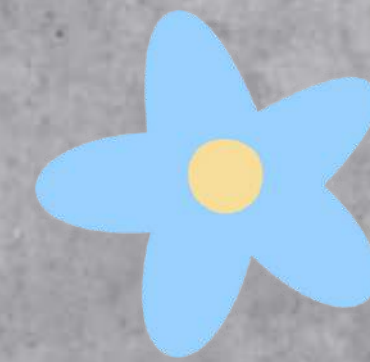
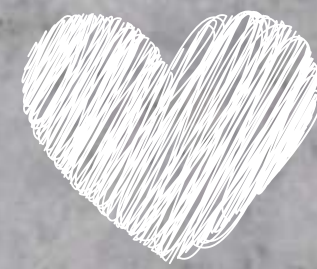
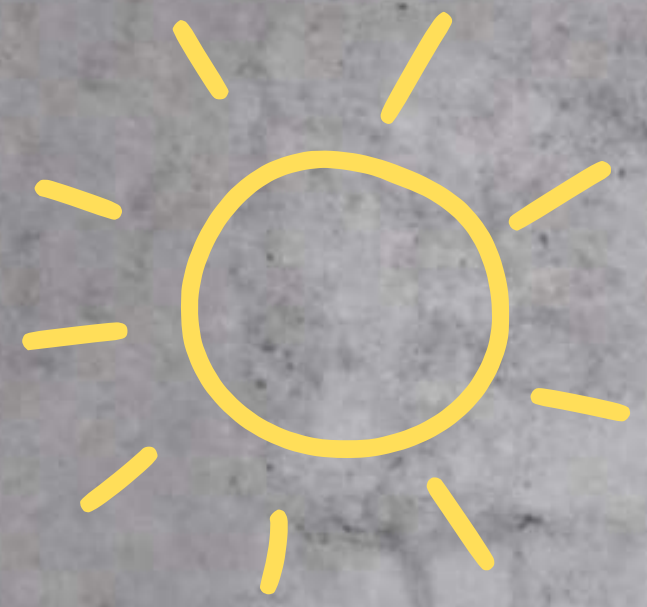


# SCOOPIES



Explore ○ Learn ○ Grow



# What we are?

Scoobies is a vertical of Optimal Virtual Employee which is a tech virtual job aggregator for top tech/product companies catering to domestic and international markets. After a successful enterprise in the tech recruitment market. Optimal Virtual Employee (OVE) launched its first retail business chain in India with the name 'Scoobies' in 2018. Scoobies is a kids' lifestyle brand that brings quirky & trendy products in categories such as school supplies, stationery, art & craft essentials, kids' DIY kits, and magnetic toys. There are 500+ unique SKUs that the brand currently offers ( in stores and on online marketplaces).

Scoobies is passionate to transform kids' lifestyle space with its unique, trendy, and colorful products. Every Scoobies product comes in new color & design. The brand keeps on innovating to bring in the notions of Ed-tainment i.e. education & entertainment and aims to make schooling a worthwhile experience.

Currently, Scoobies has 30+ retail outlets including in top kids' retail chains like Hamleys, Crosswords, and Iconic Kids and other franchise stores. Scoobies is also available on 15+ top E-commerce platforms like Amazon, Myntra, FirstCry, Nykaa, and so on.





Scobbies deals in a wide range of categories such as bags and backpacks, pencil cases, lunch boxes & bags, drink bottles, stationery, art & craft essentials, kids' DIY kits, magnetic tiles & toys, and related kids' accessories.

# Target Market

**Scobies is a one-stop destination for growing & grown-ups.**

- **Tot & toddlers (0-3 years)**
- **Kindergarten to Primary school kids (3-10 years)**
- **Early Teens (10-13 years)**
- **Stationery Enthusiast**
- **Artist & Painters**
- **Parents & School Faculties**







# Why are we Different

Scoobies have made its mark in India's kids' Lifestyle Market as the brand which brings quirky designs and colors inspired from all across the globe. Scoobies brings education and fun together with its unique range. For kids, Scoobies offers irresistible colours & designs and for parents, Scoobies ensures kids' safety and learning.

After a successful growth of Scoobies in Indian offline retail market & in top E-comm platforms, Scoobies is proud to venture its business in international markets, Australia, New-Zealand, US, UK, Canada is next expansion spot for the founders.



# Communication

## **Business Presence & Expansion**

For business presence & expansion, Scoobies is aggressively working on making tie-ups with new E-commerce platforms, kids' retail chains, and franchisee partnerships.

With creative & innovative textual & visual content, promotional campaigns & advertisements, and exclusive sale offers, Scoobies is continuously working on customer retention and new customer acquisition.

## **Social Media Marketing**

Social Media is an important aspect of Scoobies business growth strategy.

Producing customer-centric content on dedicated social media portals like Instagram, Facebook, Twitter, LinkedIn, Pinterest, Tumblr, and YouTube is part of basic marketing hygiene at Scoobies. Launching new sales campaigns & ads to target new online customers is part of increasing Scoobies's social media presence.



# OUR SIS STORES IN INDIA



- Select City Walk - Saket, New Delhi
- Elante mall Hamleys - Chandigarh
- Ardee mall - Gurugram
- Ambience mall - Gurgaon
- Connaught Place - New Delhi
- Pacific mall- Subhash Nagar
- Ambience mall - Vasant Kunj
- Mall of India- Hamleys Noida
- DLF Avenue - Saket , New Delhi
- Gaur City mall- Hamleys G Noida
- Alpha One Mall- Hamleys
- Quest Mall- Hamleys Kolkata
- Hamleys Phoenix Palassio Lucknow
- Hamleys Kolkata South City Mall
- Hamleys Pavilion Mall Ludhiana
- Hamleys Phoenix Marketcity Mall Kurla
- Hamleys Viviana Mall Thane
- Hamleys High Street Pheonix Lower Parel
- Hamleys Sarath City Capital Mall
- Hamleys L&T Metro Mall Punjagutta
- Hamleys Phoenix Market City Viman Nagar Pune

OXFORD  
BOOKSTORE

CROSSWORD

iconickids

Hamleys



# OUR STORES



*Phoenix Market City  
Pune*



*Mall Of India  
Noida*



*Elante Mall  
Chandigarh*



*Sarath City Mall, 4th Floor  
Hyderabad*

# Management Group



Shantanu Dublish  
**Founder, Innovation & Technology Specialist**



Dharmesh Shah  
**Founder Bussiness Development & Manufacturing**



Vasundhara Dublish  
**COO & Product Development**

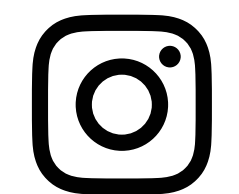


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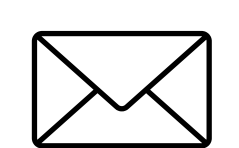
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