



2

Patents Granted



**BAMBOOLOGY**

ethic + aesthetic = sustainable fashion

*Eco-Friendly Green Sustainable Fashion- Bamboo Fabric Clothing*

**IIM-Kashipur & IIT Delhi Incubated | DPIIT Certified**

# Why Now?

Should environment pay for our fashion?

Landfills – New landmarks  
of Modern cities



**5 Billion Ton**

Sanitary Napkins &  
single use Diaper



**2<sup>nd</sup>** largest  
Polluter

GHG Emissions  
**10%**

Water Pollution  
**20%**



**Cotton / Synthetic  
Fibers**

**500+ Years**  
to Biodegrade

1KG cotton =  
**20,000L** Water

Toxic **Lead**  
+  
**Chromium**

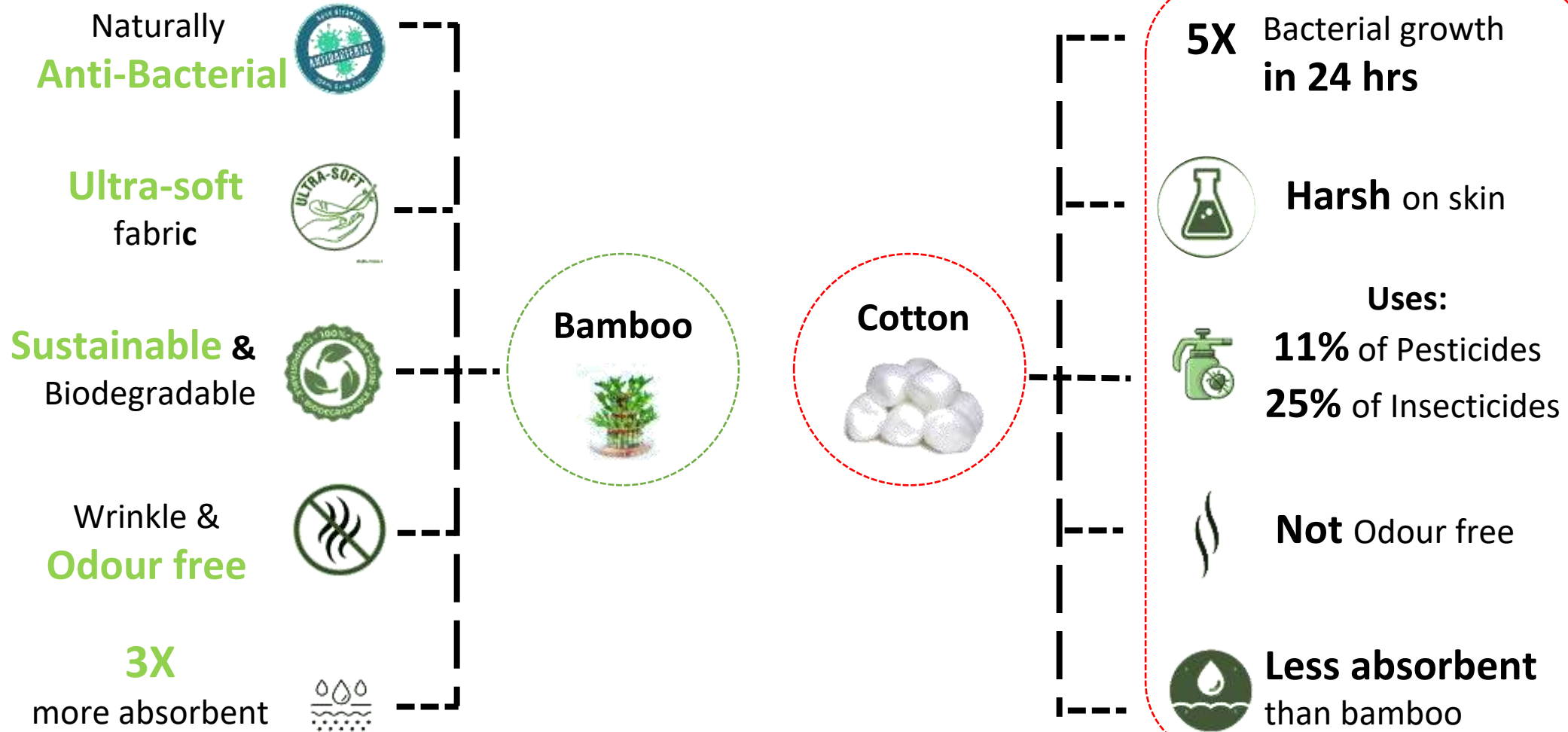


**Cancer**  
causing  
Chemicals

In India, the fast fashion industry generates an estimated 7.8 million tonnes of textile waste annually, which accounts for about 8.5% of global textile waste.

# Busting the Myth

## Bamboo V/S Cotton – Why Bamboo Innerwear is a hygienic?



# Are your **Clothes safe?**

Fast fashion or Chemical Fashion !

High amounts of **harmful chemicals** found in sanitary napkins: study.



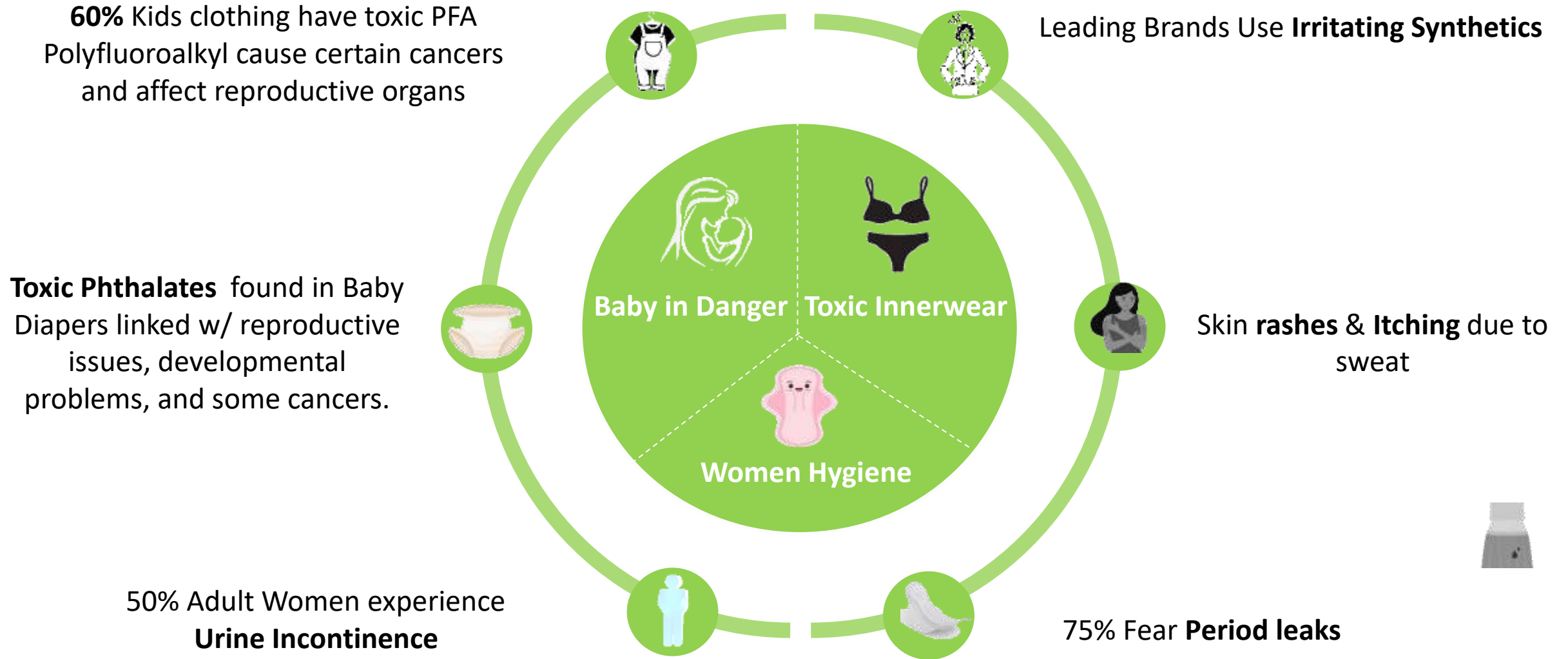
Many **sports bras** were found to have a **toxic chemical**.

**Worrisome BPA (Bisphenol A) levels** found in sportswear by Nike, Adidas Patagonia, and more, group allergies. BPA increase blood pressure, the risk of cardiovascular disease and cause infertility

Babies expose to **highly toxic nappies** face severe disease threat later in life.

# Why There Is A Need For Bamboology

What are the problems?



# How We Help?

Bamboo = Happy Environment + Non Toxic Wear

**Hygienic  
Innerwear?**



**Say no to UTI's**

**Softer & More comfortable**

**Breathable – No heat Trapped**

**Plastic and BPA Free**

**OEKO-TEX certified**



**Rash free &  
Toxic Free**  
Reusable Diapers

**Hygienic  
Activewear?**



Uninterrupted  
movement



Odor Free & moisture  
wicking



Sustainable and rash free



**Periods**



No **stress** from  
Urine Incontinence




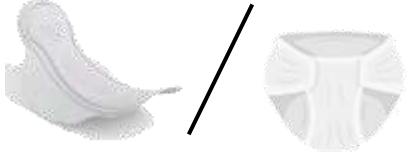
**Biodegradable  
&  
Compostable**



# Why Reusable?

Reusable Panties & Diapers a new market to cater



		
Absorbency	8hrs	3hrs
Material	Bamboo	Toxic
Reusable	✓	✗
No Rash	✓	✗
Biodegradable	✓	✗
Antibacterial & anti-odor	✓	✗



# Products

## Key Offerings

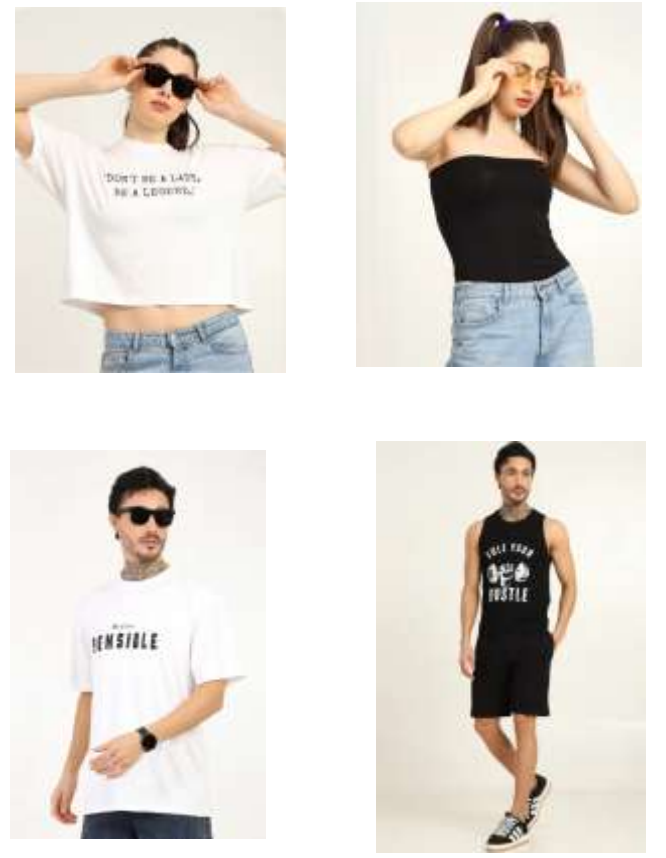
### Intimate Wear & Reusable Period Panty & Diapers



### Athleisure/Active Wear

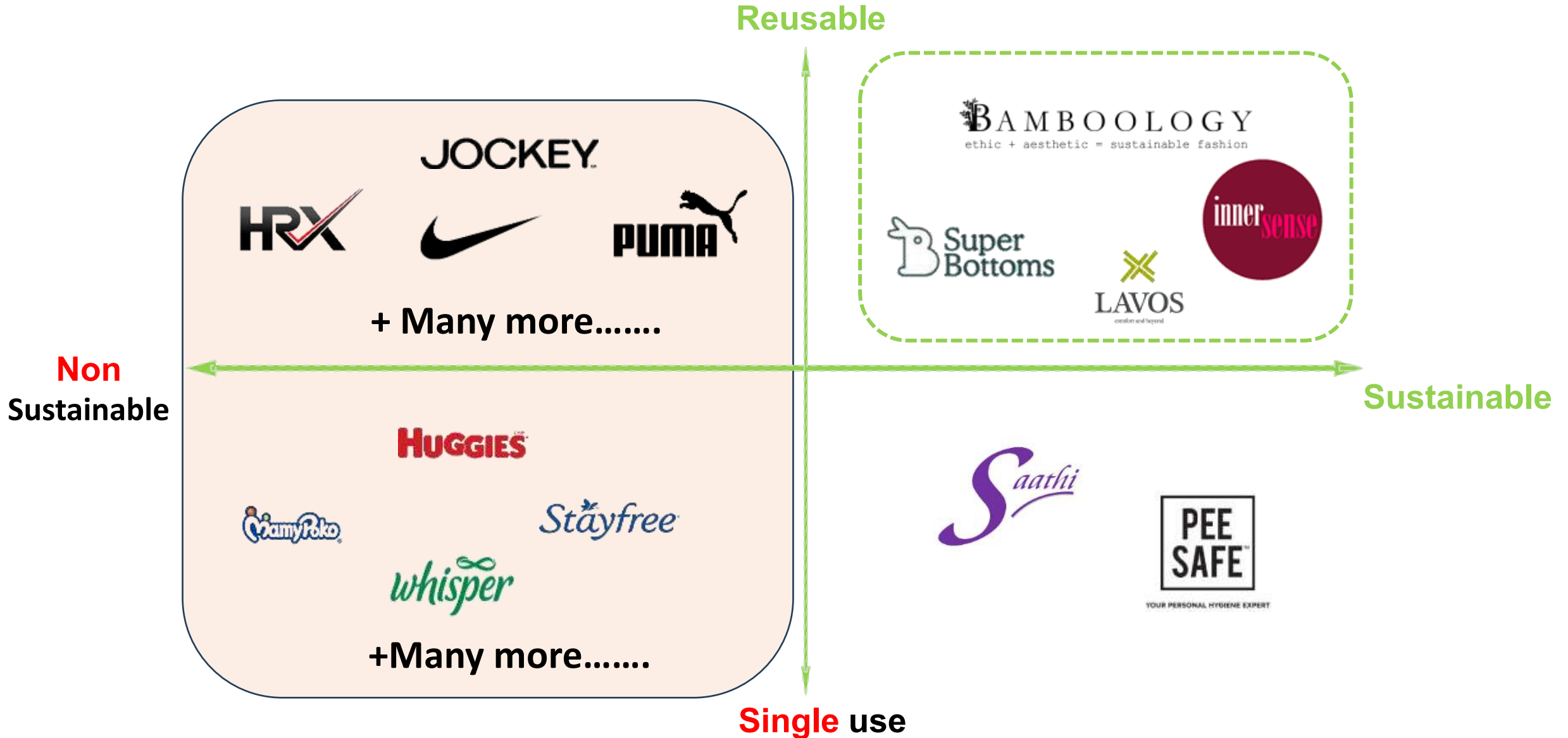


### GenZ Casual Wear








# Competition

Sustainable Opportunity still remains largely untapped



# Race Has Just Begun

Presence of funding validates the niche focus

					
<b>Funding</b>		<b>\$84K</b>	<b>\$16M</b>		<b>\$385K</b>
<b>Core Material</b>	Organic Bamboo	Bamboo, Merino Wool and Eucalyptus	Cotton fabric	Bamboo + Cotton	Bamboo + Cotton
<b>Absorbency/ Dry</b>	8 hrs/1 hrs		3 hrs	5 hrs	5 hrs
<b>Pricing</b>	Affordable	Premium	Premium	Affordable – Semi Premium	Affordable – Semi Premium
<b>Target Market</b>	Innerwear, Period care, Activewear & Diapers	Activewear for men and women	Innerwear and Diapers	Activewear & Innerwear for men & women.	Innerwear for women

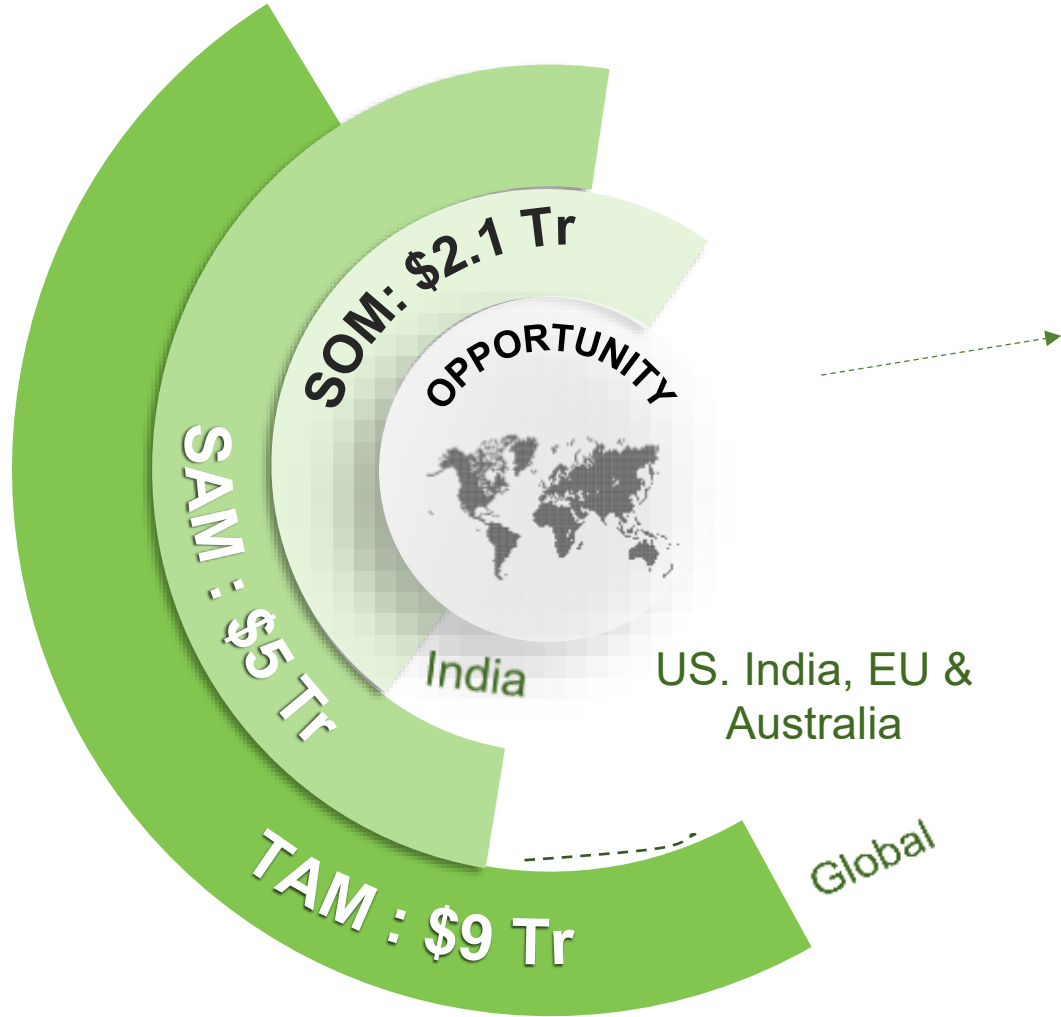
Heelium Round: Raised \$58.2K led by CIIE (Centre for Innovation, Incubation) at IIM Ahmedabad.



Superior **Proprietary**  
**Fabrics**

# Market Opportunity

Massive room for Growth on offer



## PM's National Bamboo Mission (<https://nbm.da.gov.in/>)

### Target Markets



McKinsey highlights massive potential in sustainability, projecting the net-zero transition to create **\$9 trillion to \$12 trillion in annual sales by 2030**, with a compound annual growth rate (CAGR) of 12%.

# Key Revenue Drivers

Welcome to the Era of Non Toxic and Environmental friendly range of.....



Inner wear

60%  
of Revenue



Active Wear

30%  
of Revenue



Gen Z Fashion

10%  
of Revenue



Kids Wear

Upcoming  
Launch

# Brand Visibility



15+  
E-Commerce  
Websites



In talks  
**Biggest French customer**  
for  
Menstrual hygiene innerwear



Strategic Partnership  
& Product Launch  
at  
**Mauritius & Nearby Countries**



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Two green icons representing different styles of underwear: a pair of briefs and a pair of briefs with a waistband.

# Roadmap

Growth Strategy post fundraise

**Year 1**

Complete Range of  
Innerwear, Activewear  
& Fashion Wear



**Year 2**

Scaling through  
FOFO model & Export



**Year 3**

Global Expansion –  
FOFO Model



**Year 4**

Hemp & More Organic  
Wear Expansion



Teenage Wear

Men's Wear

GenZ Wear

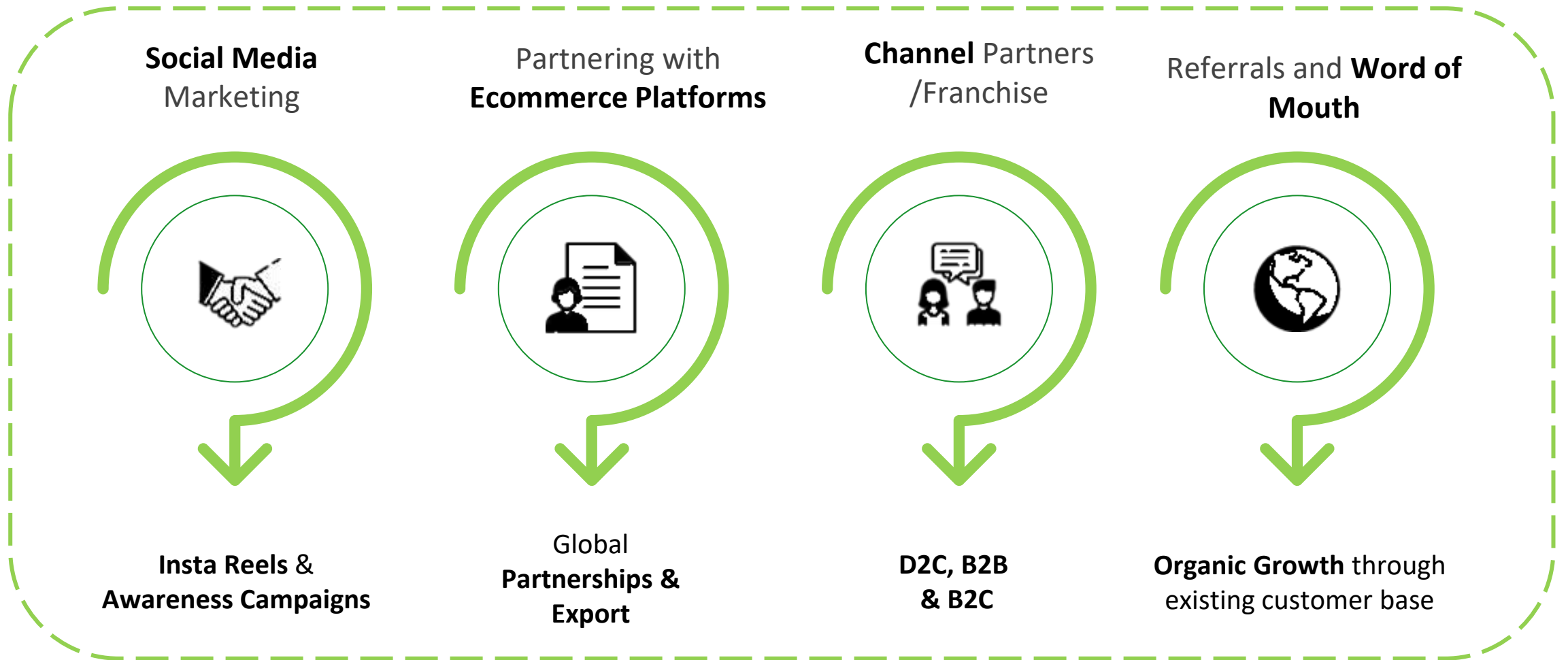
Bamboo Nightwear



Upcoming  
Launches

# Go to Market strategy

Innovative campaigns & Word of mouth to drive the growth



# Journey

## Multiple Product launches

Early  
Market  
Testing



April-24

Panties and  
Basic T-Shirts



May-24

Leak proof  
**Menstrual panty**  
with **Max capacity**



Oct-24

**Yoga Pant &  
Sports Bra**  
Launch in **Mauritius**



Dec-24

Improved Product  
& **Padded Bras** ,  
**Feeding Bra, Vest**



Mar-25

**Launched Men's  
Innerwear**



Aug-25

Men's Wear,  
GenZ Wear

# Financial Projections

Revenue to shoot up post funding



More Product line & Bigger Geography to drive growth

*\*Rolling 12 months*

# Traction

Brand Visibility & Significant Growth on Cards



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Patents Granted



In Process Deal with  
**Biggest French customer** for  
Menstrual hygiene innerwear

**Net Revenue (FY 2024-25)- ₹14 Lac**

**Projected Revenue (FY 2025-26)- ₹25 Lac**

Available at [Myntra](#), [Flipkart](#), [Amazon](#), [Ajio](#), ONDC, Brown Living & 6+ more E Commerce Sites



भारत सं. SL No. 011221166



पेटेंट कार्यालय, भारत सरकार | The Patent Office, Government Of India  
पेटेंट प्रमाण पत्र | Patent Certificate  
(पेटेंट विनयावली का नियम 74) | (Rule 74 of The Patents Rules)

पेटेंट सं. / Patent No. : 566643  
आवेदन सं. / Application No. : 202311059061  
घाश करने की तारीख / Date of Filing : 04/09/2023  
पेटेंटी / Patentee : Bamboology private Limited

प्रमाणित किया जाता है कि पेटेंटी को उपरोक्त आवेदन में यथाप्रकटित **BAMBOO LEAK PROOF MENSTRUAL UNDERWEAR** नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख सितम्बर 2023 के चौथे दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदान किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled **BAMBOO LEAK PROOF MENSTRUAL UNDERWEAR** as disclosed in the above mentioned application for the term of 20 years from the 4<sup>th</sup> day of September 2023 in accordance with the provisions of the Patents Act, 1970.



*अज्ञात*  
2023 नियम  
Controller of Patents

अनुदान की तारीख  
Date of Grant : 26/05/2025

**टिप्पणी** - इस पेटेंट के नवीकरण के लिए फीस, यदि इसे बनाए रखा जाना है, सितम्बर 2025 के चौथे दिन को और उसके पश्चात प्रत्येक वर्ष में उसी दिन देना होगा।  
**Note** - The fees for renewal of this patent, if it is to be maintained, will fall / has fallen due on 4<sup>th</sup> day of September 2025 and on the same day in every year thereafter.

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भारत सं. SL No. 011220681



पेटेंट कार्यालय, भारत सरकार | The Patent Office, Government Of India  
पेटेंट प्रमाण पत्र | Patent Certificate  
(पेटेंट विनयावली का नियम 74) | (Rule 74 of The Patents Rules)

पेटेंट सं. / Patent No. : 565378  
आवेदन सं. / Application No. : 202311063807  
घाश करने की तारीख / Date of Filing : 22/09/2023  
पेटेंटी / Patentee : Bamboology private Limited  
आविष्कारको का नाम / Name of Inventor(s) : Fahmeeda Choudhry

प्रमाणित किया जाता है कि पेटेंटी को उपरोक्त आवेदन में यथाप्रकटित **BAMBOO LEAK PROOF DIAPER/NAPPY** नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख सितम्बर 2023 के बाईसवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदान किया गया है।

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*अज्ञात*  
2023 नियम  
Controller of Patents

अनुदान की तारीख  
Date of Grant : 22/04/2025

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# Fuel For Our Mission Bamboo

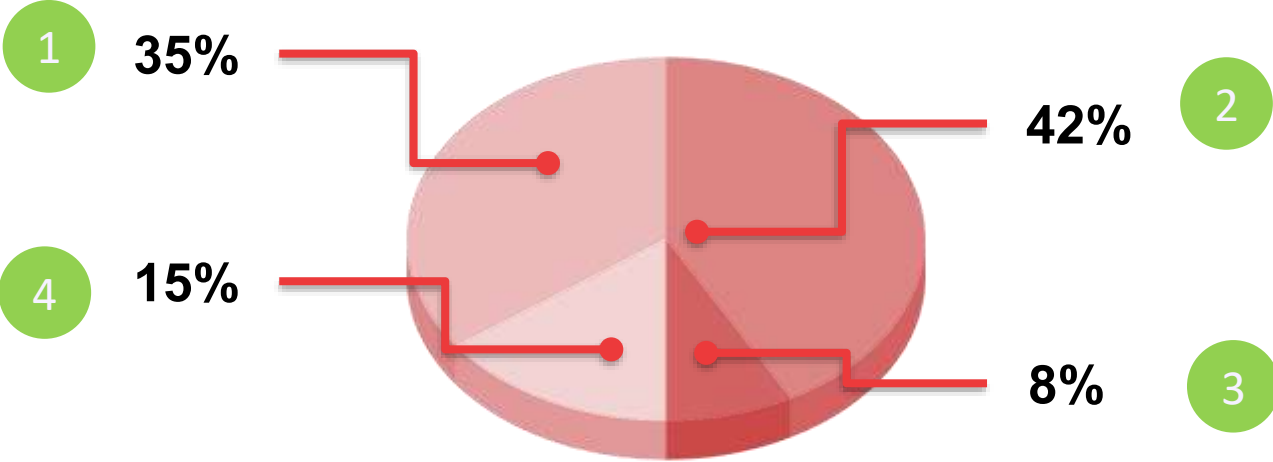
We are looking to raise  
**₹1 Cr**

**First** Round

Equity Dilution – **10%**



## Capital Utilization



- 1 Marketing
- 2 Products
- 3 R&D
- 4 Team

**Exit Strategy : Higher Round of Investment or M&A**

# Our Team

Expertise in Fashion + Design + Retail + Tech



**20+ years**

**Femi Choudhry**

*(Founder & CEO)*

*MBA from Symbiosis*

**Fashion Designer, Product**

**Development, Buying, Sourcing**

with 20+ yrs experience in **Retail**



**RITU WEARS**



**15+ Years**

**Akanksha Mishra**

*(Co- Founder & Marketing Head)*

Graduate from NIFD.

Specialist In **Product Design**

& Operations with 15+ yrs

Exp

**RITU WEARS**

A conceptual image showing a hand holding a small tree growing from soil, with another hand reaching out towards it. The background is a soft, green bokeh.

**We chose this for our better future.  
Thank you..!!**