

CARIGAR[®]

PROFESSIONAL POWER TOOLS

About Us

Carigar Tools was incorporated in 2018, with a vision to innovate utilizing Technology and leverage our experience from a century-old business of distribution of Jewellery making tools, to become the leading Tools and Machinery brand in India. Our core proposition is to offer the highest quality power tools to the 'Carigars' of India and worldwide.

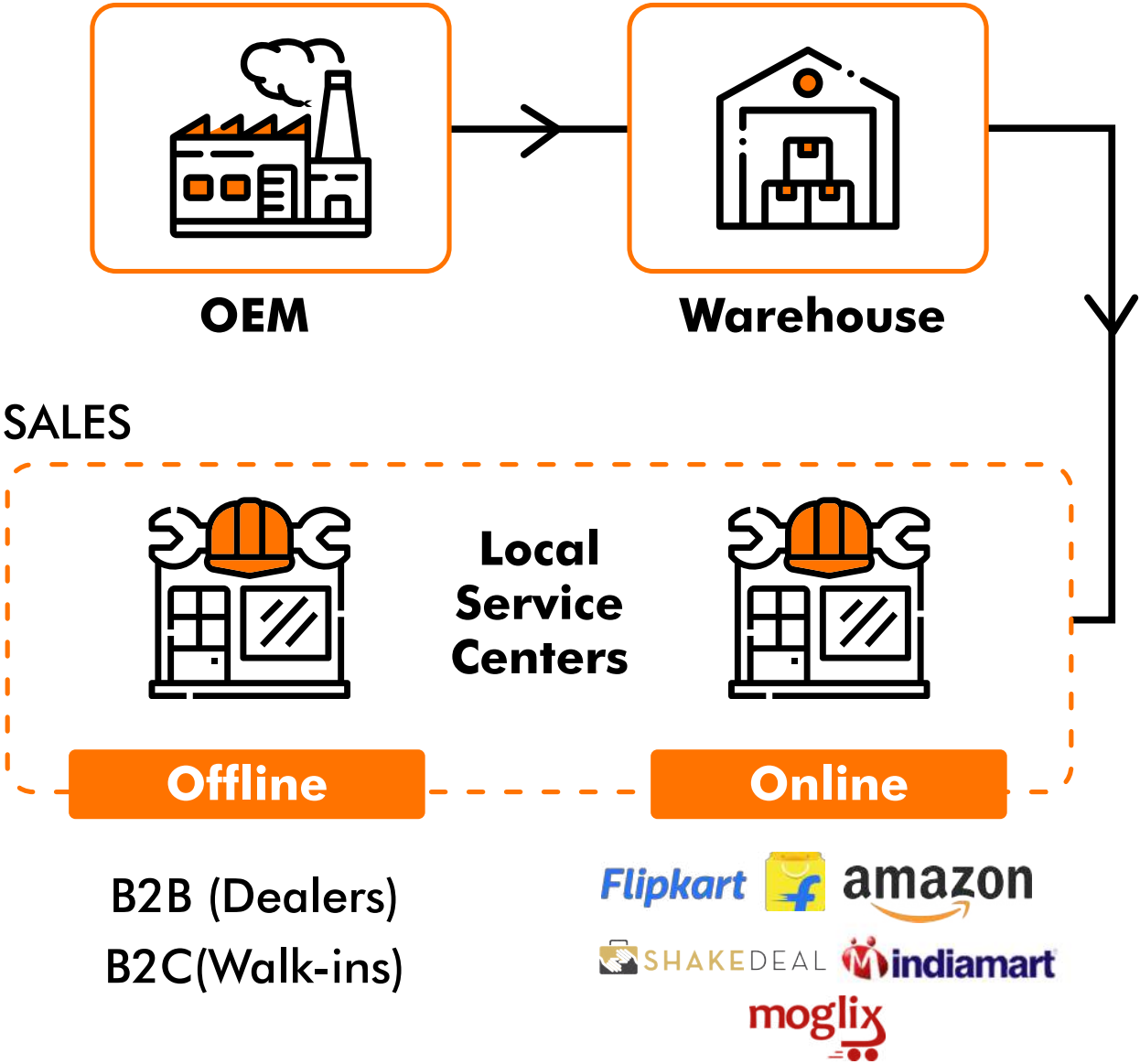
Carigar aims to associate itself with the finest global tools manufacturers, thereby enabling our Carigars access to the most advanced and high-quality tools. We have diligently focused on establishing fundamental expertise in the areas of Research and Development, Quality Control, and Back-End Technology to optimize our offerings to our Carigar's.

We have successfully established our presence across the country through an extensive and ever-growing dealer network as well as across various e-commerce platforms and web channels thereby enabling ease of access to the Carigar product range.

We aim to provide a Pan India service center network for all our valued customers with thorough technical & sales support. We aim to constantly innovate and make advancements to best serve the needs of the Carigar's.



The Supply Chain



Meet the Team



Sudhir Jain

MANAGING DIRECTOR

With 30 years+ experience in the tooling industry, he is pioneering Carigar to new heights with a vision to cater to every Carigar in the nation. The systems & principles set in place by him are the recipe to our success.



Rajender Jain

MANAGING DIRECTOR

With 35 years+ experience in the Finance & Sales industry, he leads by example and ensures Carigar is on the right path to success. Having his experience and wisdom is invaluable to Team Carigar.



Vishal Jain

PARTNER, HEAD OF SALES

Having done his MBA from University of Wales, he is the driving force behind our sales and operations. He has planted his roots in the Power Tools Market and continues to grow Carigar's dealer network pan-India.



Arnav Jain

PARTNER, HEAD OF STRATEGY

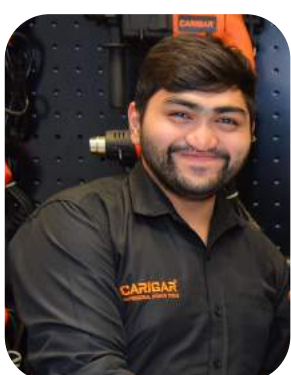
Arnav attended McGill University (Canada) and has played a major role in laying the foundations for various startups across FinTech and Blockchain. Arnav handles hiring, product portfolio development, and strategy and has been expanding the Carigar team to new heights with his vision and business development efforts.



Sudarshan Johari

CHIEF EXECUTIVE OFFICER

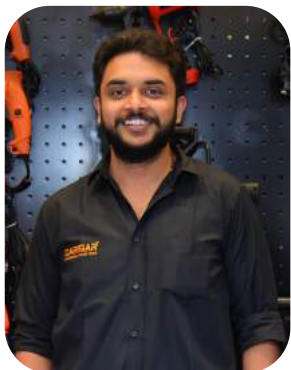
With more than 15 years of work experience across various industries like Banking and EduTech, Sudarshan is the fuel to our machine. Ensuring all moving parts of the business are being implemented is his key mission. Sudarshan leads the Carigar vision with undying passion and perseverance. Holds an MBA from IIPM, Mumbai.



Nirav Jain

CHIEF OPERATING OFFICER

He has been breaking traditional working norms in the industry and has helped bring about new & effective operating techniques to ensure Carigar is always on top of its game. Nirav's entrepreneurial spirit and a keen eye towards establishing new technological practices have brought in a new dimension to the Power Tools Industry through Carigar. He has gained a year's worth of experience at Capella Properties, Dubai.



Venkat Ellendula

HEAD OF FINANCE

Venkat in his role leads all activities in relation to maintaining the financial well-being of Carigar and ensuring we reach every Carigar in the country. His focus on establishing and maintaining effective business practices have transformed Carigar's internal efficiency and set Carigar on the path to long-term global success. Venkat holds a Masters in Business & Finance from University of Warwick (UK) and is a CFA charter holder.



Jahnavi Bikkina

HEAD OF MARKETING

Jahnavi brings core competency to the most crucial aspect of the Carigar vision. As the Head of Marketing, she is responsible for ensuring Carigar becomes a household brand across the nation and globally. Her passion for marketing and eye to detail brings in an edge to Carigar, that puts it in good stead towards becoming a global brand. Holds a Masters degree in Marketing & Strategy from University of Warwick (UK).



Kunal Srinivasan

HEAD OF DIGITAL SALES

Kunal in his role has been instrumental in setting up new digital sales channels effectively and ensuring scalability of the Carigar vision. His spirit and curiosity to learn continuously have led him to play a crucial role across various responsibilities at Carigar. Kunal attended University of Exeter (UK).

Carigar Vision

Carigar aims to touch the everyday lives of Indian craftsmen who form an integral part of the country's working population. Keeping in mind, the needs & comforts of craftsmen, our products are designed to deliver a superior user experience.

We bring value to the lives of "Carigars" by combining our core strengths of Experience & Innovation.

Carigar Mission

- ▶ To inspire every person to find their inner carigar and spark their hidden creative side
- ▶ To offer premium quality products at a cutting edge price
- ▶ To always be the forerunners in innovation and creation
- ▶ To maximize reach in all cities and towns across India
- ▶ To accelerate India's transition to the DIY culture



Why Us?

- ▶ A transparent work environment with great culture and ethics
- ▶ High potential for personal and financial growth
- ▶ Highly competitive environment
- ▶ Work at India's youngest and most forward-thinking power tools brand
- ▶ Team has the perfect blend of experience and youth, therefore creating a healthy work environment with a balance of exuberance and wisdom
- ▶ Potential to gain international exposure as Carigar expands its reach across the globe
- ▶ A culture of multi-tasking that enables holistic growth across different business verticals

Our Story



2018: Incorporated in 2018 with a small team of 5 people



March 2019: Officially announced the arrival of the Carigar brand with 20 distributors across Hyderabad, Telangana



July 2019: Established the Carigar brand across various social media and e-commerce platforms



March 2020: Established 15 authorized service centers Pan India



February 2020: Crossed 150 unique wholesale and retails distributors of the Carigar brand across Telangana, Karnataka, Andhra Pradesh & Maharashtra



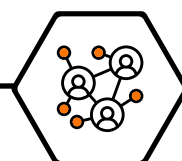
July 2019: 1000+ unique customers every month



October 2020: Operations expanded to 4 States



January 2021: Overall presence across South-India, covering more than 6 States



March 2021: Established Dealer Network of 550+ stores across South & Central India.



March 2021: Company Size 75+ Employees

Market Size

The global power tools market is set to hit a record high of 29.5 Billion dollars in 2020 and is set to reach a market size of 35 Billion USD by 2025, at a steady CAGR of 4%.

The market size of the Power Tools segment in the Asia Pacific region is almost about 8.5 Billion dollars, that's almost a third of the market size.

Because of the economic growth in this region, the need for high-quality infrastructure, construction and technological advancements are at their peak and the power tools market will always compliment economic growth.

The market potential is endless and the power tools sector is extremely unorganized, the market needs a new player and we intend to be the forerunners of this change.



Operations & Geographical Network

South India is an emerging region that has seen immense macroeconomic growth. With an increased focus on the development of infrastructure aiding this growth, demand in the power tool sector has naturally gone up in the region.

The South Indian region is expected to account for 38.2% of the entire power tools market in India by 2026, which is synonymous with an increase in demand for power tools used in these industries.

We believe that it is integral for us to establish a firm network of offline dealers to cater to the exponentially increasing demand in this region, for Industrial, Agricultural and DIY applications. We are going to match these efforts equally to promote our products online which will ensure that we do not miss a potential carigar.

Carigar Tools is a power tools company based in Hyderabad, India. A centrally located tier 1 city, it is a hub for industrial, agricultural and residential businesses. Our Supply chain management is a core function of Carigar Tools, directly attributed to decreased lead times, ensuring prompt delivery consistently across the country.

Onboarding Process

- Evaluation of Resume
- First round of interview- general introduction
- Role specific interview by department heads
- Evaluation
- Offer & compliance work
- Orientation
- Training

Sales Kit

- ▶ Carigar merchandise - Carigar T-shirts, Notepad
- ▶ Detailed Product Catalogue
- ▶ Product overview- 2 pager
- ▶ Advertising material provided as per requirement (Standee's, Headboards, etc)



What's in it for you?

- ▶ Opportunity to grow on a personal and financial level and simultaneously gain ear is a fast-growing startup in the Power Tools space and this provides ample experience across different business verticals.
- ▶ A very open-minded work environment where your suggestions and feedback will be considered and potentially implemented
- ▶ Opportunity to learn from a highly experienced management team
- ▶ Opportunity to be part of the Carigar family with goals of achieving international excellence

Contact us

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