

SCHNELLE PREFABS

# FACTORY MADE HOMES

SCHNELLE



Modular Living Spaces



Founded : 2023



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[schnelle.in](https://schnelle.in)

# 1. PROBLEM

Building a house is bottom line scary !  
Especially in a remote scenic location



**92%**

consumers have confirmed cost escalations in their home construction



**53%**

Have replaced one or more contractors in their construction journey

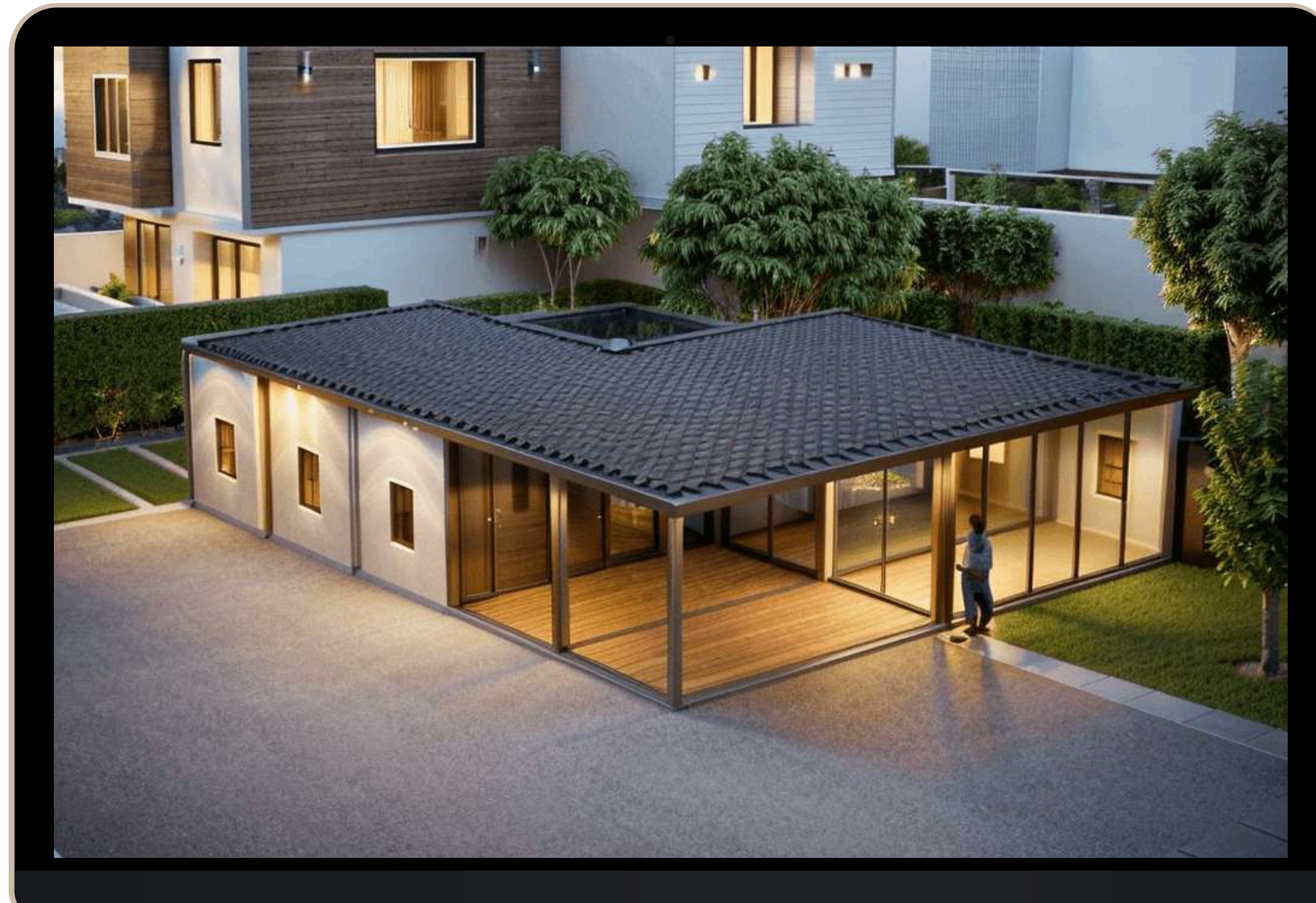


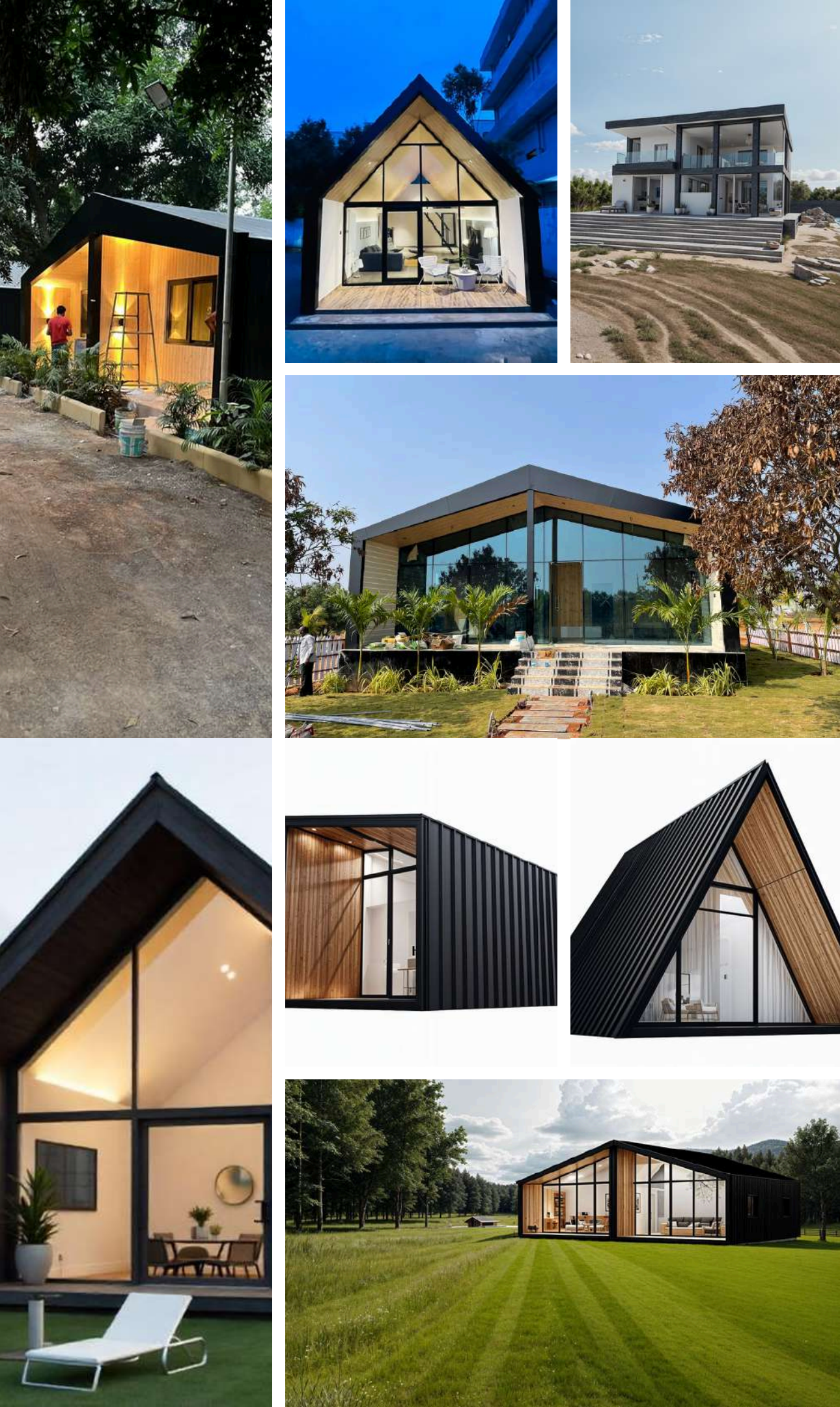
**86%**

consumers have experienced delays beyond 4 months in civil construction

## 2.SOLUTION

Factory made homes delivered in 45 days  
8 unique styles to chose from & vastu ready





### 3. VALUE PROPOSITION

Factory manufactured homes are the future. Select the model, finalise the floor plan and in 45 days you are ready to live in it.

	<b>Schnelle Modular</b>	<b>Civil Construction</b>
Delivery Time	45 to 60 days	12 - 24 <u>months</u>
Vendors	1	27
Life span	35 years	50 years
Budget / sft	2100 - 2500	1850 - 2200
Interiors	included	excluded

# 5. MARKET OPPORTUNITY

- Financial Express - Second & holiday homes market estimated at 2.1 Billion USD with 23.6% CAGR
- Savills Research - Rising demand for long term rentals post covid
- MagicBricks - 1000+ gated farm land communities in each city
- Research&Markets - Leisure industry construction market 8.37 Billion USD with 8.1% CAGR

## → SECOND HOME 3200 CR

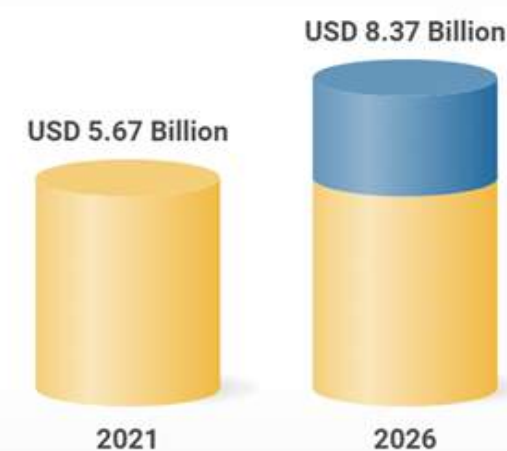
### Factors Enabling Decision Making



## → RESORTS 4000 CR

### Indian Leisure and Hospitality Buildings Construction Market

Market forecast to grow at a CAGR of 8.1%



## → MODEL HOUSES 300 CR



## 4. OUR USP

we have been dedicated to delivering high-quality projects while gaining invaluable insights into the operational challenges and inefficiencies within the prefab construction process.

### → Speed

Our fastest delivered project took 27 days from start to finish with complete furnishing and HVAC  
-Ayurvan Resorts

### → Innovation

Our modular structure is designed for quick snap installation of walls, roof, conduits and finishes. Cutting down installation time by 60%

### → Aspire

With in house design team, we create aspirational products that are Instagram super-hits and affordable.

### → Eco friendly

Our prefab houses are 20% more energy efficient, use no water and produce less pollution, noise and debris.



# 8. MEET THE TEAM

We are a duo with experience in the construction industry for over a decade. Multi startup founders and experienced in sales, marketing & manufacturing.



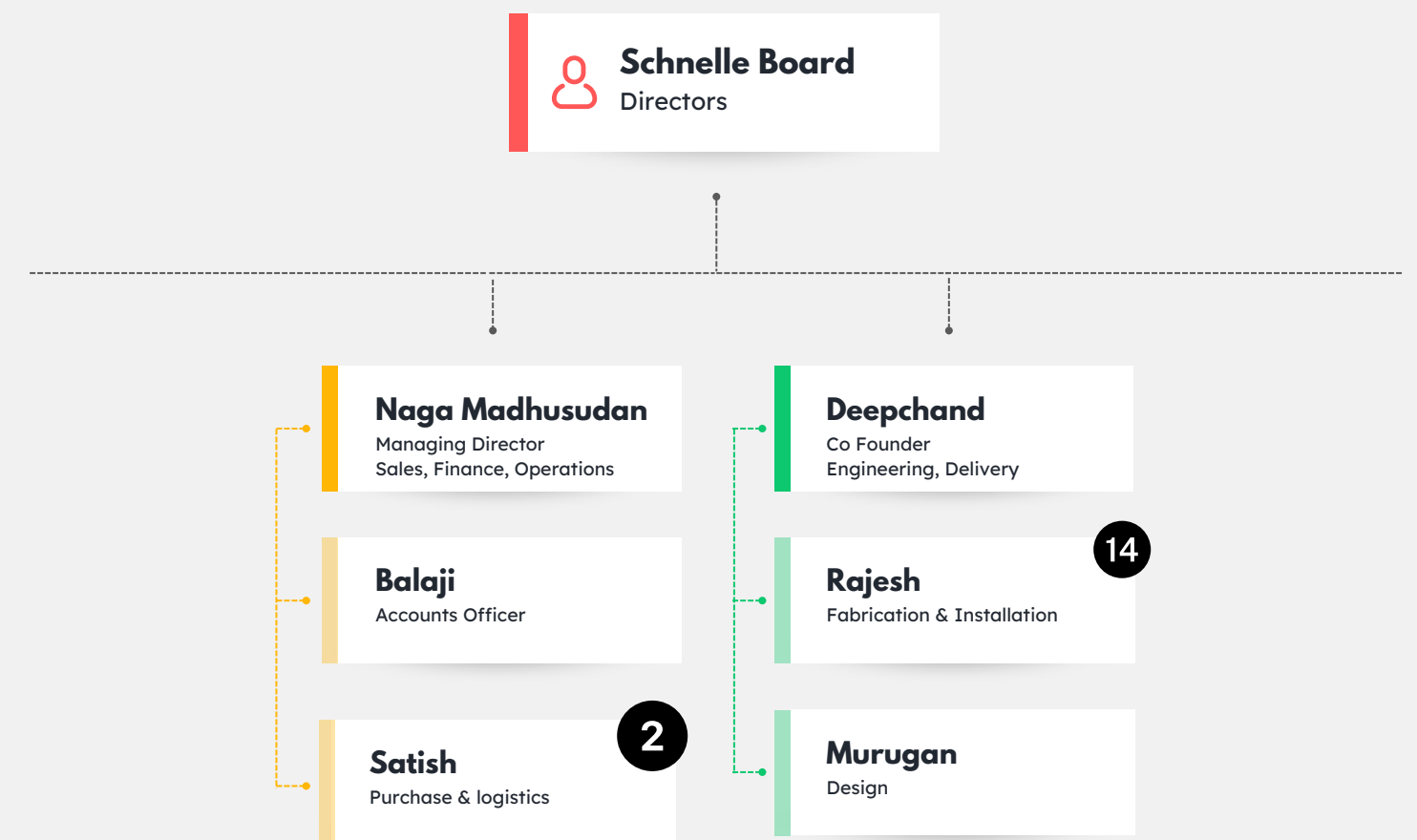
**MADHUSUDAN SALLA**

Aizyc Semiconductor - IP  
Company sold to globalsemi  
Confio - OEM to Schneider,  
Control4 USA



**DEEPCHAND**

MS in process engineering  
Owns 20+ extrusion designs in  
lighting fixtures.



**Organizational Structure**

# 6. GO-TO-MARKET



## → Ideal customer

Aspirational customer with an existing primary house looking for weekend getaway  
Business savvy customer looking to make a passive income with short term rentals  
Commercial clients - Resorts, Destination weddings, hotels, builders

## → Acquisition

Individual clients - Social media & instagram ads  
Corporate engagement - Designs incorporating specifications of brands like marriot  
Developers - Foot on the ground, sales team

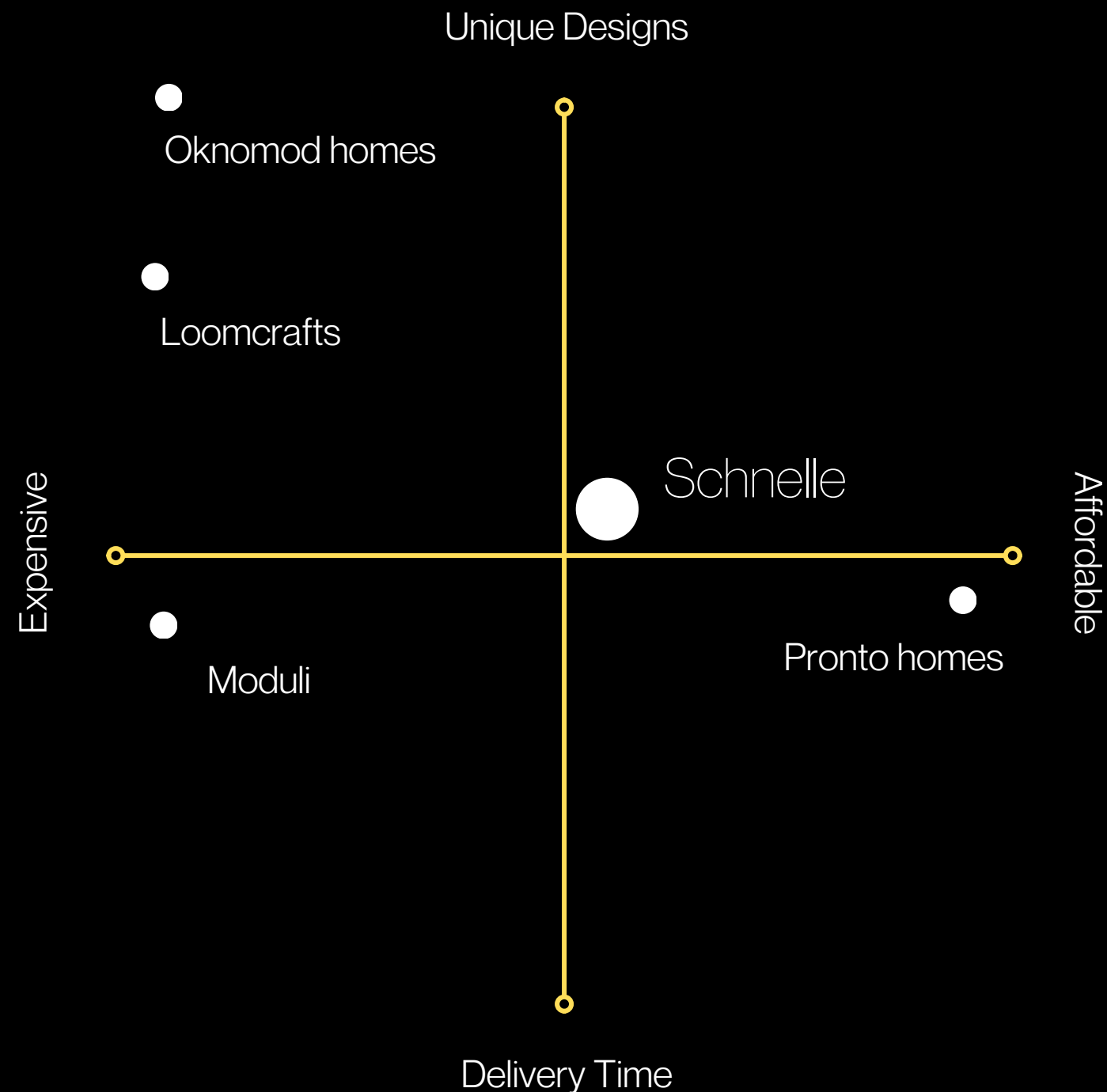
## → Scale

Our current production capacity with a 1 acre facility is 14 units per month. With automation and additional units in bangalore and goa we can scale to 100 units per month.





# 7. COMPETITOR ANALYSIS



## Competitive Advantages

Schnelle has designs that are world class, delivery time of just 45 days and pricing that is competitive.

- Traditional flooring with tiles - most prefab companies use vinyl or wooden flooring that feel hollow
- Our most aggressive delivery has been 27 days for 8 room resort in vijaywada most recently.
- Priced at Rs.500 less per sft from the nearest competition
- Nut n Bolt structure with latching mechanism for internal and external finishing materials like cement board, wood, metal, facade, tiles.

# 9. CURRENT STATUS, ACCOMPLISHMENTS & USE OF FUNDS

## → Current status

We have a healthy order book, profitable balance sheet and a busy team.

30% Gross Margins

- FINANCIALS**  
FY23 - 30 Lakhs  
FY24 - 1.02 crore
- FY24-25**  
Current order book - 3 crore  
Target - 12 crore
- FY27-28**  
Target - 100 crore

## → Accomplishments

Proven product, happy clients, and execution capabilities .

- 8**  
Unique designs
- 28**  
Projects executed
- 2**  
Design Patents applied for

## → The Ask

We are raising 5 crore against 25% equity in our company to be the best prefab company in India.

- 01**  
Expansion to Bangalore & Goa - 120 lakhs
- 02**  
Plant & Machinery - 200 lakhs
- 03**  
Working Capital- 180 lakhs

# 45 DAYS TO GO

# THANK YOU

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