



Romoni is a tech-driven transformation of Bangladesh's home salon industry. Operating from its advanced centres in Dhaka and Chittagong, Romoni not only offers women top-notch, personalised services, but also empowers underprivileged service providers through innovative technology, ensuring that every appointment becomes a high-tech beauty experience with a purpose.

**Inception year:** 2019

**Sector:** Personal care/grooming services

**Fund raised:** USD 309K

## FOUNDERS



**Tarique Ibne Haider**

10 years of experience in sales, operations, and marketing in Southeast Asia.



**Armin Zaman Khan**

10+ years of experience in e-commerce, NGOs and banks.



**Abidur Rahman Mallik**

10 years of experience in managing global large-scale technology projects.

### AWARDS

- Winner of the United Nations Fintech Women's Innovation Fund.
- Best Social Innovation Award by Bangladesh Innovation Conclave, 2019.
- 'Startup with most Social Impact' from Seedstars World, 2019.
- Selected as one of the ten startups in the second cohort of Accelerating Asia.
- Winner of the B-Bridhdi social impact enterprise fund.

### CORE PRODUCTS AND SERVICES

- Quality beauty service at an affordable cost.
- Access to the authentic product.
- Assessment, skilled training, and access to growth finance for women entrepreneurs.

### UPCOMING PROJECTS

- 'Bridal Glamour' - Uniting Bangladesh's Premier Bridal

Makeup Artists and Enthusiasts on a Pioneering Platform.

- Extending operations to Chittagong, Gazipur, Savar, and Narayanganj.
- Launching two physical beauty salon locations in Dhaka City.
- Additionally, the startup has plans to offer organic skincare products for sale.

### TRACTION

- Provided jobs to more than 600+ women beauticians.
- Served 200,000+ services and 42,000+ unique customers.
- 19% MoM growth, Profitable from December 2022.

### COMPETITIVE ADVANTAGE

- Unlike competitors, Romoni exclusively operates with an in-house team of skilled beauticians.
- Maintains a robust operational team with a complex yet effective model.

- Established partnerships with banks, facilitating access to bank loans for its service providers.
- Romoni's advanced and user-friendly app, website, and Romoni channel ordering system set the standard in the home salon industry.
- Maintaining the quality of the service by providing advanced training to the beauticians and curated products for all the services.

### NOTABLE COMPETITION

- Sheba XYZ

### IMPACT

- Financial independence, 3X income growth for beauticians.
- Financial inclusion, access to bank loans at lower interest rates.
- Women empowerment.

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