



# Nirwana AI

The ultimate ai-powered interior design tool

# Recognition



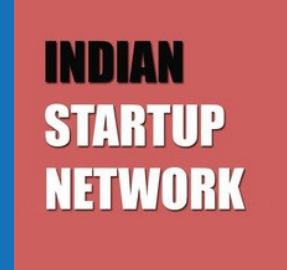
Funding Fusion

## AI design powerhouse Nirwana.AI raises funding at over Rs 100 crore valuation

ISN Team  
21 Jun 2024 17:00 IST · Updated On 21 Jun 2024 17:04 IST



(L-R) Arpit Jain, an architecture industry expert, Shashank Jain SME and Co-founder of Nirwana.AI, Kapil Gupta, Chairman of Nirwana.AI and Adit Singh, CEO of Nirwana.AI



# Target Audience



Architects , Interior designers & firms

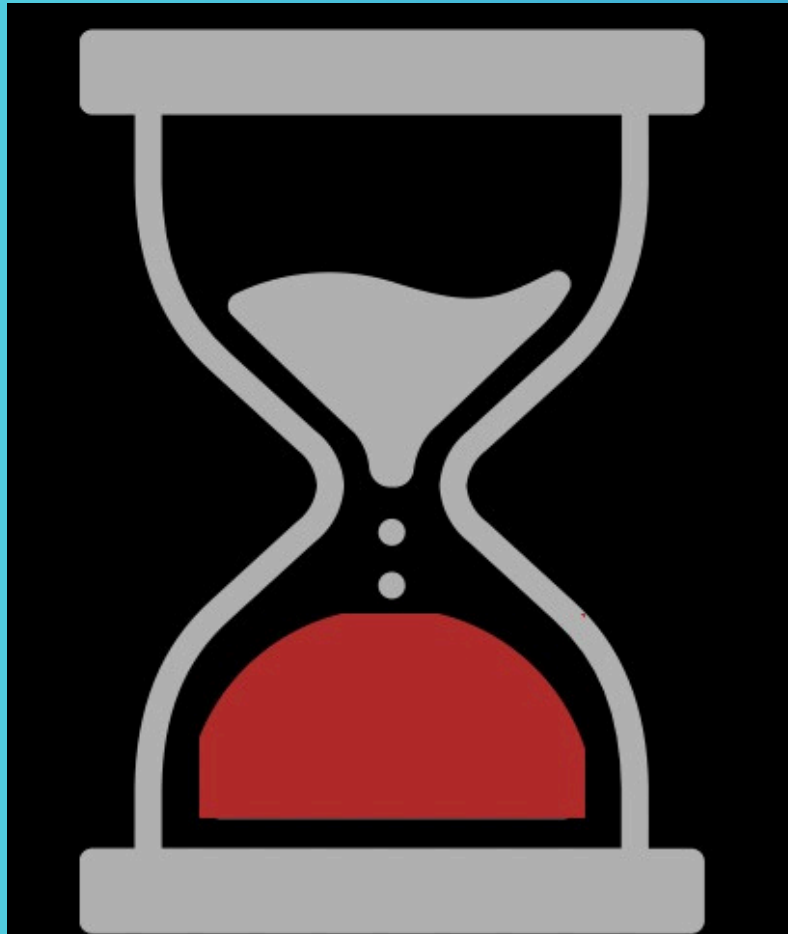


Home improvement manufacturers (HIM's) like IKEA, Kajaria ceramics and more.

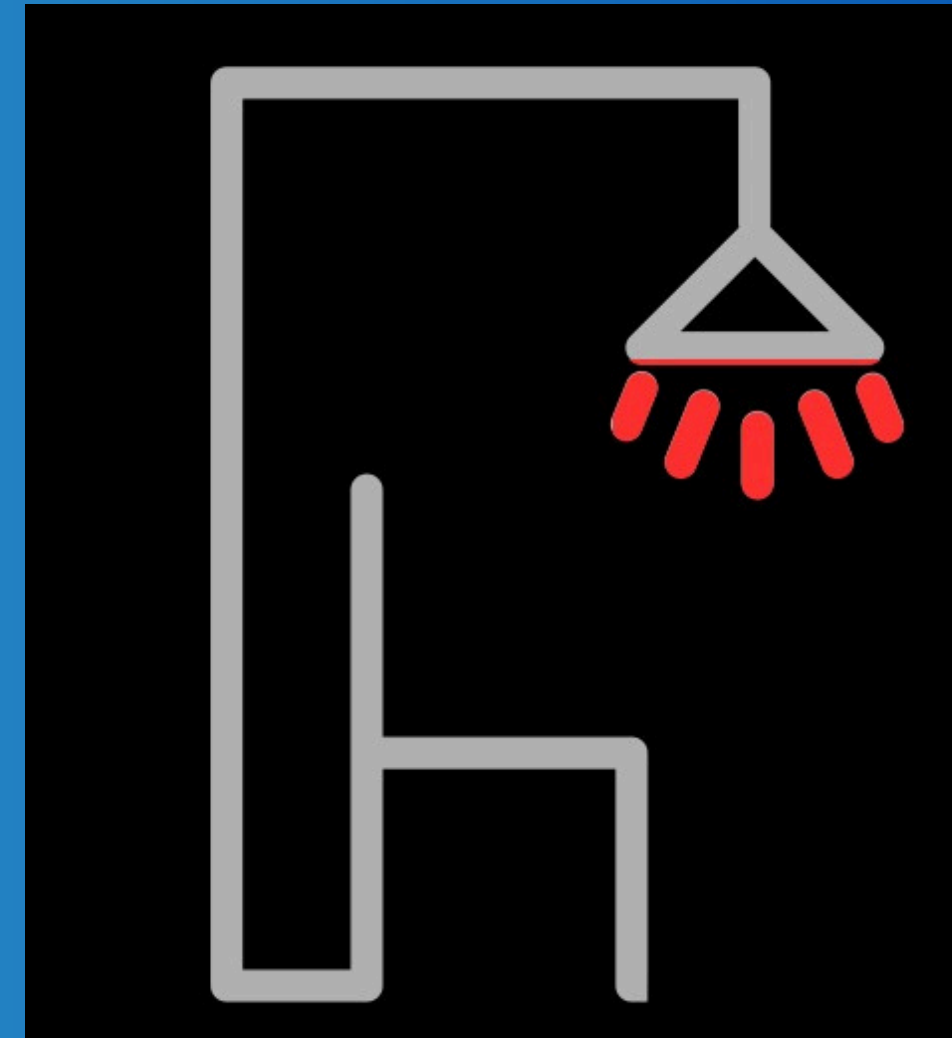


Home owners, HIM's buyers, contractors, store owners

# Problem

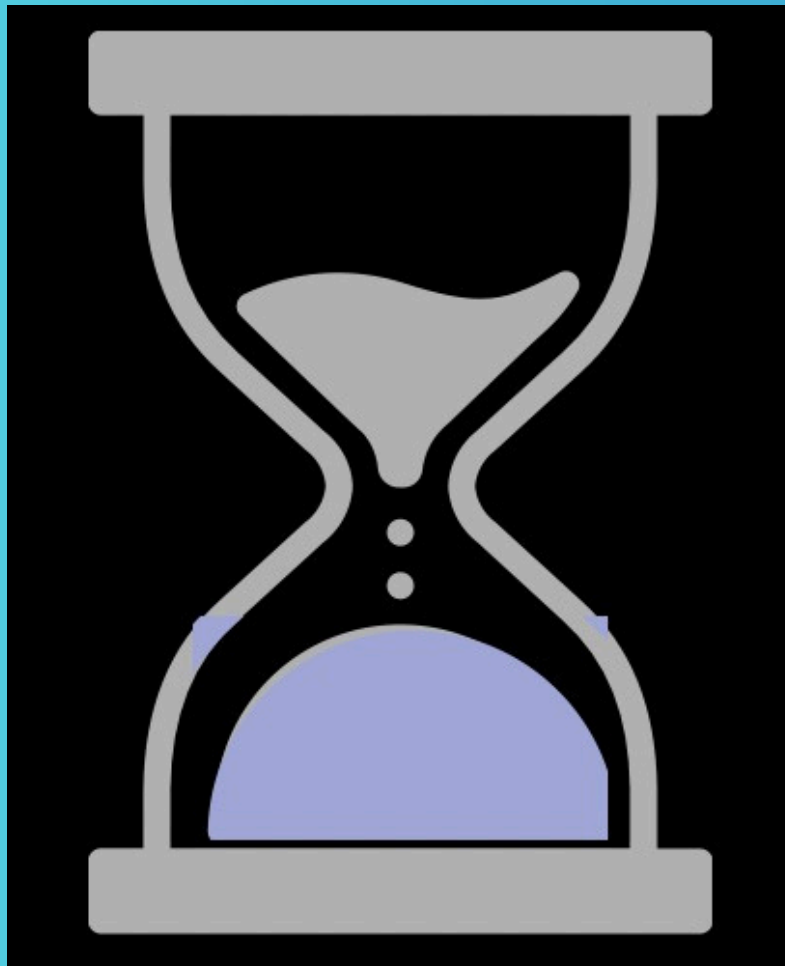


Globally, upto 20-25 days and 1,00,000 INR spent designing a 3bhk house by an Interior Designer

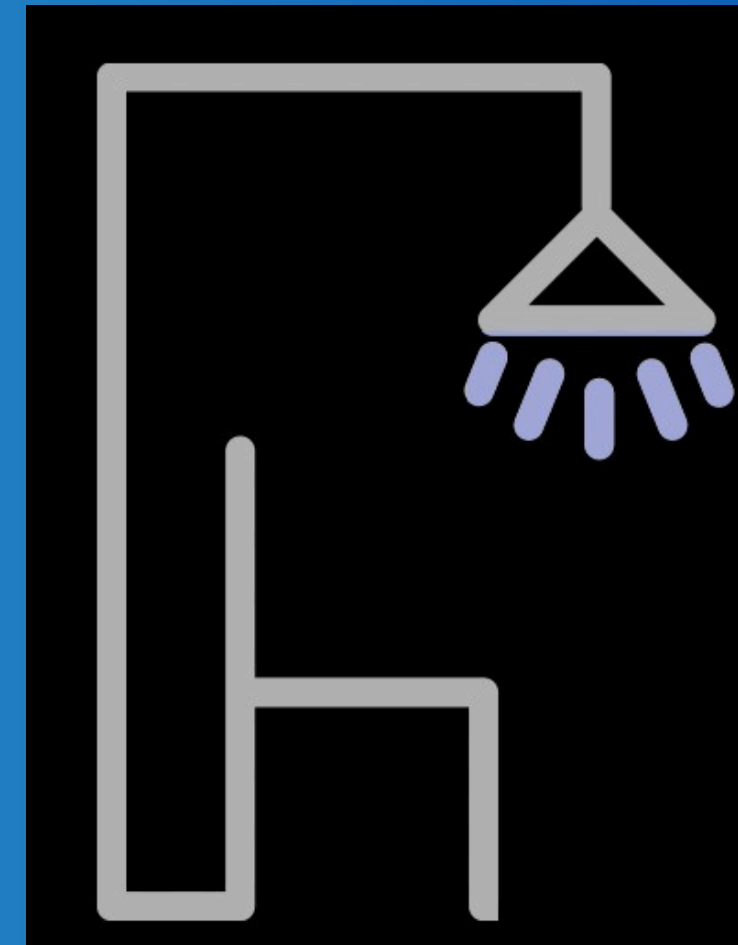


HIM's have no way to make their customers visualise their products in homes, hindering sales.

# Solution



AI to cut Time & Cost  
upto 85% and reduce  
sales cycles



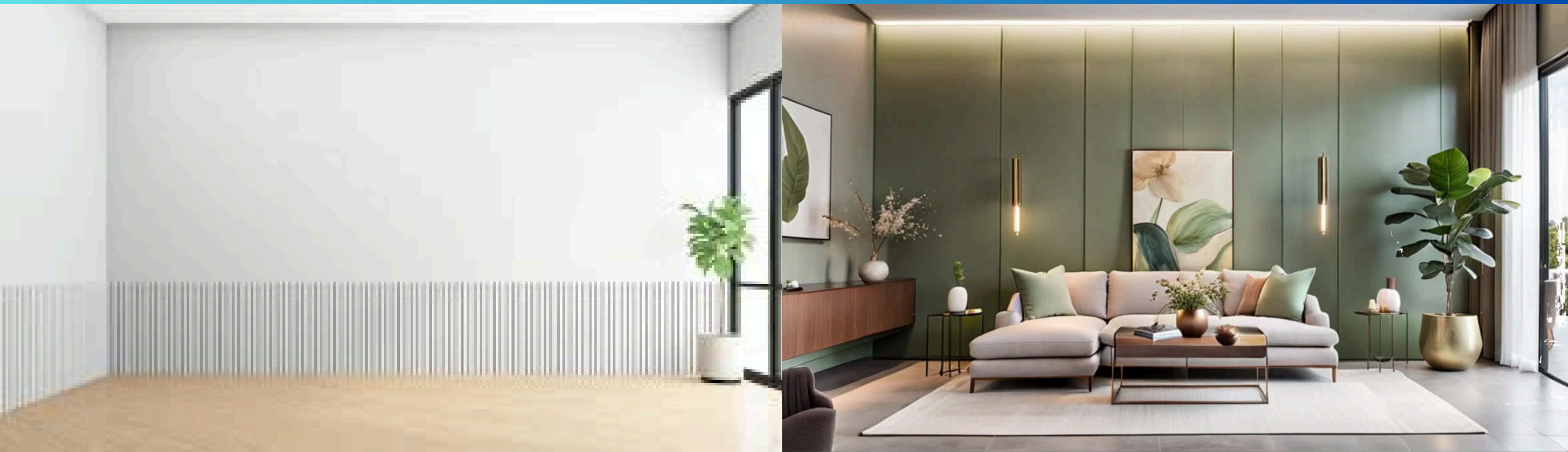
HIM Dealers can make their  
customers visualize products,  
Increasing sales by 20x

# Product 1.0



## THE ULTIMATE INTERIOR DESIGN TOOL.

[ Ai-powered Interior Designing Software that converts Design Ideas into Visual Realities ]



# One Room, Multiple Designs



in seconds.

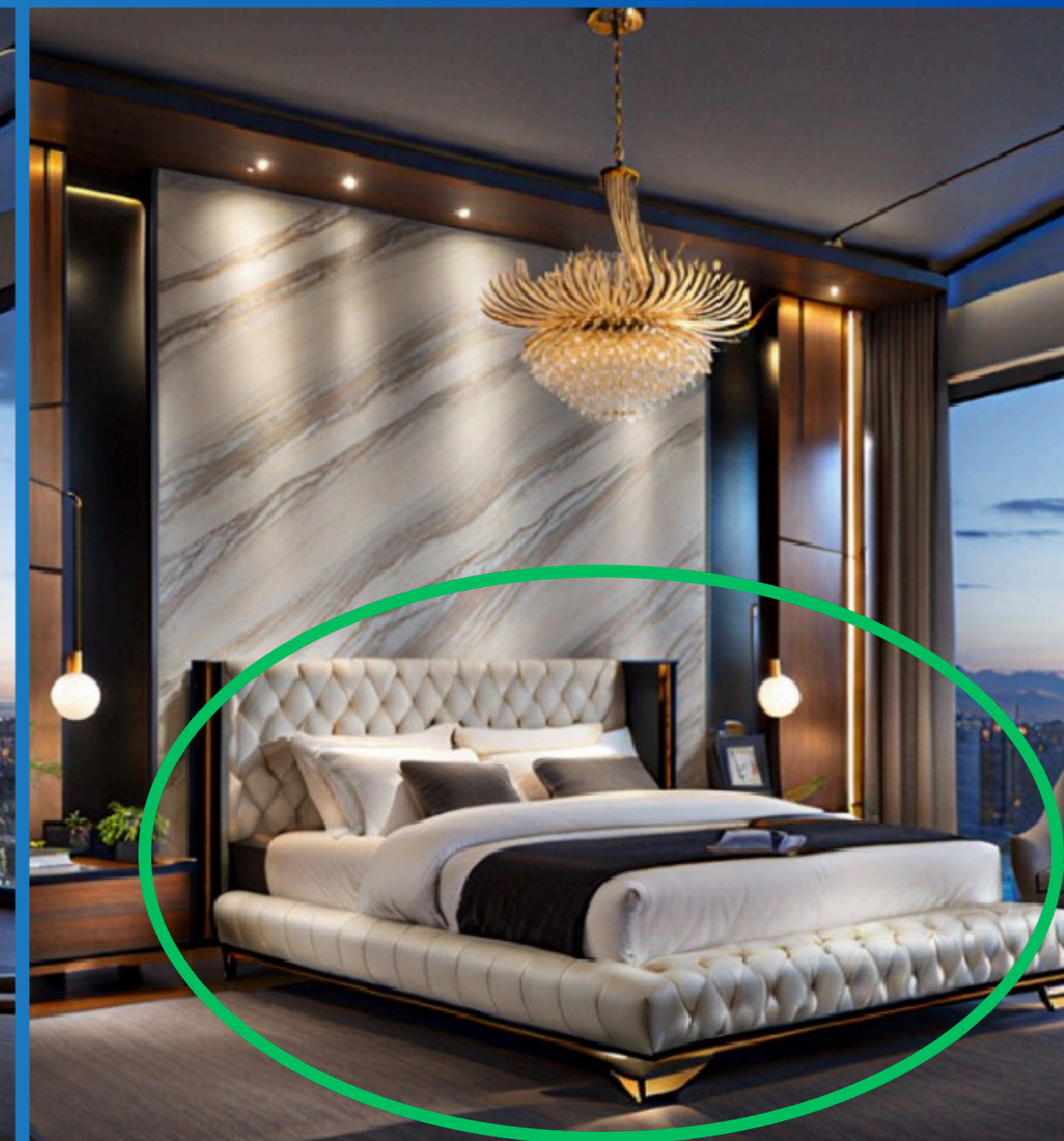
Our AI brush helps you take it to the next level.



Upload an image



Add any object like a  
chandelier



Or replace any furniture,  
like this bed



**Phase 1**

# Product

## THE ULTIMATE INTERIOR DESIGN TOOL.



Select from multiple styles, reference images and design interiors in 30 seconds



Floorplan to 3D model generator, allowing quick 3d rendering and designing.



AI object editing brush with an option to remove, replace or add furniture, wallpapers and tiles

# Phase 2

# Product



## NEXT-GEN PRODUCT VISUALISATION TOOL.



Place any furniture design from a catalogue to a house in one click



Replace walls, ceilings and floors in any home, with your brands wallpapers



Manage all data and purchases through one PIM

# Business model

We are using a freemium SAAS model:

**(data as of 30th June)**

Basic: free

9221 total user

Pro: ₹300-₹1200

78 total users

Enterprise: ₹20,000+

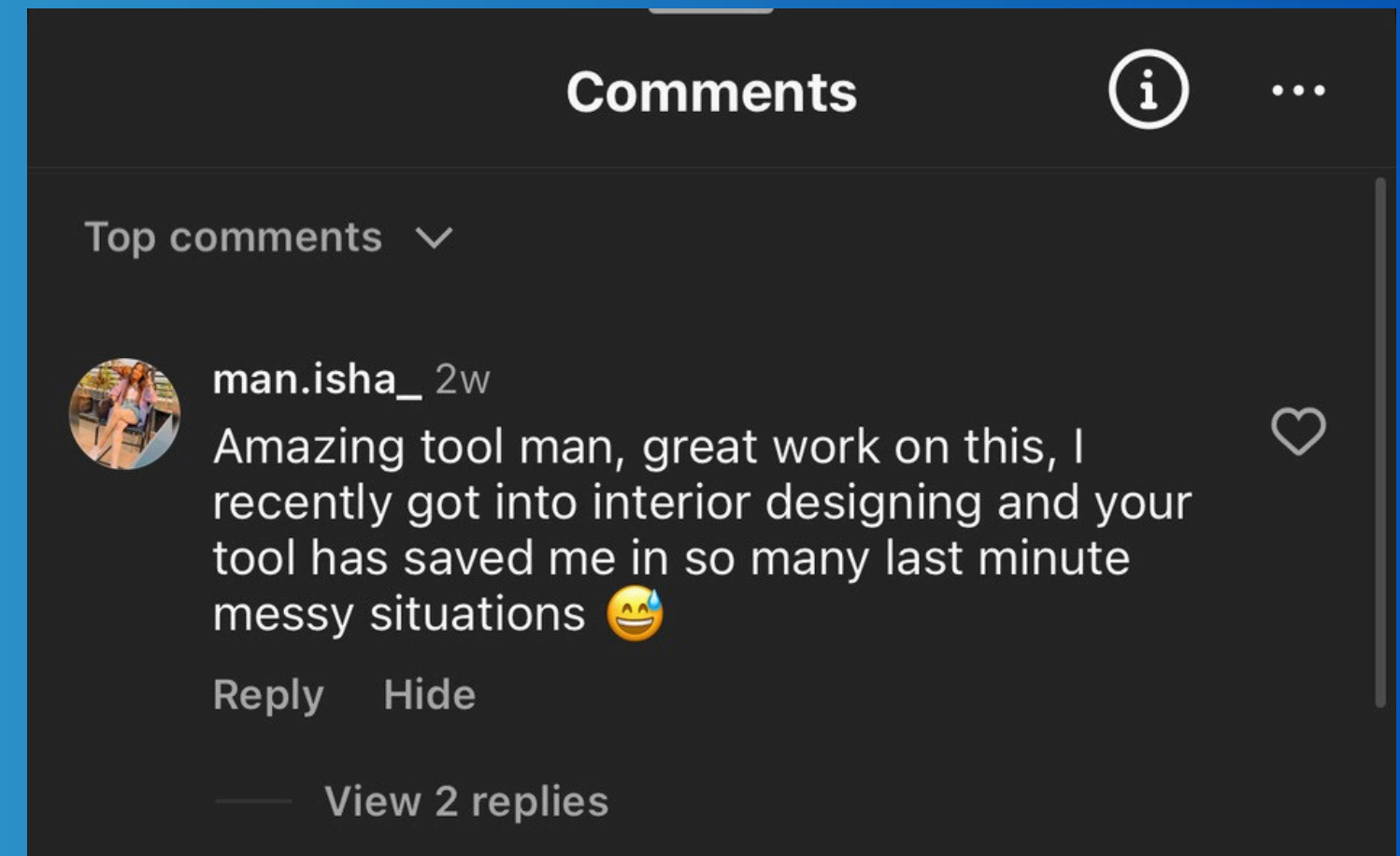
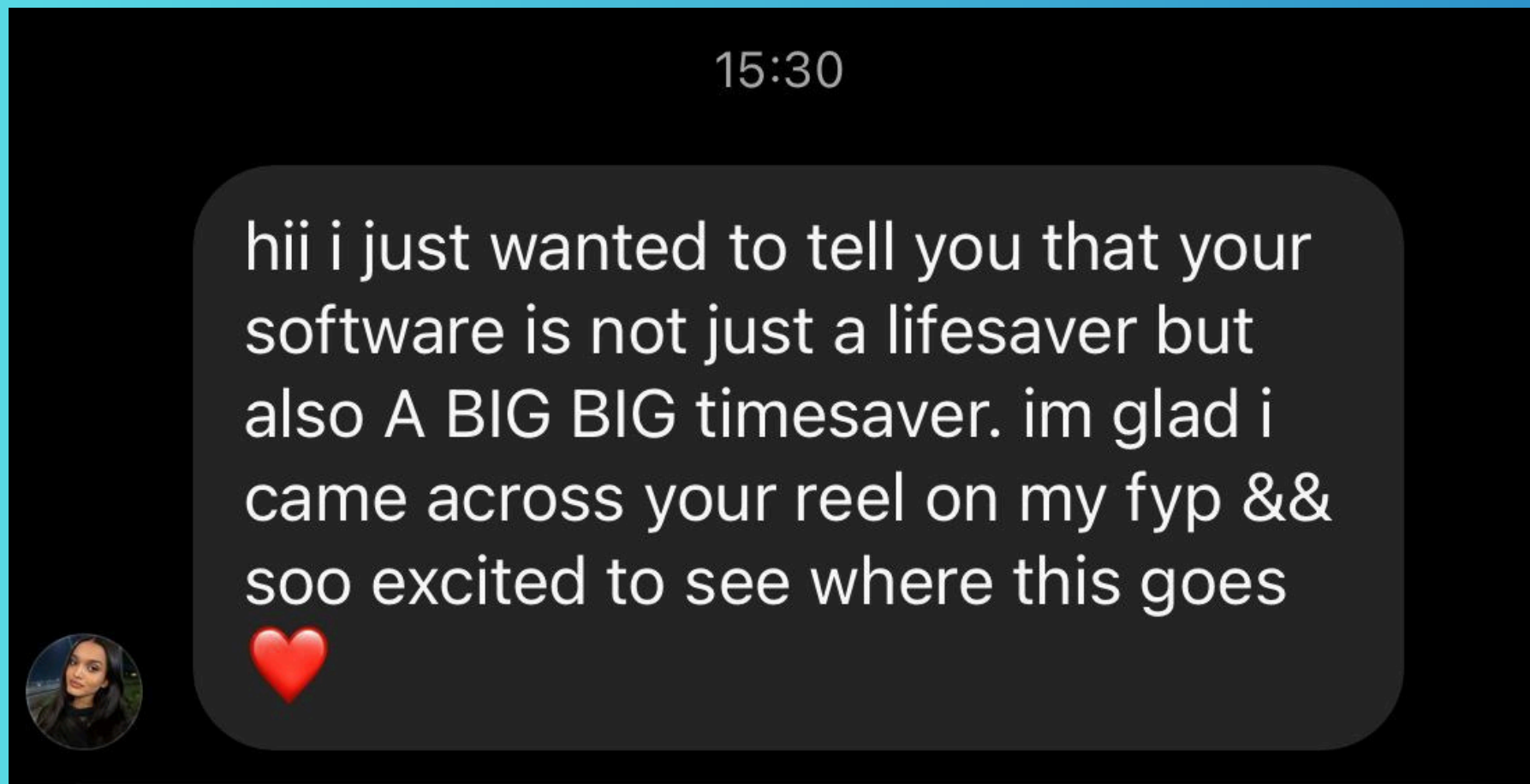
28 total users



+



# Customer Opinion



# Unique Selling Point

- **India's first powerful interior design AI tool**
- **India's first wall & floor Visualisation AI tool**
- **World's first CAD file to 3D generation**
- **World's first furniture visualisation AI tool**



# Phase 1: Goal

- 1 million+ images generated using Nirwana AI

- 50,000 active users on Nirwana AI's platform

- 500 interior designers onboarded.

# Phase 2: Goal

- Become the first choice for product visualisation for HIM's globally

- Onboard 100 HIM partners

- Onboard 5 multi-national HIM partners

# Phase 3: Goal

- Allow shopping from our designs and partner with global HIM giants to use their products for image generations.

- Integrate supply chain and delivery of products with Nirwana AI

- Build the world's Strongest Product Visualisation Tool



# Phase 4: Goal

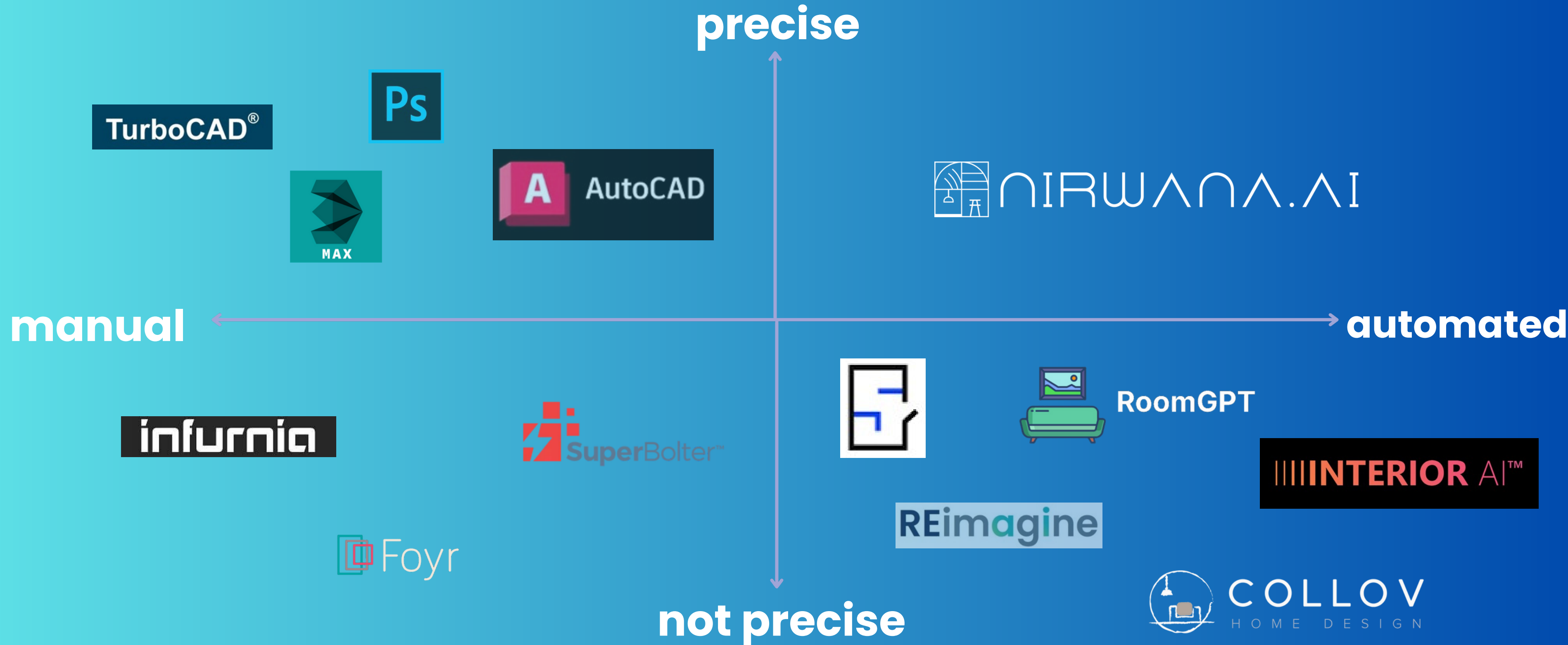
- Expand into multiple markets like exterior, outdoor, wedding design and more growing our potential market size by multifold.

- Not only capture these markets but also grow them through state-of-the-art innovations and impeccable procedures.

- White labelling and custom manufacturing of Nirwana products

# Phase 1

# Global competitors (Interior Design AI)



# Phase 1

# Competitors funding

Interior design AI



## Spacely AI

Latest round of funding in March 2024 at an undisclosed valuation.



## Collov AI

\$10 million raised in their 4th round - Series A, on 12th Jan 2024.



## Apply Design

\$3.3 million seed funding round for its platform November 3, 2022



## LookX AI

Raised over \$10 million from investors like Sequoia Capital and ZhenFund.



# Phase 2

## Global competitors (HIM)



Walls,  
floors &  
ceilings  
**(NO AI)**



Walls, floor  
**(NO AI)**



Furniture  
visualisation  
walls, floors & ceilings  
**+ AI integration**

## Phase 2

# Competitors funding



## HIM's product visualisation

### Wizart AI

- Undisclosed seed amount on 18 Aug 2021.
- Wizart closed its last funding round at €1.1M on January 21, 2022 in Seed round

### Roomv

Roomvo has raised a total of \$252K in funding in July 2020 lead by Flooring Superstore.

# Phase 1

## Competitors traction

- Reimaginehome: 100,000+ paying users in months.
- RoomGPT: Had to close operations for a while due to oversubscription
- Wizard AI : 3 million visitors in 1 year.
- Roomvo: 5000 Global manufacturers onboarded





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# THANK YOU!

**Thanks for giving this your attention. Feel Free to connect with us.**

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