

safari

2 0 2 4

BACKPACK

C O L L E C T I O N



BP-2023 Market Feedback

BP Market Feedback :-

- Subtle designs & attractive price points helped Non-BTS Ranges (such as Scope, Echo, Delta Plus, Zoro) to excel
- BTS Ranges- children / students preference towards high on prints and graphics continue
- On Overnighters- Expand & Hulk performed well both on designs & configs
- Smart sleeve feature was missing
- Entry price points to be catered
- Huge demand in laptop / formal ranges
- Market requirement for premium laptop ranges
- Mono (1C) didn't perform well majorly because of the configs and the price point
- Stock issues were there – Delta Plus /Echo/Hulk
- Quality has improved against last year

BP Market

BP Market :-

- The BP category is humongous specifically when it comes to **Tier -2 and Tier cities**.
- In Trade channel- **94% of backpacks** which are being sold are under **un-organized** sector.
- The **un-organized** sector which plays majorly on **low price points** has made this category difficult for organized player to enter.
- In order to grow BP category and reach to the masses we need to crack these price points which will help to move consumers from un-organized to organized market.
- **BTS ranges** sell heavy on prints and the sales are based upon seasonality.

BP Category- Market Price Points

Un-Organized market with loaded backpacks, which majorly sell in Tier-2 and Tier-3 cities.

Organized sector- BTS / Non BTS ranges, majorly sell in Tier 1 and Tier 2 cities

<700

800-1100

1200-2500

>2500

94% of sales comes from unorganized sector

Organized sector- Entry price points with muted backpacks, majorly sell in Tier-2 and Tier 3 cities

Organized sector- majorly premium Laptop ranges, majorly sell in Tier 1 and Tier 2 cities

Annual Range vs BTS Range

Annual Ranges

Ranges which will be present throughout the year such as:-

Muted Non Laptop Ranges

Laptop Ranges

Feature Loaded Ranges

Major **TG** for these ranges are office goers / Senior high school / college / university students / Institutional

BTS Ranges

Ranges which are based on seasonality :-

Printed Non Laptop Ranges

Printed 2C/3C/4C

Casual Laptop Ranges

Major **TG** for these ranges are school goers / college goers

Sold out-
BBD Launch



~1.5 lacs pcs sold

4.1 ★ 34,728 ratings and 2,544 reviews



**Fastest Range to
touch 1 lakh pieces
within a year**

**Highly specked
product at an
affordable price**

Success Story



Dist. Exclusive / Shared/ EBO Exclusive

M E E T

DEUCE AND TRIXY

safari

Distributor - Annual Range	Range Name	Features	Suggested CP
	Deuce	2C, 1FP, 2SP, FH, Bottom lugs	775
	Deuce Pro	2C, LP, 2FP, O, 2SP, Bottom lugs	850
	Deuce Deluxe	2C, LP, RC, 2FP, O, 2SP, Bottom lugs, Compression straps	899
	Trixy	3 C, 1FP, 2SP, FH, Bottom lugs	899
	Trixy Pro	3C, LP, 2FP, O, 2SP, Bottom lugs	999
	Trixy Deluxe	3C, LP, RC, 2FP, O, 2SP, Bottom lugs, Compression straps	1099

NOMENCLATURE

C - Compartment
FH – File Holder
FP – Front Pocket
LP – Laptop Compartment
O - Organiser
RC – Raincover
SP – Side Pocket

Distributor Exclusive Annual Ranges

ANNUA

RANGE

S



DEUCE



BLACK



TEAL

FEATURES



Bottom Lugs



FILE HOLDER



2 COMPARTMENTS



FRONT POCKET

DEUCE



DEUCE PRO



BLACK



BLUE

FEATURES



Bottom Lugs



Laptop Sleeve



Detailed Organiser



Multiple Front Pockets

DEUCE PRO



DEUCE DELUXE



GREY



BLUE

FEATURES



Compression Straps



Laptop Sleeve



Detailed Organiser



Multiple Front Pockets



Rain cover



Bottom Lugs

DEUCE DELUXE



TRIXY



GREY



BLUE

FEATURES



Bottom Lugs



File Holder



3 Compartments



Front Pocket



TRIXY PRO



BLACK



BLUE

FEATURES



Bottom Lugs



Laptop Sleeve



Detailed Organiser



Multiple Front Pockets

TRIXY PRO



TRIXY DELUXE



BLUE



GREY

FEATURES



Compression Straps



Laptop Sleeve



Detailed Organiser



Multiple Front Pockets



Rain cover



Bottom Lugs

TRIXY DELUXE



SHARED RANGES



High-Lo BTS Portfolio

Distributor – Annual Range - Non BTS	Range	Features	CP
	Aron	2C, LP, O, Smart Sleeve, RC, 2SP, 1FP	1549
	Blink	3C, LP, O, Smart Sleeve, RC, 2SP, 1FP	1749
	Form Plus	3C, LP, FP, O, 2SP, Smart Sleeve, PU, Fleece Pocket	2399
Shared Range (Distributor/ MBO/ EBO) – BTS Range-Seasonal	Range	Features	CP
	Duo	2C, Printed	1249
	Trio	3C, Printed	1449
	Wing	3C, FH, Pencil pouch, Printed	1649
	Mega	4C, FH, Dunk Loop, Printed	1849
	Vogue	3C, Laptop, RC, Trick Pocket, Printed	1849
Shared Range (Distributor/ MBO/ EBO) – Overnighter	Range	Features	CP
	Hulk	Rucksack, LP, Waist Strap, Multi Pockets	2209
	Quest	2C, LP, Multi Utility Pockets, O, Compression Straps	2309
	Expand	4C/3C LP, RC, Compression Strap, PU, Expander	2499

DUO 13

CP : 1,249/-



BLACK



TEAL

FEATURES	2 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	48 x 33 x 20
CAPACITY	32 L

DUO 14

CP : 1,249/-



FEATURES	2 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	48 x 33 x 20
CAPACITY	32 L

DUO 15

CP : 1,249/-



BLUE



TEAL

FEATURES	2 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	48 x 33 x 20
CAPACITY	32 L

DUO 16



BLUE



RED

CP : 1,249/-

FEATURES	2 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	48 x 33 x 20
CAPACITY	32 L

TRIO 11

CP : 1,449/-



BLACK



TEAL

FEATURES	3 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	50 X 34 X 22
CAPACITY	37 L

TRIO 13



AQUA



RED

CP : 1,449/-

FEATURES	3 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	50 X 34 X 22
CAPACITY	37 L

TRIO 14



BLACK



MARINE

CP : 1,449/-

FEATURES	3 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	50 X 34 X 22
CAPACITY	37 L

TRIO 15

CP : 1,449/-



RED



TEAL

FEATURES	3 compartment Trendy Prints One Front Pocket One side pocket Padded back & Shoulders
DIMENSION S (H x L x W)	50 X 34 X 22
CAPACITY	37 L

WING 13



TEAL



BLACK

CP : 1,649/-

FEATURES	3 compartment File Holder Trendy Prints Extra Pencil Pouch One Front Pocket Two side pockets Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 22
CAPACITY	37 L

WING 14



BLACK



BLUE

CP : 1,649/-

FEATURES	3 compartment File Holder Trendy Prints Extra Pencil Pouch One Front Pocket Two side pockets Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 22
CAPACITY	37 L

WING 15



BLACK



BLUE

CP : 1,649/-

FEATURES	3 compartment File Holder Trendy Prints Extra Pencil Pouch One Front Pocket Two side pockets Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 22
CAPACITY	37 L

WING 16



BLUE



BLACK

CP : 1,649/-

FEATURES	3 compartment File Holder Trendy Prints Extra Pencil Pouch One Front Pocket Two side pockets Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 22
CAPACITY	37 L

MEGA 11



TEAL



GREY

CP : 1,849/-

FEATURES	4 compartment Trendy Prints File Holder One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 25
CAPACITY	43 L

MEGA 12



BLACK



BLUE

CP : 1,849/-

FEATURES	4 compartment Trendy Prints File Holder One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 25
CAPACITY	43 L

MEGA 13



BLACK



BLUE

CP : 1,849/-

FEATURES	4 compartment Trendy Prints File Holder One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 25
CAPACITY	43 L

MEGA 14



BLACK



TEAL

CP : 1,849/-

FEATURES	4 compartment Trendy Prints File Holder One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	50 X 34 X 25
CAPACITY	43 L

ARON 1



OLIVE



GREY

CP : 1,549/-

FEATURES	2 compartment Laptop Compartment Organiser Raincover Smart Sleeve One Front Pocket Two side pockets Padded back & Shoulders
DIMENSIONS (H x L x W)	48 x 34 x 20
CAPACITY	34L

ARON 2

CP : 1,549/-



BLUE



BLACK

FEATURES	2 compartment Laptop Compartment Organiser Raincover Smart Sleeve One Front Pocket Two side pockets Padded back & Shoulders
DIMENSIONS (H x L x W)	48 x 34 x 20
CAPACITY	34L

BLINK 1



GREY



TEAL

CP : 1,749/-

FEATURES	3 compartment Laptop Compartment Organiser Smart Sleeve Raincover One Front Pocket Two side pockets Padded back & Shoulders
DIMENSIONS (H x L x W)	48 x 34 x 22
CAPACITY	36L

BLINK 2

CP : 1,749/-



MARINE



GREY

FEATURES	3 compartment Laptop Compartment Organiser Smart Sleeve Raincover One Front Pocket Two side pockets Padded back & Shoulders
DIMENSIONS (H x L x W)	48 x 34 x 22
CAPACITY	36L

VOGUE 3



BLACK



BLUE

CP : 1,849/-

FEATURES	3 compartment Laptop Compartment Raincover Trick Pocket One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	48 X 34 X 22
CAPACITY	37 L

VOGUE 4



BLUE



BLACK

CP : 1,849/-

FEATURES	3 compartment Laptop Compartment Raincover Trick Pocket One Front Pocket Two side pockets One Dunk Loop Padded back & Shoulders
DIMENSIONS (H x L x W)	48 X 34 X 22
CAPACITY	37 L

FORM PLUS 1



BLACK

CP : 2,399/-

FEATURES	3 compartment Laptop Compartment Two Front Pocket Multiutility Organiser Two side pockets Smart Sleeve Fleece Pocket
DIMENSIONS (H x L x W)	48 x 28 x 10
CAPACITY	33L

FORM PLUS 2

CP : 2,399/-



GREY



BLACK

FEATURES	3 compartment Laptop Compartment Two Front Pocket Multiutility Organiser Two side pockets Smart Sleeve Fleece Pocket
DIMENSIONS (H x L x W)	48 x 28 x 10
CAPACITY	33L

FORM PLUS 3



BLACK

CP : 2,399/-

FEATURES	3 compartment Laptop Compartment Two Front Pocket Multiutility Organiser Two side pockets Smart Sleeve Fleece Pocket
DIMENSIONS (H x L x W)	48 x 28 x 10
CAPACITY	33L

HULK



BLACK

CP : 2,209/-

FEATURES	Overnighter Rucksack 2 compartment Laptop Compartment 2 Front Pockets Premium Detailed Organiser Expander Side bottle pocket Compression Straps Padded back & Shoulders
DIMENSIONS (H x L x W)	60 x 34 x 18
CAPACITY	50L

QUEST

CP : 2309/-



BLACK

FEATURES	Overnighter 2 compartments Laptop Compartment Multi utility Front Pocket Premium Organiser Side bottle pockets Side Zipper pockets Compression Straps Padded back & Shoulders
CAPACITY	40L

EXPAND 9



BLACK



MARINE

CP : 2,499/-

FEATURES	4 compartment Laptop Compartment Expander Hidden compartment One Front Pocket Multiutility Organiser Two side pockets Airvent Compression Straps Padded back & Shoulders
DIMENSIONS (H x L x W)	50 x 33 x 24
CAPACITY	43 L

EXPAND 10



BLACK



BLUE

CP : 2,499/-

FEATURES	4 compartment Laptop Compartment Expander Hidden compartment One Front Pocket Multiutility Organiser Two side pockets Airvent Compression Straps Padded back & Shoulders
DIMENSIONS (H x L x W)	50 x 33 x 24
CAPACITY	43 L

EXPAND 11



AQUA



GREY

CP : 2,499/-

FEATURES	4 compartment Laptop Compartment Expander Hidden compartment One Front Pocket Multiutility Organiser Two side pockets Airvent Compression Straps Padded back & Shoulders
DIMENSIONS (H x L x W)	50 x 33 x 24
CAPACITY	43 L

EXPAND 12



MARINE



GREY

CP : 2,499/-

FEATURES	4 compartment Laptop Compartment Expander Hidden compartment One Front Pocket Multiutility Organiser Two side pockets Airvent Compression Straps Padded back & Shoulders
DIMENSIONS (H x L x W)	50 x 33 x 24
CAPACITY	43 L

EBO EXCLUSIVE RANGES



	Range	Current CP
EBO Exclusive – Annual - Formal Range	Sage	3097
	Ritz	3299
	Whisk	3299
	Zeus	4046
	Trooper	4399
	Beyond	4499
	Nomatech	4999

EBO EXCLUSIVE RANGES

SAGE

CP : 3097/-



BLACK

FEATURES

Premium Nylon fabric
2 Compartment, 1 Front pocket
Laptop and Tablet compatible
USB port
Water resistant
Multi Organizer, 1 Side pocket for Bottle holder
Quick access pocket
1 Backside zipper pocket
Smart sleeve

DIMENSIONS (H x L x W)

44.5 x 30 x 16 cm

RITZ

CP : 3,299/-



BLACK

FEATURES

Premium Nylon fabric
2 Compartment, 1 Front pocket
Laptop and Tablet compatible
USB port
Water resistant
Multi Organizer, 1 Side pocket for Bottle holder
Quick access pocket
1 Backside zipper pocket
Smart sleeve

DIMENSIONS (H x L x W)

43 X 28.5 x 14 cm

WHISK

CP : 3,299/-



BLACK

FEATURES

Premium Nylon fabric
2 Compartment, 1 Front pocket
Laptop and Tablet compatible
USB port
Water resistant
Multi Organizer, 1 Side pocket for Bottle holder
Quick access pocket, 1 Backside zipper pocket,
Smart sleeve

DIMENSIONS (H x L x W)

43 X 28.5 x 14 cm

ZEUS

CP : 4,046/-



BLACK

FEATURES

Premium Nylon fabric
3 Compartment, 1 Front pocket
Expander
Laptop and Tablet compatible
USB port
Water resistant
Multi Organizer, 1 Backside zipper pocket
Smart sleeve, U Convi pack

DIMENSIONS (H x L x W)

46 x 30 x 25 cm

TROOPER

CP : 4,399/-



BLACK

FEATURES	Premium Twill Nylon fabric 2 Compartments, 1 Front pocket Laptop and Tablet compatible Water resistant Multi Organizer, Smart sleeve, Water resistant
DIMENSIONS (H x L x W)	43 x 31 x 15 cm

BEYOND

CP : 4,499/-



BLACK

FEATURES	Premium fabric Top load opening, 2 Front pockets Internal mesh pocket Bottom lugs Multi Utility Organizer
DIMENSIONS (H x L x W)	34 x 18 x 46 cm

NOMATECH

CP : 4,999/-



BLACK

FEATURES	Premium fabric Top load opening, 2 Front pockets Internal mesh pocket Bottom lugs Multi Utility Organizer
DIMENSIONS (H x L x W)	32 x 20 x 50 cm

Thanks!

