KANDEEFACTORY.com

Sport a Healthy Pink Tongue, Always

New Age Plant Based Better-for-you Confectioners

Ever wondered why the colour of your tongue changes when you lick a lollipop?

1

Low Level of Innovation

2

Chemical Food Additives & Synthetic Preservatives

3

Animal Milk & Beef / Pork derivatives as ingredients Contributing to Global Warming

PLANT
BASED

FOOD TECH

Natural
Colours

PRESERVATIVES
NO ADDED

CONSCIOUS
CONSUMERISM

STOP
CLIMATE
CHANGE

NO ADDITIVES

NATURAL PLANT BASED COLOURS FROM INDIAN FARMS

MARSHMELTS

Boosting your appetite with our

NATURAL YELLOW CURCUMIN EXTRACT

Yellow Colour

Curcumin

MARSHMELTS

Goodbye frowns, with our

NATURAL CARAMEL BROWNS

Brown Colour

Caramel

MARSHMELTS

OUR NATURAL ORANGE PAPRIKA

will leave you binging for more!

Orange Colour

Paprika Extract

MARSHMELTS

Say Bye Bye to dyes with our

NATURAL APARAJITA

Blue Colour

Aparajita

MARSHMELTS

NATURAL SPINACH GREENS

to make your taste buds serene!

Green Colour

Spinach

MARSHMELTS

Beating chemicals with our all

NATURAL BEETROOT EXTRACT

Pink Colour

Beetroot Extract

KANDEEFACTORY

Plant Based Food Tech IMPACT on Indian Farmer

Maximum repurposing of farm produce.
Natural Colours.

KANDEEFACTORY

GREEN MANUFACTURING PRACTICES

Kandeefactory – mindful of Body & Earth

KANDEEFACTORY

Environmental, Social and Governance (ESG) Initiatives

100%

Since Inception

Economically Under-privileged Women Production Team

100% VEGAN MARSHMALLOWS & World's Yummiest ☺

PLANT BASED

Natural Colours

MARSHMELTS®
100% VEGAN MARSHMALLOWS

amazon
#1 Best Seller

MARSHMELTS Marshmallow **Bharat Flavours**

WORLD FIRST

- Marshmallow Ras Malai !
- Marshmallow Gulkand !
- Marshmallow Kulfi !
- Can’t get wilder than this ☺
- Perfect Fun Party Desserts

Probably the World's First

100% VEG CHOCOLATE COATED Vegan Marshmallows

amazon

Among Top 20% of Fast Selling SKUs in Chocolate Category

ASIN: B08V86D41X
UNSPSC Code: 50161511
Customer Reviews: 5.0 out of 5 stars 2 Reviews

Best Sellers Rank: #6,638 in Grocery & Gourmet Foods (See Top 100 in Grocery & Gourmet Foods)
#216 in Chocolate

Date First Available: 28 January 2021
Manufacturer: TJ DHARAM GLOBAL FOODS P LTD
Item Weight: 15 g
Generic Name: Chocolate coated Marshmallow

Orileys Gummy Candy - Jujubees
Scalable 100% Vegan Gummy Candy Brand

PLANT BASED

Natural Colours

1st National Brand in Flat Swirlpops
Clean Label Confectionery White Space Opportunity

Natural Colours

PLANT BASED

amazon
Best Seller

Synergizing Two Emerging Global Consumer Trends

Evolving Clean Label 100% Vegan Global Confectionery Manufacturer

KANDEEFACTORY

Market Size – India & High Growth Market

Confectionery Market

Rs.40000 crores

Sugar Confectionery Market

Rs.18000 Crores

CAGR
6.15%

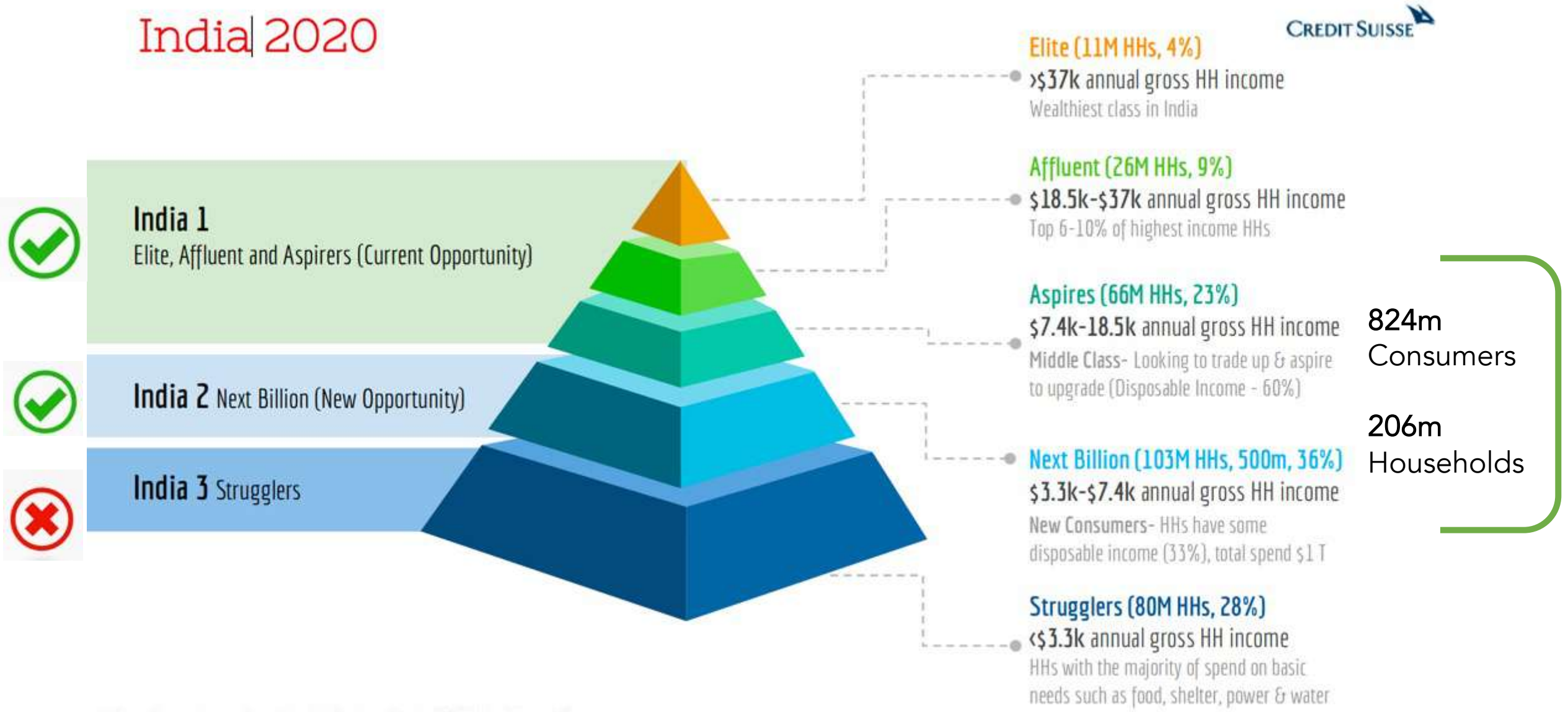
$210 Billion

Global Market Size

Sweet Spot – Target Audience

India Adult Candy Market

Product Positioning based on Income Levels



1. Annual gross income based on 2010 prices. 2. The 10$ Trillion Prize p.28
Source : http://www.ibtimes.com, http://www.indiaonlinepages.com, http://www.thenational.ae https://www.mckinsey.com, http://timesofindia.indiatimes.com

What do Industry Captains say .....

'The trend of better-for-you confectionary treats is rising'

Varuni Khosla
varuni.k@livemint.com
NEW DELHI

The covid-19 pandemic severely impacted the confectionary industry, especially during the lockdowns. Yet, Italian-Dutch confectionery and gum maker Perfetti Van Melle continued with its marketing campaigns and consumer engagement. Rohit Kapoor, director, marketing in India, said while the segment is highly dependent on footfalls at street vendors, the multinational company jumped in with larger packs for home use. Edited excerpts from an interview:

How did covid-19 impact the way you do business?

The second wave significantly impacted business across sectors. The second set of lockdowns had a more adverse effect on impulse purchase categories like candies. After a brief gap in the second quarter, we have been actively working on campaigns across our brands to drive consideration and awareness for new launches in the third ing up now.

But are you focusing on healthy confectionaries?

The trend of 'better-for-you' confec-

Fresh Mints titled 'Clean Breath 60 Minutes sugar-free mints' while pivoting the messaging to contextualize it to the changing milieu.

the end of this month.

Did you continue with your regular marketing channels during covid?

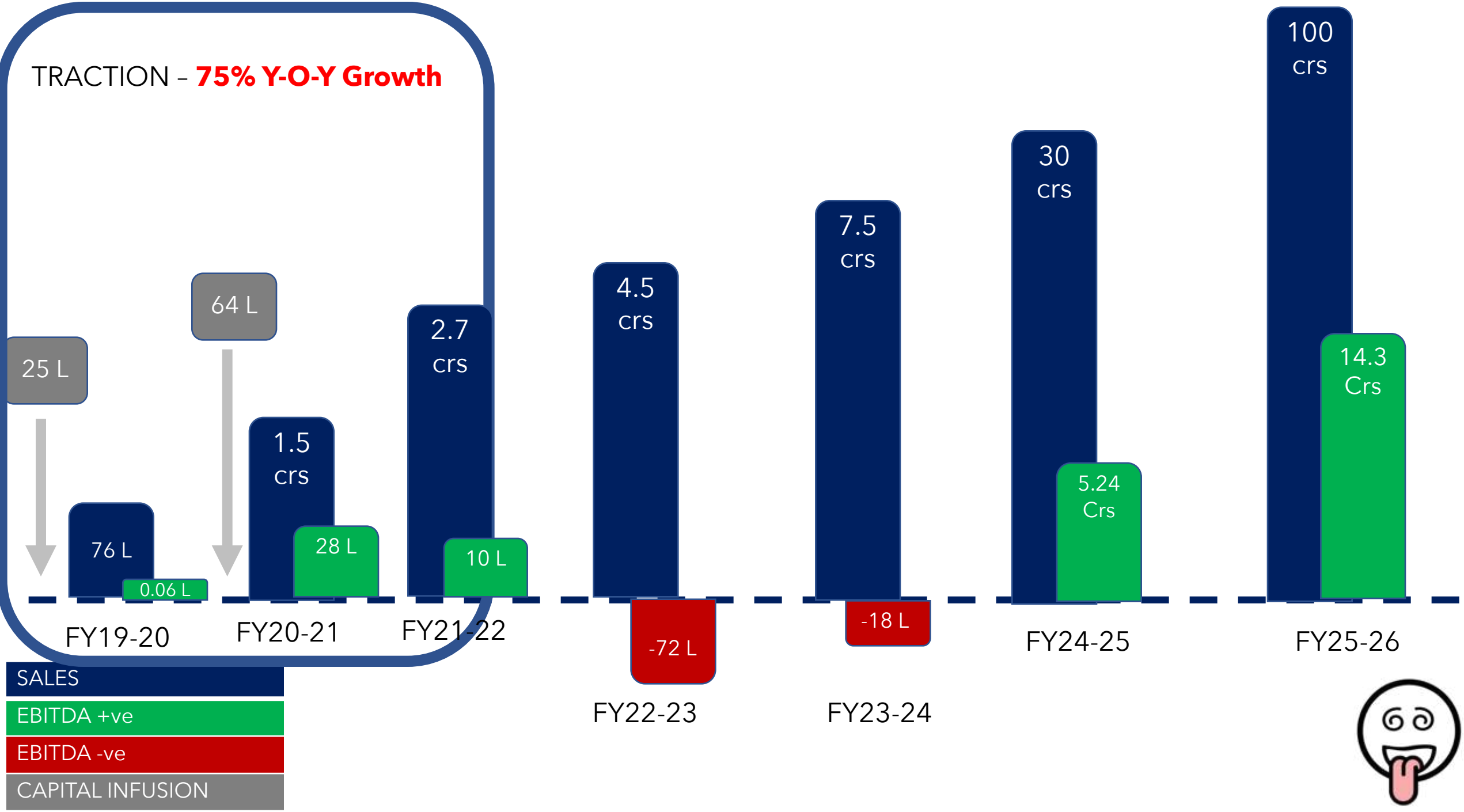
Television advertising took the largest pie of media spends but digital spends continued to rise during this time as well. We used digital for reach and to drive direct engagement for all our brands with the consumers since sales via e-commerce continue to grow even today at a very high pace on a moderate base.

We saw good traction due to indulgence for in-home consumption such as Alpenliebe, Chupa Chups Jelly pouches, Happydent and Mentos sugar-free gums and several new exclusive occasion-led packs were also introduced on the e-commerce platform to drive traffic.

We also used product sampling through select e-commerce partners to open up newer avenues to interact with our potential consumers. Given the importance of the online medium, relevant influencer tie-ups also helped to drive awareness and brand advocacy.

Does working with influencers help confectionary brands?

TRACTION – **75% Y-O-Y Growth**



DIFFERENTIATORS

PRODUCT

- Natural Colours
- No Synthetic Preservatives
- No Animal Protien
- Animal Cruelty Free
- Vegan / Vegetarian
- Taste Profile
- Flavour Spectrum

BRAND STRATEGY

- Mother - Daughter Brand Architecture
- Aspirational Market Segment
- Global Perspective with Local Focus

PRICING STRATEGY

- Mid Market Segment

DISTRIBUTION

- PHYGITAL

Go to Market Strategy

PHYSICAL + DIGITAL

PHYGITAL

Go To Market Strategy

OMNI CHANNEL PHASED ACTIVATION

- Modern Trade (MT)
- General Trade (GT)
- #D2C
  - E-Com , EGrocery, Hyper Local
- Exports
- Institutional

New Partnerships & Focus Area

OLA foods

the chocolate room

SWIGGY instamart

bb big basket

India's largest online supermarket

BR baskin robbins

zepto

10 Minute Grocery Delivery

Nature's Basket

FUTURE RETAIL

TRENT
LIMITED
A TATA ENTERPRISE

spencer's

Reliance
RETAIL

INOX
LIVE the MOVIE

Test Marketed Exports

Small Consignments

amazon launchpad

Where Inventions Take Flight

Exports

South Africa

GERMANY

US

CANADA

Launched in Germany & UK - Europe

amazon launchpad

Where Inventions Take Flight

Zusätzliche Produktinformationen

ASIN	B084JJWW4X
Amazon Bestseller-Rang	Nr. 15,380 in Lebensmittel & Getränke (Siehe Top 100 in Lebensmittel & Getränke) Nr. 26 in Amazon Launchpad Innovative Lebensmittel Nr. 30 in Marshmallows Nr. 203 in Amazon Launchpad Coupons
Im Angebot von Amazon.de seit	5. August 2021

30% Month on Month Growth – Germany Market

AMAZON ASSISTED PROGRAM - ONLY BY INVITATION

Projected Capital Allocation

2nd Round Capital Infusion - Rs.3 Crores

Primary Capital	Rs.3 Crores
Pre money Valuation Ask	Rs.30 Crores
Dilution	10%
Structure	Fresh issue of Equity Shares

Rs.1 Crore Raised

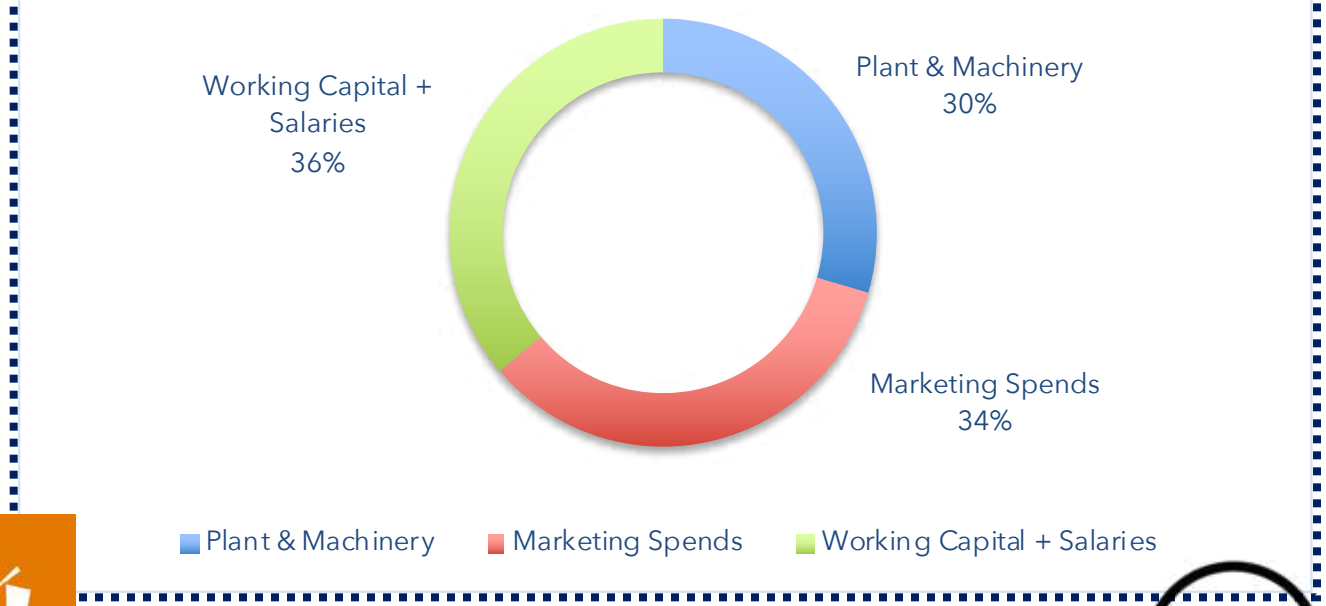
Rs.2 Crores Balance

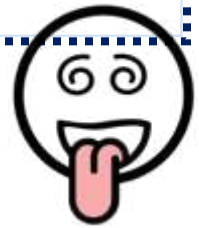
POLARIS live your dream

nice Network of Indian Cultural Enterprises

KEIRETSU FORUM

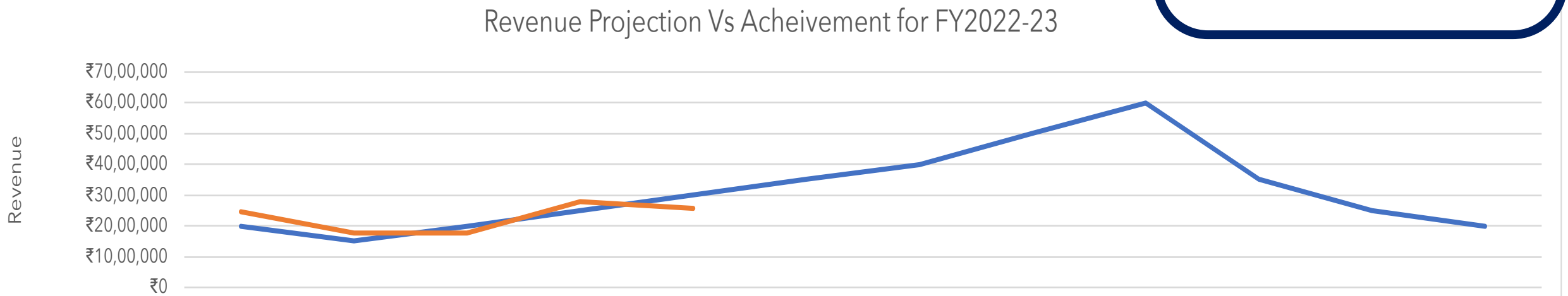
ah! ventures





Revenue UPDATE - FY2022-23

102%



	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
FY22-23 Projected	₹20,00,000	₹15,00,000	₹20,00,000	₹25,00,000	₹30,00,000	₹35,00,000	₹40,00,000	₹50,00,000	₹60,00,000	₹35,00,000	₹25,00,000	₹20,00,000
FY23-23 Achieved	₹24,56,111	₹17,55,442	₹17,74,471	₹28,02,298	₹25,63,000							

* As on 1st September 2022 Unaudited Figures

KANDEEFACTORY

Founding Team & Advisors

Mahesh Dharam

Founder & CEO

Mahesh is fascinated by the science behind any creation which includes food.
Certified in Sugar Confectionery.
Qualification – B.com (University of Madras)
Schooling - Sishya , chennai
Training – under family business since school days. Took over ailing family business at 21 years and retired debt.
First Own Business – at 19 years, selling T-shirts office automation products, pagers, assembling computers
Corporate experience – of **over 12 years** with **Citi Corp, Aviva, Bajaj & IDBI in sales.**
Recent 5 years – running profit making confectionery business, Texture & creation of product line.

Anusha M Dharam

Co-Founder & Sales Head

Anusha candy lover herself, believes that good taste, texture and quality of the food leave lasting imprints on people. Has a process oriented approach to any business.
Qualification – B.com, MBA - Finance , ICFAI
Schooling – PS Senior, Chennai
Corporate Experience – over 15 years Franklin Templeton, ICICI Bank in customer services & ops with Spark Capital Advisors in Institutional Equities ops & Business Development.
Recent 3 years –Business Development & Taste of confectionery. Accredited with getting the products successfully listed and retailed with large retailers such as, Trent- TESCO, Reliance retail, Spencers, Spar Max Hyper, Hypercity – Future Retail etc.
Creator of Signature Flavour for the products.

Advisors & Early Investor

Hari Ramakrishnan

Harvard Alumnus Charter Accountant
CFO – L&W Construction
Ex-CFO Puravankara Ltd.,
Tishman Speyer, KPMG, PwC
Harvard Alumnus Charter Accountant
Experience of 18+ years in Real Estate / Consulting and has held leadership roles including strategy, fund raise, M&A, corporate governance & Investor Relations

E. Nandakumar

B.Tech Mechanical Engg , IIT Madras , XLRI
CEO – International Center for Clean Water
Head Operations ITC Limited

K A N D E E F A C T O R Y - **One of Top 5 Startups Nationally** adjudged by SIDBI and Alternate Investment Funds on 16th Jan 2020 at SIDBI Investors Day 2020 held at Bangalore.

Awards & Recognition
Semi Finals TATA Social Enterprise Challenge 2020-21

KANDEEFACTORY - **One of Top 24 Startups Nationally**

TATA SOCIAL ENTERPRISE CHALLENGE
A Joint Initiative With IIM Calcutta

KANDEEFACTORY®

New-Age Health & Earth Mindful, Yummy Vegan Confections

Anusha Mahesh Dharam
Co-Founder, Kandee Factory

Mahesh Dharam
Founder, Kandee Factory

CANDIES ON DEMAND

Kandee Factory is at the forefront of sustainable manufacturing practices and is proud to be one of the only manufacturers world-wide that harnesses the power of atmospheric air water extraction technology in order to make environmentally friendly candies and confections. Further, they work together with local farmers to repurpose their biomass by extracting pigments which Kandee Factory uses to make their all-natural colours. Kandee Factory appeals to the conscious consumer who takes responsible consumption seriously.

Rolling it out

Mahesh Dharam, had been to Europe during 2010 where he saw a wonderful assortment of candies, which were not available in the domestic market. "During 2011, I had been on a Father - Son Vacation to Goa with my 5 year old son Jishnu. During that trip on a particular day while shopping, Jishnu set his eyes on a Large Swirl Lollipop (Similar to what I had seen in Europe) and wanted it badly. I was concerned about the artificial colours and preservatives used in the product and was hesitant to buy it. but jishnu was insistent on having it and I finally gave in to his craving. Jishnu while unwrapping dropped the swirl pop and it broke to pieces. He was extremely disappointed and his eyes welled up and started crying. I was in a very awkward situation trying to pacify the young boy at the shop and wanted to find a solution to this at once. So I asked the shopkeeper to hand me one more swirl pop for which he declined saying that these are imported ones and he has no stock of it any more and would take at least a month or 2 to get fresh stocks. In the midst of all this commotion, I had a light bulb moment and the opportunity dawned on me for a market which is craving for safe natural innovative confectionery was born. It took another 18 months of moonlighting to develop on this initial thought and get a product out during the Christmas of 2012. My wife and I made some candy canes for Christmas and kept them at a cupcake counter at a famous mall in chennai and within a few hours the stocks sold out! Indeed a very sweet moment for us and it paved the way to Start Kandee Factory the following year," Mahesh Dharam, **Founder, Kandee Factory** narrates the story of inception for the brand.

Making the assortment right

Kandee Factory is a continuous innovator of products, some products such as Marshmelts Vegan Marshmallow & Ville Nour Chocomallow are disruptive innovations in the confectionery space. The brand constantly innovate, brand, commercialise and launch /market using D2C marketplace channels, physical store, and modern trade channels. "Phygital strategy works well for us as it is a mix of D2C and Modern Trade. Our products being in the Impulse Food Snacking Product category, did well during the pandemic. In Particular, our D2C business grew rapidly. We increased our assortment of products, introduced combo assortments and Fun DIY Dessert Kits, which further engaged the consumer towards our brand," Anusha Mahesh Dharam, **Co-Founder, Kandee Factory** mentions.

She further continues, "We have achieved a certain product/market fitment in the Indian context and would like to penetrate deeper using technology for distribution. Global expansion using capital efficient e-market places is also a focus area for us and we are associated with the Amazon Launchpad Program for EU and our products have scored well in the initial pilot phase of launch and we look forward to expanding our presence first in the EU region and then to US and Canada".

Being agile

Mahesh informs that innovation at a product level and also for Branding, Packaging, Product experience is key to the brand's success. He says that the team works with a certain global outlook and that he says is working in favour of the brand. He further adds, "Kandee Factory being in the impulse food snacking category, the time to customer's mouth is very critical. 1 day delivery or a few hours or a few minutes delivery is becoming increasingly critical to satisfy today's consumer. We have now replicated our stock holding points across the country through Amazon FBA model and also through Swiggy Instacart, Ola Foods dark store model".

He continues, "Digital presence gave our brand the reach we needed into the market with very low capital and we soon were able to attract capital from the angel investing community to grow further".

MILESTONE

- 100% of the brand's production is managed and powered by women.
- Kandee Factory has seen a 100% y-o-y revenue growth. The brand touched Rs. 1.52 Crores in FY 20-21.
- The brand is retailing across prominent marketplaces like Amazon India , Amazon Germany , amazon UK , Flipkart, Bigbasket, Swiggy Instacart , Ola foods
- Moving quickly into the international markets has also helped the brand create buzz around its products in India and thai also gave them an opportunity to try new markets and assess potential large outcomes in the brand's business models at a global scale.

KANDEEFACTORY®
New-Age Health & Earth Mindful, Yummy Vegan Confections

WORLD ECONOMIC FORUM

Guidance TamilNadu
INVEST INNOVATE CREATE

DAVOS 2022

KANDEEFACTORY

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