

Startup Profile Summary

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Startup Details-1			
Name	Crafted Neem Tree Private Limited	Email	thecraftedasif@gmail.com
DPIIT Recognition Number	DIPP111891	Upload DIPP Certificate	Yes
Registered name of startup	Crafted Neem Tree Private Limited	Startup Logo	Yes
Mobile No.	917057556661	Stage	validation
Brief on the business concept			
The Crafted, a brand under Crafted Neem Tree Pvt Ltd, is Bharat's first online matching center, designed to solve a niche yet significant problem in the ethnic wear ecosystem. It provides Indian women with a seamless way to find perfectly matching petticoats and ethnic bottoms for sarees and lehengas. Using a tech-enabled color-matching process, the platform ensures accuracy, convenience, and doorstep delivery, eliminating the hassle of searching for the perfect match in physical stores. For saree retailers, The Crafted offers on-demand bulk matching solutions, helping them address inventory challenges and reduce color overstock, improving operational efficiency and customer satisfaction. The business model is deeply rooted in social impact, employing local women as stitching partners. This initiative promotes financial independence, skill development, and women empowerment while ensuring a sustainable production model by adopting a made-to-order approach that reduces fabric waste. With its blend of tradition, technology, and inclusivity, The Crafted serves individual consumers, saree retailers, and local communities. It aims to scale by expanding its product range, enhancing technology, and entering new markets, including international ones. The Crafted stands out as an innovative, customer-focused, and socially responsible solution in the growing ethnic wear industry.			
Innovation Model		Other	
Explain Innovation Model			
The best-suited innovation model for The Crafted is the Inclusive Innovation Model, which aligns with its core mission of solving practical problems for customers while promoting social empowerment and sustainability. Here's why this model fits: 1. Customer-Centric Innovation - Problem Solving: The Crafted addresses specific pain points for Indian women (matching petticoats) and retailers (inventory challenges). - Convenience and Precision: Technology-driven color-matching and doorstep delivery enhance user experience. 2. Social Innovation - Women Empowerment: By employing local women as stitching partners, The Crafted fosters economic independence and skill development, contributing to social equity. - Community-Centric Approach: The model integrates social impact into the business, empowering marginalized communities. 3. Open and Adaptive Innovation - Collaboration with Retailers: Partnering with saree retailers for bulk matching solutions supports innovation in inventory management. - Scalable Production: The made-to-order model minimizes waste and allows flexibility for growth. 4. Sustainability-Driven Innovation - Focuses on reducing fabric waste and overstock, appealing to environmentally-conscious customers. The Inclusive Innovation Model allows The Crafted to address practical, social, and environmental challenges while driving business growth, making it an ideal fit for the startup's goals.			
Funding/Grants received for your business	Bootstrapped	Website Url	https://thecraftedin/
Upload Pitch Deck			Uploaded
Startup Details - 2			
Industry Group	Others (Diverse Industries)	Sector	Retail and E-commerce
Sub Sector	Personalized shopping experiences		
Udyog Aadhaar No.	UDYAM-UP-74-0007220	Upload Udyog Aadhaar	Yes
Nature of Entity	Private Limited Company		

Attach Articles of Association (AoA) copy	Yes	Attach Memorandum of Association(Moa) copy	Yes
Brand Name	The Crafted		
Has your startup applied for any IPR (Intellectual Property Right)			Yes
Please provide the patent status and details	Trademark is registered in 3 classes ie Class 18 24 and 25		
Applied For **	Registered/Granted	Application No	Certificate
Patent	☐	NA	NA
Trademark	☒	2049515	Yes
Copyright	☐	2049515	
Company Registration Details			
Company Incorporation / Registration Number	U72900UP2022PTC164378	Company Incorporation / Registration Date	19-05-2022
Company Incorporation / Registration Certificate	Yes	Registered Address	111 Sheikhwara
State	Uttar Pradesh	City/District	Unnao
Tehsil	Unnao	Pincode	209801
PAN No. of the Entity	AAKCC3218K	Copy of PAN of the Entity	Yes
GST No. of the Entity		Copy of GST of the Entity	NA
TAN No. of the Entity		Copy of TAN of the Entity	No
Founder Details			
Person : 1			
Co-founder	Asif Ahmed	Gender	Male
Mobile No.	7057556661	Email Id	thecraftedasif@gmail.com
Pan No.	BDUPA1627F	Pan Card	Uploaded
Aadhaar no	790101895968	Aadhaar Card	Uploaded
Designation/ Role	Founder	Address	133, Sheikhwara
Equity%	100.00	Share Certificate	uploaded