



Cohort 1 DROPSHIPPING *Report*

 Select City Walk, Saket



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About PGP Bharat

PGP Bharat is an immersion-driven programme where India becomes the classroom. Students travel across India, step inside factories, startups, boardrooms and local ecosystems and learn how businesses are built, scaled and transformed.

3 Terms. 28 Weeks. One Immersive Journey.

Beginning with Orientation, the programme is structured across three terms, combining **classroom learning**, **travel-based immersions** and **hands-on challenges** to develop a deep understanding of business and India.

TERM 1

**InClass + Dropshipping
Challenge**

TERM 2

**Travel Immersions +
Content Creator Challenge**

TERM 3

**InClass + Venture Initiation
Programme**





What is the Dropshipping Challenge?



The Dropshipping Challenge is an immersive Outclass venture where students spend roughly eight weeks building and running a real online business, from product to profit, under genuine time, budget and market constraints.

Working in teams and guided by dedicated EIR mentors, students research niches, scout Delhi NCR wholesale markets, lock in suppliers, and launch their own storefront on Shopify, Meesho, Amazon or Flipkart. Every business decision, sourcing, pricing, branding, fulfilment, sits with the team.

Growth is driven through paid, organic and guerrilla marketing, with teams tracking CTR, CPC, conversion and Return on Ad Spend week over week. A minimum of **₹1,00,000 in reconciled** revenue is required to pass, and performance feeds into the GPA shared with recruiters.

The sprint culminates in a Dropshipping Mela at Select Citywalk, Saket and offline pop-ups across Delhi NCR, where online-first teams meet real customers face to face. This edition, 10 PGP Bharat teams generated ₹6.75L INR in combined revenue.



Challenge Journey

Launch & Product Selection

- Building a complementary team and picking a defensible niche
- Researching 3+ products across Amazon, Alibaba & Google Trends
- On-ground immersion in Delhi NCR wholesale markets, Sadar Bazaar, Chandni Chowk, Nehru Place



Setting Up Shop

- Choosing a platform, Shopify vs Meesho vs marketplaces
- Building brand identity: name, logo, tagline & store design
- Integrating a live payment gateway and inventory tracking

Advertising & Selling

- Crafting buyer personas and high converting ad creatives
- Running paid, organic & guerrilla campaigns; optimising for RoAS
- Converting footfall at the Dropshipping Mela & offline pop-ups



Real-World Decisions Students Faced

1

What product should we sell?

2

Which supplier can we trust, and at what margin?

3

Which platform do we build on Shopify or Meesho?

4

How do we spend the ad budget for the best RoAS?

5

How do we turn scrolls into paying customers?

6

How do we cross ₹1 lakh before the challenge ends?

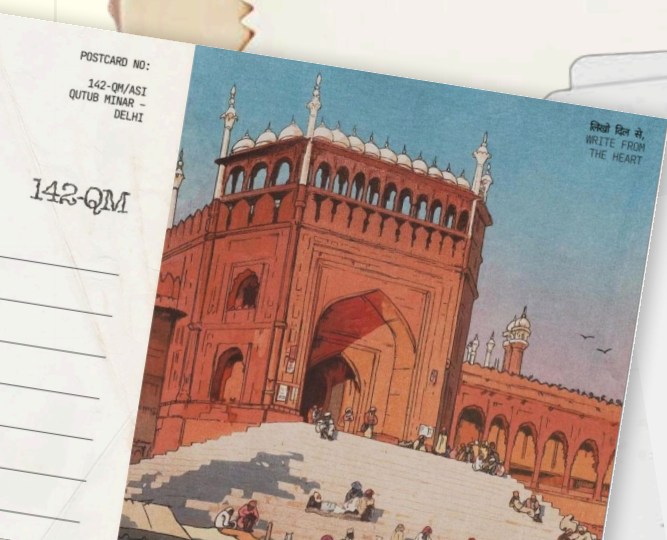
What Does This Simulate?

The challenge mirrors the day-to-day realities faced by:

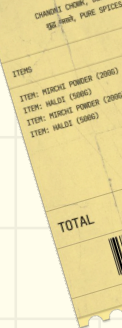
- 01** D2C founders
- 02** E-commerce operators
- 03** Performance marketers
- 04** Small business owners

Role of Mentors

Each team was paired with an EIR who provided strategic guidance throughout the sprint, while students made and executed every key business decision, from sourcing and pricing to ad spend, independently.



Challenge Statistics



Total Revenue

₹6,75,921

PASSING TARGET / TEAM

₹1,00,000

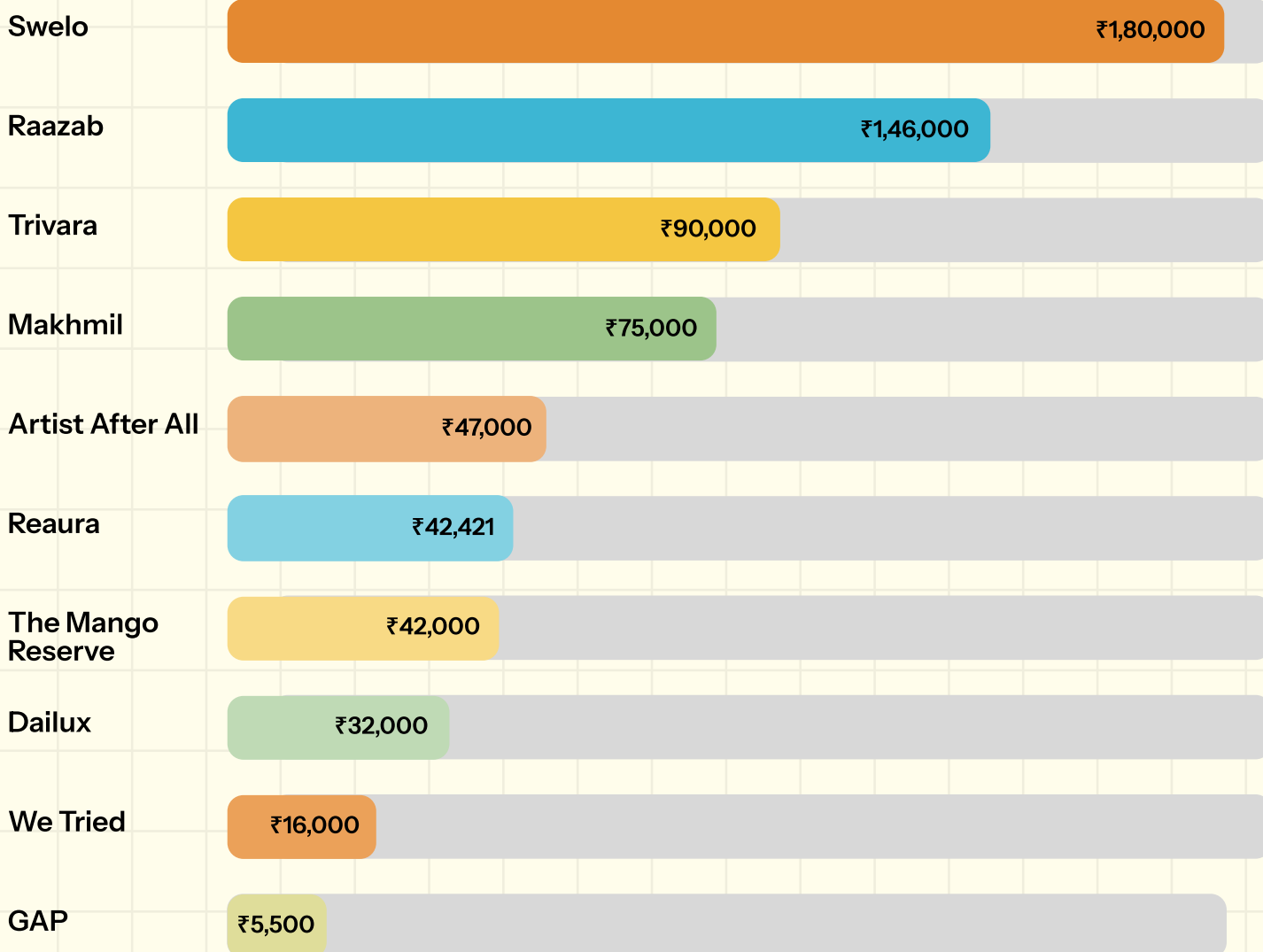
TOP STALL

₹1,80,000

Teams

10

Team revenue



Figures are reconciled stall revenues from the PGP Bharat cohort at the Dropshipping Mela, Select Citywalk, Saket. Average revenue per team: ₹67,592.

Team Overview



Stall	Team	Revenue	Share
#5	Swelo	₹1,80,000	26.6%
#1	Raazab	₹1,46,000	21.6%
#25	Trivara	₹90,000	13.3%
#16	Makhmil	₹75,000	11.1%
#2	Artist After all	₹47,000	7.0%
#14	Reaura	₹42,421	6.3%
#19	The Mango Reserve	₹42,000	6.2%
#15	Dailux	₹32,000	4.7%
#17	We Tried	₹16,000	2.4%
#9	GAP	₹5,500	0.8%

Key Highlight

★ **Swelo** led the cohort with ₹1,80,000 from Stall 5, with **Raazab** close behind at ₹1,46,000 — the two teams that cleared the ₹1,00,000 passing target, together contributing nearly half of cohort revenue.

Swelo

Total Revenue

₹1,80,000

Cohort Share

26.6%

Stall

#5

Beverages - wellness, water and coffee



Team members

Kaushal Joshi

Puneeth Dhondale

Diya Mehta

Pradyumna Kedia

Archit Agarwal

Sahith Vankayala

“

The cohort-leading wellness brand that dominated the challenge by delivering premium water, coffee, and beverage experiences.

Raazab

Total Revenue

₹1,46,000

Cohort Share

21.6%

Stall

#1

Artisanal Indian Clothing, Home Decor & Accessories



Team members

Aarjav Jain

Kenny Joseph

Aseem Pathria

Parimal Hedoo

“

An artisanal powerhouse that secured a strong 21.6% cohort share by bringing authentic Indian clothing and decor to the modern market.

Trivara

Total Revenue

₹90,000

Cohort Share

13.3%

Stall

#25

Super foods, beverages



Team members

Suchi Saraf

Karan Pathak

Raghuveer

“

A health-forward competitor that captured a strong 13.3% cohort share by bringing superfoods and everyday beverages to the challenge.

Makhmil

Total Revenue

₹75,000

Cohort Share

11.1%

Stall

#16

Healthy Snacks



Team members

Chirag

Shilpi Aggarwal

Lokesh

Pawit Passy

Nishchay Gopal Dhingra

“

A strong health-conscious contender that secured an 11.1% cohort share by bringing premium healthy snacks to the challenge.

Artist After All

Total Revenue

₹45,000

Cohort Share

7.0%

Stall

#2

Artisanal/Handmade Art Products



Team member

Chandana Shivanand

“

Artist After All: Bringing creativity to life with a beautifully curated collection of unique, handmade art products.

Reaura

Total Revenue

₹42,421

Cohort Share

6.3%

Stall

#14

Adornments



Team members

Dishant Gada

Rivka Seth

Namya Shah

Aryan Sharma

“

A chic and stylish contender that secured a 6.3% cohort share by bringing unique, premium adornments to the challenge

The Mango Reserve

Total Revenue

₹42,000

Cohort Share

6.2%

Stall

#19

Organic Mangoes



Team members

Gaurav Surana

Sapna Sahu

Shrijee Agrawal

Jash Shah

Ganishka R

“

The Mango Reserve: Bringing you the pure, sun-ripened essence of nature with a premium collection of organic mango delicacies

Dailux

Total Revenue

₹32,000

Cohort Share

4.7%

Stall

#15

Curated Everyday Luxuries



Team members

Rahul Konkala

Nischitha Shankar

Vaishali Jain

Dinna Sivamugam

Abul Kalam

Arjun Dhodade

“

An eco-conscious contender that captured a 4.7% cohort share by generating ₹32,000 in revenue with premium bamboo home essentials.

We Tried

₹16,000

2.4%

#17

Handcrafted Home Decor



Team members

Hardik Goyal

Moazzam Sameer

Aditi Goyal

Raghavendra M

“

The team captured a 2.4% cohort share, generating ₹16,000 in revenue by connecting customers with the authentic spirit of UniqueKraft's handcrafted decor.



Dropshipping Challenge

Report By: Masters' Union