WELCOME TO THE KATI PATANG LIFE

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THE KATI PATANG MISSION

For the **Free**-spirited **Millennials** and the adult **Gen Zs,**
create an iconic **Lifestyle brand** of **Food & Beverages** rooted in **India**

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YEH AZADI HAR KHUSHI

The Indian name KATI PATANG alludes to a flying kite that starts to soar and float as soon as the last bondage of the thread goes away. True to that essence, the brand stands for unfettered freedom and creativity unbound.

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SKY IS THE LIMIT

	2021	2028
Consumption spend in India	USD 2T	USD 4T
Share of F&B	1%	1.5%
Our core TG's share	20%	25%
Premium segment	25%	35%
Addressable market	**USD 1B**	**USD 5B**

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THE KP FLYWHEEL

Freedom @ Core: Enjoying + expressing

B_Q: Building quality: Products & experiences – best ingredients, carefully designed recipes

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E_C: Enabling communities: Farmers, growers, brewers, mixologists, workers, vendors

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U_C: Unlocking creativity: Enabling consumers to discover their inner creativity and express them

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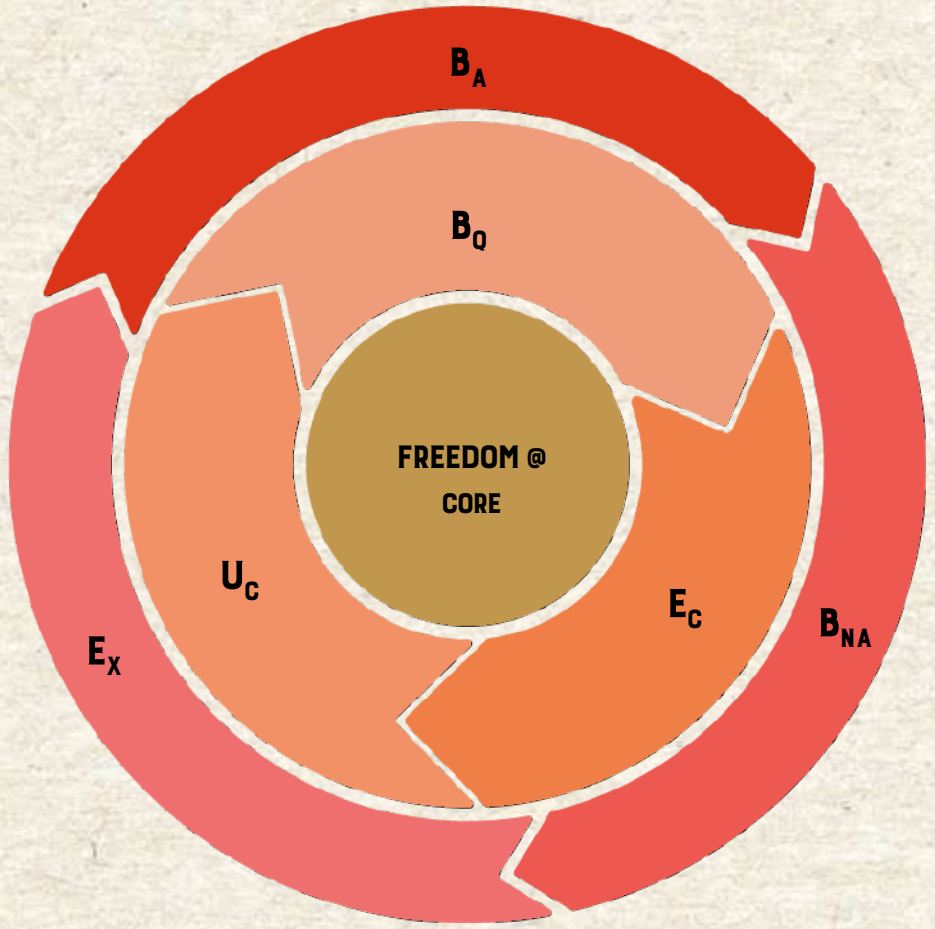
B_A: Beverages Alc: Beer, spiked seltzers, ciders, spritzers

B_{NA}: Beverages Non-Alc: NOT, ciders, coolers, sparkling

E_X: Experiences: Taprooms/ cafés -- cities, retreats -- off beat places, KP Accents (eclectic merchandize)



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INTERSECTION OF PRODUCT & EXPERIENCE ACROSS B2B2C & D2C...GIVES US TREMENDOUS POTENTIAL TO SCALE

b2b2c

PRODUCT

BEVERAGE ALC

"CRAFT BEERS"

Zesty Amber
Snappy Wheat
Saffron Lager
Bareilly Bold

EXPERIENCE

experience zone

KATI PATANG CAFES

d2c

PRODUCT

BEVERAGE NON ALC

"NOT DRINKS"

Not Gin & Tonic
Not Cosmopolitan
Not Old Fashioned

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STYLE #1 : KATI PATANG ZESTY AMBER

A rich amber beauty with a medium caramel flavor punctuated by light citrus notes. Complex yet smooth.

The brand story is of the happy transformation of a thinker, whose light bulbs kick off when he enters that zone with his mind spinning at a breakneck speed as he churns crazy ideas.

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STYLE #2 : KATI PATANG SNAPPY WHEAT

A quintessential Indian Wit with a twist of lemon rind and finishing punch of ginger, turmeric, peppercorn and coriander offers it a distinctive flavor

The brand story is of a happy transformation of a female stand up comic – she is sharp, witty and uninhibited

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STYLE #3 : KATI PATANG SAFFRON LAGER

THE NEWEST MEMBER OF THE KATI PATANG TRIBE...BORN IN HIMACHAL

A golden-hued and light lager...clean and crisp too. Gently steeped in Saffron from Pampore. Gives off earthy, grassy whiffs. A thirst-quenching delight.

The brand celebrates our soaring above the stresses and cares of a regular day. The air balloon amidst the clouds takes one to a new space where one feels light, unburdened and free.

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STYLE #4 : KATI PATANG BAREILLY BOLD

This light bodied yet bold Lager brings alive earthy notes of the spring Indian flower, Palash (or Flame of the Forest).

The brand celebrates the true spirit of small town India that is coming of age. Confident. Strong. Muh khol.

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KATI® PATANG NOT

NON ALCOHOLIC SPARKLING COCKTAILS

Kati Patang NOT drinks perfectly mimic popular cocktails without the alcohol.

NOT
OLD FASHIONED

- Bourbon whisky notes
- Zero Alcohol aromatic bitters
- Vanilla
- Nutty notes

NOT
GIN & TONIC

- Juniper
- Basil
- Lemon
- Quinine-free

NOT
COSMOPOLITAN

- Cranberry
- Orange

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CURRENT FOOTPRINT

7 states/ markets with 1000+ points of presence; online delivering pan India (for NOT drinks)

OFFLINE (BEER)

Top metro cities launch first, followed by select presence in Tier 1/2 cities in current markets (targeting 7.5 K cases per month by Jul/ Aug 2021)

Delhi
Haryana
Himachal
Maharashtra
Goa
Karnataka
Chandigarh (launch in June 2021)

OFFLINE (NOT DRINKS)

Organically building WOD -- Premium retail stores in Delhi NCR, Pune, Amritsar, Surat and Indore

ONLINE* (NOT DRINKS AND MERCHANDISE)

Pan India Deliveries (from our hubs in Delhi and Pune)

*shop.katipatang.com

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DIFFERENTIATION DRIVERS | The Branding

A cult brand with an evocative identity – anchored on the deepest human need : Freedom

The brand celebrates the creative side in each one of us. All aspects of branding (illustration, story, merchandise, events) - are crafted to build the community of KATI PATANG 'FOUNDers

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DIFFERENTIATION DRIVERS | The Brews

Styles that are never “me-too”

Recipes specifically designed keeping in mind the Indian palette, yet ones that resonate with a global audience

Superior craft beverages brewed with the finest ingredients

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DIFFERENTIATION DRIVERS | Experience Zones

A place to "relax, enjoy & explore"

A comfortable and relaxing space that invites you to mix and match our beverages and meals, infuse it with the joy of chatting with friends and loved ones or the excitement of exploring your own creative side.....all to create a unique experience to your heart's contentment

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DIFFERENTIATION DRIVERS | The Engagements

Building our Tribe: Communions that are more than a hangout

Curating inclusive & unique experiences spanning the gamut of music, food and art

To break free and find expressions for their inner persona

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DIFFERENTIATION DRIVERS | The Merchandise

Styles that make a bold brand statement

Merchandise that breaks the pattern and gives identity to the KATI PATANG tribe

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IN THE LIMELIGHT | Awards and Accolades

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APPRECIATION FROM THE MEDIA

Recognition by top publications via 100% earned PR coverage that journal lifestyle, food and beverages

VOGUE INDIA

Brewed with Himalayan spring water, Kati Patang's millennial-centric brews come with an Indian spin. The Delhi-based company launched in 2018 with Zesty Amber loaded with all-natural malts and aromatic hops, giving it an intense complexity and a smooth caramel finish. Their Snappy Wheat is chock-full of lemon rind flavours and the subtle finish of Indian spices like peppercorn, coriander, ginger, and turmeric. Their latest offering is Saffron Lager, a light-bodied and crisp beer with hints of Saffron from Pampore, Kashmir.

AD

HOME

7 Indian craft beers you have to try

From mainstream lagers, cult-status IPAs to innovative craft stouts and more...we have it all covered

@archdigestindia

Kati Patang Zesty Amber Ale

If you want to start exploring craft beer but aren't sure where to start, Kati Patang Zesty Amber Ale is a good bet. This amber coloured beer with its perfect balance of intensely complex flavours and a wonderfully smooth caramel finish is delicious. Kati Patang is brewed and bottled in Bhutan, at the Serbhum brewery but is owned by the Indian couple Shantanu and Lata. "I love this zesty beer which is perfectly balanced and holds the robustness of an authentic craft beer," says Rahul Singh, Founder and CEO The Beer Café. Their other variant, Snappy Wheat is a perfect summery brew with a peppery finish.

GQ INDIA

LOOK GOOD LIVE WELL GET SMART ENT

LIVE WELL

The 12 best beers in India to drink in 2020

We're partial to this earthy Bhutanese brew for its all-natural malts and creamy caramel finish. Extra points for being brewed with Himalayan spring water. Rs 220/-

Traveller Subscribe

HOME

These 7 Indian craft breweries are celebrating regional ingredients with their beers

@CNTRAVELLERINDIA

This Delhi-based brewery is all about unleashing creativity. So, it's not surprising that their beers are experimental and unique. The Snappy Wheat is a quintessential Indian Wit with a zing of lemon rind and packs a punch with Indian spices like ginger, turmeric, peppercorn and coriander *(available in Goa, Mumbai and Pune)*. Their latest creation, The Saffron Lager *(available in Delhi, Himachal Pradesh, Mumbai and Pune)*, is a light, golden-hued drink, steeped in saffron that comes from Pampore, Kashmir.

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KATI PATANG SOCIAL IMPACT

Crafting our journey hand in hand with diverse communities

SOURCING MALT FROM LOCAL FAMERS...DIRECTLY SUPPORTING LIVELIHOOD OF 200* FARM FAMILIES

Our malt genome procured from Europe is developed and harvested in Rajasthan by local farmers.
The locals of Alwar district play a key role in the malting process, and our contracting work with them ensures a constant stream of income to this community

WASTE MANAGEMENT...PROVIDING 2,70,000* CATTLE FEEDS A YEAR

Draff/Spent malt – the byproduct or food waste of brewing - makes up for nearly 80% of brewing waste. We make sure this spent malt is distributed in the local farming community as nutritious fodder for cattle.

PACKAGING...SUPPORTING LIVELIHOOD OF OVER 500* MARGINALIZED FAMILIES

Our packaging reflects our conscious ethos. We work with social entrepreneurs directly engaging marginalized communities (disabled, transgender, sex worker, rural women) to source and produce sustainable packaging and merchandize.

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** Estimated basis sale projections for 2024-25*

LEADERSHIP

Shantanu Upadhyay
Co-founder & CEO

BCG BOSTON CONSULTING GROUP

Deloitte.

14+ in Management Consulting in India and US advising CXOs/ Boards of Fortune 500 companies in Tech, Media and Telecom on corporate strategy, growth, go-to-market and innovation

Lata Upadhyay
Co-founder & Chief Brand Officer

McCANN-ERICKSON

12+ years in Consumer Research & Advertising in India/ US/ Canada in the top ad firms (Mudra, New Delhi and McCann Erickson , Toronto)

India's first female Water Sommelier (Certified by Fine Waters Academy, USA)

Rishab Gulshan
Executive Director

LET TRUTH PREVAIL
THE TIMES GROUP

BCG BOSTON CONSULTING GROUP

Ex-Head of strategy & digital growth + part of the Board at the Times of India group

Previously, was MD & Partner at The Boston Consulting Group

Set up the BCG "Green Shoots" accelerator for Startups

Samrath Bedi
Non-Executive Director

FOREST ESSENTIALS™ Luxurious Ayurveda®

Executive Director, Forest Essentials – a premium Ayurvedic beauty brand, a symbol for Indian luxury

Successfully built an iconic luxury brand in India in recent times

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FINANCIAL SNAPSHOT

Figures in INR Cr

Financial metric	FY 22 (unaudited)	FY21	FY20
Gross Revenue	7.34	2.75	2.41
Net Revenue	4.34	2.02	1.46
Annualized gross revenue run rate based on current monthly trending of INR 1.1-1.2 Cr	13.20	NA	NA
Gross Margin	45%	40%	40%
EBITDA	-3.2**	-2.77	-2.64

**Does not include one-time exceptional item amounting to INR 46L

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TARGET UNIT ECONOMICS

Overall portfolio already has a positive se contribution margin; Also have a clear line of sight into substantive GM gains in the near-term basis new brewing agreement

Market	SKU[3]	Gross Revenue per case	EBP per case	Excise per case	Contribn Margin %[1]
HP[2]	SL	1,284.4	1,126.0	158.4	16%
	BB	826.0	670.0	156.0	10%
Delhi[2]	SL	2352	923.2	1429	-10%
	BB	1725	676.0	1049	-4%
	SW	2943	1,183.0	1760	7%
	ZA	3480	1,392.0	2088	11%
Haryana	SL	1,551.8	1,235.0	316.8	16%
	BB	1,001.0	650.0	351.0	5%
	ZA	1,804.8	1,488.0	316.8	10%
Chd	SL	1,290.6	1,053.0	237.6	10%
	BB	930.8	650.0	280.8	-7%
Maharashtra[2]	SW	2,749.0	1,149.0	1,600.0	-20%
	ZA	3,027.1	1,267.1	1,760.0	-15%
Goa[2]	SW	1,564.8	1,248.0	316.8	14%
	ZA	1,888.8	1,572.0	316.8	18%
Karnataka	SW	3,637.0	1,248.0	2,389.0	10%
	ZA	4,377.0	1,572.0	2,805.0	10%

Style[3]	Current Gross	Target GM (within next 6-9 months)
SL	48%	53%
BB	36%	42%
ZA	44%	54%
SW	40%	48%

1. Contribution margin is EBP less {distribution margin, logistics and trade/ retail incentives}
2. Markets with a dominant brand-building focus; Focus on draught in Maharashtra + Delhi to boost contribution margin
3. SL – Saffron Lager; BB – Bareilly Bold; SW – Snappy Wheat; ZA – Zesty Amber

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LET'S TALK!

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