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Xboom utilities Pvt. Ltd: Leading self defence industry

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ABSTRACT

NCRB (National Crime Records Bureau) has reported that were more than 228,650 cases against women, and the same incidents has raised about 44% in year 2015 accumulating 300,000.¹ Though, India has strict rules and laws against the criminal activities for women like the Criminal Law (Amendment), Act 2013, which are favourable for the protection and forceful against sexual offenses. Crime, sexual harassment, rapes against women has been increasing day by day.^{1,2} The main objective of this paper is to gain detailed insight about the Women safety, rules and regulations, self-defense products and it's market analysis then finally concluding with the future opportunities in self-defense products and it's market.

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1. Introduction

Xboom Utilities Pvt. Ltd is an e-commerce plat-from providing one step solution for prevention from these assaults by using self-defense products and enhancing the gadget purchasing mechanism.³ They guide their customers by visualizing their needs using advanced AI on their websites and providing them best of available options to suit their requirement. The organization has highly experienced team members running since 2015. Its head office is located at Bangalore, India. Company says that their speciality is just not providing cutting edge technology products but also customer support post sales.^{4,5} Company is very much focused on serving their customers by their trust and support.^{1-4,6}

Mr. Vishal Saurav, CEO of the company has said the company is growing fruitfully under the proper governance. From, starting he played a vital role in every round of budding phase of the organization. A growing personality with realistic method to deal with several market challenges with long term goals. He always has long term goals to work

with passion to serve their customers in practical manner.⁶ With rapid changing technology and environment, he guides to always move with time and technology.

Their dedicated group of members who is passionate in their particular domain, they serve wide variety of customers across India and abroad. The employee in the organization are very much competitive and best of their performance to complete their assignment within given strata. The friendly and willing to serve nature. It is their contribution that has brought us to such an esteemed position among the industries and facing continuous vertical germination. Their team members ensures that employees are best of their attitude and behaviour and should have proper trade policies.^{5,7}

Our business course indulge in making their client satisfied with their offerings. During the tenure of developing the product line, they have focused on the various important norms and guidelines related to the industry. All their products go through rigorous testing and get approval for all major quality standards. They always ensure their customers of wide variety of their credits each time they are served by us.⁸

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2. Background

The company has been founded in year 2015 named as XBoom Utilities Pvt. Ltd. performing all their business activities from their headquarters based at Bengaluru (India). Company has proved themselves as market leader in serving self-defense products to their customers. Their product range includes Self-Defense Spray, Advanced Pepper Spray, Safety Spray, Fogger Pepper Spray, Forced Cone Pepper Spray and Key Case Pepper Spray. In this short span of time, they have proved themselves as a strong customer base for their wide range of product base. Their products and manufactured with high quality standards, raw materials sourced from authenticated vendors of the industry. Smoothness of their operations, advanced modern features, higher efficiency and reasonable price of their product lines serves their customers high value of their money. They also serve customized solutions to their customers in terms of packaging and shipping. With their flexible transactional methods customers tends to make their payments via cash, cheque and DD.

3. Company Profile

XBOOM UTILITIES PRIVATE LIMITED is a private owned company established on dated 24th of march 2015. It is a non-govt. organization with headquartered at Bangalore. This company is registered in Karnataka state, India. Its share capital has been registered as 100000.00 and its paid-up capital is registered as 100000.00.

The company has is fortune in their potential team who are highly experienced and very fond of their work and in their particular domains. Their present man-force get their priorities and so they give their best to cover all their goals with the given time-frame. It's all about team work that they are able to reach their goals and heavy tasks in less time. CEO said that our team is our great inspiration and strength and it's their contribution towards the organizational growth. Our idea, team is on the way of providing security equipment and making a safer environment considering women safety in India. Online platform has given the customers the wide variety of safety products and advanced utility products.

Customer satisfaction is utmost priority. They are quality oriented firm, they constantly verify every product before dispatching to their customers. The soft attitude of our employees makes the customers enquiry pleasant. Their customer-oriented approach is also a key reason which help company grow their customer base and building their trust. Our employees are always keen to help customers and hence making customer support more effective. For effective flow of their business in multi direction, they have made collection of effective vendors of the industry. They are bound with all advanced machineries to make ready to use goods. These vendors are best at their work and

provide timely supplies. CEO said that our vendors have always supported us from starting by supplying high grade materials. They are master at their work and use advanced machineries to make products more efficient.

From, the beginning company is growing well and has seen increasing graph of revenue.

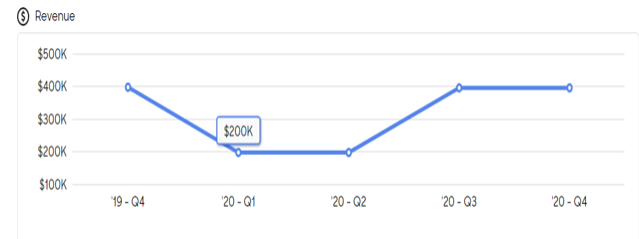


Fig. 1: (Revenue of Xboom Utilities Pvt. Ltd.) Fig: depicts the revenue of Xboom Utilities Pvt. Ltd. Founded in 2015, it has increasing rate of revue right from 19-Q4 to 20-Q4. In total, Xboom Utilities Pvt. Ltd has raised \$400K.

Reference- <https://www.zoominfo.com/c/xboom-utilities-pvt-ltd/429685503>

4. Why one should buy from Xboom Utilities Pvt. Ltd.?

1. It's a one-step solution for providing self-products, drones, action-cameras, anti-theft devices, gaming consoles etc.
2. They regularly write their review of their products and services on their blog section of websites.
3. They regularly publish their articles regarding the safety concerns. For ex- 2 steps self-defense for women.
4. The special thing about company is they not only provide cutting edge technologies to their customers but also they believe in after sales, service and support.
5. Their website consists of advanced chat-bots and AI assistant to make user interface more friendly and provide quick solutions.

5. Self-defense Market

Self-defense products has market size valued at \$2.4 billion in FY-2018 and is likely to grow at a rate of CAGR 5.9% from 2019-2025. Growing women threat is a huge factor influencing global market too. Alongside of women security, extra activities like hunting, camping, generates demands for self-defense products.

The largest share in self-defense products are accounted by folding knives around 71.2%. Since, the upcoming of folding knives this product has seen tremendous design changes based on various characteristics, design, materials used for sharp part, its structure and its uses. Its huge application as it is compact in size has seen increasing demand for folding knives among wide variety of

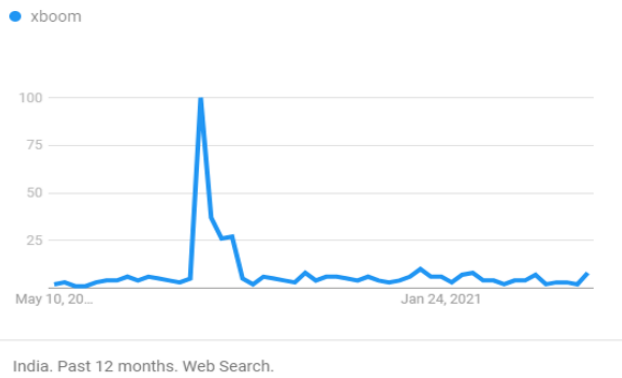


Fig. 2: (Web Search Trend) This graph depicts the google trend of Xboom Utilities Pvt. Ltd.
Reference - <https://trends.google.com/trends/explore?q=xboom&geo=IN>

consumers. Pepper sprays has account tremendous growth in sales because of its compact and efficient use and is expected to grow at a CAGR of 5.7% for the predicted period.

These self-defense products like folding knives and pepper sprays are attracting an increasing demand in the international markets as their acceptance among women is increasing and it is a convenient self-defense product. Unisafe technologies is popular spray manufacturer, it has seen a 200% surge in sales, among their customer base women have generated most of their demand.

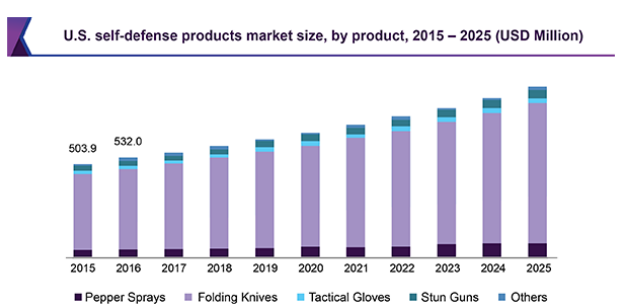


Fig. 3: (Self-defense products market size) Fig: depicts increasing market size of self-defense products of US market.
Reference - <https://www.grandviewresearch.com/industry-analysis/self-defense-products-market>

On the basis of channel of distribution, more than 55% of goods were sporting goods which was largest in 2018. Availability along with authorized selling of these self-defense products is a key factor helping the channel of distribution to gain acceptance among the customers.

Above table depicts the distribution going online and is predicted to watch the higher growth over the predicted period. Growing people of tech enthusiasts and popularity of online platforms, production hubs are making convenient

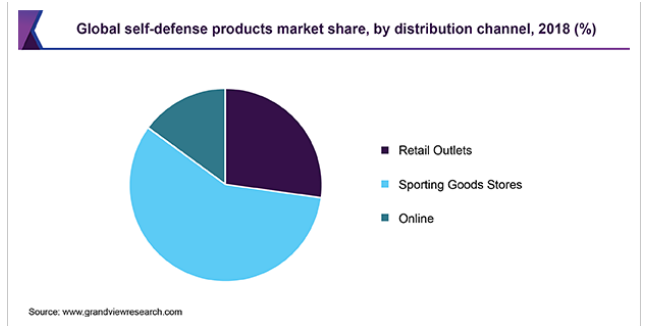


Fig. 4: (Self-defense products market size) Reference - <https://www.grandviewresearch.com/industry-analysis/self-defense-product-s-market>

methods of distribution to reach large customer base. Online platforms like Amazon.com, Flipkart.com and Xboom Utilities are some of the common suppliers of personal defense products

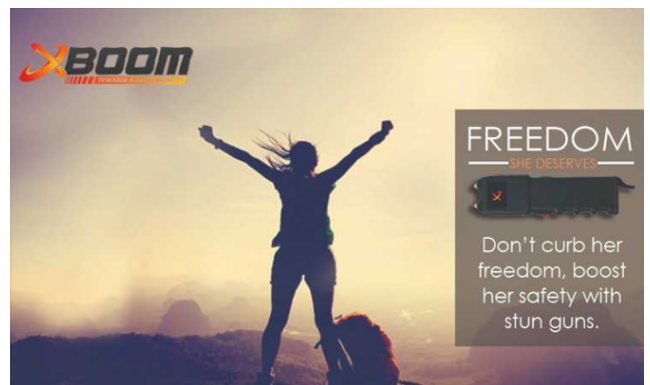


Fig. 5: (Advertisement for Xboom Utilities Pvt. Ltd.) Reference-<https://www.xboom.in/use-stun-guns-if-they-threaten-you/>
Figure shows the safety concerns of women, instead of curbing her freedom they must be boosted for their safety with various self-defense products like in this case a stun gun.

6. Swot Analysis

A SWOT analysis is meant to facilitate a sensible, fact-based, data-driven check up on the strengths and weaknesses of a corporation, its initiatives, or associate in nursing trade. The organization has to keep the analysis correct by avoiding pre-conceived beliefs or grey areas and instead specializing in real-life contexts. Firms ought to use it as a guide and not essentially as a prescription.

7. Strength

1. It's a sole, online e-commerce platform which provides availability of all ranges of self-defense products, drones, action-cameras, anti-theft devices, gaming consoles

2. Company believe in serving customers, after sale services, relied customer support service etc.
3. Team of tech enthusiasts who are professional and dedicated in their work.
4. Both online and offline presence of products throughout the year.
5. Products and services they offer are of high quality and competitive in price.

8. Weakness

1. People in India are not aware of these products. So, the company need to advertise their products in every manner in order to create awareness among the people.
2. Company provides varied products, so there is lack of any standard procedure which can result to gain economies of scale.

9. Opportunity

1. Safety towards females is a growing concern, the call for the product is predicted to growth as those merchandise even don't required license to hold in contrast to guns.
2. Company can approach people through variety of blogs, stalls near schools, colleges, reviewing product availability in top online retail website like Amazon, flipkart will be some strong step company could take.
3. Huge chunk of Indian population aren't aware of these self-defense products in rural market so, there lies huge opportunity for the company to advertise, capture unseen, untapped rural Indian market.
4. As most populous country with over 1 billion people, there lies a huge opportunity to capture.

10. Threats

1. The markets are very much competitive, company has to adopt various processes in order to get maximum advantage like quality, six-sigma, lean production.
2. Currently, the company is facing huge competition from bodyguard pepper spray, cobra pepper spray etc.

11. Market share of Xboom Utilities Pvt. Ltd. and competition

Company shown a huge share among its competitors, it has gained the revenue of \$400K in recent financial year. The company has always focused on the group of products which has less demand in Indian markets, so it has great scope of growth and less competition. Pepper spray has high competition and rest of the products face very low competition. Few of the biggest rival of the company are Cobra, chilliguard, bodyguard pepper spray etc.

For products like tazers the rivals are Touch Tec and Stun, Personal safety alarms the rivals are Iscream and

Noctronique.

The unique products like power bank, tazer, torch (Potato) has no rivals, it's their flagship products.

Referral Sites

Sites by how many other sites drive traffic to them ?	# Referral Sites ?
spysort.com	64
spysort.in	42
xboom.in	23
relyeon.in	18
karmicconnectiongro...	1

Fig. 6: (Sites by how many other sites drive traffic to them) Above table depicts that how many other websites are linked to original one which could be used to evaluate the site's ranking on the web. Reference- https://www.alexa.com/siteinfo/xboom.in#section_competition

Alexa Rank

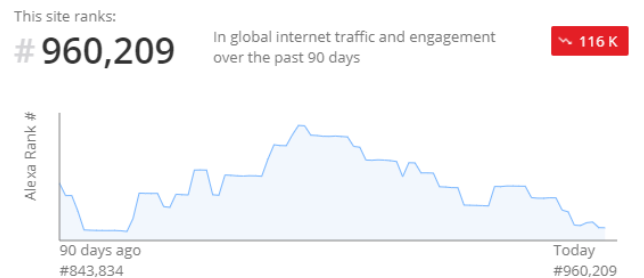


Fig. 7: (Alexa Ranking) Above table depicts that prediction are based upon the traffic generated and their patterns across millions of users around the globe, and how they use data normalization to remove the biases.

Reference- https://www.alexa.com/siteinfo/xboom.in#section_competition

12. How Xboom Utilities Pvt. Ltd. Is better among others

The company has always motivated their term and kept them in first preference, they have good experience and very professional in their particular domain. Their always kept its

Table 1: (Comparison table with competitors)

Companies	Xboom.in	Spysort.com	Cobra Self-defense	Chilliguard
Points	Xboom.in is an e-commerce platform for wide range of self defense products and services.	The Action India Home Products have been selling the Spy Camera in India for previous 20 years to till now.	It is a self-defense training and products serving company.	Chilliguard is a self-defense product manufacturer and supplier.
Founding Date	2015	2000	2017	2006
Type	Private	Private	Public	Private
Tags	self-defense products, drones, action cameras, anti-theft devices, gaming consoles etc.	Spy market, hidden cameras, spy cameras etc.	Self-defense products, training, anti-theft devices	Self-defense products
Locations	Bangalore IN HQ	New-Delhi IN HQ	Tarpon Springs, US HQ	New-Delhi IN HQ
Employee	Less than 100	N/A	More than 500	11-25
Twitter Followers	1320	N/A	28	N/A
Alexa Website Rank	960678	6008639	4161646	5344232

The table tells us about the various competitors of Xboom Utilities Pvt. Ltd.

Reference: <https://spy.com/articles/gear/outdoors/best-self-defense-weapons-men-276589/>

priorities very well and thus they have ensured to reach their goals in confined time. It's all their team work culture that has accounted to complete their huge work in comparatively less time. Their employees had always been their biggest strength and they always try to give their best to the growth and prosperity to the organization.

For smooth flow of business in all ways, they have made congregation of the reliable and leading vendors in the industry. They are mastered in technical skillful with all the machineries to provide smooth supplies. They are completely reliable and well recognized to deliver timely supplies. The vendors have always supported the company by always delivering best quality products needed. They are very such professional in their particular domain and are very much anticipated in technical skill with next generation machineries that make them more reliable.

The key strengths of company are:

1. Quality self-defense products
2. Long list of Products

- (a) Pepper Spray
- (b) Self-defense key chain.
- (c) Tazer
- (d) Security alarm. Etc.

1. High efficiency and reasonable prices.
2. Research & Development Activities

Xboom company has hired very good team of research associate. Vishal Sourav the CEO himself is very much committed towards the motto of the company i.e. "To enrich our society with sense of safety"

13. Xboom Utilities Pvt. Ltd. Offerings

The company has focused on selling personal safety devices, home security and utility products. They are leader in providing variety of quality self-defense products. The main products they deal in includes tazer, pepper spray, knuckles, powerbanks+tazers etc.

14. Some of The Products Are Listed Below

14.1. Xboom advanced pepper spray



Xboom has launched an advanced pepper spray which is high in quality, its formulation has advance effect which makes it helpful when a person feel distress and can protect life and belongings. Its simple use makes it efficient to defend themselves against any attack or fear, molestation, sexual assault, rape, life threatening, chain snatching and robbery.

14.2. Features

1. Advanced Formula: 10% O.C content with high flow propellant.
2. Maintain Safe Distance: Effective up to 7 ft. of range.
3. Easy To Carry: Compact size to fit in your handbag/purse.
4. Get Enough Time for Help: Effective for 30-45 mins.
5. Legal: Under IPC section it's legal to use for self-defense.
6. Safety: Flip- flop lock to avoid any accidental discharge.

14.3. Xboom bling



1. The perfect companion for people traveling alone.
2. The Xboom Bling comes equipped with a flash torch and tazer ready to paralyze any threat.
3. Its Shiny design is made specifically for visibility inside the purse and make it go unnoticed.
4. Shiny design for Non identification as a self-defense tool visibility.

14.4. Xboom electra +



1. Xboom Electra+ is an advanced self-defense tool.
2. Its powerful tazer & flashlight can prove to be a life saver in any kind of distress.
3. The electric pulse generated has intense incapacitating effect on your attacker.

4. Flashlight helps you to locate and navigate at night. It comes with a safety lock using which taser functionality of this device can be disabled.

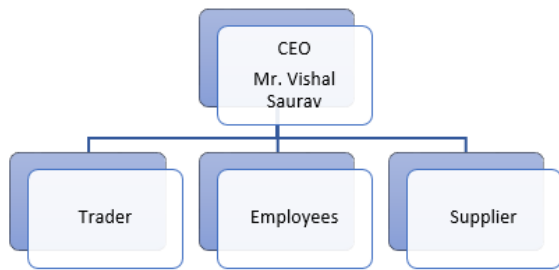
14.5. Xboom potato



1. Power banks are becoming popular these days as our gadgets.
2. Many people just end up buying the wrong specifications of power bank that suits the need of their devices but we have come up with a Unique and Powerful Power bank with a built in Torch and a Tazer to emit strong current for self-defense for the women who are frequent travelers.
3. A handy multi utility tool for all around protection.
4. Its powerful tazer can prove to be a life saver in any kind of distress as it has 5200 maH capacity.

15. Company Structure

The organization has divided its resources within the company into different business groups and teams.



16. Future of Xboom Utilities Pvt. Ltd.

Though company is new to the market with unique concept of self-defense products which itself is new to the Indian markets, it is running in a better manner. Their products meet standard international quality and don't violate any law. The company has indulged itself in advertising the awareness related to carrying self-defense and safety products by publishing articles regularly on their websites, arranging seminars and keeping stalls in various schools, colleges and other organizations.

Since, advertisement comes at higher costs, Xboom market will become large and enter into digital market planning which will cut their advertisement costs and reach larger group of people. It's seen that the outcome of the company could be increased if employees are hired instead of hiring interns and sourcing the manpower from others.

17. Source of Funding

None.

18. Conflict of Interest

None.

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