



Pre-Seed • 2026

The *gift registry* for India.

Creating the consumer platform for life's biggest moments!

₹65L gifted through Kiki in 6 months 1,100+ registries created

www.gokiki.in

THE PROBLEM

New parents know what they need. Couples know what they want. Guests **GUESS**.

New parents **BABY**

MONTHS RESEARCHING

strollers car seats feeding sleep
safety

Down to the exact brand and model.

Engaged couples **WEDDING**

YEARS OF TASTE

furniture appliances décor
home essentials

Down to the finish, the colour, the brand.

Guests **THE GIFT**

MINUTES GUESSING

They want to get it right. So they Google:

"best baby gifts"

"best wedding gifts"

Everyone gets the same generic list.

THE RESULT

**Duplicate gifts.
Unwanted products.
Things they'd never have wanted.**

Good intentions. Real money. **Wrong gifts.**

MARKET

India's wedding and baby gifting market.

WEDDINGS	~10M a year × ~₹50K gifting each
BABIES	~24M a year × ~₹10K gifting each

GIFTED EVERY YEAR

\$9B

\$2.55B

serviceable in
urban India today

Weddings and babies alone inside India's ~\$130B wedding economy. Housewarmings, birthdays and anniversaries sit on top.

Sources: weddings, [Jefferies India Wedding Industry report \(2024\)](#); births, [UN World Population Prospects \(2024\)](#); wedding economy, [Jefferies via The Economist \(2024\)](#); India gifting market \$75B (2024), [TechSci Research](#).

THE SOLUTION

The Universal Gift Registry for Modern India

Gifting without guesswork.

A gift registry is one list of everything you **actually want**. You share it as a link, and guests gift from it **instead of guessing**.

 Add items from any website

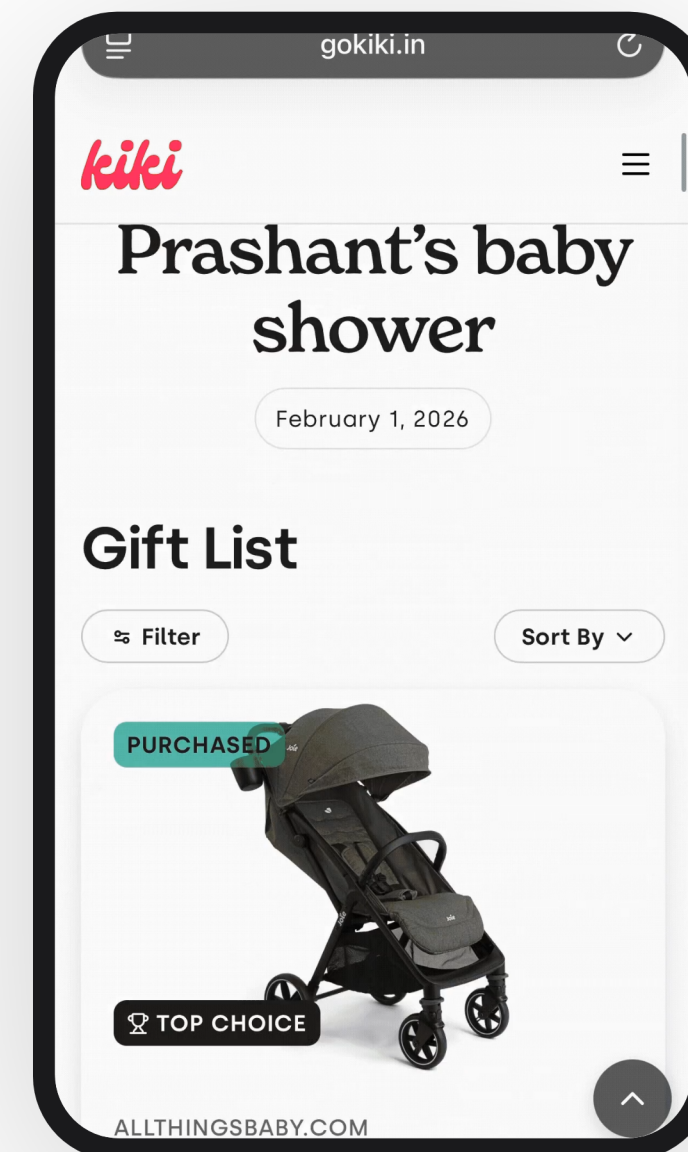
 Set up cash funds

 Add gift cards

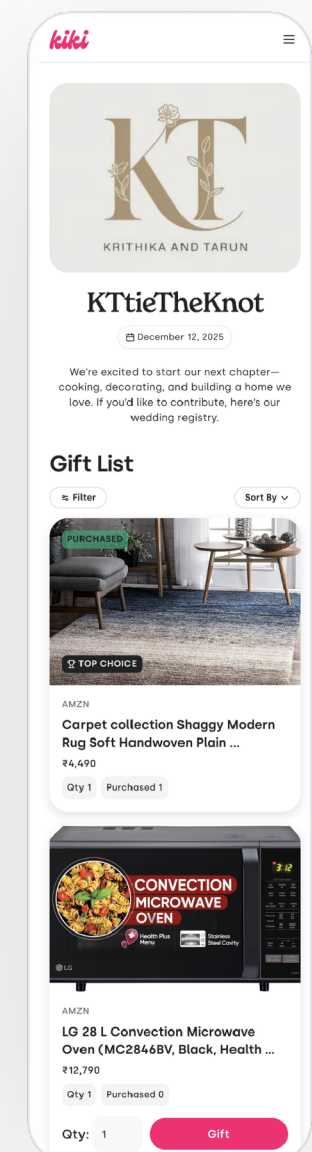
 Group gifting

Every gift is wanted. **Every rupee counts.**

Baby registry

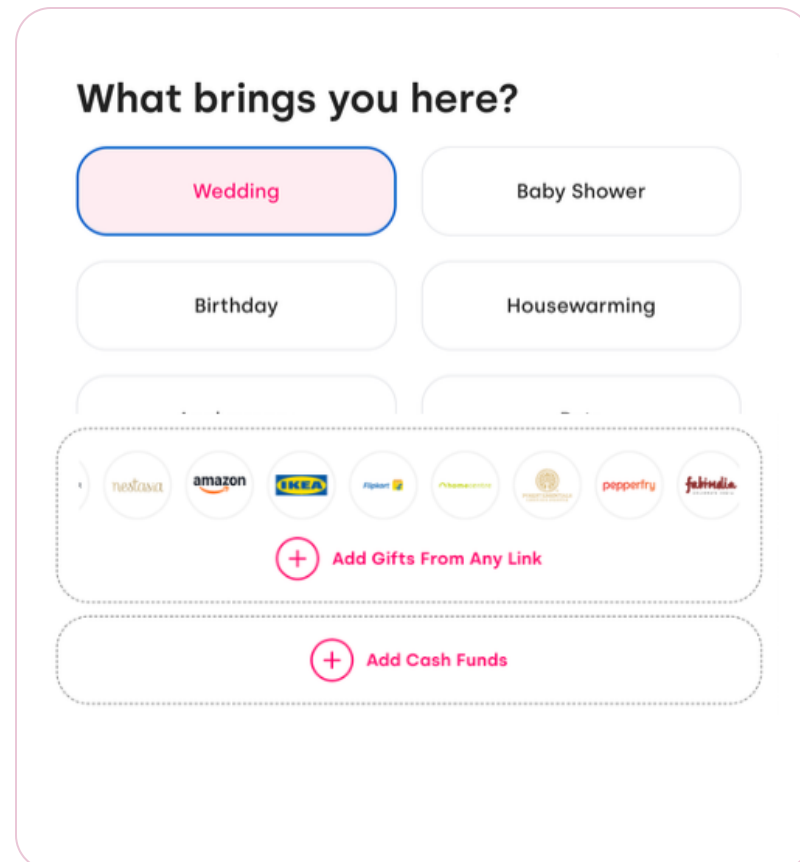


Wedding registry



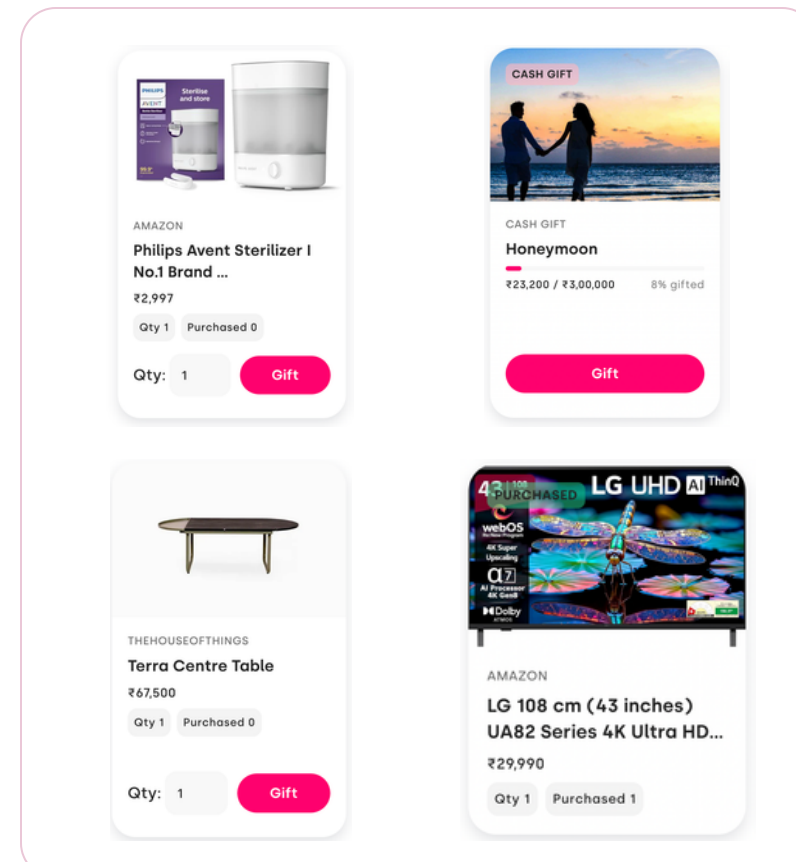
THE PRODUCT

How Kiki works.



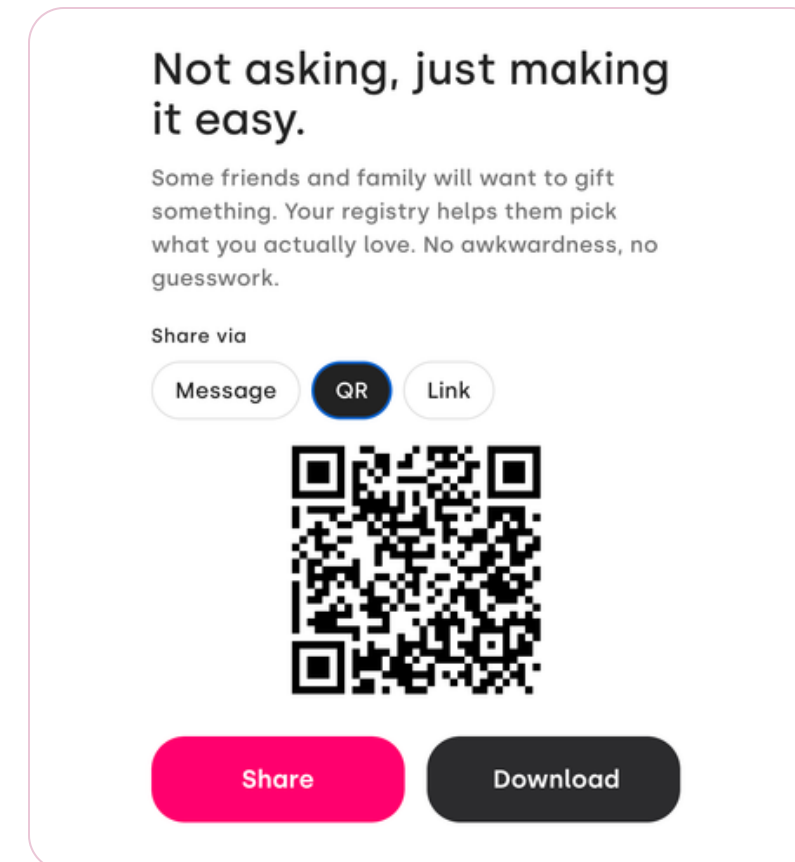
Create your registry

Set up a registry in minutes for weddings, babies, housewarming & more.



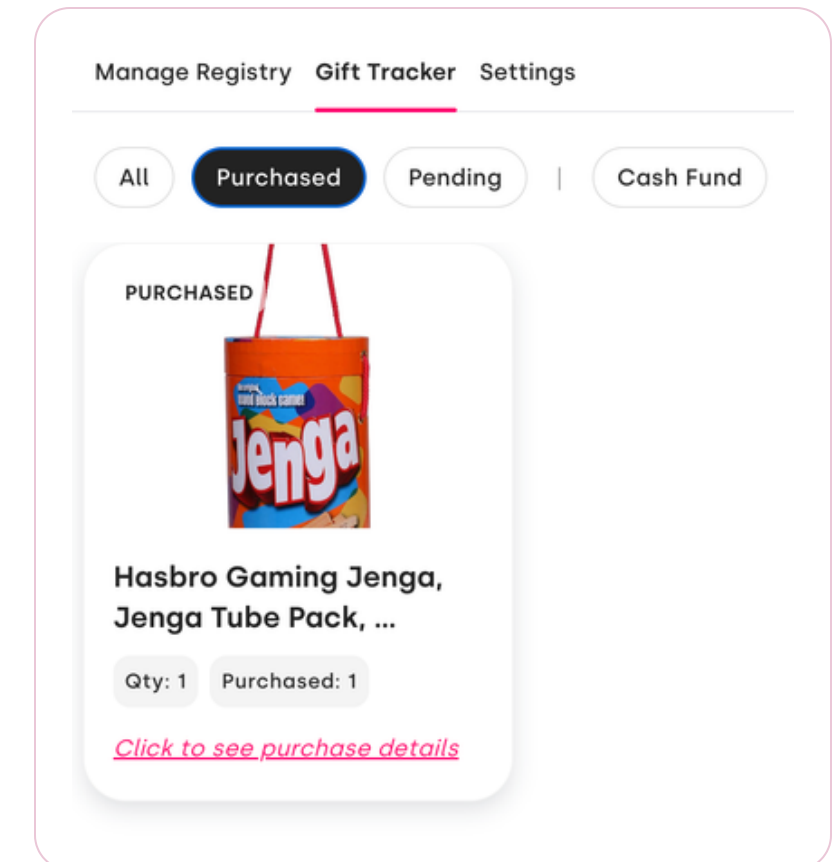
Add what you need

Add products from any website or create cash funds for milestones like honeymoons, baby needs, or setting up a home.



Share anywhere

Send one simple link or QR code to friends and family. Guests can view the registry, purchase items, or contribute to cash funds.



Track everything

See who gifted what, track cash funds, and view messages, all in one place.

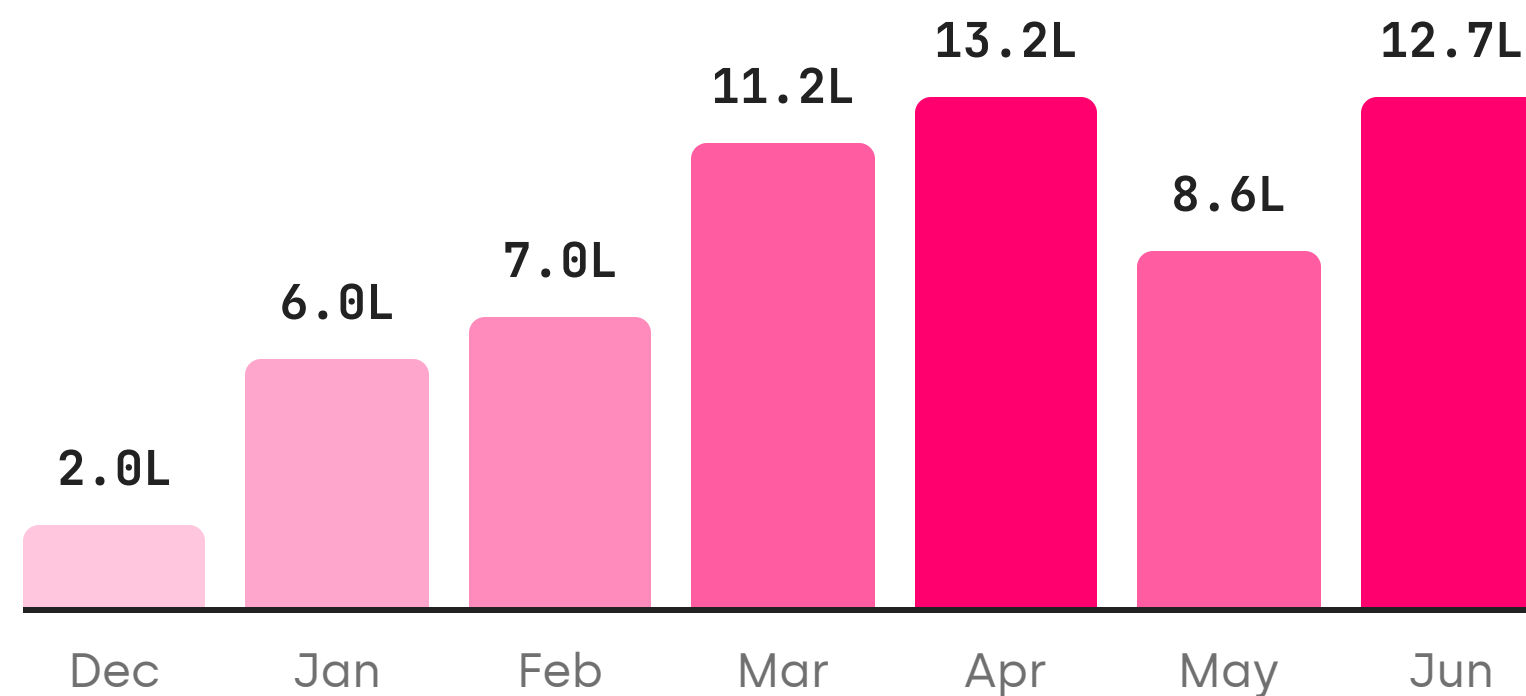
No coordination. No guesswork. Just gifting.

PILOT RESULTS

Validating user behavior.

₹65L

GMV



DO PEOPLE CREATE REGISTRIES?

1,100+

registries created · 80% of signups create one

DO THEY BUILD MEANINGFUL WISHLISTS?

₹2.5Cr+

of gifts added: 5,000+ items

DO FRIENDS & FAMILY ACTUALLY BUY?

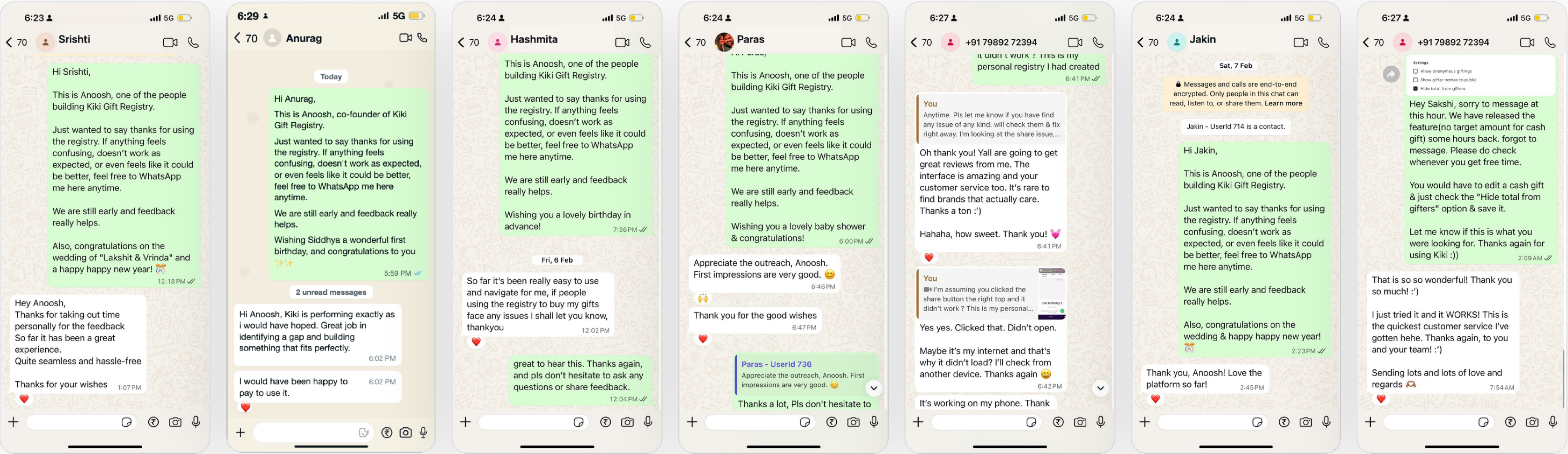
1,488

gifts purchased

USERS

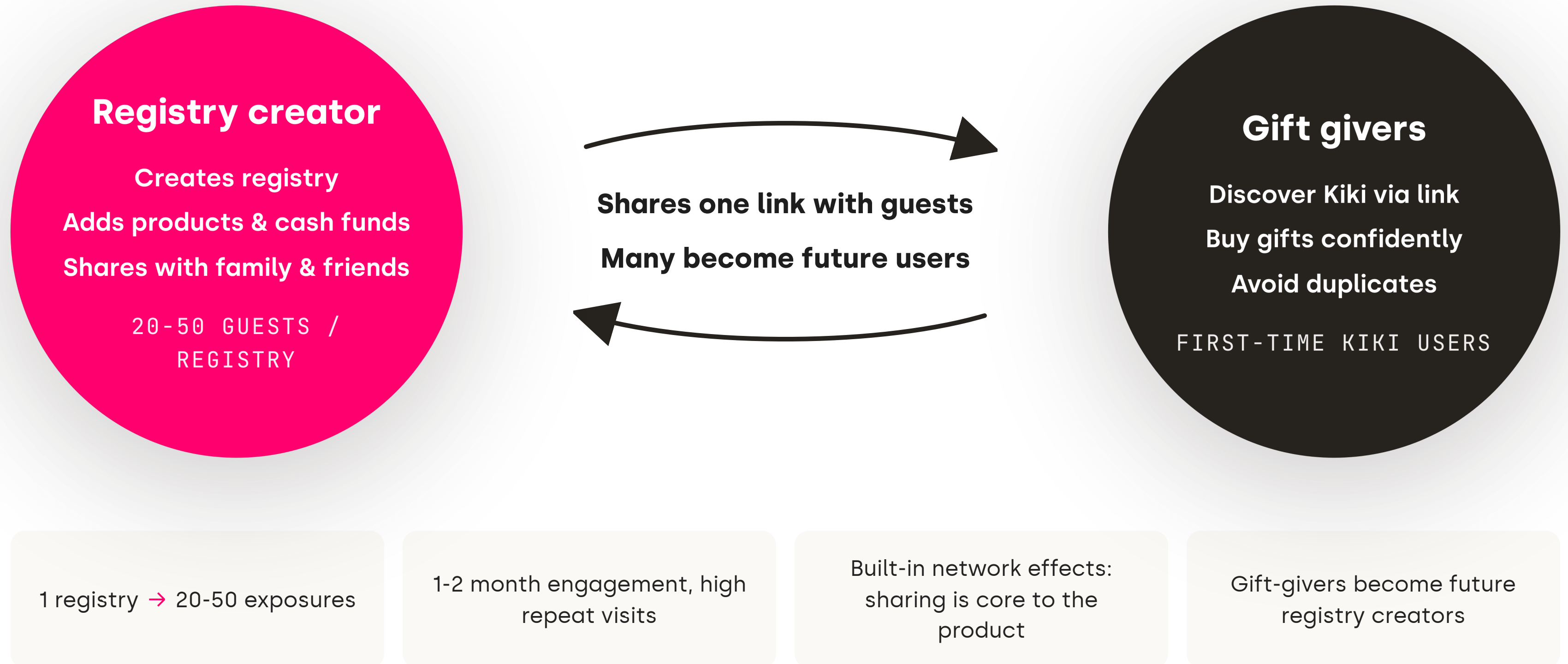
In their words.

Real, unedited WhatsApp messages from early Kiki users.



DISTRIBUTION

Kiki's built-in network effects.



Partnerships are our primary growth engine.

1

Wedding planners

- Registries introduced as part of the wedding planning process
- A high-trust recommendation right when couples are planning

2

Invitation makers

- Couples discover and create a registry while sending invites
- Built into a flow every couple already completes

3

Maternity hospitals

- Reach expecting parents during pregnancy, while they prepare
- Introduced through hospital programmes

4

Maternity photographers

- A trusted introduction during maternity and newborn shoots

5

Event planners

- Baby showers, birthdays, anniversaries and more
- Extends the registry habit beyond weddings and babies

6

Life-stage creators

- Creators build real registries their audiences discover naturally
- Educational content makes the registry a familiar part of every celebration

BUSINESS MODEL

Monetization strategy.

LIVE TODAY

Affiliate commerce

Commission when gifts are purchased through Kiki, from any marketplace or brand site.

Low single-digit blended take rate

NEXT

Payments on cash funds

Honeymoon, nursery and home funds; group contributions; international transfers.

17% of GMV already · 2-3% on international

AT SCALE

Brand partnerships

Brands reach households while high-intent purchase decisions are being made.

Highest-margin layer

Today: affiliate. **Next:** payments. **At scale:** brand demand generation.

THE REAL ASSET

Every registry is demand data.

The exact product	brand, model, colour. Not a category
The real budget	what a household expects others to spend
The occasion & life stage	wedding, baby, new home. Dated, verified
Declared, not inferred	products people add because they want or need them, before purchase

ALREADY ON KIKI

5,000 products, hand-picked

₹2.5Cr of stated demand

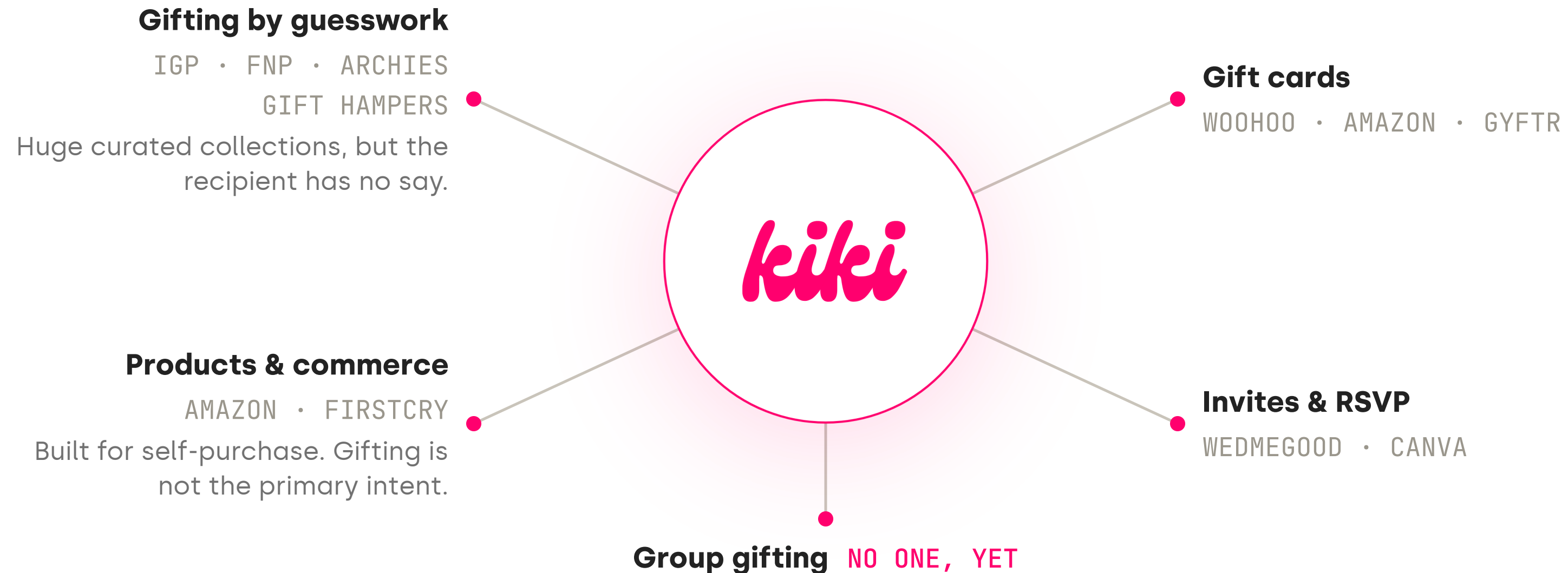
The highest-intent commerce signal in India, before the purchase happens.

Babylist monetised exactly this. We're accumulating it from day one.

Source: Modern Retail, 2024

LANDSCAPE

The gift registry sits at the intersection of all of this.

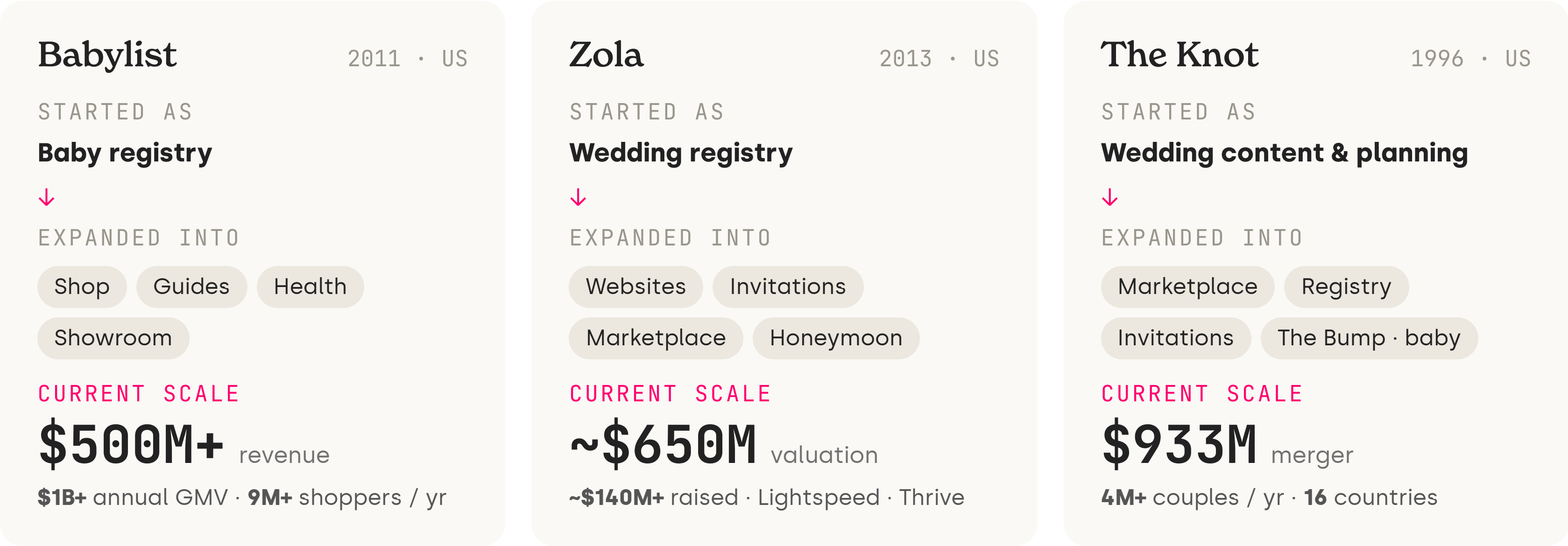


Once you own **recipient intent**, every gifting experience becomes easier to build.

→ Curated gifting platform → Group gifting → Gift cards → Invites & RSVP

PRECEDENT

Registries became billion-dollar companies in the US.



The most successful registry companies did not remain registries. They used the registry as a **wedge** to build larger consumer platforms.

What the registry unlocks next.

UNIVERSAL KIKI GIFT CARD

One card. Every store. Any occasion.

Instead of locking money to one retailer, a Kiki Gift Card can be spent wherever the recipient chooses. The registry simply helps us understand where people actually spend.



WEDDING • BABY • HOUSEWARMING • BIRTHDAY

GIFT DISCOVERY

Registry data becomes smarter recommendations.

Real purchase data helps us recommend gifts people actually want.

GROUP GIFTING

One link. Everyone contributes.

Create a link, collect contributions from friends and family, and pool money toward any gift or a Kiki Gift Card.

CELEBRATION PLATFORM

Everything around the event.

Invites, RSVPs, vendors, planning and gifting in one place.

TEAM

Operators who have scaled to millions.



Anoosh Nayak 
Co-founder

Two unicorn journeys. Built 0→1 systems serving millions behind billion-dollar revenue lines.



Priyatham Kumar 
Co-founder

Early engineer at multiple startups. Distributed, high-availability systems from 0→1 and 1→10.



Guvi Sandhu 
Co-founder

Took consumer brands 0→national. Distribution built from scratch across marketplaces, q-commerce and B2B.



BACKED BY ANGELS

Vara Kumar
Co-founder & CTO, Whatfix

Kumar Gaurav
CEO CircleChess, ex-CTO Wakefit

Pranjal Kumar
CEO, TWF

**Deepak Singh, Vikas Taneja,
Prithviraj Singh, Deepak Jha**
Gameskraft founders