

SHELF EDGE



ABOUT SHELF EDGE ACCELERATOR

ShelfEdge Accelerator is a curated program by **India Accelerator and AAN Group** for high-potential, new-age consumer brands ready to build or scale their offline retail presence. Selected companies gain direct access to a large retail and distribution network, India Accelerator's investor ecosystem, and structured support to expand across channels, run real market pilots, and raise growth capital.

PROGRAM HIGHLIGHTS



12 months

Program Duration



Capital and Market Access

Investor and retail network leverage



Seed → Series A

Eligible Stage



Retail Execution Mastery

Learn the inner workings of mass retail sales and supply

10

D2C Startups

Selected as part of Cohort



Brand & Consumer Growth

Conversion-led brand and demand growth



Open to 1st timers / Seasoned

All Formats and Categories Welcome



Scale & Replication Strategy

Repeatable expansion and capital readiness

AN INTERPLAY ACROSS DIFFERENT FORMATS OF RETAIL & DISTRIBUTION

Shelf Edge Brings a Variety of Formats for Startups to Choose from. Our ecosystem helps move beyond limitations of Access or Optionality, and are presented by a foray of channels to drive Hyper Vigilant focus on what delivers brand success, visibility and business growth.

**General Trade (GT) · Modern Trade (MT) · Large Format Retail (LFR) ·
Speciality Department Store Chains · Shop-in-Shop (SIS) · Exhibitions ·
Events & Pop-Up Stores · Exclusive Brand Stores · Experience & Demo Stores**

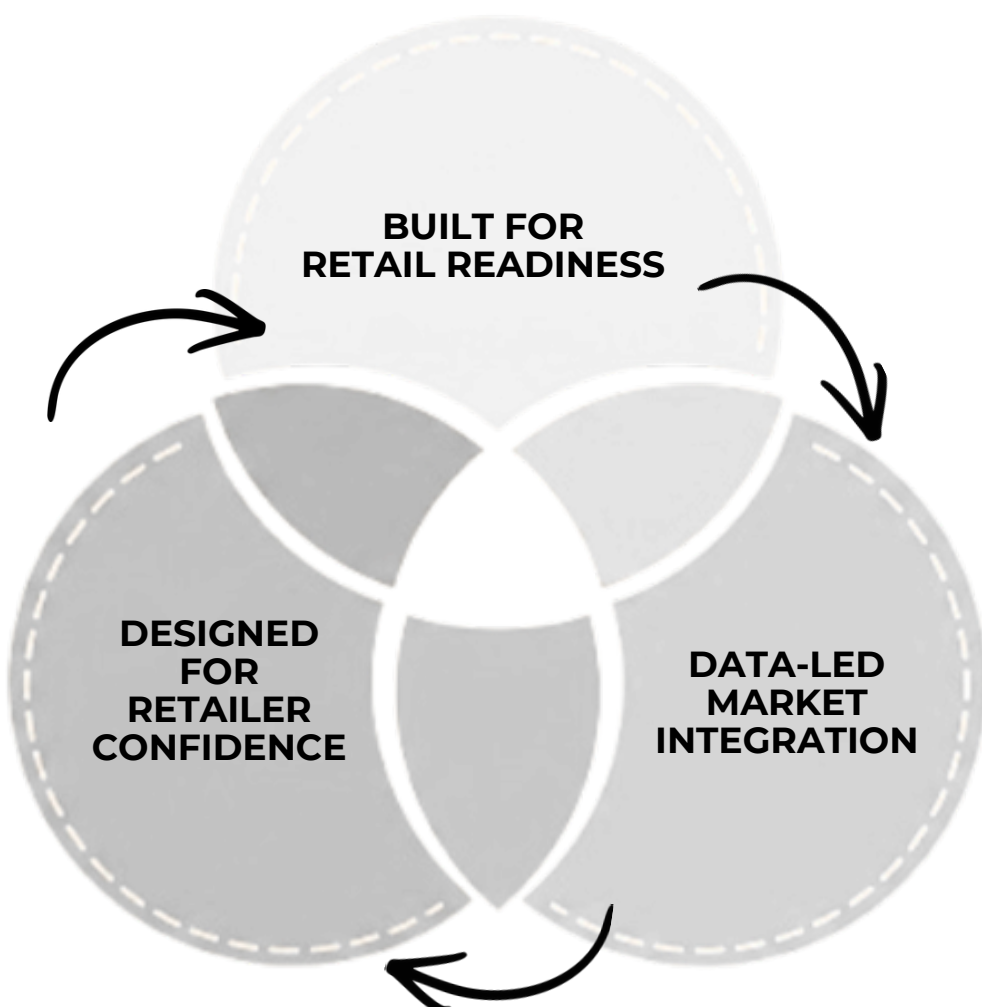
RETAIL IS AT AN INFLECTION POINT

India's consumer retail market is projected to **reach \$883B by 2030, growing at 10–12% annually**. The next generation of consumer brands will be defined not online, but on shelves. Yet most founders are unprepared for offline scale.

- D2C traction does not translate into retail execution capability
- General trade requires distributor networks, credit discipline, and scheme economics
- Modern trade demands listing fees, margins, and compliance readiness
- Quick commerce operates on aggressive commercial terms
- Experiential retail blends content, community, and commerce in new formats

Offline retail is not a channel extension. It is a different operating system. **ShelfEdge exists to bridge this structural gap by enabling real shelf presence, real sell-through data, and real operational capability.**

THE SHELF-EDGE ADVANTAGE - TWIN APPROACH FOR SCALING RIGHT



- **Built for Retail Readiness:** Commercial qualification, packaging and compliance alignment, structured pilots with defined KPIs, weekly performance reviews, SKU-level velocity tracking.
- **Designed for Retailer Confidence:** Pre-screened demand-validated brands, aligned margin and trade structures, compliance-cleared packaging, pilot dashboards with replenishment tracking, performance-based scale pathways.
- **Data-Led Market Integration:** Sell-through and velocity monitoring, real-time pricing and display adjustments, category-level performance insights, performance-triggered expansion, consolidated retail and investor reporting.

WELCOMING STARTUPS FROM ALL EMERGING CATEGORIES & PRODUCT LINES



Packaged Foods & Beverages

Health snacks, functional drinks, clean-label staples, premium FMCG



Health & Nutrition

Supplements, biofortified foods, sports nutrition, nutraceuticals



Apparel & Fashion

Sustainable, niche, or value-segment brands building retail presence



EV & Mobility Accessories

EV accessories, charging, mobility products through dealership channels



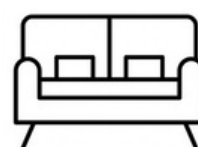
Beauty & Personal Care

Skincare, grooming, wellness, oral care - D2C brands going offline



Kids & Family

Toys, baby care, parenting products



Home & Lifestyle

Smart furniture, home décor, lifestyle accessories



Jewellery & Premium Lifestyle

Lab-grown, artisan, or tech-enabled jewellery formats

WHAT DO THE FOUNDERS GET?

1. INTENSIVE 12 WEEK BOOTCAMP

Get access and 1-1 mentorship from advisors, retailers, investors and experts across A to Z of being market and retail -ready.

SEGMENT COVERED	WHAT WILL FOUNDERS GAIN
Retail Economics & Financial Discipline	Develop a sharp understanding of what makes an offline store truly profitable. Build financial clarity, cost discipline, and revenue visibility to ensure every store is designed for sustainable growth.
Store Launch & Infrastructure Readiness	Learn how to choose the right location, design high-performing retail spaces, and execute store launches with confidence and operational preparedness.
Brand, Shelf & Consumer Strategy	Strengthen your brand's physical presence. Master how to attract footfall, improve in-store conversion, and create a compelling retail experience that drives repeat business.
Operations & Process Control	Build systems that bring consistency, accountability, and control to daily store operations. Establish performance visibility and structured team management from day one.
Growth, Retention & Omni Expansion	Create pathways for sustained customer engagement. Learn how to integrate offline and digital touchpoints while expanding into new retail and institutional channels.
Scale & Capital Strategy	Prepare your retail model for replication and investor confidence. Understand how to expand responsibly while maintaining financial strength and brand integrity.

2. READY - ACCESS TO RETAIL AND DISTRIBUTION NETWORK

- Direct Access to retail and distribution network and Pilot placement
- Deep involvement with category managers in brand selection and monthly optimization across Large Format Retail Stores
- Real-time POS sell-through data from pilot stores for iteration and investor pitches
- Distributor network access for expansion beyond company-owned stores for experienced startups

3. MAPPING EXPERIENTIAL OVER EXPERIMENTAL STRATEGIES

- Shelf/display placement across experiential stores format PAN India (Delhi, Hyderabad, Mumbai)
- Live access for content-to-commerce spaces, housing multi - category 150 - 200+ D2C brands
- Right to access and create own content studio, sampling stations, live demo zones, access to flea markets, joint showcases and campaigns
- Real time feedback across customers, partners, mentors and founders, hands-on-ground support and weekly check-ins for synchronous resolutions

4. GROWTH CAPITAL

- Focus on investor-readiness and check-ins through - weekly calls during bootcamp, monthly meetups during pilot/scale phases
- Direct investment from India Accelerator and AAN Group at Seed / pre-Series A stage Capital for offline expansion, inventory, packaging upgrades, compliance, trade marketing
- Access to investor networks for additional and follow-on capital: consumer VCs, angel networks, and RBF providers (Recurr Club, Velocity, GetVantage)

TIMELINE AND APPLICATION PROCESS

1	Submit Application Submit program form with your details, traction data, offline readiness
2	Screening and Scoring Initial review by India Accelerator and AAN Group evaluation team
3	Founder Interview and Fitment 30-minute video interview with the founding team
4	Product & Category Review Category managers assess market, risks, readiness, fitment and map potential roadmap
5	Final Selection Panel Final round of assessment and discussions with founders
6	Offer & Onboarding Rolling out of the Investment and onboarding terms, preparation for cohort kickoff and mentor mapping

ABOUT HOST PARTNERS

India Accelerator

India Accelerator is a multi stage, fund led accelerator building scalable engines of wealth creation for India's next decade of growth. As traditional assets plateau in their ability to generate exponential returns, IA focuses on institutionalizing startup investing through structure, discipline, and repeatable processes. Over seven years, IA has evolved into an integrated platform combining Capital, Capability, and Community. It has accelerated 220 plus startups across 10 verticals, deployed over ₹250 Cr through four funds spanning seed to pre IPO via Finvolve, and built a national footprint with 29 innovation spaces under its Catchment Area Concept. The platform engages 2,000 plus active angels, 30 plus corporate partners, and 150 plus domain mentors. IA operates as a premium startup factory, supporting founders from idea stage to institutional rounds, and is selectively open to strategic partners aligned with scaling across Bharat.

AAN Group

Aan Group has built a strong and diversified operating foundation across multiple districts and states. In the automotive vertical, they run authorized dealerships for leading brands, delivering sales and service experiences designed to earn long-term trust. In lifestyle retail, they operate as a franchisee partner to reputed brands, building customer-first stores and scalable retail operations. Their real estate portfolio includes the development of residential and commercial projects, shaped by a focus on quality, timely delivery, and value creation. Through their presence in hospitality, they own and operate hotels, bringing the same operational discipline and service excellence to guest experiences that they bring to every other business they run.

Alongside their established businesses in Real Estate, Hospitality, Automobiles, and Retail, Aan Group is also building for the future through our Start-up and Venture Studio. They partner with entrepreneurs and early-stage ventures through investments, advisory, go-to-market strategy, and hands-on execution support. Whether scaling an operating business or building a new one, their approach remains the same: combine strong fundamentals with modern thinking, and convert ideas into measurable results.

Their focus across new age and emerging sector is clear on creating remarkable experiences, build trust at every touchpoint, and earn loyalty through performance.

If you are ready to leverage the next leap of growth for your business, get in touch with us at gunika.grover@indiaaccelerator.co