

## CONTACT DETAILS

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## MANAGEMENT TEAM

CEO&FOUNDER - SATYAM  
RASTOGI leading the team  
having experience in Marketing  
and product development .

FOUNDER - SIDDHARTH  
SRIVASTAVA leading marketing  
part having experience in social  
media marketing and growth  
hacking .

FOUNDER - KUSHAGRA TYAGI,  
leading the operational part  
having experiance in team  
management and operations.

CO-FOUNDER - HARSH PRASAD,  
leading the tech team having  
more than 7 years experiance in  
Android and Programming.

FOUNDER - SHASHI BHUSHAN  
VERMA, leading the finance part  
having experience in Accounting  
& Finance.

TECH PARTNER- GORTNM  
INNOVATIONS PVT.LTD. leading  
the backend tech team, having  
vast experience in product  
development

## ADVISORS

SHADAB MOBIN - CEO at ANDC  
Instart Foundation

For a detailed view please take a  
look on our pitch  
and read all the terms and  
condition on our website  
[www.khiladiadda.com](http://www.khiladiadda.com)



# KHILADI ADDA

## EXECUTIVE SUMMARY

### PITCH

We are an e-sports and online gaming platform organising daily tournaments of multiple trending games.

### BUSINESS MODEL

We are charging 20% commission on each paid tournament and also generate revenue from ads and affiliate networks.

### ACHIEVEMENTS

1. Website and Application is ready.
2. 60000+ Downloads
3. 32000 Tournaments & Challenges conducted.
4. 60000+ registered users with us .
5. Gaming Community of 17000+ Gamers.

### REVENUE

We launched our app on 9th march 2020

1. March Revenue - 50,000
  2. April Revenue - 88,000
  3. May Revenue - 93,000
  4. June Revenue - 91,000
  5. July Revenue - 91,000
- Total Revenue - 410,000 INR

### EQUITY INFORMATION

Total shares diluting - 1000  
Amount Per Shares - 2000 (decided on the post valuation of 2cr.)  
Minimum Investment - 4000Rs (2 shares)  
Estimated return in 5 years - 1000% of the total value of investment

### USE OF FUNDS

- 40% PRODUCT DEVELOPMENT & MANAGEMENT
- 40% MARKETING
- 10% IT COST
- 10% MISCELLANEOUS

**Recognized by Government of India/Statup India.  
Incubated & supported by Andc Instart  
Foundation (Backed by Delhi Government)**