



GJE LUSTRE PRIVATE LIMITED

DreamiFly

Smart care for your glow



INTRODUCTION

- ❖ GJE Lustre Private Limited develops AI-powered self-care vending machines that provide free beauty and hygiene products, funded by digital ads.
- ❖ Combining AI, IoT, and real-time analytics, our machines deliver essential products while offering targeted ad placements to brands.

OUR COMPANY

Founded in 2022 by Diksha Gokhale (CEO) and Rohit Jagtap (CTO).

❖ Mission

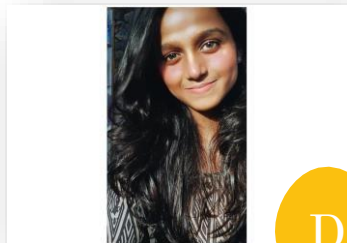
To make self-care accessible to all while creating a sustainable ad-funded model.

❖ Business Model

Free products for users, revenue through targeted ads from FMCG brands.



OUR TEAM



D

**Diksha
Gokhale(CEO)**

Experienced in
business
development,
strategy, and
partnerships.



R

**Rohit
Jagtap(CTO)**

Expert in
embedded
systems, AI, and
IoT development.



PROBLEM

- ❖ Lack of access to affordable hygiene and self-care products in public spaces.
- ❖ Expensive vending machines or limited product availability.
- ❖ High cost for brands to reach target demographics effectively.

COMPETITIVE ADVANTAGE

THEM



- ❖ Traditional vending machines with no ad revenue model.
- ❖ High cost to users.
- ❖ No real-time inventory management.

US



- ❖ Free products for users.
- ❖ AI-powered targeted ads.
- ❖ Real-time restocking and user insights through IoT and ML.



SOLUTION

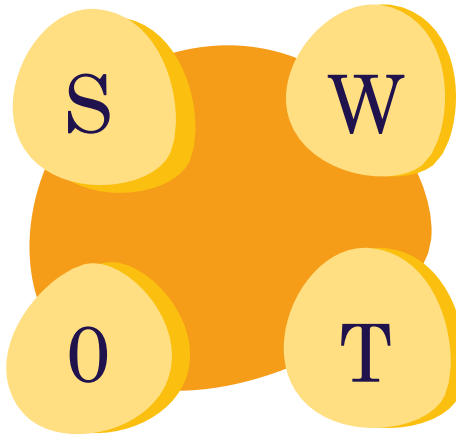
- ❖ AI-driven dispensing machines providing free products.
- ❖ Revenue through targeted advertisements based on user behaviour and demographics.
- ❖ Sustainable supply chain with biodegradable product options.



SWOT ANALYSIS

AI-powered, ad-funded model,
scalable, affordable

Growing personal
care and hygiene
market



Dependence on ad
revenue in early
stages

Competitor response,
market saturation

PRODUCT OVERVIEW

AI-Powered Dispensing Machines

Free makeup, skincare, menstrual, and haircare products.

1

Targeted Ads

Brands pay for premium placements based on real-time insights.

2

Real-Time Analytics

Optimized restocking and inventory management.

3



TRACTION

Secured Orders

- Confirmed orders from Metro, Airport, and multiple hospitals.
- Funding needed to fulfill them.

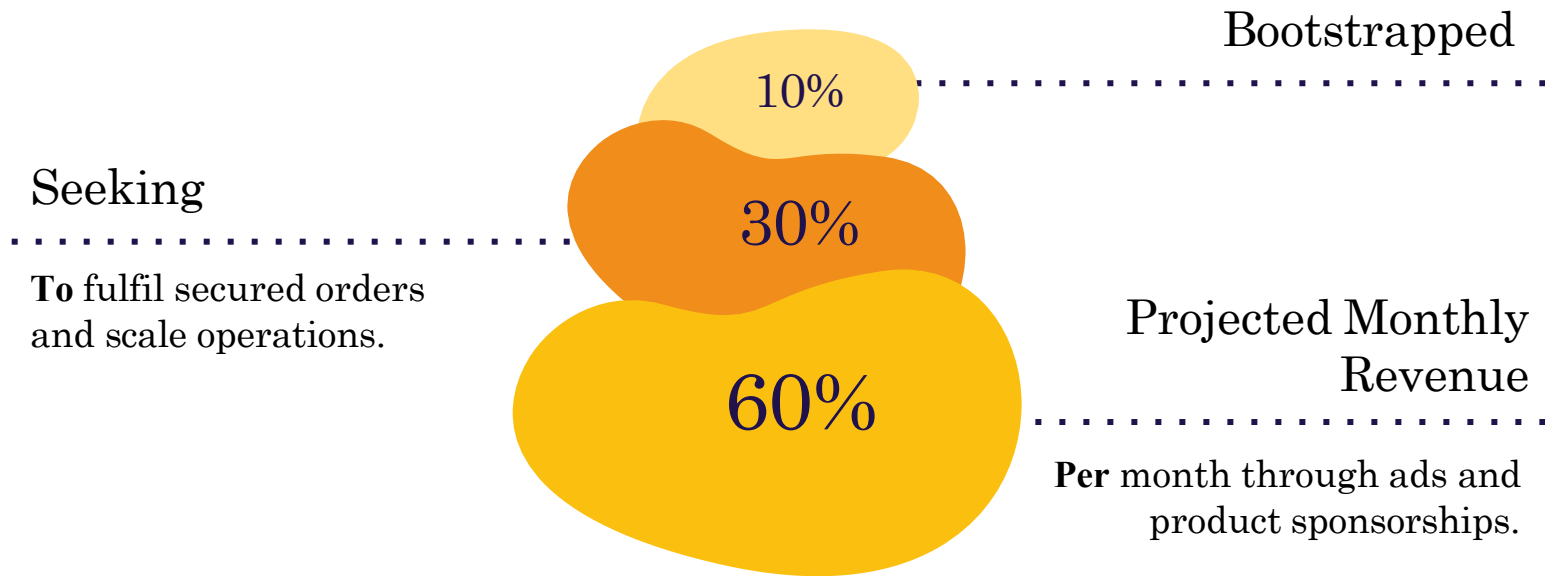
High Engagement

- Machines in Pune Metro will attract 5,000–10,000 daily footfalls.
- Hundreds of daily users validate demand.

Brand Interest

- Early-stage discussions with brands such as Nykaa, Tira, Sofy, Stayfree, Whisper for ad partnerships.

INVESTMENT



MARKET SIZE

Target Market

Metro stations,
corporate campuses,
and retail spaces.

Addressable Market

21M+ urban women
aged 15–45.

Indian Personal Care Market

\$18B+, growing
at 9% CAGR.



BUSINESS MODEL

Freemium Model

Free dispensing of menstrual and makeup products funded by advertising

Sponsored Product Partnerships

Allow brands (Nykaa, Sephora, Tira, etc.) to sponsor free products

Subscription Revenue Model

Monthly/annual packages for advertisers and product sponsors.
Charge for premium ad placements and product sampling

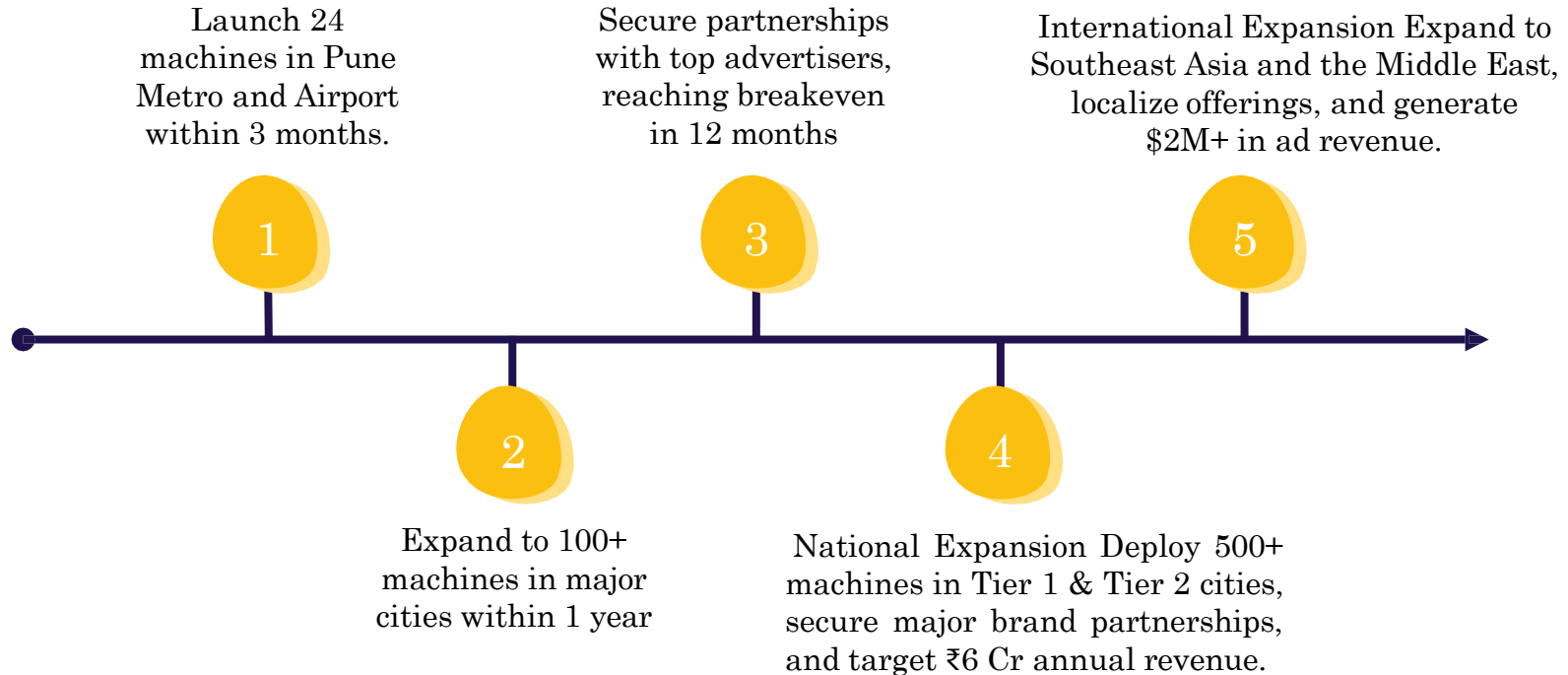
Targeted Advertising

AI-driven data insights for better customer targeting

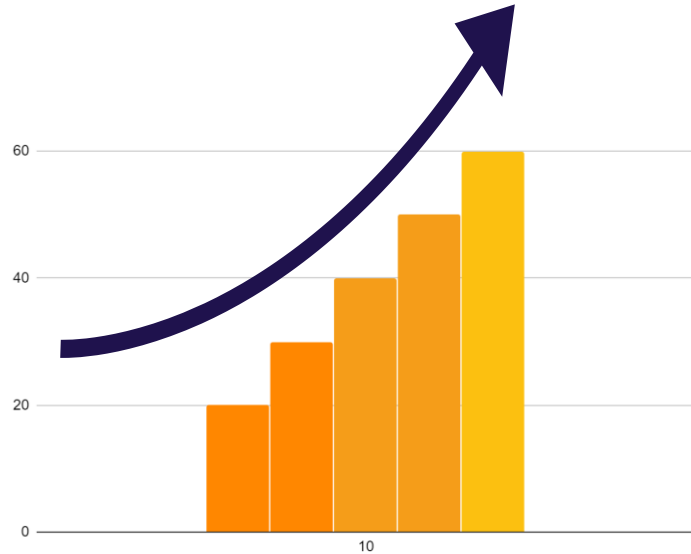
Data Analytics Sales

Sell anonymized data insights on user behaviour and foot traffic to optimize marketing strategies

TIMING



EXPECTED GROWTH



50%

Increased
income

\$21000

Expected
income Per
Month

60

Machine
Expansion
within 6
month

30

Total
employees



GJE LUSTRE PRIVATE LIMITED

THANKS!

Do you have any
questions?

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