INVESTOR DECK · SEED ROUND

The operating system for pet care.

Owners · Vets · Clinics · Hostels · Labs · NGOs · Volunteers · Breeders · Sellers

Raising ■7.2 Cr seed · India · April 2026

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PROBLEM

India's pet care has no system of record.

Pet medical history lives on paper cards. Vaccination reminders go missing. Vets, clinics, hostels, labs, NGOs and breeders all run on disconnected tools. Owners juggle 3-4 apps and still lose continuity the moment they switch cities or providers.

Result: avoidable disease, uninsurable pets, fragmented welfare data, and a category growing at 19% CAGR with no infrastructure layer underneath it.

SOLUTION

One consented pet record. Eleven role-specific workspaces.

FluffyPet is a multi-stakeholder graph. Every role — owners, vets, clinics, providers, hostels, labs, NGOs, volunteers, breeders, sellers and admin — gets a purpose-built workspace that reads from and writes to the same trusted record.

Consent-first by design (DPDP Act 2023). Audit log on every access. Built for India's languages, payment rails and price points from day one.

MARKET

$7B by 2030. Growing 19% YoY.

31M	**19%**	**$7B**
Pets in India by 2027 (Euromonitor)	Pet-care spend CAGR (IBEF)	TAM by 2030 (Grand View)

Sources: Grand View Research, Euromonitor, IBEF, FICCI–EY, FluffyPet analysis. Methodology: /market-report.

PRODUCT

Pet record at the core. Modules orbit.

Identity

Microchip, profile, household

Records

Vax, Rx, labs, surgeries

Bookings

Vet, grooming, boarding

Commerce

Marketplace + escrow

Comms

In-app chat, reminders

Field Ops

NGO + welfare workflow

TRACTION · pilot since Sep 2025

Numbers, not narratives.

3	Cities live (pilot)
142	Providers onboarded
1,840	Pets registered
6,200	App installs / waitlist
38	Monthly active providers
11	Open hiring roles

Provider growth: 12 → 142 in 7 months. NPS 71 in beta. Live numbers at /traction.

BUSINESS MODEL

Three revenue lines. One graph.

1. **Provider SaaS** — ■999–■4,999/mo per clinic / hostel / lab.

2. **Marketplace take-rate** — 8–12% on bookings, 4–6% on commerce.

3. **Data & insurance** — anonymised underwriting feed and embedded policy distribution (post-Series A).

Blended contribution margin target: 55% by Y3. Steady-state CAC payback < 9 months.

COMPETITION

Single-vertical players. No graph.

Player	Focus	Gap
Supertails	D2C food + telehealth	No provider workflows / record graph
Heads Up For Tails	Premium retail	Not software; no vet/NGO surface
Wagr	Wearables	Single-device data, not multi-stakeholder
Petsy	Insurance	No record-of-truth for underwriting
DCC Animal Hospital	Vet chain	Single-chain, not interoperable

TEAM

Small. Compounding hires.

Founder / CEO — Product + vision. Decade in consumer SaaS and marketplaces.

Co-founder / CTO — Distributed systems, healthtech.

Hiring — Head of Provider Growth, Sr Mobile (RN), Sr Backend, Product Designer, Veterinary Advisor, Ops Manager Ranchi, City Lead Bengaluru.

HQ: Ranchi, Jharkhand. Beachhead: Bengaluru.

FINANCIALS · projection

Path to ■120 Cr ARR by FY28.

■0.6 Cr	**■14 Cr**	**■52 Cr**	**55%**
FY26E revenue	FY27E revenue	FY28E revenue	Target CM by Y3

Bottom-up build by city, role and module. Full P&L, monthly cohorts, scenario compare and assumptions at /insights/financials. Unaudited projections.

■7.2 Cr seed. 18 months runway.

First close ■3 Cr to lock 12 months runway. Rolling close to ■7.2 Cr over 6 months.

60%	**25%**	**10%**	**5%**
Product + engineering	Provider GTM (3 → 8 cities)	Compliance + legal	Reserve

Five compliant channels: angel, accredited, RBF, strategic, soft-circle. See /raise.

Let's talk.

Two business days. Real human. No deck-spam.

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