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Heads Up for Tails

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In the heartwarming world of pet care, where tails wag and hearts purr, emerges a tale of excellence and compassion - the captivating journey of Heads Up for Tails, a company devoted to redefining the way we cherish our furry companions.

Heads Up for Tails (or HUFT) is Online retail platform for pet products and accessories. Its a multi-brand retailer of pet products (dogs and cats) such as apparel, beds, toys, food, grooming and other accessories. Users can browse through various types of products and search by brand and place an online order for door delivery. It also offers subscription-based monthly gift boxes for pets. Claims to have 100K active customers. The company now has 13000 products, 250 brands, 400 India First Products, over 75 stores and 45 expert pet spas.

Rashi Narang (Founder, HUFT) grew up with family pets and at a young age, developed a strong sense of compassion for other beings. she was a human resource manager with Citigroup. she left her corporate job to follow her heart. Rashi's pet, Sara, showed her the way. While searching markets for products that would fulfill Sara's needs, Rashi realized that pet parents in India did not have access to quality products that could improve their pet's lives.

From starting out in a small room, to having big retail break in 2008 as a tiny kiosk at the Select City Mall in New Delhi, Rashi carved a new path. In 2016, Sandeep Atmaram and Ridhima Coelho, Founders of Paws the Pet Store, Bangalore, came on board as Co-Founders. At the time of this merger, they were running two stores in the city.

HUFT won the Brand of the year award at the World Branding Awards - Animalis Edition.

In 2019, HUFT collaborated with Shivan & Naresh to launch India's first designer line of pet products. HUFT launched the HUFT Foundation, their NGO arm in 2019. In 2020, HUFT became the first pet care brand in India to collaborate with Disney. HUFT opened India's 1st cats-only store in Bangalore. In Earlier 2021, HUFT Vet line India's first 24x7 Veterinary helpline for pets was launched.

Today, 13 years later, they have 75 stores pan India and their team of pet experts have created over 400 first Indian pet products and continue to help provide for the furry members of 2,00,000 families across India.

Precious Pet Services Pvt. Ltd, which runs the portal Heads Up for Tails, is raising nearly \$10 million-\$15 million (₹83 crore- ₹124 crore) from two of its existing investors - Sequoia Capital and Belgian private investment firm Verlinvest SA.

The startup was recently engaged in an advanced stage of talks with private equity firm KKR to raise about \$50 million. However, the deal failed due to mismatch in valuation expectations.

In 2021 HUFT had raised \$37 million in its Series A funding round led by Verlinvest and Sequoia Capital India.

The company's growth in terms of revenues remained almost flat during fiscal year 2021-22. HUFT had posted net sales of ₹66.4 crore during FY22 as against ₹66.2 crore a year before, as per VCCEdge.

The Pet care space has been attracting venture capital funding traditionally but even strategic investors have jumped into bandwagon in recent years. In July 2022, fast moving consumer goods (FMCG) company Emami Ltd bought a 30% stake in petcare brand, Fur Ball Story.

Mankind Pharma, in early last year, also forayed into the category by leading a ₹50 crore round in Bengaluru-based natural pet treat company Khanal Foods, which runs brands like Dogsee Chew and Himalyan Natives. The firm also counts early stage focussed venture capital fund Sixth Sense Ventures among its investors.

On the other hand, consumer-focused venture capital firm Fireside Ventures also struck its debut transaction in pet care space with a \$10 million investment in startup Supertails.com in November.

India's pet care segment was about ₹3,701 crore in FY20-21, according to research firm Euromonitor International. Last year, it said that the figure stood at ₹3,134.8 crore. The sector was growing at 15% CAGR between 2016-2021 and is expected to double to 30% CAGR in 2021-2026. The Indian pet marketplace witnessed an 85% sales increase in 2022. Heads Up for Tails (HUFT) posted INR 125.5 crore in operating revenue last year. There was an 85.9% growth from 2021, where the company posted INR 67.5 crore in revenue.

Pet care brand Heads Up for Tails plans to open 150 experience centres by 2024. Apart from existing markets, it will also focus on satellite cities with a high pet population owing to increased demand from pet parents and lack of availability of pet products and services. The company said it serves more than 19,000 pin codes across India and in the next two years, will add 5000 more pin codes.

As we have gone through the proper and perfect case study of the organisation, we came to know that Heads Up for Tails (HUFT) is a shining example of turning passion into success in the pet care industry. Rashi Narang's journey from a corporate role to founding a thriving pet care empire highlights the impact of following one's heart and addressing market needs.

HUFT's dedication to quality and innovation is evident in its diverse product range, collaborations with designers like Shivan & Naresh, and pioneering initiatives like the cats-only store and the Vet line with a 24x7 helpline. The company's recognition as the Brand of the Year at the World Branding Awards speaks volumes about its commitment to excellence.

Despite funding challenges, HUFT remains resilient, securing recent funding showcasing confidence in its potential. The impressive growth from a small room to 75 nationwide store HUFT's continuous relevance in the market.

As the pet care industry in India booms, HUFT's strategic plan to open 150 experience centres by 2024 demonstrates its foresight in meeting the growing demand. The goal to reach more pin codes aligns with the rising trend of pet ownership, emphasizing accessibility to high-quality pet products and services. HUFT's journey symbolizes a perfect blend of passion, dedication, and innovation, setting it apart in the dynamic pet care industry.

The case of Heads Up for Tails teaches us that success in business is not just about financial growth but also about creating a meaningful impact on the lives of customers, both human and furry. Rashi Narang's entrepreneurial spirit, coupled with a keen understanding of the evolving pet care industry, serves as an inspiration for aspiring entrepreneurs to pursue their dreams, prioritize innovation, and embrace challenges with resilience. In a world where tails wag and hearts purr, HUFT showcases a balanced combination of compassion, creativity, and business expertise within the pet care sector.



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