

Home Décor

Kitchen Essentials

Dining

Gifting

Glassware



ProKitchen. Homes

ELEVATING : LIVING SPACES

ProKitchen Homes – Partner Opportunity Deck

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BUSINESS OVERVIEW

At ProKitchen Homes, we thrive on innovation and adaptability. Every challenge is an opportunity, every product a commitment to quality. Built on listening and learning, we deliver real value for modern homes.

Inspired by the entrepreneurial spirit, our journey reflects confidence, creativity, and connection.

Stay lean, stay inspired, and thrive with ProKitchen Homes.

Our offline brand experience, ProKitchen Homes, curates premium Kitchenware, Cookware, Crockery, Flatware, Glassware & Organizers — blending utility with timeless design, all at accessible prices.

We are your go-to destination for aspirational yet affordable home essentials—where style meets substance, and every item tells a story of refined living.



VISION MISSION

OUR VISION

To redefine how India experiences kitchen and home living — by becoming the most trusted, design-led, and accessible brand in the space of **kitchenware, cookware, and home essentials**.

OUR MISSION

To empower modern Indian homes and hospitality businesses with **premium, functional, and stylish essentials** — blending **global trends, local relevance, and affordable luxury**.

As **trendsetters in kitchenware**, we champion innovation, consistency, and thoughtful design to enhance everyday living.

“Where design meets durability. Where everyday becomes exceptional.”

MEET THE FOUNDERS

Gunjan Mahindru, Director ProKitchen

With over **22 years of experience**, Gunjan is a trailblazer in the hospitality industry.

Renowned for his visionary leadership and creative innovation, he brings unmatched passion and insight to ProKitchen.

His customer-first philosophy and eye for design have transformed the brand into a hub of innovation and aspirational living, setting new standards in the kitchenware space.

Akshay Arora, Director ProKitchen

Akshay is a dynamic and forward-thinking leader with deep expertise in finance.

Streamlining internal workflows, warehousing, and logistics for scalability and efficiency. Driving cost control, budgeting, and cash flow discipline while aligning with growth goals.

Akshay's ability to translate operational complexities into strategic enablers has helped position ProKitchen as a lean, agile, and future-ready organization.

MARKET OPPORTUNITY & PRO ADVANTAGE

₹60,000 Cr Market – ProKitchen Positioned as the Only Affordable Luxury Omni-Channel Brand.

The India market for **kitchenware, cookware, and home essentials** is experiencing significant growth

Affordable segment, in particular, has seen a rise in demand, with consumers seeking high-quality, stylish products that offer both functionality and aesthetic appeal.

ProKitchen is the only player combining offline scale, design innovation, and full-stack control in a high-margin, high-repeatability category.

ProKitchen checks all key growth levers — from omni-channel reach to design IP. Competitors remain fragmented or niche.



THE RETAIL DIFFERENTIATOR

PROKITCHEN VS. MARKET ALTERNATIVES

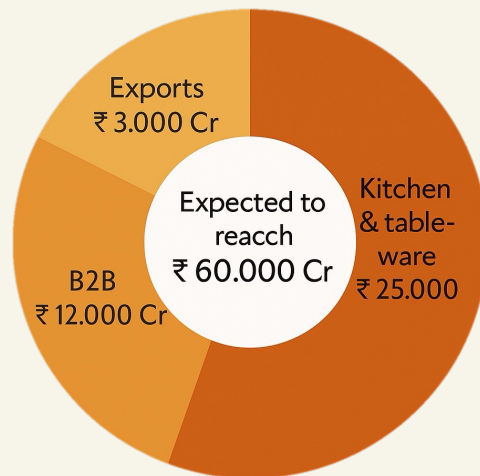
Unlike peers who are either niche (Elementry), mass-market digital-first (HomeShop), or broad furniture-driven (Home Centre), ProKitchen uniquely combines omnichannel presence, hospitality-grade SKUs, and bespoke solutions — making it the only serious retail anchor in the F&B + homeware lifestyle category.

FEATURES	PROKITCHEN	ELEMENTRY	HOME CENTRE	HOMESHOP
Omnichannel Presence (Retail + Institutional)	✓★	×	✓	✓ (TV + Online retail)
National Retail Footprint (Tier 1/2/3)	✓	Moderate	✓ (70+ stores India)	×
Multi-Vertical Product Portfolio	✓	×	✓ (Furniture, Kitchenware, Decor, Bed & Bath)	✓ (Electronics, Home, Kitchen, Lifestyle)
Bespoke & Customized Solutions	✓★	×	✓ (Modular & customized furniture)	×
Hospitality Grade Product SKU	✓★ Hospitality certified	×	● Consumer-grade only	×
Offline Customer Acquisition Engine	✓	×	✓ (Strong offline retail chain)	×
Proprietary Design + R&D Capability	✓	×	✓ (In-house design team & collections)	×

ProKitchen unique blend of aspirational home retail + hospitality solutions ensures higher footfall conversion and premium customer experience — driving mall differentiation

MARKET GROWTH OPPORTUNITY

Explosive Growth in Home & Hospitality Retail



- India's kitchenware & home serve ware market is 25,000 Cr (2024), growing at 12-15% CAGR.
- Expected to reach ₹60,000 Cr by 2030.
- >80% of this market is still unorganized - dominated by local traders & middlemen.
- Export growth in this category is 18% YoY - **ProKitchen already exporting.**
- B2B (Hotels, Cafes, Caterers) is a 12,000 Cr market with recurring demand.
- Rise of omni-channel and D2C logistics is enabling premium, brand-led players like Prokitchen to scale quickly and efficiently.
- 60%+ Gen-Z households prefer branded home essentials

ProKitchen bridges the gap between India's fragmented kitchenware market and the modern aspirational retail experience — making it an ideal anchor tenant for malls.

TAM > SAM > SOM

MASSIVE HEADROOM FOR GROWTH

REF. STUDY

https://www.grandviewresearch.com/industry-analysis/Commercial-Tableware-Services-Market/india?utm_source=chatgpt.com

TAM (TOTAL ADDRESSABLE MARKET): ₹60,000 CR

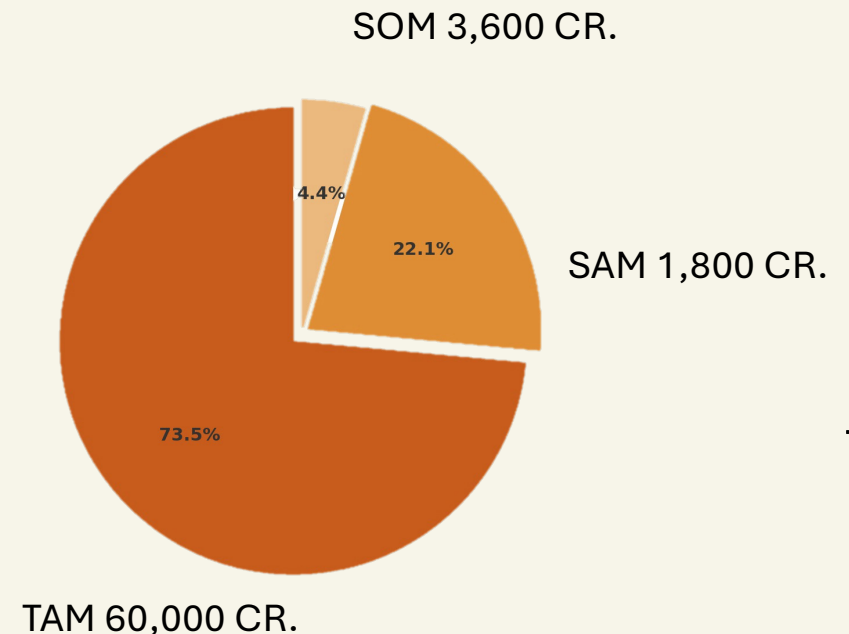
The full size of the Indian kitchenware market, growing at 12–15% CAGR, including offline, online, and export channels.

SAM (SERVICEABLE AVAILABLE MARKET): ₹18,000 CR

Represents modern trade, organized retail, and export-ready segments where ProKitchen already operates or plans to enter.

SOM (SERVICEABLE OBTAINABLE MARKET): ₹3,600 CR

Our realistic target market based on focused geographies (Delhi NCR, Punjab, Mumbai, Bengaluru), SKU strength (barware, gifting, crockery), and omnichannel execution.



CONSUMER BEHAVIOR & TRENDS

MARKET TRENDS

Aspirational Living is the New Standard

70% of urban millennial households now seek **premium-quality, design-forward** products that align with their lifestyle goals.

Home-Centric Living is Here to Stay

Post-COVID, homes have become hubs for work, leisure, and entertaining — driving up **kitchen & dining investments**.

Design-Led Purchasing Has Gone Mainstream

Indian consumers now shop for **style, not just necessity**. Instagram and influencer-driven choices dominate decisions.

Brand Trust & Repeatability Drive Margin

Consumers now return to brands with **retail presence + consistent CX** (customer experience).

PROKITCHEN ADVANTAGE:

— We deliver products that blend **luxury appeal** with **everyday utility**, priced for aspirational India.

— Our range of **flatware, serve ware, and cook tools** supports this lifestyle shift with functional aesthetics.

— Our in-house design team stays ahead of trends — creating **evergreen and seasonal drops**.

— With B2B credibility and expanding retail footprint, we're building a **trusted omnichannel brand**.

WHY NOW?

THE PERFECT MARKET MOMENT

The Indian homeware & lifestyle market is at a powerful inflection point — driven by shifts in consumer mindset, digital culture, and income growth.

- **Post-COVID Home-Centric Living**
Homes became the new entertainment hubs — dining, decor, and hosting
- **Instagram & Influencer Culture**
Today's consumers shop visually — Instagram, Reels, and Pinterest define aesthetic goals.
- **Rising Disposable Income in Tier 1 & 2**
Young Indian households now seek global-quality products, without luxury price tags
- **Retail + B2B Convergence**
Restaurants, cafes, and homes are all blending into lifestyle zones. A brand that serves both

FOR STUDY

https://timesofindia.indiatimes.com/business/india-business/consumers-spend-more-on-durables-fmcg-in-fy25/articleshow/120948524.cms?utm_source=chatgpt.com

https://www.credenceresearch.com/report/online-home-decor-market?utm_source=chatgpt.com

ProKitchen is built for this consumer moment
Aspirational, visual, experience-driven. The shift isn't coming. It's already here.

STORE LOOK & FEEL

STANDARD LAYOUT

COMMON SECTION FOR ALL STORE

- Glassware
- Kitchenware
- Cutlery
- Luxe Crockery
- Brass & Copper
- Home Décor
- Gifting
- Tableware





STANDARD ELEMENTS



Discussion Lounge



STANDARD ELEMENTS



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EXPANSION OPPERTUNITIES

EXPANSION OPPORTUNITIES

City	Market Potential	Target Audience	Real Estate Availability	Competition	Logistics	Recommended Store Size (sq. ft.)	Expansion Flexibility	Strategic Notes
Delhi NCR	Very High (HNI + Institutional Buyers)	Urban families, hospitality chains, chefs, corporates	Excellent (Malls + Flagships)	High	Excellent (Air/Road)	3,000–4,000	Expandable up to 10,000	Flagship hub for visibility & high AOV
Punjab (Ludhiana, Chandigarh)	High	Restaurateurs, wholesalers, NRIs, wedding market	Good (Tier 1–2 cities)	Moderate	Very Good	2,800–3,500	Expandable up to 6,000	Retail + B2B dominance; home turf advantage
Jaipur	Very High	Modern households, premium buyers, corporates	High (Premium Streets + Malls)	High	Excellent	2,500–3,200	Expandable up to 10,000	Compact premium luxury formats; flagship potential
Mumbai	High	Young IT professionals, new-age homes	Good (Tech Parks + Retail Hubs)	Moderate–High	Excellent	2,500–3,000	Expandable up to 7,000	Smart kitchen & modern dining SKUs; lifestyle-driven market
Ahmedabad Surat	Medium	Business buyers, bulk restaurant demand, NRIs, export clients	Good (Warehousing zones)	Moderate	Good	2,500–3,000	Expandable up to 8,000	Export-facilitated warehousing advantage; strategic entry

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PRODUCT STRATEGY

PRODUCT CATAGORY

- Kitchenware & Cookware:** Durable, high-quality items like pans, pots, utensils, knives, and kitchen gadgets designed for both home chefs and enthusiasts.

- Bespoke Crockery & Flatware:** Elegant, stylish tableware sets, including plates, bowls, cutlery, and serving items with a focus on modern, timeless design.

- Glassware:** High-end glass products, such as wine glasses, tumblers, cocktail glasses, and decanters, designed for both everyday use and special occasions.

- Organizers:** Functional and aesthetic kitchen organizers, from storage boxes to pantry solutions, helping customers maintain a stylish and efficient kitchen.

ProKitchen.Homes' product strategy is focused on delivering **affordable luxury** in the kitchenware and home essentials market.

INNOVATION CUSTOMIZATION

- Innovation in Product Design:** The brand introduces bespoke crockery sets & smart cookware. ProKitchen.Homes will stay ahead of market trends by incorporating **minimalistic design, eco-friendly materials,** and **multi-functionality** in its products.

- Customization Options:** Offering customizable options for select products, such as personalized engraving on cutlery or bespoke crockery designs, will add a personalized touch for customers and allow for higher margins.

PRODUCT PORTFOLIO

- Core Products:** These include high-demand items like cookware, crockery, and flatware that are essential in every household. The core product range will form the foundation of the business.

- Seasonal Collections:** ProKitchen.Homes will launch limited-edition collections that align with seasonal trends like holiday specials, festive designs.

INTERNATIONAL APPEAL

With 75% of the Range focus being international look & feel, ProKitchen.Homes ensures that its product lines are versatile and cater to global tastes.

Collections will reflect both **global trends** and local market preferences to resonate with customers.

PRICING STRATEGY

The brand will maintain a price range that is competitive in the luxury homeware segment but affordable compared to premium global brands.

- **Average Product Pricing:**
₹500 to ₹2,000 for major product categories.
- The goal is to balance high margins with accessibility, ensuring the brand is perceived as premium but not out of reach for middle- to upper-income consumers.



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Homes

**THANK
YOU**

Join Us in Building India's Most
Trusted Kitchenware & Home
Lifestyle Brand



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