



From **Poor Man's** timber
to **Wise Man's** timber



Bamboo India Team Introduction



Mrs. Ashwini & Yogesh Shinde

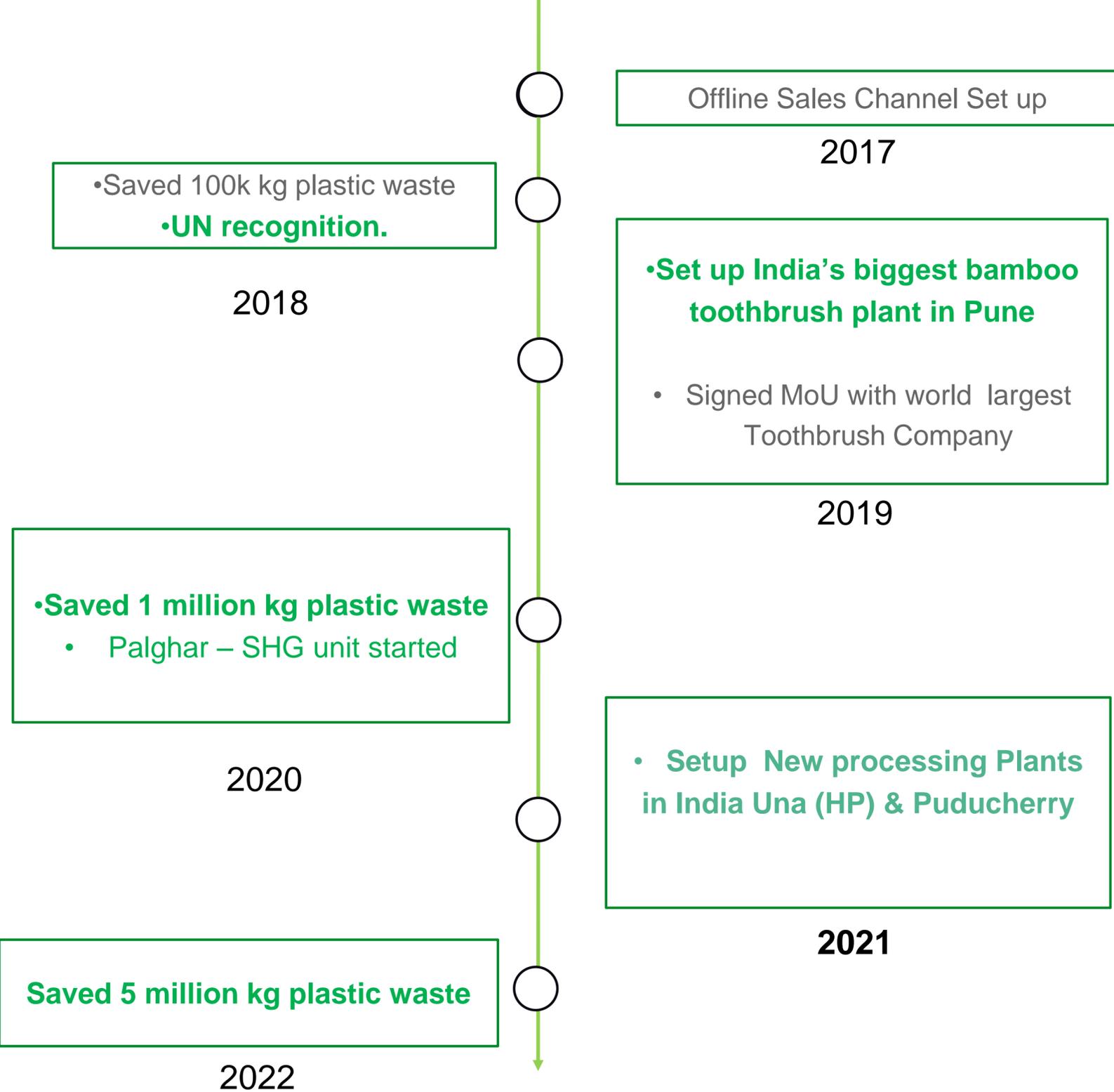
Bamboo India mission is Pune, based first generation startup by **Mrs. Ashwini and Mr. Yogesh Shinde** in **15th Aug 2016**. Primary aim to change bamboo perception from **The Poor Man's Timber to Wise Man's timber** by providing plastic products replacement using innovative Bamboo Products like Bamboo Toothbrush, Bamboo Ear buds, Corporate Gift articles & many more.

It's not for the income, but for the outcome.



15th Aug 2016

Company Incorporated



Bamboo India Journey

Bamboo INDIA

PLASTIC WASTE SAVED
13,28,540 KG

SATISFIED CUSTOMERS
28,654+

ORDER COMPLETED
54,320

COUNTRIES REACH
21

FARMERS ASSOCIATED
3,860+

Made in India

#brushPollutionAway

Data updated: 31st March, 2021

/Bambooindia

Data : 31st March





UNITED NATIONS
INFORMATION CENTRE
FOR INDIA AND BHUTAN

World Environment Day Exhibition, 2-5 June 2018, New Delhi

Letter of Appreciation

Dear Mr. Shinde,

We wish to convey our gratitude for displaying Bamboo India products in the UN Pavilion at the World Environment Day Exhibition from 2-5 June 2018 in New Delhi. We are thankful that you were part of this important initiative to showcase innovations that address sustainability and the circular economy, including during the Honourable Prime Minister of India visit to the pavilion.

The bamboo products highlights the potential of new technology in improving our environment and our living; which is a critical element of the 2030 Agenda. It was greatly appreciated by the many visitors who came to see the UN pavilion.

We wish you every success in your endeavors and hope to engage with you again at future events.

Your sincerely,

Derk Segaar

Director, United Nations Information Centre



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UN-INDIA
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UN Moments



Awards and Recognition



daily dossier

Juhi roots for wise man's timber

When you think of bamboo products, furniture or pretty showpieces is what comes to mind. But did you know that the versatile plant can also be crafted into an acoustic speaker? Bamboo India, a Pune-based initiative, calls bamboo the wise man's timber and is working towards saving one lakh kilos of plastic waste by December 2017. While adding products like bamboo toothbrushes, speakers and desk organisers to its range, it has also helped empower rural artisans. The venture, whose products are available at the newly opened Coastal and Marine Biodiversity Centre in Airoli, has gained support from celebs including Dia Mirza and Juhi Chawla. Now, that's what we call brand endorsement with a difference.



Learn
Last week reported that Mulji Jethi under three squatters inaugurated the Association instrument life to the ahead. "Or guarantee start public we would!



Wooing India with...
Yogesh Shinde, founder, Bamboo India, was in Goa on an awareness campaign, 'Brush Pollution Away', where he educated young minds on how changing habits from plastic to bamboo can lead to eco-friendly ways of dealing with pollution.

कुछ अलरा
ये वांस नहीं आसां...
पर्यावरण और किसानों की चिंता ने पुणे के एक आर्टीस्ट प्रोफेशनल योगेश शिंदे को किसान बनने के लिए प्रेरित किया। अब वह बांस की खेती कर रहे हैं और बांस को प्लास्टिक के विकल्प के तौर पर खड़ा कर रहे हैं।

कनकपुत्र
वाटर प्रूफ या वाटर रिपेलेंट
आजकल बाजार में कई तरह के फोन हैं। इनमें कुछ फोन वाटरप्रूफ हैं, तो कुछ वाटर रिपेलेंट हैं।

‘बांस का अर्थ’
बांस का अर्थ है...
बांस का अर्थ है...
बांस का अर्थ है...

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Bamboo India covered

Bamboo India Products presented to and appreciated



Shark Tank Moments

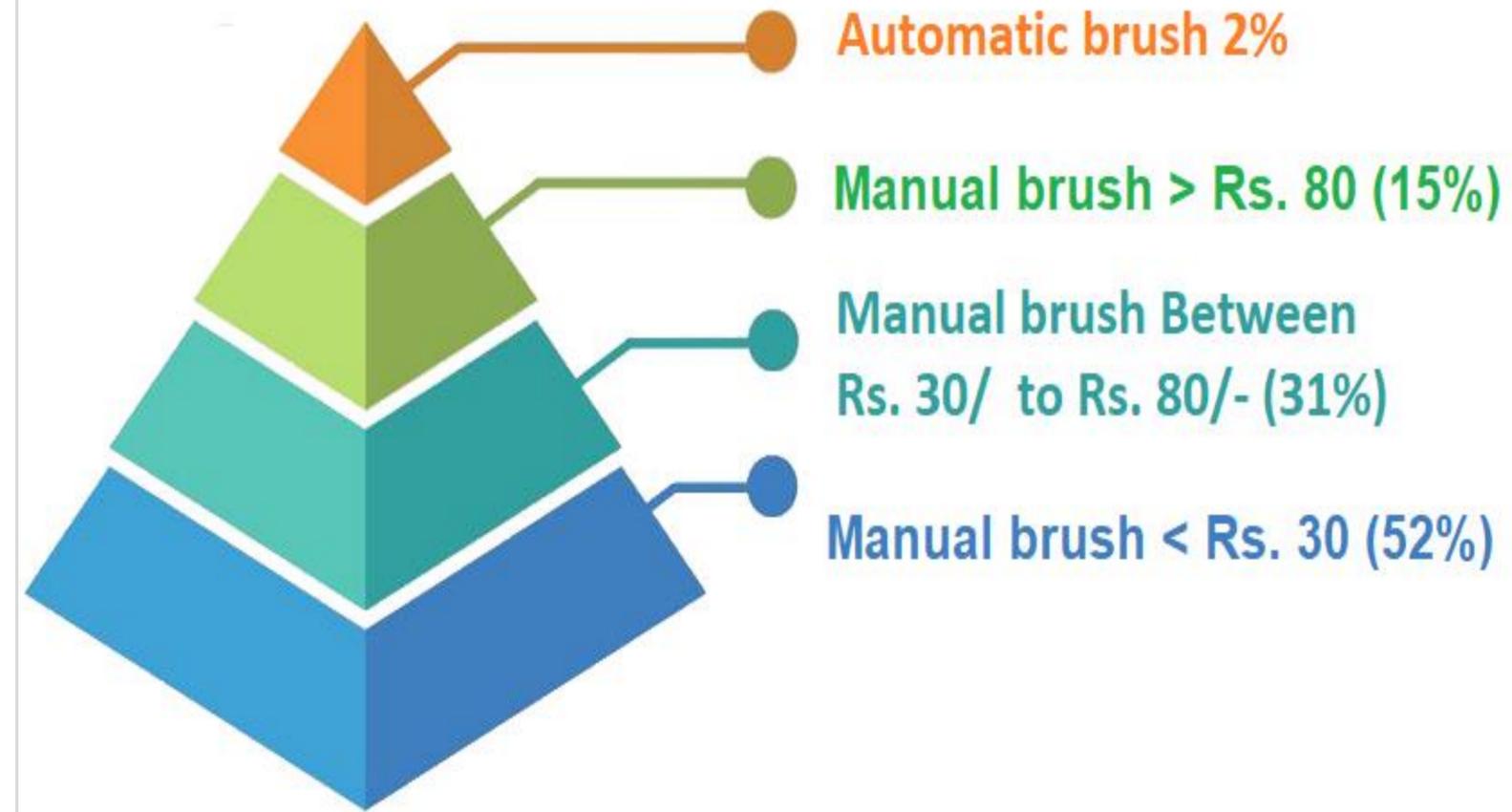
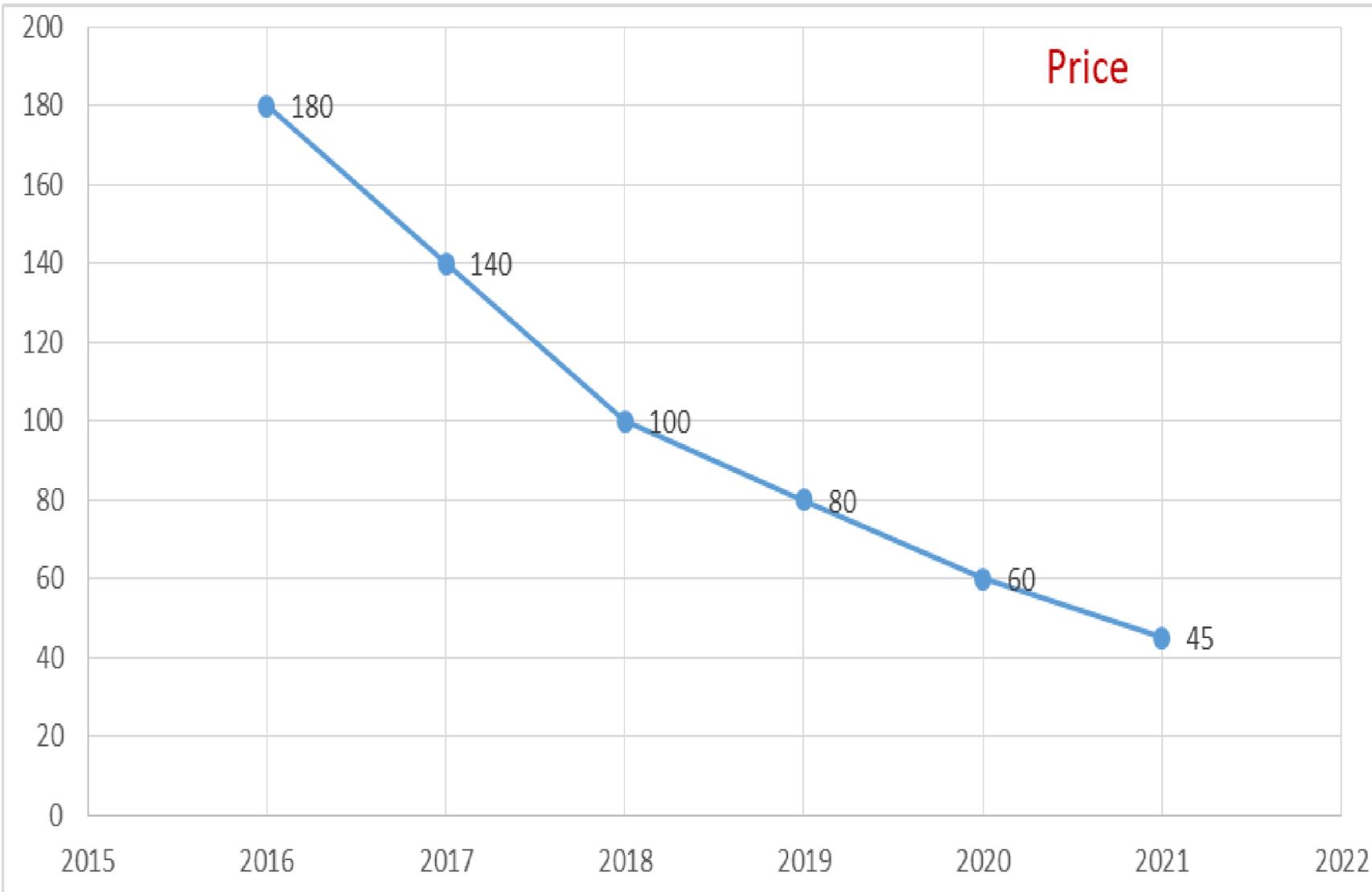


Pune Manufacturing facility with capacity of 10,00,000 toothbrushes Handles per month



Bamboo Toothbrush Price Rs. 180/- (2016) to Rs. 45/- (2021)

Plastic Toothbrush Current price placement and market share



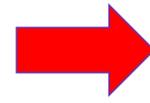
India consumes 240 Crs units per
year

gross business **Rs. 5000+ Cr**





Palghar
SHG



Direct 8 SGS Members are got employment in their village



Memories 2019

Memories 2020

Memories
8 – March - 2021

B2C channels

Online
(18 online marketplaces)



Retail offline
(235 offline store engagements))



Corporate
(40+ Corporate engagements)



Hotels
(4+ Corporate Hotels engagements)

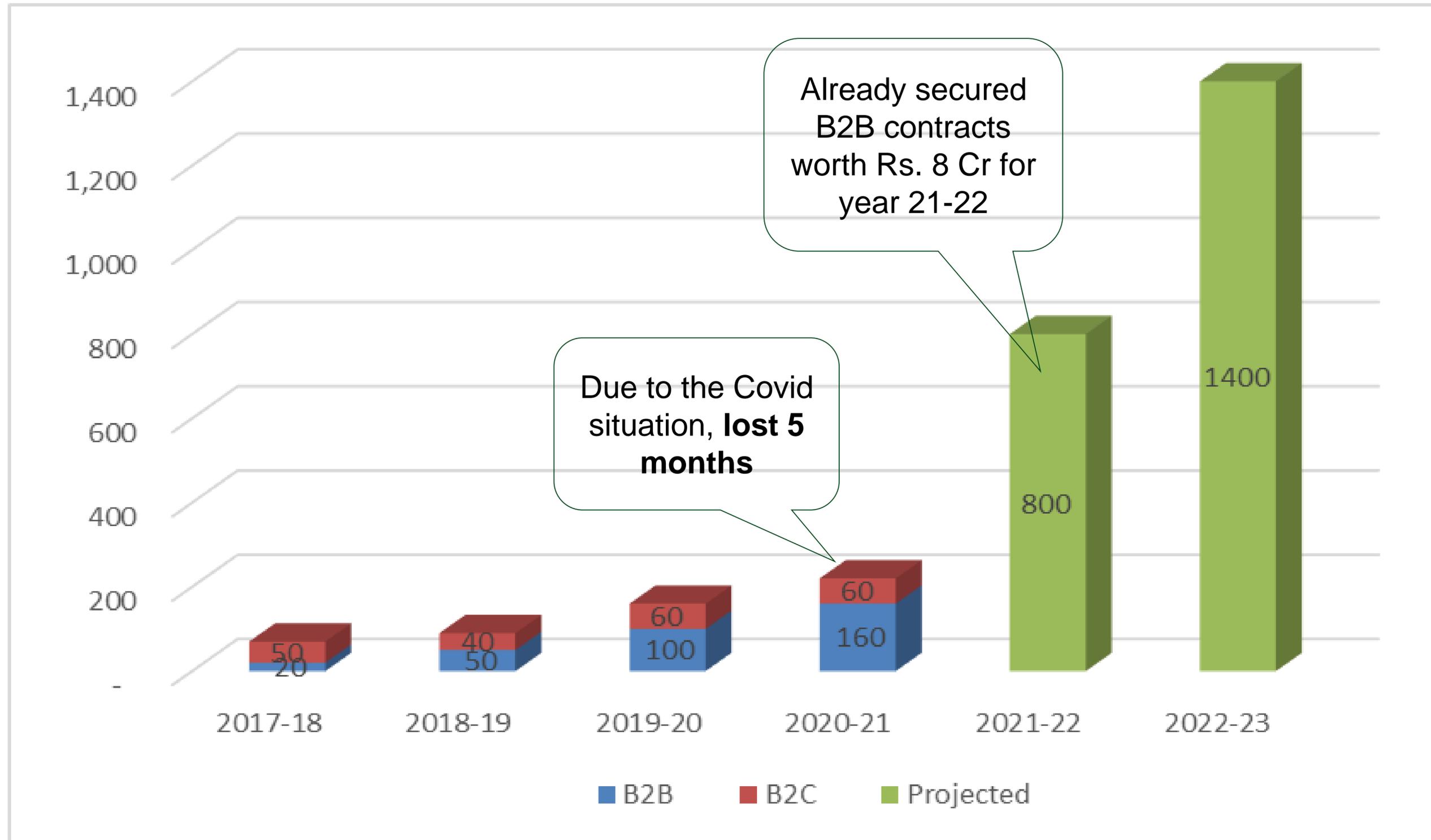


Zero Waste Company

Be curious & innovate



We have bootstrapped so far and expect to close 2020-21 with Rs. 2.4 CR turnover

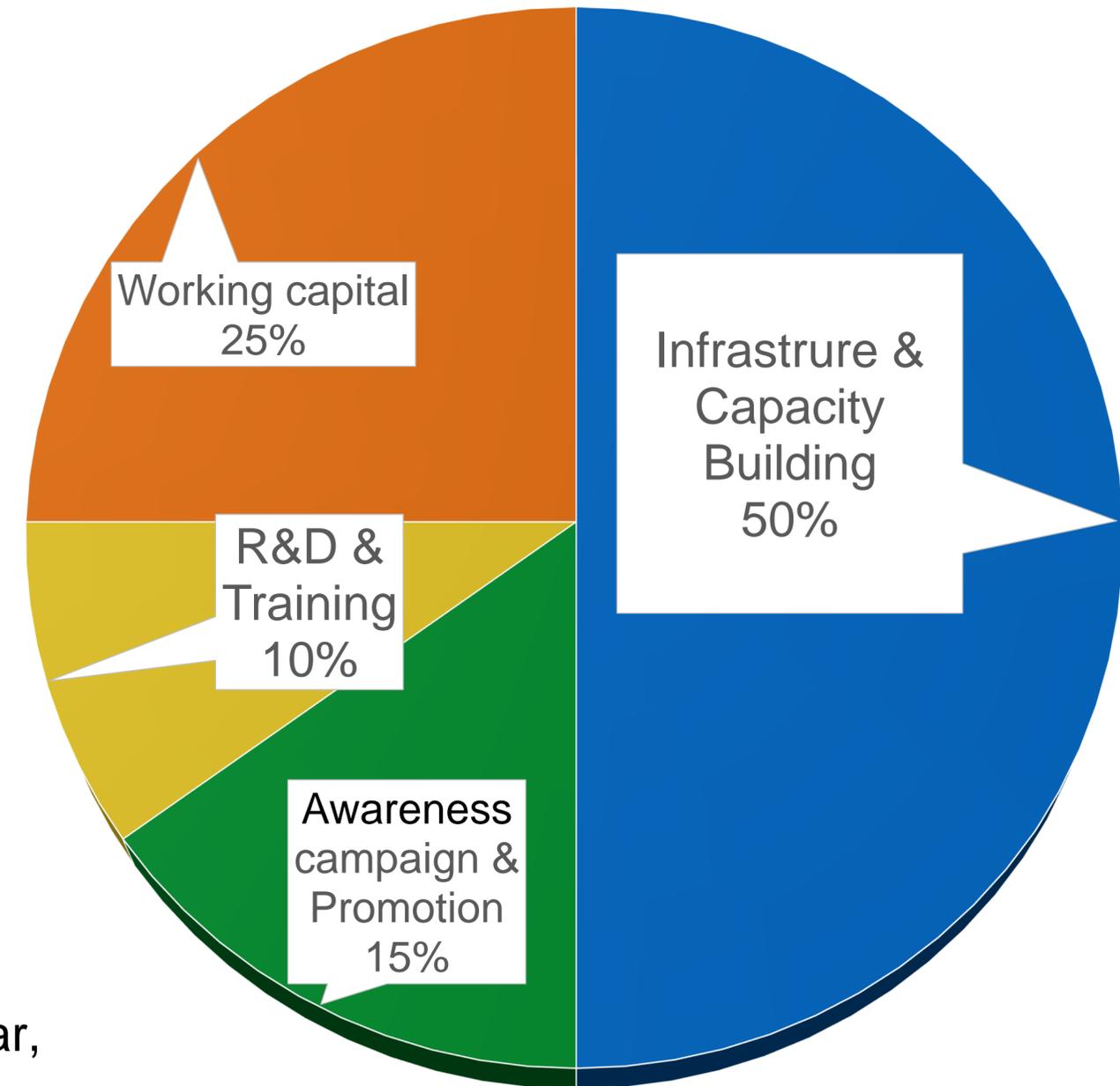


Fund Raise and Future Plans

- **Pune Plant** - Increase capacity to 25 Lac Bamboo Toothbrush per month by Mar 2022
- **New Units** - 4 different locations in India
- **Machine Making** – In House development
- **Strip Making** : Himachal Pradesh & Assam
- **Brush Making** : Tamilnadu, & Maharashtra
- Create livelihood for **1000 families** by 2023

Road ahead

- Appointment of brand ambassador
- Create strong promotion campaign across all platform
- Super market engagements like D-Mart, Start Bazaar, Big Bazar, Reliance Mart, Nilgiris etc.
- Hotel engagement for daily room amenities.
- New creative ways to explore market like Airlines, Airports, Tourist spots, school promotion & general stores and medical stores etc.



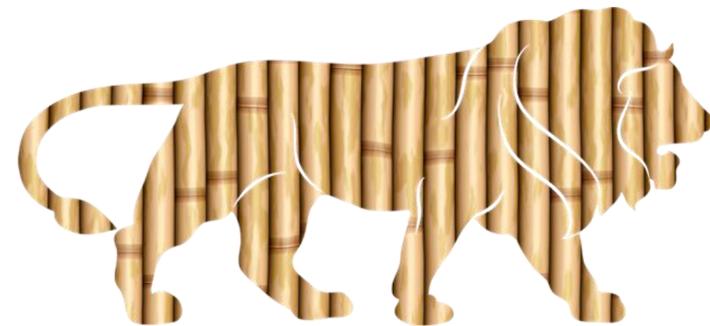


F A C T S

- India is world 2nd largest Bamboo grown country.
 - Bamboo is fastest growing plant in the world.
 - In season it grows up to 1.5 feet per day
- It's as strong as steel & ready for in just 4 years' time.
 - In India there more than 136 Bamboo species
 - India only exports 4% global Bamboo product.
- India importing Rs. 3600 Cr Bamboo products.



From **Poor Man's** timber
to **Wise Man's** timber





Successful Saved
1 MILLION
Kg Plastic Waste

THANK YOU!

For all your support

www.bambooindia.com

