

ChibiFY

Living in an anime world



MISSION

To make anime globally accessible and redefine how audiences consume anime content by transforming it into an addictive, interactive, and experience-driven form of entertainment.

VISION

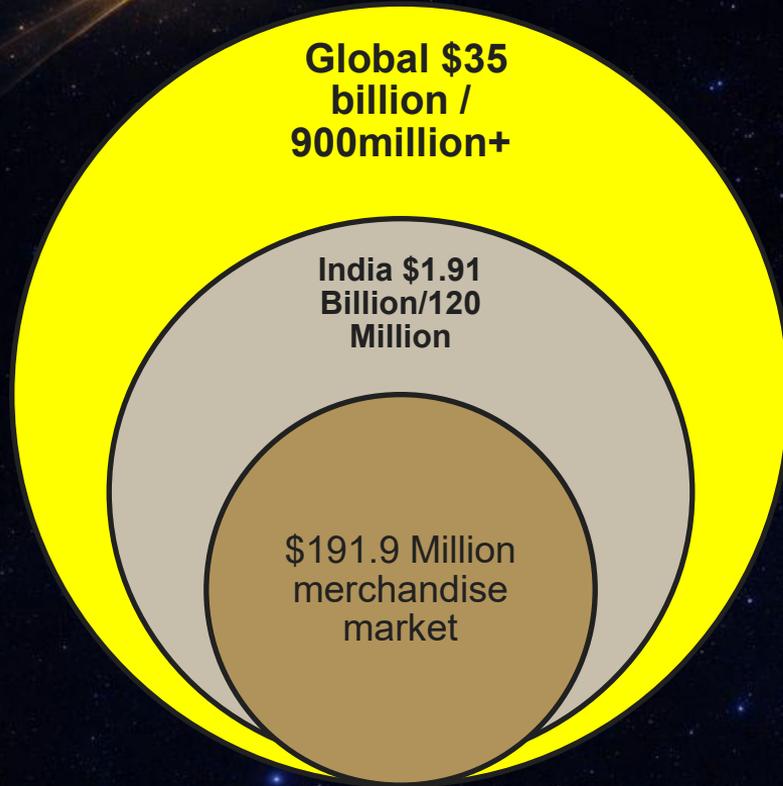
To position ChibiFY as the world's No.1 anime entertainment ecosystem — where fans don't just watch anime, but live, connect, and truly belong inside the global anime universe.

OVERALL

ChibiFY is a next-generation anime streaming and ecosystem platform designed to deliver a fully immersive anime experience.

The platform offers anime across multiple cultures and languages, integrated with a complete social system that allows users to truly live inside the anime world — not just watch it.

ANIME MARKET



13% Annual growth

The anime market is the largest market in the entertainment category, with a global size of 35.9 Billion.

Three out of ten people watch anime worldwide

The Indian anime market is valued at \$1.91 billion, has already crossed 120 million viewers, and is the second-largest anime market globally.

KEY PROBLEMS IN THE INDIAN ANIME MARKET

No Dedicated Anime Community Platform

Anime is a community-driven fandom, yet India lacks a single platform where fans can connect, discover each other, and engage in meaningful discussions.

OTTs Ignore the Anime Viewing Experience

The anime viewing experience on existing OTT platforms is poor- especially for subtitle-focused anime audiences. Video player are not optimized for anime consumption.

Low OTT platform Retention and No Innovation in the last 5 Years

users spend time only when they want to watch a specific show. Outside of that, platforms remain inactive, boring, and easily replaceable. **Moreover, most OTT platforms have failed to introduce any meaningful innovation in the last five years.**

50% India Market Unorganized & Pirated

Nearly half of India's anime audience consumes content through unorganized or pirated sources.

Poor Dubbing Quality & Weak Localization

The Indian anime market suffers from inconsistent dubbing and low localization standards. Speed is prioritized over quality.

SOLUTION

Built-in groups and community features

Customizable video player options

Freemium plan with free content and strong public validation

Consistent, stable multi-language dubbing and subtitles



Higher user retention and deeper engagement within the anime community

Users can watch for longer periods with better comfort and viewing experience

Easy platform access, reducing entry barriers for new users

Users can enjoy content in their native language, improving satisfaction and loyalty

CUSTOMIZABLE VIDEO PLAYER

Problem

- Users spend most of their time **inside the video player**
- Subtitle-heavy content = **poor viewing comfort**
- Users shift to **pirated sources** for better control

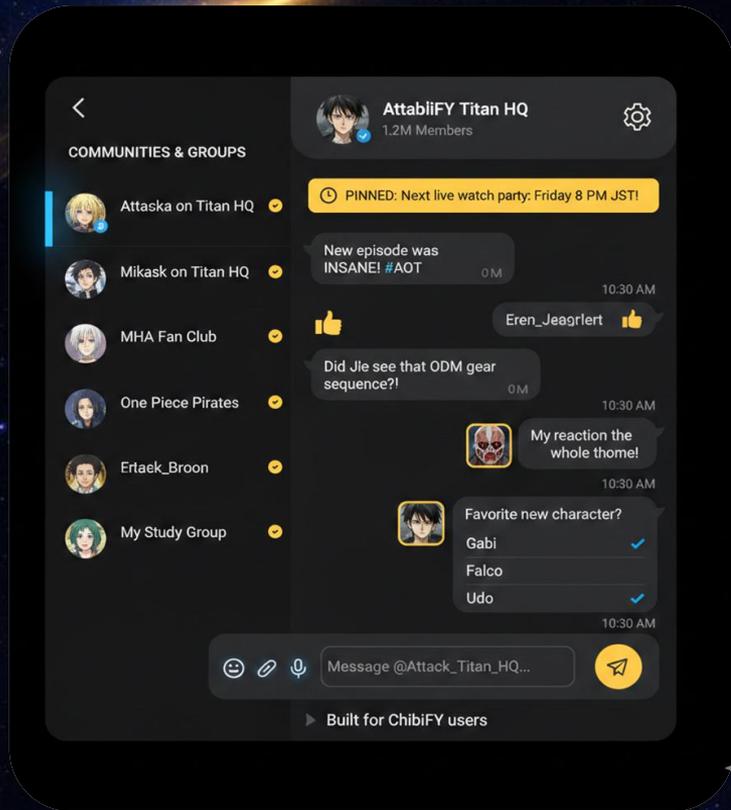
Why It Matters

- Better comfort = **longer watch time**
- Higher satisfaction = **lower churn**



“Result: Better user satisfaction, higher watch time, and improved retention.”

GROUPS FEATURE



Chibify allows users to create groups and connect with their anime buddies to discuss shows, characters, and moments they love.

ChibiFY fills this gap by enabling community-driven interactions, helping users build lasting connections and grow a strong anime-focused community.

“Result: Higher engagement, stronger user bonds, and long-term platform loyalty”

GROUP WATCHING FEATURE

On Our Platform

- Chibify offers real-time group anime watching.
- Users can watch anime together, fully synchronized.
- Voice chat is available during the session.

The experience feels like an online, theater-style viewing environment.



CHIBIFY HOME PAGE

AI-Powered Personalized Recommendations

Chibify will offer AI-driven recommendations that understand user preferences and showcase anime content tailored to individual tastes.

One of the problems users face today is that all content is not available on a single OTT platform. By analyzing large-scale user data, Chibify can also make informed decisions while selecting and acquiring new content ensuring higher relevance and demand alignment.

TRENDING ANIME



Shadow Syndicate

Dub | Sub



Clevatuts

Dub | Sub



Mashle

Dub | Sub

Continue Watching



Gachiakuta

S1 E3 • 15m left

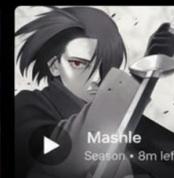
S1 E3 • 15m



Boruta

S1 High Schools

S1 E2 • Fantasy



Mashle

Season • 8m left

S2 S2 1 • 8m left

RECOMMENDED FOR YOU



Mystic Blades

11,96M views



Cosmic Kaken

S1 Sci Adventure



Spy x Family

98.90K views

POPULAR ANIME



COMMUNITY FEATURE

Purpose: To keep anime fans connected, engaged, and emotionally involved beyond just watching content.

Overall Value: ChibiFY is not just an OTT platform, but a complete anime community.



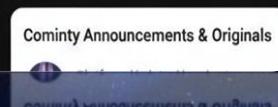
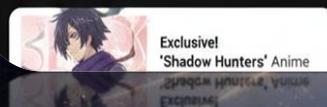
Unique & New-Type Selling Experience



Trending & Popular Anime



Anime Victories & Achievements





ADVANCED USER PROFILE SYSTEM

ChibiFY introduces a comprehensive User Profile System that acts as a digital identity and activity portfolio for every user on the platform.

Each profile automatically records and showcases the user's complete journey on ChibiFY — including content consumption, engagement, and participation across the ecosystem.

"The result is higher user attachment, social recognition, and long-term platform loyalty."

AnimeMaster22
@comity_user 001
Anime enthusiast, midnight watcher, and collector.
Let's explore new worlds!

Merch Event Ticket
Merch Special Drop

User Level & XP System
Level 15 750/1000 XP
Next Level: 16

Personality Tags
Comedy Action Fan
Otaku Night Watcher

Anime Watching Stats
Total Anime Watched: 450+
Total Watch Hours: 1200+
COSMIC CRUASDERS ROBO RUIOME
Total Episodes Completed: 15K MTTMI MELCD

Events Participation History
Simulcast Premiere "Shadow Bloom" Ep 1
Anime Fan Fest 2023 Attendee

Anime Stickers & Collectibles

User Uploaded Videos
Short AMV clip Fan Art Speedpaint Fan Art Speedcasre Cosplayer showcase

PRICING MODELS

FREEMIUM PLAN

₹ FREE

- ✓ Watch content with video ads (2 ads)
- ✓ Dubbed videos access
- ✓ Video quality up to 720p
- ✓ Group chat access
- ✓ Library title access

Premium Monthly Plan

₹198/Month



- ❖ Unlock all content on the platform
- ❖ Completely ad-free experience
- ❖ Premium profile frame & premium badge
- ❖ Premium stickers access
- ❖ Group watching feature
- ❖ Custom video player
- ❖ Dolby Audio support
- ❖ Advanced profile customization
- ❖ Group file sharing option
- ❖ Live voice & video chat access

ONE-DAY PASS

₹19/Day

- ✓ Full HD (1080p) video quality unlocked
- ✓ Ad-free viewing
- ✓ All features included in the Freemium Plan

REVENUE SOURCES

(5 Year View)



Platform Subscriptions



Dubbing Rights Share



Brand Sponsorships



YouTube Monetization



Anime Events & Ticket Sales



Anime Licensing & Distribution Share



Merchandise Sales

COMPANY DIFFERENTIATION

Feature					
High-Quality Dubbing	✓	✓	✗	✓	✓
Video Player Customization	✗	✗	✗	✗	✓
In-Platform Community & Group Creation	✗	✗	✗	✗	✓
Group Watching with Theatre-Like Experience	✗	✗	✗	✗	✓
Community-Driven Experience	✗	✗	✗	✗	✓
AI-Powered Recommendations	✗	✓	✗	✗	✓
Merchandise	✗	✓	✓	✓	✓



CUSTOMER PERSONA

- ★ **Age & Location:** 18–26 years, India (Tier-2 & Tier-3 cities), mobile-first users
- ★ **Anime Viewing Habits:** Daily anime watchers consuming full episodes via YouTube and pirated websites
- ★ **Preferred Language:** Professional Hindi dub first, with regional languages (Tamil, Telugu, Bengali) and Japanese + English subtitles
- ★ **User Goals & Motivation:** Escape from reality, stress relief, fantasy immersion, and a strong sense of belonging
- ★ **Willingness to Pay:** Majority free users, ₹19/day impulse buyers, and 10-20% paying ₹198/month for full access



EXPERIENCE, RESOURCES & NETWORK

Proven Anime Dubbing & Localization Backbone

ChibiFY originated as a professional anime dubbing and subtitling studio, with deep hands-on expertise and access to a complete in-house talent ecosystem—including voice artists, translators, editors, and production teams—built through work with official and established companies.

Licensing Network Access

Established working relationship with Medialink (Hong Kong) for anime licensing opportunities.

MVP & Market Validation

Prior MVP-level experience through early anime dubbing, distribution, and marketing tests.

Growth & Marketing Capability

Proven digital marketing and content promotion experience to drive user acquisition and platform growth.

Use Of Funding

TOTAL RAISE:
₹4.5 Crore

**Content Licencing &
Dubbing**

₹3.06 Cr

Multi-title & Multi Language
Dubbing

**Platform
Development**

₹56 Lak

Development & server cost,
CDN cost

**Employee &
Ops Cost**

₹48 Lak

Team & Operations

**Marketing
Management**

₹44 Lak

Channels & Networking



MEET THE TEAM



DHANANJAY SAHU

FOUNDER & CEO

- ❑ Overall company management & strategy
- ❑ SEO Expert with strong digital growth knowledge
- ❑ 5+ years experience running a mobile retail business
- ❑ Managed operations of a dubbing studio,
- ❑ handling production & coordination
- ❑ 🙌 Strong background in business operations and digital visibility



ISHWAR TUDU

CO-FOUNDER & MARKETING LEAD

- ❑ Co-Founder | Marketing Lead
- ❑ Marketing & brand growth strategy
- ❑ Professional Voice Artist
- ❑ Experience as a Voice Actor Trainer, mentoring new talent
- ❑ 🙌 Deep understanding of creative industry & audience engagement



VIKRAM YADAV

VOICE ACTOR & DUBBING DIRECTOR

- ❑ Professional voice actor
- ❑ Dubbing direction & voice quality control
- ❑ Experience in handling dubbing projects and artist coordination
- ❑ 🙌 Ensures high-quality voice production and creative output



SHASHIKANT YADAV

TECHNICAL & OPERATIONS MANAGER

- ❑ IT qualified professional
- ❑ Manages technical department
- ❑ Prior experience in subtitles department management
- ❑ 🙌 Handles tech workflow, post-production & content accuracy