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CregX

CregX empowers Indian SMEs to create high-quality social media videos on their own.



TEXT



IMAGE UPLOAD



SHAPES



STICKERS



BACKGROUND



VIDEOS



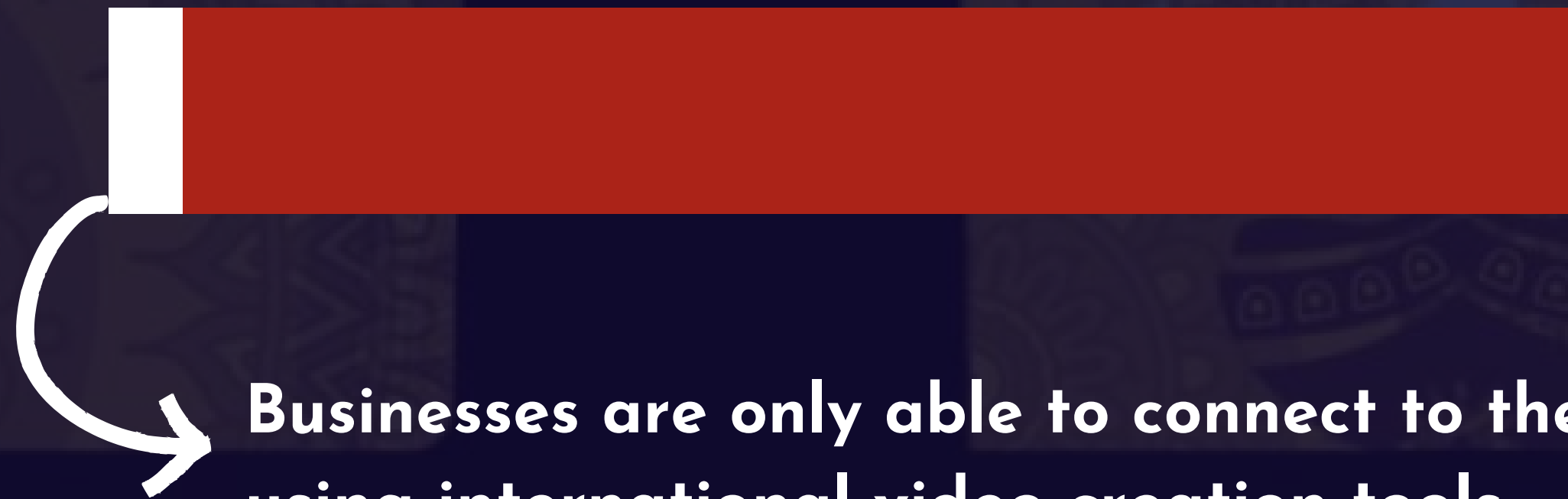
ANIMATIONS

Problem



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662 million
Indian digital content consumers.



Businesses are only able to connect to the top 1% by using international video creation tools.

Source - Journalist Fellows' papers

The Solution



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Easy to customise, regional video creation tool for Indian businesses



Video created on CregX platform



Video created on other video platform

USPs



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- 6000+ regional video templates
- Advanced Editor to customize
- A network of skilled contributors
- Collection of Indian Models, Animations
Stock footages



The Product



Step 1

Choose the template that you want to customise.

Step 2

Auto-resize the video as per your social media resolution

Step 3

Customise the model, video backgrounds, text, music as per your marketing requirements

Product Position

Regional Stock Content



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Non-Customisable

Customisable

imagesbazaar



Unsplash

envato

iStock.
by Getty Images

Renderforest

Canva

shutterstock

invideo

KAPWING

poster
mywall

Animaker

Generic Stock
Content

Business Model

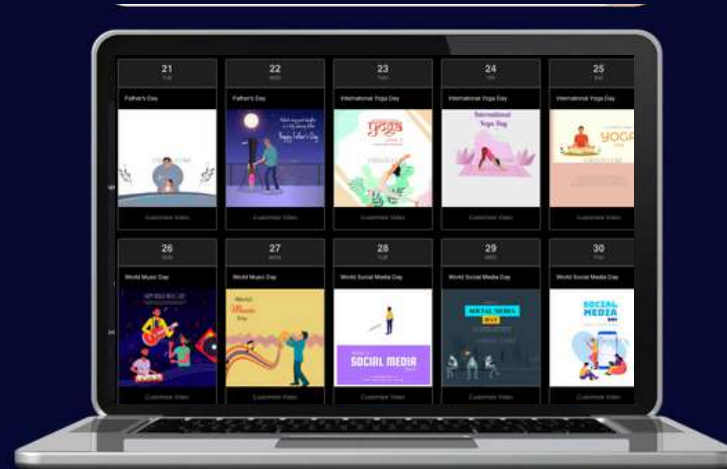


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STARTER

Rs.999*

Festival Video Calendar



PROFESSIONAL

Rs. 4,999

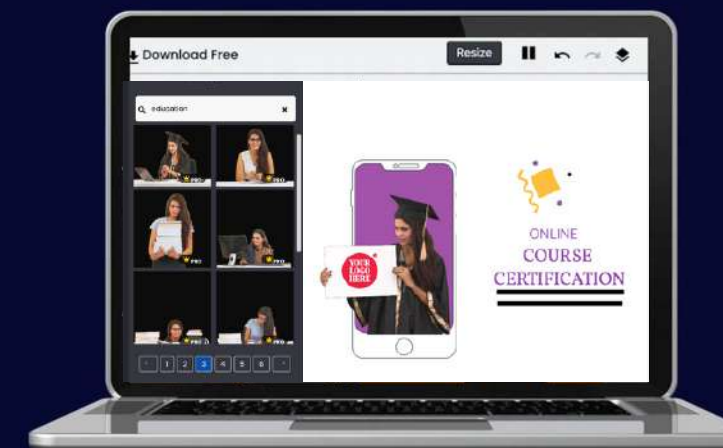
Animation Video Templates



BUSINESS

Rs. 7,498

Model Video Templates



ENTERPRISE

CUSTOMIZED
QUOTE

EXCLUSIVE CONTENT
WITH PRIVATE LOGIN

Market Validation



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5K+

Registered Users

1250+

Paid customers

INR 25 L

SINCE OCTOBER 2021

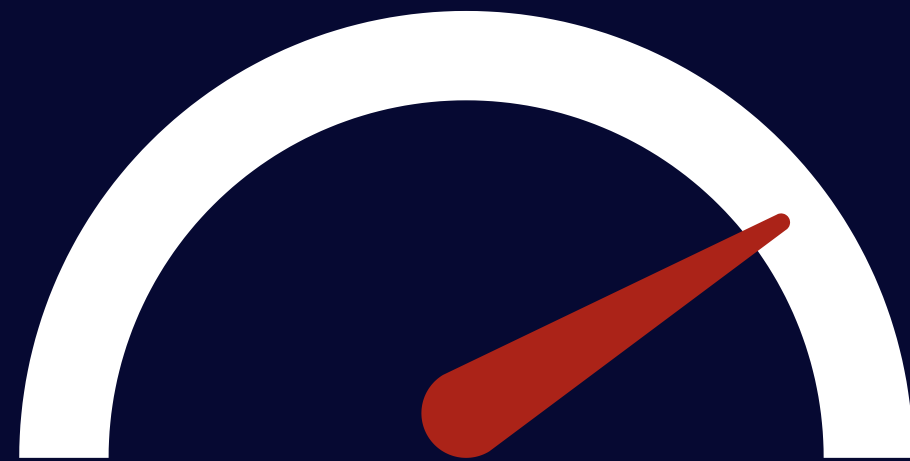
5 LAKH+

Video Downloads

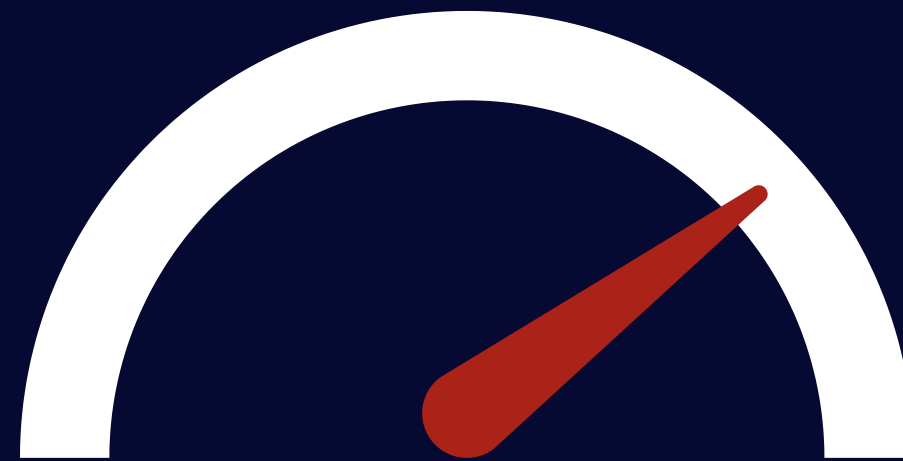
Impact



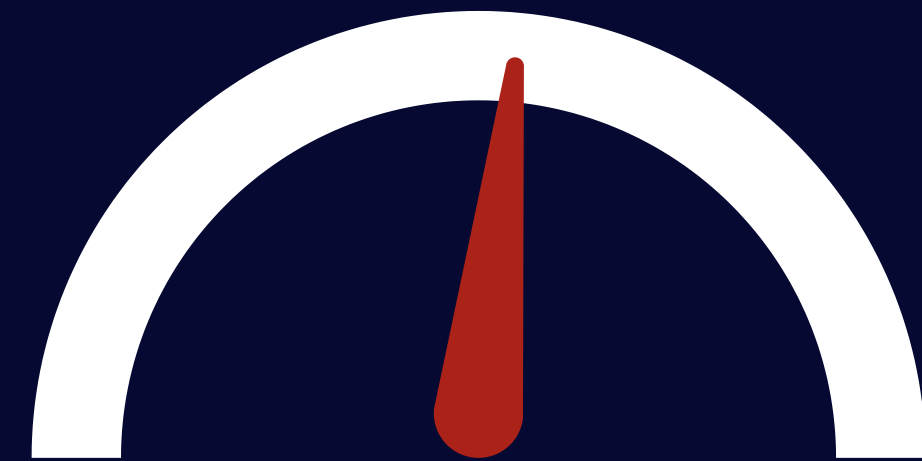
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Graphic Designer - 80%



Digital Marketer - 77%



Business Owner - 53%

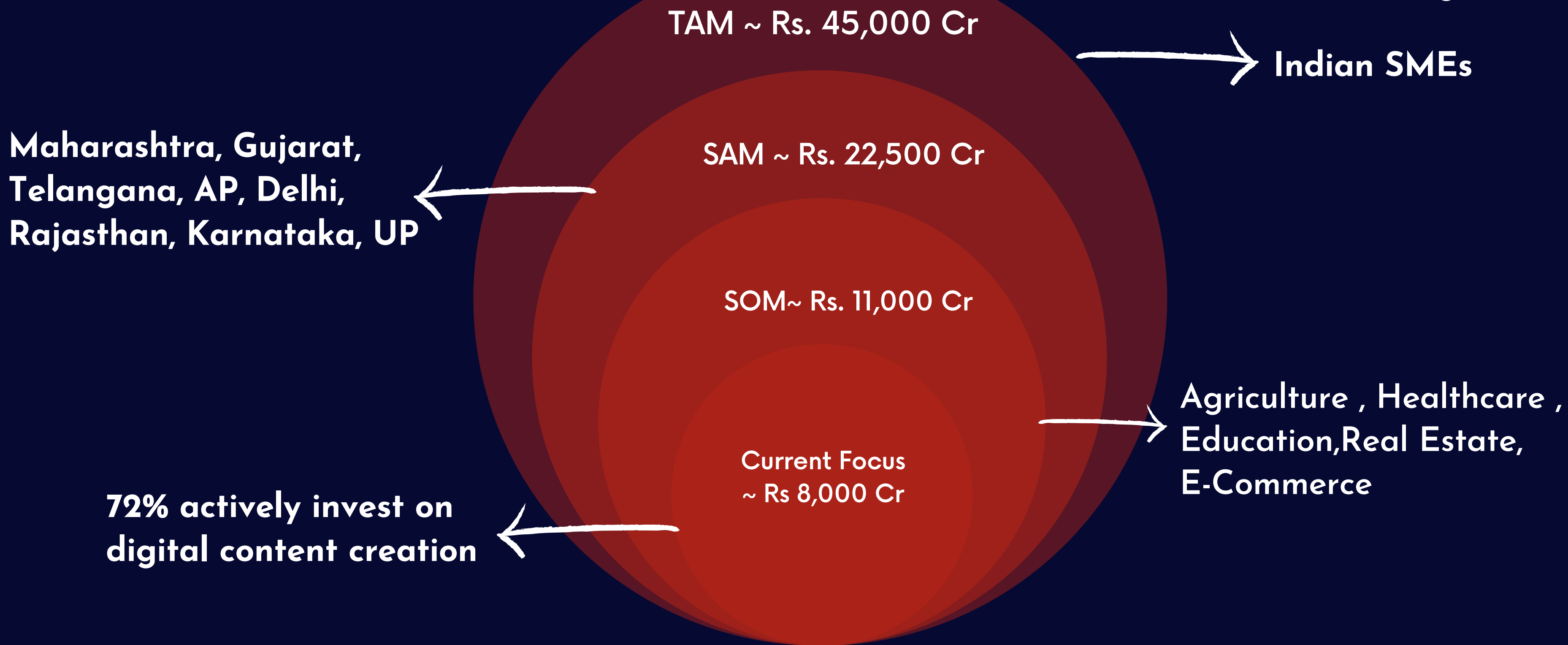
CregX helped in saving 80% cost of producing social media video content

- Customer Satisfaction Survey(FY2021)

Market Size (India)



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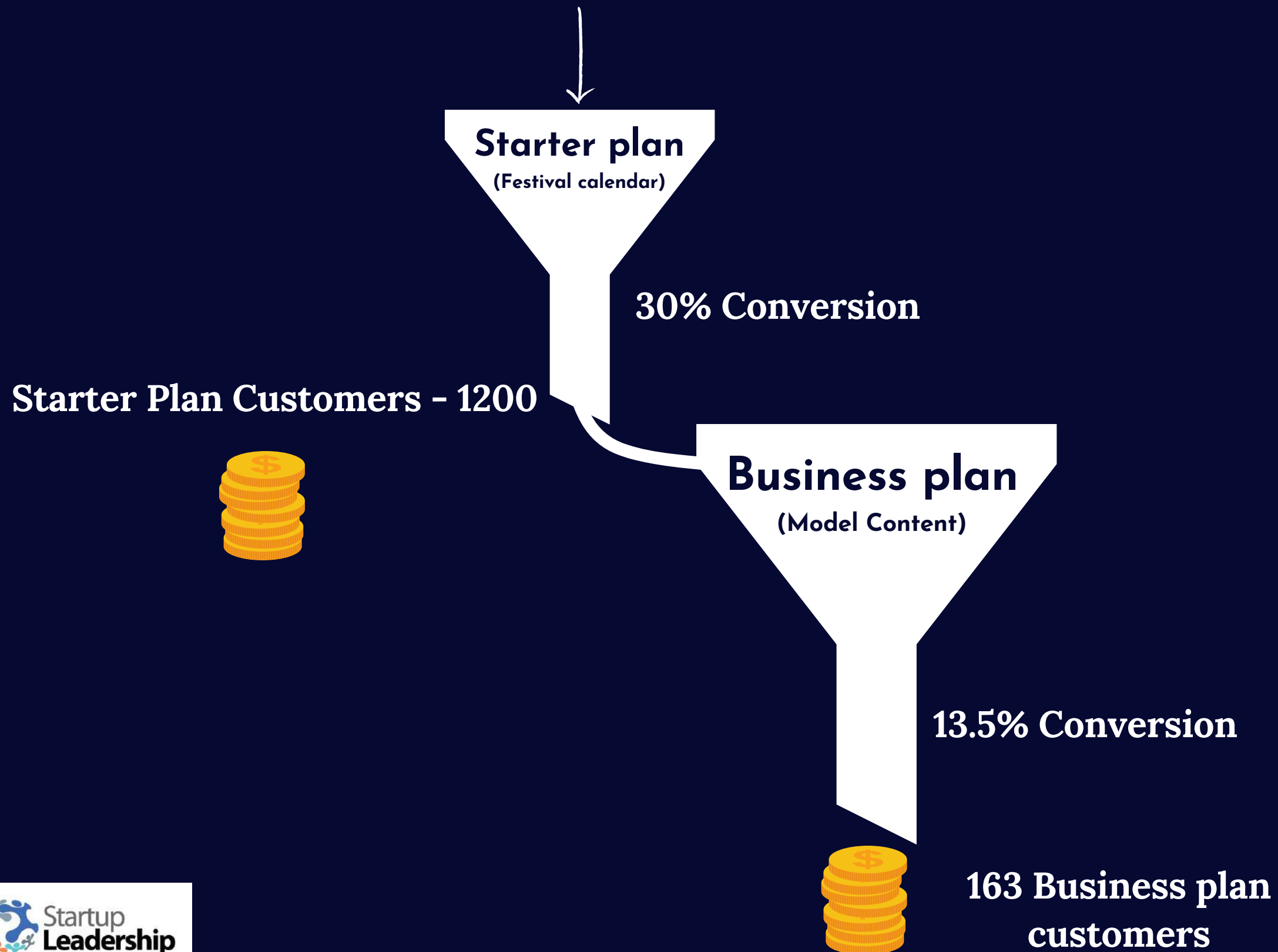
Average order value by Indian SMEs on digital content creation - Rs. 7500 (\$ 100) per annum.

GTM / Marketing Funnel



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Registered Users - 4000



Registered Users enter into our funnel using

- Paid Ads
- Organic Traffic During Indian Festivals
- Refferals

The Team

20+ years together, 10+ years of entrepreneurship



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Anil Bhargav - Expertise in video marketing, IIT-H alumnus.

SALES & MARKETING

Niranjan Sharma - Expertise in video automation, AI,ML, IIT-H alumnus

TECHNOLOGY & FINANCES



Sai Santosh - Expertise in video production, University of Bedfordshire alumnus

PRODUCTION & DELIVERY

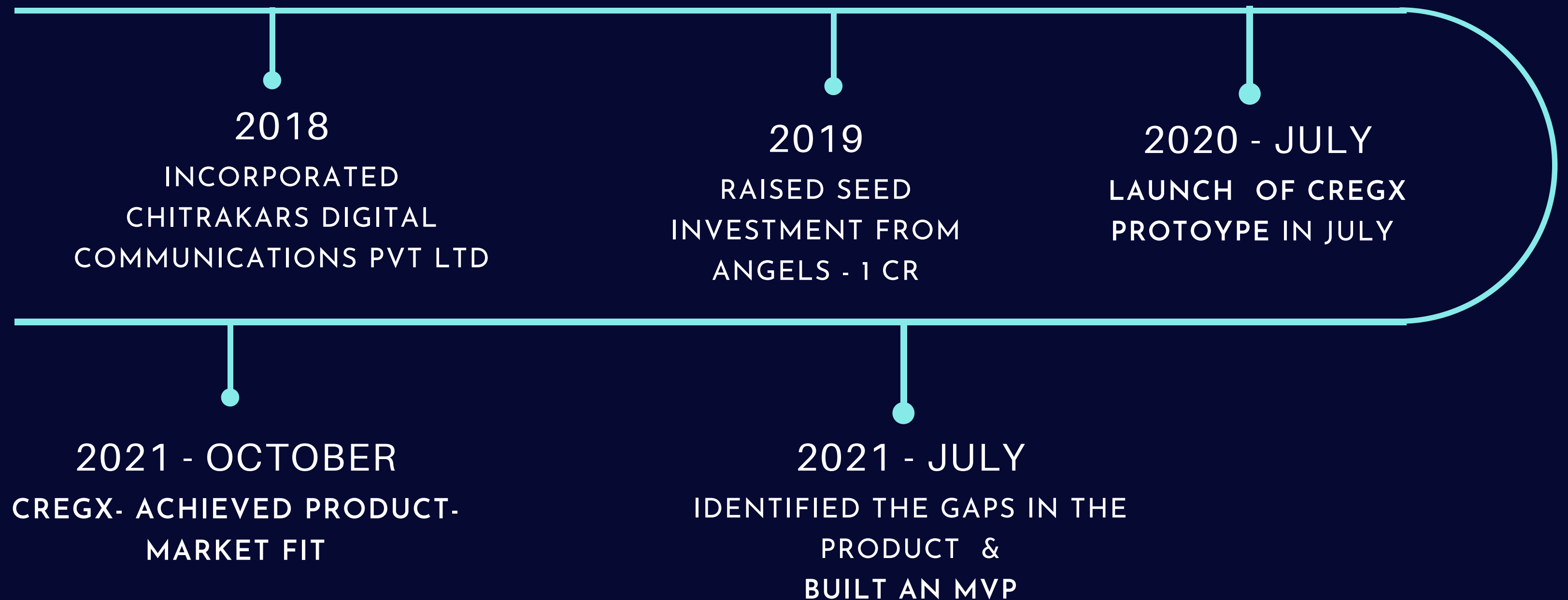
FOUNDERS JOURNEY



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2012 FOUNDED - THE CHITRAKARS - EXPLAINER VIDEO PRODUCTION HOUSE

BOOTSTRAPPED WITH 450+ ENTERPRISES ACROSS THE GLOBE SUCH AS
VFS GLOBAL, DR.REDDY'S, CISCO, NITI AAYOG, INCOME TAX DEPARTMENT, HETRO



The Ask



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- We have raised 1 CR in seed round FY-2019 to do prototype, build MVP & achieve product-market fit
- We are seeking an investment of 1.8 CR to reach a milestone of 5K paid subscriptions in next 12 months.
- This Investment will be purely invested for business growth. (i.e to increase customer acquisition)



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Thank You
