



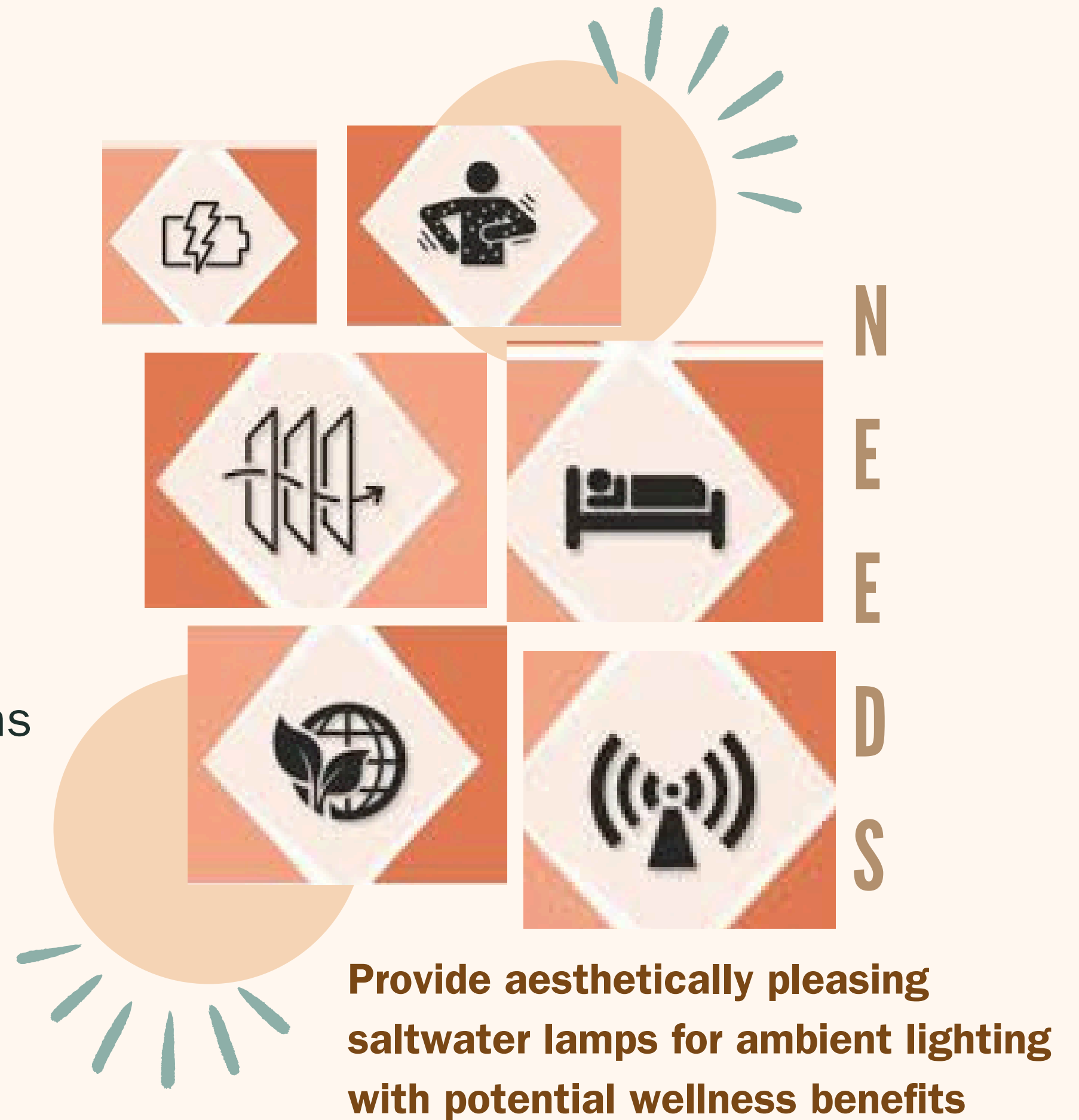
THE SALT WATER LAMP

Product



new product & its **FEATURES**

- Cleanse the air of a room
- Reduce allergy and asthma symptoms
- Increase energy level
- Neutralize Electromagnetic radiation
- Better sleep
- Environmentally-friendly light source



Recycled Glass

Bamboo
sticks

Water &
Salt

Insulated copper
wire

Aluminium
foil

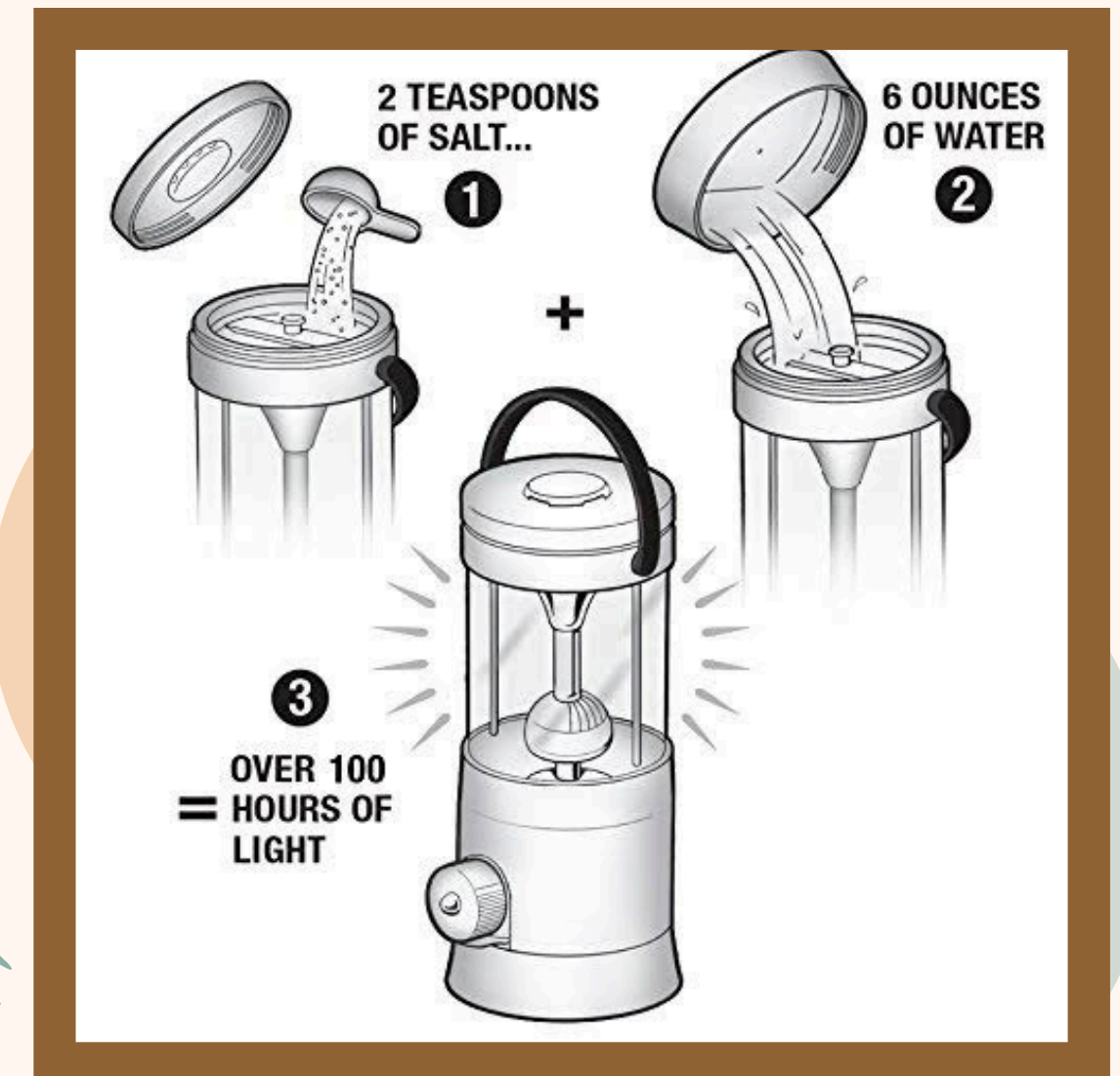
9-volt battery

A 3.7 volt
light bulb in a
socket(or
buzzer)

Packaging

Labels

product RAW MATERIALS



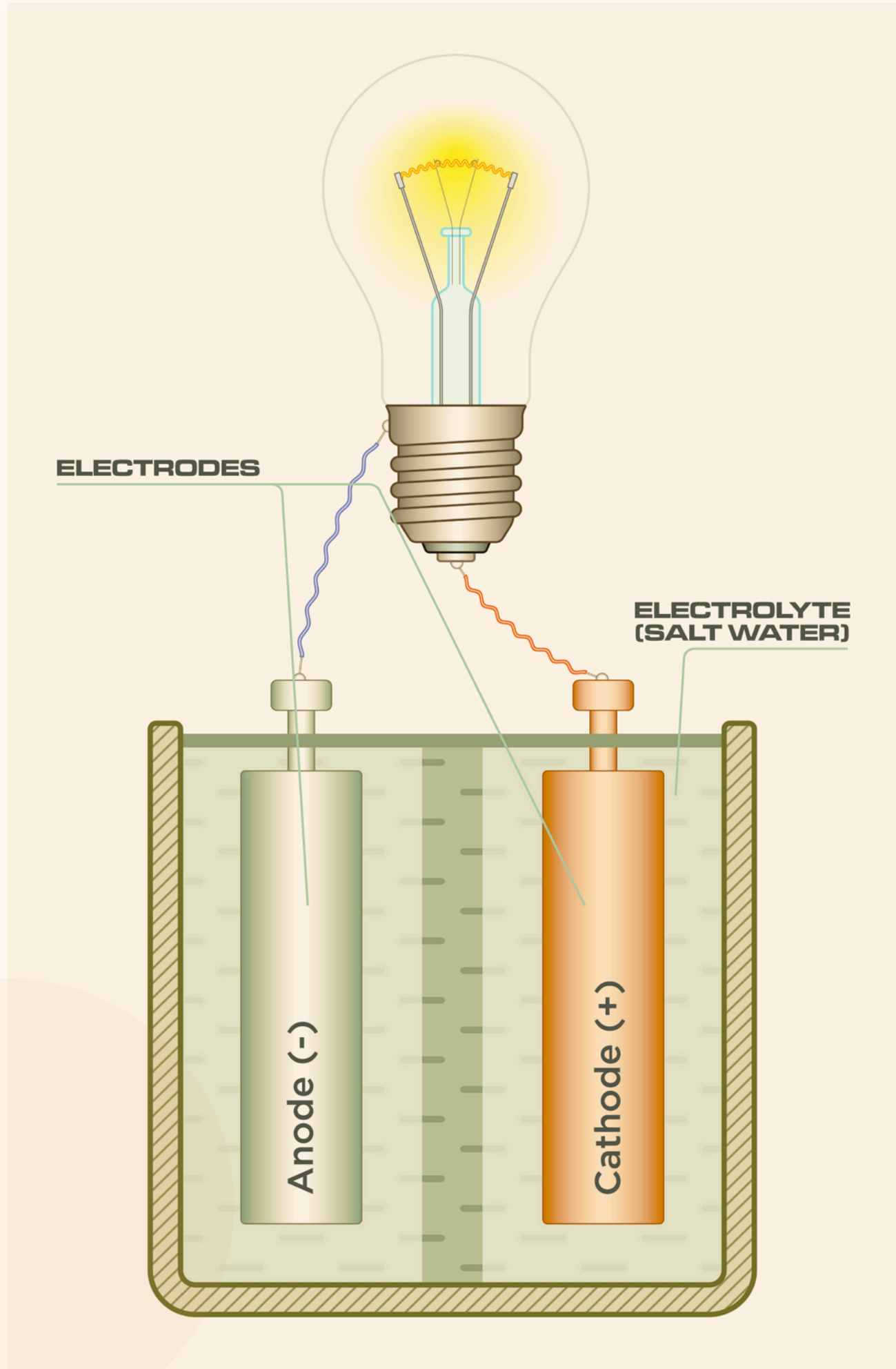
KEY FACTORS *influencing supplier network*

Main agenda: Provides immediate delivery when stocks run out and is near the factory location

Common factors :

- ✓ Price
- ✓ Purity and Quality
- ✓ Aesthetics and USP
- ✓ Longevity
- ✓ Safety Certification





The Bulb



OUR WEBSITE:

Click Here To Check The Website

AURA

Description

Introducing “Aura,” a salt-water lamp that transcends illumination. Immerse your space in the tranquil dance of light and salt crystals. Elevate ambiance, cleanse the air, and embrace the glow of serenity. Illuminate your moments with elegance and energy. Welcome to a new era of enlightened living.

Specs

Dimensions	12 inch x 6 inch
------------	------------------

Weight	1.59 KG
--------	---------

Material	Bamboo
----------	--------

BUY @ ₹499

CUSTOMIZE @ ₹299 ONLY



SUPPLIERS



**Salt Crystals
wholesaler**

**LED Bulbs
Manufacturer**

**Recycled Glass
Vendor**

Labels and Tags

**Packaging Materials
Vendor**

**Battery
Manufacturer**

**Copper Wire
Manufacturer**

**Electric Socket
Manufacturer**

product DISTRIBUTION NETWORK

Online retail
platform

Specialty
retail stores

Boutiques
and gift
shops

General
stores (rural)

Factory
Outlets

Collaboration
with interior
designers

Collaborations
with Eco-
Friendly
Brands

Corporate
Gifting
Programs

Social Media
and Influencer
Marketing



product DISTRIBUTION CHANNEL

AUTHORIZED DISTRIBUTORS

RURAL

- General stores
- Factory outlets
- Fishing equipment Stores

URBAN

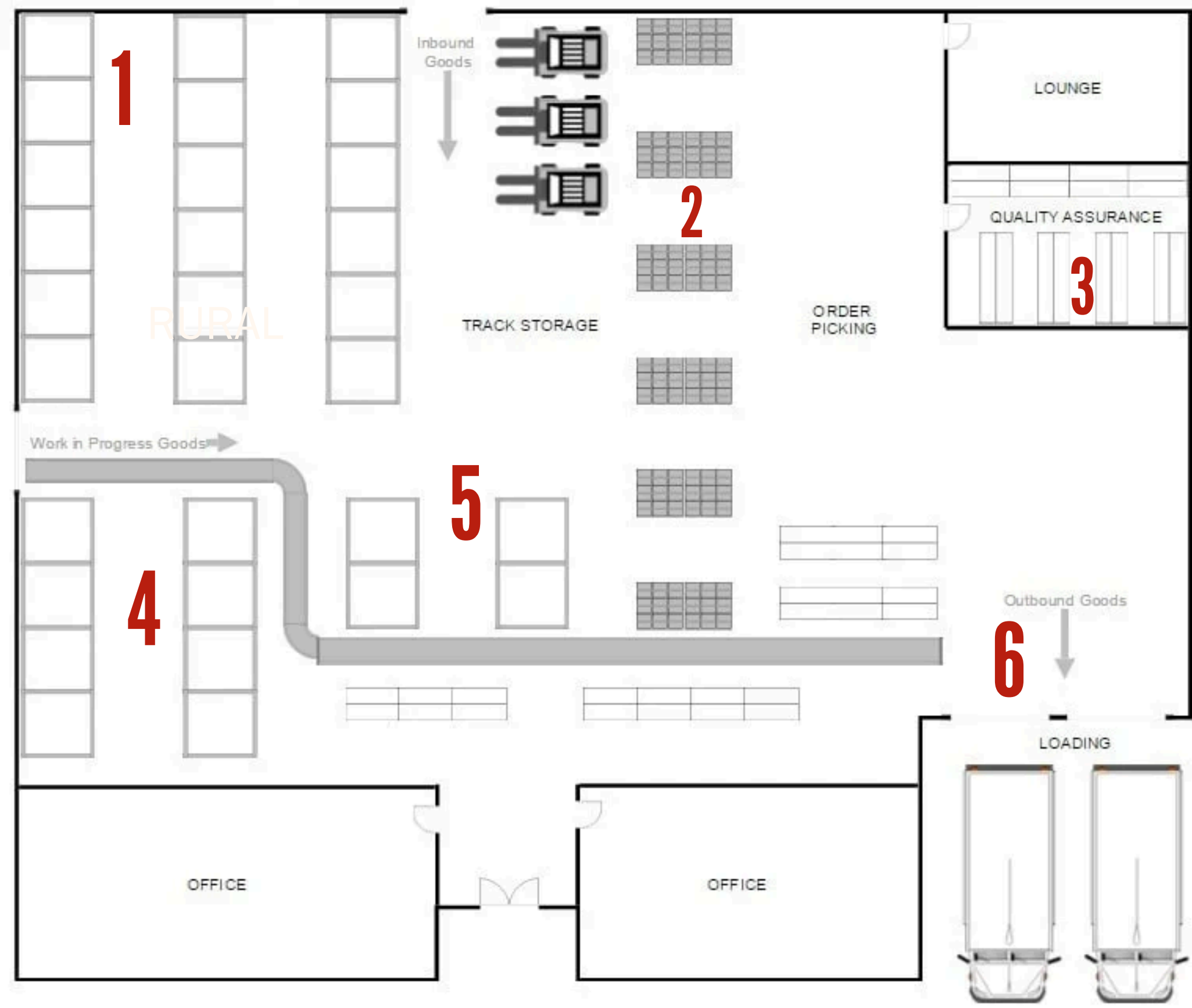
- Online retail platform
- Boutiques and gift shops
- Specialty Retail Stores



FACTORY LAYOUT

Location:

Visakhapatnam



- 1. Assembling**
- 2. Storage**
- 3. Quality check**
- 4. Customization**
- 5. Packing**
- 6. Shipment**

THANK *You*

SM23DMA041	Sananda Sharangi
SM23DMA012	Ayushi Shukla
SM23DMA008	Angel Bhagwanani
SM23DMA031	Nehal Paul
SM23DMA046	Shreyansh Sharma
SM23DMA042	SARTHAK AGGGARWAL



BY GROUP 6