

PRODUCT FOUNDERY

PRESENTED BY :

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terractive

Chasing Endorphins

Founded by Raena Ambani, a national-level athlete and Sports Engineering graduate, Terractive was born from a simple observation: activewear prioritized performance while compromising on comfort. The brand engineers fabrics that perform in Indian conditions while remaining comfortable for everyday movement.

Core Strengths Communicated

- Sports engineering expertise
- Fabric technology moat
- Strong D2C customer feedback loop
- Comfort led brand positioning
- Sustainability commitment

Top SKU's

- **Women's:** Cuddle Tee™, Cuddle Baby-T™, Activity Skirts, SpeedWind™, Commuter Pants.
- **Men's:** Men's Cuddle Tee™, 365 Shorts
- **Proprietary Fabrics:** TerraSoft™, CoolKnit™



PROBLEM STATEMENT

Identify the highest potential product opportunity for Terractive and build a complete launch blueprint from market diagnosis and consumer research to product design, GTM strategy, channel selection, marketing, and budget allocation to drive the brand's next phase of growth.

OUR APPROACH

Understanding Terractive

Category & Market Analysis

Understanding Consumer Needs

Identifying Product Opportunities

RESEARCH & VALIDATION

Primary Research

Secondary Research

White Space Identification

GTM Strategy Development

RESEARCH METHODOLOGY

A structured, research driven approach was adopted to identify Terractive's highest potential product opportunities and develop an execution ready go to market strategy.

SECONDARY RESEARCH:

Understanding the Brand & Category

- Brand, founder & product portfolio analysis
- Activewear market & consumer trends
- Competitor benchmarking
- Review mining & industry reports
- GTM and D2C best practices

PRIMARY RESEARCH:

Understanding the Consumer

- 15 in-depth interviews
- Women aged 18–35
- Lifestyle & purchase behaviour
- Pain points & unmet needs
- Product usage journey

INSIGHT SYNTHESIS:

Converting Insights into Opportunities

- Thematic coding
- Pain-point clustering
- White space identification
- Opportunity prioritisation
- Feasibility assessment

STRATEGIC OUTPUT:

From Research to Recommendation

- 4 whitespace product opportunities
- Hero SKU selection
- Product strategy
- GTM strategy
- Launch roadmap

Research → Consumer Insights → White Space → Product Strategy → GTM Strategy

LISTENING TO CONSUMERS BEFORE BUILDING PRODUCTS

Understanding the Consumer

We conducted qualitative interviews to understand how women actually use activewear not how brands assume they do.

RESEARCH SNAPSHOT

- 15 In-depth Interviews
- Women aged 18–35
- Semi-structured conversations
- Multiple lifestyles represented
- 45–60 minute interviews

PARTICIPANTS INCLUDED

- Founder Athlete
- Campus Convert
- Nomadic Adventurer
- Working Professional
- Fitness Enthusiast
- Everyday Activewear User

RESEARCH AREAS

- Activewear usage habits
- Purchase behaviour
- Pain points
- Existing solutions
- Product expectations
- Brand perception

Key Takeaway: *We focused on real behaviour rather than assumptions, ensuring every recommendation is grounded in consumer reality.*

MARKET RESEARCH VALIDATED **CONSUMER INSIGHTS**

We benchmarked the market to validate whether the identified consumer needs represented a broader industry opportunity.

RESEARCH FOCUS

RESEARCH SOURCES

- Industry Reports
- Market Research
- Brand Websites
- Founder Interviews
- Consumer Reviews
- D2C Best Practices
- GTM Case Studies
- Meta and Google Ads library

BRAND

Terractive positioning, Product portfolio, Growth strategy & More

MARKET

Indian activewear trends, Market size & growth, Consumer behaviour & More

COMPETITORS

Nike, Adidas, BlissClub, CAVA, Decathlon & More

BUSINESS

Understanding Pricing, GTM strategies, Unit economics, Channel strategies & More

KEY OUTPUTS

- ✓ Category understanding
- ✓ Competitor benchmarking
- ✓ White space identification
- ✓ Market opportunity validation
- ✓ GTM benchmarks

Objective: *Validate market opportunities and benchmark industry best practices before recommending a product.*

THE INSIGHTS



**Sports bras are the #1 pain point.
no brand is getting it right**

80%

of respondents reported recurring issues with sports bras including discomfort, poor support, rash marks, or removal difficulty after sweating.

"I have been to 15 fucking stores, and I could not find one good sports bra."

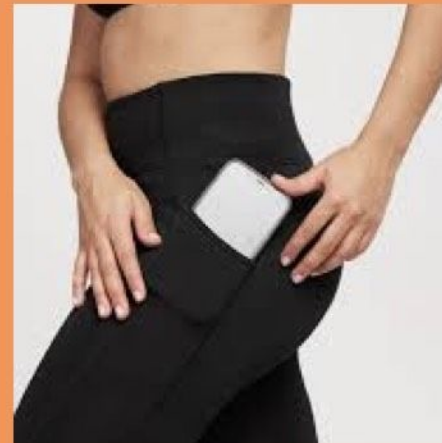
**The jumpsuit/built-in bra dress is a strongly
felt, unserved product desire**

60%

respondents independently described the need for a jumpsuit or dress with a properly integrated built-in support system without prompting.

"If it's a jumpsuit with a built-in bra, there won't be any problem for girls."

THE INSIGHTS



Activewear has become daily, multi-context wear, not just gym clothing

70%

of respondents reported wearing activewear beyond workouts across college, travel, errands, cafés, and casual daily routines.
"I always wear at least one piece of athleisure every single day of college."

Pockets are a non-negotiable that most brands still ignore

70%

of respondents stated that pockets directly influenced purchase decisions, convenience, and even personal safety during workouts or travel.

"I bought one pair of pants from Nike only because it had pockets."

THE INSIGHTS



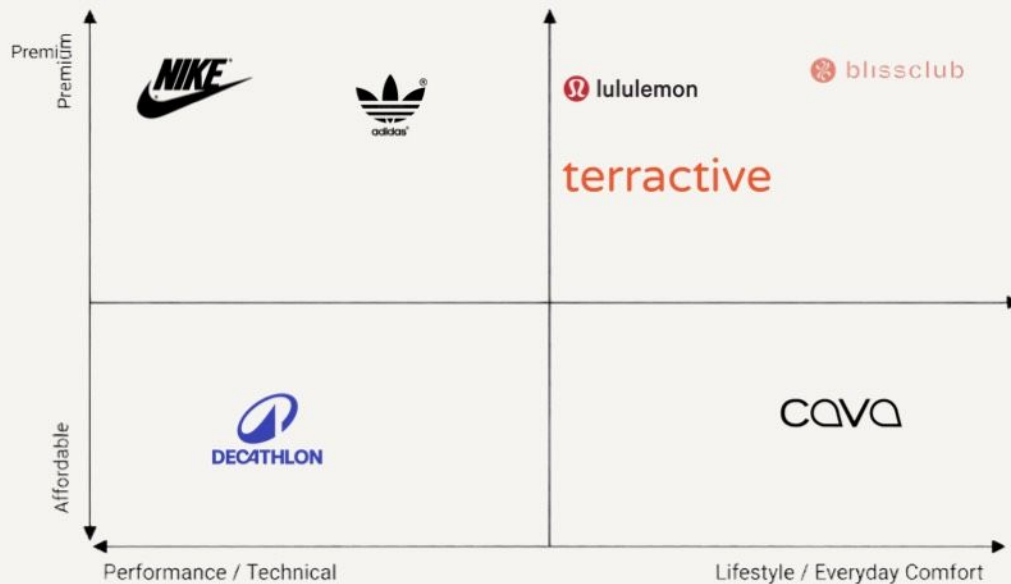
Indian body types and climate are consistently overlooked by global brands

50%

of the respondents highlighted fit, humidity, sweat, or body proportion issues with global activewear brands.
"I have believe that no activewear fabric is made for indian climate that I need to order from abroad"

COMPETITOR POSITIONING LANDSCAPE

The market is split between performance-first global brands and comfort-first lifestyle brands. Terractive is uniquely positioned to combine both through fabric engineering designed for Indian consumers.



Terractive is uniquely positioned to own the intersection of premium fabric engineering and everyday comfort for Indian consumers.

COMPETITIVE LANDSCAPE ANALYSIS

Brand	Strategic Positioning	Primary Competitive Advantage	Current Strategic Limitation
	Premium performance sportswear	Strong brand equity, athlete endorsements and continuous product innovation reinforce premium pricing and category leadership.	Performance remains the core proposition, with comparatively limited focus on all-day wearability and Indian market localisation.
	Performance-led lifestyle brand	Broad portfolio breadth and global sports heritage enable relevance across multiple consumer segments.	Product strategy remains globally standardised, offering limited adaptation for Indian climate and body preferences.
	Premium movement and wellness	Premium craftsmanship, technical fabrics and community-led branding create exceptional consumer loyalty.	Premium pricing restricts accessibility and limits penetration within emerging markets such as India.
	Value-oriented functional activewear	Scale, accessibility and pricing architecture drive mass-market adoption across multiple sports categories.	Functional positioning limits premium perception and reduces differentiation beyond affordability.
	Women-first comfort activewear	Strong emotional branding and community engagement have established credibility among female consumers.	Technical product differentiation remains comparatively limited, with positioning driven more by communication than engineering.
	Affordable lifestyle athleisure	Trend-driven collections and accessible pricing resonate with younger consumers entering the category.	Competitive advantage remains susceptible to replication due to limited proprietary innovation.
	Fabric-first lifestyle activewear	Sports engineering expertise, proprietary fabric innovation and community-led product development create a distinctive technical foundation.	Portfolio breadth and brand salience remain limited relative to established competitors, presenting both a challenge and an opportunity for focused expansion.

KEY COMPETITIVE INSIGHTS

The Indian activewear market is largely divided between performance-first global brands and lifestyle-first brands, leaving an opportunity for Terractive to own premium, comfort-engineered activewear.

GLOBAL BRANDS DOMINATE PERFORMANCE AND TECHNICAL INNOVATION

Nike, Adidas and Lululemon have established strong market positions through performance credibility, advanced product innovation and premium brand perception.

INDIAN BRANDS FOCUS ON COMFORT AND COMMUNITY

Brands like BlissClub and CAVA differentiate through comfort-led positioning, lifestyle branding and stronger consumer engagement.

TERRACTIVE HAS A DIFFERENTIATED FOUNDATION

Unlike most competitors, Terractive combines sports engineering expertise, proprietary fabrics and products designed specifically for Indian weather and lifestyles.

OPPORTUNITY FOR CATEGORY EXPANSION

Terractive's existing strengths provide a strong foundation to expand into adjacent activewear categories while remaining consistent with its fabric-first positioning.

Rather than competing directly on price or performance, Terractive can strengthen its position by building a portfolio centred around fabric innovation, comfort and everyday movement.

THE PILLAR OF OUR TARGET CONSUMER | ICP



RAENA AMBANI

Athlete & Founder

SIA KAPOOR

College Student & Started Fitness

ZARA IYER

Digitally Active & Outdoor Explorer

THE PILLAR OF OUR TARGET CONSUMER | ICP

VALUES

- Performance first innovation
- Premium quality & craftsmanship
- Sustainability & ethical manufacturing
- Products engineered for Indian conditions

PAIN POINTS

- Constant outfit transitions between workouts and work
- Generic activewear lacking technical performance
- Poor moisture management and long wear comfort

BUYING BEHAVIOUR

- Research-driven and highly informed
- Prioritises technical credibility over marketing
- Willing to invest in premium products with proven performance

"No transitions needed engineered for movement, leadership and performance."

RAENA AMBANI

Athlete & Founder

National-level athlete balancing training, product development, business meetings and frequent travel, requiring apparel that performs seamlessly across every aspect of her day.



THE PILLAR OF OUR TARGET CONSUMER | ICP

VALUES

- Comfort throughout the day
- Versatility across multiple occasions
- Affordability with lasting quality
- Confidence in active spaces

PAIN POINTS

- No time to change between classes and workouts
- Discomfort during extended wear
- Limited wardrobe and budget constraints

BUYING BEHAVIOUR

- Discovers brands through Instagram, YouTube and creator recommendations
- Compares prices and reviews before purchasing
- Influenced by relatable creators and peer experiences

"From lectures to workouts one outfit that does both comfortably."

SIA KAPOOR

College Student & Started Fitness

A college student balancing academics, fitness and social life while looking for versatile clothing that fits an active lifestyle without exceeding her budget.



THE PILLAR OF OUR TARGET CONSUMER | ICP

VALUES

- Durability & longevity
- Lightweight packing
- Versatility across environments
- Sustainable consumption

PAIN POINTS

- Frequent washing and changing climates
- Bulky, slow-drying clothing
- Fabric irritation during extended wear

BUYING BEHAVIOUR

- Researches extensively before purchasing
- Trusts travel communities and outdoor creators
- Buys fewer, premium-quality products with high long-term value

ZARA IYER

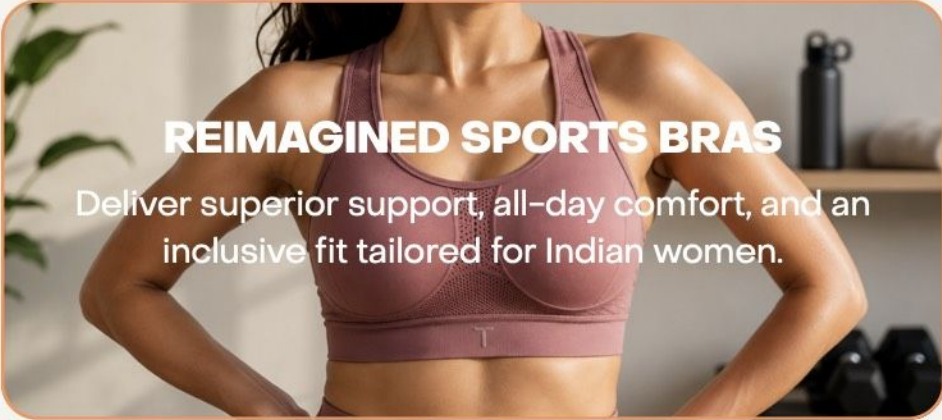
Digitally Active & Outdoor Explorer

A remote professional constantly travelling between cities and countries, seeking durable, lightweight apparel that supports work, travel and outdoor adventures.

"One bag. Every terrain. Activewear built for movement without compromise."



FOUR STRATEGIC **WHITE SPACE** OPPORTUNITIES



REIMAGINED SPORTS BRAS

Deliver superior support, all-day comfort, and an inclusive fit tailored for Indian women.



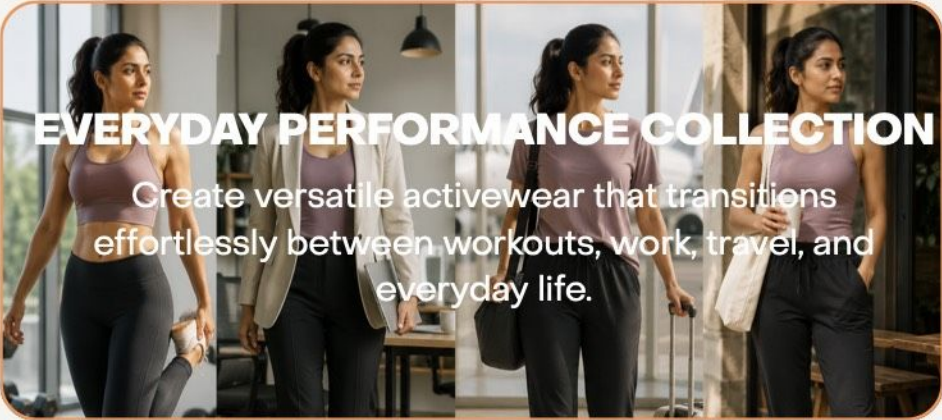
CLIMATE-ADAPTIVE ACTIVEWEAR

Engineer garments that stay cool, breathable, and comfortable in India's heat and humidity.



INDIAN FIT COLLECTION

Design apparel specifically for Indian body proportions with improved fit and inclusive sizing.



EVERYDAY PERFORMANCE COLLECTION

Create versatile activewear that transitions effortlessly between workouts, work, travel, and everyday life.

MARKET OPPORTUNITY

TAM — Total Indian Activewear Market

₹96,800 Cr (growing ~8% CAGR to 2033)

Source: Deep Market Insights, Technopak, Statista (2026).

SAM — Women's Activewear Segment

~₹50,100 Cr (56.8% of category — fastest-growing segment)

~₹50,100 Cr (56.8% of category — fastest-growing segment)

Women's share per category data; D2C-addressable portion within this.

SOM — Realistic Year 1 Capture

~₹2–6 Cr

Built bottom-up from our own acquisition math (marketing spend ÷ CAC ÷ AOV),
not a top-down slice of SAM. See Unit Economics workbook for full build.

Benchmark context: Silvertraq (smaller, newer comparable) ≈ ₹10 Cr revenue;
BlissClub (mature category leader) ≈ ₹87–135 Cr revenue.

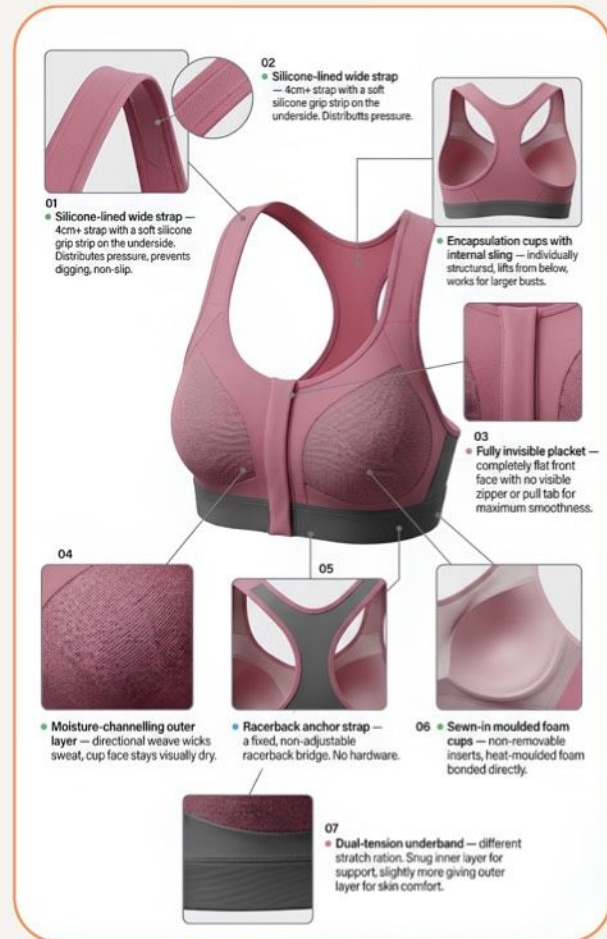
TERRACTIVE SOFT SUPPORT SPORTS BRA

A comfort-engineered, soft-support sports bra designed for women who move throughout the day. By balancing support, breathability, and long-duration wearability, it eliminates the traditional trade-off between comfort and performance.

Why this Product?

- Identified as the **largest unmet need** across all interviews.
- Only category causing **physical discomfort**, workout disruption, and long-term frustration.
- Women consistently compromised between **comfort and support**.
- Highest opportunity to establish Terractive as a problem-solving brand.

Research Insight	Product Feature	Why It Matters
Sports bras felt restrictive after prolonged wear.	Variable Compression Zones	Delivers support where needed while reducing unnecessary compression.
Sweat and heat caused discomfort in Indian weather.	Cooling, Moisture-Wicking Fabric	Improves airflow and keeps users comfortable during long wear.
Shoulder straps dug into the skin.	Wide Ergonomic Shoulder Straps	Evenly distributes weight and reduces shoulder fatigue.
Removable pads shifted after every wash.	Fixed Cup Construction	Improves durability and eliminates a recurring frustration.
Activewear is increasingly worn beyond workouts.	All-Day Comfort Engineering	Supports work, travel, commuting and fitness in one garment.
Generic sizing often failed Indian body types.	Indian Body Fit Design	Enhances comfort and confidence through better fit.



EVERYDAY PERFORMANCE LEGGINGS

Everyday performance leggings engineered for movement beyond the gym. Combining squat-proof fabric, functional pockets, and all-day comfort, they deliver confidence across workouts, work, and daily wear.

Why this Product?

- Consumers wanted bottoms suitable for work, travel and everyday movement.
- Existing track pants were often too sporty, too heavy or poorly fitted.
- Functional features such as pockets and breathability were frequently missing.

Research Insight	Product Feature	Why It Matters
Consumers disliked leggings becoming transparent during movement.	Squat-Proof Fabric Construction	Builds confidence across workouts and daily wear.
Waistbands often rolled or dug into the skin.	Wide High-Rise Waistband	Improves support without discomfort.
Heat and sweat reduced comfort during long wear.	Cooling Moisture Management Fabric	Keeps users dry and comfortable in Indian climates.
Fabric lost shape after repeated washing.	High-Recovery Stretch Fabric	Maintains fit and durability over time.
Women wanted leggings suitable beyond the gym.	Minimal Lifestyle Design	Easily pairs with everyday wardrobes.
Long wear created discomfort around seams.	Flatlock Seam Construction	Reduces friction and irritation during movement.



BUILT-IN BRA JUMPSUIT

A premium one-piece movement essential that combines a built-in support system with everyday versatility. Designed to transition seamlessly between travel, work, casual outings, and light workouts without requiring additional innerwear.

Why this Product?

- Consumers increasingly use activewear throughout the day—not just for workouts.
- Women disliked changing outfits between work, travel and fitness.
- Existing jumpsuits lacked support, requiring separate innerwear.

Research Insight	Product Feature	Why It Matters
Women wanted fewer outfit changes.	Integrated Built-In Bra	Eliminates the need for separate sports bras and simplifies dressing.
Long travel days required versatile clothing.	All-Day Wear Silhouette	Easily transitions between travel, cafés, work and movement.
Bulky clothing made packing inconvenient.	Lightweight Stretch Fabric	Packs easily and remains comfortable during extended wear.
Heat and humidity reduced comfort.	Cooling & Breathable Fabric Technology	Maintains comfort across changing climates.
Consumers valued convenience without sacrificing style.	Minimal Seam Construction	Creates a cleaner look while reducing irritation.
Functional apparel was preferred over purely aesthetic products.	Hidden Utility Pocket	Adds everyday practicality without compromising design.



EVERYDAY PERFORMANCE **TRACK PANTS**

Lightweight performance track pants engineered for everyday movement rather than just workouts. Combining breathable fabrics, functional storage, and a versatile silhouette, they deliver comfort across work, travel, and daily routines.

Why this Product?

- Consumers wanted bottoms suitable for work, travel and everyday movement.
- Existing track pants were often too sporty, too heavy or poorly fitted.
- Functional features such as pockets and breathability were frequently missing.

Research Insight	Product Feature	Why It Matters
Existing bottoms felt heavy in Indian weather.	Lightweight Performance Fabric	Improves comfort during long hours of wear.
Consumers wanted one product for multiple occasions.	Lifestyle Tapered Fit	Works across work, travel and casual outings.
Lack of storage reduced usability.	Deep Functional Pockets	Improves convenience for everyday movement.
Frequent washing reduced garment performance.	Quick-Dry & Anti-Odour Fabric	Supports repeated use while maintaining freshness.
Poor stretch restricted movement.	Four-Way Stretch Construction	Enhances mobility across different activities.
Consumers preferred premium products with everyday functionality.	Minimal Lifestyle Aesthetic	Balances performance with versatility.



WHY THESE PRODUCTS STRENGTHEN **TERRACTIVE'S** PORTFOLIO

Each proposed SKU builds on Terractive's existing capabilities while supporting its long-term vision of becoming India's leading fabric-first movement wear brand.

SOFT SUPPORT SPORTS BRA

- Addresses the category's largest validated pain point
- Establishes a trust-building hero SKU
- Reinforces "Comfort Without Compromise" positioning

EVERYDAY PERFORMANCE TRACK PANTS

- Completes the movement-wear wardrobe
- Targets travel & everyday, high-frequency repeat
- Improves customer lifetime value through portfolio depth

BUILT-IN BRA JUMPSUIT

- Flagship innovation in an uncontested category
- Generates PR and premium brand perception
- Leverages proprietary fabrics for all-day wear

EVERYDAY PERFORMANCE LEGGINGS

- Natural cross-sell alongside the Sports Bra
- Completes the core activewear outfit
- Drives repeat purchases and higher AOV

Together, these four products create a scalable movement-wear ecosystem that strengthens Terractive's differentiation while enabling sustainable portfolio expansion.

SOURCING & MANUFACTURING

Terractive already owns proprietary fabric IP (TerraSoft™, CoolKnit™) from its existing 6-SKU portfolio new SKUs largely reuse existing fabric partnerships rather than sourcing from scratch.

REALISTIC CONSTRAINTS (INDUSTRY-STANDARD ASSUMPTIONS)

- Contract manufacturer MOQs typically 300–500 units/style factor into first-batch production capital, not just marketing budget
- Lead time: ~30–45 days for repeat styles (Leggings, Track Pants); ~60–90 days for genuinely new patterns (Jumpsuit) accommodated by its Q3 launch slot in the phased roadmap.
- Recommend dual-sourcing once scaling from 6 to 10 SKUs

GENUINE STRENGTH

- Apparel has no shelf-life or cold-chain risk and ships nationally via standard
- courier/3PL lower operational risk than most D2C categories.

SCALABILITY PLAN

- First batch: 500–1,000 units/SKU (typical D2C first-run size)
- Scale 2–3x in subsequent cycles based on sell-through

STRENGTHENING CONSUMER TRUST BEYOND THE PRODUCT

Reducing purchase hesitation and rewarding long-term loyalty can accelerate customer acquisition, increase retention, and strengthen Terractive's community-led growth.

Terra Trial™

"Experience Comfort Before You Commit."

PROGRAM OVERVIEW

A 30-day risk-free trial allowing first-time customers to experience Terractive products with complete confidence.

KEY FEATURES

- 30-Day Comfort Guarantee
- Free Size Exchange
- Hassle-Free Returns
- First Purchase Eligible

BUSINESS IMPACT

- Reduces purchase hesitation
- Improves first-time conversion
- Builds confidence in premium pricing

WHY IT MATTERS?

While premium products drive acquisition, trust-driven experiences build loyalty. Together, Terra Trial™ and the Terractive Movement Club transform one-time buyers into long-term brand advocates.

Terractive Movement Club

"Move Together. Grow Together."

PROGRAM OVERVIEW

A loyalty and community platform designed to reward engagement beyond purchases while creating a stronger relationship between consumers and the brand.

MEMBER BENEFITS

- Early Access to New Launches
- Exclusive Limited Edition Drops
- Points on Every Purchase
- Referral Rewards
- Birthday Benefits
- Founder Meetups & Community Events
- Product Beta Testing
- Wellness & Movement Challenges

BUSINESS IMPACT

- Higher Repeat Purchase Rate
- Increased Customer Lifetime Value (LTV)
- Stronger Brand Advocacy
- Community-Led Organic Growth

GO TO MARKET: TERRACTIVE SOFT SUPPORT SPORTS BRA

SUPPORT WITHOUT SUFFOCATION

Launch Terractive's flagship Soft Support Sports Bra through a phased D2C-first strategy, establishing technical credibility before scaling across omnichannel distribution.

TARGET PERSONA

ICP: Sia Kapoor

- Wellness-focused professional (24–35)
- Seeks premium comfort for low-impact movement
- Values versatility for workouts & everyday wear
- High willingness to invest in quality activewear

PRICING

MRP: ₹1,499 Launch Price: ₹1,399

- Premium pricing aligned with Terractive's positioning
- Introductory pricing to encourage product trials
- Preserves long-term premium brand perception

DISTRIBUTION STRATEGY

- **Phase 1 – D2C Launch:** Launch via Terractive's website to validate demand, build brand credibility and capture first-party customer insights.
- **Phase 2 & 3 – Omnichannel Expansion:** Expand through Myntra, Ajio, premium pop-ups and Pilates studios to scale reach, product trials and customer acquisition.

UNIT ECONOMICS

CAC < ₹850 | AOV ₹1,499 | Gross Margin >60% | Contribution Margin ~40%

STRATEGIC OBJECTIVE

Establish the Soft Support Sports Bra as Terractive's flagship acquisition product, building technical credibility before expanding into adjacent categories.

CAMPAIGN | SUPPORT WITHOUT SUFFOCATION

THE 8-HOUR MOVE TEST

Prove Terractive's promise of Support Without Suffocation by documenting one woman's complete day from morning workout to evening wind-down without a single adjustment.



PRE LAUNCH | BUILD CURIOSITY

- Seed Sports Bra to 25 fitness & lifestyle creators for 8-hour wear tests.
- Capture authentic Reels, Stories & testimonials before launch.
- Open an exclusive early-access waitlist on Terractive's website.
- Drop teaser content highlighting everyday comfort without revealing the full campaign.

LAUNCH | DRIVE AWARENESS & TRIAL

- Release the 8-Hour Move Test hero film across all digital platforms.
- Founder (Reana) podcast sharing the product journey and design philosophy.
- Publish all creator wear-test content within launch week.
- Launch #8HourMoveTest for customers to participate and share.

POST-LAUNCH | BUILD TRUST & LOYALTY

- Repost the best customer wear-test videos and testimonials.
- Feature weekly customer stories across social channels.
- Launch a refer-and-earn program to encourage advocacy.
- Cross-sell the Everyday Performance Leggings through CRM.

CAMPAIGN TARGETS

25 Creator Wear Tests • 500+ Waitlist Sign-ups • 1 Hero Film • 1 Founder Podcast • 300+ #8HourMoveTest Entries • 1M+ Reach

COMPETITIVE PRICING & FEATURE BENCHMARK | **SPORTS BRA**

Terractive delivers comparable premium performance features at a price aligned with leading Indian brands while remaining below global incumbents.

Brand	Price (₹)	Moisture Wicking	4-Way Stretch	Anti-Odour	Indian Fit	Support	Score
 SILVERTRAX	1,299	1	1	1	1	0.5	4.5
terractive	1,499	1	1	1	1	1	5
 blissclub	1,899	1	1	0	1	1	4
 puma	1,999	1	1	0.5	0	0.5	3
 adidas	2,299+	1	1	0.5	0	1	3.5
 NIKE	2,499+	1	1	0.5	0	1	3.5

Key Takeaways

- ✓ Priced below BlissClub and all global brands, with comparable or better features.
- ✓ Indian fit engineering differentiates from international incumbents.
- ✓ Strongest feature-to-price proposition in the affordable-premium segment.

MARKETING BUDGET ALLOCATION | SOFT SUPPORT SPORTS BRA

Investment Area	Budget	Allocation	Execution & Strategic Objective
Digital Advertising (Meta, Google & YouTube)	₹25L	25%	Launch full-funnel campaigns to build awareness, capture high-intent consumers, retarget website visitors, and drive first-time purchases while optimising CAC and ROAS.
Influencer & Creator Marketing	₹18L	18%	Collaborate with fitness and lifestyle creators to publish product reviews, wear tests and educational content that builds trust and influences purchase decisions.
Campaign Shoot & Creative Production	₹12L	12%	Produce the hero launch film, product photography, website creatives and digital assets to support marketing across all channels throughout the year.
PR & Founder Branding	₹8L	8%	Secure founder interviews, podcasts and media coverage to strengthen brand credibility and position Terractive as an innovation-led activewear brand.
Terra Trial™ Programme	₹8L	8%	Support product trials, exchanges and customer assistance under the 30-Day Comfort Guarantee to reduce purchase hesitation.
Events & Product Trial Activations	₹8L	8%	Organise product experience sessions at gyms, Pilates studios, wellness events and college campuses to encourage product trials and community engagement.
Website & Conversion Optimisation	₹6L	6%	Enhance the shopping experience through improved product pages, fit guides, checkout optimisation and analytics to increase conversion rates.
Customer Retention & Referral Programme	₹5L	5%	Launch referral incentives, loyalty rewards and post-purchase communication to increase repeat purchases and customer lifetime value.
Marketplace Promotions	₹4L	4%	Increase product visibility through sponsored listings, launch campaigns and enhanced product pages across Myntra and Amazon.
Strategic Growth Reserve	₹6L	6%	Reserve funds to scale high-performing campaigns, support additional creator collaborations and respond quickly to market opportunities.

This investment prioritises acquiring high-quality customers, building trust through authentic product experiences, and establishing the Sports Bra as Terractive’s flagship product for long-term portfolio growth.

GO TO MARKET: EVERYDAY PERFORMANCE LEGGINGS

MOVE WITH CONFIDENCE

Launch Terractive's Everyday Performance Leggings through a phased omnichannel strategy, positioning them as the perfect everyday companion by combining squat-proof performance with practical functionality.

TARGET PERSONA

ICP: Zara Iyer

- Active professional (22–32)
- Balances work, fitness & daily errands
- Prioritizes comfort, functionality & style
- Seeks versatile activewear for all-day wear

PRICING

MRP: ₹1,799 Launch Price: ₹1,599

- Affordable-premium pricing to drive product trials and repeat purchases.
- Introductory launch offer to accelerate customer acquisition.
- Reinforces Terractive's premium positioning without compromising quality.

DISTRIBUTION STRATEGY

- **Phase 1 – Cross-Sell via D2C:** Launch through Terractive's website, targeting existing Sports Bra customers with bundle offers and personalized recommendations.
- **Phase 2 & 3 – Omnichannel Expansion:** Expand through Myntra, Ajio, premium fitness studios and offline pop-ups to scale product reach and customer acquisition.

UNIT ECONOMICS

CAC < ₹500 | AOV ₹1,799 | Gross Margin ~61% | Contribution Margin ~43%

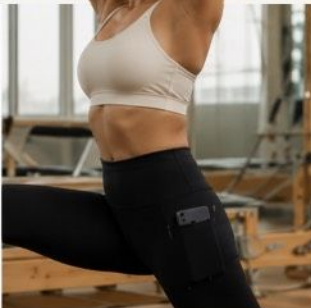
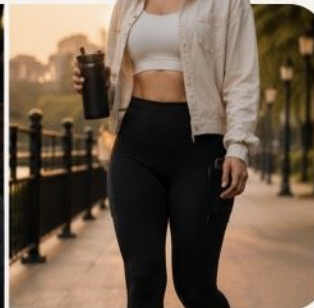
STRATEGIC OBJECTIVE

Position the Everyday Performance Leggings as Terractive's high-volume repeat purchase product, increasing customer lifetime value through cross-selling and coordinated activewear bundles.

CAMPAIGN | MOVE WITH CONFIDENCE

WHAT'S IN YOUR POCKET? + THE SQUAT CHALLENGE

Break the two biggest barriers to buying leggings functional pockets and transparency through authentic wear tests that prove confidence, comfort and everyday performance.



PRE-LAUNCH | BUILD CURIOSITY

- Seed leggings to 25 fitness & lifestyle creators for early product trials.
- Launch "What's In Your Pocket?" teaser videos featuring everyday essentials.
- Tease squat-proof performance without revealing the full campaign.
- Build an exclusive waitlist through social media and D2C channels.

LAUNCH | MOVE WITH CONFIDENCE

- Release the Move With Confidence hero film across digital platforms.
- Launch The Squat Challenge, encouraging women to demonstrate opacity and unrestricted movement.
- Publish creator videos showcasing from workout → café → everyday life.
- Introduce bundle offers to drive first-order value.

POST-LAUNCH | BUILD COMMUNITY

- Feature the best Squat Challenge and Pocket Challenge submissions.
- Showcase customer styling content from studio to street.
- Reward top community creators with referral and loyalty incentives.
- Retarget customers with coordinated activewear collections.

CAMPAIGN TARGETS

25 Creator Trials | 500+ Waitlist Sign-ups | 1 Hero Film | 500+ Pocket Challenge Posts | 300+ Squat Challenge Entries | 1M+ Reach

COMPETITIVE PRICING & FEATURE BENCHMARK | LEGGINGS

Terractive combines premium comfort, functionality and durability while outperforming competitors on feature completeness.

Brand	Price (₹)	Squat-Proof	Deep Pockets	4-Way Stretch	Indian Fit	Quick Dry	Score
 silvertrac	1,499	1	0.5	1	1	1	4.5
terractive	1,799	1	1	1	1	1	5
 blissclub	1,799	1	1	1	1	1	5
 puma	2,499	1	0.5	1	0	1	3.5
 adidas	2,799+	1	0.5	1	0	1	3.5
 nike	2,999+	1	0.5	1	0	1	3.5

Key Takeaways

- ✓ Matches category leader BlissClub on features, at the same price — with deeper functional pockets.
- ✓ Full premium feature stack undercuts global brands on price.
- ✓ Positioned between domestic premium and global performance brands.

MARKETING BUDGET ALLOCATION | EVERYDAY PERFORMANCE LEGGINGS

Investment Area	Budget	Allocation	Execution & Strategic Objective
Digital Advertising (Meta, Google & YouTube)	₹20L	20%	Launch performance campaigns targeting women seeking premium everyday leggings, while retargeting Sports Bra customers to drive cross-selling and increase Average Order Value (AOV).
Influencer & Creator Marketing	₹16L	16%	Collaborate with fitness, yoga and lifestyle creators to showcase squat-proof performance, functional pockets, all-day comfort and everyday styling through authentic product demonstrations.
#MoveWithConfidence Campaign & UGC	₹12L	12%	Launch a community-driven campaign encouraging customers to share workouts and everyday movement, generating authentic user-generated content and increasing organic brand reach.
Campaign Shoot & Creative Production	₹10L	10%	Produce campaign films, comparison videos, styling content, product photography and digital creatives highlighting comfort, confidence and functionality.
Terra Trial™ Programme	₹8L	8%	Support the 30-Day Comfort Guarantee by covering exchanges, customer support and trial logistics, encouraging first-time purchases with minimal risk.
Community Events & Studio Partnerships	₹10L	10%	Partner with gyms, yoga studios, Pilates centres and women-focused fitness communities to conduct product trials and strengthen community engagement.
Website & Conversion Optimisation	₹6L	6%	Enhance product pages with fit guides, pocket demonstrations, customer reviews and an improved checkout experience to maximise online conversions.
Customer Retention & Referral Programme	₹8L	8%	Drive repeat purchases through loyalty rewards, referral incentives, personalised CRM campaigns and cross-selling initiatives for existing customers.
Marketplace Promotions	₹4L	4%	Improve visibility through sponsored listings, launch campaigns and enhanced product pages across Myntra and Amazon.
Strategic Growth Reserve	₹6L	6%	Allocate funds to scale successful campaigns, expand creator collaborations and respond quickly to changing market demand during the launch period

Marketing investments focus on community-led growth, cross-selling and customer retention, positioning Leggings as the ideal companion product while increasing Average Order Value (AOV) and Customer Lifetime Value (LTV).

GO TO MARKET: BUILT-IN BRA JUMPSUIT

BUILT-IN SUPPORT. BUILT TO MOVE.

Launch Ttractive's Built-in Bra Jumpsuit as a premium performance-athleisure essential, combining built-in support, unrestricted movement and one-piece convenience for racquet sports and active lifestyles.

TARGET PERSONA

ICP: Raena Ambani

- Active woman (24–38)
- Regularly plays tennis, badminton or pickleball
- Seeks premium performance with elevated style
- Values convenience without compromising support

PRICING

MRP: ₹2,899 Launch Price: ₹2,599

- Premium pricing reflecting integrated product innovation.
- Introductory pricing to accelerate category adoption.
- Reinforces Ttractive's flagship innovation positioning.

DISTRIBUTION STRATEGY

- **Phase 1 – D2C + Performance Community Launch:** Launch through Ttractive's website, supported by tennis, badminton, pickleball and Pilates communities to educate consumers and drive early adoption.
- **Phase 2 & 3 – Premium Expansion:** Expand through Myntra, Ajio, premium sports retailers, racquet clubs and experiential sporting events.

UNIT ECONOMICS

CAC < ₹950 AOV ₹2,899 Gross Margin ~59% Contribution Margin ~47%

STRATEGIC OBJECTIVE

Position the Built-in Bra Jumpsuit as Ttractive's flagship innovation product, creating a new performance-athleisure category while driving premium brand perception.

CAMPAIGN | **BUILT-IN SUPPORT. BUILT TO MOVE.**

ONE PIECE. GAME ON.

The Built-in Bra Jumpsuit delivers support, freedom of movement and one-piece convenience designed for women who play.



PRE LAUNCH | BUILD CURIOSITY

- Seed the jumpsuit to 20 tennis, badminton & fitness creators for early product trials.
- Partner with racquet clubs and sports communities for exclusive first-access experiences.
- Build an exclusive waitlist through social media and Terractive's D2C channels.

LAUNCH | DRIVE AWARENESS & TRIAL

- Launch the "One Piece. Game On." campaign across digital platforms.
- Creators showcase the jumpsuit during tennis, badminton and pickleball matches.
- Launch the #OnePieceGameOn challenge.
- Host demo sessions at premium sports clubs to encourage product trials.

POST-LAUNCH | BUILD TRUST & LOYALTY

- Feature customer match-day content and athlete testimonials across social media.
- Expand partnerships with racquet clubs and fitness communities.
- Introduce limited-edition colourways to sustain engagement and repeat purchases.

CAMPAIGN TARGETS

20 Creator Collaborations • 500+ Waitlist • 250+ UGC Entries • 10 Community Activations • 1M+ Reach

COMPETITIVE PRICING & FEATURE BENCHMARK | JUMPSUIT

Terractive enters a largely uncontested category, creating a differentiated premium offering with limited direct competition.

Brand	Price (₹)	Built-in Bra	Moisture Wicking	4-Way Stretch	Utility Pocket	Indian Fit	Category Innovation	Score
Marketplace unitards	999–1,499	0.5	0	0	0	0	0	0.5
 H&M	2,299	1	1	0.5	0	0	0.5	3
 CAVA	2,599–3,499	0.5	1	1	0	0.5	0.5	3.5
terractive	2,899	1	1	1	1	1	1	6
 lululemon	9,000+	1	1	1	0.5	0	1	4.5

Key Takeaways

- ✓ First-mover in a largely uncontested category — no direct Indian competitor at this spec.
- ✓ Priced at ⅓ of Lululemon, premium over CAVA, owning the empty ₹2,400–3,500 band.
- ✓ Differentiation is structural: integrated support + technical fabric + movement-first design.

MARKETING BUDGET ALLOCATION | BUILT-IN BRA JUMPSUIT

Investment Area	Budget	Allocation	Execution & Strategic Objective
Digital Advertising (Meta, Google & YouTube)	₹18L	18%	Launch targeted campaigns educating consumers about the built-in bra concept while driving awareness among premium activewear, travel and lifestyle audiences.
Influencer & Creator Marketing	₹18L	18%	Partner with fashion, travel, fitness and lifestyle creators to showcase how the jumpsuit seamlessly transitions between work, travel, workouts and everyday wear.
Campaign Shoot & Creative Production	₹15L	15%	Produce a premium brand film, styling videos, product photography and educational content highlighting versatility, convenience and all-day comfort.
PR & Founder Branding	₹12L	12%	Secure features in fashion, lifestyle and startup publications alongside founder interviews to position Terractive as an innovation-led activewear brand introducing a new category.
Launch Event & Product Experience	₹10L	10%	Host an exclusive product launch with creators, media, fitness professionals and early customers to generate buzz, product trials and social media coverage.
Terra Trial™ Programme	₹8L	8%	Encourage first-time adoption by supporting the 30-Day Comfort Guarantee, product exchanges and customer assistance for a completely new product category.
Website & Conversion Optimisation	₹6L	6%	Develop dedicated landing pages, styling guides, fit recommendations and educational content to improve customer understanding and conversion.
Customer Retention & Referral Programme	₹5L	5%	Reward existing Terractive customers with early access, referral incentives and exclusive launch benefits to encourage repeat purchases.
Marketplace Promotions	₹3L	3%	Build premium visibility through sponsored listings, enhanced product pages and launch campaigns across leading marketplaces.
Strategic Growth Reserve	₹5L	5%	Reserve funds to expand creator collaborations, scale high-performing campaigns and respond to demand or market opportunities during launch.

Marketing investments prioritise product education, premium storytelling and experiential launches to establish the Built-in Bra Jumpsuit as a first-of-its-kind innovation while strengthening Terractive’s premium brand positioning.

GO TO MARKET: EVERYDAY PERFORMANCE TRACK PANTS

MOVE COMFORTABLY. LIVE EFFORTLESSLY.

Launch premium performance track pants engineered for movement, combining stretch, secure storage and all-day comfort for work, travel and everyday activity.

TARGET PERSONA

ICP: Sia Kapoor

- Wellness-focused urban professional
- Gym, walking & weekend workouts
- Frequently commutes and travels
- Values comfort, functionality & versatile activewear

PRICING

MRP: ₹1,999 Launch Price: ₹1,799

- Affordable-premium pricing to encourage wardrobe expansion.
- Introductory pricing to accelerate product trials.
- Reinforces Terractive's everyday activewear positioning.

DISTRIBUTION STRATEGY

- **Phase 1 – D2C Launch:** Launch through Terractive's website targeting existing customers and performance-focused audiences.
- **Phase 2 & 3 – Omnichannel Expansion:** Expand through Myntra, Ajio, premium sports retailers and airport/travel retail to increase visibility and adoption.

UNIT ECONOMICS

CAC < ₹500

AOV ₹1,999

Gross Margin ~62%

Contribution Margin ~44%

STRATEGIC OBJECTIVE

Position the Performance Track Pants as Terractive's go-to everyday movement essential, driving repeat purchases through versatility, premium comfort and functional design.

CAMPAIGN | **MOVE COMFORTABLY. LIVE FORTLELY.**

ONE PAIR. EVERY PLAN.

Show how one pair of premium track pants seamlessly adapts to every part of an active lifestyle from workouts and travel to coffee runs and everyday movement.



PRE LAUNCH | BUILD CURIOSITY

- Seed track pants to 25 fitness & lifestyle creators for everyday wear tests.
- Launch “One Pair. Every Plan.” teaser content across social media.
- Highlight premium fabric, secure pockets and all-day comfort.
- Build an exclusive waitlist through social media and D2C channels.

LAUNCH | DRIVE AWARENESS & TRIAL

- Launch the “One Pair. Every Plan.” hero campaign.
- Creators style the track pants across gym, café, commute and travel.
- Launch the #EveryPlanChallenge showcasing one pair across multiple occasions.
- Partner with fitness studios and premium cafés for lifestyle activations.

POST-LAUNCH | BUILD TRUST & LOYALTY

- Feature customer styling content and creator testimonials.
- Reward top UGC through giveaways and community recognition.
- Cross-sell with Terractive sports bras and performance tops.
- Introduce seasonal colourways to encourage repeat purchases.

CAMPAIGN TARGETS

25 Creator Wear Tests · 500+ Waitlist Sign-ups · 1 Hero Film · 300+ #EveryPlanChallenge Entries · 1M+ Reach

COMPETITIVE PRICING & FEATURE BENCHMARK | TRACK PANTS

Terractive offers premium versatility and everyday functionality at pricing competitive with global athletic brands.

Brand	Price (₹)	Quick Dry	4-Way Stretch	Functional Pockets	Everyday Versatility	Indian Fit	Score
 DECATHLON	1,499	1	0.5	1	0.5	0.5	3.5
 SILVERTRAC	1,799	1	1	1	0.5	1	4.5
terractive	1,999	1	1	1	1	1	5
 blissclub	2,199	1	1	1	0.5	1	4.5
 NIKE	3,499+	1	1	1	1	0	4
 ADIDAS	3,499+	1	1	1	1	0	4

Key Takeaways

- ✓ Comparable pricing to BlissClub, well below Nike/Adidas.
- ✓ Differentiated on everyday versatility + Indian fit, not workout-only positioning.
- ✓ Premium value proposition supported by superior everyday functionality.

MARKETING BUDGET ALLOCATION | EVERYDAY PERFORMANCE TRACK PANTS

Investment Area	Budget	Allocation	Execution & Strategic Objective
Digital Advertising (Meta, Google & YouTube)	₹22L	22%	Launch performance campaigns positioning Track Pants as an everyday movement essential for work, travel and casual wear, while driving qualified traffic and first-time purchases.
Influencer & Creator Marketing	₹18L	18%	Collaborate with travel, lifestyle and fitness creators to showcase the versatility of Track Pants across commuting, travel, work-from-café and everyday routines.
Campaign Shoot & Creative Production	₹12L	12%	Produce lifestyle-focused campaign films, product photography, styling videos and digital creatives highlighting versatility, comfort and functionality.
Lifestyle Events & Community Activations	₹10L	10%	Organise community walks, travel meet-ups, wellness events and fitness activations, allowing consumers to experience the product in real-life settings.
Terra Trial™ Programme	₹8L	8%	Support the 30-Day Comfort Guarantee through exchanges, customer support and trial logistics, encouraging first-time adoption with reduced purchase risk.
PR & Founder Branding	₹8L	8%	Build brand credibility through founder interviews, travel and lifestyle publications, podcasts and media coverage focused on everyday movement.
Website & Conversion Optimisation	₹6L	6%	Improve product pages with fit guides, styling suggestions, feature demonstrations and checkout optimisation to increase online conversion rates.
Customer Retention & Referral Programme	₹7L	7%	Encourage repeat purchases through loyalty rewards, personalised recommendations and cross-selling campaigns across the Terractive product portfolio.
Marketplace Promotions	₹4L	4%	Increase discoverability through sponsored listings, seasonal campaigns and premium product pages across Myntra and Amazon.
Strategic Growth Reserve	₹5L	5%	Maintain flexibility to scale high-performing campaigns, expand creator partnerships and respond to market demand throughout the launch period.

Marketing investments focus on positioning Track Pants as a versatile lifestyle essential, expanding Terractive beyond fitness while driving portfolio cross-selling, repeat purchases and long-term customer retention.

CREATOR PORTFOLIO

Category	Macro Creators (1M+)	Mid-tier Creators (100K–1M)	Micro Creators (10K–100K)	Why Them?
Fitness and Strength	Bani J, Yasmin Karachiwala, Gunjan Taneja	Natasha Noel, Namrata Purohit, Shweta Mehta	CrossFit Coaches, Functional Trainers, Strength Coaches	Demonstrate real product performance, build trust and validate functionality through
Yoga and Wellness	Rujuta Diwekar, Luke Coutinho, Deepika Mehta	Shweta Rathore, Sejal Shah, Pooja Patel	Pilates Instructors, Yoga Coaches, Wellness Trainers	Reinforce comfort, flexibility and everyday wearability for wellness-focused
Fashion and Lifestyle	Komal Pandey, Masoom Minawala, Karron S. Dhingra	Juhi Godambe, Aashna Shroff, Kritika Khurana	Fashion Stylists, Lifestyle Bloggers, City Creators	Position Terractive as premium athleisure through styling inspiration and
Sports and Performance	Ankita Raina, Saina Nehwal, Jwala Gutta	Racquet Sport Athletes, Performance Coaches, Sports Creators	Tennis, Badminton, Pickleball Creators	Build credibility with athletes who showcase product performance under real
Travel and Adventure	Larissa D’Sa, Bruised Passports, Tanya Khanijow	Aakanksha Monga, Siddhartha Joshi, Isa Khan	Travel Bloggers, Digital Nomads, Adventure Creators	Highlight versatility, comfort and functionality across travel, commuting and

PHASED PORTFOLIO LAUNCH ROADMAP

A phased launch strategy builds consumer trust first, expands the product ecosystem progressively, and maximizes long-term customer lifetime value.

Phase	Product Launch	Strategic Objective	Expected Business Impact
1	Soft Support Sports Bra	Solve the largest validated consumer pain point and establish Terractive's comfort-first positioning.	Acquire new customers and build brand trust.
2	Everyday Performance Leggings	Introduce the natural companion product to increase outfit-based purchases and basket size.	Improve Average Order Value (AOV) and repeat purchases.
3	Built-in Bra Jumpsuit	Launch a flagship innovation after establishing consumer confidence in the brand.	Generate PR, strengthen premium perception, and create category
4	Everyday Performance Track Pants	Expand into everyday movement and lifestyle wear beyond fitness.	Increase wardrobe penetration and Customer Lifetime Value (LTV).

PHASE 1 | BUILD TRUST

Sports Bra

- Addresses the strongest validated consumer pain point.
- Establishes Terractive's core comfort proposition.
- Creates the ideal customer acquisition product.

PHASE 2 | INCREASE BASKET SIZE

Leggings

- Natural cross-sell alongside the Sports Bra.
- Completes the core activewear outfit.
- Encourages repeat purchases and higher AOV.

PHASE 3 | INNOVATION

Built-in Bra Jumpsuit

- Leverages established consumer trust.
- Creates a new movement-wear category.
- Strengthens Terractive's innovation-led positioning.

PHASE 4 | ECOSYSTEM

Track Pants

- Extends the portfolio beyond workouts.
- Targets travel, work, and everyday movement.
- Positions Terractive as a complete movement-wear brand.

THE PACKAGING



EXECUTION RISKS & MITIGATION STRATEGY

Strategic execution requires proactive risk management across product, marketing, operations, and customer experience. The following mitigation plan is designed to minimise launch risks while enabling sustainable portfolio growth.

Potential Risk	Business Impact	Mitigation Strategy
Slower Customer Adoption	Lower-than-expected demand could delay revenue generation and increase inventory holding costs.	Launch the Sports Bra first as the hero SKU, validate customer feedback, leverage Terra Trial™ to reduce purchase hesitation, and optimise messaging before scaling the remaining portfolio.
High Customer Acquisition Cost (CAC)	Rising advertising costs may reduce profitability and impact return on marketing investment.	Continuously optimise Meta and Google campaigns, scale high-performing creator partnerships, increase UGC, referrals and organic content to gradually reduce dependence on paid media.
Inventory Planning & Demand Forecasting	Incorrect demand estimates may lead to stock-outs or excess inventory, affecting sales and customer satisfaction.	Adopt phased production, monitor weekly sales trends, maintain safety stock for hero products, and replenish inventory based on real-time demand forecasting.
Competitive Response	Established brands may introduce similar products, promotional offers or aggressive pricing.	Differentiate through Indian body-fit engineering, Terra Trial™, comfort-focused innovation and continuous product development instead of competing solely on price.
Customer Retention & Repeat Purchases	Low repeat purchases increase acquisition costs and reduce Customer Lifetime Value (LTV).	Strengthen retention through the Movement Club, personalised CRM journeys, referral rewards, exclusive member benefits and strategic cross-selling across the product portfolio.
Operational & Launch Execution Challenges	Delays in fulfilment, logistics or campaign execution may negatively impact customer experience and brand perception.	Maintain a Strategic Growth Reserve, establish weekly GTM performance reviews, onboard backup logistics partners and continuously monitor key launch KPIs for rapid decision-making.

The proposed commercialization strategy combines phased product launches, disciplined inventory planning, data-driven marketing optimisation, and trust-building initiatives to minimise execution risks while creating a scalable foundation for Terractive’s long-term growth.

THANK
YOU

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