

Dropshipping Challenge

PGP TBM Cohort of 2025

52

Teams

3.3cr

INR

75

Days

01

Grand Mela



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What is Dropshipping Challenge?

The Masters' Union Post Graduate Programme in Tech and Business Management is a 16-month experiential course where students learn business by running businesses. The Dropshipping Challenge embodies this philosophy, allowing students to create and operate their own e-commerce ventures. This challenge emphasizes marketing strategies, customer engagement, adaptability in dynamic markets, and operational efficiency.

Objective & Methodology

Leveraging Technology: Setting up and managing online stores using web-based tools and e-commerce operations.

Mastering Marketing: Implementing social media strategies and guerrilla marketing to engage consumers and build brands.



“

With a solid team and guidance from the mentors, we cracked performance marketing and hit 10L in just three months—something that took me a whole year before in my previous venture! I've gained so much knowledge here, and the support from the team made it easy to explore new ideas.

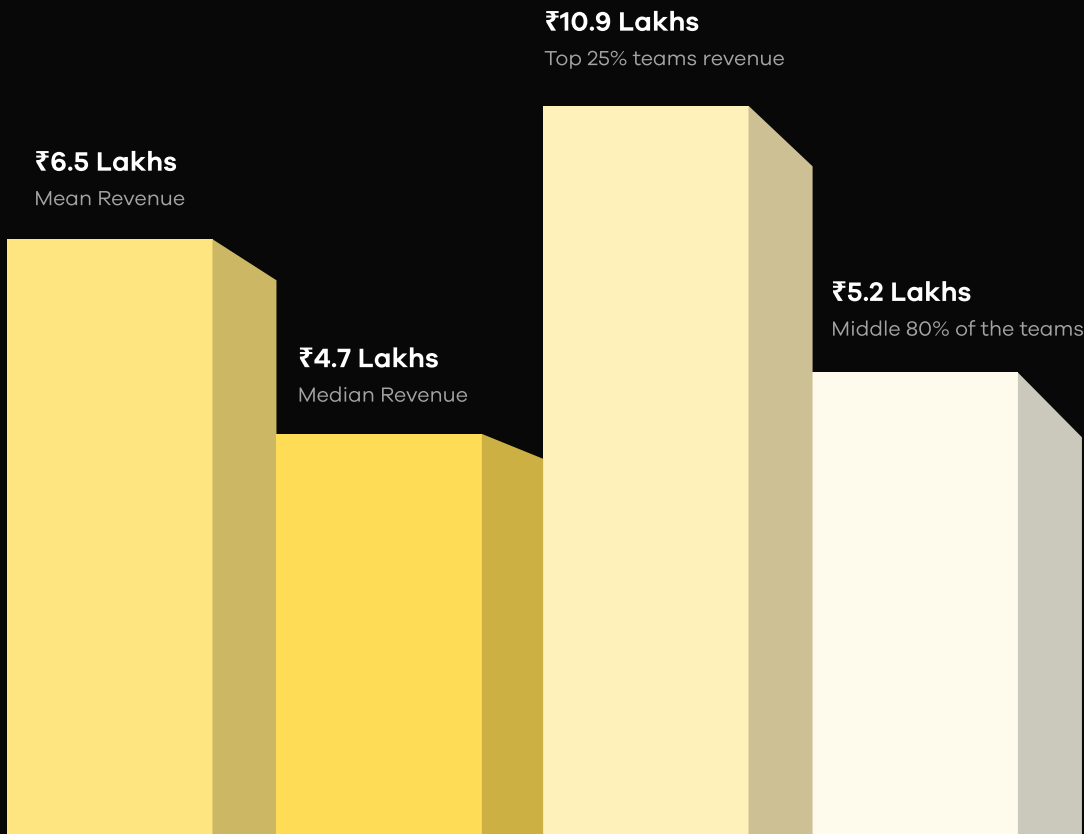
Raunak Pahwa
Jojo's Mart

”

Dropshipping Statistics

Challenge revenue generated over 75 days

Total Revenue: ₹338.9 Lakhs



Mela Day revenue generated over 12 hours at the Galleria pop-up bazaar, Gurugram

₹ 1939.4k

Total Revenue

₹ 39.5k

Mean Revenue

₹ 37.4k

Median Revenue

Team Overview

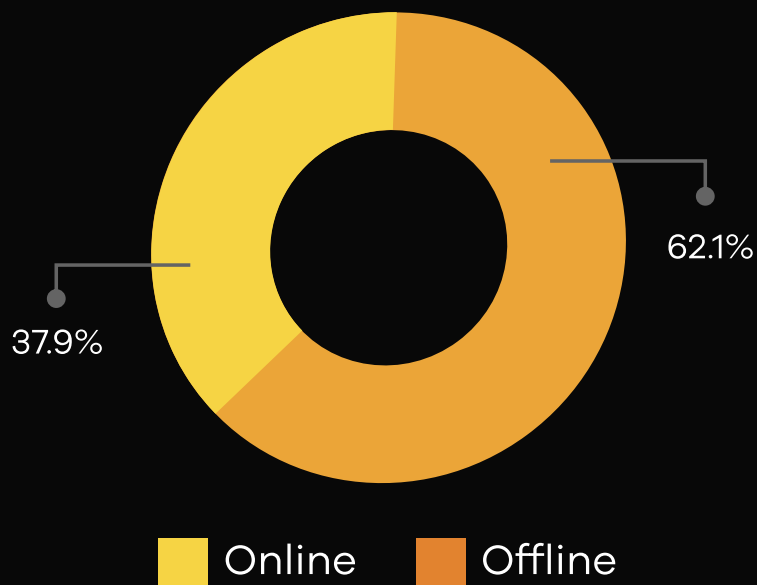
Domain	Business	Category	Revenue (in INR Lakhs)
Drop Services	DropServe	Online upskilling courses	14.1
	ThriftFly	Ticket booking platform	12.27
	Just Daily	Online upskilling courses	9.8
	Mentor Chat	Online upskilling courses	2.19
Electronics	Khareedo.Shop	High utility appliances	14.1
	Daily Dukaan	Fashion and fitness accessories	12.27
	Funky Fixes	Gadgets and accessories	9.8
	Gadgetree	Home essentials & gadgets	2.19
	Steele & Stone	Men's jewellery brand	9.8
	Poweronn	Gadgets and accessories	2.19
Fashion & Lifestyle	Out of CTRL/Shipping Union	Perfumes	10.09
	Tidy Titans	Ticket booking platform	12.27
	Sock'N'Roll	Apparel	9.8
	Keshcare	Hair care products	2.19
	Ruffo's World	Pet accessories	9.8
	DropXpress	Bags and organizers	2.19
	BagB	Fashion products	3.24
	NOORR	Fashion bracelets and personal care items	2.58
	Kavi ki Toli	Fashion jewellery	2.27
	Raaani	Banarasi sarees	1.7
	It's Givin'	Fashion accessories	1.57
	Slay	Fashion apparel and accessories	1.41

Domain	Business	Category	Revenue (in INR Lakhs)
Home Decor & Essentials	Zeller	Crystal products	45.43
	Homeezy	Home organizers	10.03
	Trends' Union	Daily essentials	9.27
	Ikiya	Home essentials & gadgets	8.66
	Bloom	Home essentials & gadgets	7.65
	Bevorage	Beverage containers	6.92
	Settle Smart	Mattress and cushions	6.59
	Deskit	Gadgets and Accessories	4.81
	Candeliers	Scented candles	4.5
	Rugshak	Customizable rugs	2.98
	StarStruck	Gadgets & accessories	2.58
	Comfort&Co	Mattress and cushions	2.06
	Drop & Roll	Gadgets & accessories	1.23
	Mean Monsoon	Home decor accessories	0.76
Miscellaneous	Jojo's	Daily essentials	10.58
	Koraput Foods	Eatables	6.81
	DLIH	Eatables	6.62
	INKD	Metal posters	5.93
	Sleek Finds	Smart kitchen & home appliances	5.76
	AetherCraft	Metal posters	3.22
	uniso	Gadgets & accessories	3.19
	Koala	Hairbrush and hair accessories	1.41
	Sippin	Insulated tumblers	2.82
	Intellispoon	Smart kitchen appliances	2.19
	Pop.easy	Popcorn maker	2.08
	Frenzie	Gadgets & accessories	1.48
	Silver Beginnings	Silver baby feeders	1.06
	Work essentials	Indus Udyog	Rotating chairs
CASMO		Home decor accessories	1.64

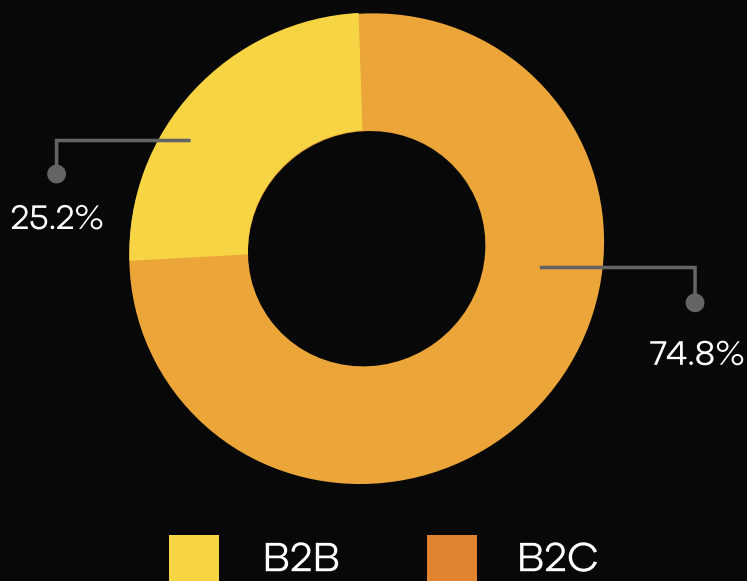
Overall Distribution Split

Students had set up Shopify stores for their businesses.

Online vs Offline Sales



B2B vs B2C





Revenue Detail: Top 10 teams

Business	Category	Revenue (in INR Lakhs)
Zeller	Crystal products	45.43
Khareedo.Shop	High Utility Appliances	25.89
Daily Dukaan	Fashion and fitness accessories	16.2
DropServe	Online upskilling courses	14.1
ThriftFly	Ticket booking platform	12.27
Jojo's	Daily essentials	10.58
Funky Fixes	Gadgets and Accessories	10.21
Out of CTRL	Perfumes	10.09
Homeezy	Home Organizers	10.03
Just Daily	Online Upskilling courses	9.8

Zeller

Offered Crystal Products (Showpieces, Chandeliers, Fashion Jewellery, Glasses, Paintings)

www.zellercrystals.in

“

My team fell off in the first week due to differing ideas, but I was confident in my approach of selling high AOV products. It was tough managing everything, but the experience taught me resilience, adaptability, and a lot about myself as an entrepreneur. It was my biggest learning in dropshipping, proving that persistence and confidence can lead to success even in the face of challenges.

Kushal Kothari
PGP TBM'25

”

₹45.43 L

Revenue

3.2x

ROAS



Kushal Kothari



Jas Desai



Yash Mehta



Khareedo.Shop

Sold high-utility appliances and low cost drones

khareedo.shop/

“

With a dedicated team and invaluable guidance from mentors, we cracked the code on performance marketing, scaling our revenue from 80K to over 6.5L in just a week—a milestone that previously took months to reach in my other ventures. Running this business has been a blend of learning, experimentation, and growth, each step strengthening my resolve to provide a seamless shopping experience. Thanks to our team’s passion, we’ve embraced innovative strategies and ambitious goals, becoming a trusted name for impulse buys and unique finds.

Ritik Sehra

PGP TBM'25

”

₹25.89 L

Revenue

13.4x

ROAS



Mukul Jindal



Jayesh Makkar



Kashish Ghanghss



Ritik Sehra



Daily Dukaan

Offered Fitness accessories, desk accessories and app-based subscription options

www.dailydukaan.in

“

I distinctly remember the time when in the first month we were stuck at almost negligible revenue and after a critical pivot our numbers just skyrocketed. In a couple of weeks from that pivot we not only reached the 10 Lakhs milestone but the team was on the path to win the challenge. The 0-1 journey I witnessed during the entire challenge was a learning that will always stay with me.

Siddharth Sachar
PGP TBM'25

”

₹16.2 L

Revenue

13.4x

ROAS



Divesh Arora



Mehul J



Dilip Kumar



Yashwanth Nandi



Siddharth Sachar



DropServe

Sold lifestyle & décor products & digital services (Data Analytics & AI Courses, CV Editing courses Handbook, and Dating Manuals)

www.craftfusion.in

“

Despite initial struggles with performance marketing and conversions, mentor guidance and webinars helped us overcome these hurdles. We discovered handcrafted decorative items from Haryana artisans, which became a hit, generating daily orders. Through the Dropshipping challenge, I learned from industry leaders and gained valuable sales experience.

The Dropshipping journey was an incredible introduction to the business world, and our venture has evolved into a passive income stream.

Atithee Nandanwar

PGP TBM'25

”

₹14.1L

Revenue

7.8x

ROAS



Aman Bhoshkar



Atithee Nandanwar



Deepanshu Gupta



ThriftFly

Offered discounted flight tickets within India & to / from India, addressing the rising demand for affordable travel options by providing a cost-effective travel solution for international travelers.

thriftfly.in



Over 45 days, my team Thriftfly achieved a remarkable 12 lakhs in revenue, a feat made possible by the workshops conducted by outclass team and efficient operations. My experience at Masters' Union has equipped me with skills in strategic marketing, data-driven decision-making, and financial acumen, all of which will be invaluable in scaling future ventures.

Aman Gahlawat

PGP TBM'25



₹12.27 L

Revenue

13.4 X

ROAS



Kriti Sharma



Aman Gahlawat



Rishie Prabhakaran



Jaishree Soni



Swapnil Yadav

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Jojo's Mart

Sold high-utility appliances and low cost drones

jojominimart.in



The Dropshipping Mela where we sold on the street was a thrilling and very engaging experience. Our mentors were awesome, always supporting us and providing insightful information. Learned so much about team formation and selling online, which expanded my dimensions and will give extra power to all my future plans. Additionally, we integrated community service into our challenge by offering umbrellas to the society during monsoon making the experience even more rewarding.

Naman Jain

PGP TBM'25



₹10.58 L

Revenue

0x

ROAS



Pragya Tandon



Naman Jain



Abhinav Kapoor



Raunak Pahwa



Funky Fixes

Offered electronics gadgets (varying from low cost to high cost) and accessories

funkyfixes.in



As a naturally risk-averse person, starting my own business was never on my radar. However, two months into this venture, I've already surpassed 10L in sales and gained invaluable experience in digital marketing, website management, and team leadership. This journey has not only boosted my confidence but also ignited a passion for building the next big thing within my VIP network.

Apoorv Chitgopekar

PGP TBM'25



₹10.21_L

Revenue

5.01_x

ROAS



Apoorv Chitgopekar



Raavi Joshi



Srishti Kumar



Prakhar Gupta



Aryaraj Singh



Out of CTRL

Sold perfumes, inspired from high-end luxury fragrances

outofcontrol.co.in



In my previous venture, I underestimated the importance of distribution, relying solely on online sales. This time, with our mentors' guidance, I was pushed to tackle distribution head-on.

We faced the irony of dropshipping fragrances, which require a "touch and feel" experience. To overcome this, we adopted a hybrid model, setting up high-footfall stalls that generated over a lakh in sales each and drove significant online traffic. This approach resulted in over ₹10 lakhs in sales in just a couple of months. This challenge taught me to take control, adapt, and never leave success to chance.

Ashutosh Varakhedkar

PGP TBM'25



₹10.09_L

Revenue

2.7_x

ROAS



Ritvik Sharma



Nankie Bawa



Sarthak Khanna



Ashutosh Varakhedkar



Ankita Saxena



Homeezy

Homeezy catered to individuals living in compact housing spaces, such as apartments or small homes, where space optimization is key. Our ideal customers are urban dwellers who value convenience and efficiency in their living spaces. They seek smart, space-saving home products that enhance their lifestyle without compromising on comfort or style.

homeezy.in



I was able to import 100W GaN chargers & legal books, creating unique, high AOV offerings for TechTree. However, we had to pivot 2 times, reevaluating our strategies based on feedback and market response. Working with co-founders instead of employees added a new layer of complexity, especially in team management and scaling the business. Despite the hurdles, with constant support from our mentors and the teams's adaptive nature, we achieved ₹10L in revenue within just three months. More than the numbers, it was the experience, thinking on our feet, applying unique strategies and overcoming challenges together that made the challenge so valuable.

Karan Singh
PGP TBM'25



₹10.03 L

Revenue

25x

ROAS



Shivangi Rohilla



Devansh Wadhwa



Muskaan Gangwal



Rushali Nigam



Karan Singh



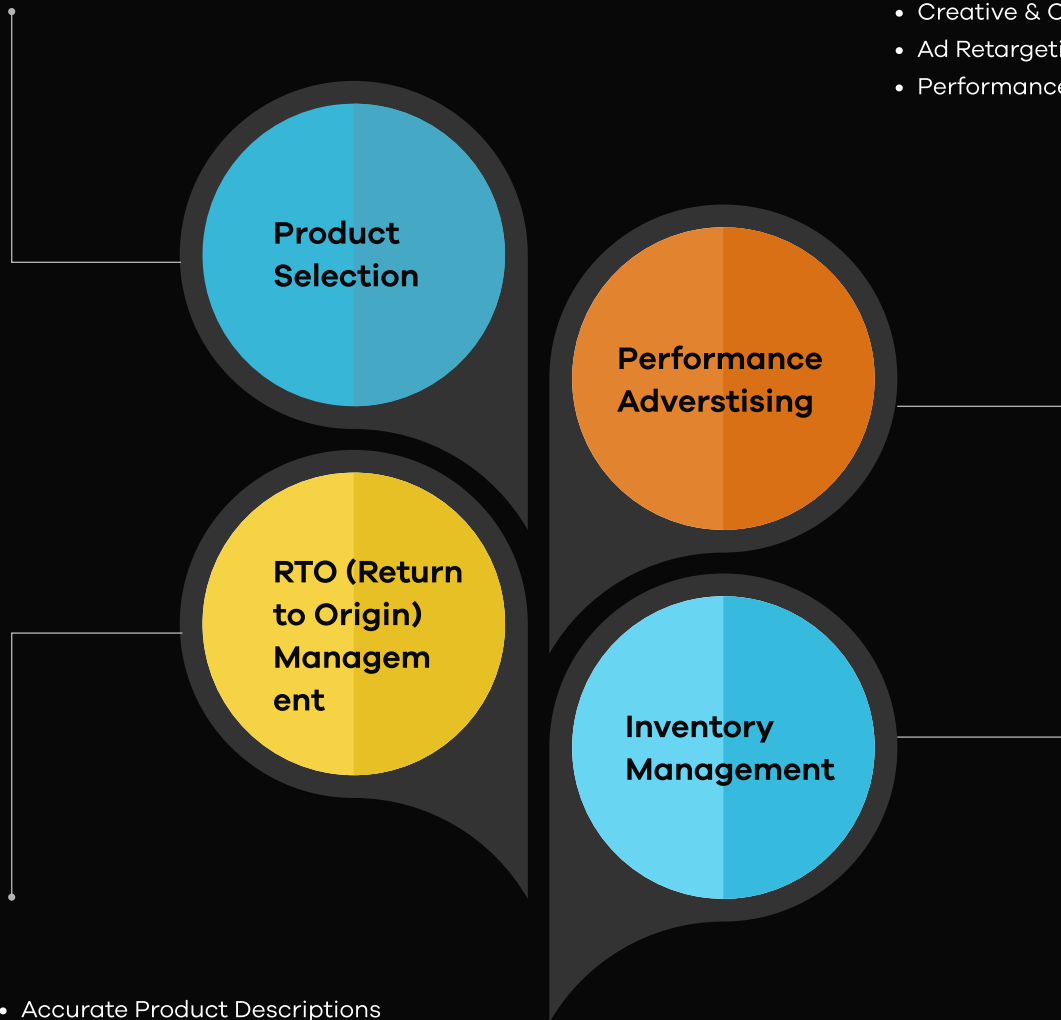
Key Learnings & Takeaways

Running a dropshipping business provided several key insights, especially in areas like product selection, performance advertising, inventory management, and handling returns (RTO).

Here are the main takeaways:

- Market Demand & Niche Focus
- USP
- Testing and Scaling

- Meta Ad Loops
- Creative & Copy Testing
- Ad Retargeting
- Performance Metrics



- Accurate Product Descriptions
- Order Verification & Customer Confirmation
- Return Policy Transparency
- Analyzing Return Data

- Supplier Reliability
- Demand Forecasting
- Shipping Transparency
- Inventory Management Software



Report By: **Masters' Union**