

DROPSHIPPING REPORT

2025-2026



40+ Businesses | 1.3 Cr+ Revenue | 2 Months

Undergraduate Programmes in Technology & Business
Management (**UGTBM**) & Psychology & Marketing (**UGPSM**)



Dropshipping Challenge

The **Dropshipping Challenge** is one of the **flagship outclass challenges** at Masters' Union, bringing together students from the Undergraduate Programmes in **Technology & Business Management (UGTBM)** and **Psychology & Marketing (UGPSM)**. It is designed to test entrepreneurial execution in live market conditions.

Over a two-month sprint, the **Undergraduate Class of 2029** launched and operated more than **40 real e-commerce businesses**. Students identified the products, negotiated with 50+ suppliers, deployed paid campaigns, managed fulfilment, and handled customers end-to-end.



The challenge evaluates **decision-making under pressure, financial discipline, and the ability to build scalable revenue systems in real-time**. This report captures the financial benchmarks, category insights, and execution outcomes from this year's class.

Dropshipping Brands

and more...

Dropshipping Challenge

Run by Undergraduates. Built for the Market.

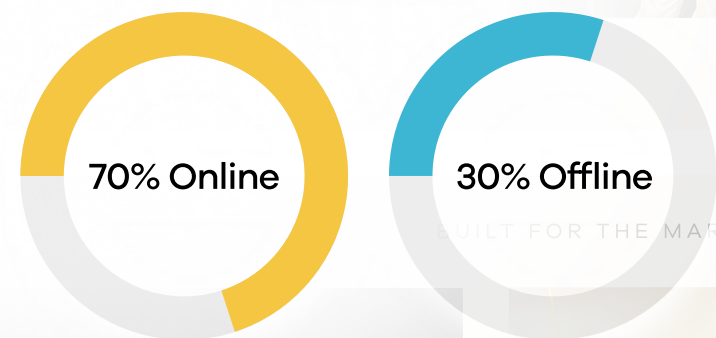


Top 20 Business Summary

Brand Name	Category	Total Revenue	Net Profit	ROAS
Portgun	Tech & Gadgets	₹49,62,850	₹5,70,000	7.9x
InnerKid	Toys & Consumer Tech	₹13,95,920	₹2,58,000	21.1x
RelaxEra	Tech & Home Utilities	₹10,80,270	₹1,00,000	7.2x
House of Khakhra	Food & Beverages	₹10,73,400	₹6,00,000	397.5x
Ember	Fashion & Lifestyle	₹6,00,000	₹2,00,000	13.3x
GiftArc	Home & Utility	₹3,60,970	₹58,590	5.4x
Navah	Home Décor	₹2,99,570	₹1,43,860	88.7x
House of Cherie	Fashion & Handmade Lifestyle	₹2,21,700	₹92,000	22.1x
Fitrah	Home Fragrance & Lifestyle	₹2,64,200	₹68,000	Organic Sales
Fixel	Home & Kitchen Utilities	₹1,82,395	₹43,360	4x
Aahaar & Co.	Food & Beverages	₹1,79,320	₹1,25,690	Organic Sales
Myth	Lifestyle & Fragrance	₹1,77,500	₹60,550	Organic Sales
Taasya	Fashion & Accessories	₹1,73,612	₹1,06,310	Organic Sales
Chouette	Home & Lifestyle	₹1,54,220	₹69,040	Organic Sales
The Keepsakes Factory	Home Décor & Lighting	₹1,30,020	₹43,190	4.5x
Modern Essentials	Tech & Home Utilities	₹1,22,700	₹35,700	Organic Sales
KREASH	Lifestyle & Gifting	₹1,07,500	₹28,890	2.1x
Fumes	Lifestyle & Accessories	₹1,03,670	₹26,680	2.3x
SNAPD	Lifestyle & Utility Products	₹1,00,960	₹39,860	2.4x
Moko	Fashion & Handmade Lifestyle	₹94,920	₹34,000	1.4x

Revenue Distribution by Channel

Total Revenue Generated



BY UNDERGRADUATES

BY UNDERGRADUATES



BY UNDERGRADUATES

BUILT FOR THE MARKET

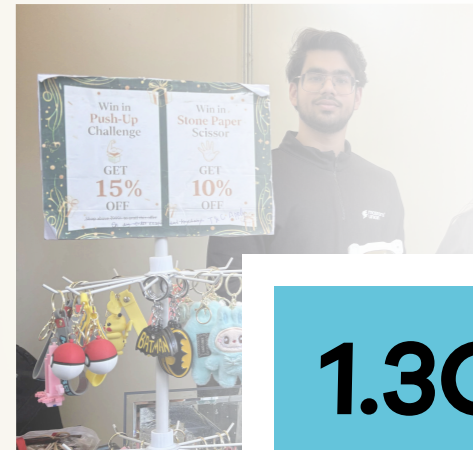


BUILT FOR THE MARKET

RUN BY UNDERGRADUATES



BUILT FOR THE MARKET



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Challenge Statistics

1.3Cr+ Total Revenue

49.3L Highest Revenue

3.1L Average Revenue

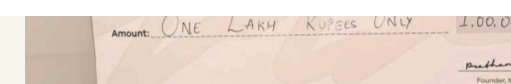
15K Total Number of Orders

1.5K Total Number of Products

50+ Total Number of Suppliers

40+ Total Businesses

55% Average Gross Margin



Portgun

@port.gun
portgun.com

Portgun offers portable vacuum devices designed for everyday use - like quickly cleaning small messes at home, in your car, or on the go. They focus on one core product and keep it simple: practical, easy to use, and built to solve daily cleaning needs efficiently.

Price Range

₹3,499-₹9,499

Manufacturer Details
Sourced from Roposo Clout

₹50L

Revenue till Date

8x

ROAS

₹6L

Ad Spend

₹6L

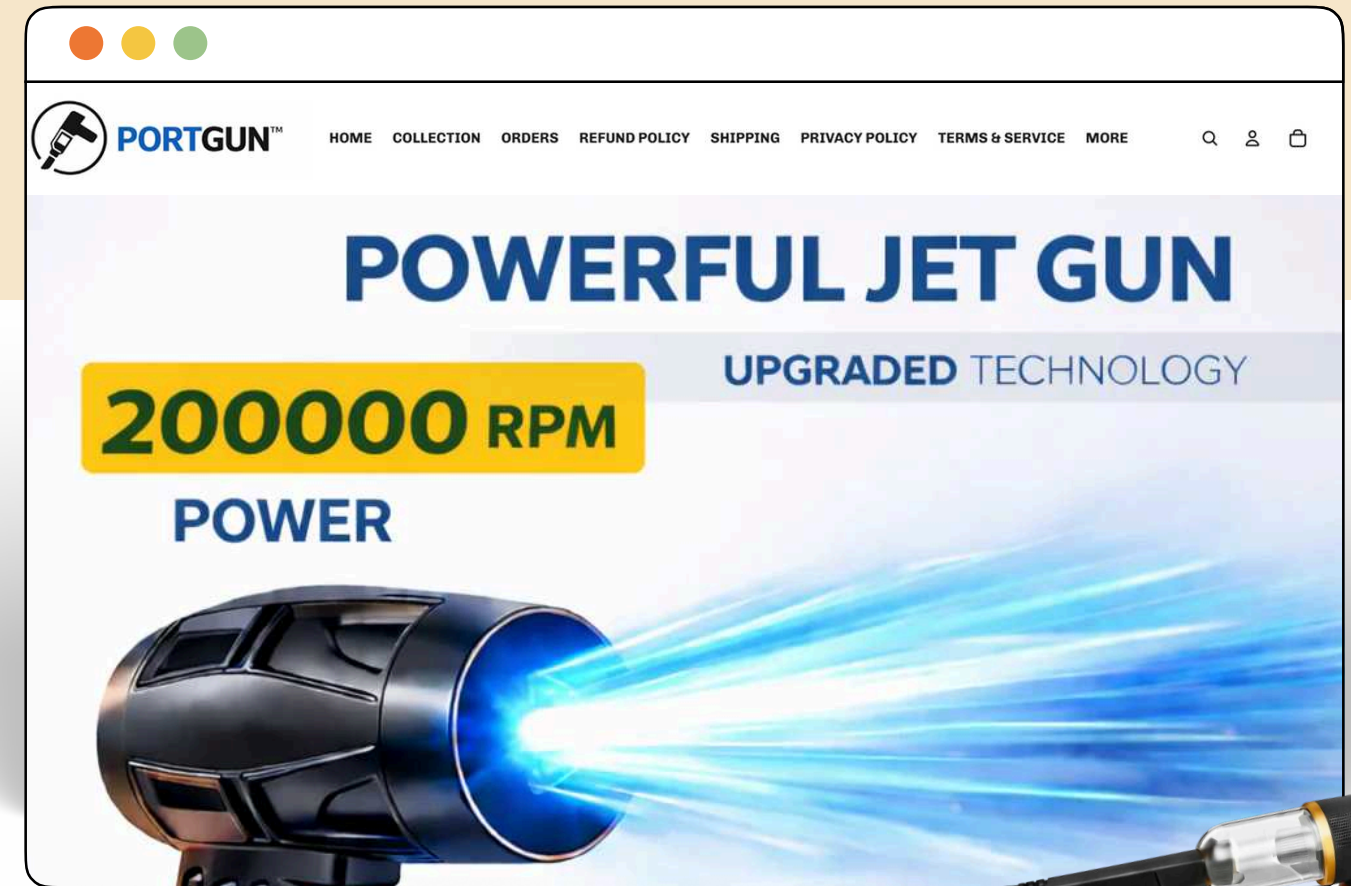
Net Profit



Founder
Hriday Maheshwari



Website



Product Portfolio



InnerKid

@innerkid.official
innerkid.store

InnerKid focuses on the toys and consumer tech segment, offering remote control cars and drones targeted at young enthusiasts and for gifting purposes.

Price Range

₹50-₹3,499

Manufacturer Details
Sourced from Sadar Bazaar, Karol Bagh & Jhandewalan

₹14L

Revenue till Date

₹2.5L

Net Profit

₹6.5K

Ad Spend

21x

ROAS



Founder
Saksham Gupta



Founder
Krishna Jain



Founder
Pradhuman Rathore



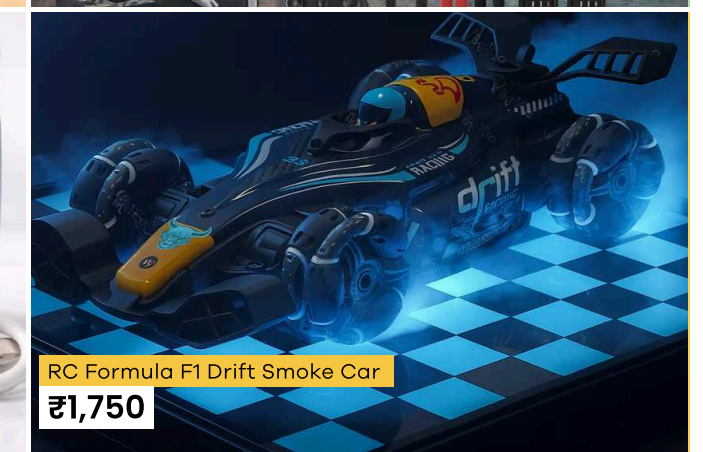
Cute Adorable Panda Night Light
₹400



Fighter Jet Drone
₹1,649



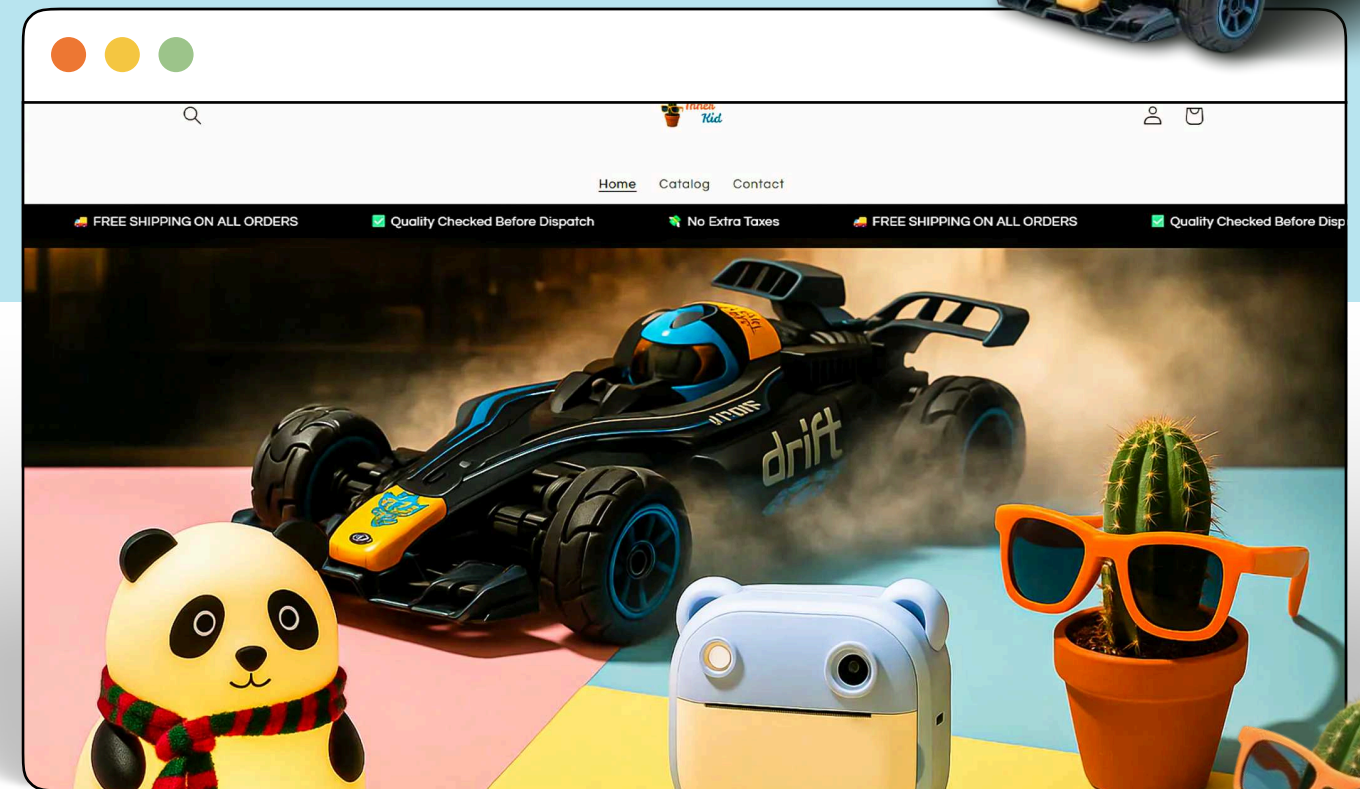
Instant Print Camera
₹1,699



RC Formula F1 Drift Smoke Car
₹1,750

Product Portfolio

Website



RelaxEra

@relaxera.in
relaxera.in

RelaxEra sells wellness and utility products like massagers that help people relax and relieve pain. It offers a range of products but keeps a clear focus on practical, high-use items designed for everyday comfort.

Price Range

₹849-₹4,999

Manufacturer Details
Sourced from wholesalers in Delhi, Jaipur & Hyderabad

₹11L

Revenue till Date

₹1L

Net Profit

₹1.5L

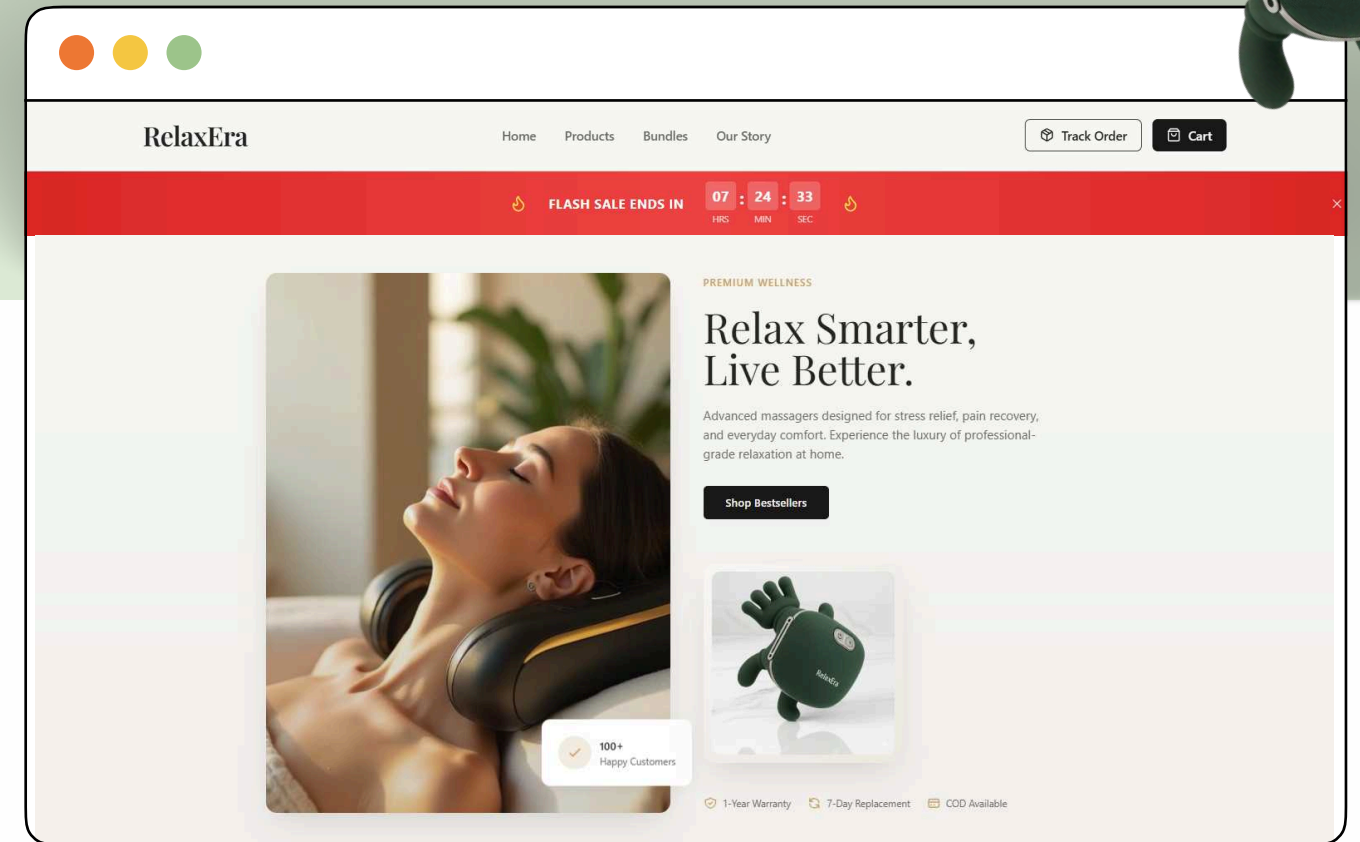
Ad Spend

7.2x

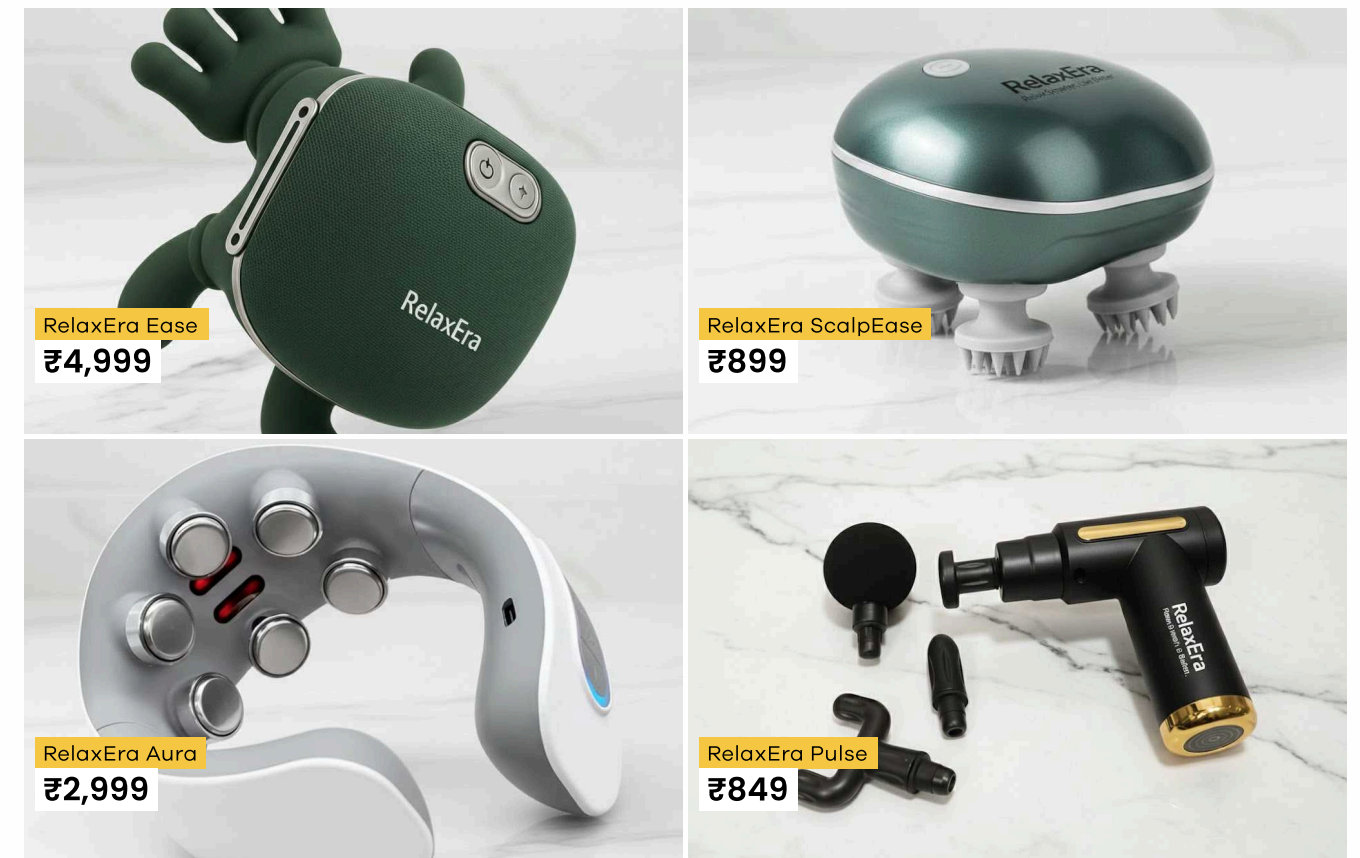
ROAS



Website



Product Portfolio



House Of Khakhra

@houseofkhakhra

House of Khakhra offers preservative-free, protein-rich khakhras made from whole wheat as a healthier snacking choice. The brand keeps costs low and has been growing through steady customer demand.

Price Point

₹250

Manufacturer Details
Sourced from Khakhra
Manufacturers in Surat

₹11L

Revenue till Date

₹6L

Net Profit

₹3K

Ad Spend

397.5x

ROAS



Founder
Purv Patel



Founder
Tashiya Singh



Founder
Viram Savla

Instagram Account



Product Portfolio



Ember

@shop.emberstore
shopember.store

Ember sells soft, comfortable slippers targeting the younger consumer segment. They rely on digital marketing to grow quickly in a high-demand category.

Price Range

₹399 – ₹1,500

Manufacturer Details
Sourced from suppliers in
Karnataka

₹6L

Revenue till Date

₹2L

Net Profit

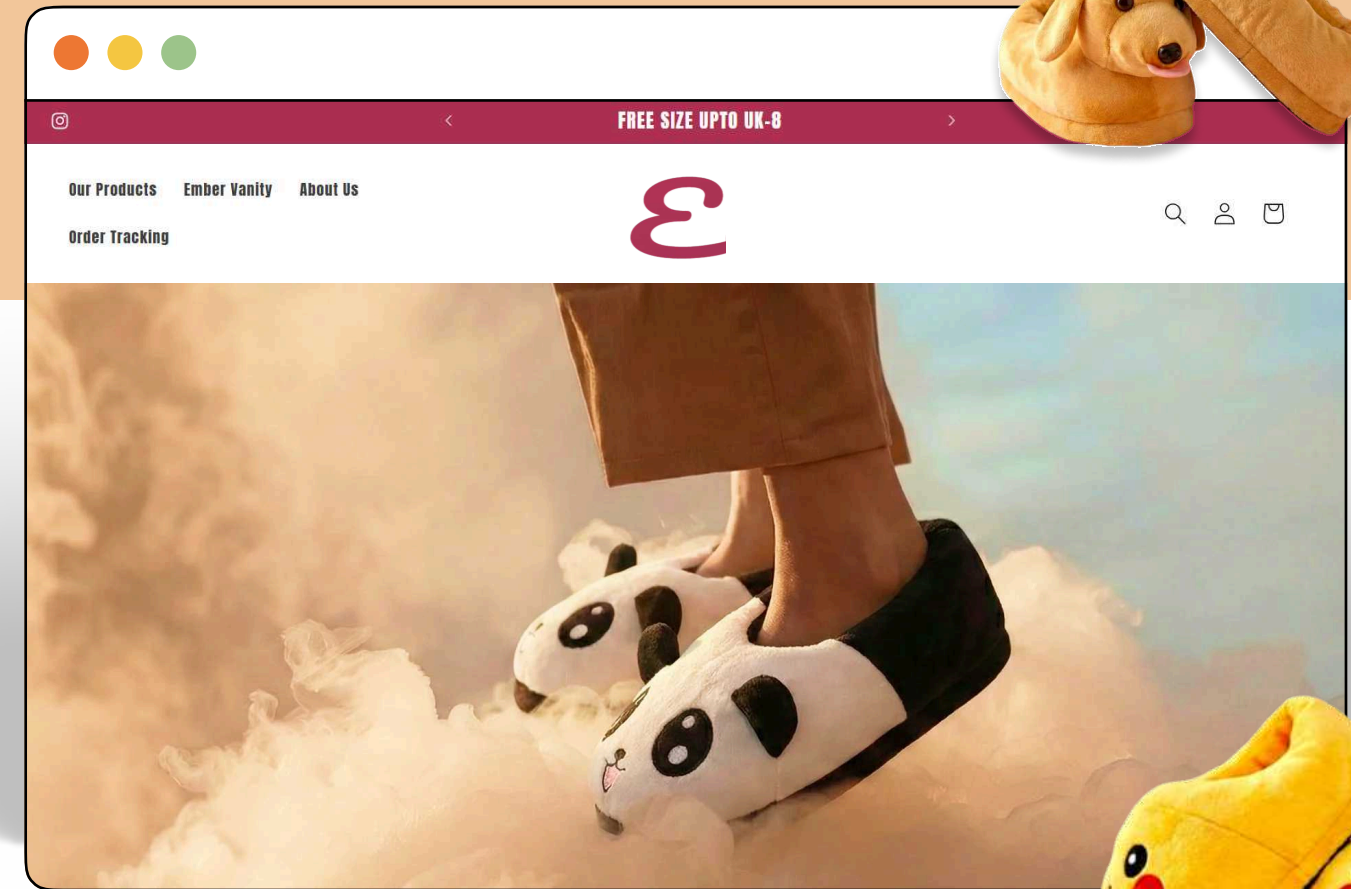
₹4.5K

Ad Spend

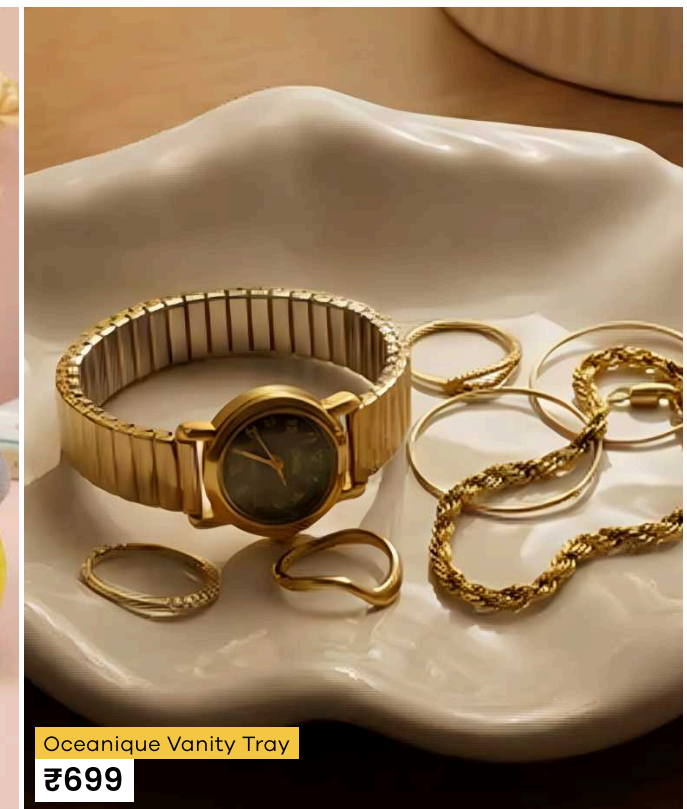
13.3x

ROAS

Website



Product Portfolio



GiftArc

@giftarc.store

giftarc.store

GiftArc sells a mix of home and utility products - from practical tools like furniture lifters to eye-catching décor like LED and sand-art lamps. The brand blends everyday usefulness with unique, giftable items that people buy both out of need and on impulse.

Price Range

₹699-₹1,999

Manufacturer Details

Sourced from local suppliers of Delhi, Noida & Faridabad

₹4L

Revenue till Date

₹58.5K

Net Profit

₹70K

Ad Spend

5.4x

ROAS



Founder
Lakshay Aggarwal



Founder
Abhijeet Singh



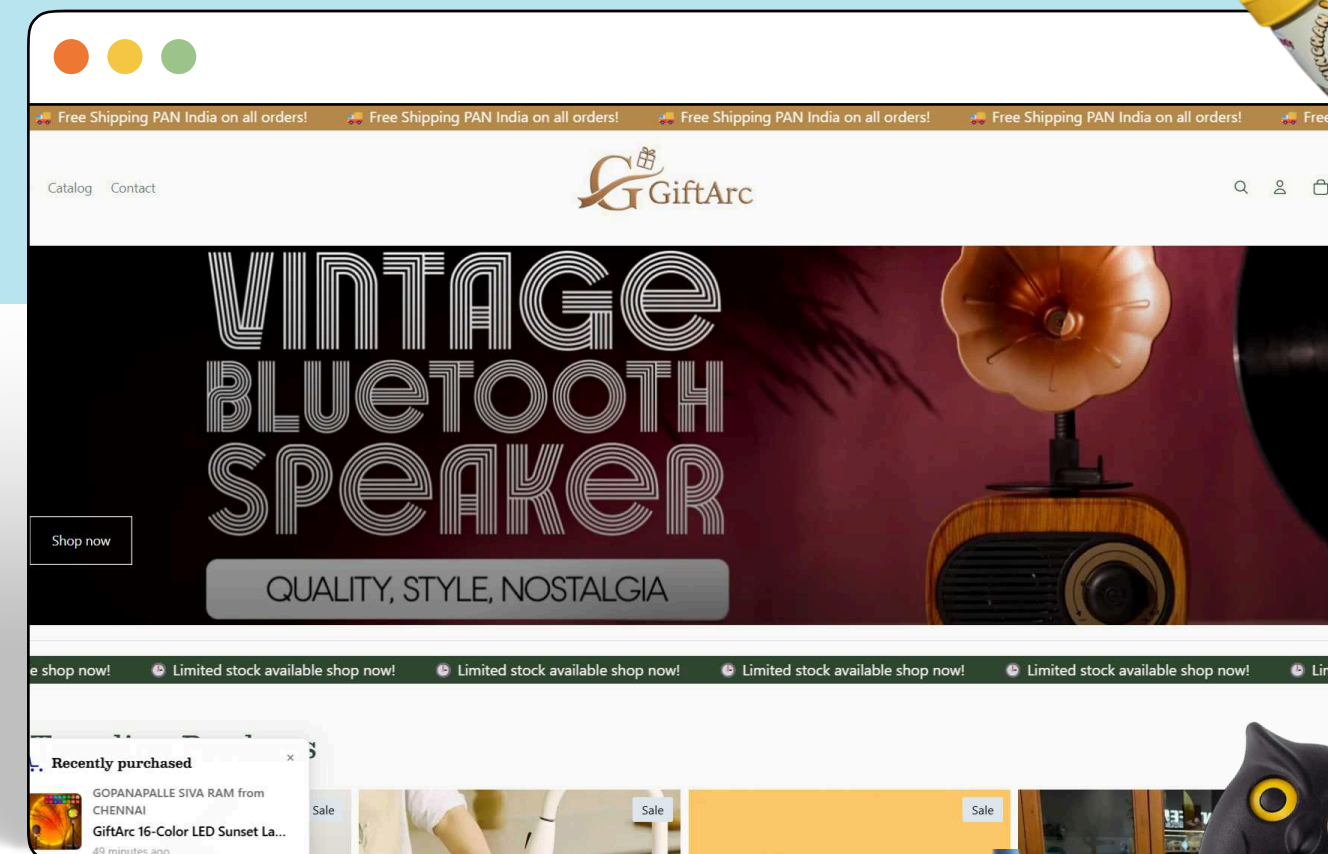
Founder
Saanvi Sapra



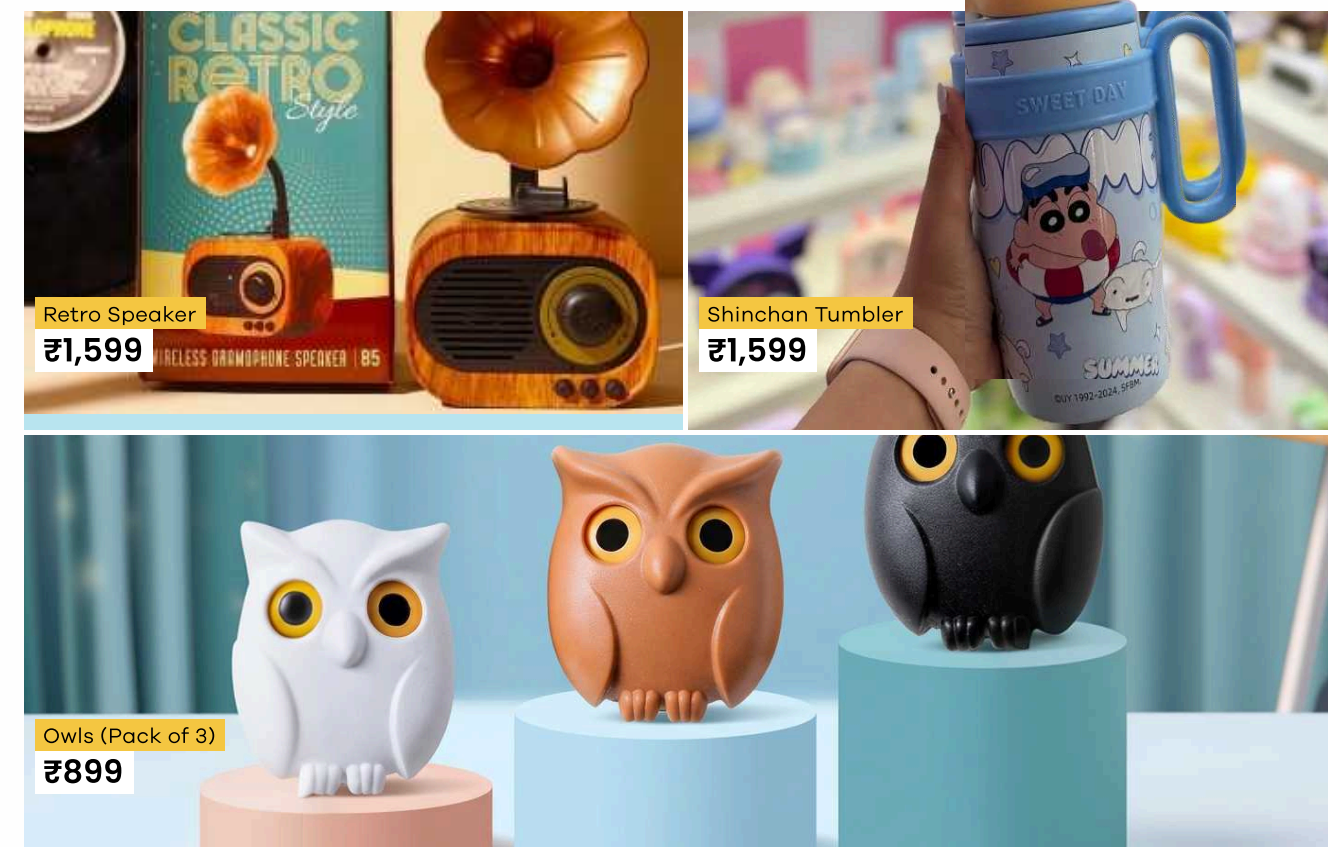
Founder
Viraj Raaj



Website



Product Portfolio



Retro Speaker

₹1,599

Shinchan Tumbler

₹1,599

Owls (Pack of 3)

₹899



Navah

@navah_shop
navah.net

Navah sells rugs designed to elevate home interiors and enhance the overall look of a space. The brand focuses on a specific audience and uses targeted marketing to grow efficiently in a design-driven category.

Price Range

₹979-₹4,799

Manufacturer Details

Sourced from vendors from Surat, Bhadohi, Panipat and Varanasi

₹3L

Revenue till Date

₹1.4L

Net Profit

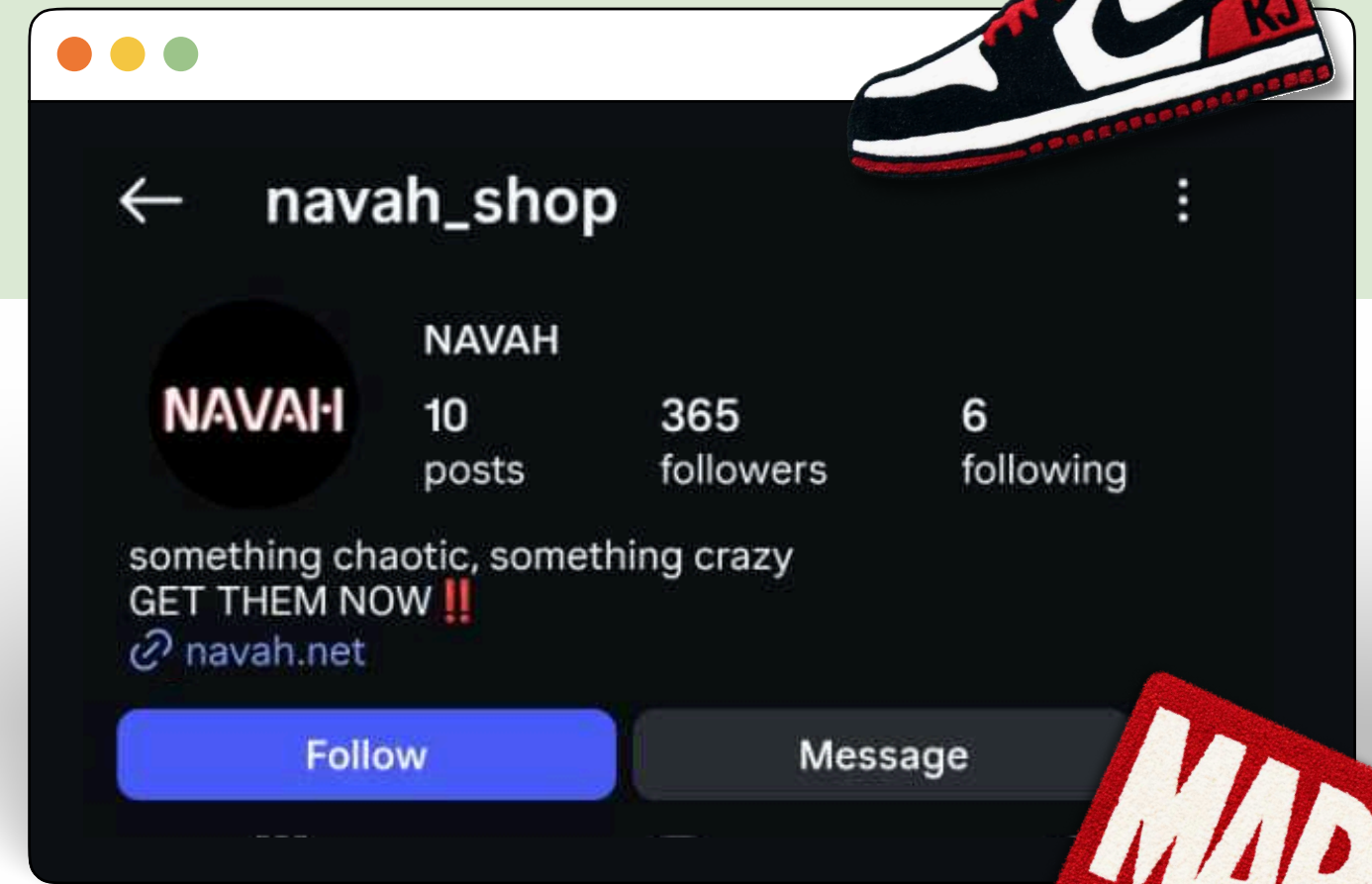
₹3.3K

Ad Spend

88.7x

ROAS

Instagram Account



Product Portfolio



House Of Cherie

@houseofcheriee
houseofcherie.in

House of Cherie creates handmade crochet products, mainly for gifting. The brand focuses on good quality, distinct designs and digital marketing to drive sales.

Price Range

₹50-₹1,699

Manufacturer Details
Sourced from Delhi,
Jaipur & Kanpur

₹2L

Revenue till Date

₹92K

Net Profit

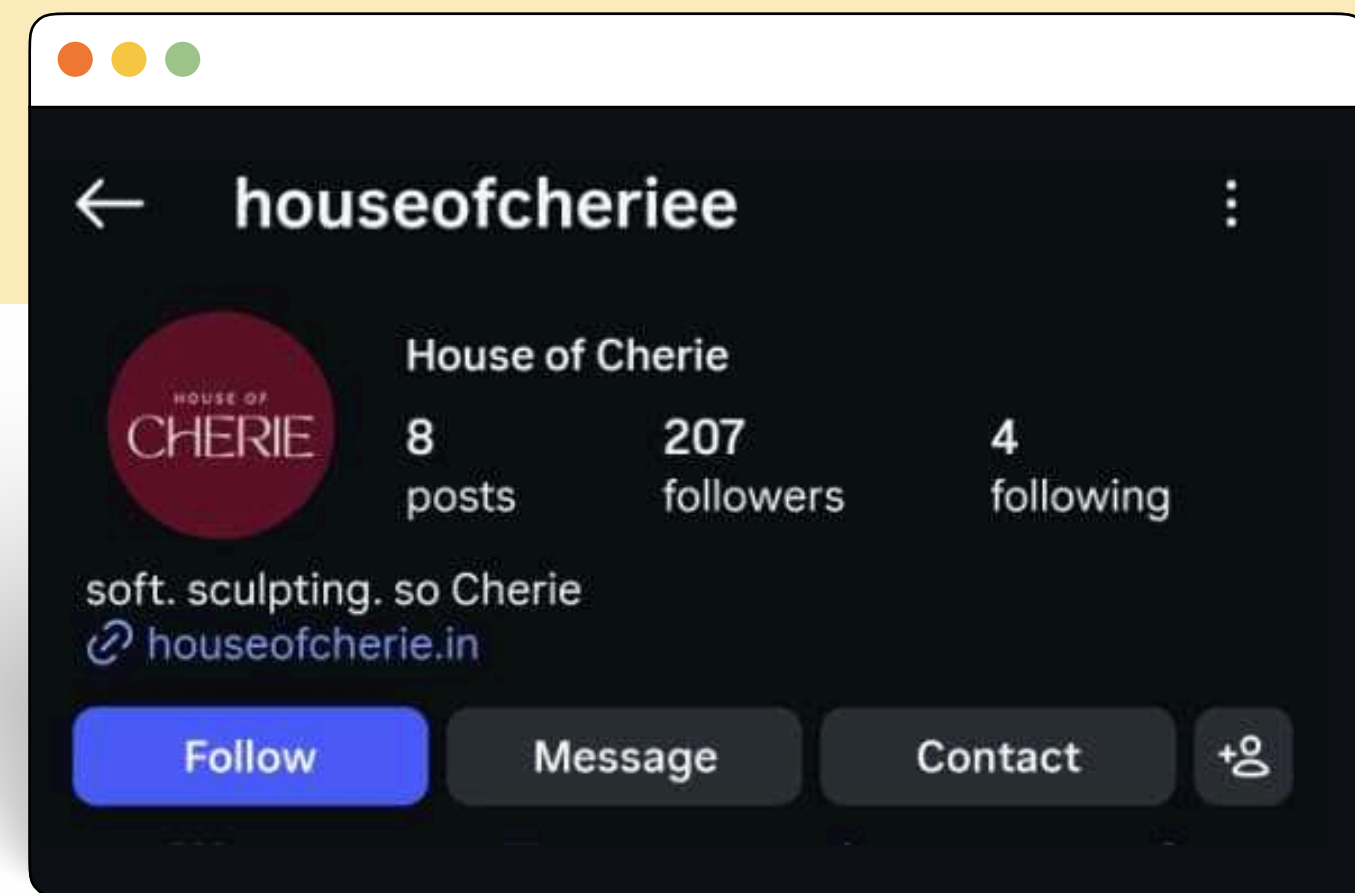
₹10K

Ad Spend

22.1x

ROAS

Instagram Account



Product Portfolio



Fitrah

@fitrah.in_
fitrah.co.in

Fitrah sells hand-poured soy candles with a clean, minimal aesthetic, designed for everyday use. The brand keeps its products affordable and accessible, growing through consistent online marketing in the home décor and gifting space.

Price Range

₹249-₹1,999

Manufacturer Details
Sourced from local vendors in
Delhi & Gurugram

₹3L

Revenue till Date

No paid ads reported ₹68K

Ad Spend

Net Profit



Founder
Rachit Sarawagi



Founder
Ananya Joy



Founder
Aishwarya Binujeeth

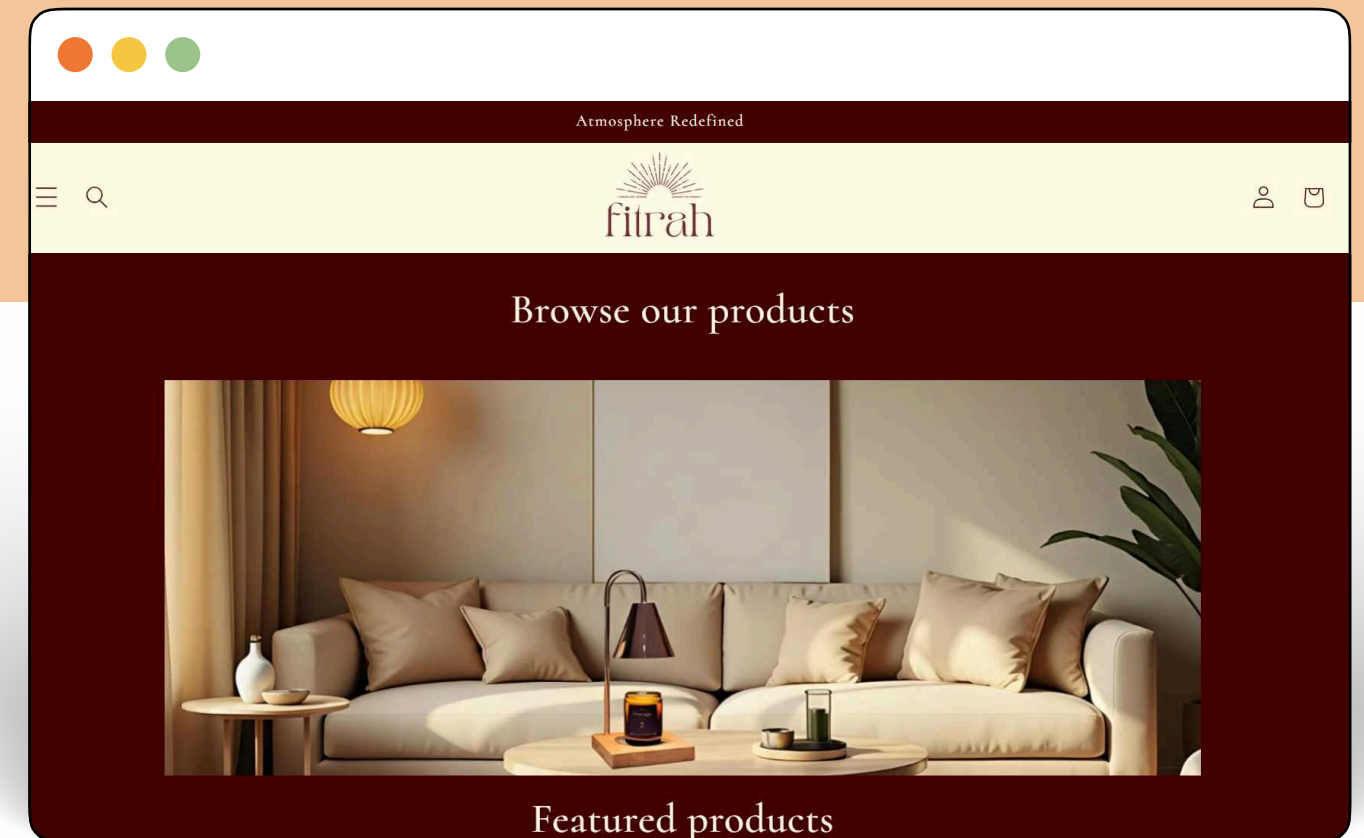


Founder
Yashi Jain



Founder
Navya Khandelwal

Website



Product Portfolio



Fixel

@fixelstore.in
fixelstore.in

Fixel sells practical home and kitchen tools such as electric spin scrubbers that help with everyday cleaning tasks. The brand focuses on making chores quicker and easier, driving demand through efficient, useful solutions.

Price Range

₹225-1,899

Manufacturer Details
Sourced from Mishwa Enterprises,
Surat

₹2L

Revenue till Date

₹43K

Net Profit

₹45K

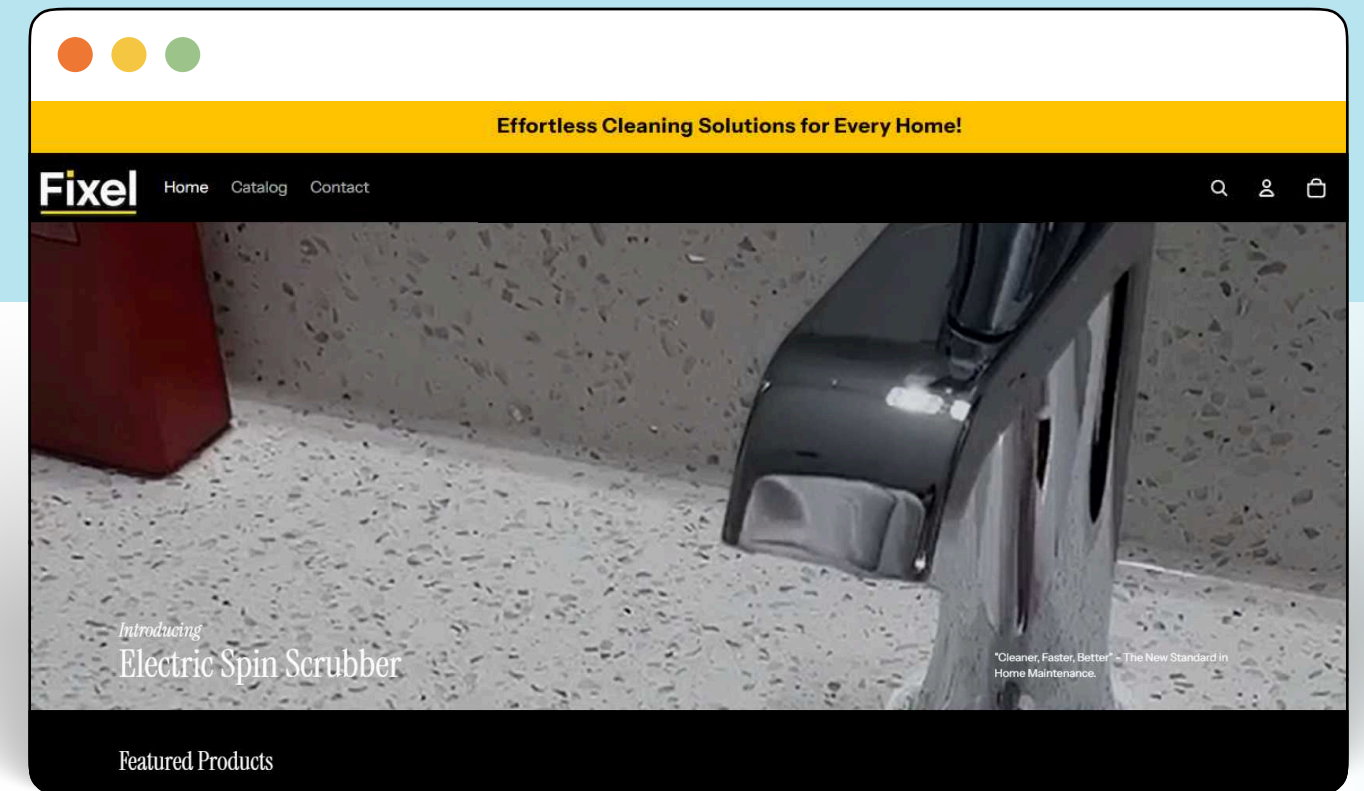
Ad Spend

4x

ROAS



Website



Product Portfolio



Student Reflections



"The Dropshipping Challenge pushed me to think beyond just selling a product. From testing ad creatives to managing inventory and fulfilment, every decision had real consequences. Scaling **Portgun** taught me how quickly the market responds when the fundamentals are right."

— Hriday Maheshwari



"Building **InnerKid** during the challenge helped us understand how digital demand actually works. Watching our campaigns translate into real orders showed us how small shifts in pricing, positioning, and product selection can influence customer response. It was a hands-on lesson in how online businesses scale."

— Pradhuman Rathore



"**House of Cherie** taught me that building something is not just about finding the perfect idea, but also about starting and learning as you go. The challenge pushed me to step out of my comfort zone, talk to strangers, and understand what people actually value instead of what we assume they want. Watching my grandmother's crochet flowers become our most loved product reminded me that meaningful businesses often come from the most personal places."

— Navya Karnawat



"The challenge gave us a firsthand look at the operational side of entrepreneurship. Managing suppliers, tracking orders, and responding to customers required constant coordination. Building **Navah** made us realise that building a business isn't just about the idea, it's about execution every single day."

— Vivaan Agarwal



"Running **House of Khakhra** during the challenge showed us how powerful organic demand can be when the product resonates with customers. Instead of relying heavily on ads, we focused on margins, sourcing, and distribution. It was a real lesson in building a sustainable business model and not just chasing revenue."

— Purv Patel



"Working on **GiftArc** during the challenge taught us how important product selection really is. Some of our products solved practical problems, while others simply caught people's attention instantly. Seeing how different products performed in the market helped us understand customer behaviour far better than any classroom discussion could."

— Saanvi Sapra



AWARDS & RECOGNITION

The Champions of the Finale



1st Runner Up

House of Cherie

AWARDED

₹75,000



Dropshipping Winner

House of Khakhra

AWARDED

₹1,00,000



2nd Runner Up

Portgun

AWARDED

₹50,000



Special Category Awards

HOUSE OF KHAKHRA

Profit Pinnacle

Best Margins



NAVAH

Insight Award

Best Learning



PORTGUN

Revenue Royalty

Highest Sales



BEKABOO

Marketing Maestro

Impactful Ads



MEHAK

Packaging Perfection

Branding





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