

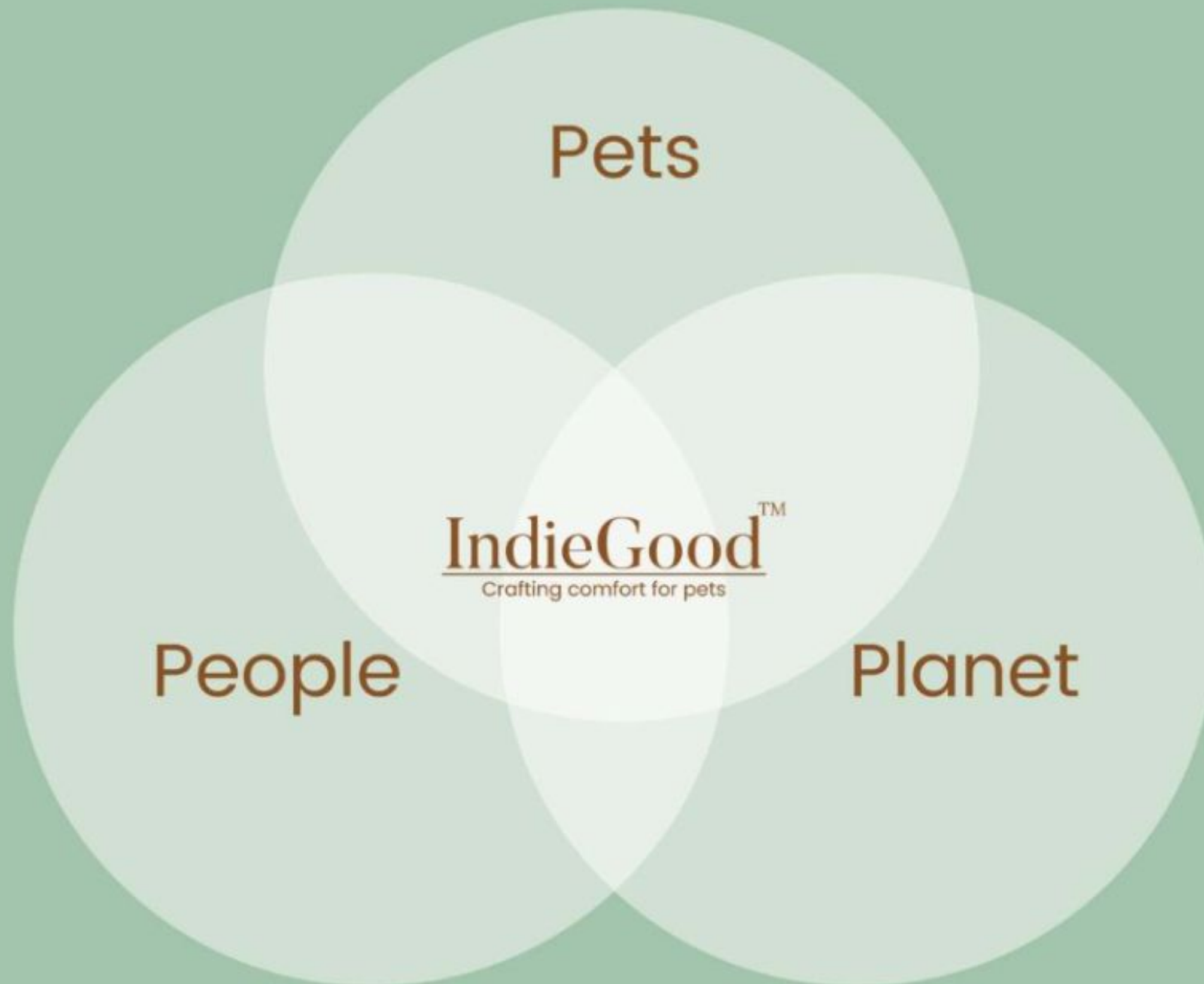
# IndieGood<sup>TM</sup>

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L O O K B O O K

Crafting comfort for Pets

# Brand Story



IndieGood is a homegrown design brand building a premium range of handcrafted functional products for Pets. We celebrate Indian craftsmanship and share stories through our design.

**Vision**– is to build an ecosystem where we bring forth artisanal crafts– PEOPLE and make PLANET friendly products comfortable for the PETS. We work with 200+ artisans and self-help women groups in India.

**Mission**– WE USE NO PLASTIC IN MAKING OUR PIECES. Our goal is to provide every pooch a plastic-free life using a user-centric approach of making the right suitable products for them.

Presence– DUBAI • CANADA • INDIA



## Category: Dogs

1. Candy Collar
2. Chinese Collar
3. Bowtie Collar
4. Courduroy Collar
5. Band Collar
6. Leash
7. Flying Harness
8. C Harness
9. Bandana Reversible
10. Happy Birthday Bandana
11. Bowtie
12. Name Tag
13. Pin
14. Treat Bag
15. Poop Bag
16. Full Set Hamper
17. DIY Birthday Kit
18. Gift Hamper
19. Modular Dog Bed
20. Modular Puppy/Cat Bed
21. Key Chain/Name Tags
22. Bamboo Bowls





1. Candy Collar





**XS S M L XL**  
**5 Colours**





## 2. Chinese Collar





**XS S M L XL**  
**3 Colors**







3. Bowtie Collar

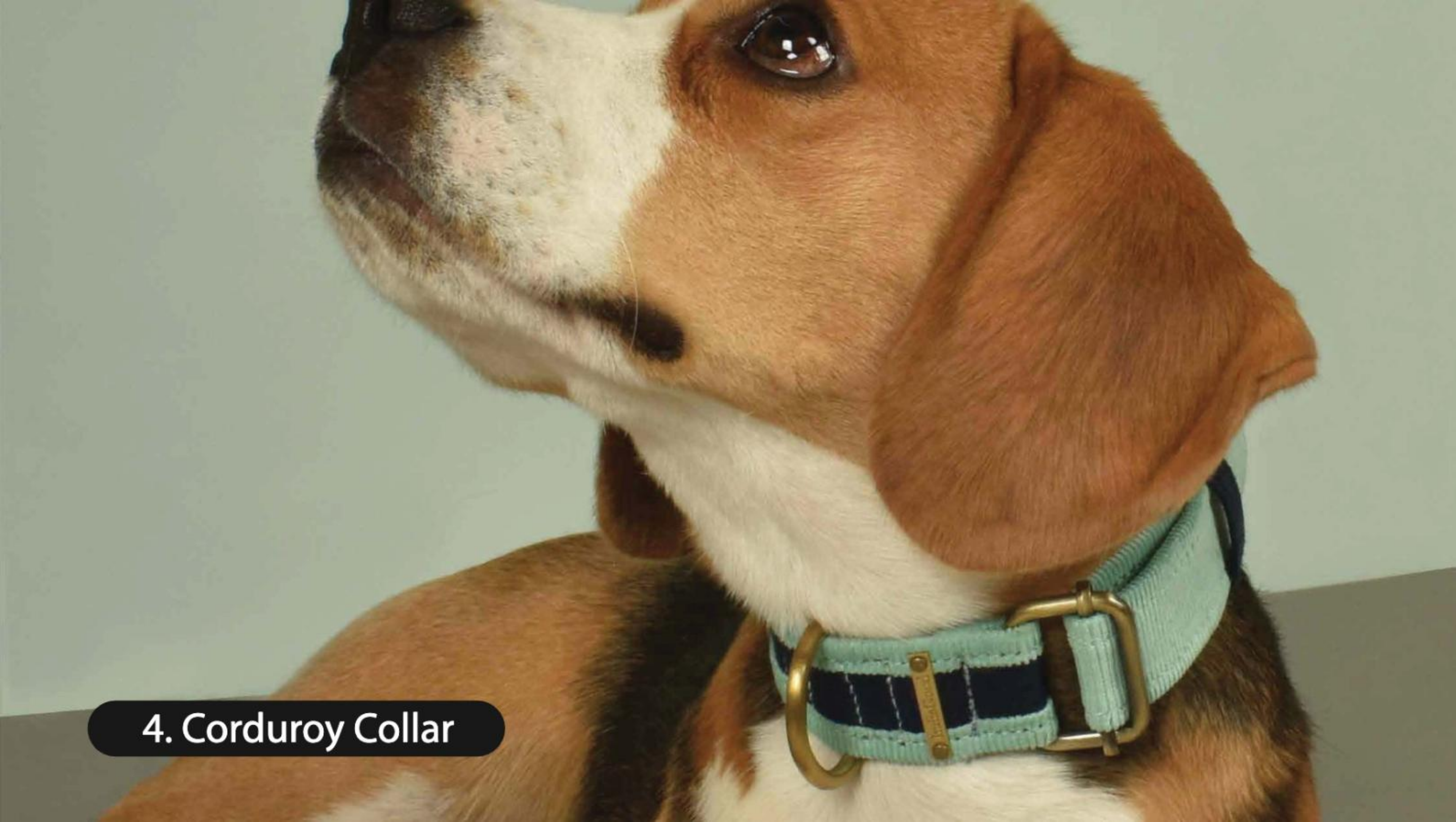




**XS S M L XL**  
**3 Colors**







#### 4. Corduroy Collar





**XS S M L XL**  
**3 Colors**





5. Bond Collar





**3 Colors**





6. Leash

3 Colors







## 7. Flying Harness

S M L XL XXL  
3 Colors



## 8. C Harness



**XS/S M/L XL/XXL**  
**3 Colors**







**9. Bandana- Reversible**





**XS/S   M/L**  
**3 Colors**

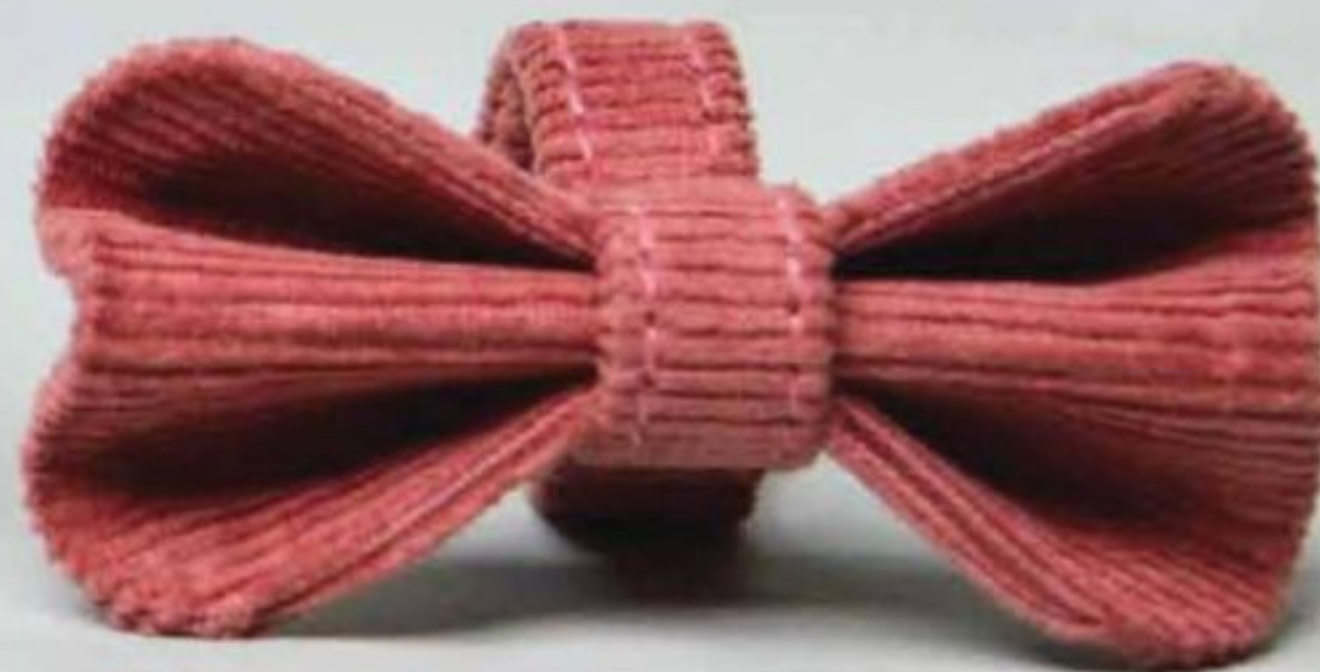




**10. Happy Birthday bandana**

**XS/S   M/L**





11. Bowtie

S M  
5 Colors



## 12. Name Tags







13. Pin









**2 Colors**

**14. Treat Bag**



## 15. Poop Bag



**2 Colors**





**16. Full set Dog Hamper**

**3 colors**





## 17. DIY Birthday Kit





HAPPY BIRTHDAY

Happy

IndieGood is a homegrown design brand building a range of handcrafted functional products for you and your furry companion. We celebrate Indian craftsmanship and share stories through our design.





18. Gift Hamper





19. Modular Dog Bed





21. Key Chain/ Name Tags





**22. Bamboo Bowls**





23. Handblock Dog Shirts



# Our Artisans







With the aim to bring forth our rural artisans and their innovative sustainability, we began IndieGood. The vision is simple - explore India - find artisans who take pride in their work, and develop a range of products to the finest quality for our Furry Friends to experience.

Our products are made by the rural artisans and the women self-help groups where we upskill and train them. We absolutely love our journey of working with indigenous artisans and aim to be more.

We wish and hope uplift, encourage and be a positive light in the industry.





# Achievements



1. Won the Innovative Business Award facilitated by Google and She the People Tv.
2. Recognised by YourStory as one of the Top Challenger D2C brands in the Country.
3. Feature in Creature Companion Magazine, 2021.



# Packaging



Skin-friendly



Artisanal



Durable



Washable



Premium



Made in India



No Plastic



No Nylon



# Display Unit





# Why us?

**You have created an amazing platform for pets and we make beautiful products for them, we believe it can be a wonderful association for both of us.**

At IndieGood we make **skin friendly products for pets** which are durable and Strong.

**We believe in exploring crafts** that supports the Artisanal Community and the Handloom Industry of India. Our journey of **working with indigenous artisans** is what we love to do and we aim to do more. We wish and hope to uplift, encourage and be a positive light in the industry.

We strictly say **No to plastic/nylon based Pet Products.**



# What matters to us?

We at IndieGood, strive **to Build products that leave minimum impact on the surroundings we live in.** The narrative we have constructed around this belief is that it might make both our lives and the world a bit better.

We are far from being 100% sustainable but it is our little before/after story and we would like to stick to achieving it. Yes, we fuss over all the design decisions that go into making and supply chain processes to be more ecofriendly. We are a profit company and value people, environment and creativity in equal measures.

Timeless, Clean and Subtle Designs

Plastic Free Packaging

Small Batch Productions



# THANK YOU

## Social Media Handles

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IndieGood



indiegood

## Contact Details

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