



# PRODIGY

GTM STRATEGY CASE COMPETITION



# HIKAAAYAT

TEAM-NO

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# Market Overview, Problem Statement and Our Offering



A problem at hand and a business to save, the ittar now presents a new side which has been unexplored so far

## Fast Facts: Current State & Market Opportunity

**₹5.5**

(in trillions)

Estimated fragrance market revenue worldwide in 2025

**35.6%**

Part of total revenue on fragrances covered by luxury market

**8.5%**

CAGR of the fragrances industry in the fastest growing Asia Pacific region

-Via Statista

## Core Problem

Natural Ittars are losing relevance in a market dominated by long-lasting synthetic perfumes, and younger consumers see them as outdated, strong, and non-functional. Today, Ittars have become culturally non-existent and **big fashion houses along with affordable brands** are making it big. The challenge is to revive and reposition natural Ittar in a way that resonates with Gen Z and modern consumers. How do we bring back the glory days of the natural scented oil so that it becomes a cultural phenomenon again.

## Transforming HIKAAYAT

The Ittar Family Business

### Lamha- The Experiential Line

A moment captured into a fragrance  
A memory preserved in scent.  
Crafted slowly by artisans who shape emotions into aroma,  
and guided by your own words, it becomes a perfume that tells a story only you could have written

Users share a personal experience, which is transformed into a personalized ittar



from  
**JUST AN ACCESSORY**  
to  
**A GIFT, A GIFT OF NOSTALGIA**

### Naayab- The Ecological Line

- ✗ Longevity and Convenience
- ✓ Ittar + selective synthetics = ~50% increased longevity

### Eco-Perfume Hybrids

- 👑 Semi-Luxury Segment
- 📊 Eco-conscious longevity
- 🌿 Low waste ingredients

**HALF THE CARBON  
TWICE THE WEAR!**



## Competitive Analysis

ISAK Fragrances



Highly natural fragrances with medium longevity and slightly expensive offerings.

ZARA/Dior

Large fashion house that deals in completely synthetic and expensive perfumes

AJMAL PERFUMES

High longevity perfumes but at the cost of fully synthetic ingredients and mildly expensive

- Eco-friendliness
- Longevity
- Affordability

Market Gap: Need for a **highly eco-friendly and decently priced substitute** for long lasting synthetic perfumes

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Rollout Plan & Risk Mitigation

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# Distribution Strategy

The roadmap of how we bring our offerings to our customers through different channels

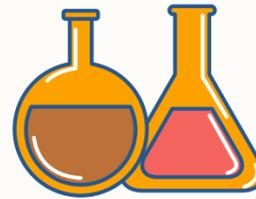


## Online Channels

- 1 Buying regular perfumes
- 2 Buying memory based customized perfumes



User **submits a memory** or moment through a text box, optionally adding a reference image or mood tag to guide scent creation



The system interprets the memory, suggests **notes and intensity**, then prompts users to **customise bottle design**, letters, and gift packaging.

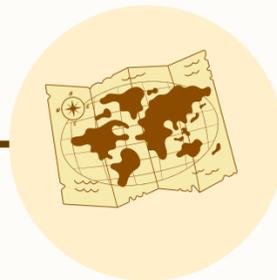
### User Journey

This is the user journey that illustrates how customers can purchase through our website, either by creating personalised ittars or buying blended perfumes.

YOU ARE HERE



1



Users **explore a curated range** of eco-friendly blended perfumes, checking notes, longevity, and sustainability credentials before choosing favourites.



**Selected perfumes** are **added to the cart**, where users can review quantities, compare options, and apply discount codes or gift packaging.



Users enter **delivery details**, select payment method, confirm order summary, and complete **mobile-friendly checkout process**.



Orders are packed in **eco-friendly materials**, shipped through trusted partners, and tracked by users until final doorstep delivery.

Visitors arrive through social media or search and see **two clear options**: create a personalised ittar experience or shop eco-friendly perfumes.

## Physical Channels

27%

● Perfumes sold through online channels ● Sold through offline channels

With **73%** of perfume revenue coming from **offline channels**, in-store trial remains crucial; therefore, we complement our online model with selective offline locations to boost trust and conversions.

73%



We will set up our own pop-up booths at select cultural events, enabling fragrance trial and strong early brand recall.

We will partner with curated boutique stores to stock our eco-friendly blended perfumes, reinforcing a premium brand identity.



We will collaborate with premium gift shops to offer personalised ittar boxes, boosting gift purchases

## B2B Model

We will partner with perfume brands and niche formulators, supplying high-quality ittar as a raw material to expand volume and unlock steady B2B revenue.



Higher recurring Revenue



Lower Marketing Costs

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# Brand Identity, Gen Z Resonance & Cultural Relevance

A poetic, minimalist brand linking Gen Z to Kannauj's heritage through storytelling, sustainability, and creator-artisan collaborations



## Brand Personality

Craft a brand that feels **poetic, warm, and human, yet visually clean, minimalist, and culturally modern** - aligning with Gen Z's preference for brands that are authentic, aesthetic, non-intimidating, and emotionally expressive



### How It Shows Up:

Soft color palette (terracotta, copper, muted neutrals)



Minimalist typography/packaging

Warm, sensory language instead of functional claims "Smells like the first rain touching warm earth"



Calm, slow-living aesthetic in visuals



## Brand Narrative

Shift the brand from selling a "perfume" to offering a personal story experience - Gen Z buys meaning, not materials, and a **narrative-centric brand** creates far deeper recall than a product-centric one

### Core Narrative Lines:

#### Every scent is a story

This positions ittar as emotional and personal - each blend carrying a memory, mood, or moment for the wearer

1

#### Crafted by artisans, completed by you

The artisan creates the essence, but its true meaning comes alive only when the wearer connects it to their own identity, mood, or memory

2

#### A memory distilled into a bottle

Ittar captures real moments - rain on soil, rose at dawn, warm wood - turning them into emotional keepsakes you can wear

3

## Heritage Communication

Reframe 200-year-old heritage as cultural coolness rather than traditional heaviness - Gen Z respects craft when it feels **contemporary and visually aesthetic**

1

Short cinematic films of artisans at work



How It Is Communicated

2

Close-up shots of copper degs, clay mitti distillation



4

Storylines showing craft → not nostalgia, but mastery

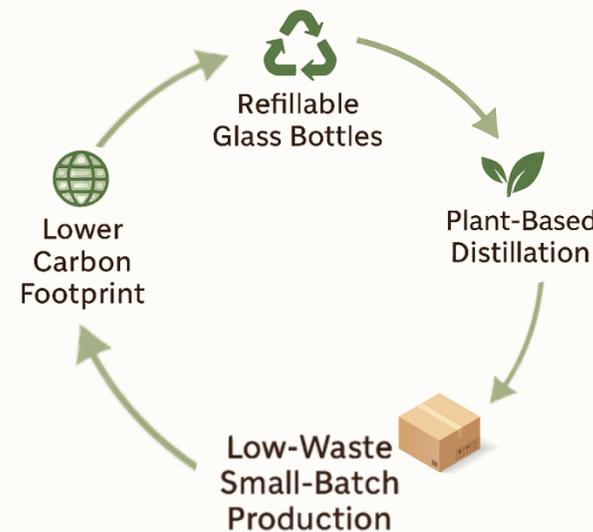


3

Use "heritage as art" aesthetic, not "heritage as history"



## Sustainability Communication



Sustainability is a purchase driver, not an add-on, for Gen Z and millennials

Communicate clear, simple, verifiable facts so Gen Z instantly trusts the product's sustainability claims

Use plant-based, alcohol-free, safe-on-skin messaging to position ittar as India's original clean-beauty fragrance

Share emotional, cinematic craft stories that make sustainability feel meaningful instead of technical or statistical

Frame refill and reuse as aesthetic, slow-living rituals that make sustainable behavior aspirational for Gen Z

## Craftmanship Communication



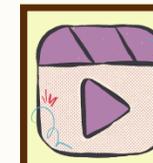
### "Crafted By" Identity Tags

Each bottle features the artisan's name, signature, and lineage, transforming the product into a personalised cultural artefact with human credibility.



### QR Story Capsules

A quick QR scan reveals a 20-30 second mini-film showing your batch's real artisan, authentic process, and emotionally engaging craft story



### Live Craft Moments (Micro Reels)

Short, calming ASMR reels capture hands distilling petals, shaping clay pots, and bottling oils, delivering authentic craftsmanship with low-cost, high-impact storytelling



### Origin Notes on Packaging

Packaging includes "born-from" notes detailing flower variety, season, soil, and region, turning every bottle into a traceable, culturally rich experience

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# Execution Blueprint: Reintroducing Ittar for Modern India

A phased roadmap to revive ittar through modern storytelling, clean-beauty positioning, and creator-artisan partnerships



## Execution Blueprint

### Revival Funnel

Awareness

Adoption

Advocacy

### Phase-1: Rebuild Trust & Awareness

Q1

Q2

Q3

Q4

**Awareness + Education Campaign:** "What Is Ittar?" modern storytelling across IG, YT Shorts.



**Experiential Line Pilot:** Pop-ups in Delhi, Mumbai, Bangalore + creator "Scent Story" challenges



**Craft Transparency Rollout:** "Crafted By" identity tags + QR artisan stories

**Retail Presence Test:** Boutique store sampling + cultural festival kiosks

### Phase-2: Scale-Up in Tier-1 & Tier-2

Q1

Q2

Q3

Q4

**Memory-to-Fragrance Studio:** Online personalised ittar creation pipeline

**Ecological Line Launch:** Ittar + selective synthetics for longevity



**Creator & Community Expansion:** Campus ambassadors + micro-influencer kits



**Concept Store Partnerships:** Nappa Dori, OMO, Good Earth

### Phase-3: Mainstreaming & Cultural Embedding

Q1

Q2

Q3

Q4

**Modern Retail Expansion:** Amazon Premium, Nykaa Luxe listings.



**Refill & Reuse Stations:** Launched via pop-ups + premium retail



**Cultural Collaborations:** Museums, craft councils, diaspora festivals

**Global Micro-Batch Exports:** UAE, Japan, Singapore.

## Strategic Partnerships

  <b>Technology</b>	   <b>Cultural</b>
  <b>Creators</b>	   <b>Industry</b>

## Risk Radar: Mitigating What Matters

Risk	Why it matters	Solution
<b>Heritage stereotype</b>	Gen Z may still view ittar as outdated; 62% prefer modern scents	Modern visuals and creators reshape ittar perception
<b>Longevity gap</b>	Natural ittars fade quickly, creating mismatch with long-lasting perfume expectations	Launch hybrid eco-line offering enhanced longevity
<b>Creator Fatigue</b>	Excess influencer content reduces effectiveness, lowering overall campaign impact over time	Rotate micro-creators; diversify beyond influencers
<b>Sustainability skepticism</b>	Youth demand real proof; 72% distrust unverified green claims and fear greenwashing	Use QR proof showing verified sustainable processes
<b>Artisan capacity limits</b>	Handcrafted production scales slowly, restricting volume growth and broader market expansion	Train more artisans through structured upskilling programs

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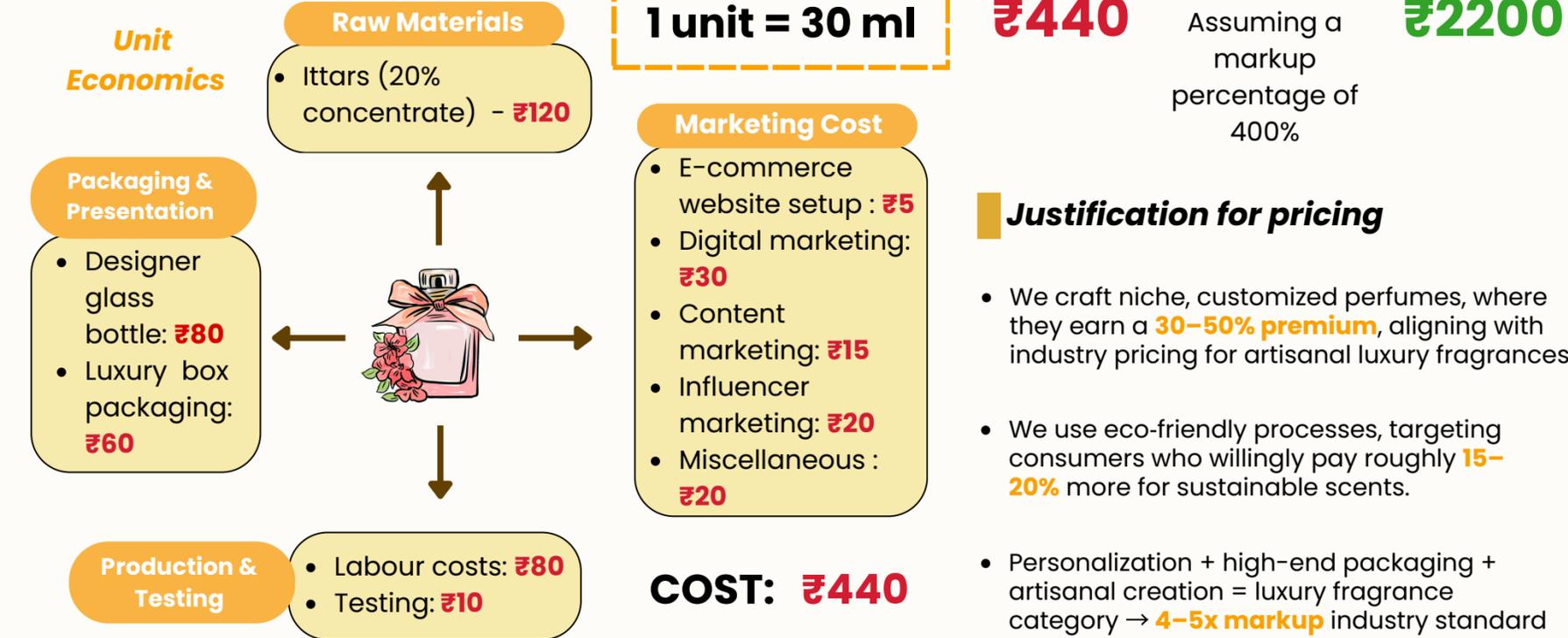
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# Pricing, Profitability and Revenue Models

A systematic breakdown of both our costs and revenues, and an industry metric to test its competence



## Initial Pricing Logic



## Revenue Streams

**Sales generated through online orders of both Lamha and Naayab lines.**



Both lines get rolled out in **phase 2** of the roadmap. We derive revenue from online sales of products from both **Lamha** - memory in a bottle and **Naayab** - a commercial perfume with less environmental toll

**Earnings from being supplier of base scented oils to big perfume houses (B2B)**



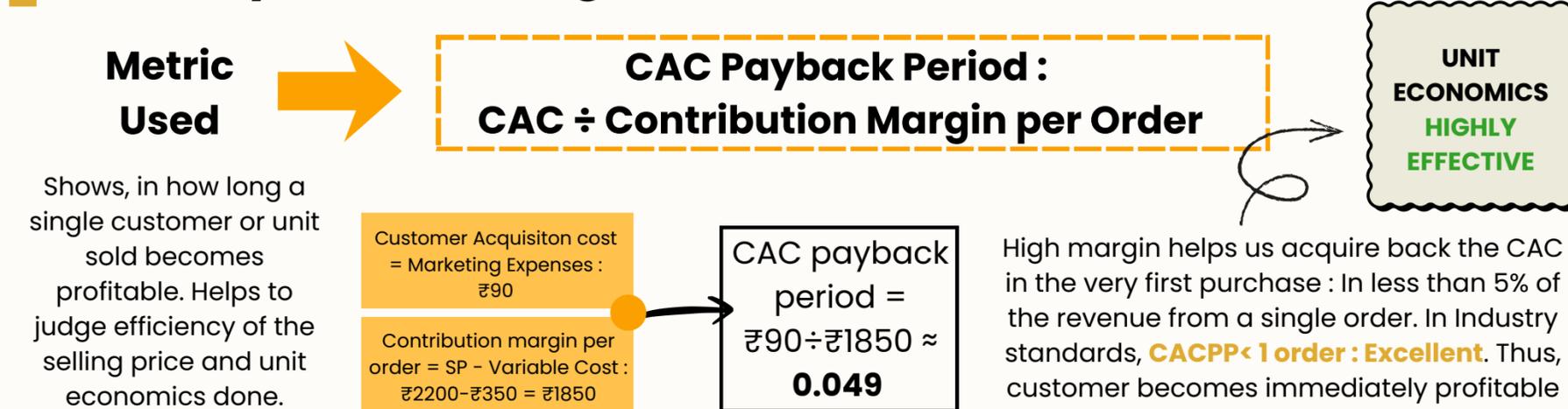
Supplying base **natural scented ittar oils** to popular and large perfume manufacturers as a **raw material** to gain a strategic position in the fragrance industry.

**Revenue generated by retail stores and pop-up stores in metro-cities**



Partnering up with popular **retail stores** that deal in such accessories, like **Miniso**. A part of the revenues generated will be shared with these retail outlets to shelf our products.

## Efficiency of the Selling Price



## REUSE & RECYCLE



**Residual Oil Sludges/Remenants**

Re-extract lighter aromatic fractions through **redistillation** and sell as industrial fragrance



**Empty Bottles / Containers / Canisters**

Clean & sterilise → **reuse for future shipments** : reduces packaging costs by **30-50%**

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# References and Appendix

## Sources

1. Market overview and related statistics
2. Perfume market pricing trends
3. Unit economics in Indian perfume market
4. Cost structure and pricing in Indian perfume market
5. Markup percentage justification

## Appendix

1. Financial metric calculations, assumptions and derivations



# THANK YOU!



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