



Sixth Sense India Opportunities IV (SSIO IV)

From Sixth Sense Ventures – India's first domestic consumer venture fund

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Conversion: 1 USD = 80 INR



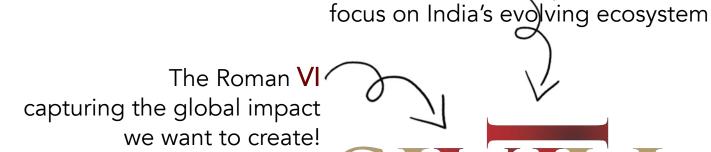
The only real valuable thing is *intuition*.

– Albert Einstein

Our Logo: A Blend of

The Hindi matra — representing our

SSUSS



Behind the name: Sixth Sense

The innate ability to visualize the evolution in consumer trends and leverage our "intuition" to partner with founders who are ahead of the curve.

This intuition is no feat of chance, but an outcome of decades of experience, industry knowledge, meticulous research and a vibrant ecosystem.





Our Ethos

Build India's most credible venture fund

Our Mission

Be the **first port of call** for founders disrupting the consumer landscape

Invest in the consumer of tomorrow...today!

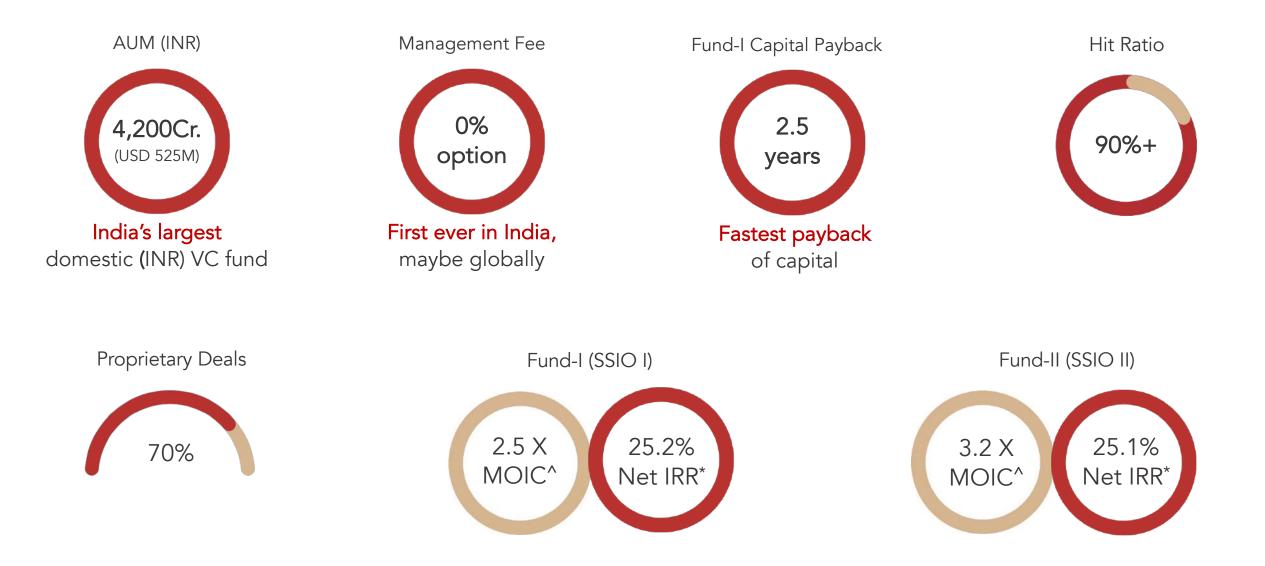




Our Ethos

10-year journey of building India's most credible consumer fund





^MOIC: Multiple on Invested Capital | * Net IRR (Internal Rate of Return) is pre carry and post expenses



SSIO I and SSIO II both outperformed peers across DPI, IRR and TVPI

			TVPI ^₄	DPI ³	Net IRR ²
Fund	Vintage	Fund Size	Sixth Sense [#] Peers	Sixth Sense [#] Peers [^]	Sixth Sense [#] Peers [^]
SSIO I	2015	INR 118Cr. (USD 15M)	2.3 ↔ 1.3 1.8X	2.2 ← 0.8 2.7X	25.2% → 13.4% 1.9X
SSIO II	2018	INR 515Cr. (USD 64M)	3.0 ← 1.7 1.8X	1.1 ←→ 0.6 1.8X	25.1% ←→→→ 16.4% 1.5X
SSIO III	2021	INR 2,603Cr. (USD 325M)		Closing investments	

¹ AIF: Alternate Investment Fund ² Net IRR is pre carry and post expenses ³ DPI: Distributions to paid-in capital ⁴ TVPI: Total value to paid-in capital ⁴ TVPI: Total value to paid-in capital ⁴ TVPI: Total value to paid-in capital



Fig. 10.10: Top Performing India-Focused Venture Capital Funds (Vintages 2010-2018)*

Rank	Fund	Firm	Vintage	Fund Size (mn)	Fund Type	Net IRR (%)	Date Reported
1	3one4 Capital – Rising I	3one4Capital Advisors	2018	450 INR	Early Stage: Seed	37.0	31-Dec-20
2	3one4 Capital Fund - Scheme II	3one4Capital Advisors	2018	2,500 INR	Early Stage	35.0	31-Dec-20
3	Sixth Sense India Opportunities II	Sixth Sense Ventures	2018	5,150 INR	Venture Capital (General)	30.0	30-Sep-20
4	Lightspeed Venture Partners IX	Lightspeed Venture Partners	2012	675 USD	Venture Capital (General)	29.2	30-Sep-20
5	Sixth Sense India Opportunities I	Sixth Sense Ventures	2016	1,180 INR	Venture Capital (General)	27.0	30-Sep-20

Source: Pregin Pro





Best Growth VC Fundraise of 2022

Top 5 VC Funds in India in a Decade







Most Outstanding VC Fund 2021 - India

Best Early-Stage VC of 2020



Highest VC Exit by IRR of 2019

Best Fundraiser of 2018

News Corp VCCIRCLE News Corp VCCiRCLE Best Consumer Venture Fund



Best Consumer Venture Fund - Asia



Founded by Asia's top consumer analyst





Nikhil Vora Founder & CEO, Sixth Sense Ventures Industry Experience



years

Former MD and

IDFC SECURITIES



Built Strategic Roadmaps

Future Leaders Program Head of Research



Personal Investments

InCred

ENpower

Expertrons

one 97 prple Paytm V[n] Kangaroo Kids

Identify emerging consumer trends early and back the right founders





WATERFIELD

InfiniteAnalytics

7X

MOIC



Bewakoof*

Asia's Best Analyst THE WALL STREET JOURNAL

India's Best Analyst



Backed by an experienced leadership team





25 Years Consumer Experience

Partner & CFO Nimisha Nagarsekar

Drives investment lifecycle from origination to exit across funds. Key sectors are education, pets, distribution, spices, hospitality; on the board of 8 portcos. Also heads Investor Relations and has been instrumental in driving Institutional Capital as part of SSIO II / III fundraise.



Colgate'



Founding Partner

Swati Mehra

Worked closely with founders across stages – early to listed. She has witnessed the complete lifecycle of 3 funds - from raising capital, investing to creating liquidity events. Recognised as the top 43 Women Investors in India by Inc42, she currently manages the sourcing-to-exit investment process





CFA Institute



17

Years



19 Years Consumer Experience

Partner, Investments

Ketki Paranjpe

Spent over a decade at L Catterton where she led investments in companies like Fabindia, PVR, Impresario Restaurants & Jio. At Sixth Sense, she combines her passion for venture investing and private equity experience to drive investments, with a special interest in B2B2C verticals



Mentored by seasoned industry veterans



Centre of Excellence Board



Vivek Gambhir Former MD, Godrej Consumer Former CEO, boAt Lifestyle

Kunal Bahl Cofounder and CEO, Snapdeal

Lashit Sanghvi Founder, Alchemy Capital



Ullas Kamath Former Managing Director, Jyothy Laboratories

And supported by a strong investor ecosystem





"We first invested in Sixth Sense in 2016 and we got our capital back from Fund 1 in less than 2 years – it is extremely gratifying for an institutional investor to see such a payback period. Their understanding of the consumer market, identification of solid businesses, exits, and transparency has further strengthened our belief. They have become a benchmark within SIDBI, as we evaluate other funds to invest in"

Mohammad Mustafa

Former Chairman, SIDBI, Ministry of Commerce



"Sixth Sense's success is their thesis driven strategy to spot early trends in consumption pattern and identifying and backing potential opportunities in that space. The portfolio validates this"

Ajit Kumar Managing Partner, Evolvence India Fund

"Our journey with Sixth Sense has been very positive. Nikhil has been engaging regarding the thesis behind each portfolio company and is open to sharing information. I think the **team understands consumer markets and the levers required to make returns**"

> Arihant Patni Managing Director, Patni Financial Advisors



"*Nikhil has been an identifier of trends pretty early in the cycle*, and though this was the first VC/PE investment from our organisation, it was a pretty easy bet for us to take"

Prashant Sharma

Jt President & CIO, Star Union Dai-ichi Life Insurance

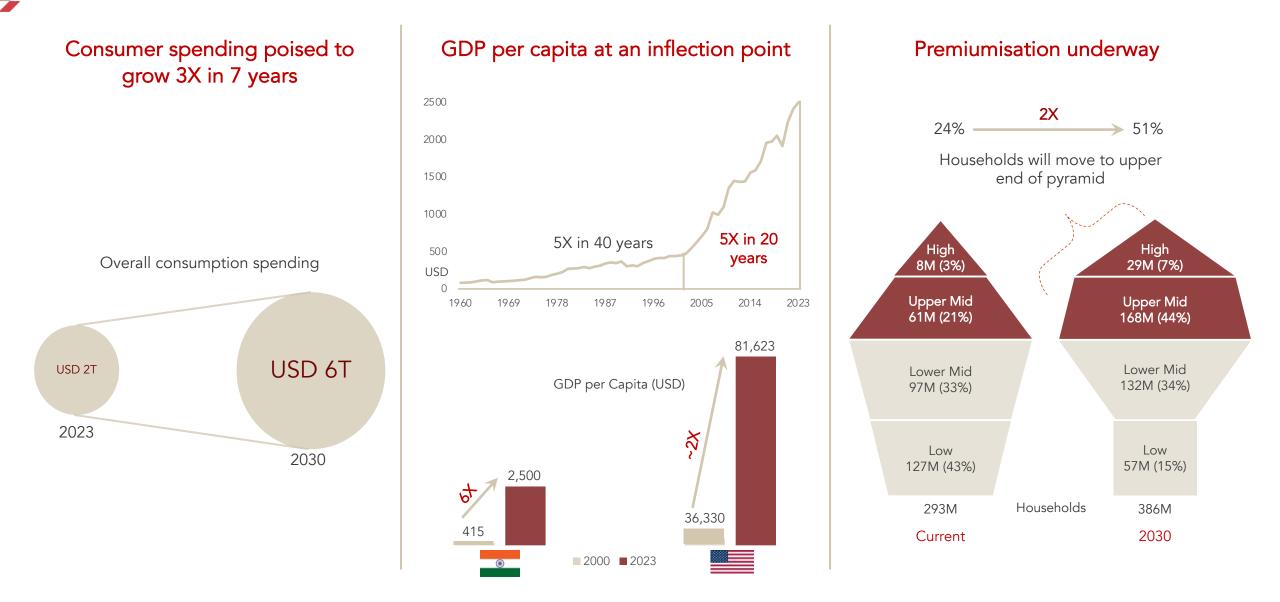


Our Mission

Investing in the Consumer of Tomorrow...Today!

Consumption in India is a USD 6 Trillion opportunity







I can "SPEND" – INCOME effect

I am "WILLING TO SPEND MORE" – MINDSET change

I know "WHERE TO SPEND" – AWARENESS levels

I have "OPTIONS TO SPEND" – AVAILABILITY

I "WANT MORE THAN I NEED" – ASPIRATION effect

There are **MORE** like me – **BROADBASED** growth

India - Fastest growing consumption economy

35% of Indians born in post-liberalization era

Increased media proliferation

Increased brand options in each segment

India moving up the value chain - **Premiumisation**

Peer influence reflected in consumption choices

Until now wallet share was controlled



Indian incumbents dominate with a 70-80% category share.

US counterparts control less than 50% share.





Incremental category growth captured by US insurgent brands

20%

US emerging brands are outgrowing their category by **10X**

Not anymore, the Indian consumer story has entered a new era





Consumers have moved, legacy brands have not.

Case for disruption!





Brand Awareness



Case for disruption!

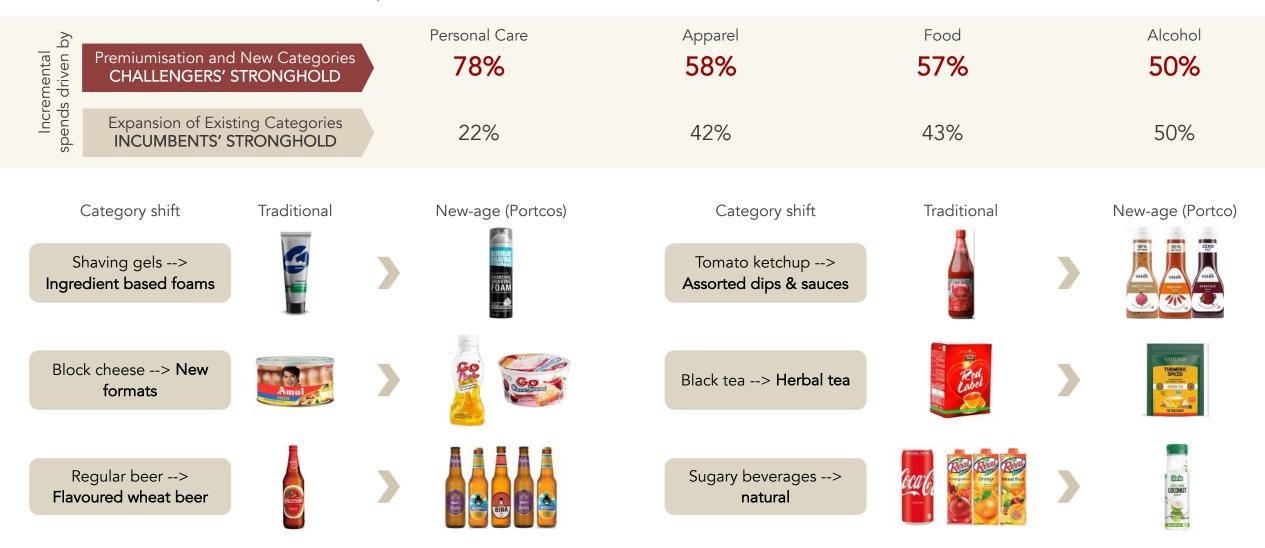
all

time

high



New-age consumers prefer **new-age categories**





New-age consumers prefer **new-age channels**



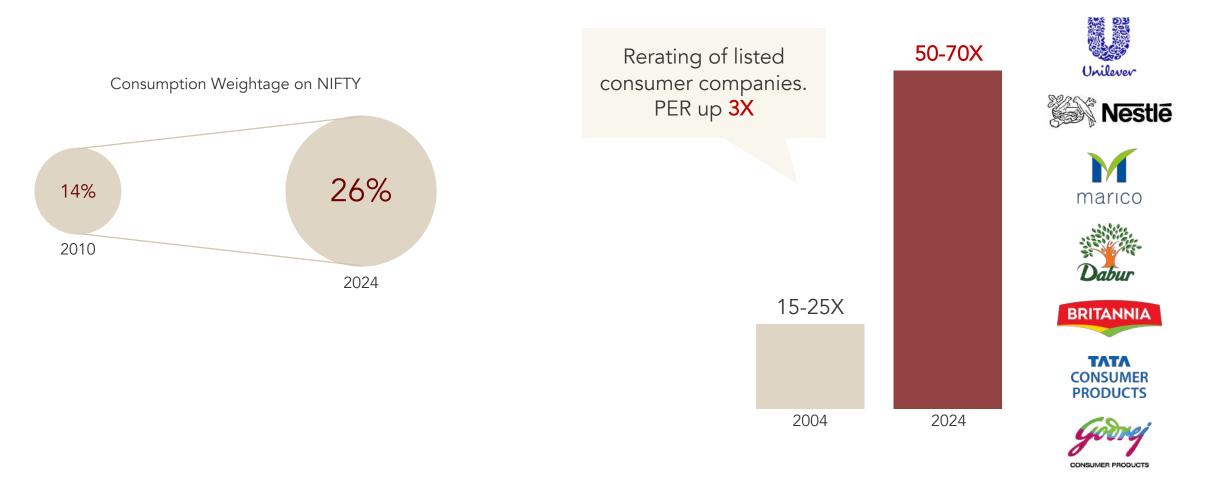
New-age brands will **dominate new-age channels**



India's consumer sector has created value

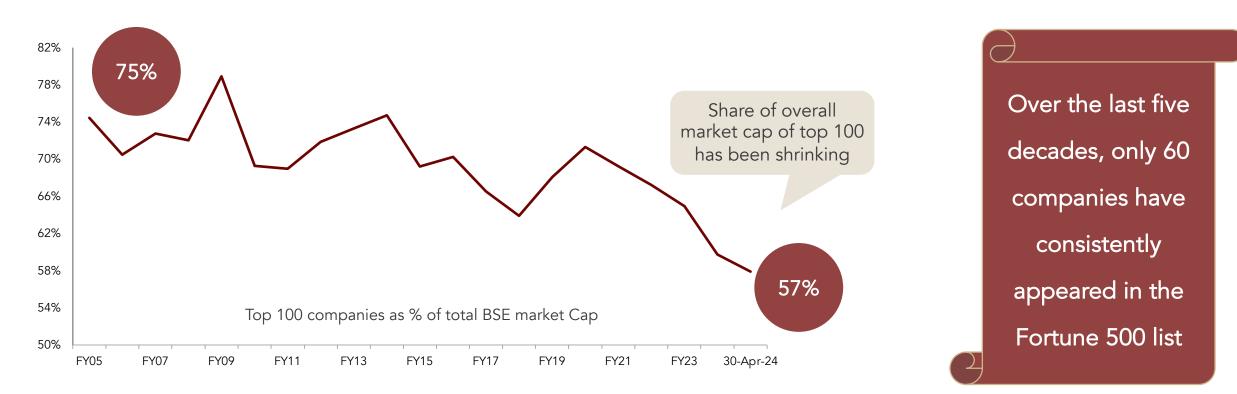


PE Ratios (PER) of Consumer Incumbents



Now value will get re-distributed to challengers





As emerging leaders drive change and growth, value will get re-distributed



Our Investment Philosophy

Sixth Sense Ventures

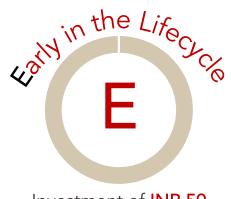


Back our

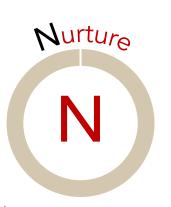




large consumer categories



Investment of INR 50-100Cr. (USD 6-13M), max INR 250Cr. (USD 30M)



Leverage consumer expertise and ecosystem





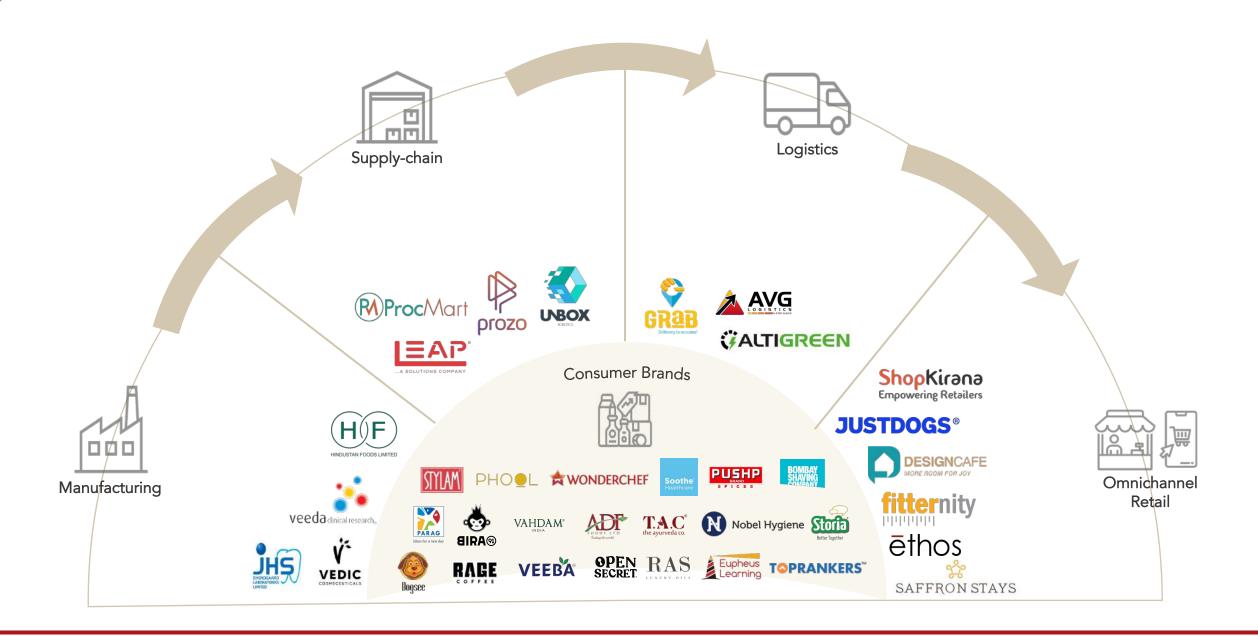
Payback - SSIO I: 2.5 years SSIO II: 100% within 5 years











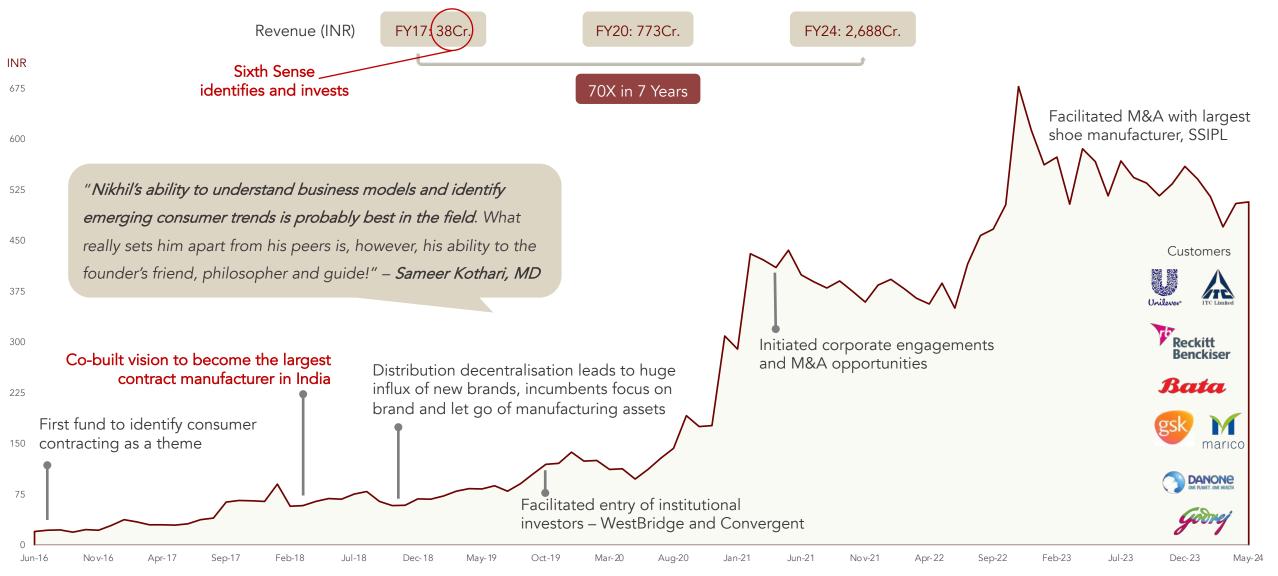




Early Institutional Investor in new-age disruptors	Growth Investor in funded challengers, early in the lifecycle			
	Predominantly B2B, starting B2C journey	Adult diaper penetration at 5%	Regional dominance, moving national	
GIVA JUSTDOGS® RAS LUXURY OLLS A Uppercase TAC® the ayurveda co.	VEEBA	Nobel Hygiene	BRAND S P I C E S	
PHOEL PROZO VAHDAM® INDIA Eupheus	Potential to become largest contract manufacturer	Niche premium player, launching mass brand	Pioneers in luxury watch retailing	
		eira®	ēthos	

3. Nurture - Hindustan Foods (contract manufacturing)



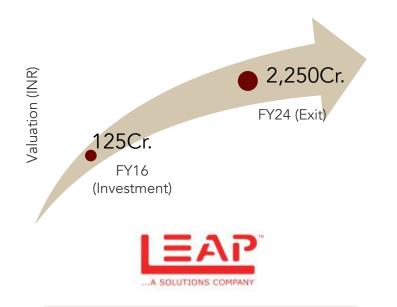


Share Price Trajectory

3. Nurture



- Cross-leverage across portfolio
- M&A strategy on business adjacencies
- Fundraise strategy, including KKR deal



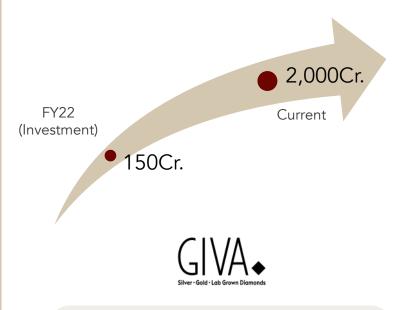
"The name Sixth Sense is very apt for this fund – they gauge the future potential of a company with prescience and precision. Nikhil has a great sense of common sense" – *Sunu Mathew, Founder*

- Financial prudence and reporting
- Expansion into new categories
- Cross-leverage across ecosystem



"Nikhil is a legendary leader whose actions speak more than words and inspire us to be more resilient. Though Sixth Sense has exited, we'll always cherish his association and learnings" – **Sanjay Gupta, Founder**

- Strategic direction for offline expansion
- Fundraise strategy
- New product development strategy



"Sixth Sense has been our strongest partner, we're lucky to have them as investors. They are just one call away and have always been quick in terms of any decision making" – Ishendra Agarwal, Founder



4. (Be a good) Sounding Board

"Sixth Sense is one of the best funds in the business. Beyond capital, I personally look forward to my discussions with Nikhil - he has an in-depth knowledge of the market, and his feedback is invaluable"

Viraj Bahl – Founder, Veeba





"Our partnership with Sixth Sense is over 8 years, and in those years, I have come to appreciate that the team led by Nikhil Vora are astute consumer specialists, and value their partnership"

Sahil Dharia – Founder, Soothe Healthcare

"I refer to Nikhil as 'Nostradamus' because he can predict market movements and their impact on our business. He effectively guides us to stay focused on the customers we aim to serve"

Ashvini Jakhar – Founder, Prozo





"Sixth Sense is a founder's fund, representing the best of the investing community. Caring, empathetic, patient and when situation demands it, brutal"

Shantanu Deshpande – Founder, Bombay Shaving Company



"I think every good brand must pass through the stables of Sixth Sense"

Varun Khanna – Cofounder, Fullife Healthcare

"Nikhil offers insightful feedback without being pushy, often delivering simple, effective one-liners that significantly benefit the company."



Anish Popli – Founder, Procmart











Fourth Fund SSIO IV

Sixth Sense India Opportunities IV



Investment Thesis	Majorly Consumer Focused Investing ^{\$}	Investment Manager	Sixth Sense Ventures Advisors LLP
Scheme	Sixth Sense India Opportunities IV	Trustee	Vistra ITCL (India) Limited
Target Corpus	INR 2,500Cr.* (USD 312M)	Legal Advisors	IC Universal Legal
Tenure	9 years**	Auditors	BDO India LLP (MSKA & Associates)
Commitment Period	Up to 48 months from First Close***	Tax Consultants	Price Waterhouse & Co. LLP

Management & Profit Share	Class A [#]	Class B [#]	
Management Fees	0%	3%	
Profit Sharing	20%	0%	

^{\$} May invest in other sectors too

* Plus INR 700Cr. (USD 88M) Green Shoe

** Fund tenure is calculated from the first close. Two years extension subject to requisite approvals.

*** 12 months extension at managers discretion

[#] There would be separate sub-classes for direct investors vs. investors investing through distributors



Q. What is Sixth Sense India Opportunities IV (Fund)?

A. The Fund is a scheme of Sixth Sense IV – a trust set up under the Indian Trust Act, 1882. Vistra ITCL (India) Limited is the trustee of the Trust.

Q. Is the Fund regulated by any regulator?

A. The Trust is registered as a Category II Alternative Investment Fund (AIF) with Securities and Exchange Board of India (SEBI) under the SEBI (Alternative Investment Funds) Regulations, 2012 [SEBI (AIF) Regulations] and falls under the regulatory oversight of SEBI and has to meet all the regulatory requirements prescribed by SEBI under the SEBI (AIF) Regulations, 2012 from time to time.

Q. Who is going to manage the Fund?

A. The Trustee has entered into an Investment Management Agreement with Sixth Sense Ventures Advisors LLP (SSVA) for investment management services and other allied services to the Fund.

Q. Who can invest in the Fund?

A. Domestic (Indian) high net worth individuals, non-resident Indians, foreign nationals, family offices, institutions, foreign funds or other foreign legal entities, and corporate investors

Q. What is the process of signing up for investment in the Fund?

A. The investor has to satisfy the mandatory KYC requirements as prescribed under laws by providing the documents like PAN card, address proof etc, sign the Contribution Agreement (which will detail the amount you are committing to invest, fees, and performance linked fees amongst other things) and risk disclosure. The details of KYC documents required by each category of contributors' i.e. Individual, HUF's, Corporate etc. are mentioned in the Contribution Agreement. Units will be issued in dematerialised format.

Q. How much money can a contributor invest?

A. The minimum commitment amount is INR 1 crore which can be drawn down by the Fund Manager over the Commitment Period by giving a 15 calendar days' notice to the Contributors. There is no upper limit to the amount one can invest.

Q. What will be my investment period?

A. The term of the Fund is 9 years from the date of First Closing of the Fund. Final closing to be undertaken withn a period of not exceeding 36 months from the First Close. The term of the Fund can be extended by 2 additional one-year periods by the Trustee, subject to the approval of contributors representing 66.67% of the total capital commitment of the Fund.

FAQs



Q. What is a commitment period? By when will I have to pay the entire money committed?

A. Commitment period is the time period in which the Fund Manager can call for drawdown of the money committed by you in the Fund. The commitment period will be up to 48 months from the first closing date with a 12 month extension at the discretion of the manager

Q. What are the fees to be paid by the contributors ?

A. The investors will pay a Fund management fee of 0% or 3% per annum based on class of units chosen (plus GST or equivalent levy) payable quarterly based on average Assets Under Management (AUM) as prescribed under the Contribution Agreement as against the general industry practice of charging management fees on the commitment amount till the commitment period. The Fund Manager is entitled to success-based returns based on the investor's choice of plan.

Management Fees and Profit sharing of success-based returns is given in detail in the contribution agreement.

	A#	B#
Management Fees	0%	3%
Profit Sharing Entry fees (one time)	20%	0%
Entry fees (one time)	Up to 2%	Up to 2%

Q. What are other costs involved for the Fund?

A. The Fund shall bear custodian and depository charges, Fund accounting charges, audit fees, professional fees, and other administrative charges which are directly attributable to the Fund. This is based on actuals, capped at 0.5% p.a. Additionally, distributor fees will be charged on actuals to each investor.

Q. When will I get my money back?

A. As and when the Fund Manager exits the investments of the Fund in various portfolio entities, the monies from such exits will be returned to the contributor over the life of the Fund. If there are exits made by the Fund Manager during the commitment period, the Fund Manager reserves the right to reinvest that amount in other investment opportunities.



Q. How much money will I get back / what returns will the Fund generate?

A. There is no assurance provided by the Fund Manager to the protection of capital or guarantee of returns. The Fund presentation and other Fund documents provide details of the past experience of the Fund management team, investment thesis etc. The investments will be made primarily in unlisted companies including early-stage investments in portfolio entities, majorly with consumer-centric products and services. Typically, these investments are characterized as "high risk" by financial advisors. In general, high-risk investments are also associated with higher returns. You are advised to evaluate the strength of the investment team, product idea, risk disclosure under PPM and seek investment advice from your financial advisor before making your investment decision in this Fund.

Q. What happens if I am unable to honour my commitment / What happens if I default?

A. In the event any contributor does not contribute to any drawdown notice within the time period mentioned in the notice, which shall not be less than 15 calendar days, the Fund Manager will provide written notices to the contributor of this failure and interest will accrue on such overdue amount from the due date until the date of payment at 18% per annum for the actual number of days elapsed. If the default continues for a period of 30 days from the delivery of such notices, the Fund Manager may declare such contributor as a defaulting contributor. Such contributor will be subject to default remedies including but not limited to forfeiture of all or a portion of its interests in the Fund, or suspension of voting rights or freezing of its commitment amount in the Fund etc.

Q. What if I need the money back and I cannot wait for the entire Fund life? / Is there an emergency withdrawal facility?

A. Since the product by its very nature is illiquid, we strongly advise you to commit only such monies to the Fund which are surplus to you in the medium to long term. It will be difficult to liquidate units of a contributor in the interim. We can however facilitate sale / transfer of the units if such contributor finds a buyer for his/her units. Such transfer will be subject to the buyer being legally and financially capable (as determined by the Fund Manager) of honouring the transferor's obligations, satisfying KYC requirements and executing a deed of adherence accepting the terms and conditions of the Fund agreements.

Q. How will I know the performance of my investments?

A. The Fund Manager will provide you with regular newsletters detailing the investment portfolio and progress of portfolio companies as per the SEBI (AIF) Regulations. Fund NAV will be made available to you on a regular basis SEBI (AIF) Regulations and Audited Financial Statements of Fund annually. A valuation exercise of the portfolio from an independent valuer appointed by the Fund Manager will be conducted as per SEBI (AIF) Regulations

FAQs



Q. What is the tax treatment for my investment

A. As per the s. 115UB (1) to the Income-tax Act, 1961 ('ITA'), any income accruing or arising to, or received by, a unit-holder of an investment fund out of investments made in the investment fund shall be chargeable to income-tax in the same manner as if it were the income accruing or arising to, or received by such person, had the investments made by the investment fund been made directly by the unit-holder. Profits and realized gain from the fund investments will be treated as individual income and taxed accordingly. In case the Fund incurs losses on sale of investments, such losses should also be available in the hands of the Unit holders for set-off.

Further in terms of Section 194LBB of the ITA, in case of Unitholders, the Trust would be required to deduct tax on any income, which is eligible for tax pass-through, at the time of credit of such income to the account of the Investors / Unitholders or at the time of payment of such income to the Unit holders, whichever is earlier, at:

- The rate of 10% for Resident Unitholders, and
- The rates in force for Non-resident Unitholders (The taxability for a Non-resident Unit holder shall be subject to availability of treaty benefits).

Distribution from the fund to a Resident Unitholder is subject to TDS as detailed above, and for Non-resident Unitholders would depend on their tax status.

Investments in shares (listed on a recognised stock exchange) shall be long term if held for more than 12 months and in case of unlisted shares, the threshold is 24 months.

• Long term capital gains tax: Unlisted shares will attract a rate of 20% (with indexation) whereas listed shares will attract 10% tax where STT is paid.

Nature of Shares	Resident Unitholders	Non-resident Unitholders	
Unlisted shares	20% (with indexation)*	10% (without indexation)*	
Listed shares	10%*		

• Short term capital gains tax: Unlisted shares will attract a tax rate applicable to investor and Listed shares where STT is paid will attract tax rate of 15%.

Nature of Shares	Resident Unitholders	Non-resident Unitholders
Unlisted shares	Corporates: 30% / 25% / 22%; Individuals: Slab rates	Corporates: 40%***; Individuals: Slab rates
Listed shares	15%**	15%**

*Finance Bill 2024 has proposed a rate of 12.5% without indexation. The Finance Bill hasn't been enacted yet at the time of preparation of the presentation.

**Finance Bill 2024 has proposed a rate of 20%. The Finance Bill hasn't been enacted yet at the time of preparation of the presentation.

***Finance Bill 2024 has proposed a rate of 35%. The Finance Bill hasn't been enacted yet at the time of preparation of the presentation.

The above rates are excluding surcharge & education cess. The above is for information purpose only. Please take advice from your tax consultant before investing. Further, please refer to Fund documents for more details.





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