

# BHND

## #BREAKTHENORMAL

- Presentation by Group D2



# PROBLEM

## CULTURAL NEED

BHND (भंड) targets young adults seeking self-expression through bold, display-worthy barware that embodies rebellion and individuality in a growing party culture.

## MARKET NEED

BHND (भंड) fills the gap in India's fragmented barware market by introducing a cohesive, celebrity-backed brand that transforms shot glasses into aspirational lifestyle products.



**APOORVA MUKHIJA, AKA THE REBEL KID**

**4.5 Million Instagram Followers**

**1.3 million YouTube Subscribers**

**2 major OTT Releases with “ Naadaniyan “  
& “ Baat Paka “**

# ANSOFF MATRIX

NEW MARKET

EXISTING MARKET

MARKET DEVELOPMENT

DIVERSIFICATION

MARKET PENETRATION

PRODUCT DEVELOPMENT

EXISTING PRODUCTS

NEW PRODUCTS



# OUR 4P\$



## PRODUCT

- High Quality
- High Identity
- Collectible Items

## PRICE

- 749 Rs for the original 6-piece set
- 1349 Rs for the premium set

## PLACE

- D2C
- E-Commerce

## PROMOTION

- Artificial Shortage
- Controversial Ad campaigns
- Influencer Seeding

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# PRODUCT LINE

## ORIGINAL PRODUCT LINE

Classic 6-piece high quality set

## PREMIUM PRODUCT LINE

Limited yearly releases featuring refined designs

## LIMITED TIME DROPS

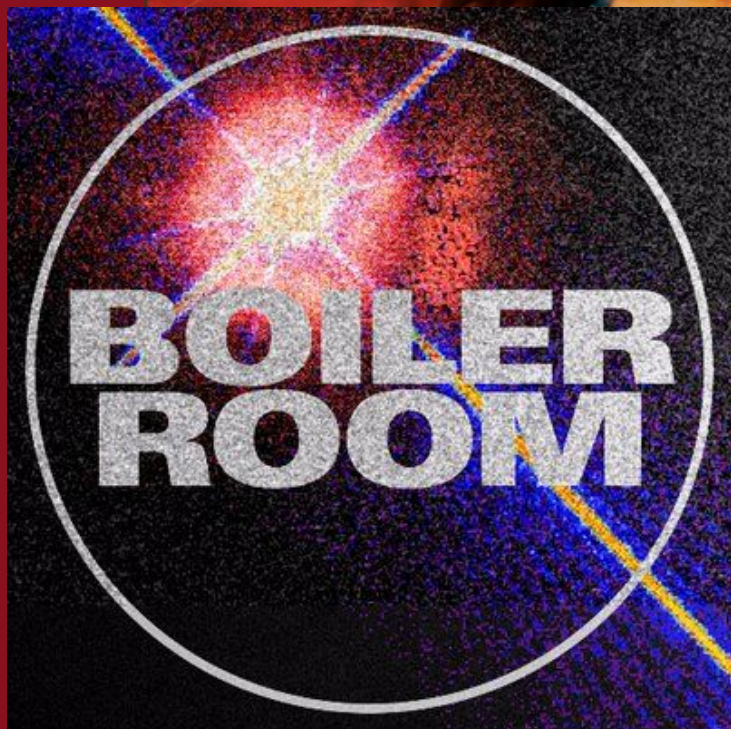
Exclusive collaborations crafted by your favourite artists and events

## DESIGN FEATURE

35ML shot glasses with 5ML additional space for garnish to add a distinctive flair



# MARKET OPPORTUNITY



# BUDGET

moneyfesting



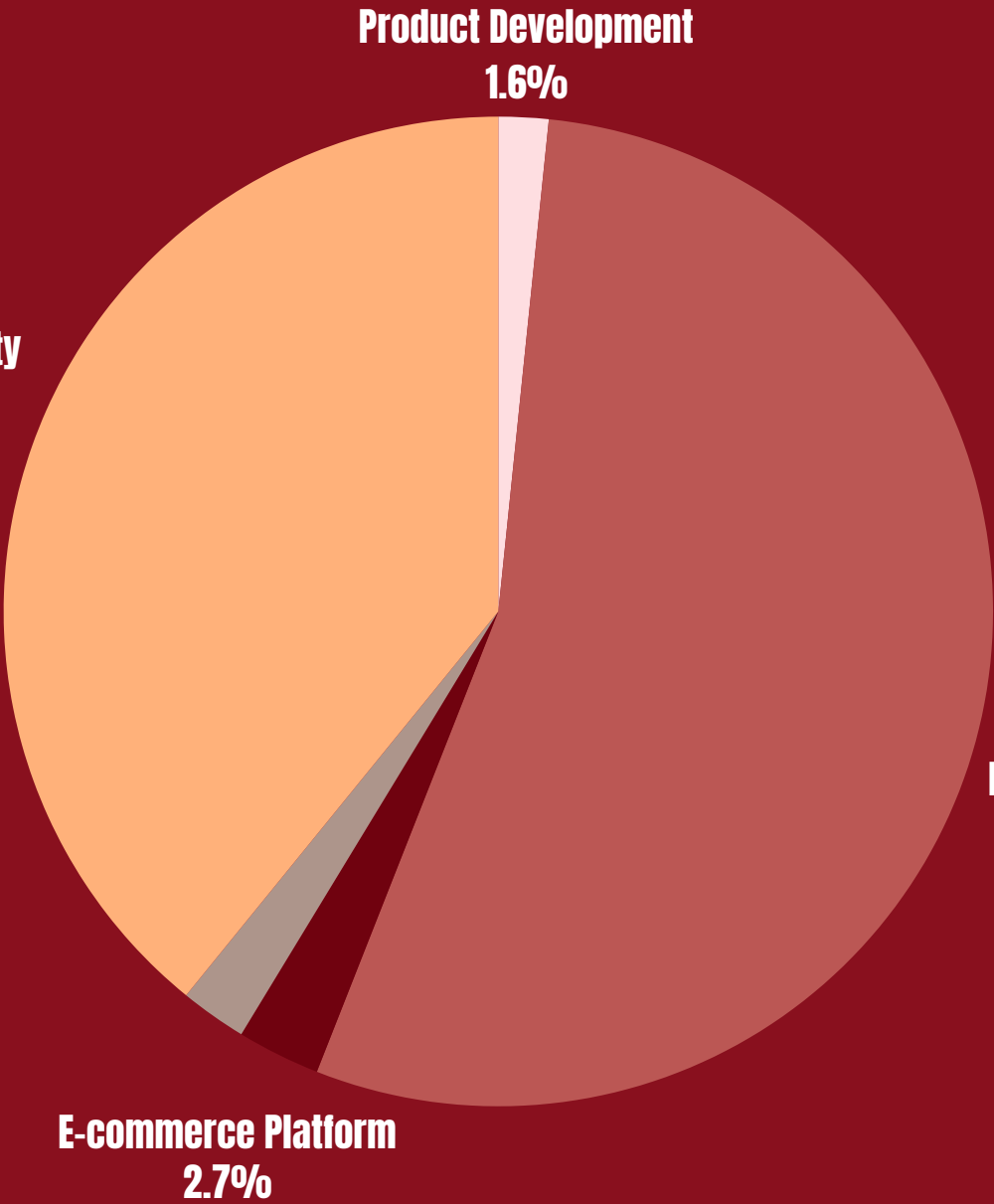
*Rich, really rich,  
filthy rich.*

moneyfesting



Event Tie Ups & Visibility  
39.1%

Product Development    Digital Marketing/Social Media Launch



Digital Marketing/Social Media Launch  
54.3%

E-commerce Platform  
2.7%



**ROLLING LOUD**

**X**

**BHND**

**भंडे**

**ESTD 2025**

# STRATEGY & EXPANSION

## PRODUCT LINE EXPANSION

Move into Glassware, decanters, coasters etc

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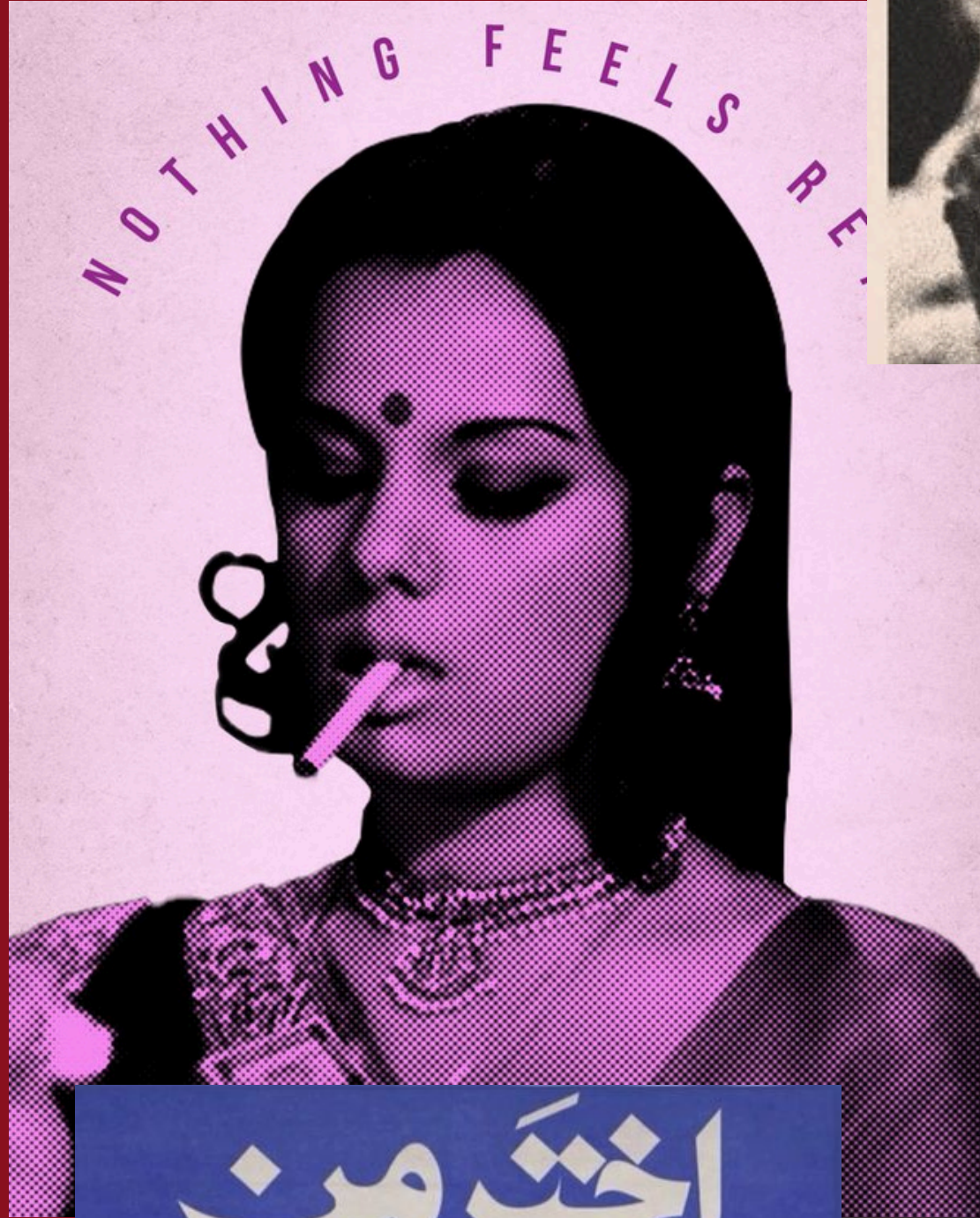
## EVENT EXPANSION

Increased Parties, Youth Festivals & Community Engagement

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## ARTIST COLLABORATION

Exclusive collaborations crafted by your favourite artists and events



# ધન્યવાદ



# Siksh

اختر من  
يخترك  
Choose The  
People Who  
Choose You

