

SHRADDHA KAPOOR'S

Jewellery Brand **PALMONAS**

Closed
The Deal at

**SHARK
TANK**



ABOUT: PALMONAS

#1

Founded in **2022** by
Dr. Amol Patwari &
Pallavi Mahadikar.

#2

India's First Demi-Fine
Jewellery with **lifetime**
warranty.

#3

Looks like gold, **100%**
Skin Safe.

#4

Lorem Ipsum
Shraddha Kapoor:
A Customer **turned**
to a **Co-Founder.**



EQUITY SPLIT

Dr. Amol
29%

Shraddha
21%

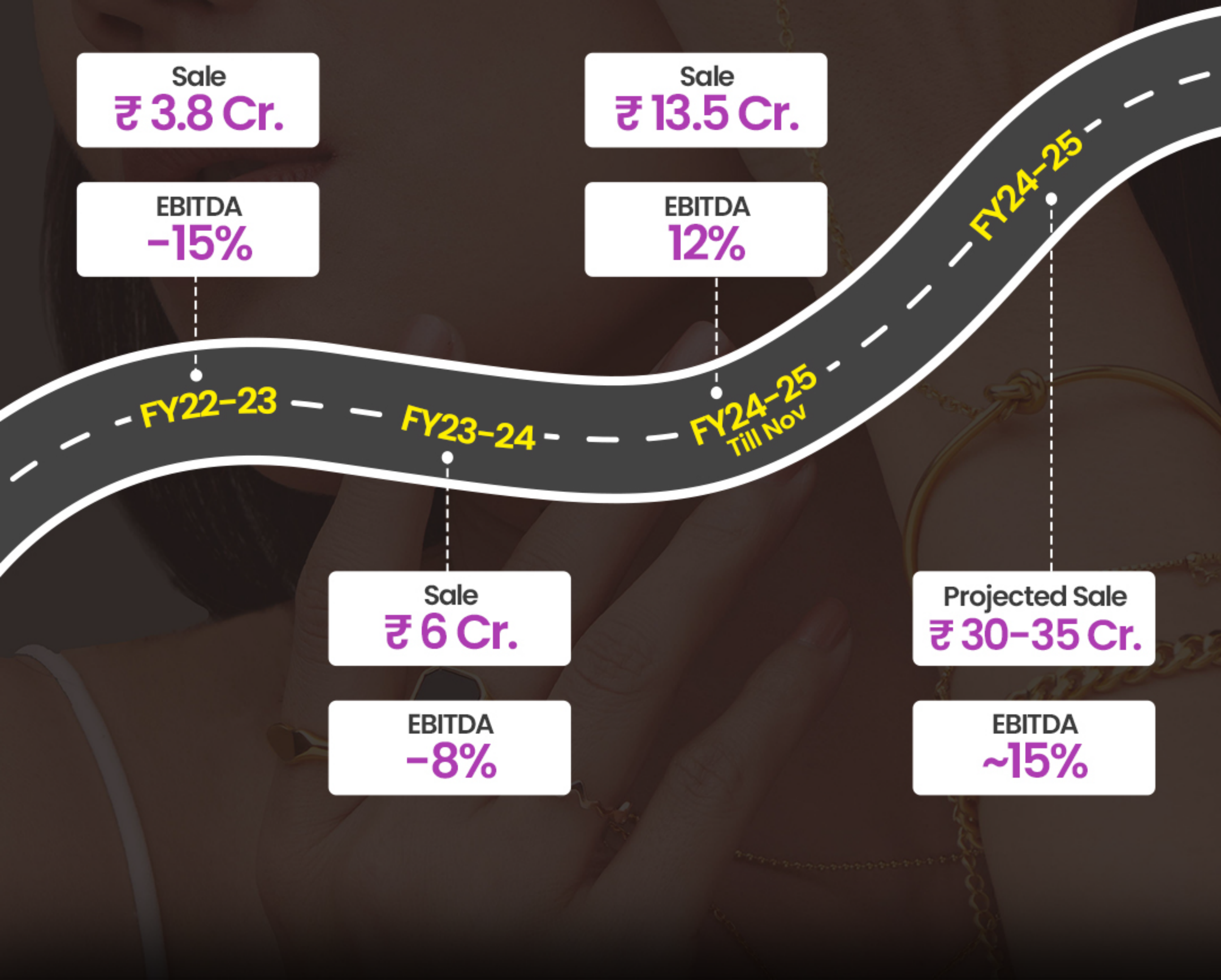
Pallavi
50%

PALMONAS

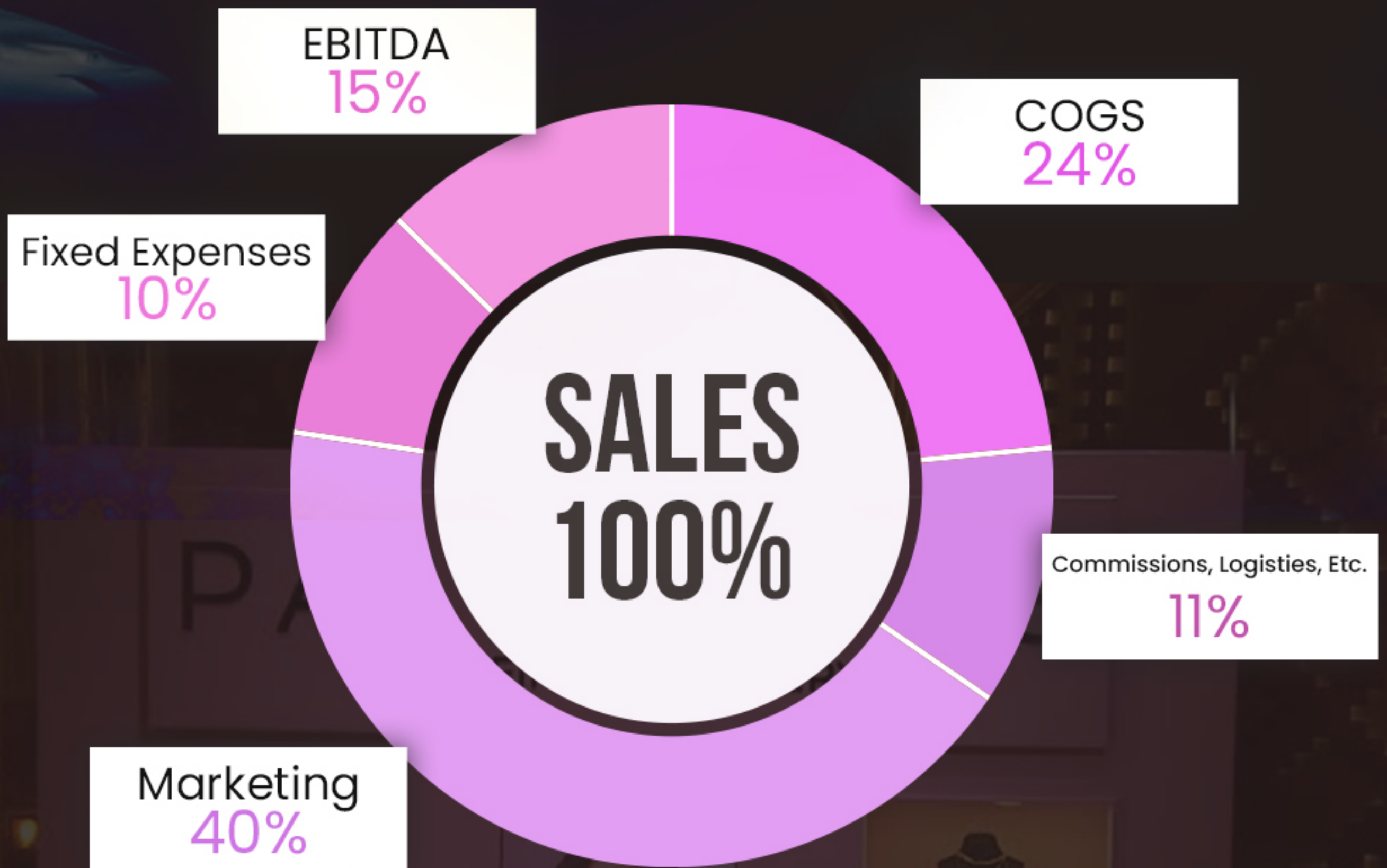
Lorem ipsum

Sales and EBITDA

For last 2 years



UNIT ECONOMICS



SHARK OFFERS

Initial Offers

Namita: ₹1.26 Cr
for 1% Equity
+ 1% Royalty

Aman: ₹40L for
3% Equity
(₹13.33 Cr valuation)
+ ₹86Laks Debt 12%



REVISED OFFERS & FINAL DEAL

Namita Revised: ₹1.26 Cr for 1% Equity + 0.5% Royalty.

Aman Revised: ₹40L for 2% (@ ₹20 Cr valuation) + ₹86L Debt @ 12%
Ritesh Joins Namita's Offer.

Final Deal: ₹1.26 Cr for 1% Equity + 0.5% Royalty (Namita & Ritesh).

SWIPE →



PALMONAS PLANS IN FUTURE



**Target: 100+ Stores
Next Year.**



**Leveraging Shraddha
Kapoor's Influence
for Expansion.**



**Scaling E-commerce &
Omni-channel Presence.**

COMPETITIVE LANDSCAPE

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