



The Ultimate Destination for Sweets & Flowers in UAE.



Break the Radius
Nationwide Delivery of Sweets & Flowers

The Challenges:

Scaling Sweets & Flower Brands is Still a Struggle



Delivery Limitations

Talabat, Chatfood only operate in small zones.



Lack of Business Tools

No order analytics, marketing support.



High Aggregator Fees

Low margins for sweets & flower brands

The Ultimate Solution

Helping Sweets & Flower Brands Scale



Nationwide Refrigerated Delivery

Sell anywhere, not just
within a 10KM radius.



santra Marketplace App

for better Visibility,
Sales, and Growth.



Scalable Tech for Sellers

Track finances, customer
trends, payment and
performance insights.

Market Opportunity in GCC

Realistic Breakdown

sweets and flowers

- TAM (GCC Sweets & Floral Market): \$ ~18.13 billion
- SAM (GCC Sweets & Flowers): \$ 1.5 to 2 billion
- SOM (1% to 2% of SAM): \$ 15 to 40 million annually

Source: arabianbusiness , aiph.org



Core Customers:

Premium dessert brands, florists, gift shops, and local specialty brands.

Business Model

How We Make Money



Commission Fees (17%)

Earn commission per order.



Ad Space Monetization

In-App Advertising & Sponsored Placements



Delivery Fees

We earn a margin from delivery fees on each orders.



Made by santra

Brands and products we create in-house to fill market gaps and drive growth.

60usd

Average Order Value (AOV)

6.8usd

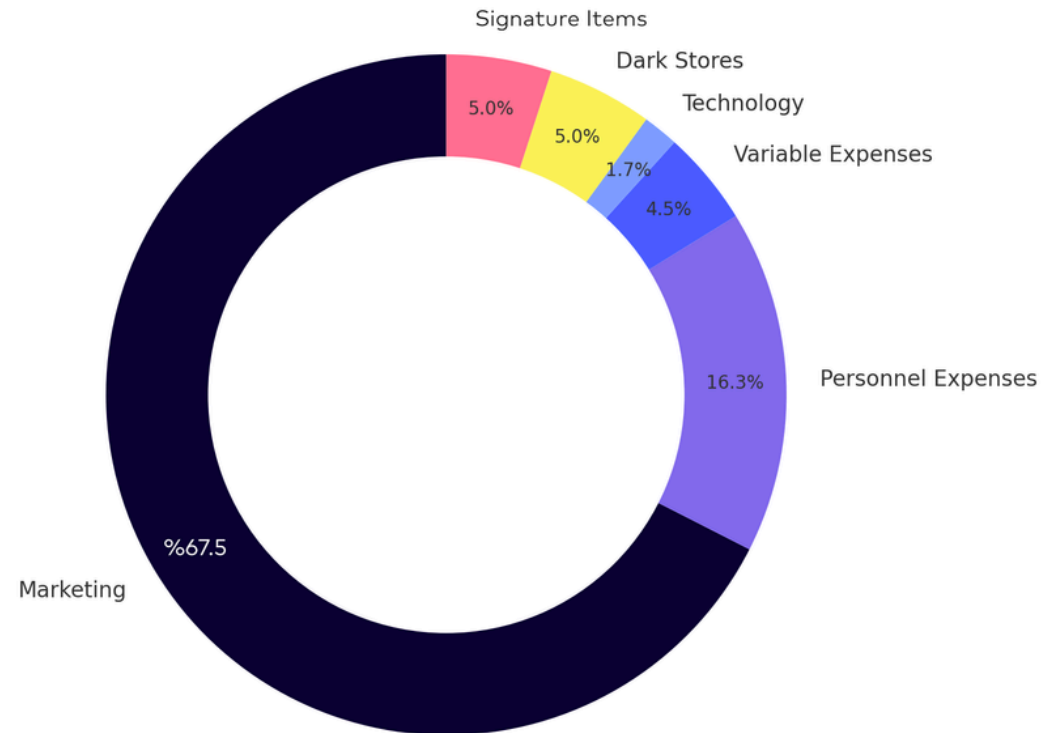
Customer Acquisition Cost (CAC)

302.40usd

Lifetime Value (LTV)

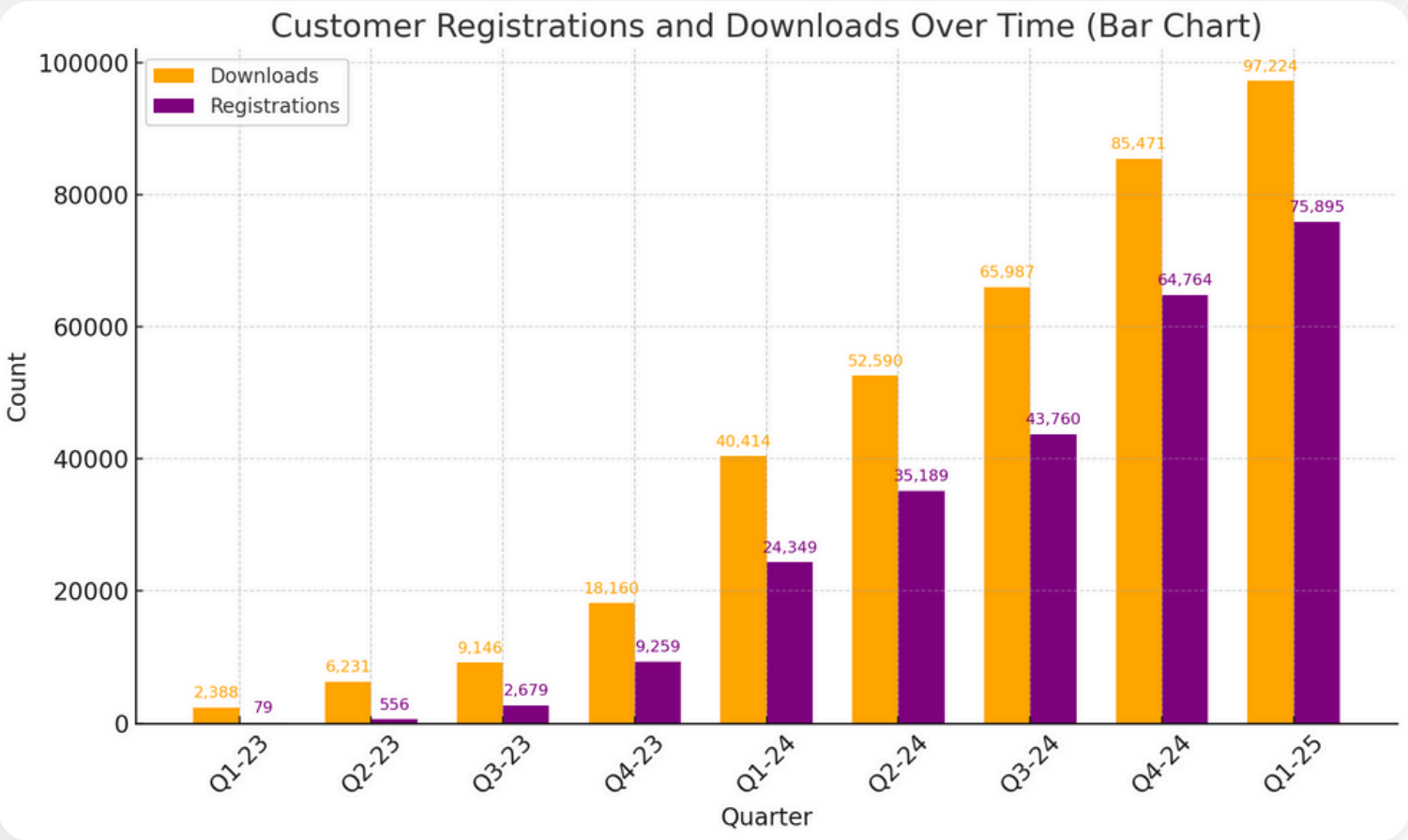
Funding Ask & Allocation Plan

Seed Round
\$ 1.5M



Traction: Progress to date

Customer Registrations and Downloads



App Downloads
97 224

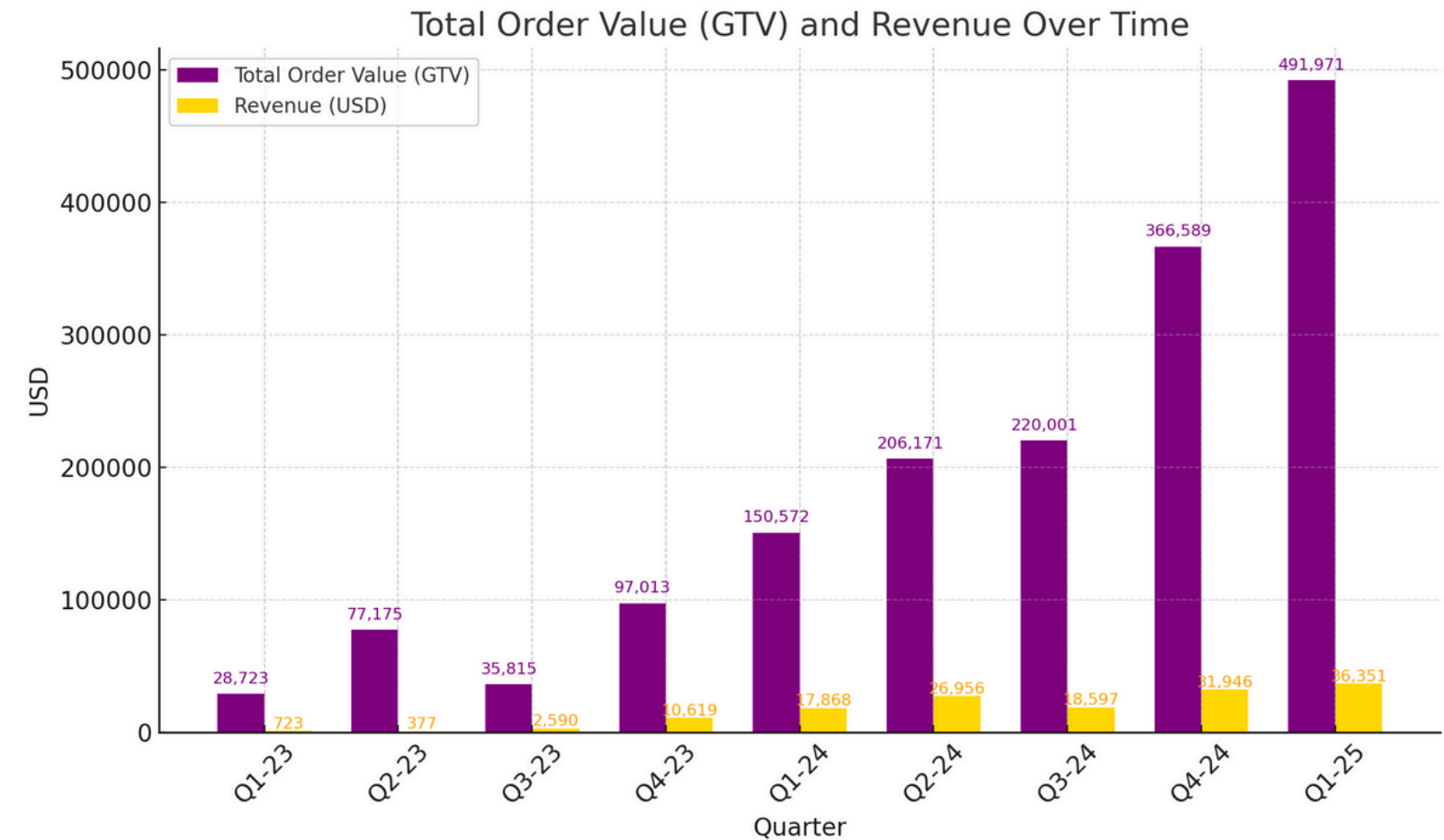
Customer Registrations
75 895

Downloads

Registrations

Monthly active users: **23 000**

Traction: Progress to Date



Revenue

\$146 027

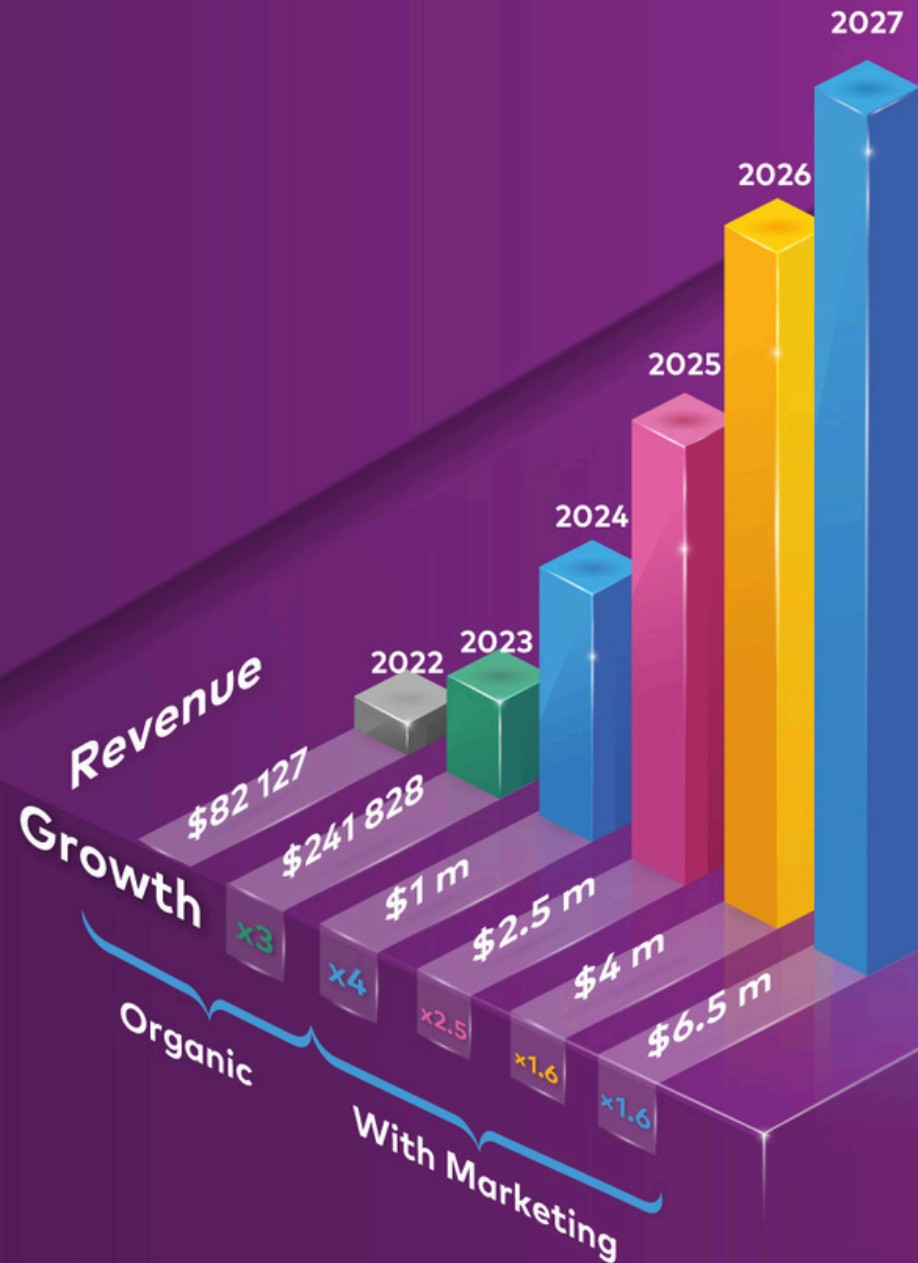
Total Order Value

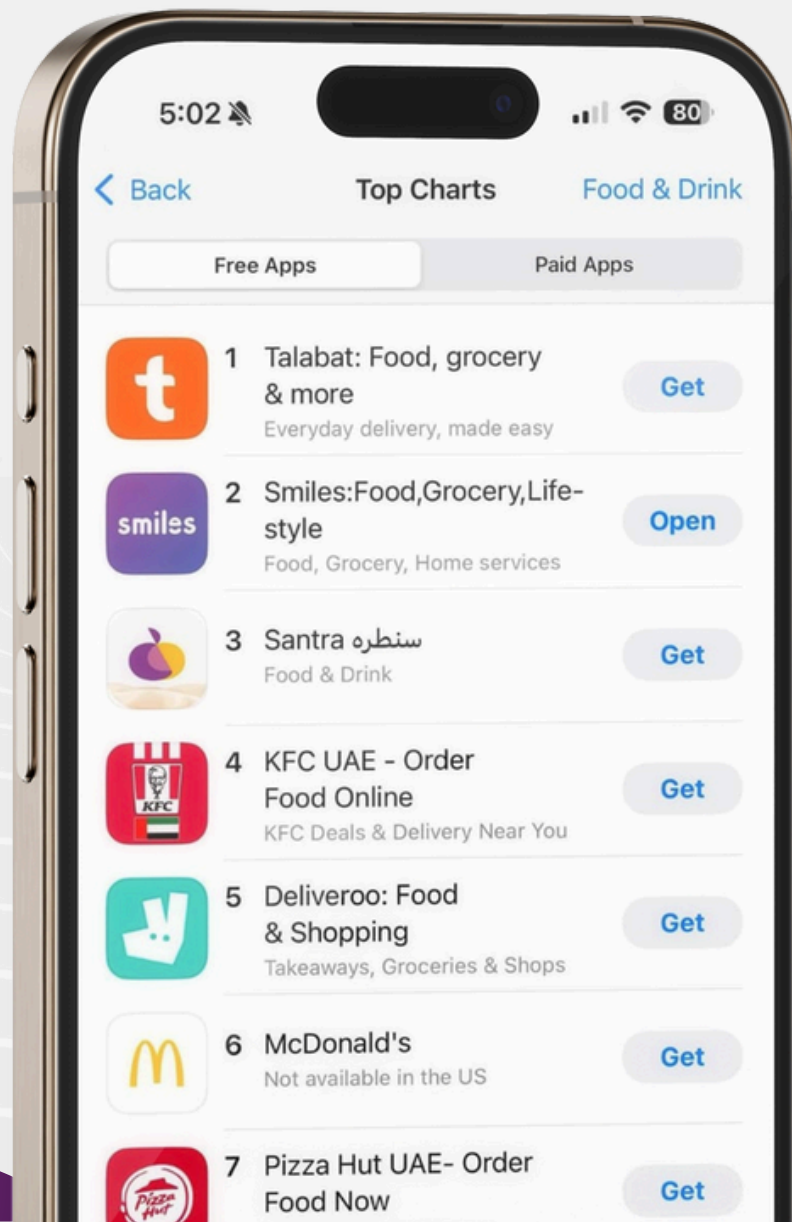
\$1 674 030

Total Revenue

Total Order Value

Traction: Forecast





Top 10 Food & Drink APPS in App store

Market Position

Santra is now ranked #3 in the App Store's

Charts for Food & Drink, standing alongside major aggregators. This milestone reflects our rapid growth, strong demand, and user trust as the go-to platform for local food brands.

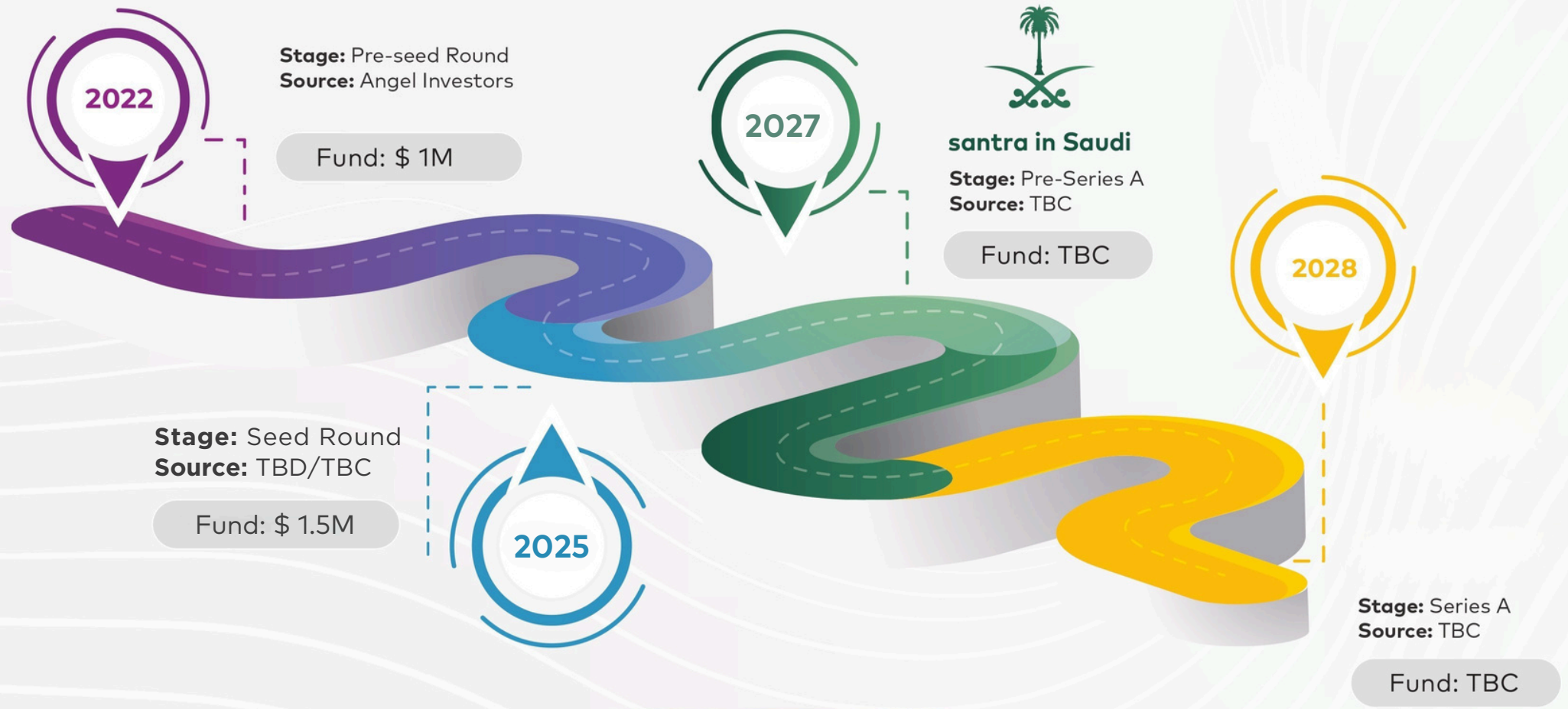
Competitive Analysis

	santra	The Chefz
Offering	Sweets and flowers	Luxury food and sweets
Delivery	Refrigerated delivery across the UAE	Limited to Riyadh, Jeddah, and Eastern Province
Market Reach	Broader market reach, nationwide scale	Operates only in select Saudi regions



Jahez made a \$172.9 million acquisition offer for The Chefz in 2022.

Road Map



santra is coming to **Saudi Arabia** by 2026, **Qatar & Kuwait** in 2028

Forbes Middle East 30 Under 30 2024



Aziz Gamil

Co-founder & CEO

Education: Computer science degree from AUE, providing technical expertise.

Military Experience: Background in the military, instilling strong discipline and leadership skills.

Role at santra: Co-founder and CEO, combining technical knowledge and disciplined approach to lead the company.

Mustafa Alelayawi

Co-founder & Managing Director

Education: Computer science, focusing on network security from AUE.

Professional Background: Six years managing top digital products in the GCC, recognized for determination.

Role at santra: Co-founder and Managing Director, oversees marketing strategies, financial planning, and business development

Team Structure



Aziz Gamil
CEO



Mustafa Alelayawi
Managing Director

Sales Team

Operations Team

Digital Team

Marketing Team

Legal

Human Resources

Finance

Empowering sweets and flowers Businesses

Trusted by Over 700 top sweets and flowers shops in UAE



Join our

GROWTH JOURNEY

Featured in:

Forbes

✦ wamda



Entrepreneur
MAGAZINE'S

TimeOut

جولت
jawlah



Contact us _____

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