



# To be India's largest intimate lifestyle brand for women

thatsassything.com



# Who we are

That Sassy Thing is a new-age intimate lifestyle brand that helps women reclaim their bodies, their pleasure, and their confidence.

Born in 2021 with a bold vision to normalise conversations around sexuality, we began with pleasure products designed for real Indian bodies and their needs. Today, we're expanding that vision to own the bedroom — creating an intimate lifestyle that celebrates self-love, comfort, and unapologetic self-expression, without the judgement.

**2021-2025**



Pleasure products

**2026-2030**



Sleepwear + Lingerie +  
Pleasure products



**OWN  
THE  
BEDROOM**



# Market Size

Total Market Size: **Sexual Wellness** (sex toys, lubricants, accessories) + **Sleepwear** + **Lingerie**  
**INR 52,500 Crore**

Total addressable audience: **9 million women**  
(top 1% Indians)

Our potential market size: **INR 1,800 Crore**

Target audience estimated annual spend on intimate lifestyle: **INR 2,000**

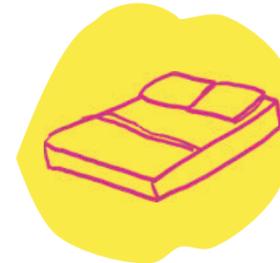
*\*By 2030, the intimate lifestyle market is expected to be worth INR 79,700 Crore growing at CAGR of 9%*



**1. India Sexual Wellness Market (sex toys, lubricants and accessories)**

**2024: INR 2,230 Cr**

**2030 (est): INR 4,600 Cr**



**2. India Sleepwear Market**

**2024: INR 5,470 Cr**

**2030 (est): INR 8,700 Cr**



**3. India Lingerie Market**

**2024: INR 44,800 Cr**

**2030 (est): INR 66,400 Cr**

# Founders

Met in 2012 ➔ Worked together till 2015 ➔ Dated and got married in 2018 ➔ Launched That Sassy Thing in 2021

## SACHEE MALHOTRA

**Home** New Delhi

**College** B.Com | Delhi University

**Masters** Brand Communication and Strategy  
Virginia Commonwealth University, US

**Work** Brand Strategist

## HIMANSHU BHALLA

**Home** Amritsar

**College** BBS, Shaheed Sukhdev College of Business Studies,  
Delhi University

**Work** Owned a branding agency since 2011

INVESTOPAD

DAMENSCH A R A T A



# Why are we the right people to sell intimacy

2012-2015

- ♥ Built **Manforce** Condoms
- ♥ Launched the raunchy **50 Shades of Grey** books In India



2021-2026 (ongoing)



- ♥ Built **That Sassy Thing** in the pleasure space as India's first intimacy brand for women.



 watch our story

# THE PROBLEM

The idea of "sexy" being sold to women is outdated and uncomfortable.



outdated  
genital shaped  
pleasure toys



uncomfortable  
sleepwear  
and lingerie



## The Need

1. Pleasure products were outdated
2. Most brands don't accurately represent real world sex and real bodies
3. Intimate wear is made for fantasy and not comfortable for everyday living

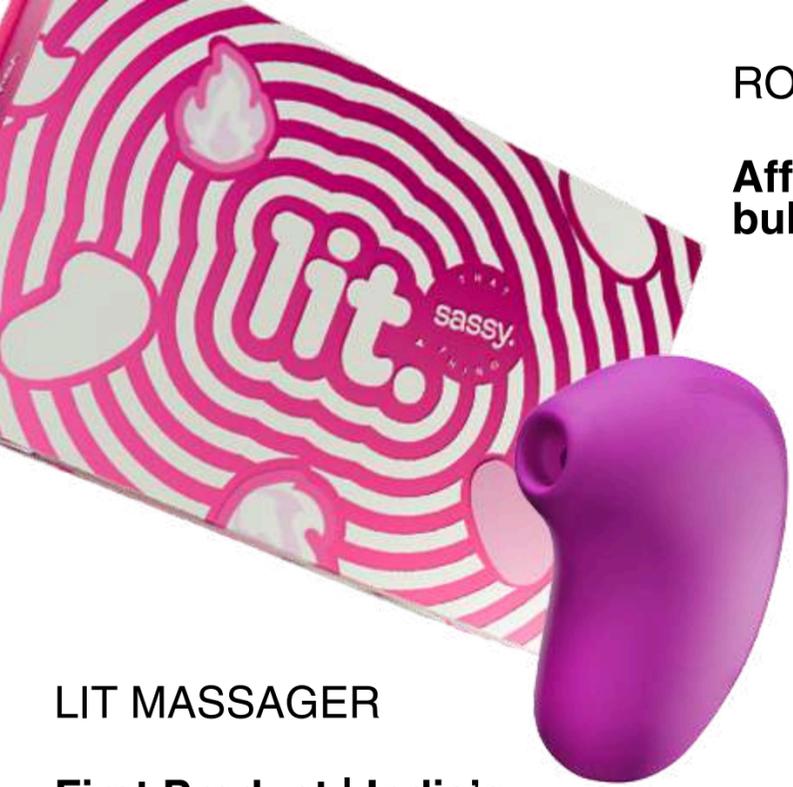
## That Sassy Thing | The Solution

1. Created women first pleasure products
2. Our communication celebrates real women and we Built credible **Sex Ed Masterclasses** with sex therapists and mental health experts
3. Intimate wear that's sexy yet comfortable (yet to explore)



EXPLORE MASTERCLASSES





ROCKET MASSAGER

Affordable, high quality bullet massager



DTF LUBE

India's first unflavoured natural water based lube



LIT MASSAGER

First Product | India's first clit stimulator

# CURRENT PRODUCTS



FIDDLE MASSAGER

Finger Massager for Couples

CANDY MASSAGER

The perfect 4.7 inches wand



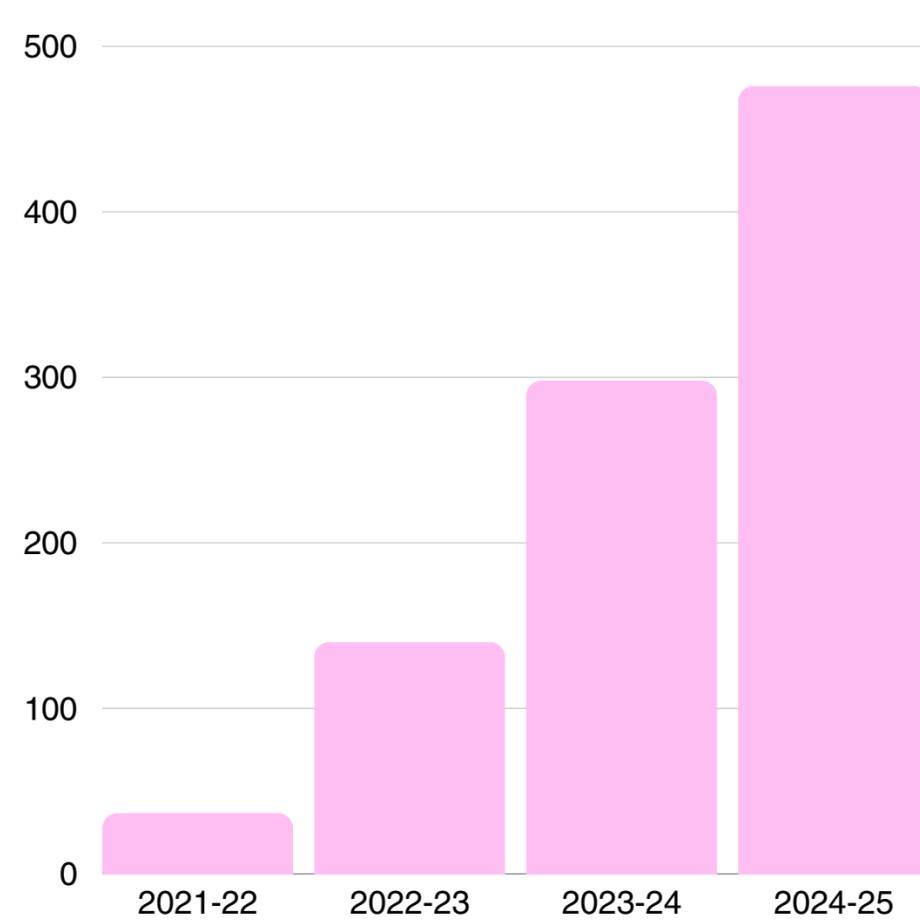
CANDY MASSAGER  
Bestseller  
35% of revenues



OG MASSAGER

Flexible Internal Wand

# Our journey in the pleasure space so far



## Gross Sales (Secondaries)

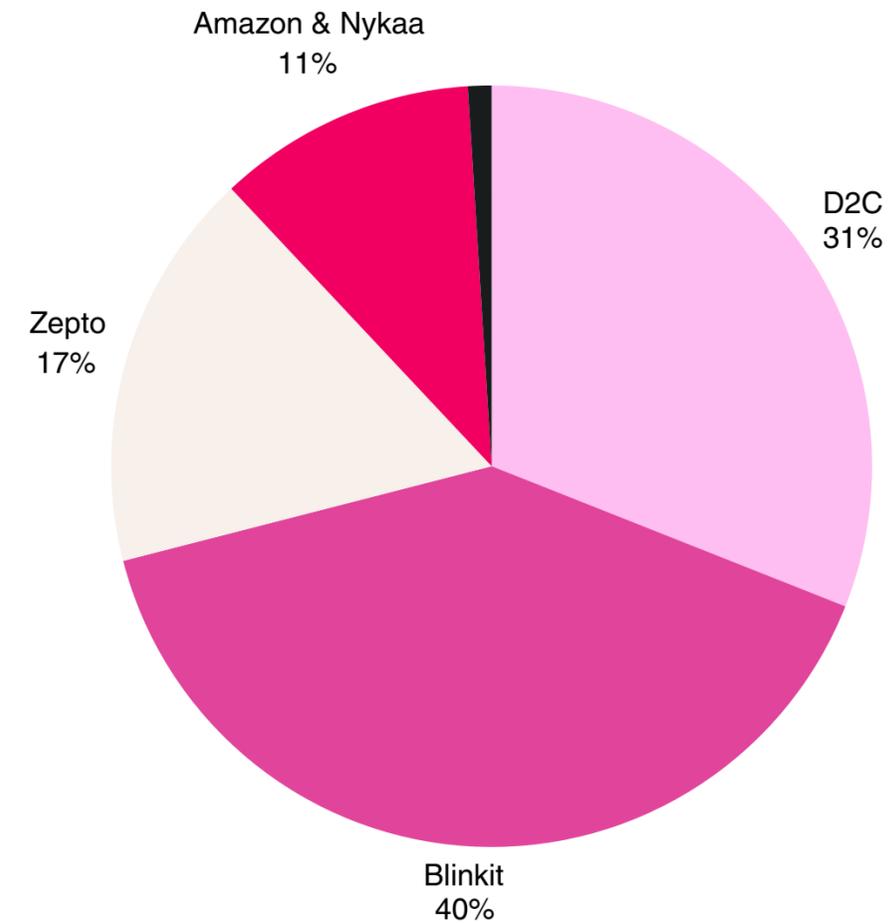
2021-22: INR 36.7 L

2022-23: INR 1.4 Cr.

2023-24: INR 2.98 Cr.

2024-25: INR 4.76 Cr.

Apr 2025-Dec 2025: INR 4.3 Cr.(current year)



## Channel-wise split

D2C - 31%

Blinkit - 40%

Zepto - 17%

Instamart - 1%

Amazon & Nykaa - 11%

# Our journey in the pleasure space so far

## 65,000 CUSTOMERS

Avg Gross Revenue (Jul 2025-Dec 2025) - INR 48L

AOV - INR 2000

Gross Margins - 62%

Commissions & Logistics - 150

CM1 - 32%

Repeat purchases: 15%

### GENDER

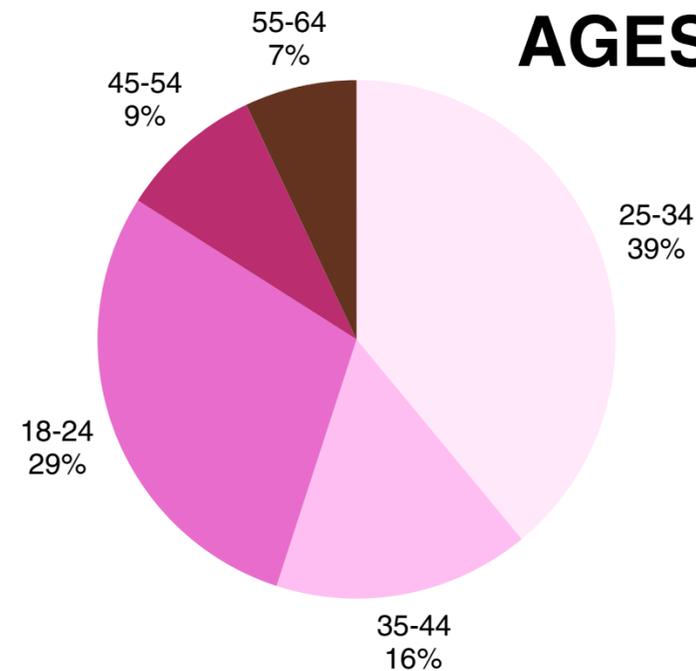


Female  
**52%**



Male  
**48%**

### AGES



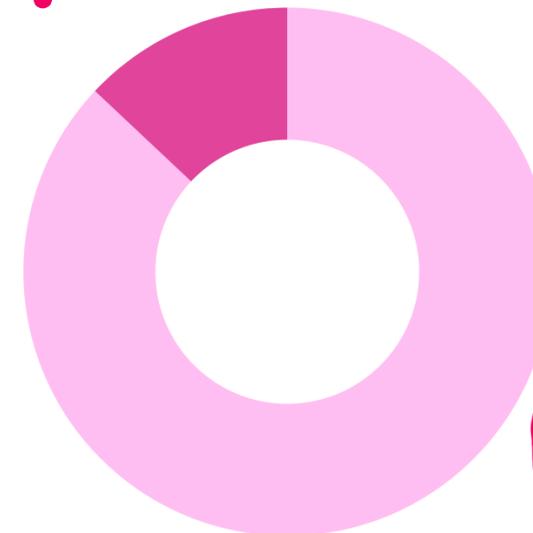
**250**  
CITIES  
SERVED



### TOP CITIES

Mumbai, Bengaluru, Delhi,  
Hyderabad, Chennai, Pune

**13% PARTIAL COD**



**87% PREPAID**

# Our journey in the pleasure space so far

Building a solid community and content that is relevant, credible and design-driven.  
A community of **80,000+** across social media, emailers, etc.

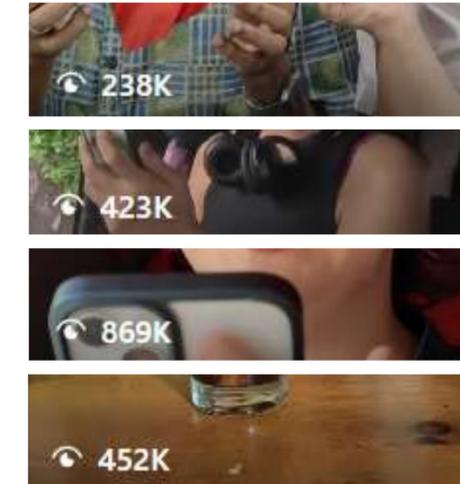
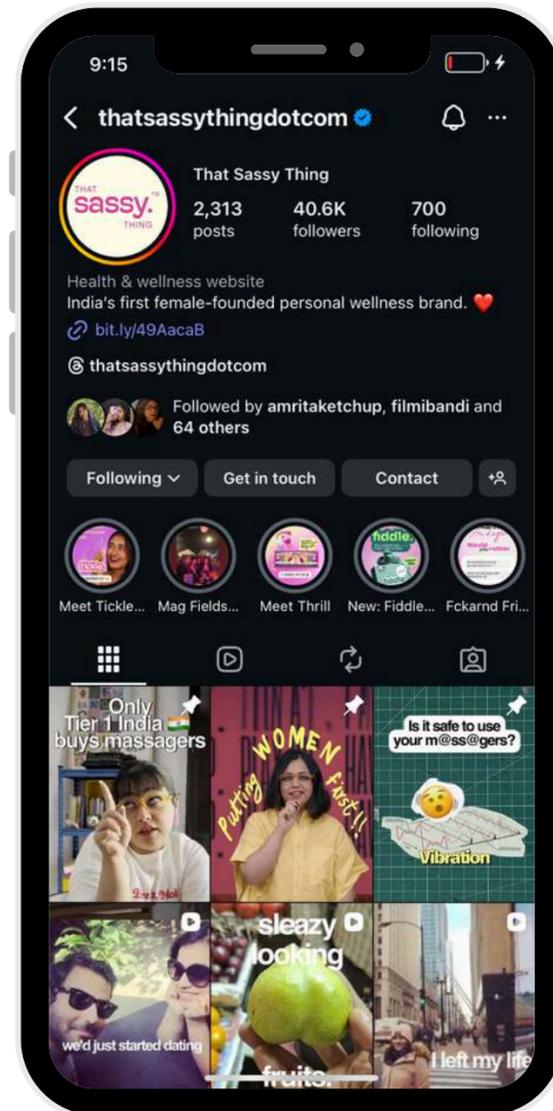


**41K** Instagram followers with an organic reach of 10 million per month.

**200K+** page views per month.



**50K** Email subscribers.  
**23%** average open rate for our newsletter.

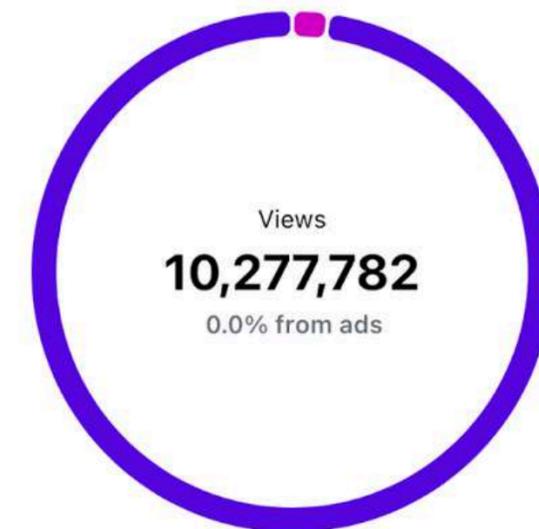


**Immense brand love everywhere**

**10 MILLION ORGANIC REACH**

Last 30 days

21 Oct - 19 Nov



# But platforms don't let us exist and scale selling pleasure products

- ✗ Meta keeps disabling our ad accounts.
- ✗ Google is no different.
- ✗ Took us 2.5 years to list pleasure products on Amazon with regular listing removals.

## We rejected some of your ads

Your account DBW8930B-TST\_HK5B has 4 rejected ads. These ads aren't running and won't be delivered to your audience. We understand that this affects your business and want to help you resolve it.

-  MOF\_ABO Adult products Rejected
-  MOF\_ABO Adult products Rejected
-  MOF\_ABO Adult products Rejected



23 Oct 2025

## We restricted your ad account



D3375-TST\_HK4  
Ad account ID 120230785939820763

## What this means

- ➔ You can't create or run ads
- ➔ You can't use or share audiences

Your pixel sent data that doesn't comply with Facebook's Terms and Policies Inbox



The Meta Business 2:03 AM Unsubscribe

Hi,

The pixel TST's Pixel (ID: 3217258835256709) sent data from one or more website domains that don't comply with Facebook's Terms and Policies on sites, apps or services that:

- either contain or promote pornographic or graphic sexual content.

These domains have been added to a block list. You won't be able to view, or use data you try to send to Facebook through the data source TST's Pixel from these domains in the future.

- [thatsassything.com](https://thatsassything.com)

## Notification of Restricted Products Removal Inbox

Amazon Seller 1:47 AM Inbox

amazon

Hello from Amazon,

We are writing to let you know that the following detail pages have been removed from our catalog:

ASIN: B0FGXD2C36, SKU: Q7-3DYQ-PJNA-New, Title: That Sassy Thing Rocket Full Body Electric Massager | Perky Plum

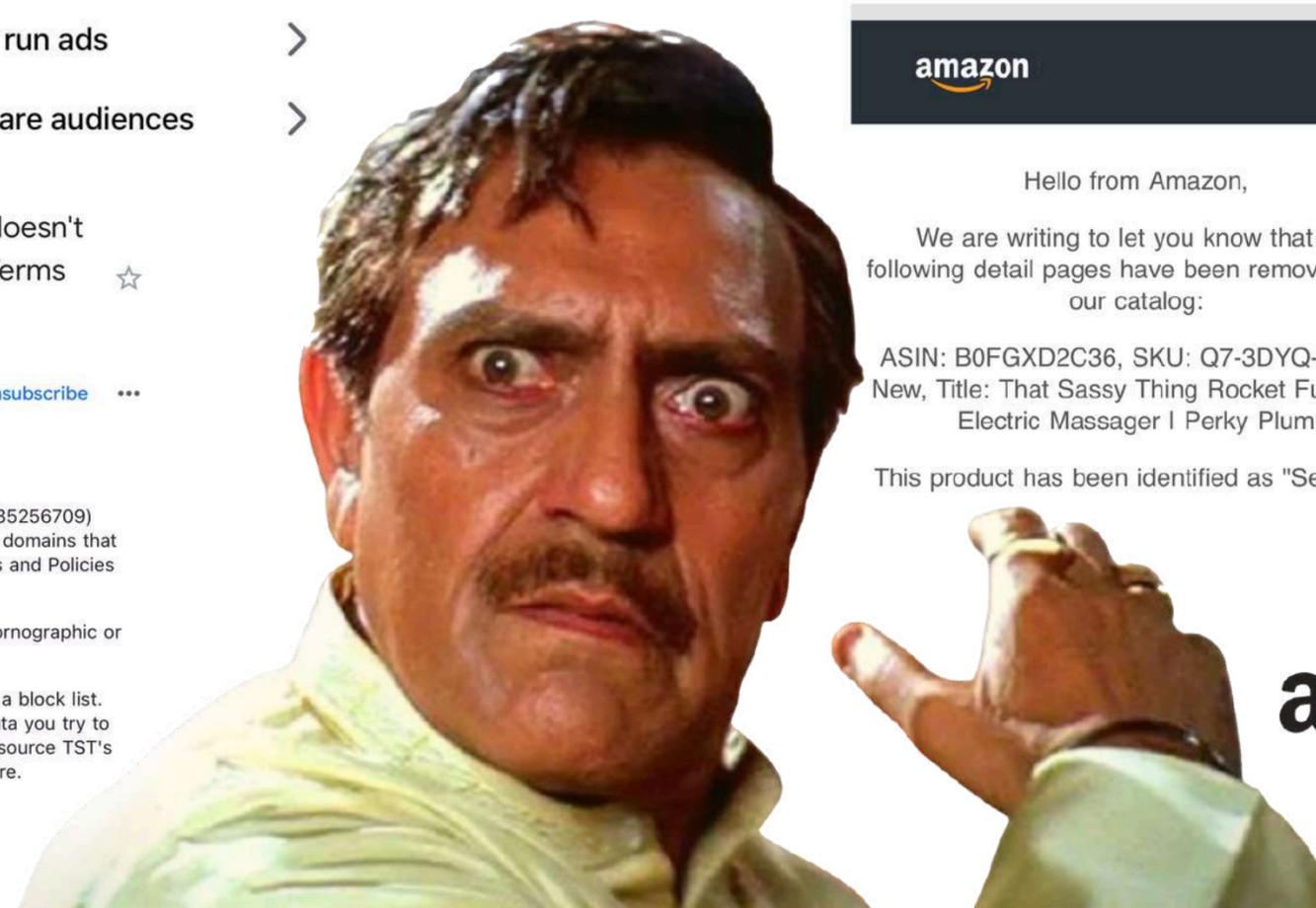
This product has been identified as "Sex toys"

## Your Merchant Center Account Has Been Suspended [That Sassy Thing, IN] Inbox

Summarise this email

Google Merchant Center 9:30 AM Inbox

Google Merchant Center



When platforms restrict the reach and distribution for pleasure products: **Ads, Content and even sales channels**



Now is the time to launch categories that help us solve the problem we set out to

ENTER

# Sexy & Comfy Sleepwear





# INSIGHT

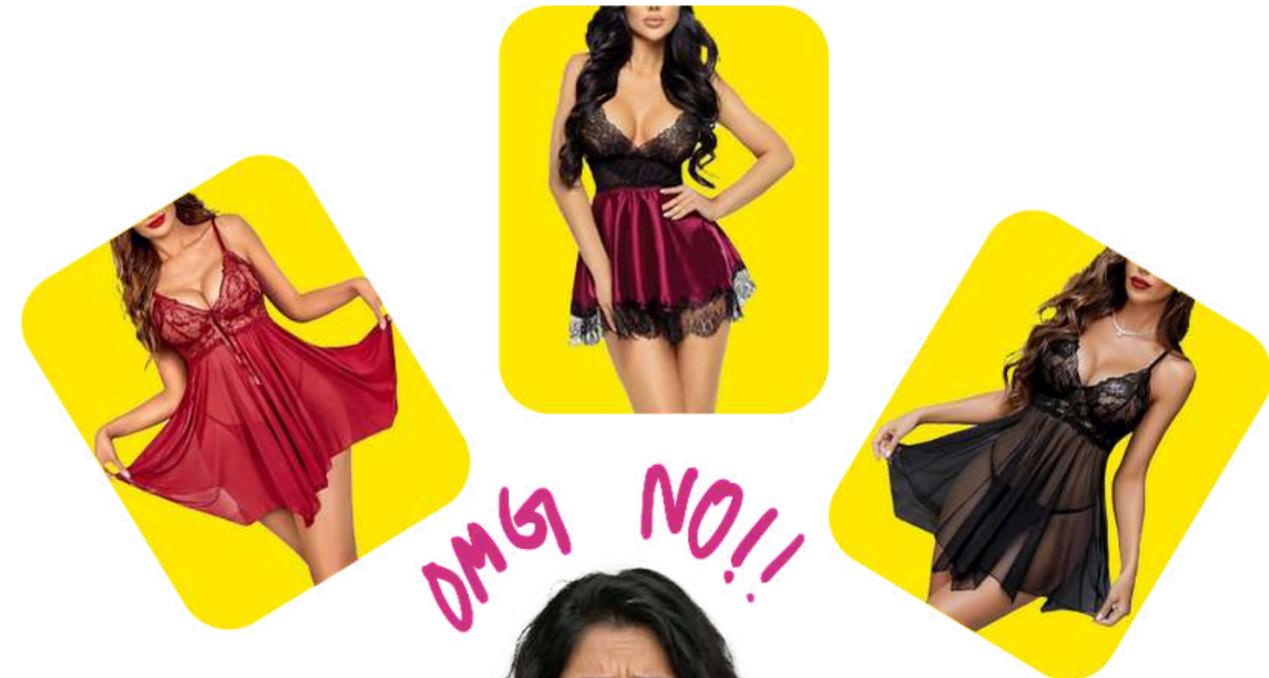
The first thing women want to do after coming home from work is lose that bra and slip into something comfortable.

**Why should sexy be an occasion,**  
when it can be an everyday thing?



# THE WHITE-SPACE

The whole world is focusing on **one-off night** occasion wear with laces and frills (such as babydolls) which women find uncomfortable.



# Sexy Sleepwear that's Comfy

**SEXY** but not  
uncomfortable.

**HOT** yet wearable  
all-day and night.



## The Opportunity

Night-wear is worn  
over 42% of the week.

72 out of 168 hours in a week

Yet, no one has  
disrupted this space

Women are asked to choose  
between sexy and comfortable.  
The modern Indian woman  
actually wants both.

Gen Z and Millennial women  
prioritize comfort in nightwear  
due to humid climates and  
long lounging hours, but  
currently available sexy  
options feel like a compromise  
on **breathability** and **comfort**.



More and more women want **hot,** **sleep-in,** **seduce-in** versatile options which aren't lacy and uncomfortable.



# One Size Fits Most

Oversized, Minimal sizes, low inventory.

S - M



L - XL



XL - XXL



# Manufacturing in India

## Manufacturing

Exploring partnerships with factories in Tirupur (TN), specialising in Modal Fabrics (used for comfy underwear) for our sleepwear.

Certified WRAP and SEDEX, these factories have created underwear for some of the top international brands for over 30 years.

## USP: The Fabric

Modal, derived from beech tree pulp, offers superior softness—often silkier than cotton—while draping beautifully for flattering dress silhouettes.

Its moisture-wicking properties absorb up to 50% more than cotton, keeping you cool and dry without clinging.



# Competition

Brand	TST	MyMuse	IMBesharam	MsChief	Leezus	BoldCare	Manforce	Durex	Clovia	Zivame	Sweet Dreams	Necessera
<b>Intimate lifestyle range</b>	Vibrators, lubricants, games, accessories Future - sleepwear, lingerie	Vibrators, lube, oils, games, lubricants	Vibrators, lubes, accessories, (marketplace)	Vibrators, lubes	Vibrators, lube, oils, games, lubricants	Condoms, delay sprays, massagers	Condoms, lubes, vibrators	Condoms, lubes, vibrators, games	Sleepwear, Lingerie	Sleepwear, Loungewear, Lingerie	Sleepwear, Loungewear,	Sleepwear, Loungewear,
<b>Price Vibrators (INR)</b>	Mass Premium INR 999-2699	Premium INR 4000	Premium INR 6500	Premium INR 5000	Premium INR 3500	Affordable INR 999	Mass INR 1199	Mass Premium INR 1999	Affordable INR 500-1000	Affordable INR 500-1000	Mass Premium INR 1999-2599	Premium INR 3000-4000
<b>Marketing and brand tone</b>	Fun, playful, sex-positive, Gen Z & millennial-first, community-led	Intimate, couple centric	Sexually suggestive	Generic, mass market	For men and male gaze focused	Functional, health-led, male-focused	Provocative, male-gaze centric	Functional, safe-sex focused	Trendy, mass appeal	Functional and confident	Functional,trend based	Style and trend based
<b>Packaging</b>	Bold, cheeky	Minimal, clean	Dark colours	Mass appeal packaging	Minimal, mostly blacks	Mass appeal packaging	Mass appeal packaging	Mass appeal packaging	Mass appeal packaging	Mass appeal packaging	Minimal,neutral colours	Minimal,neutral colours
<b>Sleepwear and Lingerie Range</b>	Future plans	No	No	No	No	No	No	No	Yes	Yes	Only Sleepwear	Only Sleepwear

# Our Audience

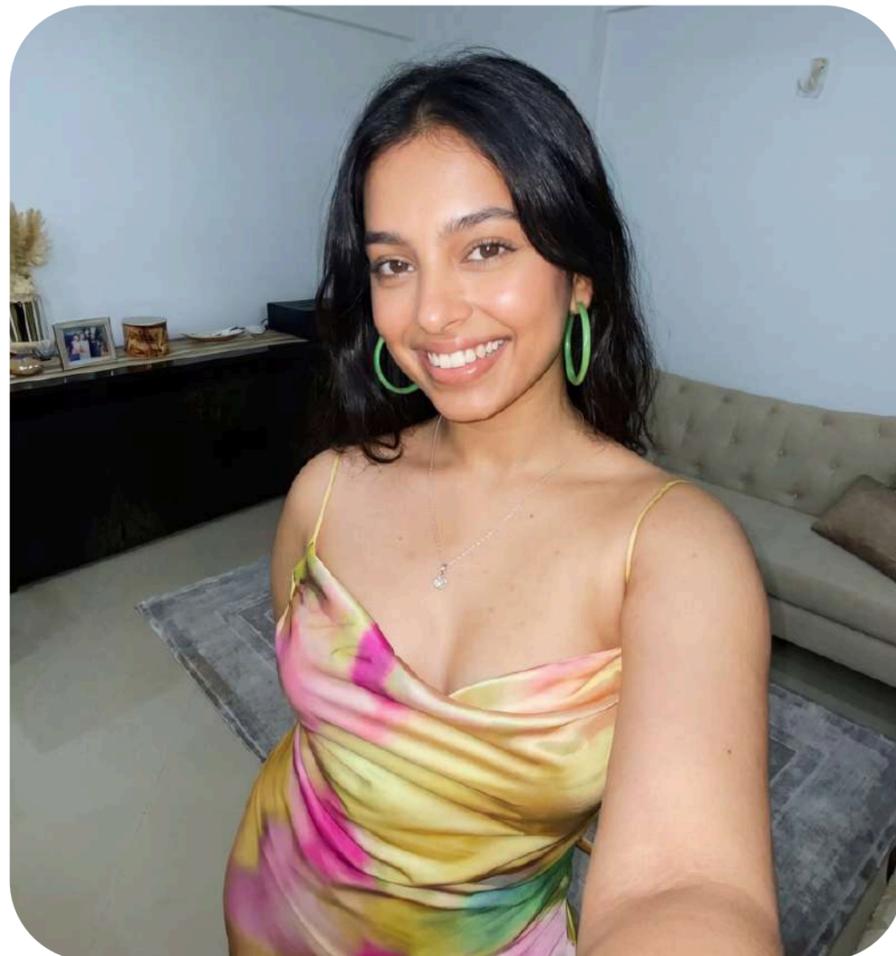
## Aarti, 23

Single but actively dates, Bisexual, Mumbai,  
Graphic Designer

Super experimental but spends consciously  
Into effortless fashion

Wants to feel sexy for herself

Bold, empowered and opinionated



## Sanjana, 32

In a relationship, Heterosexual, Delhi  
Works in the Corporate

For her, intimacy = comfort + connection  
Looks for products and brands that are  
approachable

Earns well and keen to experiment



## Rohan, 39

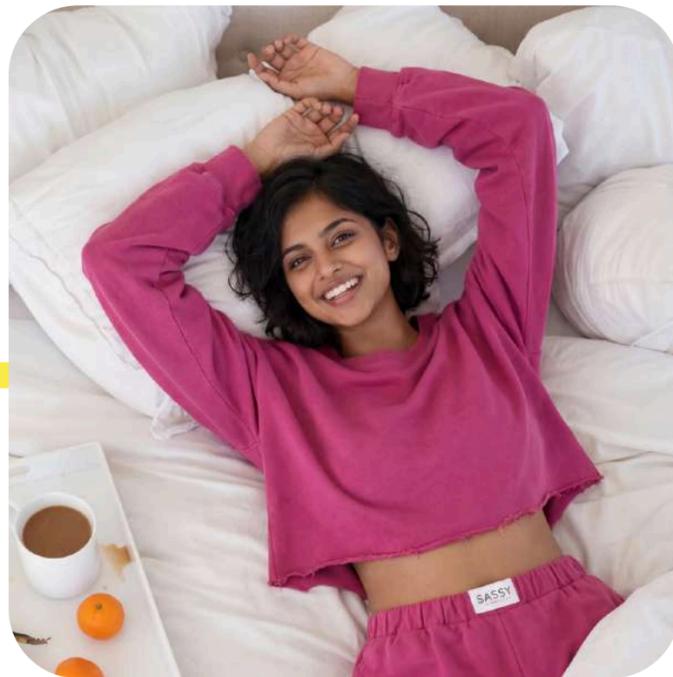
Married, Heterosexual, Bangalore, Consultant  
Puts his wife's comfort forward

Wants to bring the spark back in the bedroom  
without it feeling forced

Willing to pay a premium for good quality products  
High disposable income



# 5 year vision (2026-2030)



## Sleepwear

Oversized, one size fits most (OSFM) comfortable and sexy nightwear such as nighties, crop tops, coord sets, etc.



## Comfortable Lingerie

Sports bras, cotton bras, etc. designed for everyday comfort

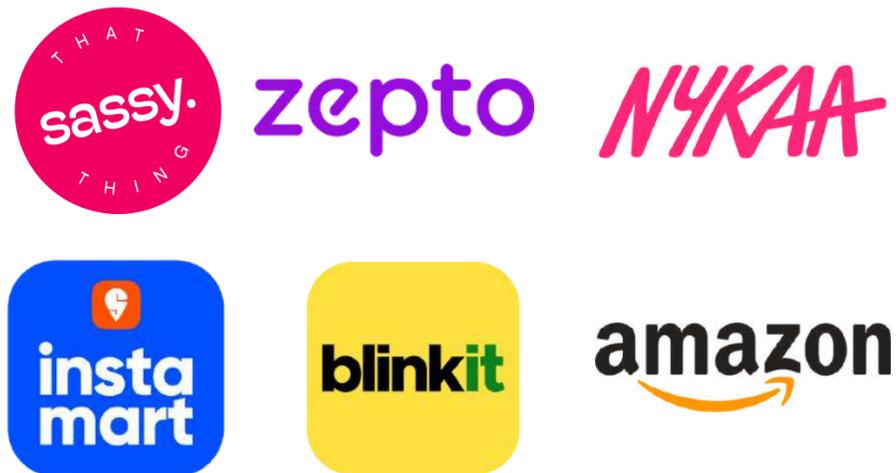


## Lubes & Pleasure accessories

Focus on some discreet, hero pleasure products to sell organically while the business is scaled with intimate wear

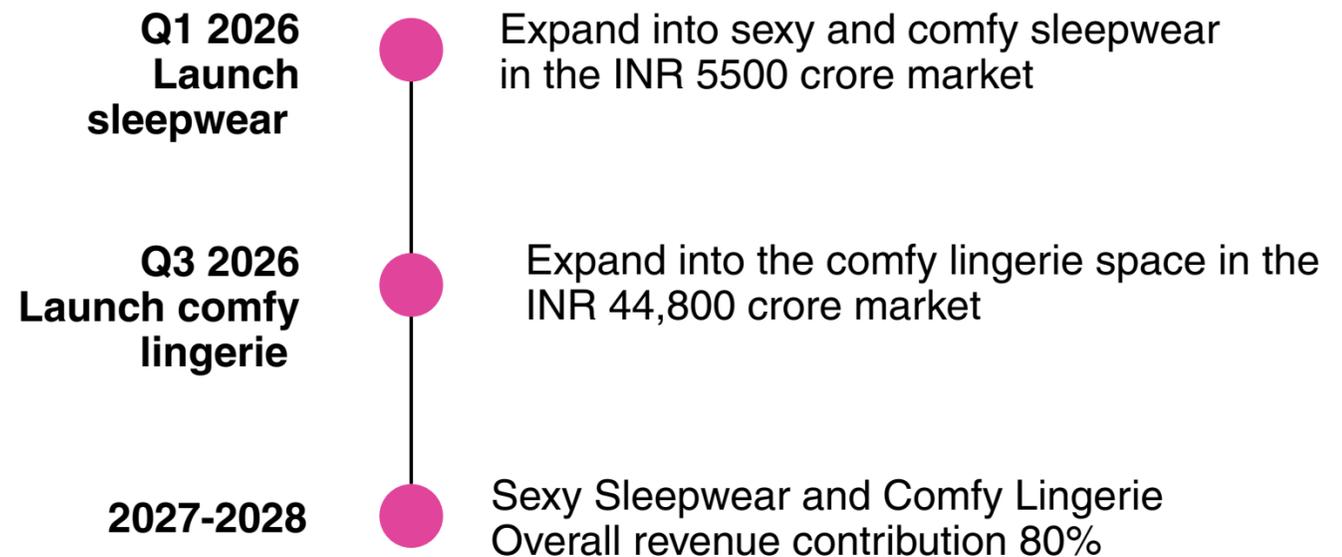
# Sales Channels

## Current



## Future Roadmap

### 01 Owning the bedroom as a space



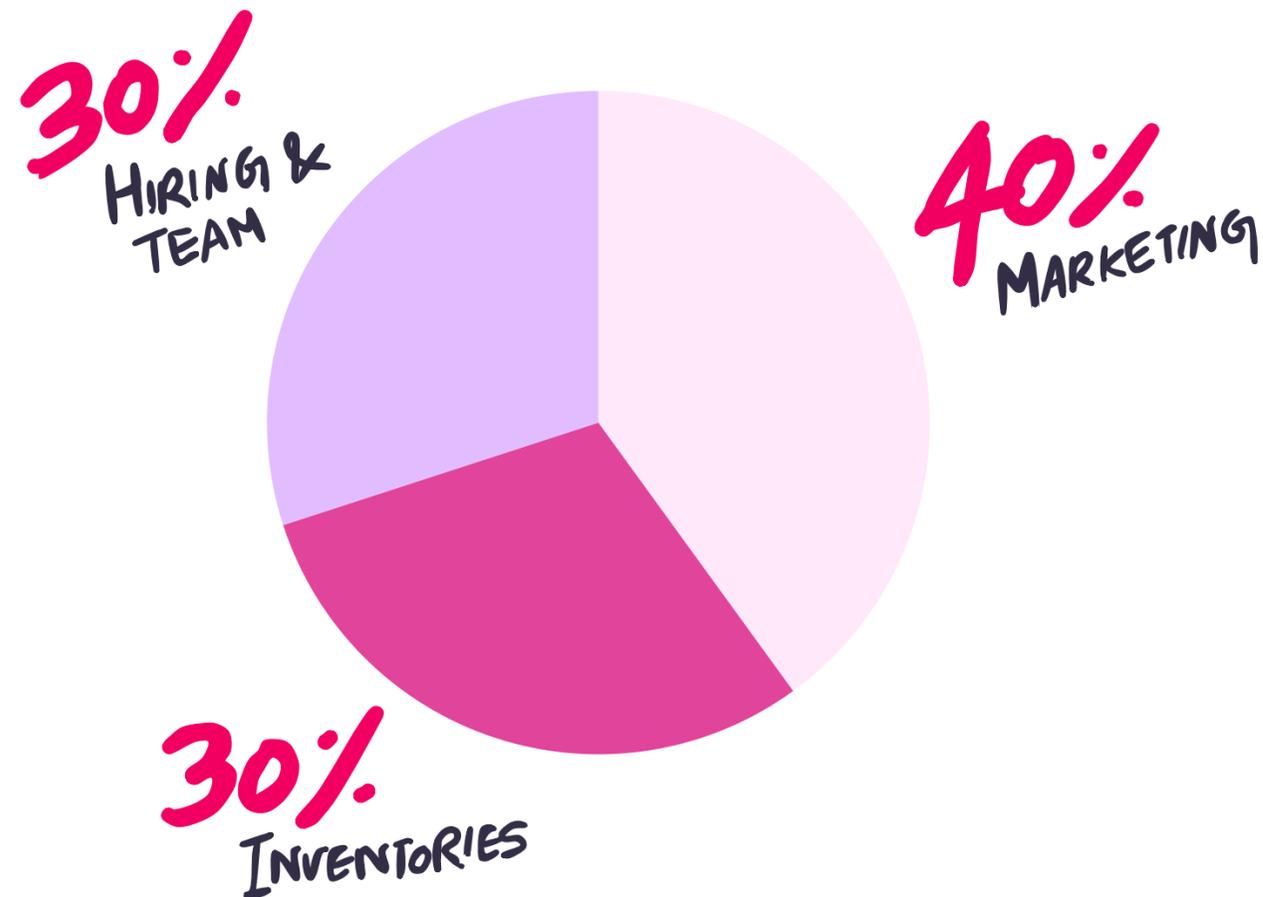
### 02 Scaling up distribution

For Sleepwear & Lingerie - D2C, Myntra, Amazon, Nykaa Fashion

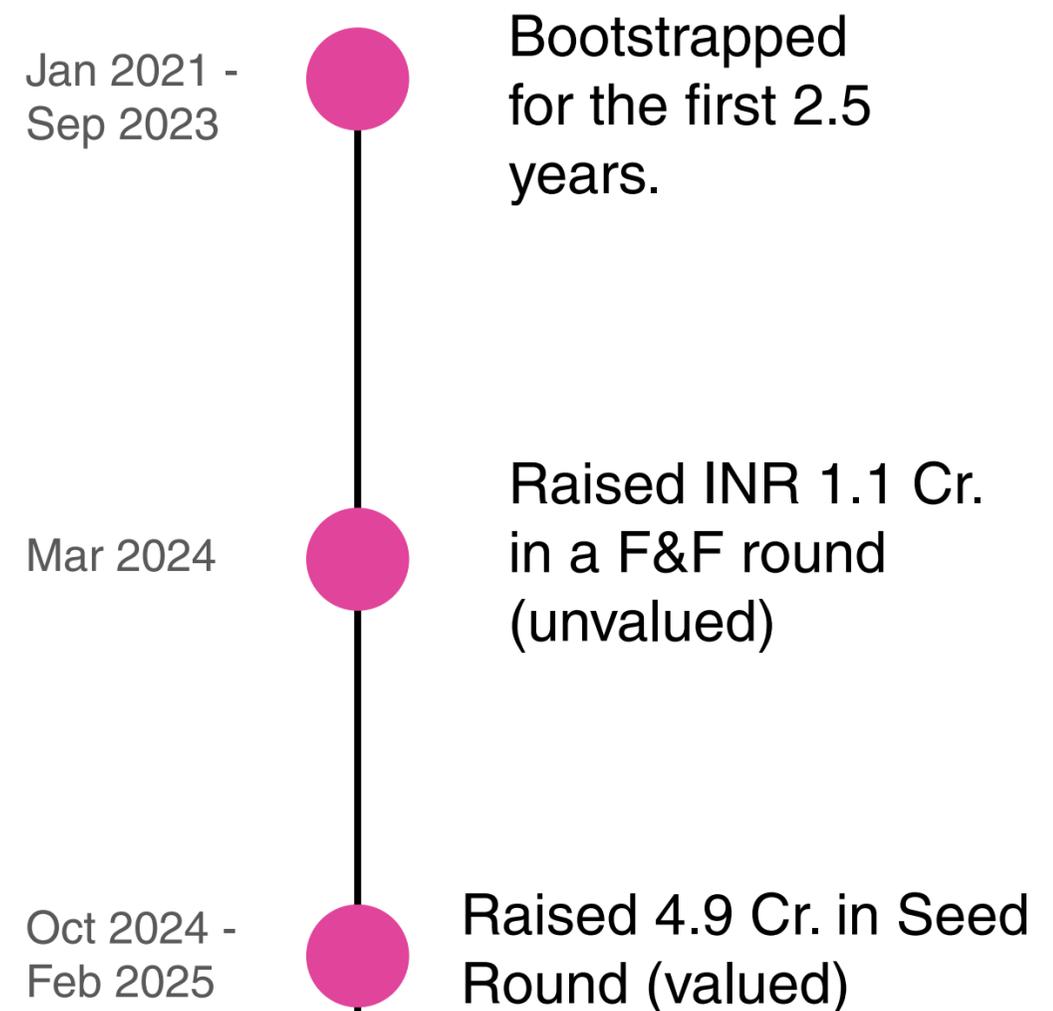
Current top sellers - D2C, Quick Commerce



# Funding Ask INR 10 Cr.



## FUNDS RAISED SO FAR



# Brand Love

You guys have the best looking toys I've ever seen. Thank you for existing.  14:39

Awww yayyyy! This is the sweetest  14:41 ✓✓

Yesterday 20:56

Yes I am already using lit, and it's  . I love it. I experienced my first orgasm with lit only.

Hi I just received my order  and i LOVEEEEEEEEEEE ITTTTT .... THE PAKAGING THE FOUNDER STORY ANDDD STICKERRRRRRRRSSSSS EVERYTHING WASSSSSSS AMAZINGGGGGGGG butt the product idk wht should I even say about it....that it's amazing..... 04:38 am

Btw the pleasure the OG gives. Out of the world. I never knew my body could feel something like this as well. I really want to try the Lit as well

December 6, 2022

Thanks guys, the product is very very nice 13:55

My lady parts havent been happier in the longest time 13:55

You Before we get sold out completely I'm sure this is going to happen! Love how your products are marketed and absolutely love the aesthetic of the website...also it's so cute how the product is personified and spends about itself  15:28

\*speaks about itself 15:28

Sure, se shall keep u posted once it's back in stock 15:29 ✓✓

Awwww yayyy 15:29 ✓✓

Thanks so much for your kind words 15:29 ✓✓

  15:29 ✓✓

Hi.

A quick review of your product:

Mushy has been life changing in how I see sexuality for myself. For so many years, I just couldn't seem to hit the right spot, and would doubt my ability to reach an orgasm. But thanks to thatssassything's mushy that I could finally reach where I have always wanted to. I have experienced feelings that I hardly knew existed. I am grateful for your brand and the awareness you're spreading on sexual health. Please keep it up and I shall pass on the happiness through word of mouth too.

Thank you! 05:50

Regarding order. External Inbox

16 May to me

Hey! I am a returning customer. Had bought the LIT, loved it  Ordered the salty this time around as got an email that it's back in stock. Just couldn't see the dtf gel free with it. Last time I got it. Best lube I've used by far. Hopefully will be free with it this time around too right? If not, make an exception and Send it across. As a returning customer, that will make me happy.  just saying...

P.s also I love the fact that you are an all girls brand. Just feels super safe to know that. 

Sent from my iPhone

12:33 PM to me

Yay!!!! Awesome! Doing the happy dance  I've recommended you guys to 2 of my closest Frds too... Keep up the good work. Finally a female owned brand which cares for the well being of our kind  Much love. Sent from my iPhone

I had so much fun with your product! It's a fucking amazing thing  I felt fireworks. I felt an orgasm for the first time ever by myself. 10/10 for your product guy/people 



★★★★★

Amazing!

I love everything about it, the different speeds and vibrations. Definitely good for solo play. I'm hooked. Also very beginner friendly. All in all a bliss  

last seen today at 09:36

I need to thank you guys. U guys have made things easy for us.. Thanks a ton. 17:50

Of courseeeee   Pls do share a review after using the product 18:21 ✓✓

Sure. 18:22

I don't know about the LIT, but we are using your OG and that thing itself is LITTTTT.. and apart from the products, kudos to your service as well. 18:23

Hello!

Have been using your Lit full body massager and lube on my partner, and just wanted to say, fantastic stuff! Thanks so much for doing the work that you do. Also, as we're both non-men, I was also wondering if you folks have considered making strap-ons etc at any point in your journey as a business!

Once again, thanks for doing the work that you do, and hope you have a great weekend 

6 May 2023

I've received my package and oh my god! Firstly thank you so much for the extra goodies with it and I absolutely loved the calendar! And the product itself is so amazing! Don't know why I waited so long to buy my first toy. Thankss a ton guys!  6:09 pm

\*buy 6:10 pm

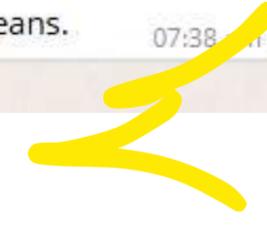
★★★★★

Perfect first toy

Oh my god! Firstly, thank you so much for the extra goodies with it and I absolutely loved the calendar! And, the product itself is so amazing! Don't know why I waited so long to buy my first toy. Thankss a ton guys!

R. DELHI

I would like to mention I am in journey of healing Vaginismus with proactive for her team. My doctor suggested lit for my healing journey. I would like take this opportunity to thank you as lit helped me to understand what clitoris arousal means. 07:38





# Brand Love That Made Us Emotional



I grew up in Delhi with parents who loved me deeply. They gave me every resource, every opportunity, every ounce of space they could. And yet, **there was always one locked door in our home: sex. Conversations about intimacy, masturbation, or desire were untouchable.** To them, it was a sin, something forbidden. Their love was real, but silence wrapped around this part of life like chains.

The people who hurt me weren't strangers. They were my classmates, my teachers — the very people who were supposed to help me grow. School was never safe. I was bullied, ridiculed, treated as if something was wrong with me. Every whisper, every taunt, every dismissive look added to the burden I was already carrying from the trauma of sexual assault. I felt abnormal, defective.

By the time I was a teenager, betrayal had become familiar. A boyfriend who shattered my trust, a second date that left me hollow. **Layer by layer, the world around me convinced me that love was dangerous and desire wasn't meant for me.** Depression and anxiety became my companions. I tried everything to quiet them — cigarettes, drugs, psychiatric medications. None of it worked. If anything, the noise inside me only grew louder.

I told myself I was asexual. It was easier to believe that than to face the truth: I was trapped in a narrative of fear, shame, and isolation. Nights blurred into days, and sometimes the only thing I could do was cry quietly, holding in grief no one else could see.

Then I turned 23.

That year, I bought my first sex toy. For the first time, I felt my body respond with a release that was not just physical but emotional. I squirted, and it felt like a dam breaking — years of repression, shame, and silence finally spilling out. **It was relief, but also a reclamation. My body was mine. My pleasure was mine.**

Soon after, I found Satchee's brand, That Sassy Thing. My second toy, **Candy, wasn't just an object. It was a lifeline. Satchee's brand felt like an emotion, a kind of solidarity with women like me who had been silenced for too long. These toys became my safe haven, my private revolution.**

**No pills. No cigs. No drugs. Just one orgasm. That was enough. Enough to remind me I wasn't broken. Enough to begin healing wounds that therapy and medication couldn't touch. Enough to teach me that owning my femininity wasn't a sin but a gift.**

Now, at 23, I stand in a place I never thought I would. I am single. I am a virgin. But I am no longer afraid. I am ready — not just to mingle, but to love freely, to live openly, to exist without apology.

Because my story is not about being damaged. **It's about surviving. It's about finding my way back to myself, one orgasm at a time.**

# Hot off the Press

VOGUE

“Making sex talk cool—  
for everyone.”

Forbes

“That Sassy Thing is a  
purpose-driven brand.”

TOI

“Making the industry inclusive &  
less focused on male pleasure.”

VICE

“Fuelling the movement that goes  
beyond sexual wellness products.”

LBB

दैनिक जागरण

GQ

THE HINDU

YOURSTORY

tweak  
INDIA

HOME GROWN

mint

HER STORY

HT



INDIA  
AHEAD

DIVA

DS  
SC  
IDEAS LAB

mid-day

FEMINA

# Brand Experiences

 Magnetic Fields Music festival 2022, 23, 24



 Lady Fingers Show, 4<sup>th</sup> Birthday Celebration



 Period Party



 Girl Therapy



 In My Skin Series with Seema Anand



# Appendix - Fundraise Details

## Past F&F ROUND of INR 1.1 CR.

(March 2024)

Angel investors who had joined the round include

- Aayush Narang | Founder, Spark Eighteen, Angel investor
- Kirti Jangra | Co-founder, Animall Technologies
- Vikrant Khazanchi | Senior AVP, Invest India
- Samarth Yadav | Head - CRM & Customer Loyalty, Akasa Air
- Monil Khatri | Entrepreneur & Ex-Head of Expansion, BluSmart
- Appurv Gupta | Corporate Stand-Up Comedian, Angel Investor, Podcaster
- Arjun Shiv | AVP, Invest India, Lawyer & Advisor
- Gauri Kanekar | VP Engineering, Pratilipi

## Past Seed Round of INR 4.9 CR.

(October 2024 - Feb 2025)

Participation from lead investor Inflection Point Ventures (IPV)

Angels including

- Bala Sarda | Founder, Vahdam Teas
- Saurabh Munjal | Founder, Lahori Zeera
- Deepak Chandran | SVP & Regional Director, Wipro Consumer Care & Lighting

