



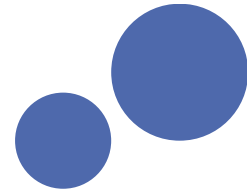
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# RAINBOW OVERSEAS

Pitch Deck 2024

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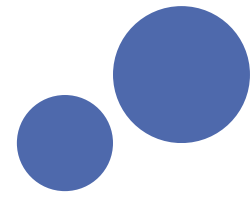




# About Us

Rainbow Overseas, established in 1999 by Mr. N. Senthil Murugan, is a distinguished manufacturer and exporter of premium quality leather products based in Chennai, India. With Mr. Murugan's expertise as a qualified leather technologist and extensive industry experience, Rainbow Overseas has become a leading provider of Goat Shoe Suede, Goat Heel Grip Leather, Cow Split Suede, Upper Finished Leather, and more, adhering to German standards and catering to both domestic and international markets.





# Problems Faced



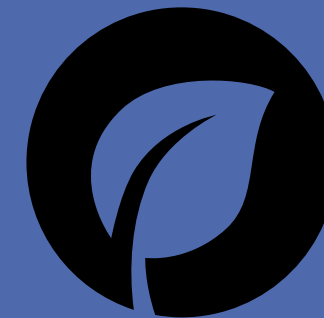
## *Market Saturation*

The leather industry faces challenges due to oversaturation, leading to intense competition and margin pressures.



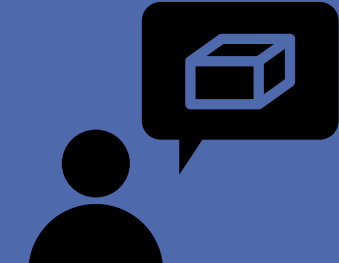
## *Supply Chain Vulnerabilities*

Fluctuating raw material prices and supply chain disruptions pose significant challenges to consistent production.



## *Environmental Concerns*

Traditional leather production methods raise environmental concerns, demanding sustainable alternatives.



## *Product Customization Demands*

Increasing consumer demand for personalized products requires adaptable manufacturing processes.

# Solutions Offered





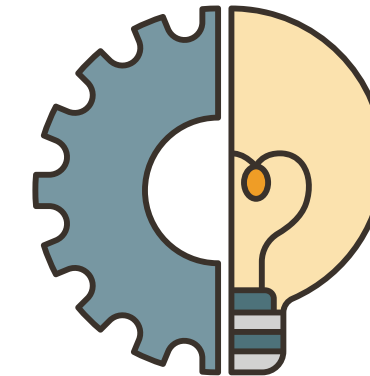
# Our Offerings



**Premium quality leather products including Goat Shoe Suede, Goat Heel Grip Leather, and Cow Split Suede.**



**Sustainable leather alternatives promoting environmental stewardship and corporate responsibility.**



**Customized leather solutions tailored to meet client specifications and preferences.**

# Unique Selling Proposition

## Advanced Manufacturing

Utilizing state-of-the-art technology for precision and efficiency in production.



## Eco-Friendly Practices

Championing sustainable manufacturing processes to minimize environmental impact.

## Customization

Offering bespoke leather solutions to address individual client needs and preferences.

## Quality Assurance

Ensuring unparalleled quality standards across all our products through rigorous quality control measures.

Note :

# Product Photos



cow split Suede foodbed insole  
Leather for cork footbed,  
costumes size for Export  
European countries



This photos articals name is  
Goat shoes Suede & cow split  
upper Suede, goat garment  
Suede Leather, this articals for  
coustomer requirement size &  
thickness & colour



**Leathers finished sector**





# Market Size

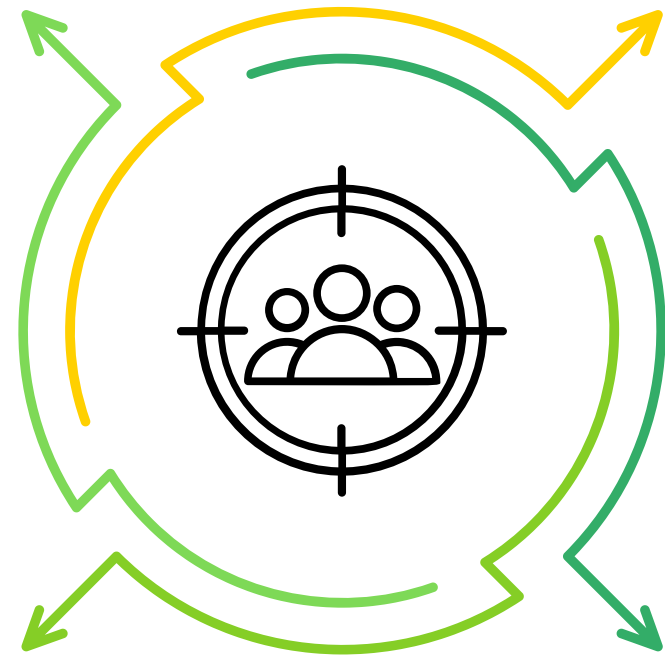
The Leather Goods Market size is estimated at USD 304.80 billion in 2024, and is expected to reach **USD 376.21 billion by 2029**, growing at a **CAGR of 4.30%** during the forecast period (2024-2029).

**Source:** [www.mordorintelligence.com](http://www.mordorintelligence.com)



# Target Customer

**Footwear Industry:**  
Providing high-quality leather for shoe manufacturers worldwide.



**Upholstery and Furnishings:**  
Supplying leather for upholstery and interior design applications.

**Fashion Accessories:**  
Catering to the demand for premium leather materials in the fashion industry.

**Export Market:**  
Serving international clients seeking reliable and sustainable leather products.





# Revenue Model



**Direct Sales:** Revenue generated from direct sales of leather products to clients.



**Export Sales:** Income derived from exporting leather products to international markets.



**Customization Services:** Additional revenue from offering personalized leather solutions.



**Licensing and Royalties:** Revenue from licensing our technology and expertise to other manufacturers.





# Go-To-Market Strategy

## Targeted Marketing Campaigns

Implement focused marketing initiatives to reach specific customer segments.

## E-commerce Platforms

Utilize online channels to expand market reach and facilitate direct sales.

## Distributor Partnerships

Collaborate with distributors and retailers to penetrate new markets.

## Trade Shows and Exhibitions

Participate in industry events to showcase products and establish business connections.





# Scale Up Plan

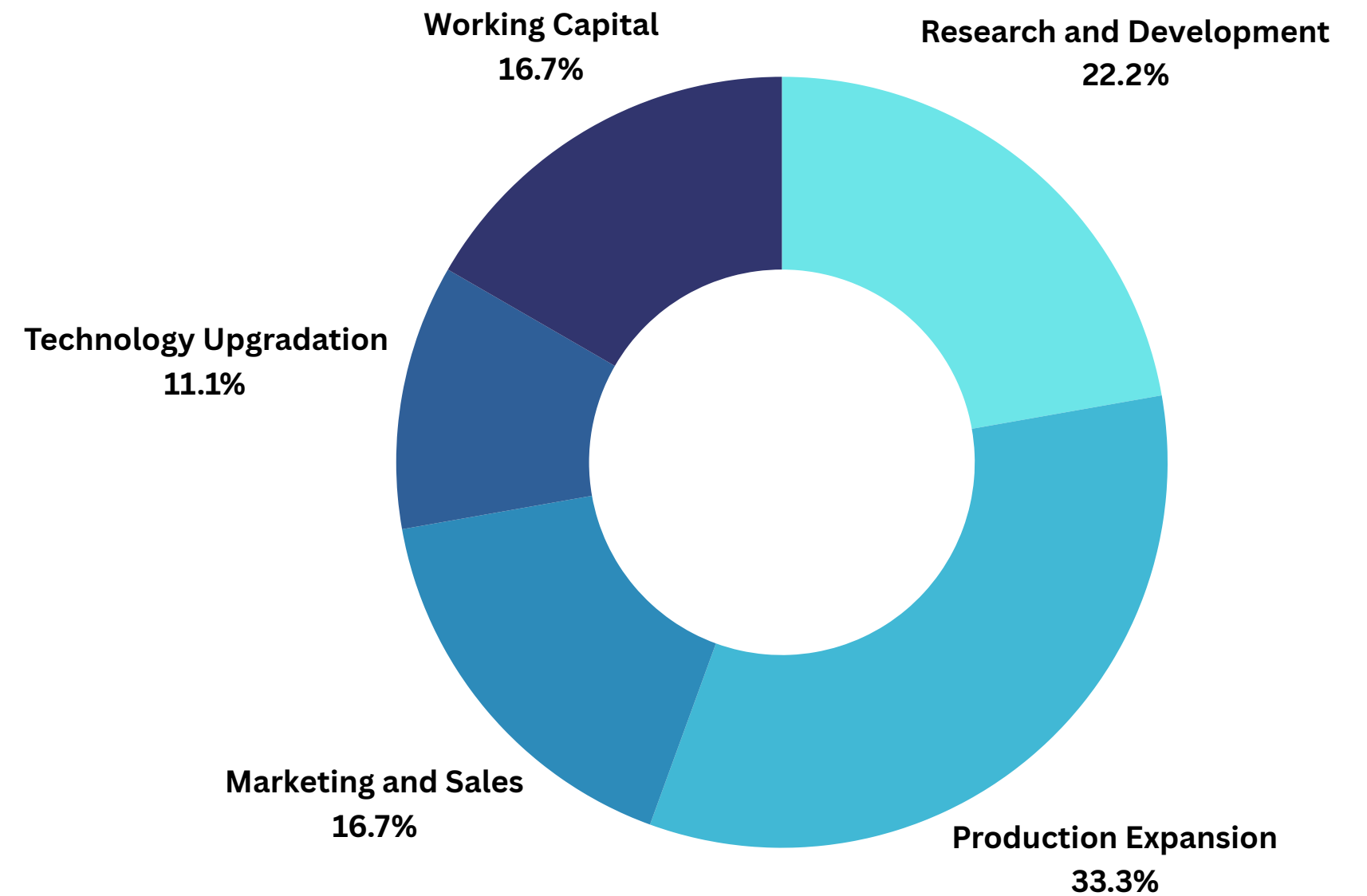
- **Employment Generation:** Creating job opportunities in local communities through manufacturing and distribution operations.
- **Environmental Conservation:** Promoting sustainable practices to minimize environmental footprint and preserve natural resources.
- **Community Development:** Investing in social welfare initiatives to support education, healthcare, and infrastructure development.
- **Ethical Sourcing:** Ensuring fair labor practices and ethical sourcing of raw materials to uphold corporate responsibility.





# Fund Utilization

Investment Area	Amount (INR)
Research and Development	2,000,000
Production Expansion	3,000,000
Marketing and Sales	1,500,000
Technology Upgradation	1,000,000
Working Capital	1,500,000



# Team Details



**Mr. N. Senthil Murugan**

Mr. N. Senthil Murugan is a visionary entrepreneur and a seasoned professional with an extensive background in the leather industry. With a passion for innovation and a commitment to excellence, he has played a pivotal role in shaping Rainbow Overseas into a leading name in the field of leather manufacturing and exports.

## **Professional Journey:**

Mr. Senthil Murugan embarked on his journey in the leather industry armed with a strong educational background and a deep-seated passion for the craft. Graduating as a qualified leather technologist, he gained invaluable hands-on experience through years of dedicated work in various capacities within the industry.





# Contact Us



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**THANK YOU**