

# BHND

#BREAKTHENORMAL

- Presentation by Group D2



ભંડ અલલ દાય્ય  
BHND ALL DAY

# 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



# OUR 4Ps

## 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



# PRODUCT LINE

## ORIGINAL PRODUCT LINE

Classic 6-piece high quality set

## PREMIUM PRODUCT LINE

Limited yearly releases featuring refined designs

## LIMITED TIME DROPS

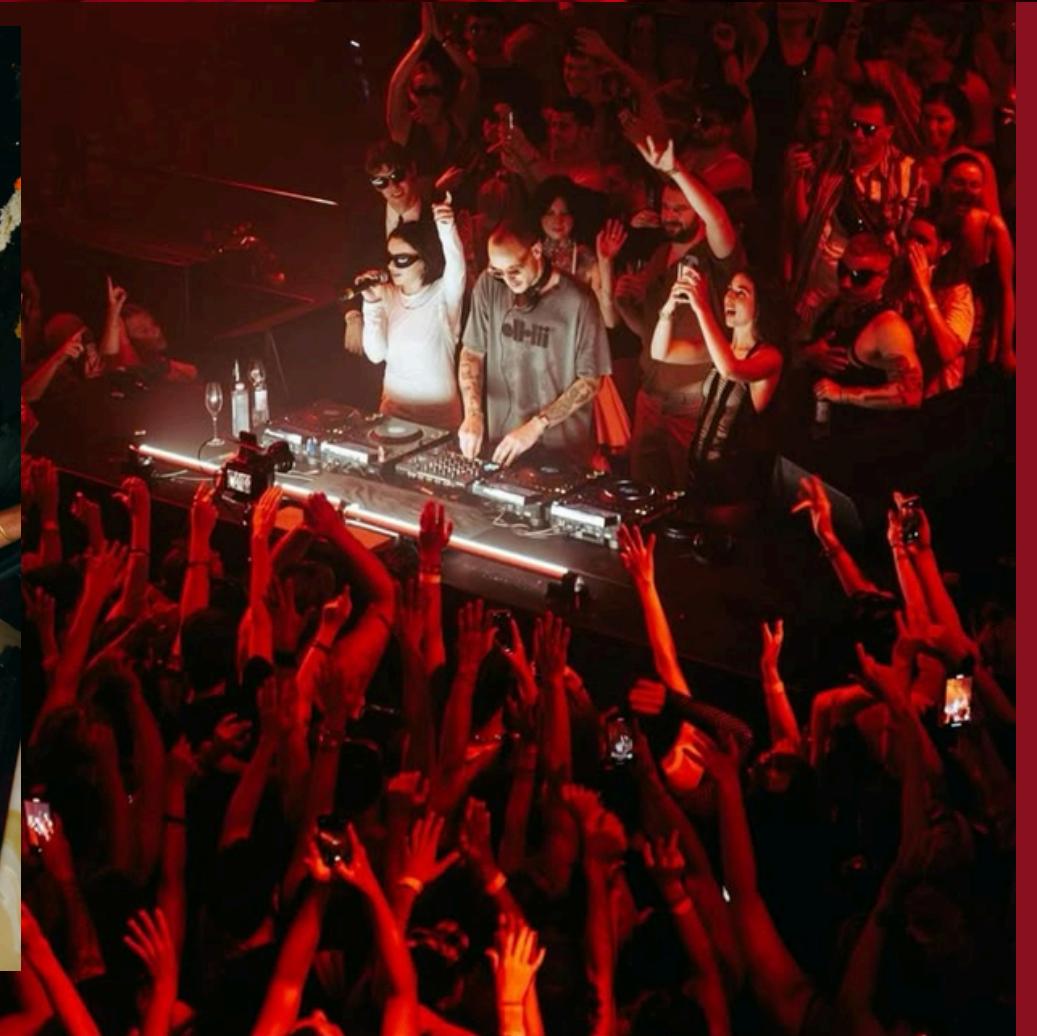
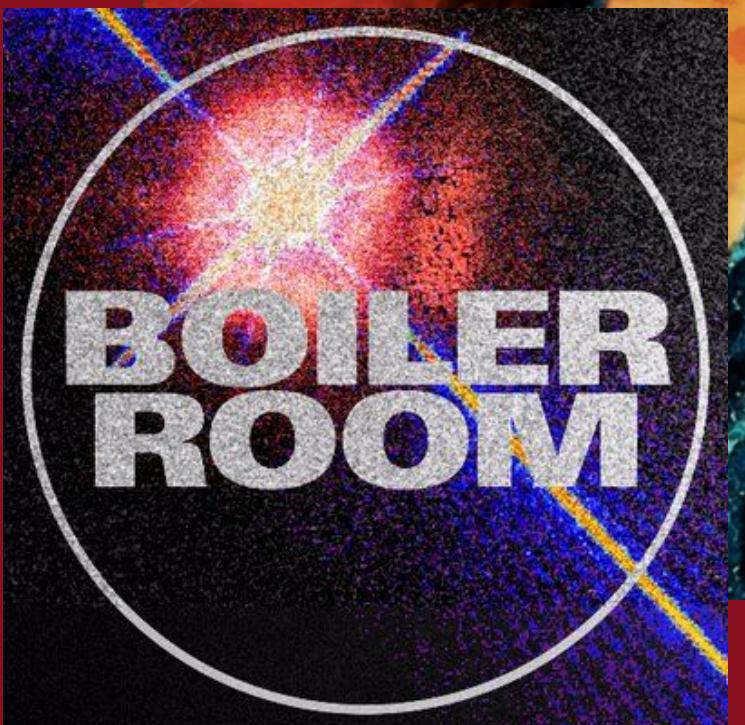
Exclusive collaborations crafted by your favourite artists and events

## DESIGN FEATURE

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



# MARKET OPPORTUNITY

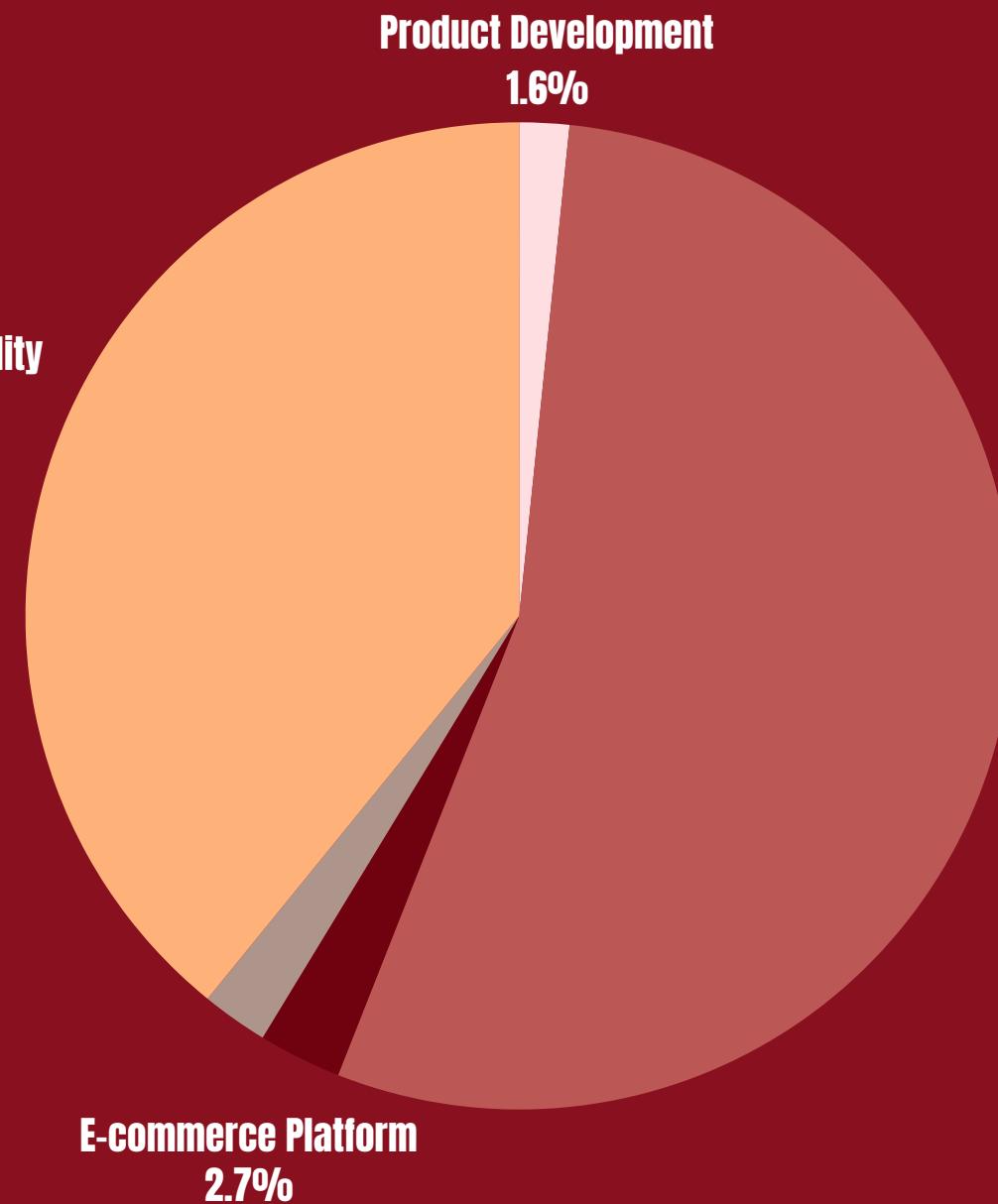


# BUDGET

moneyfesting



Product Development    Digital Marketing/Social Media Launch



*Rich, really rich,  
filthy rich.*

moneyfesting





ROLLING LOUD

X

BHND

भंड

ESTD 2025

# STRATEGY & EXPANSION

## PRODUCT LINE EXPANSION

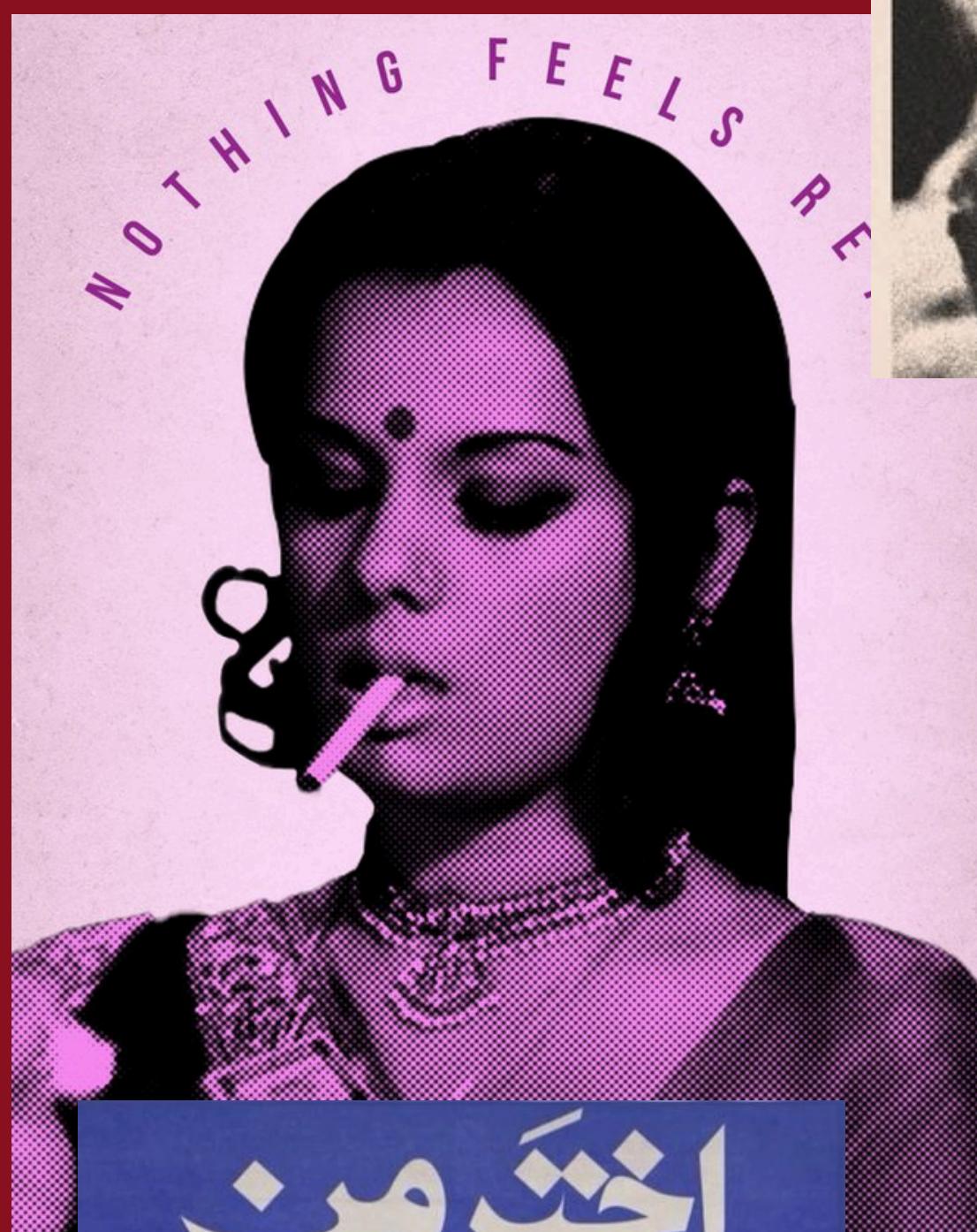
Move into Glassware, decanters, coasters etc

## EVENT EXPANSION

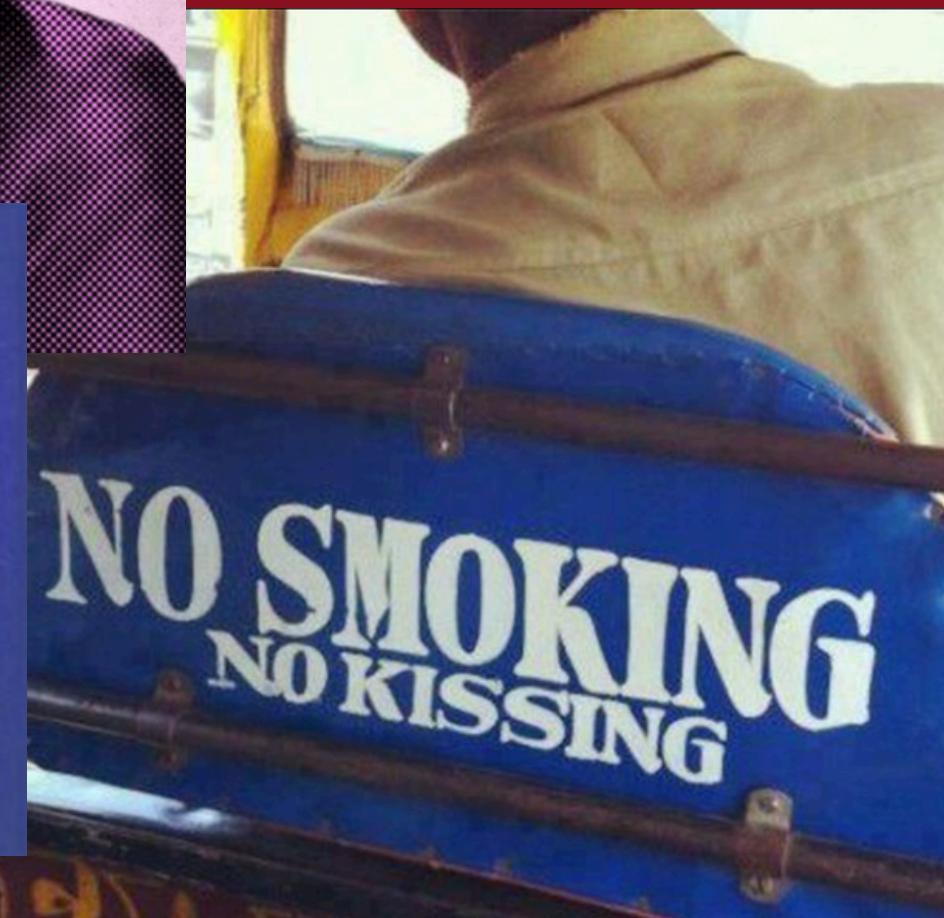
Increased Parties, Youth Festivals & Community Engagement

## ARTIST COLLABORATION

Exclusive collaborations crafted by your favourite artists and events



# धन्यवाद



# SICK

