

Little Gator

# Building the kids’ transition care category

Kratibella pure care pvt ltd

# The forgotten years of kids' care

When our daughter turned six, baby products stopped working. Her days now meant school, playgrounds, sweat, dust, and pollution. Adult products still felt wrong.

### A massive age group is structurally ignored

**Over 240 million** children in India are **aged 5–14** yet care jumps directly from babies to adults.

### Active lifestyles need better cleansing, not harsher chemicals

Nearly **1 in 2 Indian children** are physically active most days, but formulas remain infant-grade and underperforming.

### Parents care deeply, but lack safe choices

**75% of urban mothers** read full ingredient labels, yet find no transparent, stage appropriate options.

And we realised something simple, this age has no products built for it.....

# Introducing

Little Gator




Everyday essentials for growing kids

# Stage-specific care for growing kids



### Age-specific formulations for 5–12 years

Designed for school-going, outdoor-active children — not babies, not adults.



### Mild yet effective cleansing system

Sarcosinate & glucoside surfactants remove sweat, dust, and buildup safely.



### Hero-ingredient based clean formulas

Build around Aloe veera+ flaxseed to support hydration, scalp balance, and skin barrier health

# Why Little Gator wins

### Built for the missing middle age



Little Gator is purpose-built for kids aged 6–12

### Designed for everyday reality



Designed for sweat, school, and play

### Only brand for Age 6-12



One trusted kids-to-teen care ecosystem

### Ingredient First, Not fear First



Builds parent trust, not anxiety
Prevents from Hormonal imbalancing chemicals

### Early Category Advantage



No clear category leader in India Opportunity to own the ‘Kids Care’ narrative early

### Scalable Brand Architecture



Mascot-led platform for long-term IP

**We’re building what we wished existed for our own child.**

# India will be largest kids care opportunity in next decade

## New Consumers

**25+** Millions children enter in 5-12 Category every year This is the most underserved transition phase between baby care and adult care

## Changing Parent Behaviour

**72%** Parents read Ingredient labels Prefer specialised kids products over baby or adult alternatives

## Market Shift & Sizing

Baby care is saturated Kids **(6–12)** care is underdeveloped and fragmented Creating a white space for trusted, science-led kids care brands

## Why this matters now

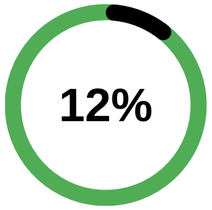
**First generation** of ingredient aware parents No clear category leader in kids only care Category is early, demand is real, timing is right

# A Large, Growing and Under-Served Category

Little Gator bridging the gap

A **20,000 Cr** market with a **6000 Cr** Gap

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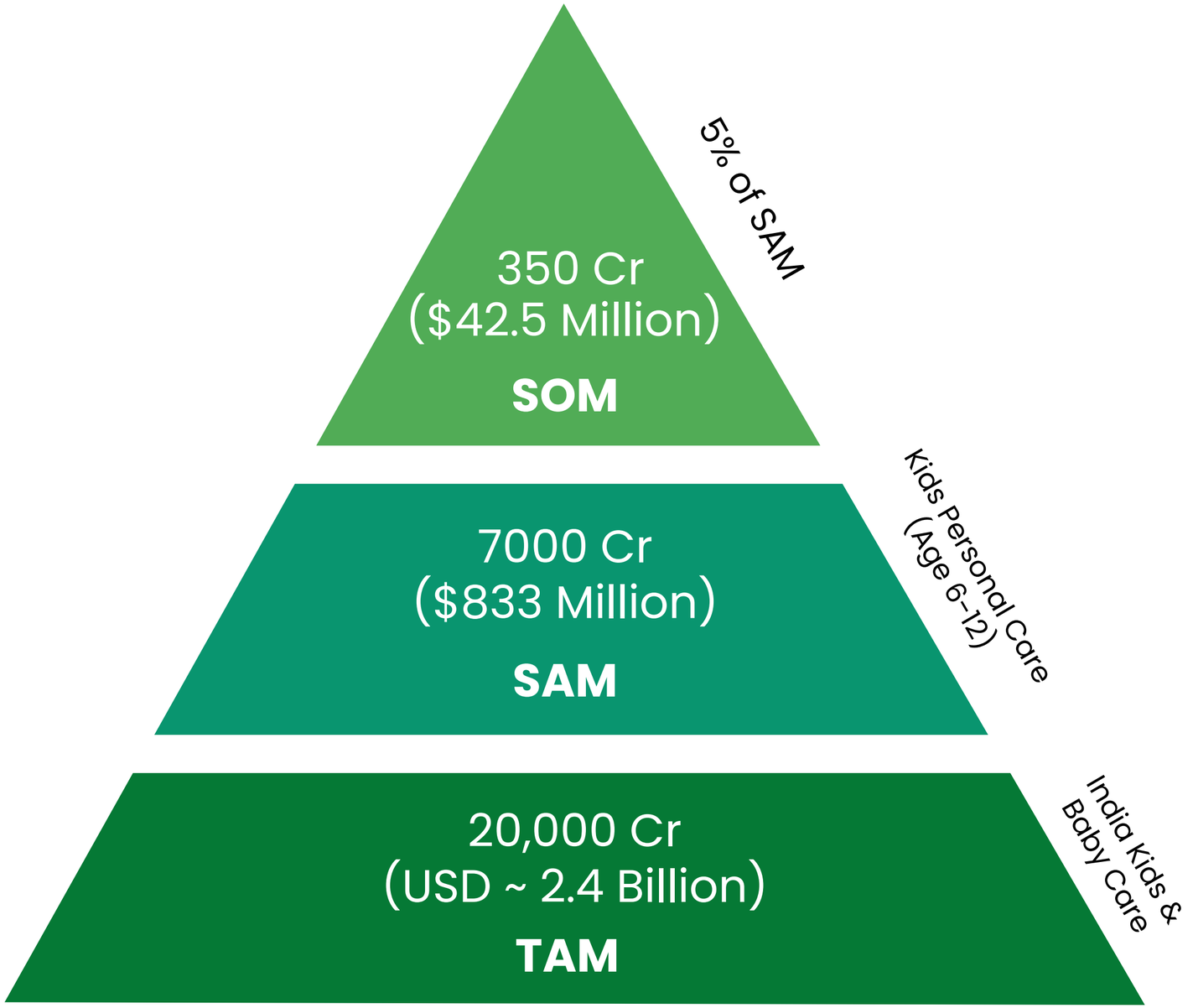



India Kids and Baby Care Market Annually Growing at 10~ 12% CAGR

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### Why This market is Attractive

1. Monthly Replenishment (High Frequency)
2. Low Churn (Trust Based)
3. Life cycle Value



# Revenue Model

## Revenue Streams

### Core Product Based Sales

1. Daily Use Personal care products

2. Monthly repurchase cycle (High repeat rate)

### Product based Bundles

1. Value Driven Combination Hair care and skin care

2. Benefits: Higher AOV,Gifting friendly SKU

### Channel Based Revenue

1. D2C- Website and Marketplace **(AOV- 800)**

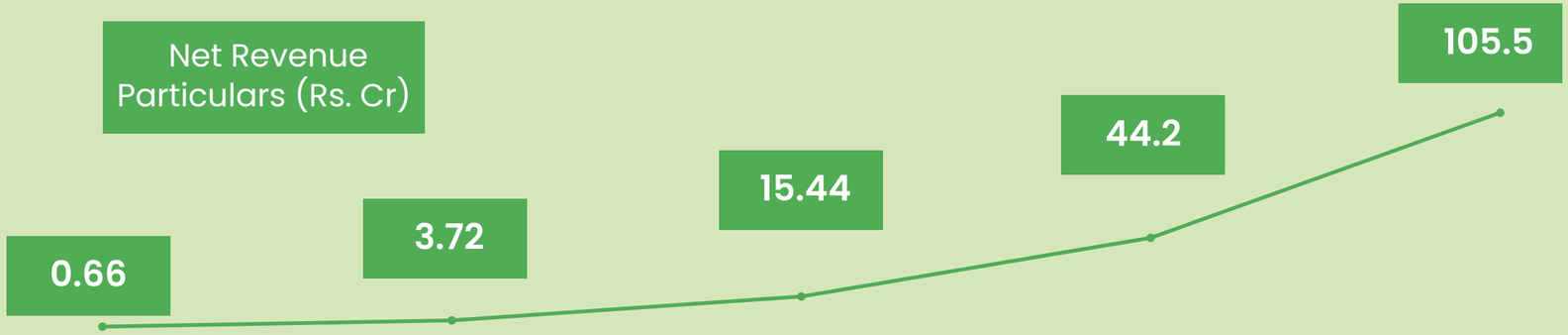
2. Quick Commerce **(AOV- 400)**

Go-to Market Strategy: Ads On **Meta** **Google**

# Intentionally designed brand for the 5-12 transition age kids

| Features | Little Gator | mamaearth | sebamed | Aveeno Kids | Mother Sparsh | tikitoro |
|---|---|---|---|---|---|---|
| Core target age defined as 6–12 years | ✓ | ✓ | ✗ | ✗ | ✗ | Partial |
| Formulated for sweat & daily school use | ✓ | ✓ | ✓ | ✓ | ✓ | Partial |
| Mild surfactants (sarcosinate + glucosides) | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Hero ingredients: Aloe + Flaxseed | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Designed to avoid residue & scalp buildup | ✓ | ✗ | ✗ | ✗ | ✗ | Partial |
| Explicit endocrine-disruptor avoidance lens | ✓ | Partial | Partial | Partial | Partial | Partial |

# Financial Projection




| Particulars (Rs. Cr) | Y1 | Y2 | Y3 | Y4 | Y5 |
|---|---|---|---|---|---|
| EBITDA | (0.18) | (1.31) | 0.51 | 8.93 | 31.96 |
| Net Profit | (0.18) | (1.31) | 0.38 | 6.70 | 23.97 |
| CashFlow | (0.28) | (1.68) | (0.53) | 11.60 | 59.98 |

| | | | | | |
|---|---|---|---|---|---|
| **No. of Orders** | **13,108** | **80,443** | **3,04,345** | **8,38,827** | **18,68,006** |
| **Growth Rate of Customers YoY** | | **514%** | **278%** | **176%** | **123%** |

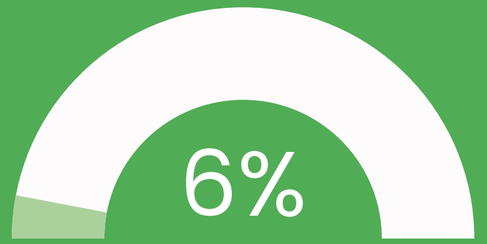
# THE ASK

We are looking for an investment of

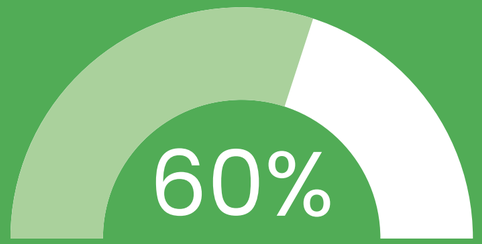
# Rs. 1.10 Cr

(USD 119.5 K)

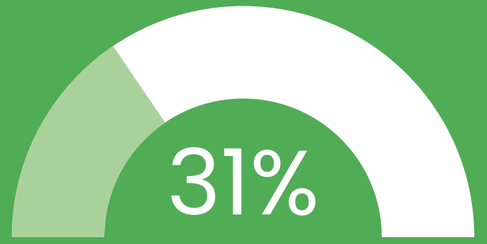
## Fund Utilization



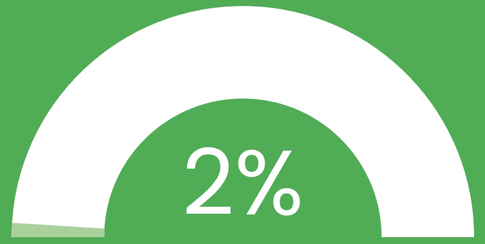

Capex




Inventory




Branding & Marketing




New Talent + Opex

# Founders



## Viplav Shukla

**Co-Founder Operations & Manufacturing**

13+ years scaling large-scale manufacturing operations, including leadership at a 10 GW integrated solar facility and Honda Motorcycle & Scooter India. Deep expertise in supply chain, vendor development, cost and quality systems, with proven execution in high-volume environments. Founder perspective shaped by first-hand parenting experience (ages 6–12).



## Neha Shukla

**Co-Founder Brand Operations**

4+ years leading HR and people systems, with expertise in compliance, payroll, and employee lifecycle management. Brings parent-led insight to product decisions, brand trust, and culture-first growth.re-led, scalable consumer brand foundations Parents first. Founders second. Solving a care gap we faced at home.

# Thank You

## The next kids' care category starts here




Little Gator.

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