

# [machaxi.com](https://machaxi.com)

## Building Sports category in India

"What Cult did for Fitness & Oyo did for Hotels; Machaxi is doing for Sports"

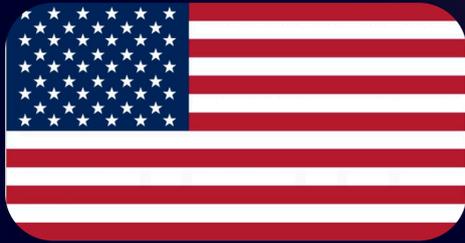
Lets find the best plan for you



Explore all sports



## Market



330 Mn People

300K

Sports Centres



1.45 Billion People

4.2 Mn

Sports Centres



1.5 Billion People

10K

Sports Centres

Machaxi will build &/or operate 1,000+ Sports Centres across 50 cities in India over the next 8 years

# Machaxi Business Model



Model	Ownership Type	Avg. Monthly Revenue	Store EBITDA %	Land Area	Offerings
COCO (Company Owned & Company Operated)	Owned by Machaxi	15-20L	45%	8,000 sq. ft	<ul style="list-style-type: none"> <li> Badminton</li> <li> Swimming</li> <li> Sports Shop</li> <li> Integrated Gym</li> </ul>
IOCO (Investor Owned & Company Operated)	Owned by Investor	10-20L	25%	10,000 – 25,000 sq. ft	<ul style="list-style-type: none"> <li> Badminton</li> <li> Swimming</li> <li> Pickleball</li> <li> Football</li> <li> Sports Shop</li> </ul>
FOCO (Franchise Owned & Company Operated)	Owned by Franchise	12-40L	15-20%	6,000 – 50,000 sq. ft	<ul style="list-style-type: none"> <li> Badminton</li> <li> Swimming</li> <li> Pickle ball</li> <li> Football</li> <li> Sports Shop</li> </ul>

COCO centres drive premium brand experience and highest margins, while IOCO and FOCO enable rapid scale through partnerships with investors & infra owners.

# Machaxi Consumer Offerings



## Learn

1. In house coaches, curriculum & training infrastructure
2. Machaxi App for Progress assessment & Coaching management
3. Brand ambassadors - Mr Prakash Padukone (Badminton), Ms Nisha Millet (Swimming)
4. Vision AI for Progress acceleration

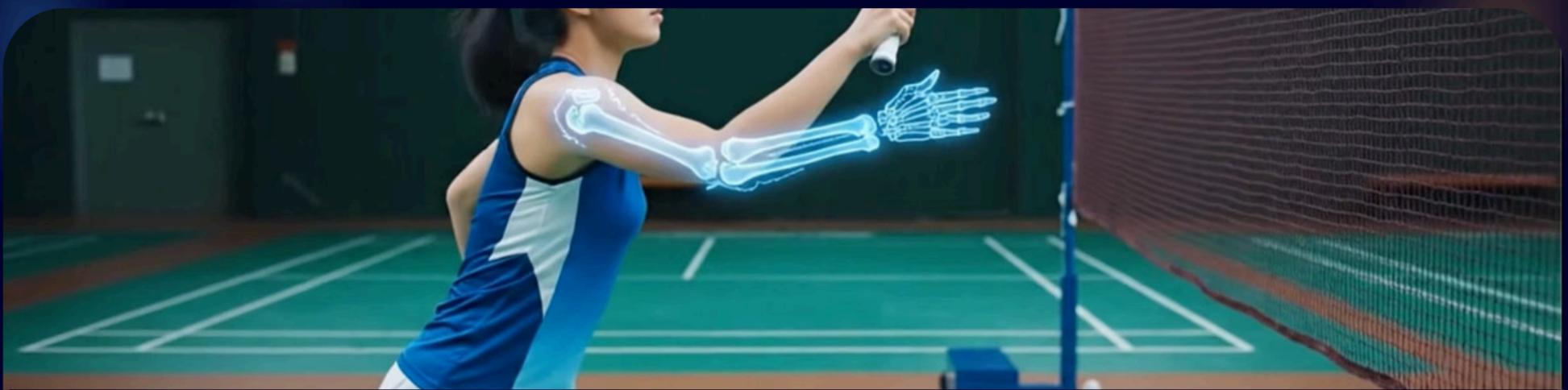
## Play

1. State of the art Sports infra
2. Hygienic washrooms
3. Machaxi App for Pay & Play, Multi Sports memberships, Slot booking
4. Smart lights, Smart Pool Maintenance & Check In system for automated operations

## Shop

1. In Centre sports retail shop
2. In house stringing service
3. Authorised distributors of Yonex, Li Ning, Speedo
4. Shop on Machaxi App & Pick Up at Machaxi centre
5. Private Label Machaxi products

**Machaxi has a unique Learn, Play, Shop model clubbed in a single box and replicates this box at scale**



## Machaxi Vision AI : Make Progress Visible, Measurable, Coachable

Machaxi's Vision AI uses phone camera videos for biomechanics scoring in badminton (expanding to Swimming/Pickle ball/Yoga/S&C). It provides objective skill scores, ghost-skeleton overlays, and actionable drills in the app.



### Capture

Single side/oblique camera on standard drills & assessment tests.



### Detect & Align

Shuttle tracking + phase state-machine for precise movement analysis.



### Score

Evaluates tolerance-band angles for key body parts and contact timing.



### Coach Loop

Instant reports, ghost overlays, drill prescriptions, auto-polished coach notes.

Parents get to see visible improvement, coaches get trustworthy data, and users get a standardised experience. Experimenting to launch it globally.



# Machaxi Vision AI : Impact, Moat & Roadmap

## Outputs for Players & Parents

- Scorecard with trend analysis for progress tracking.
- Ghost-skeleton videos showcasing ideal vs. actual technique.
- Personalized weekly drills with nuanced coach feedback.

## Quantifiable Impact

- **Conversions:** 20-30% boost in trial-to-enrollment conversions.
- **Retention:** 10-15% uplift in player retention via visible monthly progress.
- **Coaching:** 1.5-2x more precise feedback, standardized across centers.

## Moat & Scalability

- Standardized biomechanics models ensure consistent coaching quality.
- Compounding, labeled video dataset creates a proprietary model advantage.
- Integrated app features (reports, nudges, badges) drive engagement and progression.

## Product Roadmap

- **Now:** Badminton (beginner/intermediate), single-cam analysis.
- **6-9 months:** Advanced strokes (two-cam sync), swimming phases, racket/ball contact quality.
- **12+ months:** On-device real-time cues, cross-sport assessment, leaderboards, and recruit profiles.

Machaxi's unique blend of deep coaching operations and AI technology enables evidence-based coaching at scale, directly empowering our vision to get India playing and progressing — measurably.



## Traction

July 2022



Zero

ARR (Annual Recurring Revenue)



1 Center



3 Founders



Zero Users

July 2025



~6 Mn \$\$

ARR (Annual Recurring Revenue)



38+ Centers



240+ Employees



250K+ Users

Machaxi has been EBITDA positive for large part of last 3 years

# MACHAXI



## Machaxi Growth Roadmap 2025 – 2033

Building India's Largest Sports & Fitness Network – 1000+ Centres | 50+ Cities | 15M+ Lives Impacted

### 2025 – Series A

#### Seed-Scale Stage

40 centres  
3 cities (Bengaluru, Hyderabad, Pune)  
Business Mix: COCO 10 | FOCO 20 |  
IOCO 10  
Focus: Profitability & Flagship  
Performance

### 2026 – 2027 – Series B

#### Regional Expansion

200 centres  
15 cities  
Business Mix: COCO 25 | FOCO 120 |  
IOCO 55  
Focus: Franchise scaling (FOCO)  
Introduced: Machaxi App 2.0 & AI Coach  
Integration

### 2028 – 2029 – Series C

#### Pan-India Scale

500 centres  
30+ cities  
Business Mix: COCO 50 | FOCO 300 |  
IOCO 150  
Launched: Machaxi Elite & Corporate  
Wellness Verticals  
Started: Profit-linked expansion with  
institutional partners

### 2030 – Series D

#### Technology & Infrastructure Leadership

750 centres  
40 cities  
Business Mix: COCO 75 | FOCO 500 |  
IOCO 175  
Introduced: Machaxi AI Vision Analytics  
& Smart Facility Systems

### 2031 – 2032 – Series E

#### International Pilot

900+ centres  
50 Indian cities + Dubai & Singapore  
Business Mix: COCO 100 | FOCO 600 |  
IOCO 200  
Revenue Target: 1,200 Cr ARR

### 2033 – IPO Milestone

#### Machaxi Public Listing

1000+ centres  
Across India  
Business Mix: COCO 120 | FOCO 700 |  
IOCO 180  
India's Largest Sports & Fitness  
Ecosystem with AI at the Core.

From 40 to 1000+ Centres in 8 Years | A Nationwide Sports  
Revolution Driven by AI and Community

# Backed by the Best — Investors & Champions of Sport

 Rainmatter

by Zerodha

  
INFLECTION POINT  
VENTURES

ecosystem

VENTURES

Strategic Institutional Investors enabling scalable, tech-led sports growth.



 Prakash Padukone

Badminton Legend & Mentor



 Zaheer Khan

Indian Cricket Icon & Advisor



 Nisha Millet

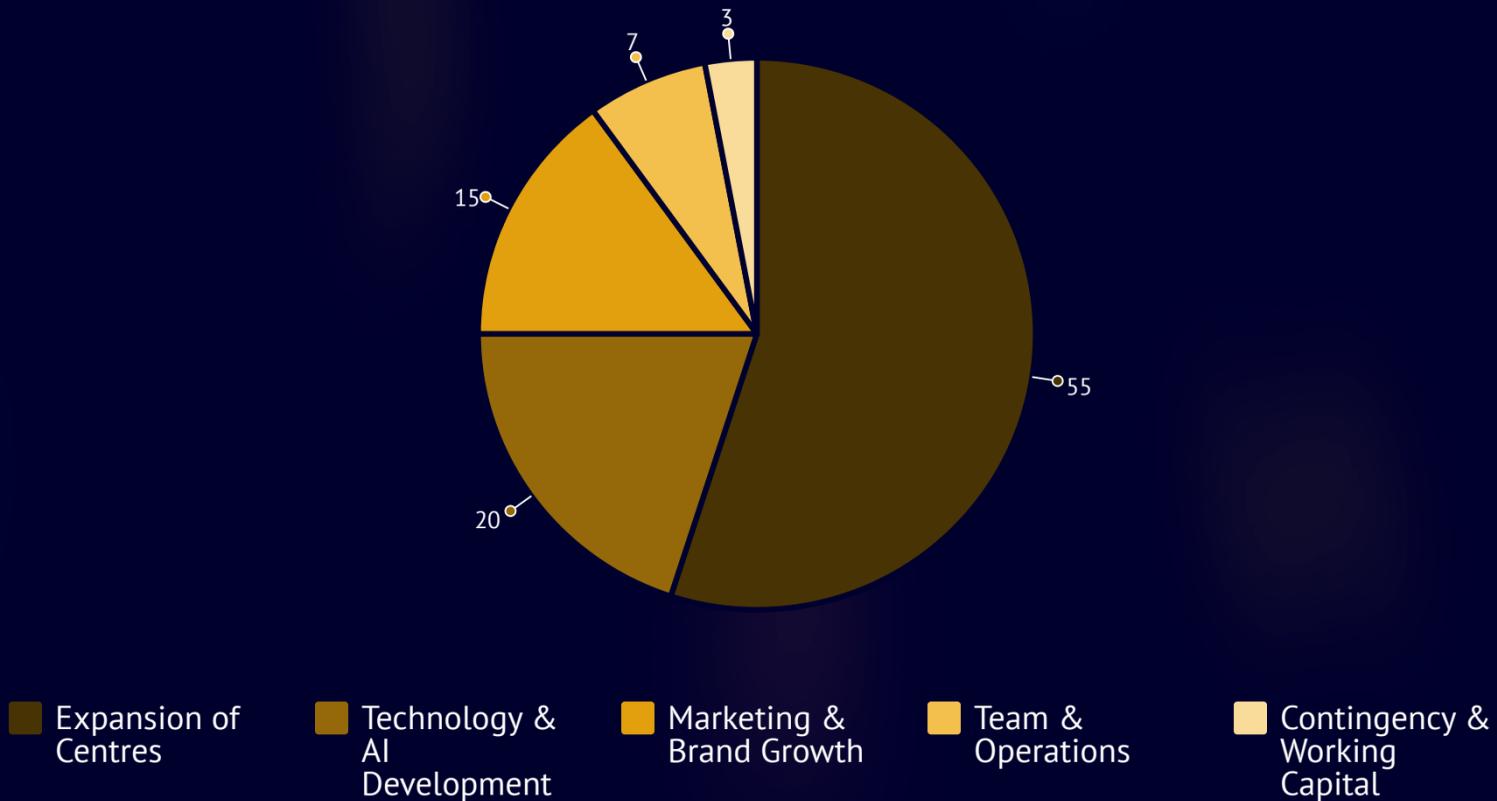
Olympian & Head of Swimming  
Coaching at Machaxi

Legends of sport guiding the next generation through Machaxi.

# Investment

(Raising Series A: Min Raise - 3 MM \$; Max Raise - 4 MM \$)

## Funds Utilisation Pie Chart (% of Capital allocation)



## Key Reasons to Invest

**Proven Business Model**  
3 scalable formats (COCO, FOCO, IOCO) with strong unit economics.

**Massive Market Potential**  
Sports participation in India <1% and set to increase to >10% by 2035.

**Strong Traction**  
40+ centres, ~50 Cr ARR and profitable operations.

**Strategic Backing**  
Investors include Rainmatter (by Zerodha), IPV, and ESV, plus athlete partners Prakash Padukone, Zaheer Khan, and Nisha Millet.

**AI-Led Future**  
Vision AI, AI Coach, and Smart Facility analytics redefining sports performance training.

*"Machaxi combines technology, sports infrastructure, and community engagement to make India play again."*

**Join the Movement – Be a part of India's Sports Revolution.**  
pratish@machaxi.com | [www.machaxi.com](http://www.machaxi.com)

# Valuation Projection



**6 Mn \$\$**

Current ARR (FY25)  
Across 40+ operational centres



**15 Mn \$\$**

Projected ARR (FY26)  
Post-Series A expansion (100+ centres)



**180 Mn \$\$**

Projected ARR (FY33)  
At 1000+ centres across 50+ cities



**EBITDA Break-even**

Achieved in multiple COCO units  
Company-level breakeven expected FY2

Series	Year	# Centers	ARR (Mn \$)	Store EBITDA %	Valuation (\$\$)
Series A	FY25	40	6	10%	25–30 Mn
Series B	FY27	200	30	18%	100–120 Mn
Series C	FY29	500	90	22%	300–350 Mn
Series D	FY31	800	150	25%	700–800 Mn
Series E / IPO	FY33	1000+	180	28%	1.2–1.5 Bn

Machaxi projects 25x ARR growth in 8 years through scalable, asset-light expansion and technology-led operations.

## Key Highlights



### Capital-Efficient Model:

80% centres under FOCO & IOCO structure.



### Multi-Sport Revenue Streams:

Coaching, Playing Memberships, Shop Sales & AI Analytics.



### Strong Margins:

25–45% gross margins across business models.



### Predictable Scale Path:

Visibility to 1000+ centres and nationwide profitability by FY33.

# Video Preview of Machaxi experience



YouTube



**Machaxi Center and Coaching experience**

# Play More, Live More Podcast



YouTube



**Nisha Millet on Swimming, Parents & Never Giving Up ...**

In this episode, Olympian swimmer Nisha Millet shares personal stories from her journey as an elite swimmer,...

# Media Coverage

The screenshot shows the top portion of a news article on the Economic Times website. At the top, there is a GoDaddy banner with the text "Ready to check-out? Your cart is waiting" and a shopping cart icon with the number 3. Below this is a financial dashboard with "BENCHMARKS CLOSED" showing Nifty at 24,894.25 (up 57.96) and "FEATURED FUNDS" showing HSBC Large Cap Fund with a 5-year return of 18.27%. A search bar is also present. The main header of the article is "THE ECONOMIC TIMES | tech" with "English Edition" and "Today's ePaper" options. A navigation menu includes Home, ETPrime, Markets, Market Data, Masterclass, News, Industry, SME, Politics, Wealth, MF, Tech, AI, Careers, Opinion, NRI, and Panache. The article title is "Sports tech company Machaxi raises \$1.5 million from Prakash Padukone, Rainmatter, others" and is marked as ETPrime. The article is dated June 12, 2025, at 09:34:44 PM IST. A synopsis box states: "The startup, which provides AI-backed training programmes to help athletes up their game, will use the funds to scale its operations beyond Bengaluru into Hyderabad, Pune, and Chennai, while also building a nationwide framework for AI-powered badminton coaching."

Media coverage in leading publications - Economic Times, Entrackr, BW Disrupt, INC42 and Your Story has amplified Machaxi's visibility and reinforced our position as an industry leader.

# Team



**Pratish Raj**

**Co-Founder**

**Ex-Amazon Product & Tech**

**MBA - XLRI, Jamshedpur**



**Tushar Raj**

**Co-Founder**

**Ex-Nutanix Software Developer**

**VIT Vellore B-Tech 2014**

**State level Badminton player**



**Ashish Anand**

**Co-Founder**

**Ex-Altair Software Developer**

**NIT Allahabad B-Tech CS**

**Join the Movement – Be a part of India's Sports Revolution.**

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