

NPI

Nearby Pets India

Healthy pets, delivered to **770+** Indian cities

Vet-checked pets, honest prices and a meet-first, pay-later model that makes buying a pet online safe.

Investor presentation · Pre-seed round · October 2026



THE PROBLEM

Buying a pet online in India is still a gamble

A family sees a photo, transfers money and hopes. Too many receive a sick animal, a different breed from the one advertised, or a seller who stops answering.

Worry 1

Will the pet be healthy?

Worry 2

Will I get exactly what I paid for?

Worry 3

Who will help me if something goes wrong?

Three promises a family can hold us to



A healthy pet

Every pet is examined by a vet before it travels, arrives with a vet certificate and is covered by a 7-day health guarantee.



An honest price

Delivery and taxes shown upfront. No fake timers or hidden add-ons, in line with the CCPA dark-patterns guidelines, 2023.



A team that answers

Honest breed advice before purchase, and support by phone and WhatsApp long after delivery.

HOW IT WORKS

Six steps behind every doorstep delivery

01

Trusted farms

Partner breeders we visit around Ludhiana, Rajpura and Ambala

02

Right match

Breed advice for each home, then a 25% booking

03

Vet check

Only pets that pass travel, each with a certificate

04

Safe journey

Planned for comfort, with live updates to the family

05

Doorstep

Family meets the pet, then pays the 75% balance

06

First week

7-day health guarantee and ongoing support

OUR BUSINESS MODEL

Meet your pet first. Then pay the balance.

This removes the biggest fear in online pet buying, and keeps us honest at the moment of delivery.

25%

advance online to
reserve the pet

75%

cash or UPI at the door,
after approval

₹0

extra fee on UPI
payments



THE MARKET

India's pet market is set to nearly double by 2028

\$7B

pet industry by 2028,
up from \$3.6B in 2024

42M

pets in 2024, up from
26M in 2019

51M+

dogs expected by 2028,
from 36.8M in 2024

40%+

yearly pet food growth
in Tier-2 cities, vs 22%
nationally

Pets are now family members, and the fastest growth is in smaller cities — exactly where trusted sellers are hardest to find.

TRACTION

1.8× revenue growth, mostly from word of mouth

Annual revenue



₹75 lakh

Last year



₹1.35 crore

This year · 1.8×

1,000+

families served

770+

cities and towns reached

2023

founded in Kharar, Punjab

PRODUCT

One in-house platform, three ways to buy



Website

Full price upfront, guest booking, no sign-up



Android app

Recent photos and videos of every pet



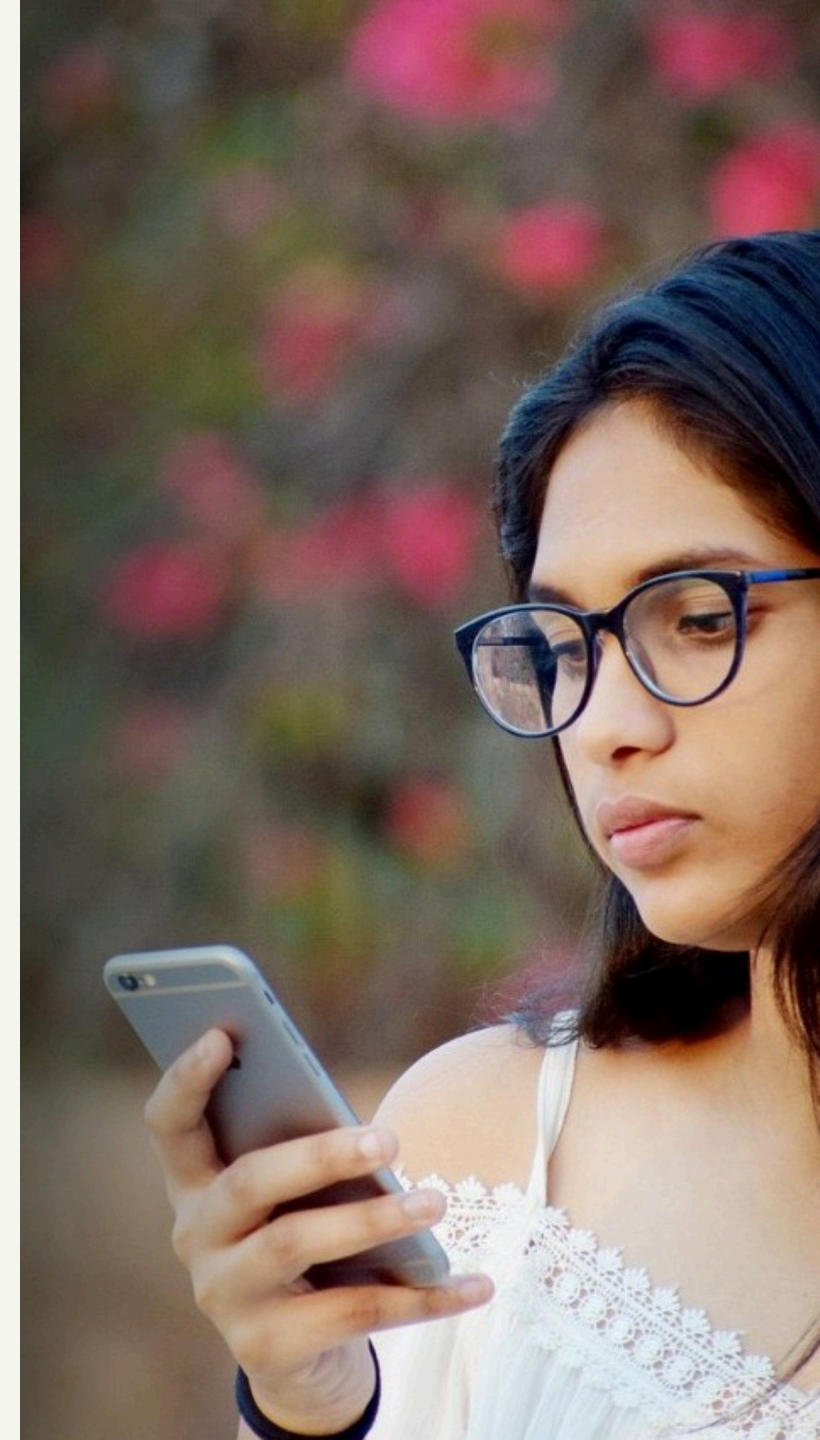
WhatsApp

Support in regional languages and English



Staff app

Enquiries, bookings and deliveries on the go



WHY WE WIN

Trust built into every step, not just the listing

What a family needs	Nearby Pets India	Typical classified ad	Typical local shop
Vet check and certificate	Every pet	Rarely	Varies
Health guarantee after delivery	7 days	None	Varies
Pay after meeting the pet	Yes, 75% at door	Full payment first	In person only
Price shown upfront	Delivery and taxes shown upfront	Changes per call	Varies
Reach	770+ cities	Seller's area	One town

Growing city by city, one trusted family at a time

What works today

- Referrals from happy families
- Regional partners for state-level fulfilment
- Support centre in Bhopal
- WhatsApp in regional languages

What comes next

- Faster responses in every city we reach
- More breed choice and stronger partners
- Breed and care guides for new owners
- Better app and post-delivery support



TEAM

Operators and builders who know this market



Soundarrajan Kannan

Founder & CEO

Founded Nearby Pets India in 2023. Leads strategy, breeder partnerships, operations and growth.



Mohammad Asad Siddiqui

Chief Technology Officer

Built the in-house platform behind the website, Android app, WhatsApp and staff app.

THE ASK

Raising a pre-seed round of ₹2–3 crore

about \$230K–\$340K

To deepen service in the 770+ cities we already reach and keep the same care as we grow.

Use of funds

City operations and regional partners **25%**

Technology: app, website, care guides **45%**

Customer support and regional languages **10%**

Marketing and brand **20%**

Making pet buying in India safe

Simple, predictable and safe, wherever a family lives.

Soundarrajan Kannan, Founder & CEO

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