



# Bodyguard360



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PRESENTATION

# BUSINESS INVESTOR

Your Personal Security, Anytime, Anywhere

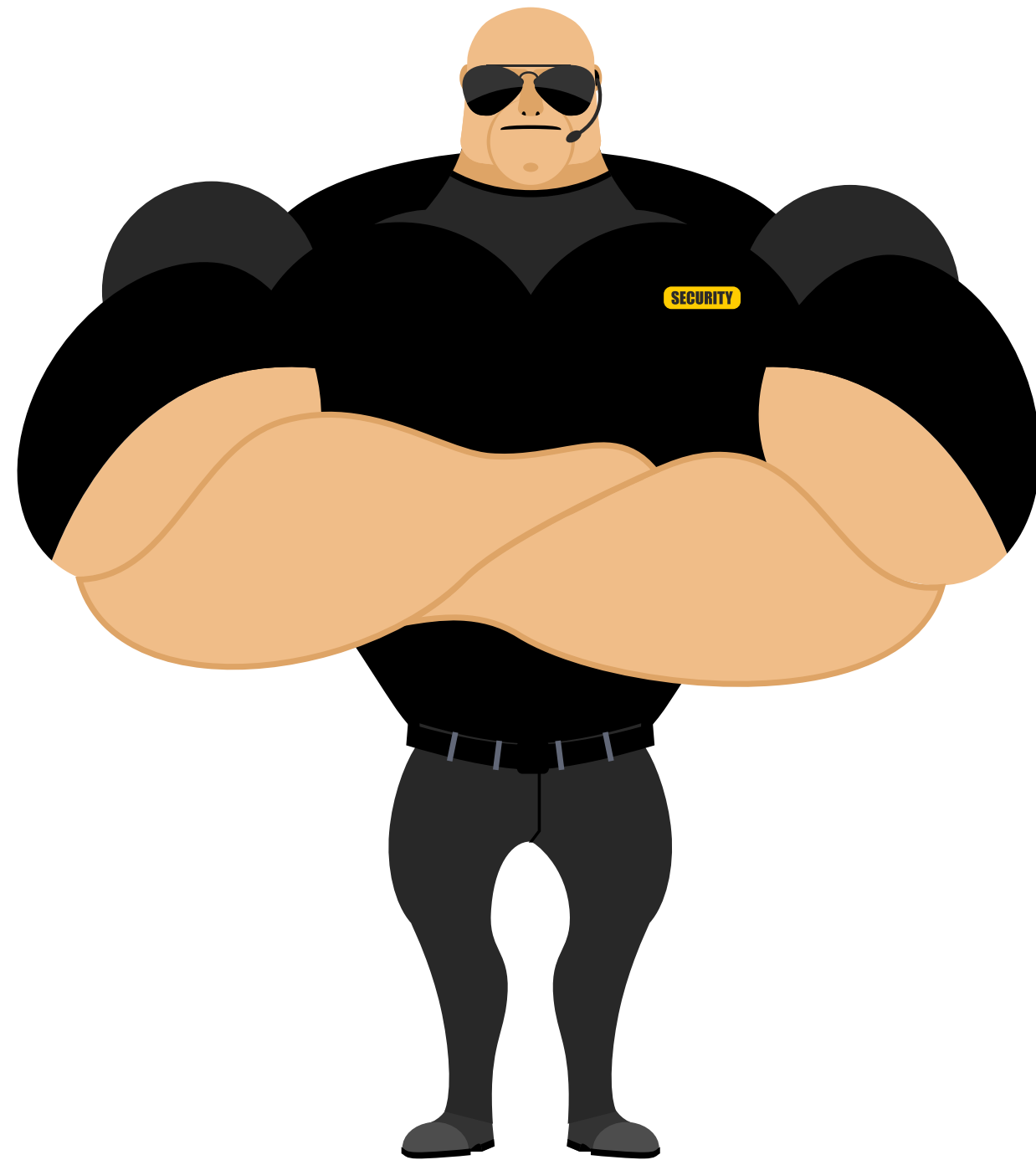
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2025

PRESENTED BY:- PIYUSH JAIN



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## About Bodyguard360

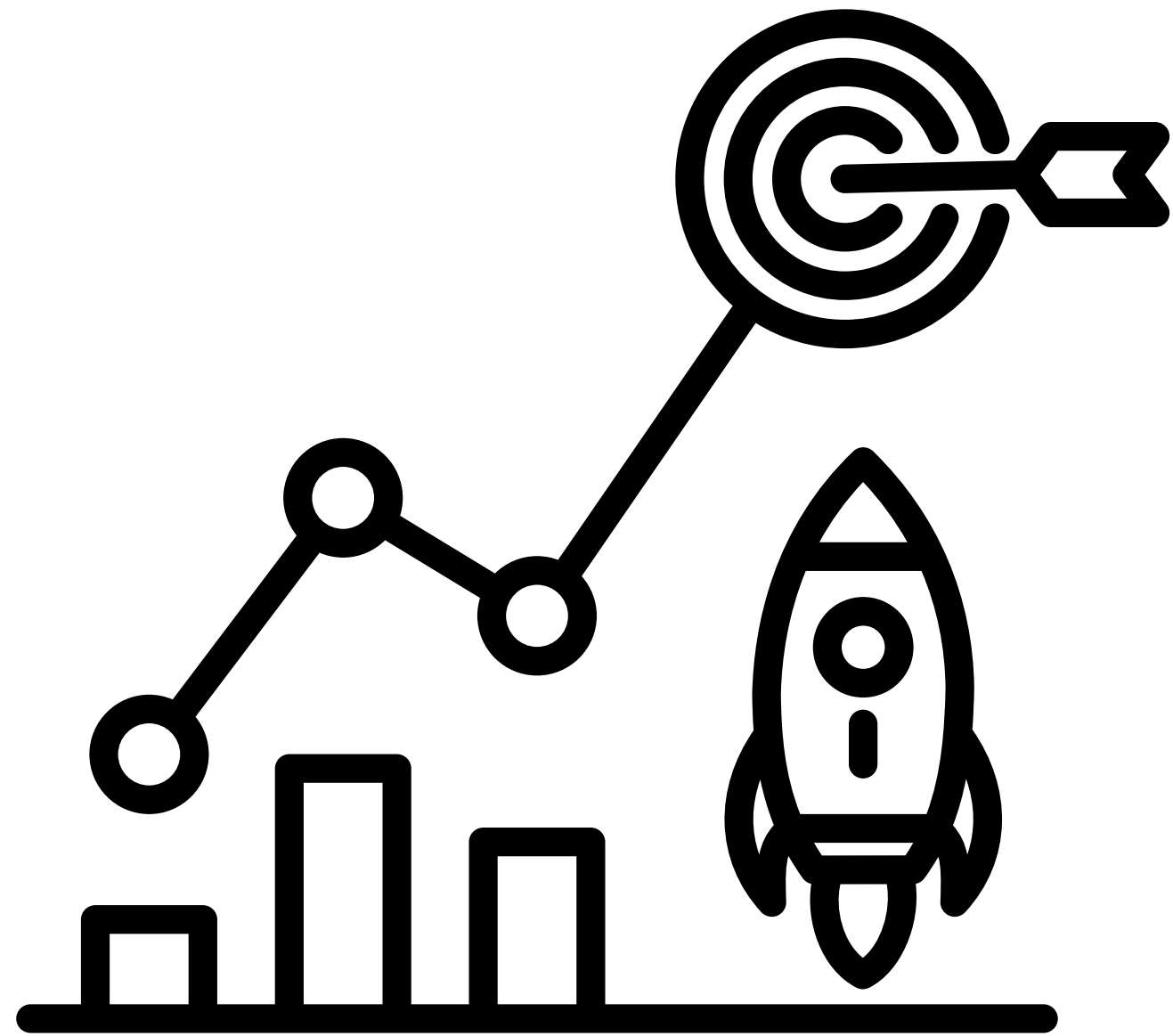
### Description Here

BodyGuard360 is an innovative online platform and mobile app that provides users with access to a range of personal security services across India. Whether you're looking to hire a bodyguard, a security guard, or premium cars with drivers, BodyGuard360 offers a seamless, on-demand solution for personal protection and travel. Unlike traditional security agencies, we connect customers with trusted security agencies, allowing users to select the service they need, whenever they need it, from anywhere in India.

We are a service provider platform, not an agency, that offers a wide variety of security options by partnering with established security agencies. Through our app, users can easily book the services they need, and we forward the inquiries to our trusted security partners for fulfillment.



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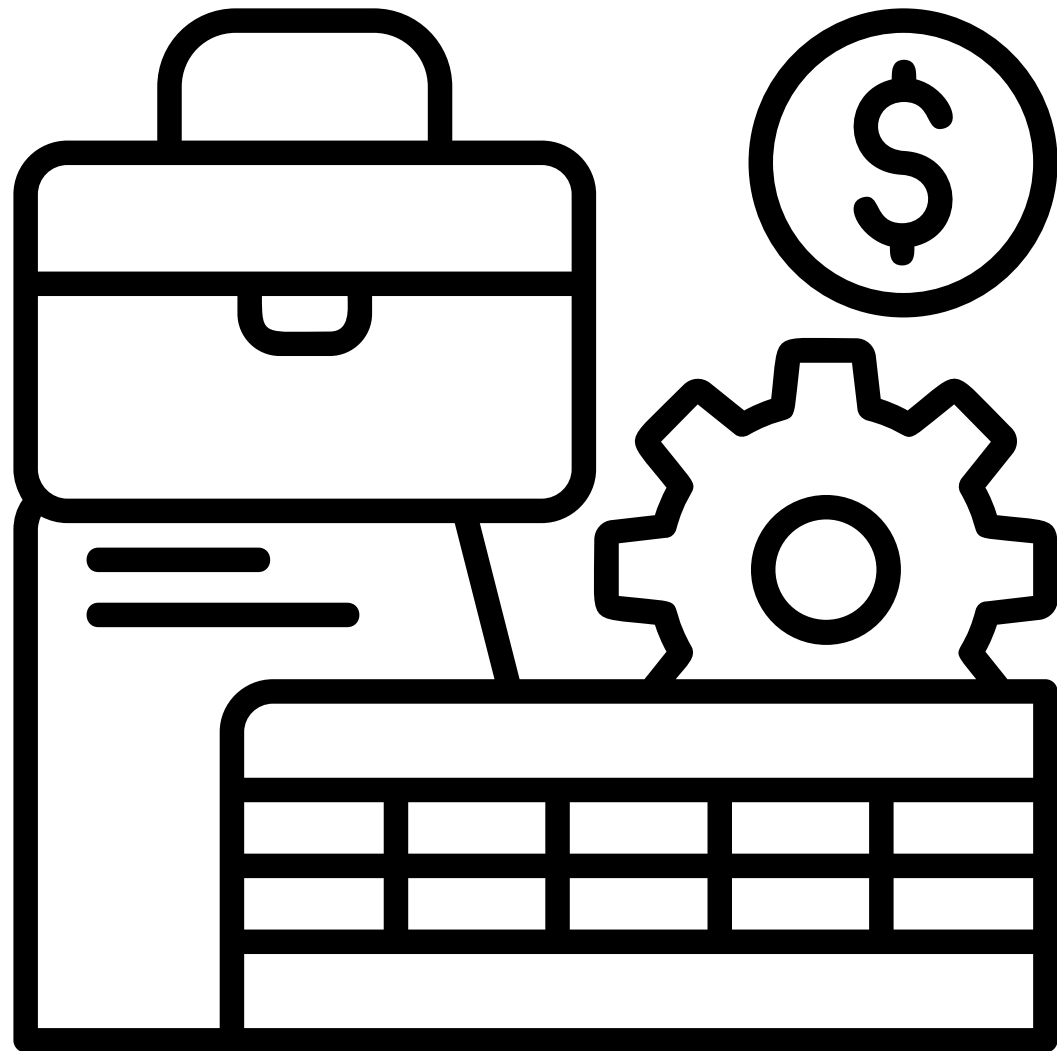


## Market Size and Growth:

- The private security industry in India is estimated to be valued at ₹350 billion (INR 35,000 crore), with operations spanning across 550 districts and directly employing over 6 million individuals.
- Projections indicate a 20% annual growth rate, with expectations for the market to expand from ₹365 billion in FY2013 to ₹640 billion by FY2018.
- More recent analyses suggest the market is growing at a Compound Annual Growth Rate (CAGR) of approximately 13%, with the South India region holding the largest market share.
- Another report forecasts the security services market in India to grow by USD 886.87 million during 2023-2028, accelerating at a CAGR of 5.55% during the period.



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## Employment and Sector Dynamics:

- The industry provides employment to more than 7 million people, with a significant portion being youth from below-poverty-line categories, highlighting its role as a major employment generator.
- Traditionally centered around manned guarding, the sector is witnessing a shift towards integrated services, including cash management and electronic surveillance, indicating diversification and modernization within the industry.

## Market Outlook:

- The market is projected to continue its growth trajectory, with expectations of a 9-11% revenue increase in the current financial year, driven by factors such as rising concerns about personal safety, rapid urbanization, and increased private capital expenditure.



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# WHY?

# INVEST!

## Why Invest in BodyGuard360?

- 1. Huge Market Potential:** With increasing concerns around personal safety, the market for security services is booming. There is a growing demand for flexible, on-demand security options across India, which is currently underserved in a centralized digital platform format.
- 2. Scalable Business Model:** BodyGuard360 acts as a service provider platform, partnering with security agencies and offering diverse services (bodyguards, security guards, premium cars) without the overhead of maintaining a large in-house workforce. This makes it a cost-efficient, scalable model.
- 3. Unique Value Proposition:** We provide a one-stop solution for security services across India, allowing users to book bodyguards, security guards, or luxury cars on-demand, backed by a robust, reliable network of partner agencies.
- 4. Clear Exit Strategy:** Investors can expect a 10% equity stake after 6 months from the date of investment, based on performance and business growth.



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## Why We Need Investment:

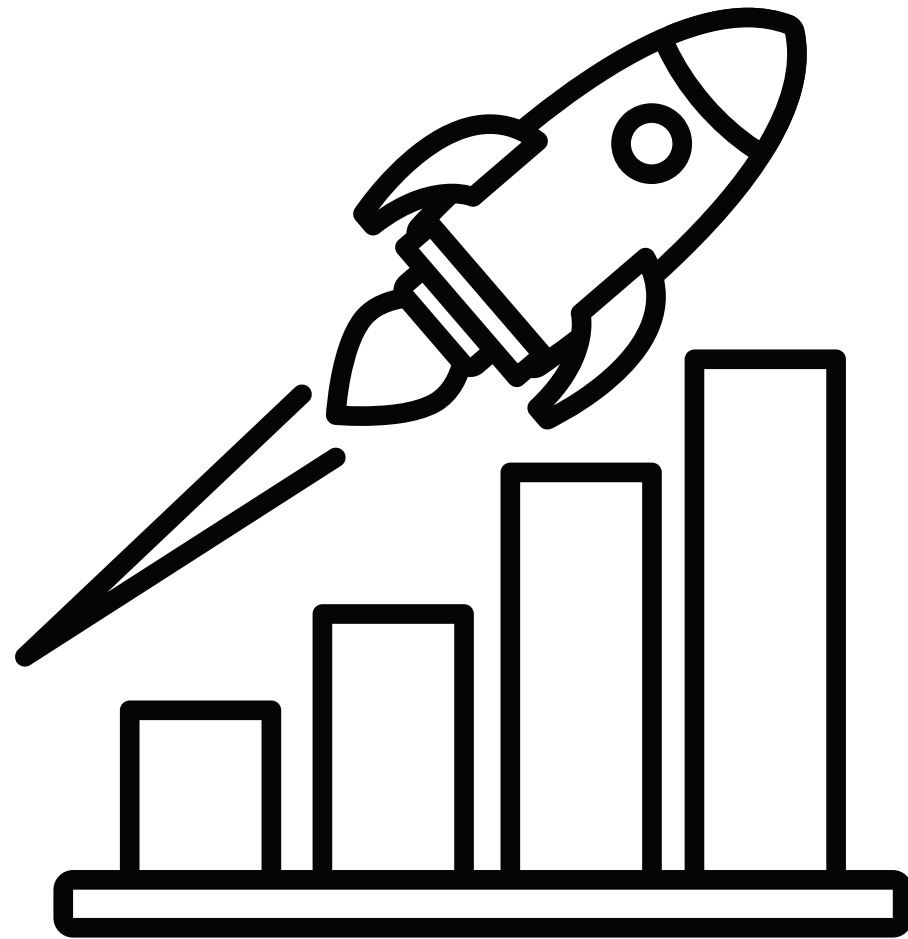
We are seeking an investment of ₹50 Lakhs to scale and enhance BodyGuard360. This funding will allow us to:

- 1. Develop and Enhance the App & Website:** Build a user-friendly, secure, and scalable app and website to accommodate a growing user base across India.
- 2. Expand Our Marketing Team:** Hire 20+ marketing executives to drive awareness and customer acquisition.
- 3. National Business Expansion:** Hire a National Business Head to oversee operations, partnerships, and growth across India.
- 4. Telecalling Team:** Employ 5 telecallers for lead generation, customer support, and inquiry handling.
- 5. Marketing Budget:** Allocate ₹25 Lakhs for marketing over the next year to fuel digital campaigns, influencer collaborations, and other promotional strategies to expand our user base.





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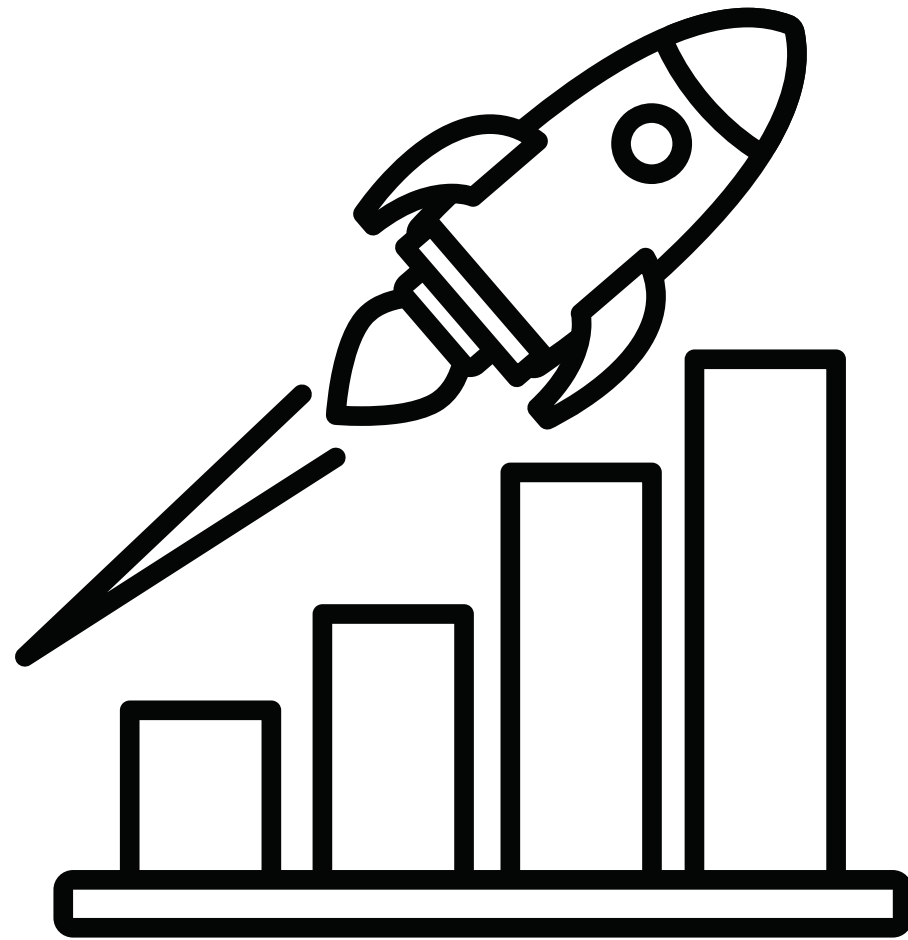


## Investment Breakdown:

- Total Funding Needed: ₹50 Lakhs
- How We Plan to Use It:
  - App & Website Development: ₹15 Lakhs
  - Marketing & Customer Acquisition: ₹25 Lakhs (including digital ads, influencer partnerships, and other campaigns)
  - Team Expansion: ₹10 Lakhs (for hiring key personnel like marketing executives, national business head, and telecallers)



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## Equity Offering:

The statement "Investors will receive 10% equity in BodyGuard360, to be issued 6 months after the investment, when significant growth has been achieved" indicates that investors will obtain a 10% ownership stake in the company. However, this equity will not be granted immediately; instead, it will vest after a six-month period, contingent upon the company meeting predefined growth milestones. This approach aligns the investors' interests with the company's performance, ensuring that equity is awarded when tangible progress is made.





**PIYUSH JAIN**

CEO, Founder

## Meet Our CEO

Piyush Kumar Jain is the CEO of Kadwahat News Network and the founder of several impactful initiatives, including Project Pankh, Sant Kadam, Yatra Jagat, and KNN News Media. An experienced journalist and entrepreneur, Piyush began his journey in a small town in Madhya Pradesh and has developed a diverse portfolio of businesses, each aimed at fostering societal change. From news media to social initiatives, he has consistently worked to raise awareness and provide valuable services to his community.



# THANK YOU

LET'S DISCUSS HOW YOU CAN BE PART OF THIS EXCITING GROWTH JOURNEY.



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2025



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