



Building the kids' transition care category

The forgotten years of kids' care

When our daughter turned six, baby products stopped working. Her days now meant school, playgrounds, sweat, dust, and pollution. Adult products still felt wrong.



A massive age group is structurally ignored

Over 240 million children in India are **aged 5–14** yet care jumps directly from babies to adults.



Active lifestyles need better cleansing, not harsher chemicals

Nearly **1 in 2 Indian children** are physically active most days, but formulas remain infant-grade and underperforming.



Parents care deeply, but lack safe choices

75% of urban mothers read full ingredient labels, yet find no transparent, stage appropriate options.

And we realised something simple, this age has no products built for it....

Introducing

Little Gator



Everyday essentials for growing kids

Stage-specific care for growing kids



Age-specific formulations for 5–12 years

Designed for school-going, outdoor-active children — not babies, not adults.



Mild yet effective cleansing system

Sarcosinate & glucoside surfactants remove sweat, dust, and buildup safely.



Hero-ingredient based clean formulas

Build around Aloe vera+ flaxseed to support hydration, scalp balance, and skin barrier health

Why Little Gator wins

Built for the missing middle age



Little Gator is purpose-built for kids aged 6–12

Designed for everyday reality



Designed for sweat, school, and play

Only brand for Age 6–12



One trusted kids-to-teen care ecosystem

Ingredient First, Not fear First



Builds parent trust, not anxiety
Prevents from Hormonal imbalancing chemicals

Early Category Advantage



No clear category leader in India
Opportunity to own the 'Kids Care' narrative early

Scalable Brand Architecture



Mascot-led platform for long-term IP

We're building what we wished existed for our own child.



India will be largest kids care opportunity in next decade

New Consumers

25+ Millions children enter in 5-12 Category every year This is the most underserved transition phase between baby care and adult care

Market Shift & Sizing

Baby care is saturated Kids **(6-12)** care is underdeveloped and fragmented Creating a white space for trusted, science-led kids care brands

Changing Parent Behaviour

72% Parents read Ingredient labels
Prefer specialised kids products over baby or adult alternatives

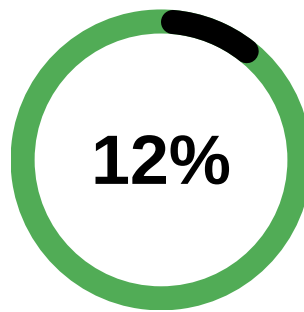
Why this matters now

First generation of ingredient aware parents No clear category leader in kids only care Category is early, demand is real, timing is right

A Large, Growing and Under-Served Category

Little Gator bridging the gap

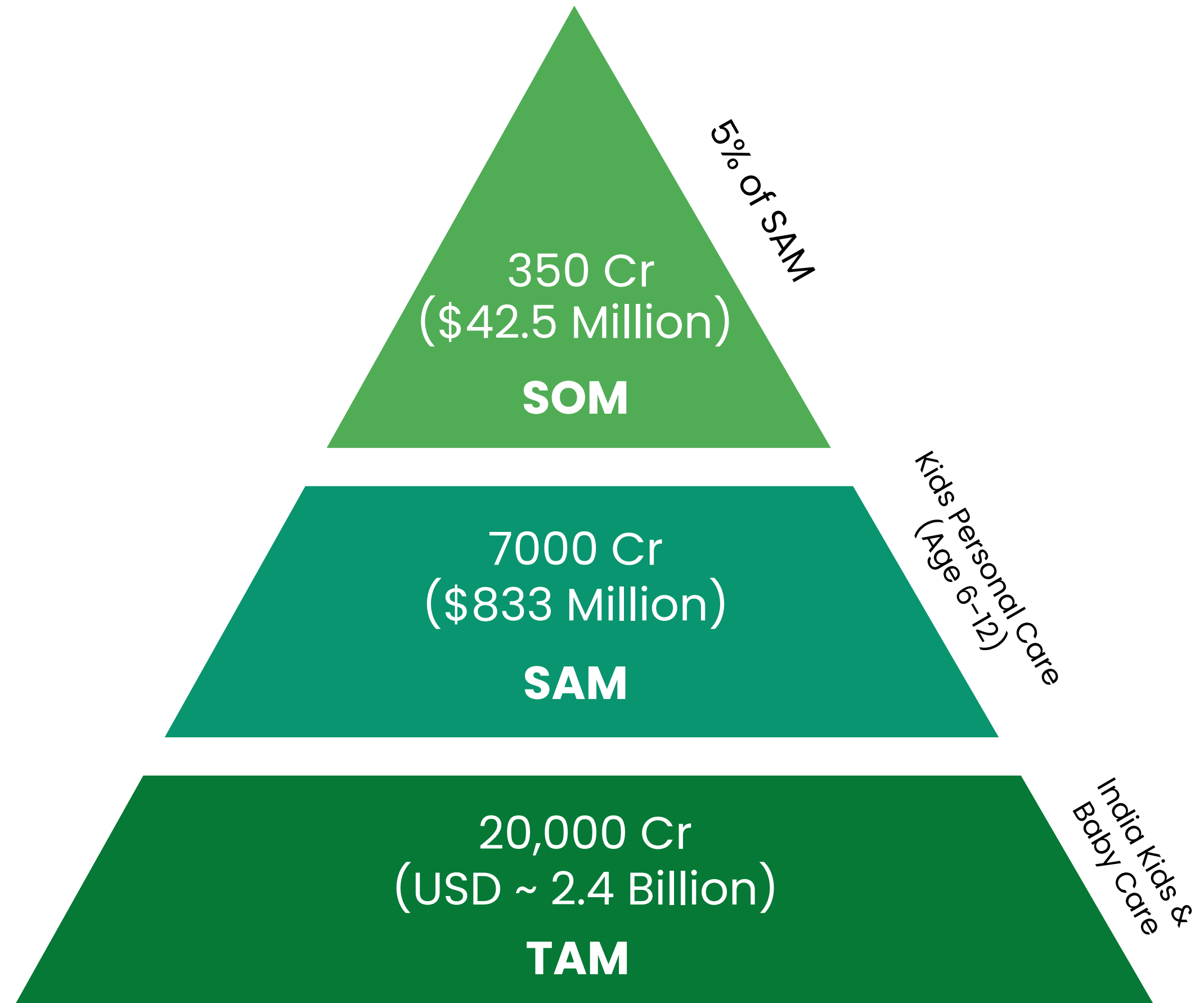
A **20,000 Cr** market with a **6000 Cr** Gap



India Kids and Baby Care Market Annually Growing at 10~ 12% CAGR

Why This market is Attractive

1. Monthly Replenishment (High Frequency)
2. Low Churn (Trust Based)
3. Life cycle Value



Revenue Model

Revenue Streams

Core Product Based Sales

1. Daily Use Personal care products
2. Monthly repurchase cycle (High repeat rate)

Product based Bundles

1. Value Driven Combination Hair care and skin care
2. Benefits: Higher AOV, Gifting friendly SKU

Channel Based Revenue

1. D2C- Website and Marketplace (**AOV- 800**)
2. Quick Commerce (**AOV- 400**)

Go-to Market Strategy: Ads On



Meta



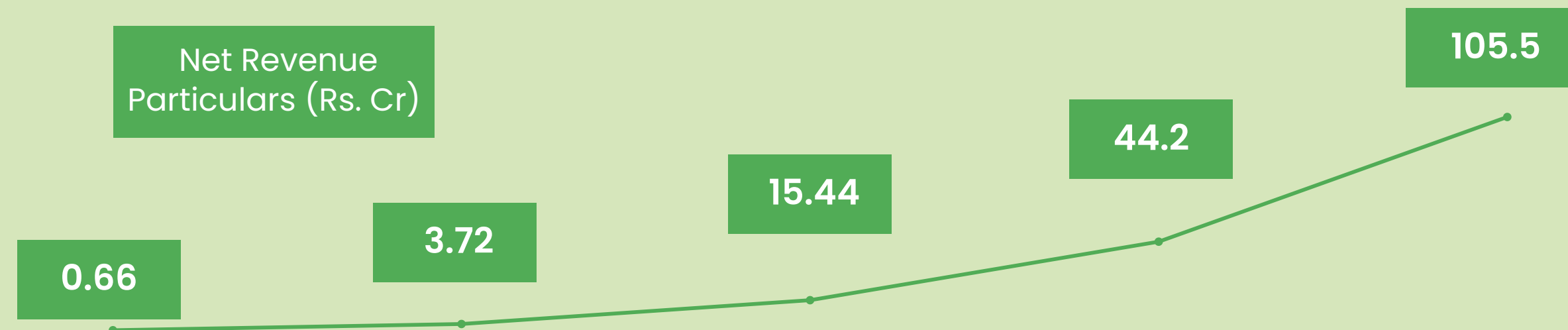
Google



Intentionally designed brand for the 5-12 transition age kids

Features						
Core target age defined as 6–12 years	✓	✓	✗	✗	✗	Partial
Formulated for sweat & daily school use	✓	✓	✓	✓	✓	Partial
Mild surfactants (sarcosinate + glucosides)	✓	✗	✗	✗	✗	✗
Hero ingredients: Aloe + Flaxseed	✓	✗	✗	✗	✗	✗
Designed to avoid residue & scalp buildup	✓	✗	✗	✗	✗	Partial
Explicit endocrine-disruptor avoidance lens	✓	Partial	Partial	Partial	Partial	Partial

Financial Projection



Particulars (Rs. Cr)	Y1	Y2	Y3	Y4	Y5
EBITDA	(0.18)	(1.31)	0.51	8.93	31.96
Net Profit	(0.18)	(1.31)	0.38	6.70	23.97
CashFlow	(0.28)	(1.68)	(0.53)	11.60	59.98
No. of Orders	13,108	80,443	3,04,345	8,38,827	18,68,006
Growth Rate of Customers YoY		514%	278%	176%	123%

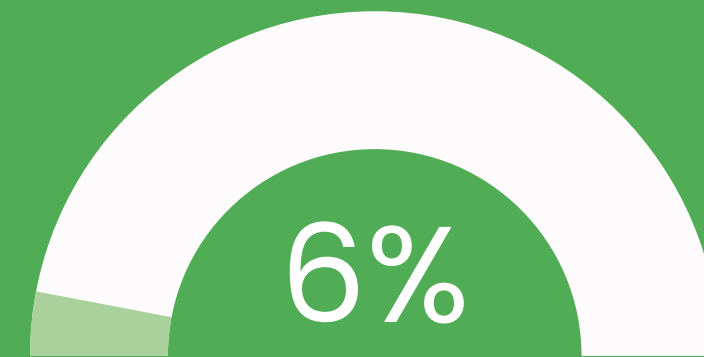
THE ASK

We are looking for an investment of

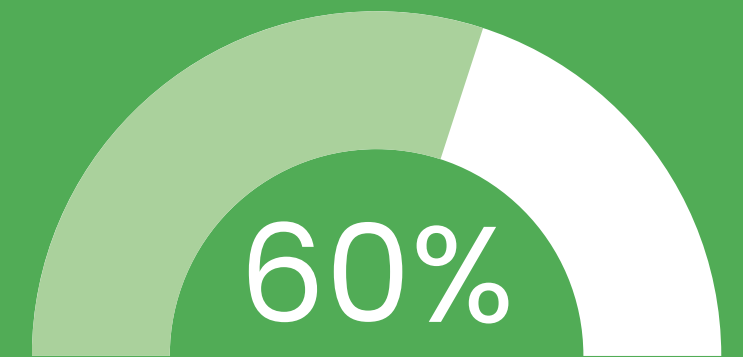
Rs. 1.10 Cr

(USD 119.5 K)

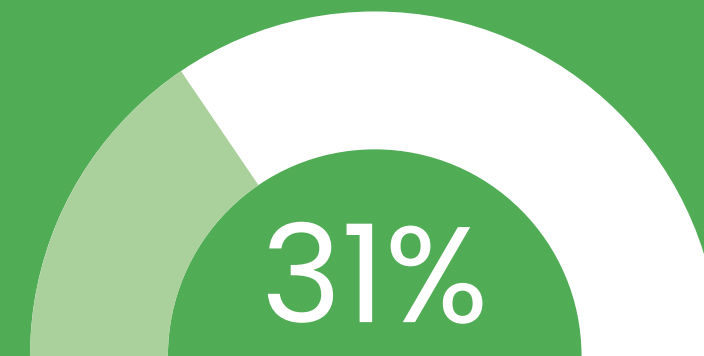
Fund Utilization



Capex



Inventory



Branding &
Marketing



New Talent
+ Opex

Founders



Viplav Shukla

**Co-Founder Operations
& Manufacturing**

13+ years scaling large-scale manufacturing operations, including leadership at a 10 GW integrated solar facility and Honda Motorcycle & Scooter India. Deep expertise in supply chain, vendor development, cost and quality systems, with proven execution in high-volume environments. Founder perspective shaped by first-hand parenting experience (ages 6–12).



Neha Shukla

**Co-Founder
Brand Operations**

4+ years leading HR and people systems, with expertise in compliance, payroll, and employee lifecycle management. Brings parent-led insight to product decisions, brand trust, and culture-first growth.re-led, scalable consumer brand foundations Parents first. Founders second. Solving a care gap we faced at home.

Thank You

The next kids' care category starts here

Little Gator



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