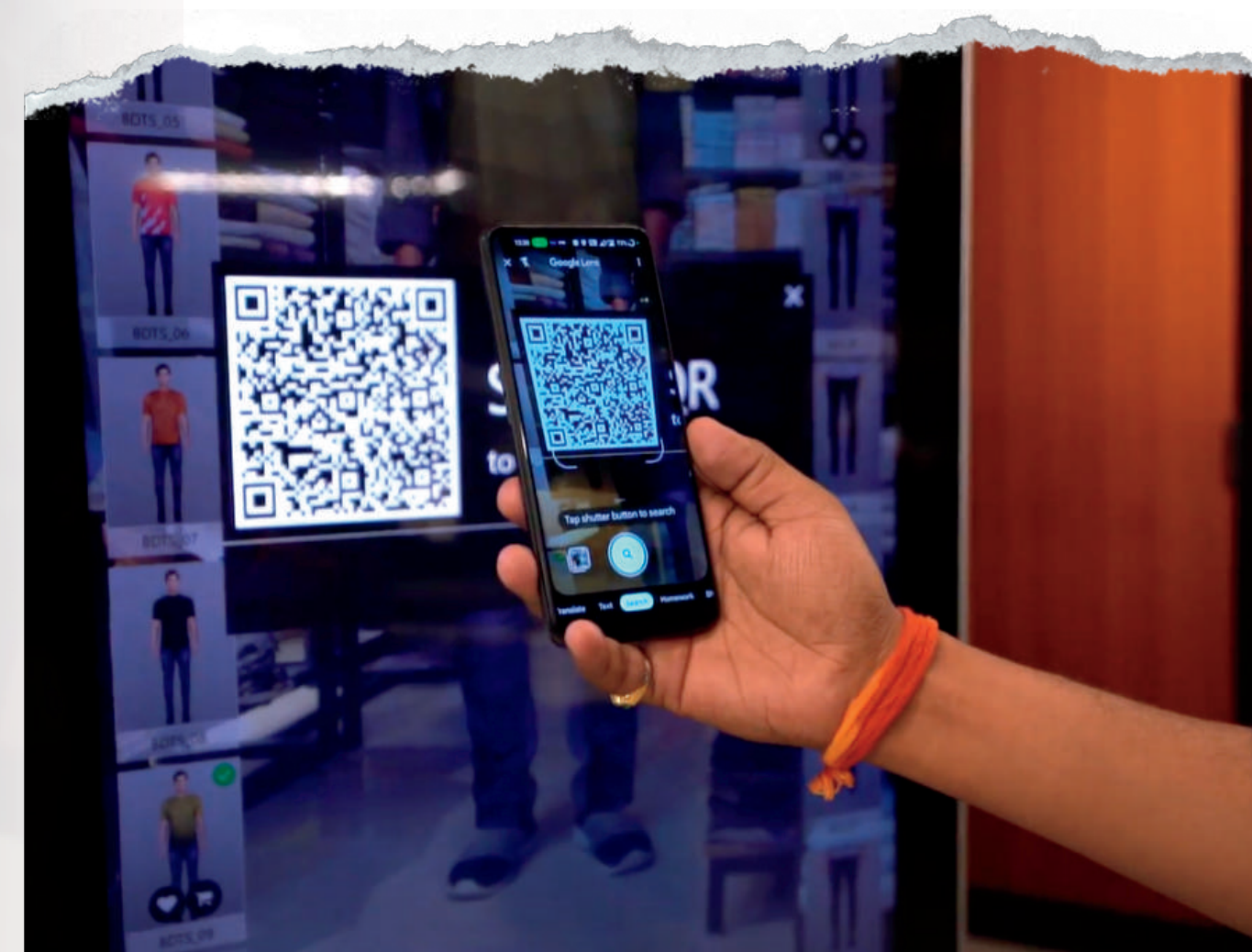




We believe that our  
**TECHNOLOGY**

Is the

**SOLUTION**





Your Image Is Essential!

**ENHANCE**

**YOUR LOOK**

With The

**88**





## VIRTUAL TRIAL ROOM

- ✓ - 30 varieties in just 69 seconds
- ✓ - AI suggests right-sizing
- ✓ - ID/face recognition
- ✓ - See yourself only in size! You'll look your best
- ✓ - No need to try clothing physically



## PHYGITAL STORE WITH VR

- ✓ - Contactless shopping
- ✓ - Play VR Games, and win prizes!
- ✓ - Compete to win gifts
- ✓ - Digital store
- ✓ - Customer can scan garments





## OUR SOLUTION IS TECHNOLOGICALLY ADVANCED

### VIRTUAL & AUGMENTED REALITY

- ✓ - Boldknight Clothing Brand
- ✓ - Have new products
- ✓ - Great for shopping & fashion lovers
- ✓ - Most innovative virtual trial room - SMART MIRROR
- ✓ - Not just a website, but retail as well

### BOOST CUSTOMER CONFIDENCE

- ✓ - See how clothes look on you before buying
- ✓ - "How It Looks On Me" helped 68% of people decide quickly
- ✓ - If they couldn't try on the product in person, 58% ordered online
- ✓ - Try clothes in less than a minute
- ✓ - Try 30 styles from any website in 69 seconds
- ✓ - Buy anything without going to the store

Similar To  Lenskart

This Is A \_\_\_\_\_

**CLOTHING  
BASED**

Technology \_\_\_\_\_







# IN-STORE

- Swipe left and right to try the clothes
- See yourself to make the decision
- Try different combinations of clothes
- a real-time mirror to see how you look
- See how you look in the outfit
- Buy the outfit that you love



centricOrbit





# ADVANTAGES OF SMART MIRROR

- Enables shoppers to try a large number of clothes virtually
- No long tiresome Que
- Create an artificial environment
- A virtual dressing room has been created
- Try clothes virtually on your avatar
- Shoppers can try clothes virtually in seconds





WE HAVE \_\_\_\_\_  
**2** MODELS OF  
FRANCHISE  
OPPORTUNITY



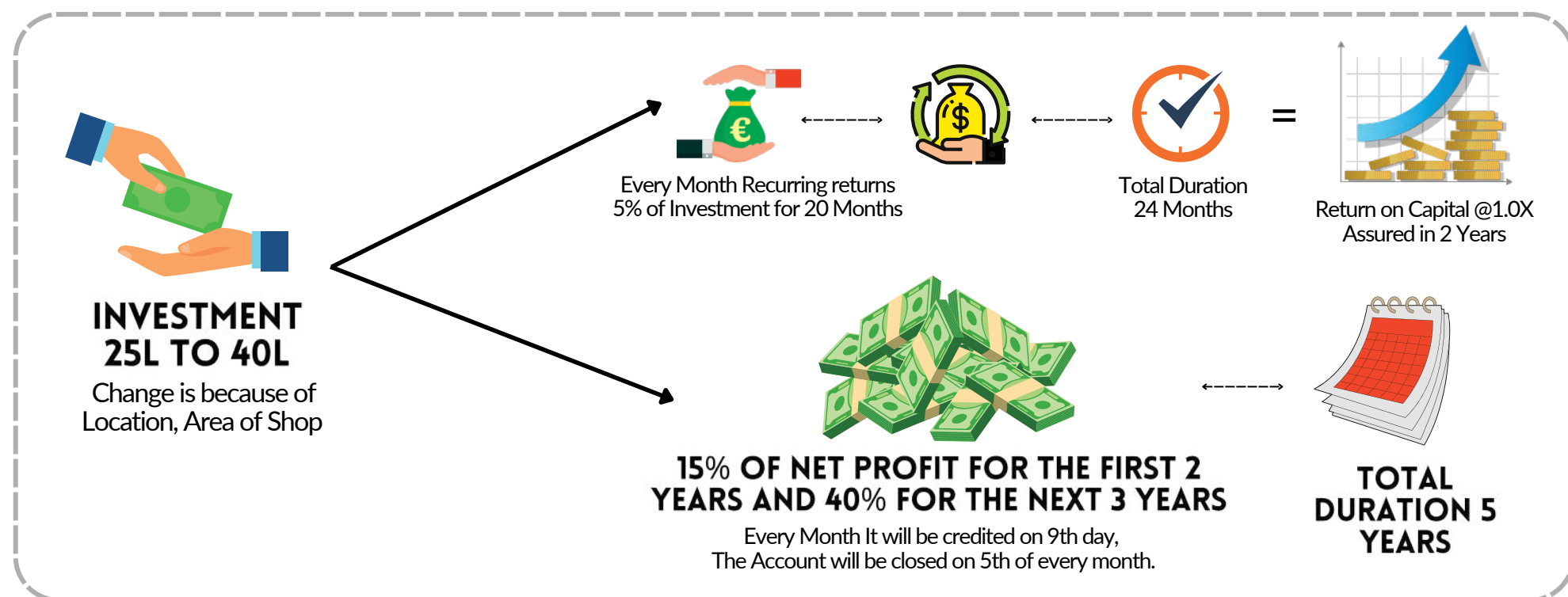




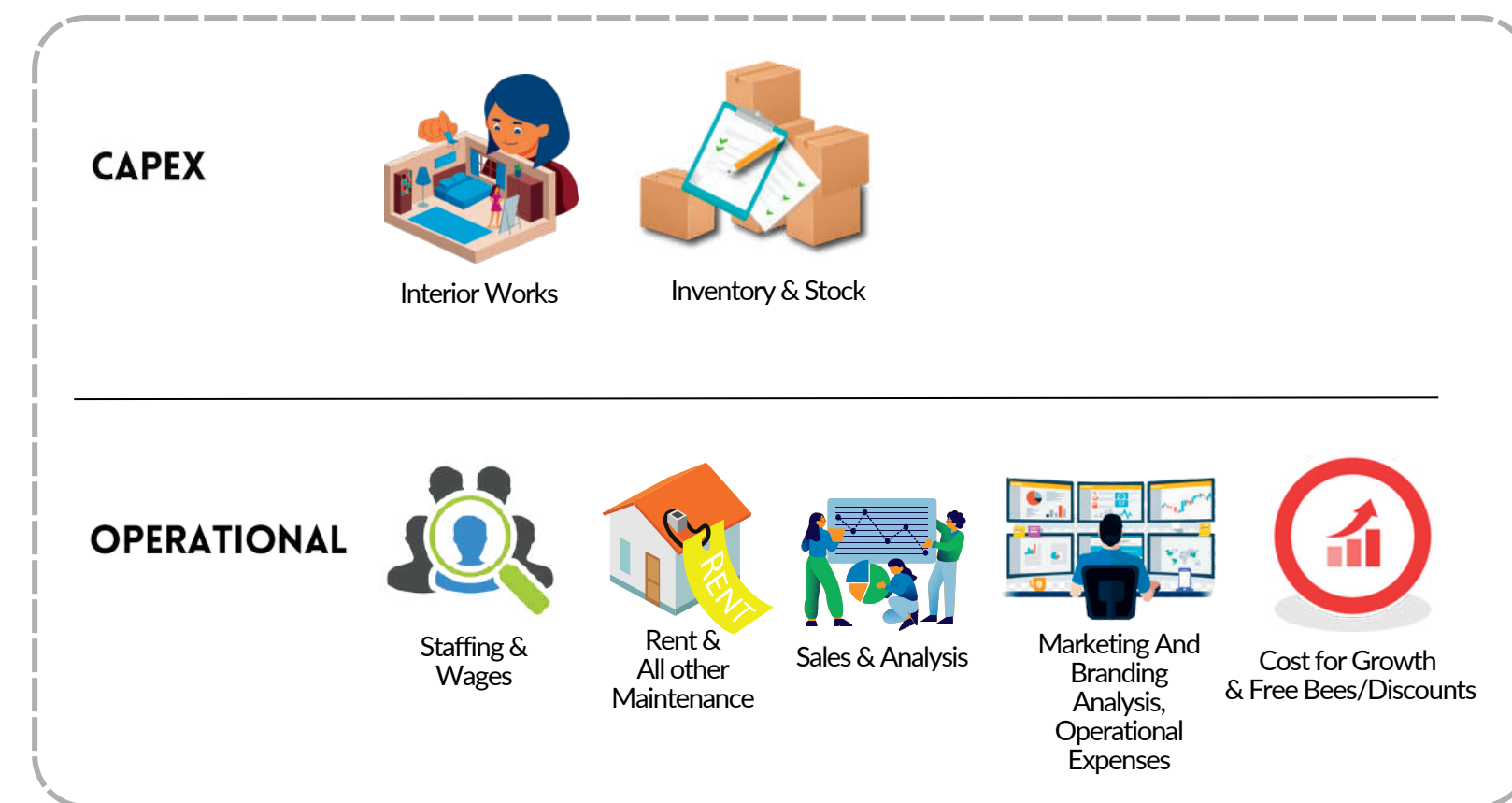
# MODEL 1 : KUBERA

## ANGEL FREEDOM - CAPITAL

RETURNED CAPITAL - FRANCHISE OWNED  
COMPANY OPERATED ( RC\_FOCO)

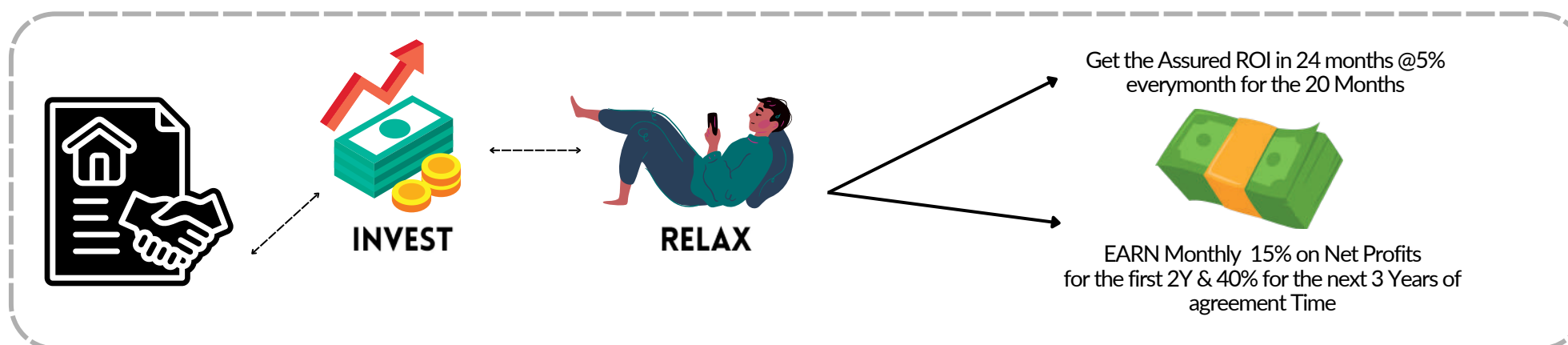


## WHAT IS BOLD KNIGHT'S ROLE?



Bold Knight will Run the whole Business and share the profits to the Franchise Owner

## WHAT IS YOUR ROLE?





# ADVANTAGES :

## a) Capital Returns :

- After the receipt of 100% payment and agreement, after 120 days from the agreement date,
- Invest in high-quality, long-term franchisees
- Payouts are made on the 9th of every month
- Earn a monthly passive income of 5% on the investment

## b) Franchise :

- BOLD KNIGHT will manage all Capex & Opex.
- BOLD KNIGHT will handle stock refilling, employee management, and RENT.
- The Franchise owner will receive 15% of the profit for the first 24 months, and 25th month and 40% for the next 3 years.
- The Agreement will be renewed after 5 years.

# IDEAL FOR :

- If you want to start your own full-time business without fearing LOSS.
- If you already have a business, you can grow it even more
- Shopping malls/commercial property owners
- Franchise owners who want to make their BRANDS in the market.
- Advertisers, Brand Consultants

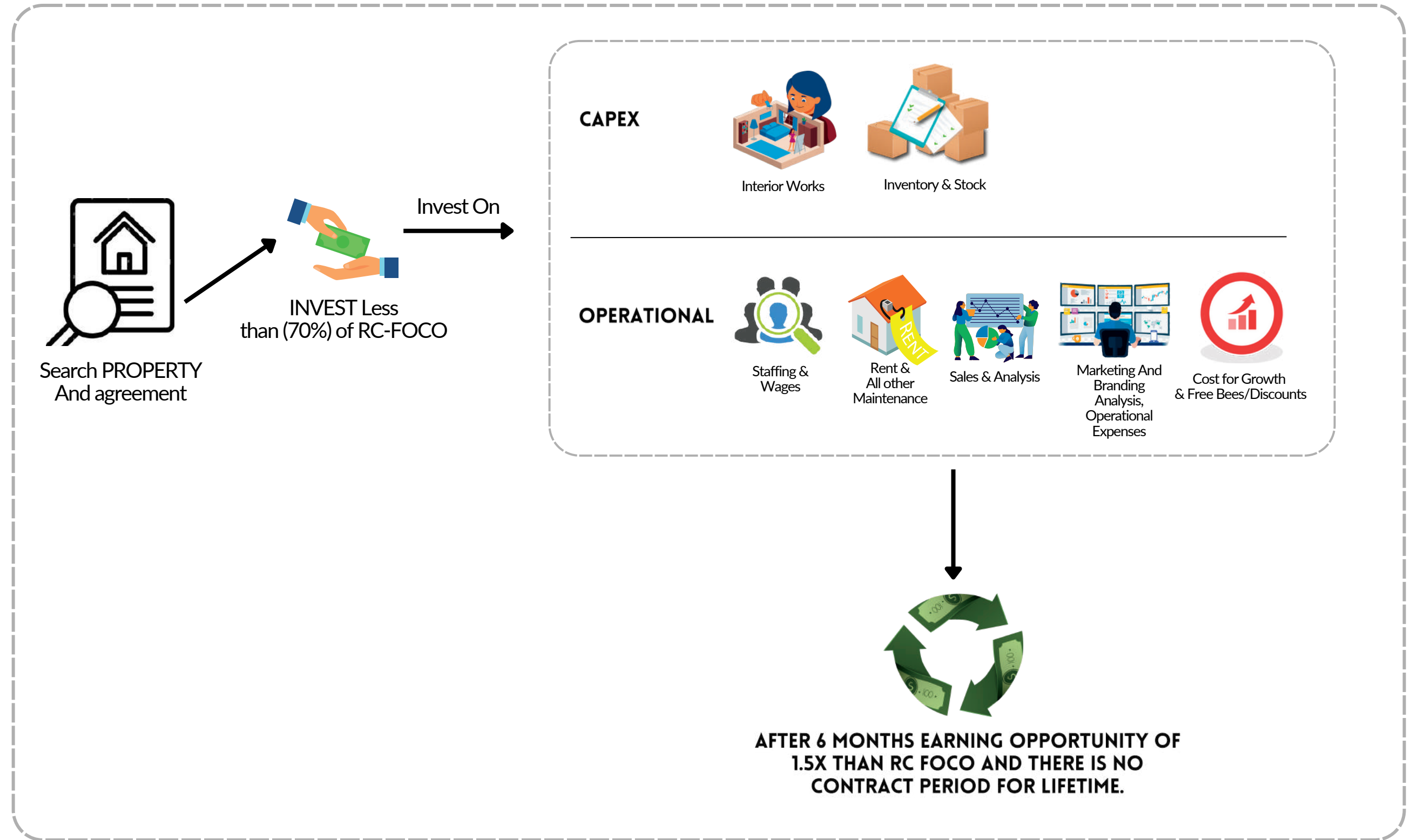
# REGULATIONS :

- We have categorized the Cities (36) which are the potential to adopt the technology at present, in which
- In some cities, Only 1 Store is preferable
- Some cities have the opportunity to go for up to 20 stores.
- We will fine-tune our strategy accordingly



# MODEL 2 : SURABHI

## FRANCHISE OWNED FRANCHISE OPERATED (FOFO)





# ADVANTAGES :

## a) Capital Returns :

- This plan is not eligible for Capital Returns.

## b) Franchise :

- Bold Knight will help in boosting market penetration
- Digital marketing services to boost brand awareness
- Physical Marketing Campaigns + Brand Awareness
- Minimum Guarantee sales avg 4 Lakhs per month
- 40% sale through rate
- If the stock available is INR 10 Lakhs in the store

## c) Operations:

- Must bear all the operational cost
- Growth depends upon the quality of the operation

# IDEAL FOR :

- Teenagers and young entrepreneurs, start your own business
- Fear of loss
- You can own a franchise of brand-new trendy menswear/ womenswear/ kidswear brands.
- Shopping Malls/Commercial Property Owners.
- The franchise is the best way to expand.

# REGULATIONS :

- We have categorized the cities
- Cities in which only one store is preferable
- Cities in which upto 20 stores are preferable
- 36 cities identified to be the potential business market

# BOLD KNIGHT'S ROLE :

- Bold Knight will analyze and help with non-moving/ returns/ damages
- Use Bold Knight to get the best sales strategies or stock replacement
- Bold Knight helps Franchisees
- Helps with Branding and Sales Analysis





# BOLDKNIGHT'S

TEAM



# OUR FOUNDER

- Founder's education includes a Bachelor of Technology in Electrical Engineering from KAKATIYA UNIVERSITY, as well as certifications in Six Sigma Green Belt, Microsoft Certified Project Manager, and ISO 9001 Lead Auditor.
- Research in Business Administration to complete Ph.D. from SSBM, Geneva, Switzerland, with 14 years of experience in the Construction industry, MEP and MEP, and Software Development in energy management systems.
- He has a unique blend of knowledge and experience that sets him apart from other founders.
- The most important thing is that he is a passionate entrepreneur is known for his ability to create lean models and stunning brand stories, setting him apart from the industry.
- As a motivational speaker, trainer, and coach for Project Management and Leadership, Naveen Kumar has mentored over 100 small and medium business owners.
- BOLD KNIGHT is a mission to encourage new entrepreneurs and prove BHARATH' power.



**MR. NAVEEN  
KUMAR BANDARU**







## THRILOCHAN DUGYALA

**Co-Founder & Director - Manager & Sales**

- MBA - Marketing & Sales Strategies, B-Tech Civil
- Ex.founder - Trills Media, Student Community Magazine
- 3+ Years Experience in marketing & running digital campaigns!



## SATYA TEJA

**CTO - BoldKnight**

- Web3 Expert, Cross Chain - Blockchain developer
- B-Tech ECE
- Block Chain Developer, NFT Evangalist, AR/VR Developer, Web3 Design & Development, Team Management
- Advisor Web3.0 T-Hub



## VIVEK REDDY V.

**Co-founder, Independent Board Director - Strategy & Planning**

- B-Tech IIT Chennai, EMBA-ULSA Russia, PGDAEM
- Co-founder & CEO Of Bikewo - Startup EV
- Served Top Management In WAARE ENERGIES, Eurotek Enviornment, CYIENT & Many more & Holding Patents in several technologies in Suistanable Energies
- Mentor - Startups, Finacial Planning, Technology Developments



## ASHISH DUBEY

**Metaverse Tech**

- Media Design Post Graduate, National Institute Of Design (NID)
- Product Innovation, Team Management, Metaverse Development.
- Creator - Open World Metaverse - Concept Of Dynamic Lands
- Advisor - VR & Game Developer, Visiting Faculty - NID



## SANJEEV ARORA

**CTO - Product & Technology - Virtual Trial Room**

- Director-Textronics, Tryon Technologies Development.
- Expert - 35 Years Of EXP Textile Technologies!





## MUKESH SETHIA

**Mentor - 35 EXP - Textile Technologies**

- HOD (HR) - Textronics Design System
- Manufacturing & Merchandising!



## SONALI KAPOOR

**Marketing Director**

- Interior Designer - Gold Medalist In Business Psychology,
- Founder - HappynessZone



## MANJU KRISHNAMANENI

**Social Media, E-Commerce Head**

- CA/CPM Certified Performance Marketer
- Design Artist



## DR PRACHITI PUNDE

**Fashion Influencer**

- Model & Brand Ambassador - Amoli Clothing
- Mrs Universe Australasia 2022 & 2022
- VicePresident - SST Art College Of Fashion
- Bollywood Costume Stylist



## KAMMA K BABU

**Independent Advisor - Fashion Designing, XR/VR Projects**

- Professor - NIFT Hyderabad
- Director - SIZE INDIA Survey for the optimization of standard sizes in india by GOVT Of India
- Mentor & Department Head for placements & Interns - NIFT Hyderabad, Member NFDI
- Mentor - XR/VR Design & Development
- Business Strategy Planner for Future FASHION - Have Been helping major unicorns in Fashion & 3D measurement companies like ADITYA BIRLA, ARAVIND TEXTIKES, CLO3D, & Many independent Fashion Designer Across India!



## KRANTHI M

**Design- Sourcing & Branding**

- Fashion Designer - Model
- Entrepreneur - MOLAN LAVE, TEAGEN Clothing



## ABHIRAM

**Head - Retail Stores**

- Entrepreneur - Founder Risen Geeks Clothing
- DEN-M Retail Stores
- Insanely Great Retails Pvt Ltd



Are you currently a  
**FRANCHISE OF  
ANOTHER BRAND?**

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Then Join  
**OUR TEAM!**







5

REASONS WHY  
TO CHOOSE



**BOLDKNIGHT**





01

# VIRTUAL TRIAL ROOM TECHNOLOGY

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**BOLD KNIGHT** is India's first Phygital store offering access to all designs and varieties of **BOLD KNIGHT**

Get an online experience of the in-store changing room.

- 68% of customers have reported that VTR helped them to buy new styles
- 44% of people spent more than what they planned
- For stock not available in physical stores, 56% of people purchase online
- Reduced Exchange or Returns



**The Sales Are**

**3X TO 4X**

**Because of the TECHNOLOGY**

**Sale through rate is approximately 78% of the stock**





02

# HIGH CONVERSION RATE

- BOLD KNIGHT always works on HUMAN LIFESTYLE DATA MANAGEMENT
- BOLD KNIGHT connects to you and your lifestyle
- BOLD KNIGHT knows the latest details about your locality
- Work on season collections and buying styles
- Know yourself: \* What's your style? \* Who are you? \* What do you like to do?

**We will keep working to make the sales ratio better. Our average conversion rate is 78%, which is pretty awesome!**



03

# PHYGITAL STORE

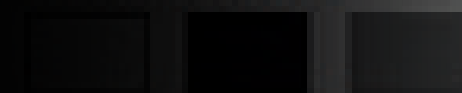
- We have made a store concept called the Phygital store.
- Bring customer and franchisee to the same platform
- It is designed to showcase multiple designs and varieties of products under one roof

**The customer has access to all the products available in your store. If any product is not available, they can place an order online.**

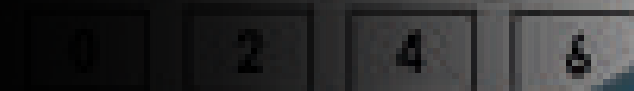
Annabelle  
Lace Dress

★★★★☆ 45 Reviews

Color: White



Size:



Description: Sheath







04

# GUIDANCE & SUPPORT

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**BOLD KNIGHT** has an expert team to help franchise owners improve sales.

- Continuous Digital Marketing Services to collaborate with local influencers in social media.
- Support on OFFERS and Discount structure finalization
- Sales Review every 15 days to understand KPIs and set targets.
- Training for sales team and Franchise owners.
- Increasing brand awareness and physical marketing within 15-25 kilometer range.
- Support for return/non-moving/damaged products.





05

# SCALABILITY

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**If you have a new product/service, 9% of the market will always be for NEW.**

**The most important details are that the brand will have an increased valuation and a straightforward approach to launching multiple outlets in the future, allowing for a higher scope of success.**

- 32% will choose BRANDED ONLY.
- 46% will choose Quality & Comfort.
- 16% will go for the BUDGET based.
- 6% will be choosing Customised in the Clothing market.



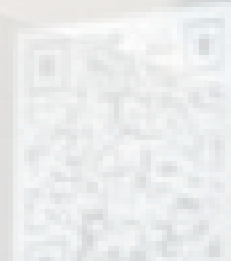




# Elevate Your Style With Boldknight Clothing & the Revolutionary Smart Mirror!

**“BAHAR SE JAWAN – ANDAR SE KISAN”**  
is a one-liner about

- **BOLD KNIGHT** supports enthusiastic people to join the Indian ARMY by providing Training and enthusiasm for candidates. They have supported 8 people in the last 7 months!
- We have been associated with M/s AAPKA CFO to help farmers get Subsidies and benefits from government schemes.





# WHY ARE WE FRANCHISING



- We have great strengths, an amazing concept, a great founder, and a great team, but have weaknesses, such as low capital mobility.
- We want the company to grow ethically and retain complete control, as this is essential for raising equity.
- Franchises are the best way to scale up a business or concept.
- We face a massive threat of changing local market prices, so we must increase our unit outlets to gain a negotiating edge in severe inflations.
- We are committed to franchising and serving BOLD KNIGHT, Bhaarath's premium clothing brand, as one of our prospective long-term partners.





IT IS A

**223 BILLION \$**

(17 Lakhs Crores Rupees)

**BUSINESS IN**  **EVERY YEAR!**

**WE'RE HERE TO  
MAKE SOMETHING BIG!**

Be A Part Of It







Olivia Lauren

The Latest In Shopping  
& Fashion From

 **BOLD KNIGHT**

Experience Our Innovative SMART  
MIRROR Virtual Trial Room Today

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- **Be BOLD, be confident, and be fierce with BOLD KNIGHT. Our clothing brand offers the latest trends and new products to satisfy any fashion lover's needs.**
- **BOLDKNIGHT ensures that the best quality of clothing is selected and monitored by experts and engineers for quality stitching.**
- **Boldknight is a movement that produces branded shirts with lower/prices, known as OUTFIT INDIA, to introduce the best quality products to the world.**
- **And remember, we're not just a website; our retail stores offer an unbeatable shopping experience. Trust us to help you look your best and make a statement wherever you go. Join the fashion revolution today at BOLD KNIGHT!**
- **BEST DESIGNS WITH THE LATEST & TRENDY**
- **COOL COLLECTIONS AND VARIETY OF FABULOUS MODELS**
- **NEW BRAND - REASONABLE PRICING**

## **ARE YOU READY TO SOLVE THE HOUR'S NEEDS ?**

- We are **READY TO CATER TO THE GROWING DEMAND OF HEALTHY OPTIONS** for a fast **PACED** life and **RUN OPERATIONS ON** a fully realistic mode.

## **CONTACT US :**

 [INFO@BOLDKNIGHT.IN](mailto:INFO@BOLDKNIGHT.IN)

 +91 8790033339



# **FREQUENTLY** **ASKED QUESTIONS**

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## **Q1. WHAT IS BOLD KNIGHT CLOTHING BRAND ABOUT?**

Clothing Brand is an innovative clothing brand that offers customers the latest products and styles through their virtual trial room, SMART MIRROR. It allows customers to shop online and at retail locations worldwide, creating a unique way to express their unique style and look great.

## **Q2. DO YOU HAVE ANY NEW PRODUCTS IN STORE FOR FASHION LOVERS?**

Bert Knight Clothing is adding stylish products to its collection, with the Smart Mirror virtual trial room allowing customers to try on clothes and accessories from home. They also offer special collections in select retail stores nationwide, ready to make a bold statement with Bold Knight Clothing.

## **Q3. HOW CAN CUSTOMERS BENEFIT FROM THE INNOVATIVE SMART MIRROR VIRTUAL TRIAL ROOM?**

The Bold Knight Smart Mirror is a virtual trial room that allows customers to shop and try clothes without leaving home, allowing them to view different pieces of clothing on a virtual mannequin and make more informed decisions. It also saves and shares their favorite items with friends, helping customers find the perfect outfit for any occasion.

# FREQUENTLY ASKED QUESTIONS

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## **Q4. IS YOUR WEBSITE SOLELY ONLINE, OR DO YOU ALSO OFFER RETAIL OPTIONS FOR SHOPPERS?**

BOLD KNIGHT is an online shopping website with a virtual trial room, the SMART MIRROR, for shoppers to experience the product in person and get help from staff. This is an excellent choice for fashion, convenience, and service.

## **Q5. WHO WOULD BE CONSIDERED AS YOUR TARGET AUDIENCE FOR FASHION AND CLOTHING ITEMS?**

BOLD KNIGHT caters to a wide range of stylish and disposable clothes, from casual everyday wear to formal settings. Their SMART MIRROR virtual trial room gives customers an idea of how the clothing will look on them before they make a purchase.

## **Q6. WHY SHOULD PEOPLE CHOOSE TO SHOP AT BOLD KNIGHT OVER OTHER FASHION RETAILERS?**

Bold Knight offers a modern shopping experience with Smart Mirror technology and new product lines, allowing you to shop virtually. Our clothing is designed with comfort, quality, and style in mind, making it ideal for those looking to update their wardrobe.





**BOLDKNIGHT**

Email : [info@boldknight.in](mailto:info@boldknight.in) | Number : 8790033339 | Website : [www.Boldknight.in](http://www.Boldknight.in)