

MASTERS' UNION

UG Programme in Technology & Business Management

16

Businesses

₹1.1Cr

Revenue

2

Months

Entrepreneurship Report



Masters' Union Undergraduate Dropshipping Challenge

Hands-on! Disruptive! Experiential!

Masters' Union Undergraduate Programme in Tech and Business Management is a 4 year course that enables students to learn business by running businesses. With this philosophy, Dropshipping Challenge is a course where students build and run an e-commerce business, focusing on marketing strategies, customer engagement, adaptability in dynamic market environments, and operational efficiency.

Dropshipping Businesses

Run by Undergraduate Students aged 17-20

Electronics



 @jugaadhouse



 @handysolutions.in



 @newagewear.in



 @moyemoye_gadgets

Fashion and Lifestyle

closet essentia

 @closetessentia

Un^otangled

 @untangled.club

ZENMO
racing beyond time....

 @zenmo.store

AAPARN

 @aaparn.in

Home Decor & Essentials



 @thepulsestore_

URBANAMA

 @urbanama.co

SellAny.online



 @sellany.online



 @elarabynovember

Miscellaneous



 @deshkidukaan.ind



 @apnapan.home



 @fitoor.xyz



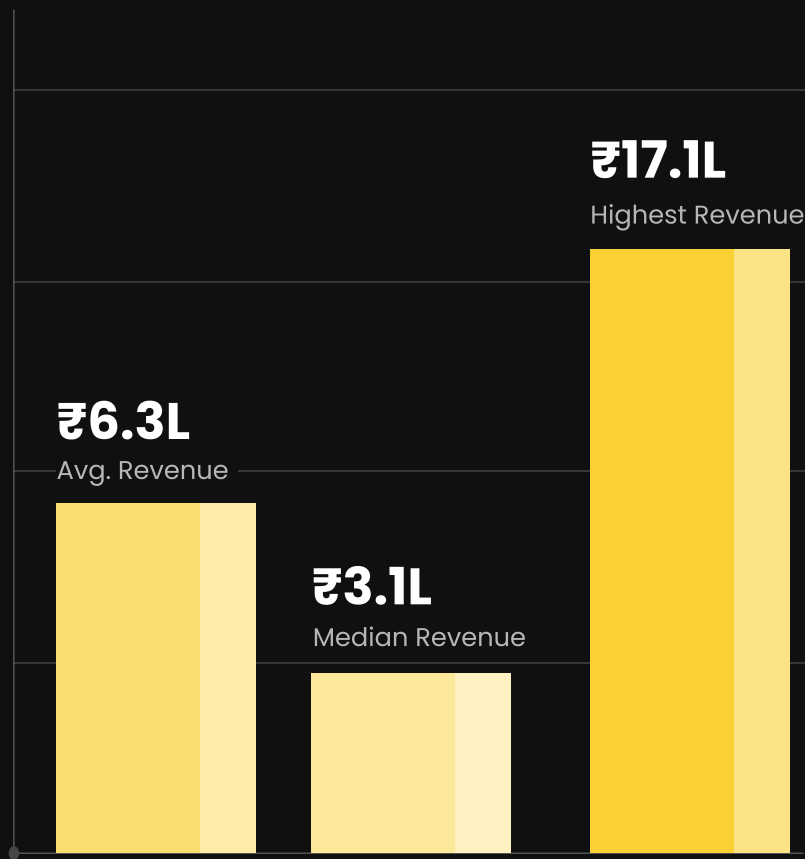
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Summary

	Business	Category	Revenue	Net Profit	ROAS
ELECTRONICS	Jugaad House	Everyday Essentials	₹13.1L	₹90K	13.9X
	Handy Solutions	Gadgets and Accessories	₹10.8L	₹1.2L	9.2X
	Newagewear	Electronics	₹10.2L	₹1.3L	9.7X
	Moye Moye	Workspace Essentials	₹2.5L	₹7K	4.5X
FASHION AND LIFESTYLE	Closet Essentia	Clothing and Accessories	₹17.1L	₹2.8L	8.6X
	Untangled	Trendy Wardrobe Essentials	₹3.3L	₹36K	6.3X
	Zenmo	Fashion Watches	₹2.9L	₹45K	19.8X
	Aaparn	Natural Essence Perfumes	₹1.8L	₹25K	14.2X
HOME DECOR & ESSENTIALS	The Pulse Store	Home Essentials and Gadgets	₹6.8L	₹1.1L	9.6X
	Urbanama	Home Essentials and Gadgets	₹4.8L	₹15K	17.1X
	SellAny.Online	Personal Care Essentials	₹3.1L	₹10K	5.8X
	Elara	Gemstone Jewellery	₹1.2L	₹15K	9.6X
MISCELLANEOUS	DeshKiDukaan	Home Appliances	₹15.8L	₹50K	4.3X
	Apnapan	Modern Lifestyle Accessories	₹3.9L	₹45K	8.5X
	Fitoor	Dry Fruits	₹3.4L	₹44K	15.1X
	Exoteacity	Immunity Booster Teas	₹90K	₹12K	5.6X

Challenge Statistics

Achieved INR 1 Cr.+ in 2 months



1.1Cr
Total Revenue

16 Total Number
of Startups

47.5%
Avg. Gross Margin %

8500+
Total Orders

50+
Suppliers

Revenue by Channel

Online
64%

B2B
10%

Offline
26%





Dropshipping Businesses

Deep dive in individual businesses



Jugaad House

Ranges from low-priced home electronics (Steam Iron, Earphones, Lint Remover) to high-ticket merchandise (Sneakers, Diaries in bulk, T-shirts)

Price:

₹500 – ₹15K

Manufacturer Details: Outsourced from suppliers in Guwahati

₹13.1L

Revenue Till Date

₹90K

Net Profit



35%

Gross Margin

13.9X

Return on Ad Spend

Founders:

- * **Shaily Dangi**, Indus International, Bengaluru (18)
- * **Yash Jain**, Prudence School, New Delhi (19)
- * **Harshvardhan Singh**, DPS, Vasant Kunj, New Delhi (19)
- * **Lakshya Jain**, Delhi Public School, Vasant Kunj (19)
- * **Krish Goyal**, Delhi Public School, Kanpur (20)

Instagram:

[jugaadhouse](https://www.instagram.com/jugaadhouse)

Website:

[jugaadhouse.com](https://www.jugaadhouse.com)



Product Portfolio



CLOTHCLEANER – ELECTRIC LINT REMOVER

₹499



HOLDERX – MULTIPURPOSE PHONE HOLDER

₹499



MUZICBUDDY – BLUETOOTH NECKBAND EAR BUDS

₹499



BYEBYEWINKLES – PORTABLE STEAM IRON

₹799



FEAR OF GOD ESSENTIALS SS TEE SAND

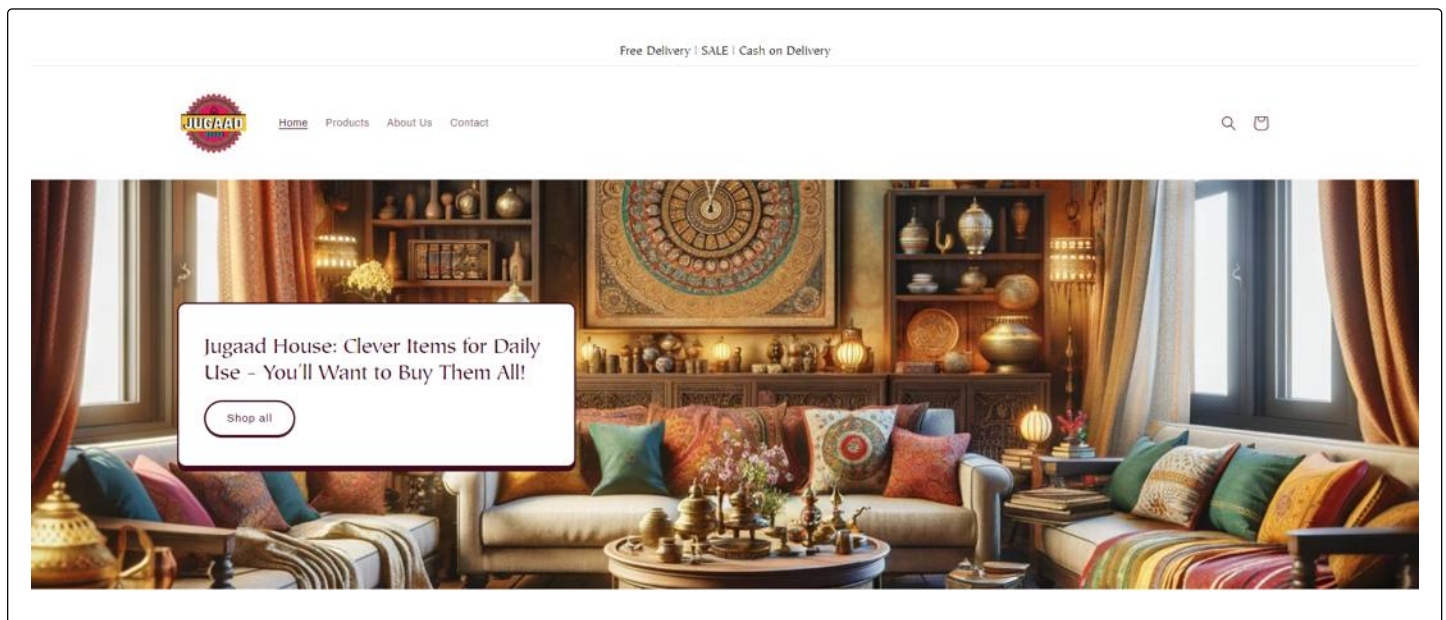
₹4450



JORDAN 1 RETRO HIGH OG YELLOW TOE

₹20,000

Website



Handy Solutions

Range of handy products such as UltraPods, Heaters, Watches, Lamps, etc

Price:

₹599 – ₹999

Manufacturer Details: Products are sourced from Guangzhou and Shenzhen in China

₹10.8L

Revenue Till Date

₹1.2L

Net Profit



60%

Gross Margin

9.2X

Return on Ad Spend

Founders:

- * **Pratham Dua**, St. Columba's School, New Delhi (19)
- * **Meet Jain**, Holy Family Convent High School, Mumbai (18)
- * **Praanjal Agrawal**, St. Xavier's School, Jaipur (18)
- * **Lakshay Sharma**, The Punjab Public School, Ghaziabad (19)

Instagram:

[handysolutions.in](https://www.instagram.com/handysolutions.in)

Website:

[handysolutions.in](https://www.handysolutions.in)



Product Portfolio



CRYSTAL PORTABLE LED DISPLAY PROFESSIONAL
CLEAR SOUND WIRELESS ULTRAPOD

₹599



HEATER - SMALL ELECTRIC
HANDY ROOM HEATERS

₹699



THE G INTELLIGENT
LAMP

₹999



ASTRO NAVAGRAHA MEN'S WATCH

₹490



CAVIOT WATCH

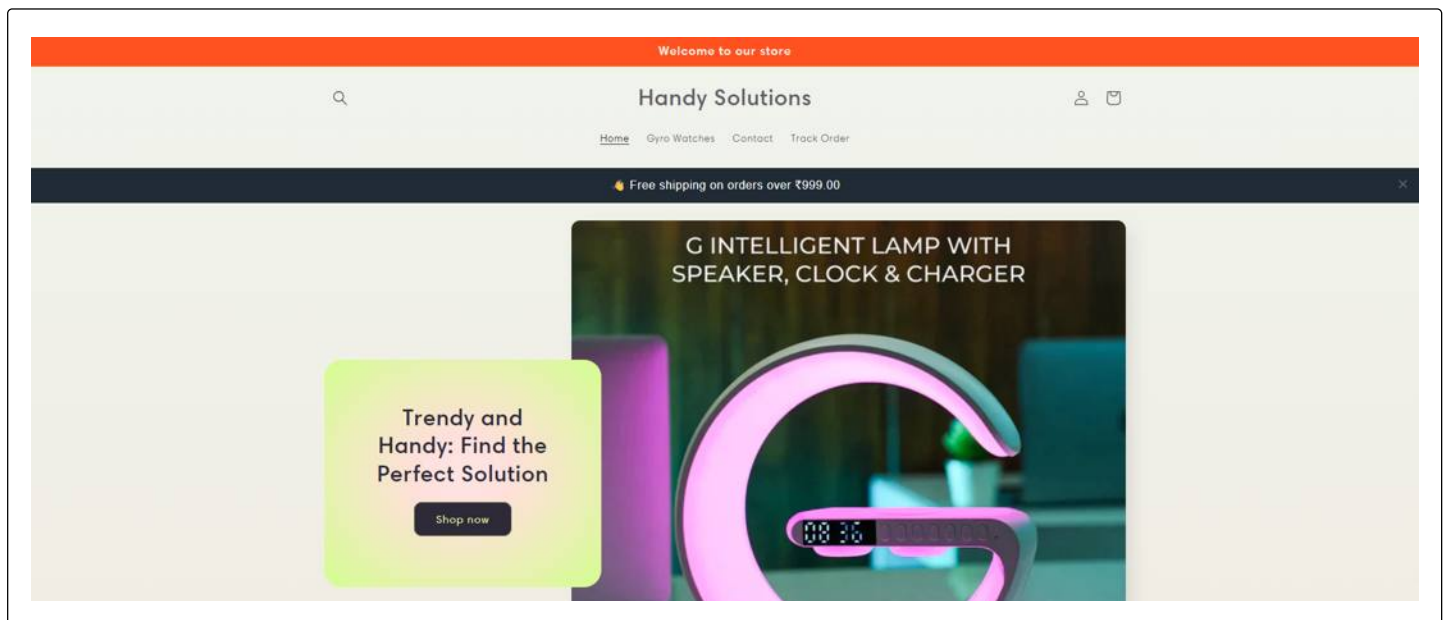
₹699



GRYO WATCH

₹990

Website



New Age Wear

The product range includes state-of-the-art smartwatches and drones designed with the latest technology to cater to the evolving needs of young customers

Price:

₹549 – ₹2499

Manufacturer Details: Outsourced from wholesalers in Delhi and Gurugram

₹10.2L

Revenue Till Date

₹1.3L

Net Profit



40%

Gross Margin

Founders:

- * **Krishna Gupta**, G.D. Goenka International School, Surat (19)
- * **Soma Charan**, Kendriya Vidyalaya, Hyderabad (18)
- * **Hitesh Kalwani**, St.Paul School, Mumbai (19)

9.7X

Return on Ad Spend

Instagram:

[newagewear.in](https://www.instagram.com/newagewear.in)

Website:

[newagewear.in](https://www.newagewear.in)



Product Portfolio



S ULTRA MAX SUPER 2.19 INCH SUPER AMOLED
55 MM DISPLAY

₹699



T ULTRA
SMARTWATCH

₹749



ULTRA WATCH
GOLDEN EDITION

₹1299

FOLDED AND LOT OF FUNCTION
MULTIPLE FUNCTIONS, YOU ARE EASY OPERATION



PIXELSKY 16MP: 4K VIDEO RESOLUTION
PLASTIC UAV DRONE CAMERA

₹1999



FOLDABLE DRONE PRO 2
E99 - GREY

₹2499



DUAL HD CAMERA DRONE WITH GESTURE CONTROL,
LIVE VIDEO, FPV POSITIONING, AND DUAL BATTERY

₹2499

Website

The screenshot shows a website banner for a smartwatch sale. At the top, there is a navigation bar with a logo 'N' and links for Home, Contact, Policies, Shop Now, and About Us. A search icon and a shopping cart icon are also present. Below the navigation bar, a blue banner reads 'Christmas sale is starting on 18 nov'. The main banner features a large orange smartwatch with a white face and multiple dials, set against a dark background with red glowing lines. The text 'SPECIAL OFFER' is above the large, bold text 'SMART WATCH'. Below 'SMART WATCH' is the cursive text 'Big Sale'. To the right of the watch, it says 'DISCOUNT UP TO 85% OFF'. At the bottom left of the banner is a red 'SHOP NOW' button.

Moye Moye

(stands for Mindful of Your Experience)

A portfolio of tech accessories for mobiles and laptops that upgrades lifestyle

Price:

₹499 – ₹1899

Manufacturer Details: Outsourced from suppliers on Roposo

₹2.5L

Revenue Till Date

₹7K

Net Profit



30%

Gross Margin

4.5X

Return on Ad Spend

Founders:

- * **Yash Dugar**, Ralli International School, Ghaziabad (19)
- * **Hardik Sachdeva**, Bharat National Public School, New Delhi (19)
- * **Lavanya Manmotra**, Presentation Convent Senior Secondary School, Jammu (18)
- * **Dev Mrinal**, D.B.M.S. English School, Jamshedpur (20)

Instagram:

[moyemoye_gadgets](https://www.instagram.com/moyemoye_gadgets)

Website:

moyemoye.co.in



Product Portfolio



CUTE THUMBS UP MULTI-FUNCTIONAL WIRE HOLDERS (PACK OF 10)

₹499



EXTENDABLE 3-IN-1 SELFIE STICK TRIPOD WITH BLUETOOTH REMOTE & FLASH

₹799



MOBILE CHARGING HOLDERS WITH ADHESIVE STRIPS (PACK OF 4)

₹899



PORTABLE AIR DUSTER WIRELESS VACUUM CLEANER

₹899



FOLDABLE & PORTABLE LAPTOP STAND

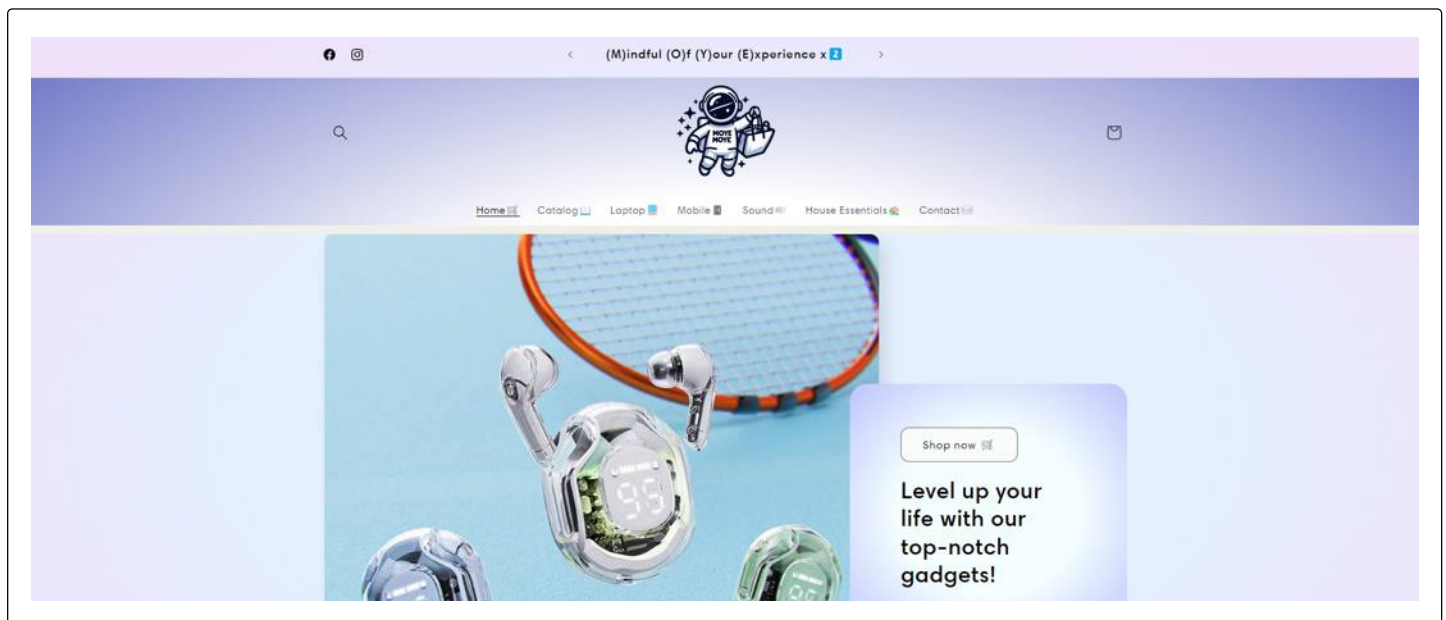
₹999



3-IN-1 WIRELESS CHARGING ATMOSPHERE LAMP WITH BLUETOOTH SPEAKER

₹1,899

Website



Closet Essentia

Closet Essentia offers wardrobe essentials such as best-selling "illusion" stockings featuring a fleece lining, adjustable cargos, and fleece loungewear

Price:

₹1000 – ₹1200

Manufacturer Details: Outsourced from manufacturers and exporters in China using middlemen in India

₹17.1L

Revenue Till Date

₹2.8L

Net Profit



60%

Gross Margin

8.6X

Return on Ad Spend

Founders:

- * **Tarasha Checker**, DPS, Vasant Kunj, New Delhi (18)
- * **Aanya Singh**, Lotus Valley International School, Gurugram (18)
- * **Bhargav Naidu**, Sri Sri Ravishankar Vidya Mandir, Bengaluru (19)
- * **Ishaan Gupta**, Delhi Public School, Raipur (18)
- * **Nikita Yadav**, Sophia School, Jaipur (18)
- * **Gyan Banjan**, Alva's Pre-University College, Mangaluru (19)

Instagram:

[closetessentia](https://www.instagram.com/closetessentia)

Website:

[closetessentia.in](https://www.closetessentia.in)



Product Portfolio



SHEER FUR ILLUSION STOCKINGS/ GREY

₹699



FLEECE TEDDY LOUNGEWEAR

₹799



Sheer Fur Illusion Stockings/ Black

₹799



OVERSIZED COMFY TEES FOR EVERYDAY

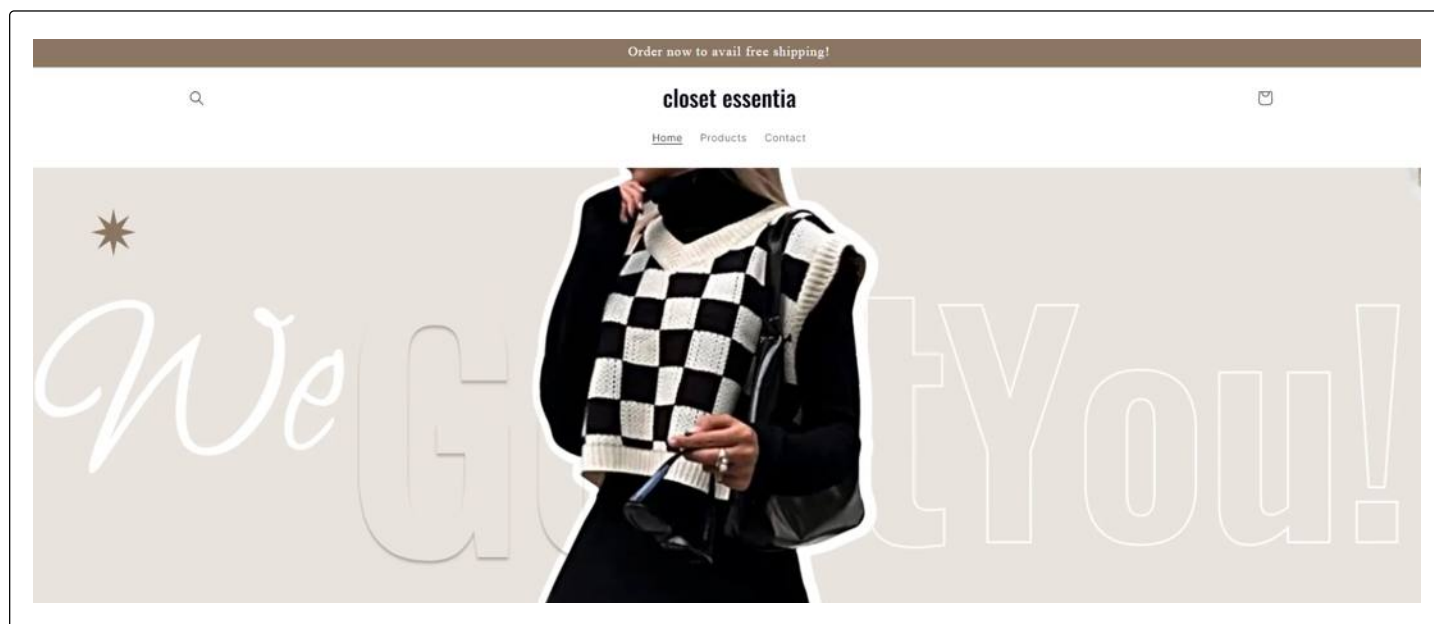
₹899



ADJUSTABLE CARGOS

₹1200

Website



Untangled Store

Specialising in women's accessories, Untangled offers Fleece Stockings, Baggy Parachute Pants, Premium Knitted Co-Ords Set, and Scrunchies

Price:

₹599 – ₹1599

Manufacturer Details: Outsourced from vendors across different markets from Delhi-NCR and even Ludhiana

₹3.3L

Revenue Till Date

₹36K

Net Profit



45%

Gross Margin

Founders:

- * **Shriya Patange**, IES Modern English School, Mumbai (19)
- * **Suvansh Chopra**, Holy Heart Presidency School, Amritsar (18)
- * **Harshita Dadlani**, Navnidh Hassomal Lakhnai Public School, Bhopal (19)

6.3X

Return on Ad Spend

Instagram:

[untangled.club](https://www.instagram.com/untangled.club)

Website:

untangledstore.in



Product Portfolio



CUSTOMIZED SCRUNCHIE BOX OF 4+1

₹449



FLEECE FUR ILLUSION STOCKINGS

₹799



BAGGY PARACHUTE PANTS

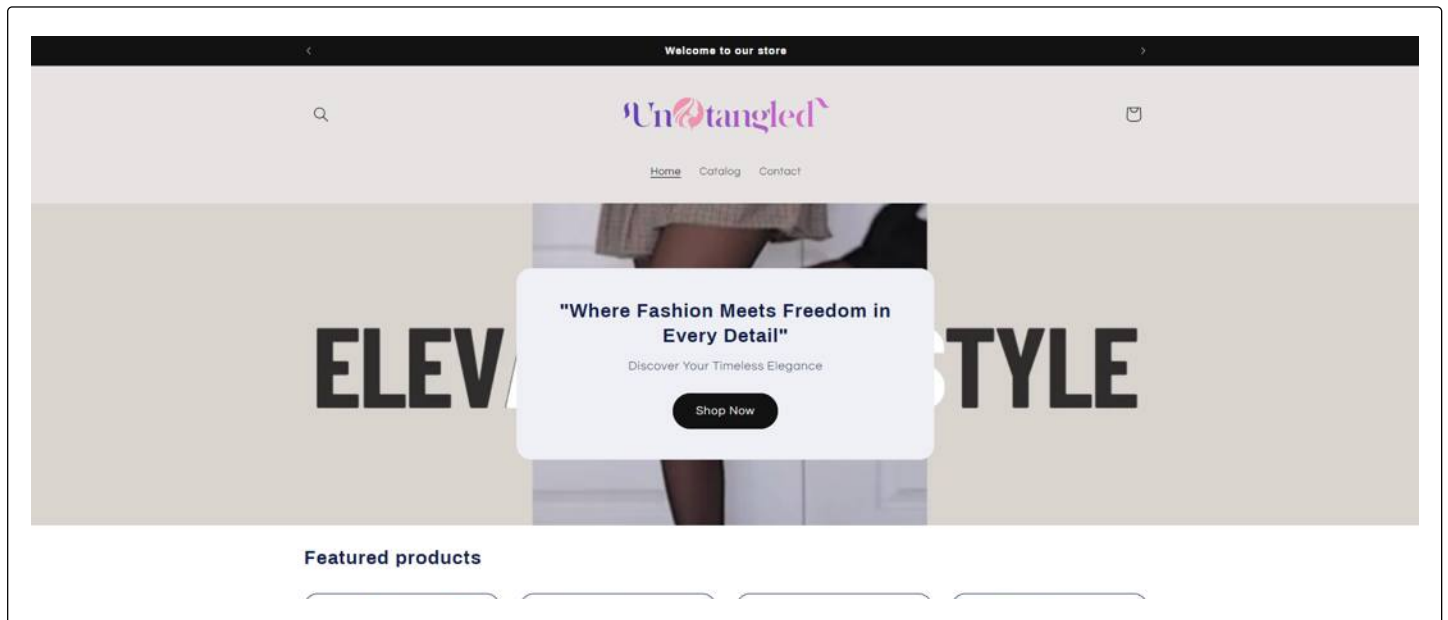
₹999



PREMIUM KNITTED CORDS SET

₹1799

Website



ZENMO

Zenmo is a watch brand inspired by the iconic alloy wheels of beloved cars

Price:

₹1200 – ₹2000

Manufacturer Details: Outsourced from manufacturers in Mumbai

₹2.9L

Revenue Till Date

₹45K

Net Profit



55%

Gross Margin

19.8X

Return on Ad Spend

Founders:

- * **Hritvik Arora**, Vija Senior Secondary, Bahadurgarh (18)
- * **Swayam Bharadwaj**, Little Flower School, Jamshedpur (18)
- * **Reyyan Akram**, Prakriti School, New Delhi (20)
- * **Harshita Chawla**, Delhi Public School, Ghaziabad (18)
- * **Punya Khurana**, The Indian Heights School, New Delhi (19)
- * **Ananya Singhania**, Delhi Public School, Raigarh (18)

Instagram:

[zenmo.store](https://www.instagram.com/zenmo.store)

Website:

[zenmo.store](https://www.zenmo.store)



Product Portfolio



URUS BLUE WATCH | NON
ROTATORY | NON GYRO

₹1199



FERRARI SPIDER WITH WHITE BRAKES
CALIBRATORS | GRYO WATCH

₹1999



T GODZILLA WITH YELLOW BRAKES CALIBRATORS |
GRYO WATCH

₹1999



GODZILLA WITH GREEN BRAKES
CALIBRATORS | GRYO WATCH

₹1999



FERRARI SF90 WITH YELLOW BRAKES
CALIBRATORS | GRYO WATCH

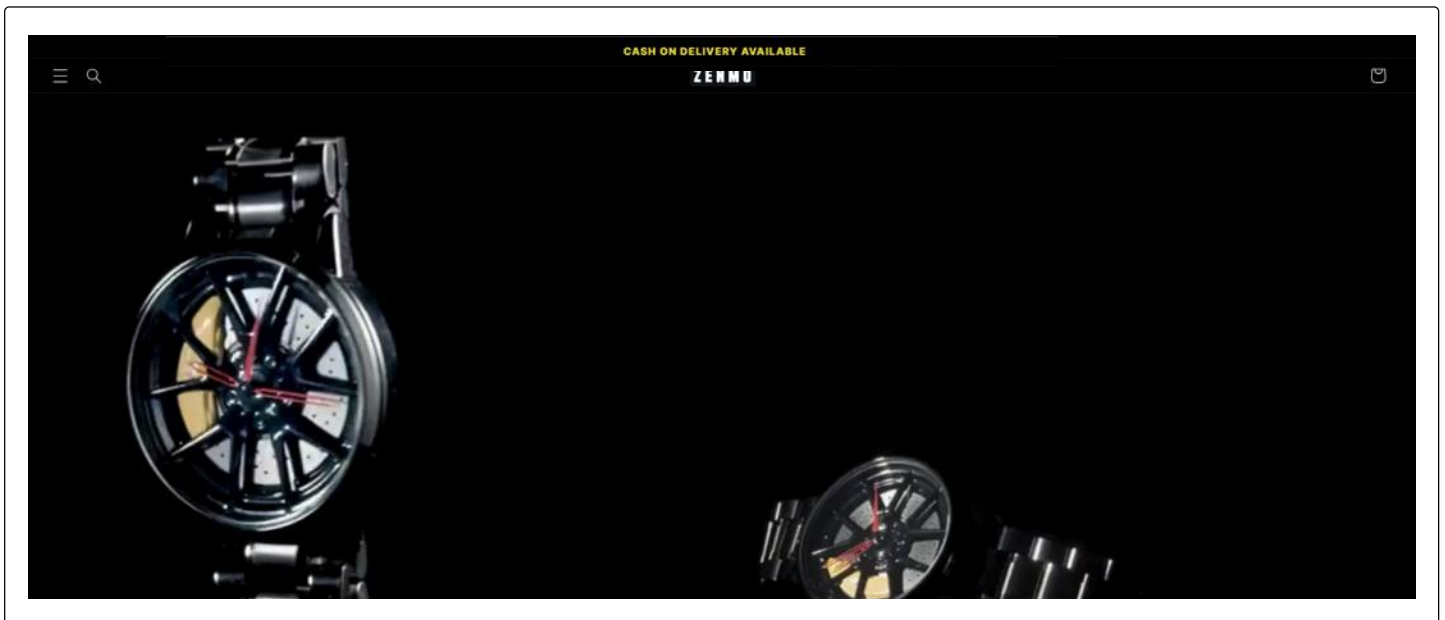
₹1999



FERRARI SF90 WITH BLUE BRAKES
CALIBRATORS | GYRO WATCH

₹1999

Website



Aaparn

Aaparn presents an exclusive collection of premium perfumes inspired by the Himalayas, featuring signature scents like *Sardi ki Dhoop*, *Saundh* and *Valley of Flowers*

Price:

₹400 – ₹1500

Manufacturer Details: Essential oils hail from France, while the perfumes are meticulously formulated in Almora, Uttarakhand

₹1.8L

Revenue Till Date

₹25K

Net Profit



50%

Gross Margin

14.2X

Return on Marketing Spend

Founders:

- * **Shivangi Sud**, Birla Vidya Niketan, New Delhi (18)
- * **Madhav Narang**, Bhatnagar International School, New Delhi (20)
- * **Manasvi Yadav**, Amity International School, Gurugram (18)
- * **Arhum Jain**, Swaraj India Public School, Kanpur (18)
- * **Utkarsh Raj Giri**, Grand Columbus International School, Faridabad (20)
- * **Kabir Teria**, Manav Sthali School, New Delhi (19)

Instagram:

[aaparn.in](https://www.instagram.com/aaparn.in)

Website:

[aaparn.in](https://www.aaparn.in)



Product Portfolio



SARDI KI DHOOP

₹1499



ZAFRANI

₹1499



PINE ROSE

₹1499



PRAKRITI ELIXIR

₹1499

Website



The Pulse Store

An array of luxurious corporate gifts (Scented Candles, Scarves, Juicer Blender, Lint Remover, Airstyler, etc.) meticulously curated for the B2B market

Price:

₹599 – ₹1599

Manufacturer Details: Hair Dryers are sourced from Surat, Lint Removers from Delhi, while Premium Candles are sourced from local manufacturers in Sonipat, Haryana

₹6.8L

Revenue Till Date

₹1.1L

Net Profit



55%

Gross Margin

9.6X

Return on Ad Spend

Founders:

- * **Dhruv Lakra**, Manav Rachna International School, Gurugram (19)
- * **Ayush Mittal**, The Heritage School, New Delhi (19)
- * **Divyanshi**, Adarsh Jain Dharmic Shiksha Sadan School, Gurugram (18)
- * **Aru Srivastava**, Advanced Academy, Indore (19)

Instagram:

[thepulsestore_](https://www.instagram.com/thepulsestore_)

Website:

[thepulsestore.com](https://www.thepulsestore.com)



Product Portfolio



UNISEX WINTER KNIT BEANIE CAP
HAT NECK WARMER SCARF

₹599



UNISEX WINTER KNIT BEANIE CAP
HAT NECK WARMER SCARF

₹599



NOVA LINT
REMOVER

₹599



BOILING WATER, EGGS & COOKING
RICE, NOODLES, PASTA, TEA, COFFEE,
OATS, CORN AND
EVEN FOR STERILIZATION FUNCTION

FIDATO MULTIPURPOSE ELECTRIC COOKING POT

₹1399



ALL-IN-ONE AIRSTYLER 2.0

₹1599



STAR PROJECTOR NIGHT LIGHT

₹1899

Website

Upto 80% off. Shop Now!

Pulse Store

Home Catalog Contact About Us

New Arrival

KNIT BEANIE CAP

Promo Special

DISCOUNT

50%

★ Our Reviews

Urbanama

Focused on urban lifestyle, the top-selling products include earphones and lint remover

Price:

₹599 – ₹1499

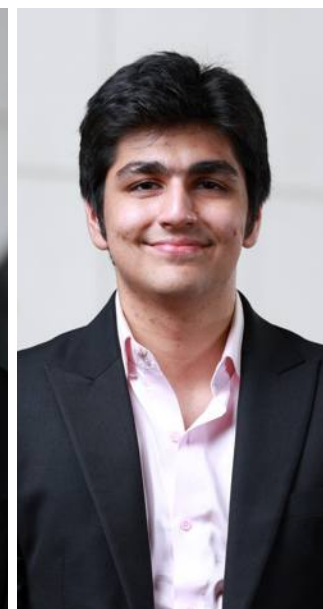
Manufacturer Details: Outsourced from wholesalers in Delhi and Gurugram

₹4.8L

Revenue Till Date

₹15K

Net Profit



15%

Gross Margin

17.1X

Return on Ad Spend

Founders:

- * **Pranav Pawar**, Mount St. Mary's School, New Delhi (19)
- * **Sabarna Jana**, Jain College, Bengaluru (18)
- * **Garv Wadhwa**, Shivnadar School, Gurugram (19)
- * **Tanya Goyal**, Delhi Public School, Faridabad (19)
- * **Shreya Jain**, Lancer's Convent School, New Delhi (18)

Instagram:

[urbanama.co](https://www.instagram.com/urbanama.co)

Website:

[urbanama.co](https://www.urbanama.co)



Product Portfolio



NOVA LINT REMOVER

₹599



MOSQUITO KILLER LAMP

₹599



URBANAMA

URBANBEATS- WIRELESS EARPHONES

₹699



CUTE PANDA LAMP

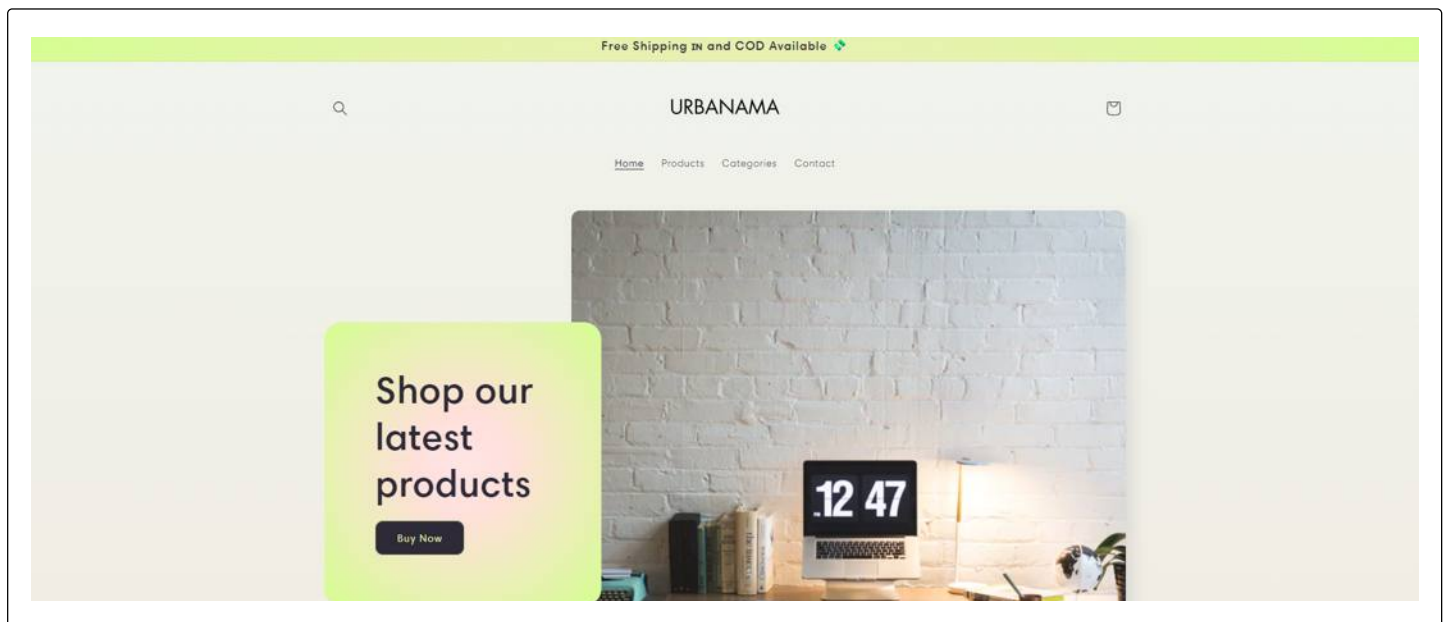
₹999



THE G INTELLIGENT LAMP

₹1899

Website



SellAny.Online

The business offers a wide variety of personal care products. It includes items tailored for both male and female customers.

Price:

₹799 – ₹4999

Manufacturer Details: Products are sourced from Delhi

₹3.1L

Revenue Till Date

₹10K

Net Profit



60%

Gross Margin

Founders:

- * **Aarush Prakash Sood**, Ambience Public School, New Delhi (18)
- * **Aryan Agarwal**, Springdales School, New Delhi (18)
- * **Arnav Hasija**, DAV Public School, New Delhi (18)

5.8X

Return on Ad Spend

Instagram:

[sellany.online](https://www.instagram.com/sellany.online)

Website:

[sellany.online](https://www.sellany.online)



Product Portfolio



CLENFAY VITAMIN C FACE WASH WITH ORANGE PEEL EXTRACT

₹450



CLENFAY COCOSHEA BODY BUTTER: EMBRACE INTENSE HYDRATION FOR YOUR SKIN FOR WINTERS!

₹530



⚡ CLENFAY Beard Wash For Men | Elevate Your Beard Grooming Routine! ⚡

₹999



CLENFAY LUXE SHINE BEARD OIL: 5X SMOOTHNESS AND SHINE FORMULA

₹1,099



SKIN CARE SET (NIGHT GEL CREAM, PALASH EMBRYO FACE GEL, AND VITAMIN-E DAY CREAM)

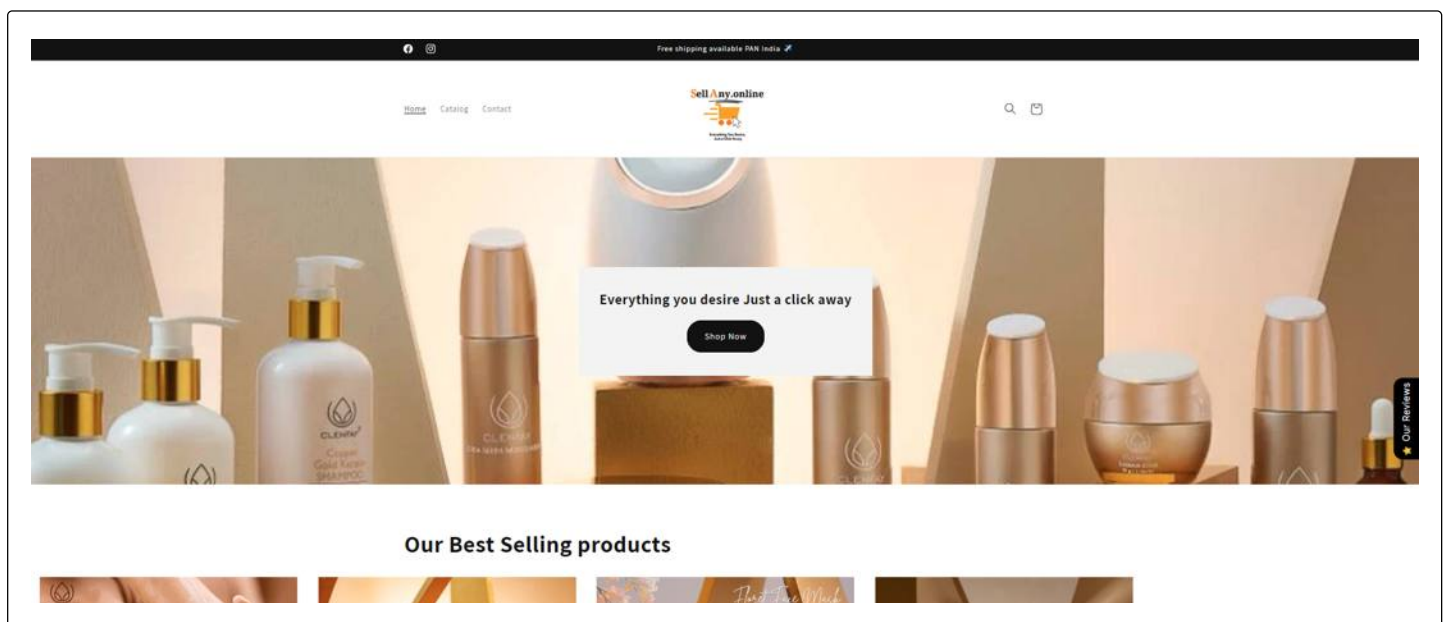
₹2,999



BEARD CARE SET (BEARD GROWTH OIL + BEARD SOFTENER + BEARD WASH)

₹2,999

Website



Elara

Elara is a brand that specialises in designing and curating an exclusive range of jewellery (silver chains, bracelets) and home decor items. Its philosophy is rooted in the belief that crystals can infuse positive energy into people's lives

Price:

₹700 – ₹8500

Manufacturer Details: From around the world, crafted and designed in the Gulf of Khambhat in Gujarat

₹1.2L

Revenue Till Date

₹15K

Net Profit



40%

Gross Margin

Founders:

- * **Caren Ann Suresh**, Indian Education School, Kuwait (17)
- * **Hritika Shah**, Oberoi International School, Mumbai (18)
- * **Vidhisha Mittal**, Jain International Residential School, Bengaluru (18)
- * **Deon Cardoza**, Karkala Jnanasudha Pre-University College, Udupi (19)

9.6X

Return on Marketing Spend

Instagram:

[elarabynovember](https://www.instagram.com/elarabynovember)

Website:

[elarabynovember.com](https://www.elarabynovember.com)



Product Portfolio



THE PYRITE OM BRACELET

₹895



LOVE VOLCANO INFUSION BRACELETS

₹995



THE SEVEN CHAKRA TREE

₹1095



THE STELLAR PENDANT

₹2,500



THE LOVE INFUSION PENDANT

₹2,999



RED APOPHYLLITE CLUSTER

₹5995

Website

DISCOVER OUR LATEST COLLECTION. GET A FREE PERSONALIZED CRYSTAL CONSULTATION.

SHOP OUR STORY COUPLE BRACELETS Elara BOOK A CONSULTATION

NOVEMBER PRESENTS

Season of Style: New Year 2024

SHOP OUR PRODUCTS

DeshKiDukaan

DeshKiDukaan is an e-commerce platform focused on a range of electronics (earbuds, vacuum cleaners) and quality baby clothing (baby blanket, scarf), etc

Price:

₹299 – ₹999

Manufacturer Details: Products are sourced from diverse vendors situated within the bustling markets of Karol Bagh, Chandni Chowk, and Sadar Bazar.

₹15.8L

Revenue Till Date

₹50K

Net Profit



60%

Gross Margin

Founders:

- * **Nelsan Chakma**, SAM International School, New Delhi (20)
- * **Sanchali Gupta**, Maxfort School, New Delhi (18)

Instagram:

[deshkidukaan.ind](https://www.instagram.com/deshkidukaan)

Website:

deshkidukaan.com



4.3X

Return on Ad Spend

“

Profitability lies in understanding margins, not just sales. Shopify extensions enhance security, reducing Return to Origin (RTO). It is critical to track your CAC (Customer Acquisition Cost) and run an efficient business. ”

Product Portfolio



KIDS WATER BOTTLE

₹599



MAGIC CHERRY BLOSSOM TREE

₹649



PORTABLE AIR DUSTER WIRELESS VACUUM CLEANER

₹649



ULTRAPODS TRUE WIRELESS EARBUDS

₹849



GLASS PLANTER WITH WOODEN STAND

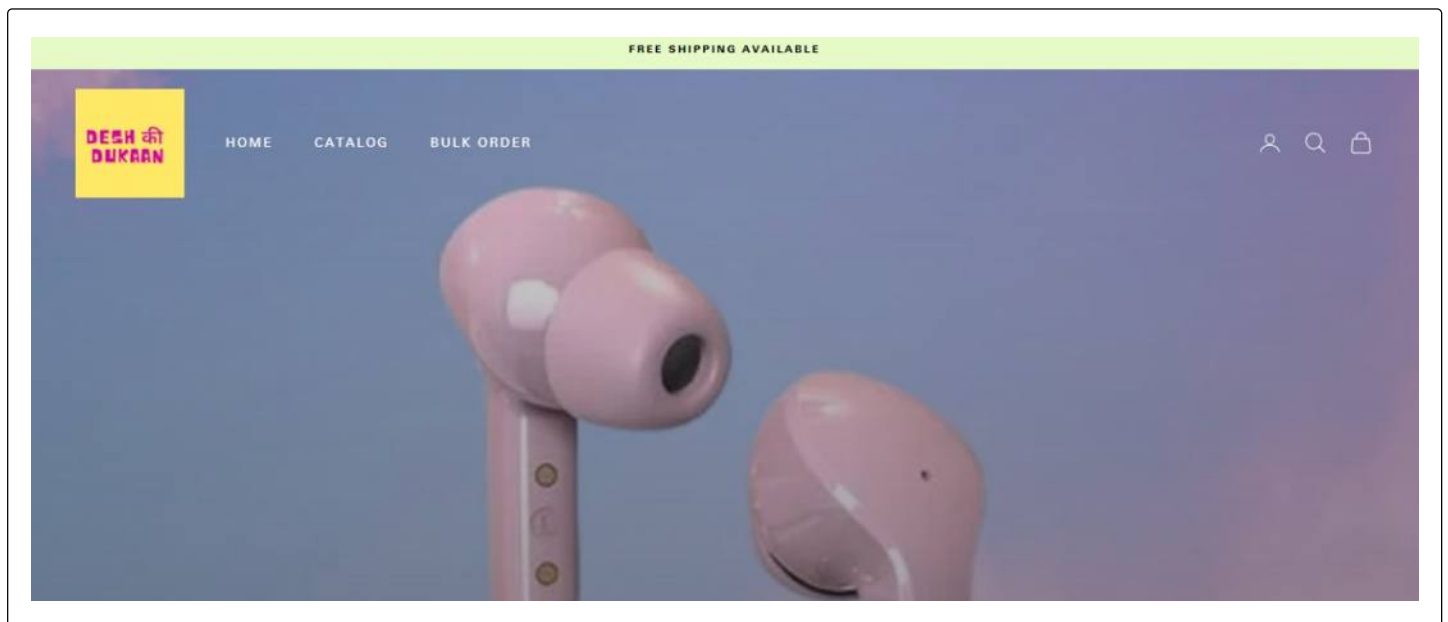
₹899



UPDATED ULTRAPODS

₹999

Website



Apnapan

A complete range of home-use products (heater, mops, kitchenware) and fashionable accessories (rings, pendants, bracelets, necklaces, earrings, rings, gift boxes), etc

Price:

₹189 – ₹499

Manufacturer Details: Outsourced from manufacturers in New Delhi and Rajasthan

₹3.9L

Revenue Till Date

₹45K

Net Profit



35%

Gross Margin

Founders:

- * **Akshay Sharma**, The Punjab Public School, Ghaziabad (18)
- * **Krishna Kandoi**, Rato Bangala School, Nepal (20)
- * **Siddharth Jain**, City Montessori School, Lucknow (18)
- * **Tanmay Jain**, Rajkumar College, Raipur (18)

8.5X

Return on Ad Spend

Instagram:

[apnapan.home](https://www.instagram.com/apnapan.home)

Website:

[aapnapan.com](https://www.aapnapan.com)



Product Portfolio



ALUMINIUM HAND RING
FOR MEN

₹250



LEATHER BLACK BRACELET FOR
MEN WITH METALLIC LOCK

₹299



STYLISH BLACK BRACELET FOR
MEN WITH METAL LOCK

₹399



MINI PORTABLE MOP

₹399



HANDY PORTABLE HEATER

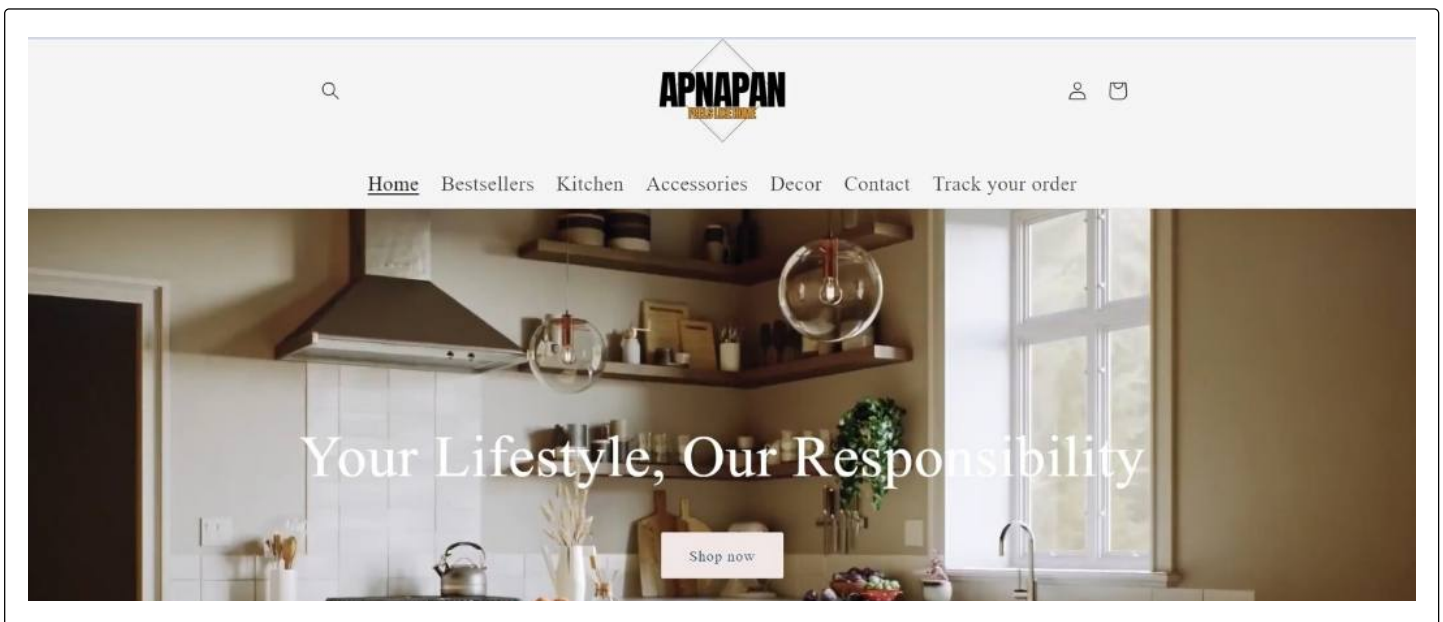
₹699



GEN 9 SMART WATCH

₹1200

Website



Fitoor

Fitoor is a premium brand for flavoured dry fruits and zesty cashews. Fitoor seamlessly fuses indulgence with affordability, crafting aspirations for daily delight

Price:

₹199 – ₹279

Manufacturer Details: Dryfruits are sourced from Hyderabad, and Flavours and Coating are from Delhi

₹3.4L

Revenue Till Date

₹44K

Net Profit



40%

Gross Margin

Founders:

- * **Devansh Asawa**, Anubhuti International School, Hyderabad (18)
- * **Om Jambhale**, Narsee Monjee College of Commerce and Economics, Mumbai (18)

Website:

fitoor.xyz



15.1X

Return on Ad Spend

“

Negotiating the right price across vendors is key. It involves market insight, production cost awareness, and maintaining positive relations.”

Product Portfolio



BOWL OF LOVE – FOR YOUR LOVED ONES

₹199



GULAABO – FEEL GRAND

₹199



KESARIYA – BRING HAPPINESS TO YOUR SENSES

₹249



KHWAAB – CHOCOLATES FOR THE ASPIRING ONES

₹249



RABRI – INDULGENCE MEETS PURITY

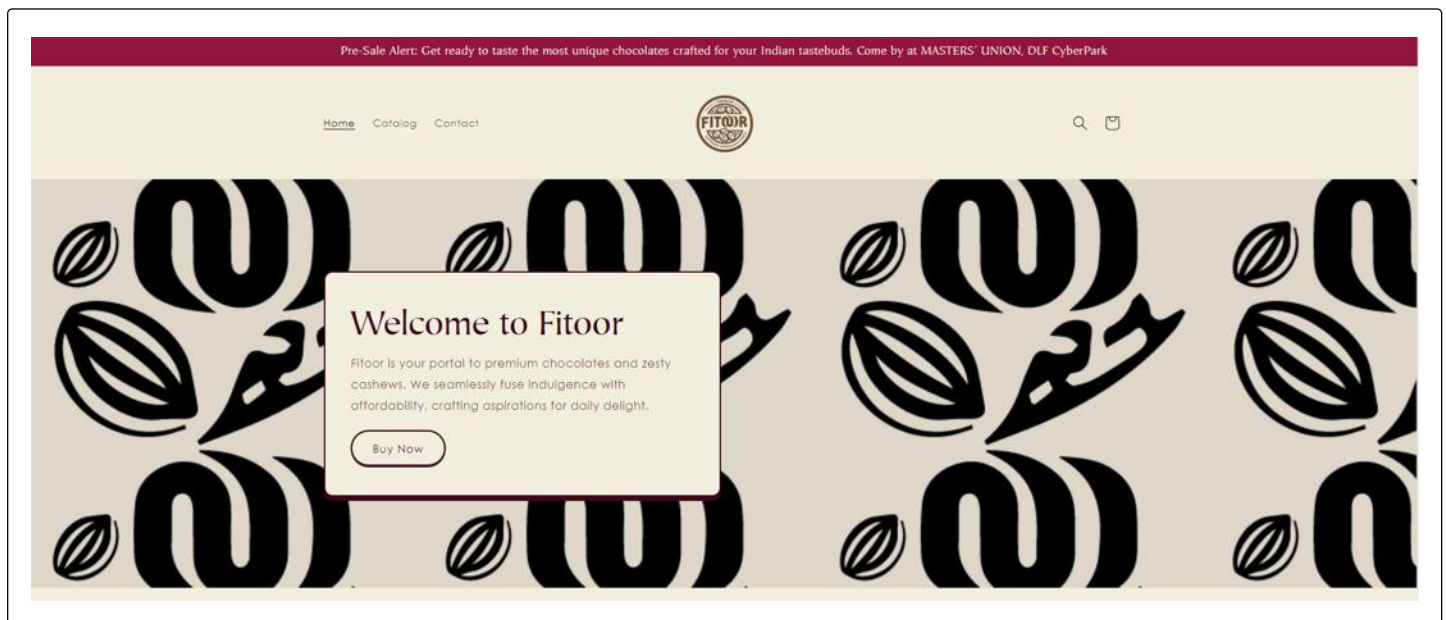
₹249



MASALA CASHEWS – A DARING EXPERIENCE

₹279

Website



Exoteacity

An exquisite collection of herbal flower teas, including Chamomile Tea, Butterfly Blue Pea Tea, Hibiscus Tea, and Lemongrass Tea

Price:

₹400 – ₹900

Manufacturer Details: Most teas are procured from manufacturers in Darjeeling and Assam, while Chamomile Tea is imported from Egypt via a vendor in Darjeeling

₹90K

Revenue Till Date

₹12K

Net Profit



50%

Gross Margin

Founders:

- * **Sandali Srivastava**, Loyola International School, Lucknow (19)
- * **Debraj Bandyopadhyay**, South Point High School, Kolkata (19)
- * **Priyana Sharma**, Army Public School, Patiala (18)
- * **Shivangi Duttaupadhyay**, Garden High International School, Kolkata (18)

5.6X

Return on Marketing Spend

Instagram:

[_exoteacity_](https://www.instagram.com/exoteacity)

Website:

[exoteacity.com](https://www.exoteacity.com)



Product Portfolio



Butterfly Blue Pea Tea

₹249



LEMONGRASS TEA

₹399



HIBISCUS TEA

₹399



CHAMOMILE TEA

₹549



CHAMOMILE - LEMONGRASS COMBO

₹699



BLUE PEA - HIBISCUS COMBO

₹799

Website





MASTERS' UNION

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For more
information, visit



mastersunion.org/Ug-Programme