



tiivra

India's First Safety and Mobility Brand for Women & Kids

Building the
category that
nobody built



THE OPPORTUNITY

India's Largest Untapped Consumer Safety Category

23 L

Women riders

20+ Cr

Women pillion
riders

40+ Cr

Kids pillion riders

Low

Helmet adoption
stubbornly so

The problem is not awareness.

The problem is that the category was never built for them.

Over 60 crore women
and children sit pillion
on two-wheelers every
day and yet no
meaningful consumer
brand has been built for
their safety.



An Industry Optimised for Manufacturing - Not Adoption

For 30 years, helmet companies competed on:

- ✗ Distribution
- ✗ Compliance
- ✗ Cost

Not on what drives adoption:

- ☐ Women's needs
- ☐ Kids' needs
- ☐ Identity, comfort, self-expression

Men have brands. Women have sizes. Kids have almost nothing.

THE INSIGHT

Safety Products Win When People Want to Wear Them

The industry assumes:

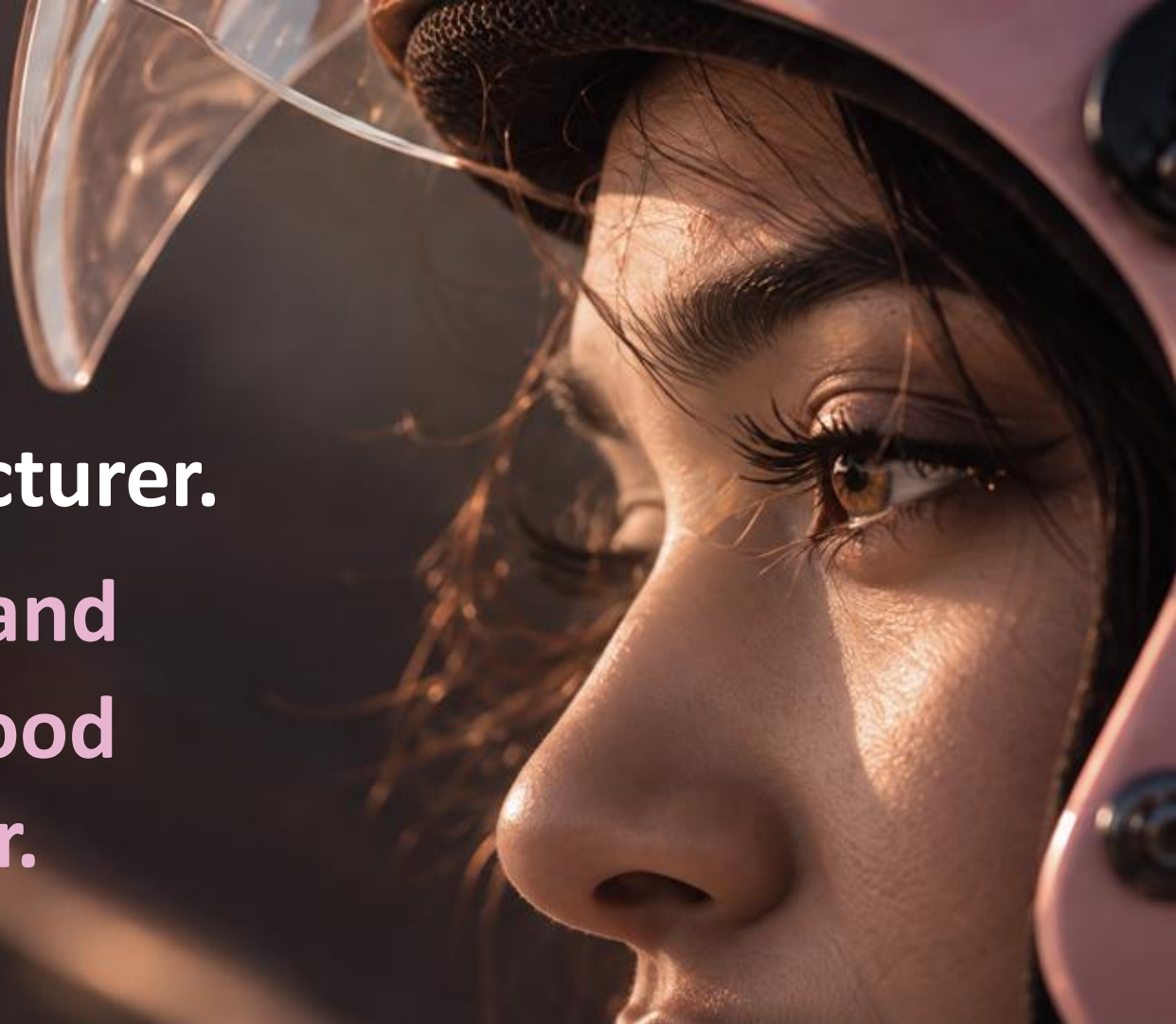
Safety → Purchase

The reality is:

Desire → Adoption →
Safety

Women don't reject safety. They reject products that signal compromise, masculinity, discomfort, or a lack of identity.

**The winner
wasn't the
best manufacturer.
It was the brand
that understood
the consumer.**



THE INSIGHT

Not just a Helmet Company. More than a helmet bought every 3-5 years

- ▶ Hi-frequency visibility - Every helmet on the road is an ad
- ▶ Customer Lifetime Value - Products across multiple price points
- ▶ Large unmet need - No brand has served this rider
- ▶ Strong emotional purchase - Identity, not just compliance
- ▶ Large ticket size - ₹2k- ₹3k value led, a lot more at this price

Then expanding into adjacent categories. This is where sleeves and HYP3 kids' helmets make strategic sense same consumer, deeper relationship.

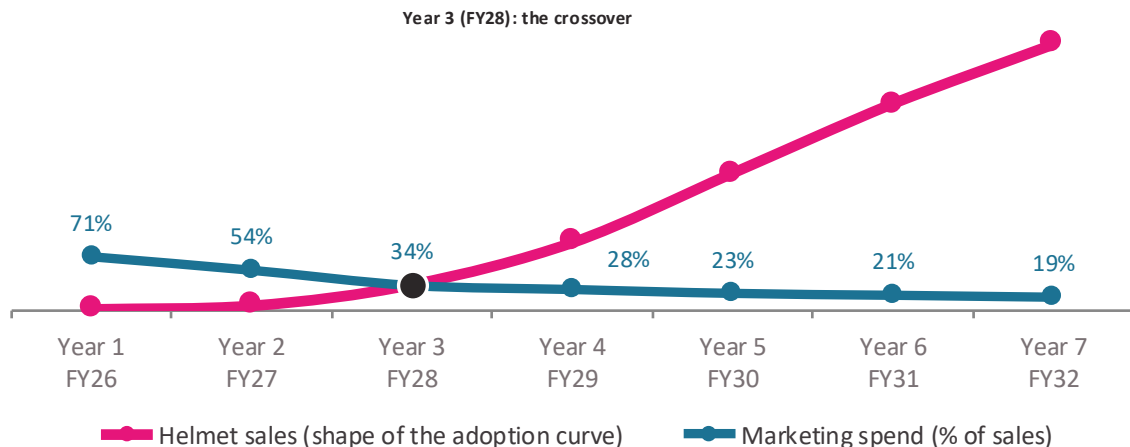


THE DREAM

₹350 Cr in next 5 years, at 22%+ EBITDA

Women's and children's helmets can comfortably be 60–70% of a category that grows every year. As adoption compounds the brand does the selling: helmet volume climbs while paid marketing falls as a share of sales, and the two cross in year three (FY28).

Adoption curve of helmets



Illustrative. Year 1 is FY26: ₹3.34 Cr of net sales with marketing at about 71% of it. The sales line shows the shape of adoption, not scale; the marketing line is spend as a percentage of sales, following the operating plan through FY31.

₹350 Cr

net sales ambition, five years out

22%+

EBITDA margin at that scale

60–70%

of a men's category already worth ₹2,500 Cr

54% → 19%

marketing as a share of sales, FY27 to FY32

Why the lines cross: retail doors, OEM tie-ups, brand-building reaching critical mass and repeat buyers drive more of the growth each year, so each year of adoption reduces the cost of the next.

OUR COMPETITION

**Is a sea of sameness... 98% made in men's
smallest size, too wobbly for women's heads**



**Only Helmets, Only Push, Next to no
Brand Building**

OUR OFFERING

Fit, comfort and certified safety

Built around a woman's head rather than shrunk down from a man's: certified protection, 750 grams, and the small details that decide whether a helmet is actually worn.



Every Tvarra open-face helmet: ISI and DOT certified, and tested to exceed ISI impact standards by over 50%.

Designed around her, not scaled down. Most “women's” helmets are a men's shell in a smaller size. Ours is shaped for women's head contours, sized for Indian riders, and finished so that she wants to put it on — which is what actually turns safety into adoption.

Certified safety

ISI and DOT certified, exceeding ISI impact standards by over 50%, on a high-grade engineered thermoplastic shell.

Sized for Indian women

Shaped for women's head contours rather than a shrunk men's shell, so the fit is right the first time.

Featherlight comfort

750 grams, with 45-density EPS and soft cheekpads for a snug, all-day fit.

Optical-grade visor

Scratch-resistant and UV-protected polycarbonate, under a glossy stardust-finish print.

Earring notch

A friendly little gap so earrings sit comfortably inside. No pinch, no pull, all day.

Fresh, easy, reliable

Anti-odour inner lining, an easy ratchet buckle, a one-year warranty, and proudly made in India.

FOR THE WOMAN OF TOMORROW



OUR PRODUCTS

A product at every price, beyond helmets

Five tiers, each with a job to do: entry pieces start the relationship, recruiters bring the first helmet home, and value drivers lift the basket.

Value Driver ₹4,000–₹3,000 <i>The most premium offerings</i>  Full-face helmet ~₹3,950 Mother–daughter duo ~₹4,500 Co-ord sets ~₹3,750 TOTAL SKUs 36	Core Brand Offering ₹2,000–₹3,000 <i>The category that define us</i>  Tvarra designer open face ~₹2,850 Helmet + Lock Bundles ~₹2,850 TOTAL SKUs 40	Recruiter ₹1,000–₹2,000 <i>The first point of entry into the brand for the easiest cross sell</i>  Hyp 3 kids' helmets ₹1,950 T-shirts ~₹1,525 Winter Sca vva (balaclava) ~₹1,250 Suncoat ~₹1,500 Baby harness ~₹1,500 TOTAL SKUs 32	Cart Builder ₹500–₹1,000 <i>Add-ons that ride along with a helmet</i>  Sca vva (balaclava) ₹850 Caps ₹780 Visor + mechanism ₹625 Helmet locks ₹550 TOTAL SKUs 25	Entry Under ₹500 <i>Impulse buys that start the relationship</i>  Arm sleeves (pair) ~₹325 Bag charms ₹275+ Key chains ₹250 Collectible badges ₹125 Kids' arm sleeves ~₹299 TOTAL SKUs 64
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The ladder is already working: website AOV is up 89% to ₹1,173, and 14.4% of tickets now carry more than one paid product. Pink entries are in development.

Prices marked ~ are indicative and as blended.

THE PREMIUM

Features + design + brand has created a premium across categories

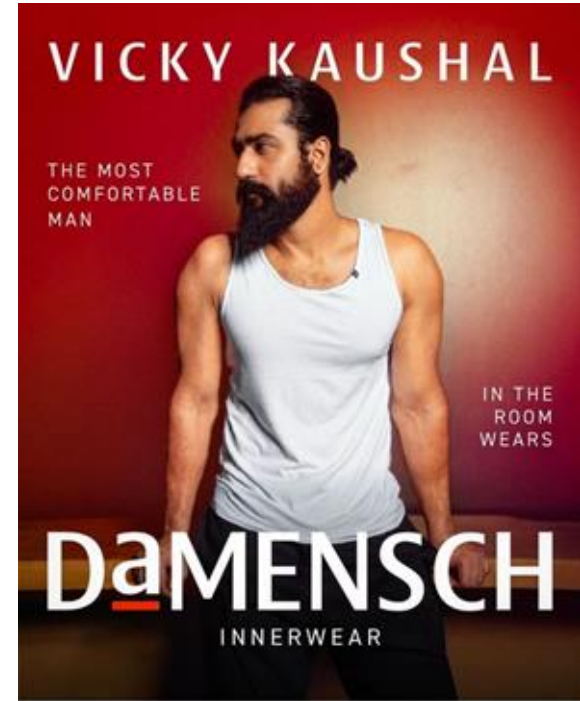
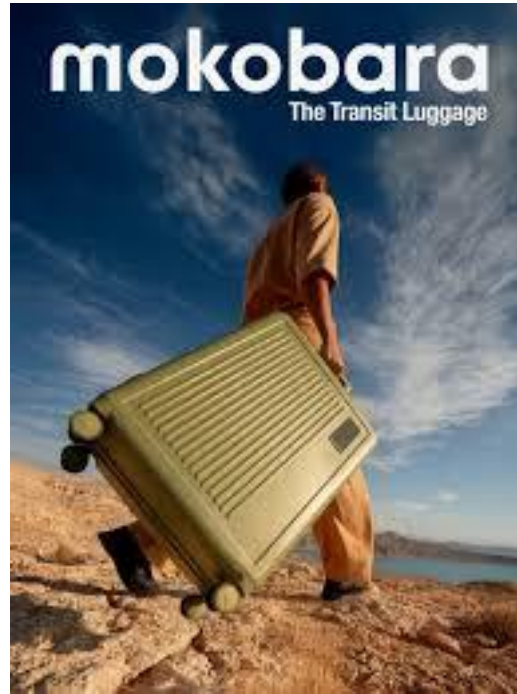
Two brands, two buyers, the same answer: when the product is designed around her and the brand means something, she pays full price — and keeps the helmet.



The premium shows up as margin: CM1 of about 50% on helmets, 68% on arm sleeves and 77% on Scavva — while incumbents plan to come in ₹500–800 below us on price.

THE TAILWIND

The same playbook already won in other categories

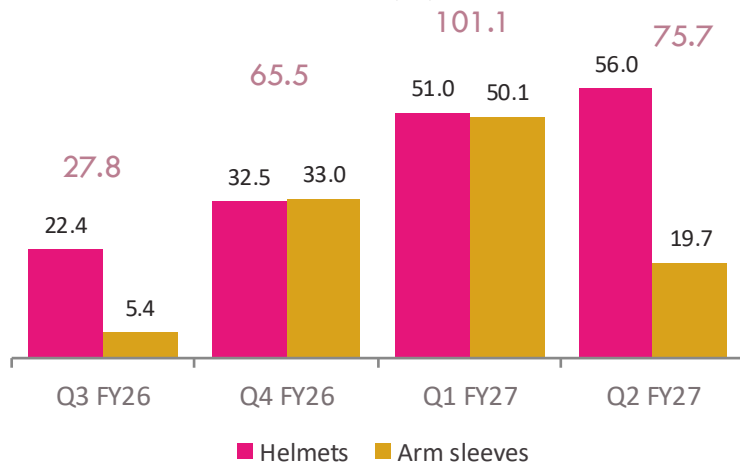


MARKET ACCEPTANCE

Bigger baskets, more repeat buyers

In Q2 the Tvarra mix rotated from sleeves back to helmets, while ticket value, multi-product orders and returning customers all stepped up together.

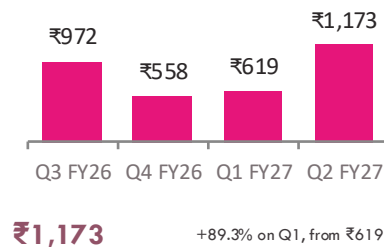
Tvarra helmets vs arm sleeves — net sales (₹ L)



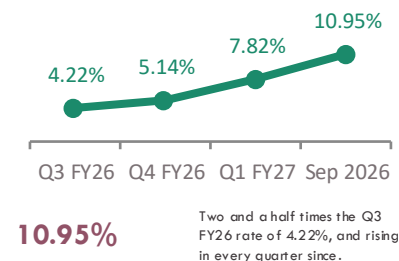
₹55.98L helmets · +9.8% on Q1

Sleeves fell to ₹19.74L, down 60.6%, as the monsoon closed the season. Helmets carried the quarter, and Tvarra helmets now holds 98.6% of sleeve GMV.

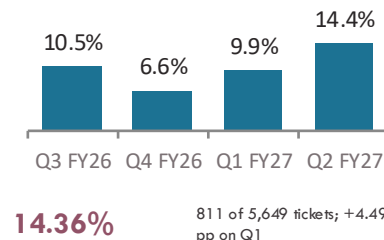
Website AOV (₹ per order)



Returning-customer rate, website



Tickets with more than one paid product



Progress on scale, rebuilding on Profitability. Q3–Q4 are our biggest quarters historically, and with renewed focus on profitability and brand-building we are going to finish the year strong

THE BUZZ

Building desire, opening new doors



On the runway: Tvarra x Pankaj Soni at Bengaluru Times Fashion Week 2026



On national TV: Tvarra spot on Sony Sports, Women's Asia Cup, 10 Sep 2026

BRAND

BGTFW 2026 runway

Walked with couturier Pankaj Soni: 8.2M+ organic views, a category-first premium signal.

Jun 2026

BRAND

Ground activations

Giveaways with the Chennai police and a girls' college; a large association with the Kolkata Traffic Police.

Chennai · Kolkata

BRAND

Women's Asia Cup on Sony

Five 10-second spots in the semis and finals, against our exact TG, at national scale.

Sep 2026

PARTNER

India Circus

Brand licensing with Krsnaa Mehta's India Circus: co-branded designer helmets across our channels and their retail.

Licensing

RETAIL

Lulu hypermarkets

Pan-India listing at high-footfall, see-and-touch retail where families already shop.

Live · Aug

RETAIL

Reise Moto

Pan-India listing at high-intent omni-channel where riders already shop.

Live · Sep

THE BUZZ

The press is telling the story for us



Road-safety drive with the Greater Chennai Traffic Police and Shri Krishnaswamy College for Women



Thirty-plus publications have carried the brand since launch, almost all of it earned

NEWS AGENCY · ANI

India's largest independent study on women riders

The India Women Rider Safety and Mobility Report 2026: 1,018 women, of whom 542 ride and 476 travel pillion. 62.9% report problems with helmet fit or comfort.

Jul 2026

BUSINESS PRESS · ECONOMIC TIMES

Beyond pink: rewriting the rules of rider safety

A feature on why the category was never built for women, and how a design-led brand changes who actually wears a helmet.

Read

STARTUP MEDIA · YOURSTORY

Redefining safety for women riders

HerStory's profile of the brand, the founder and the white space in women's safety gear.

Feb 2026

VIDEO FEATURE

WWW x Radio Mirchi

Tvarra's association with What Women Want is a property hosted by Kareena Kapoor Khan to be aired in Nov

Upcoming

ALSO COVERED BY

National and business press

Times of India · Mint · Business Standard · CNBC Awaaz · Open Magazine · BW Businessworld · ET Auto · Entrepreneur India

Earned

PODCASTS & REELS

The story travels on its own

Fortune India's The Disruptors, Beyond Pink at 148k views, and a People of India reel that hit 42k views in under 30 minutes.

Organic

THE BUZZ

Social Media is compounding our reach



POI
PEOPLE OF INDIA

Posted at 6.20, Jul 1st. 218k
lifetime views till Sep 30th.

[Reel](#)



Fortune India: The Disruptors| Alpana Parida on Building
India's Indigenous Performance Helmet Brand
[Video](#)



SHEROES
[Video](#)



Meet the Momentum Masters
[Video](#)



Ladies, Leadership & Logistics
[Video](#)



BeyondPink: 148k views
[Reel](#)



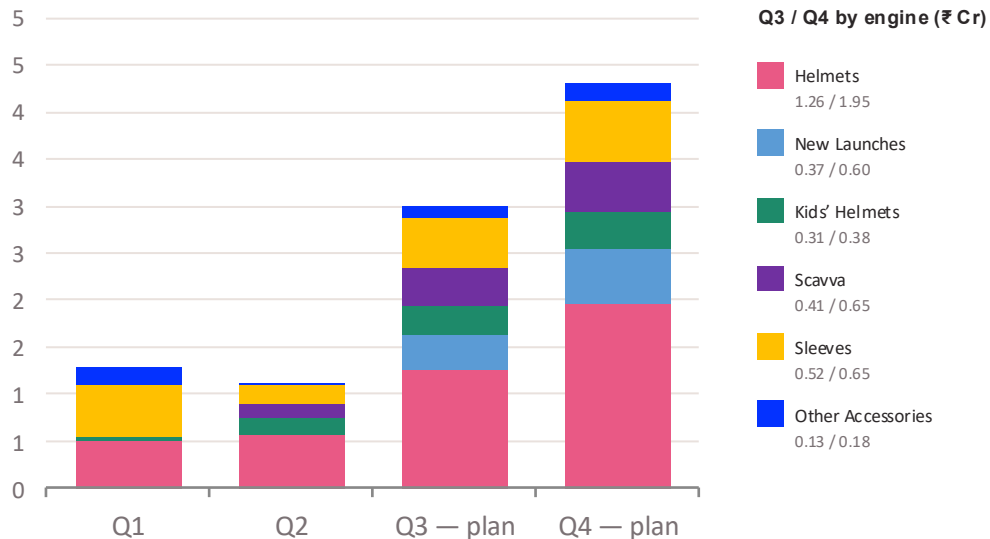
POI Series for ground activation: views
[Trying out Tvarra Dreamers](#)



THE OUTLOOK

FY27 outlook: ~₹10 Cr as the engines fire

Q2 closes at ₹1.13 Cr in September. Q3 builds on the growth engines; Q4 follows last year's Q4 curve (Feb +38%, Mar +74% month-on-month).



Net sales, ₹ Cr. Monthly plan: Oct ₹0.59 Cr · Nov ₹0.74 Cr · Dec ₹0.91 Cr · Jan ₹0.93 Cr · Feb ₹1.25 Cr · Mar ₹2.14 Cr.

~₹10 Cr

FY27 net sales (Apr 2026 – Mar 2027)

₹3.0 Cr

Q3 plan

₹4.31 Cr

Q4 plan

What has to be true

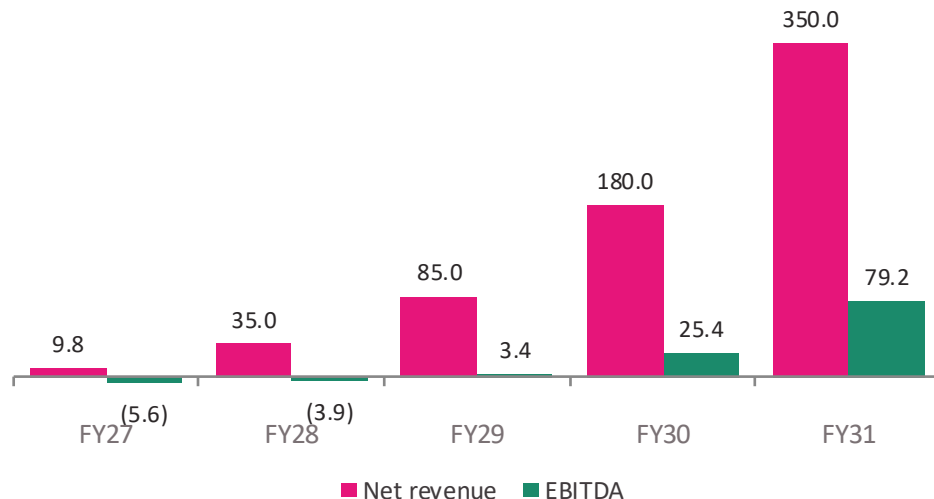
During the festive season, the winter range and Lulu/India Circus/Reise Moto+ B2B partnerships lift Q3; the growth round funds marketing, inventory, and retail. Q4 scales on last year's Jan→Mar curve to a ~₹2.14 Cr March exit.

THE HORIZON

Five years: ₹350 Cr, and profitable from FY29

The operating plan under the dream. Revenue compounds, contribution widens as marketing falls from 54% of sales to 14%, and EBITDA turns positive in FY29 and reaches 22.6% by FY31.

Net revenue and EBITDA (₹ Cr)



FY27 = Apr 2026 to Mar 2027. Revenue is net of returns and excludes GST. EBITDA is before interest, tax and depreciation.

The five-year P&L (₹ Cr)

	FY27	FY28	FY29	FY30	FY31
Net revenue	9.8	35.0	85.0	180.0	350.0
CM1 (after landed cost)	5.4	19.7	49.0	104.8	205.6
CM1 %	55.6%	56.4%	57.7%	58.2%	58.8%
CM2 (after fulfilment)	4.0	15.2	39.7	86.8	174.1
Marketing	(5.2)	(11.1)	(21.0)	(33.9)	(48.9)
Marketing % of sales	54%	32%	25%	19%	14%
People and overheads	(4.3)	(7.9)	(15.3)	(27.5)	(46.0)
EBITDA	(5.6)	(3.9)	3.4	25.4	79.2
EBITDA %	-58%	-11%	3.9%	14.1%	22.6%

Break-even: about ₹5.7 Cr of monthly sales, first cleared in the FY28 peak season; FY29 is the first profitable year.



THE ASK

It's time to leave gravity behind.

- **Strong fundamentals.** Blended CM1 up from 44% to 51%; ~50% on helmets, ~68% on sleeves, ~77% on Scavva. Helmet ASP +37% since April.
- **Deliberate growth.** ₹2.94 Cr net in Jan–Aug; Q1 +48% QoQ; website now 55% of sales as marketplaces rebalance.
- **Three accelerants live.** Hyp3 kids' helmets (26% of helmet revenue), retail rollout (Lulu, India Circus, Reise Moto), and the new range.
- **Capital accelerates scale.** Funds go into human capital, marketing, production and growth, on a path to monthly break-even in Q4 FY28.

Current cap table

Holder	Shares (Nos)	Holding
Promoters & Family	7,51,850	72.29%
Others	2,88,152	27.71%
Total share capital	10,40,002	100.00%

The Ask

₹5 Cr buys 1,06,385 shares at ₹470

= 9.28% stake



ALPANA PARIDA

IIM (A), Independent Director – Nestle, Nykaa, Moneyview, Nexus

PAST LIVES - SUPER POWER. Building strong brands

Headed Marketing / Merchandising for Tanishq

- Built the Kundan category through Jodha Akbar — now all the brides wear it
- Increased stock turn from 0.6 to 1.4

CEO – DY Works, India's top-3 branding agency

- India Hotels Brand Architecture
- BRICS Bank Branding
- L&T Repositioning

Mentor, Independent Director – NYKAA

- Named NYKAA
- Mentored marketing teams
- Created the Nykd brand

FOUNDER, Tiivra Composite Fiber Helmets (Men)

- Built a great brand — Dhoni wore it; Ducati / Lamborghini custom helmet; India Bike Week headliners
- Failed at production / scale-up