amaara

brew. sip. heal.

Traditional herbs for the modern you!

Mission & Vision

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From ages, India has been known as a land of herbs. With best of the herbal produce, and dawn of the era of experiment and exploration, we would like our herbal infusions to reach out to maximum people across the globe.

In such a scenario -

- **spreading awareness** about dietary advantages of these herbs. The herbs are really efficacious and have great ameliorative benefits.

- with **ever-increasing demand for reparative foods** and supplements, there is trend of more and more people substituting traditional drinks with a wide range of herbal fusion based beverages.

- we would like Amaara Herbs to **hold a well-deserved place in each household** in India and every health conscious nation of the world.

Vision

To make Amaara's unique herbal blends reach every household across the world.

Mission

We strive to offer our customers the unique herbal blends without compromising on the taste and efficacy.

Problems

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Lack of Knowledge

Consumers are not aware of the herbs and their importance in today's enviroment. Proper education is required with respect to the products offered and their importance.

Use of Preservatives

We have lot of artificial supplements available in the market. We need intensive marketing strategies to replace the artificial supplements market with the herbal ones.

CTC Dominated Market

90% of the tea's total consumption in India is dominated by CTC. Green and Herbal Teas account for only remaining 10%. CTC lacks the benefits which can be derived from Herbal Teas.

Adulteration

Sourcing the right product in its purest form is a daunting challenge. India is expert in Herbal products, still we hear about adulteration in these potent herbs.

Bitter Tasting Product

Herbal products are assumed to have a bitter taste with the kind of concoctions available in the market.

No Herb Centric Brand

No herb centric brand to cater demand of consumers. With ever increasing awareness, customers await some herbal superfoods on their plate

Who we are?

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Direct to consumer

Artful Curated Blends

Backed by Nutrional Experts

Herb-Based

Freshly Sourced

Therapeutic Advantages

100% Clean & No Artificial Ingredients

Amaara is the only Indian herb-based brand keeping our ancestral healing herbs alive with our products while keeping the taste and efficacy on priority.

A Well-Positioned Plan

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Collaboration

CRED

Market

Nykaa – Your Beauty. Our Passion.
amazon
bigbasket – India's largest online supermarket
GOQii
blinkit
smytten
Flipkart
LBB

International Platform

amazon.com
amazon.co.uk
amazon.ca

Offline Platform

modern bazaar department store – For the better things in life
HONEY MONEY TOP – THE GREEN SUPER MARKET
Le MARCHÉ
manish agencies – DEPARTMENTAL STORE

7X growth in topline numbers in 6 months | **65000+ customers** onboarded

17+ sku's live | **10+ sku's** planned for launch in 2022

Traction

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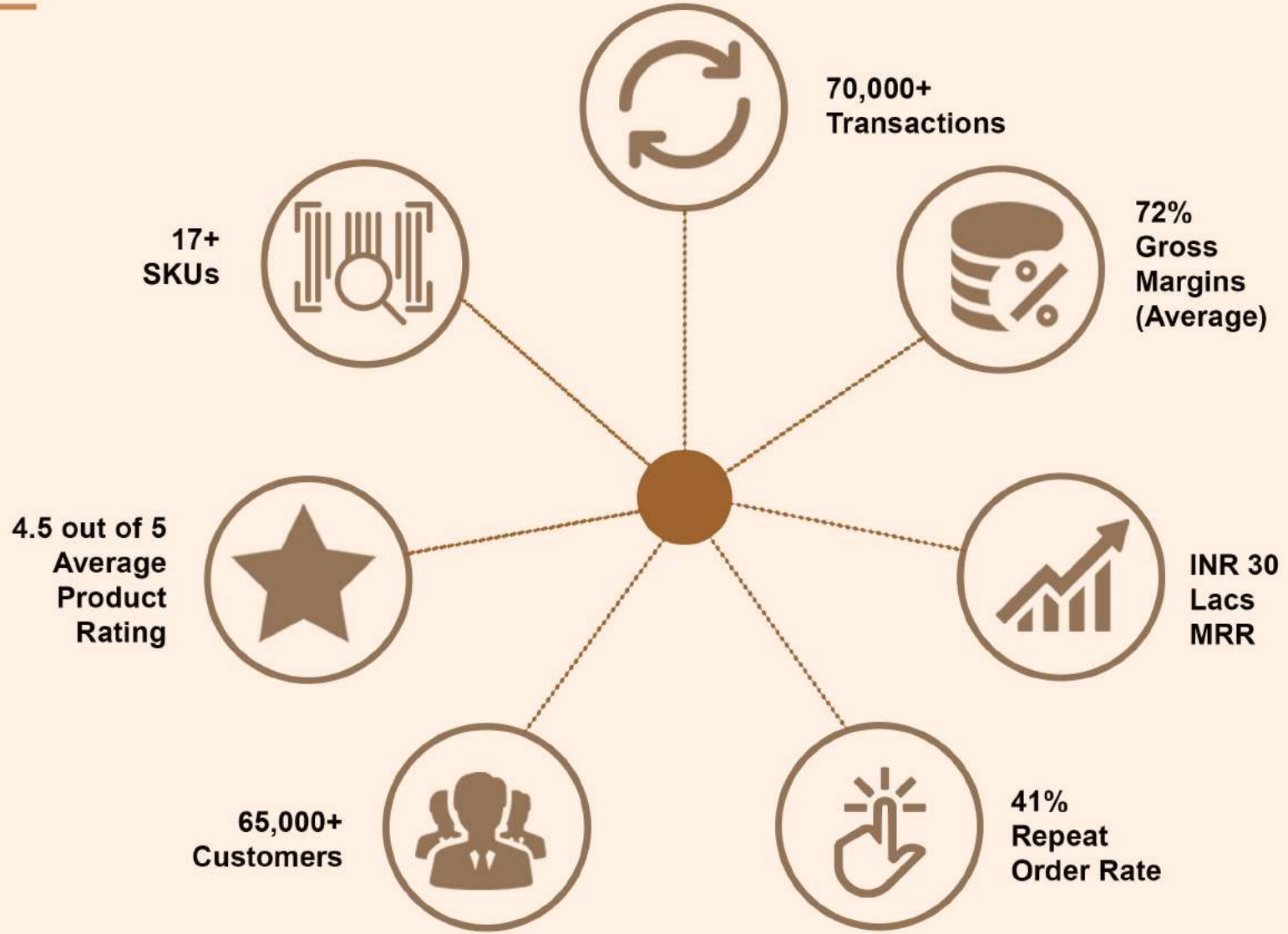

Products

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Herb Brews
MRP : Rs 300/-

Herb Latte
MRP : Rs 499/-

Herb Spread
MRP : Rs 499/-

Competition

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Amaara's Unique Propositions

- Herb based
- Primary focus on taste and efficacy
- Therapeutic benefits
- Organic Ingredients
- Unique offerings for a purpose
- Replacement for traditional tea and latte category

RoadMap and Projections

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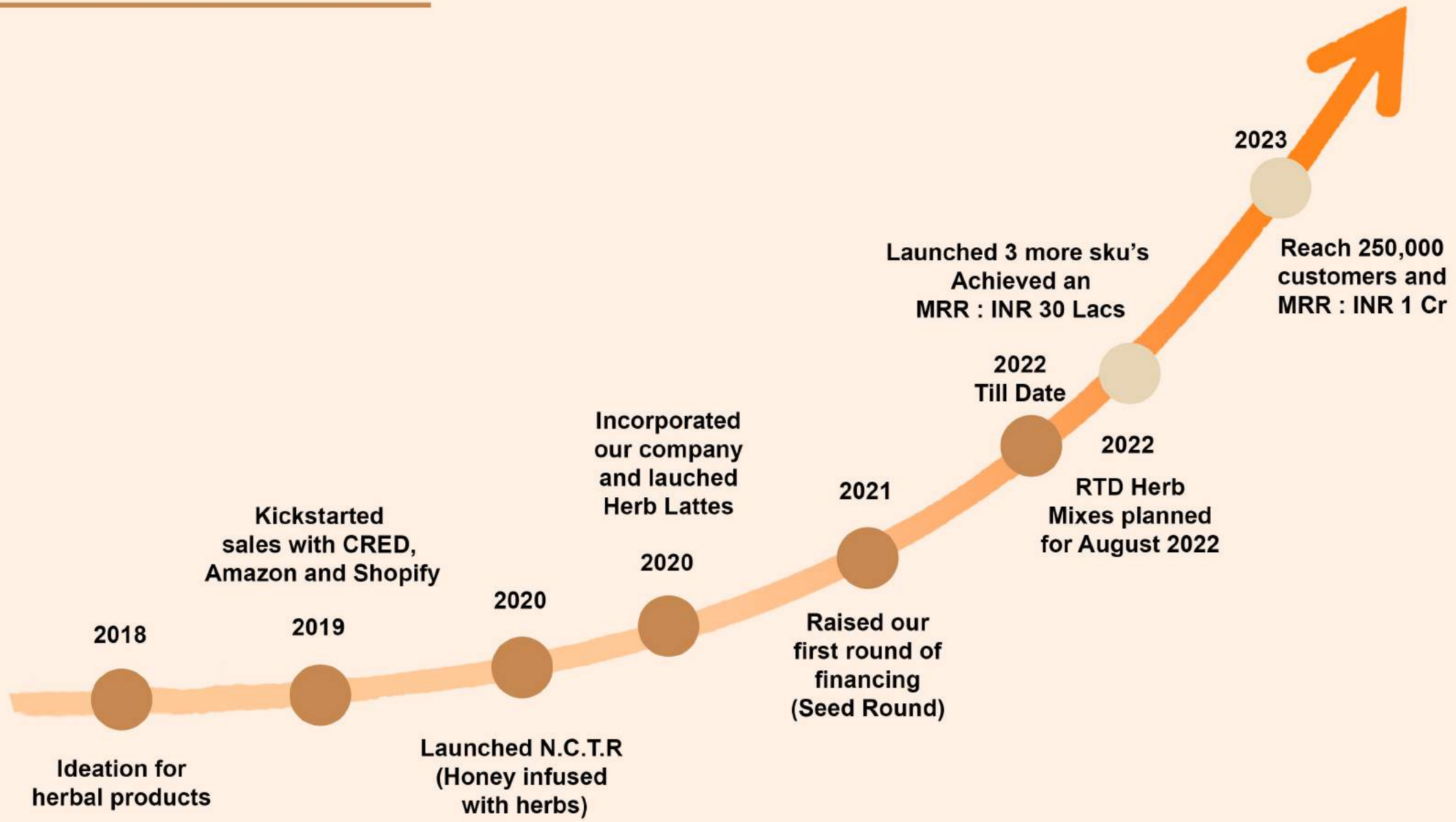

Current Traction and Operational Projections

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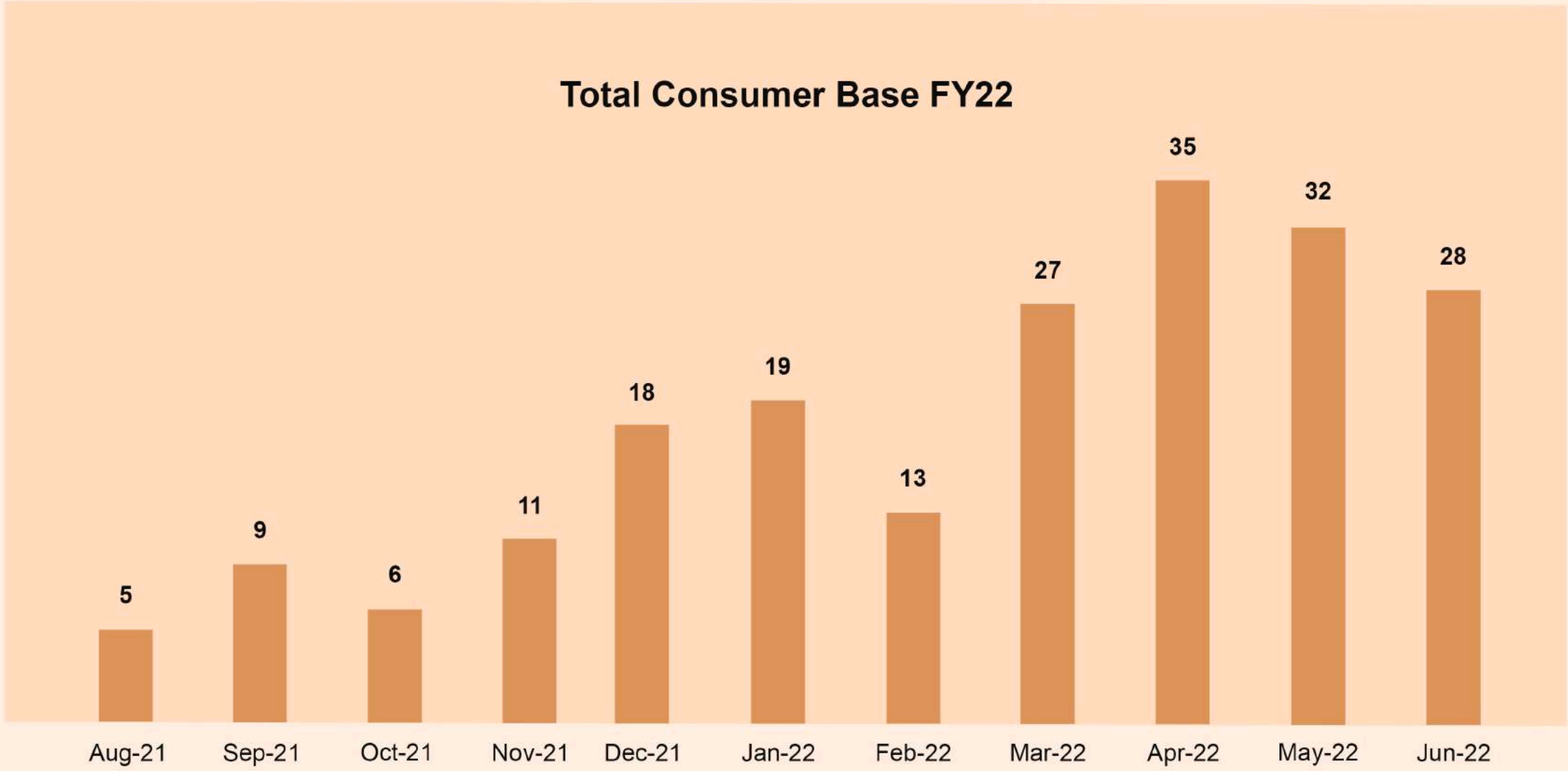

Well Oiled process

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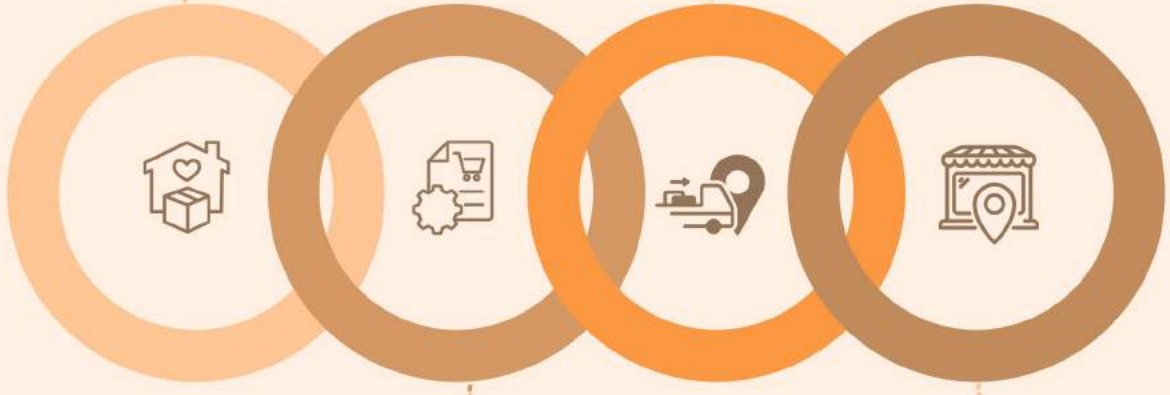
In house packaging

E-commerce distribution



Premium procurement from different parts of country.

Minimal line to market

17+ SKU | 250+ Order per day | Daily

fssai FDA

Topline Numbers

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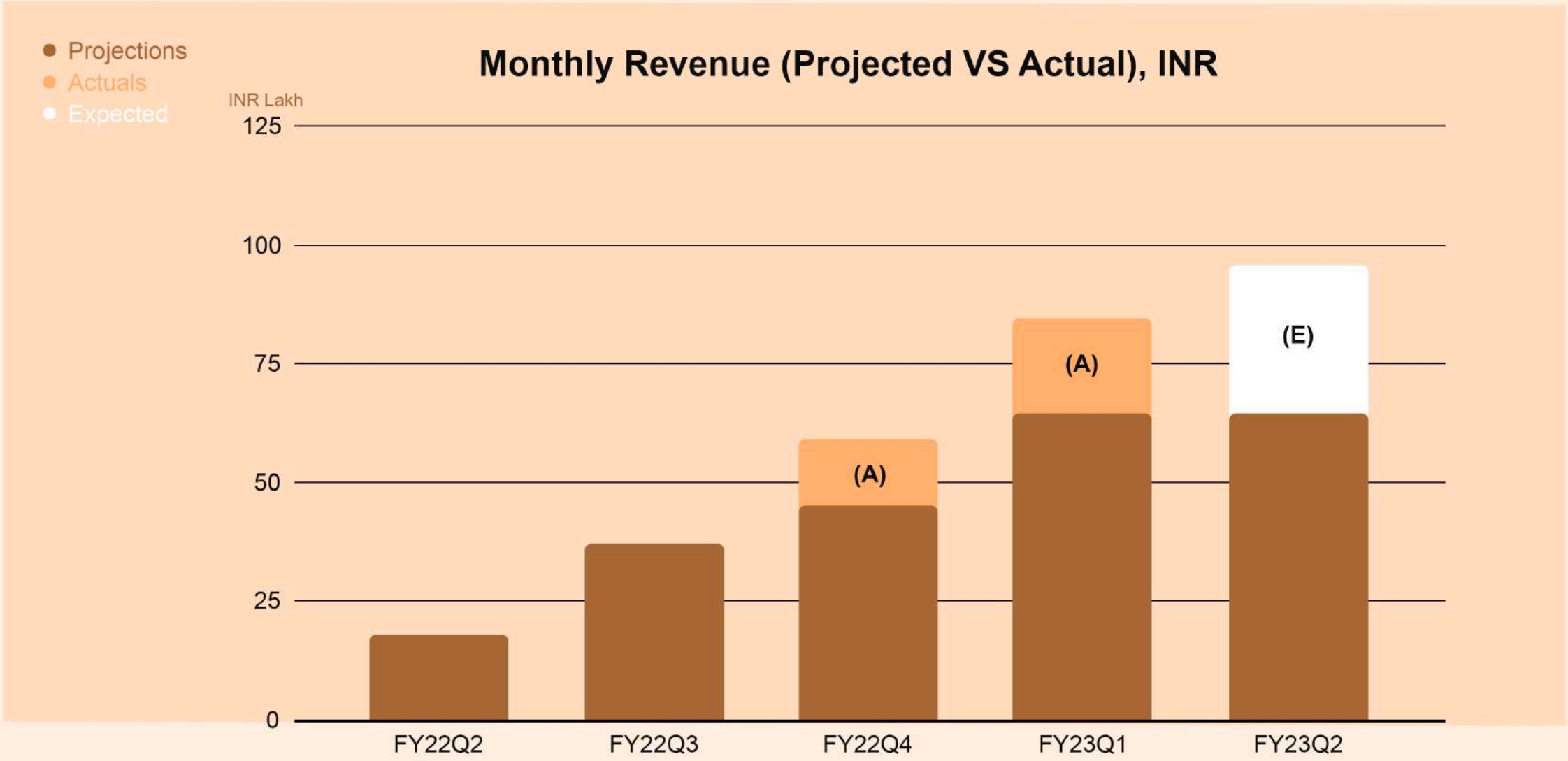

Customer Data

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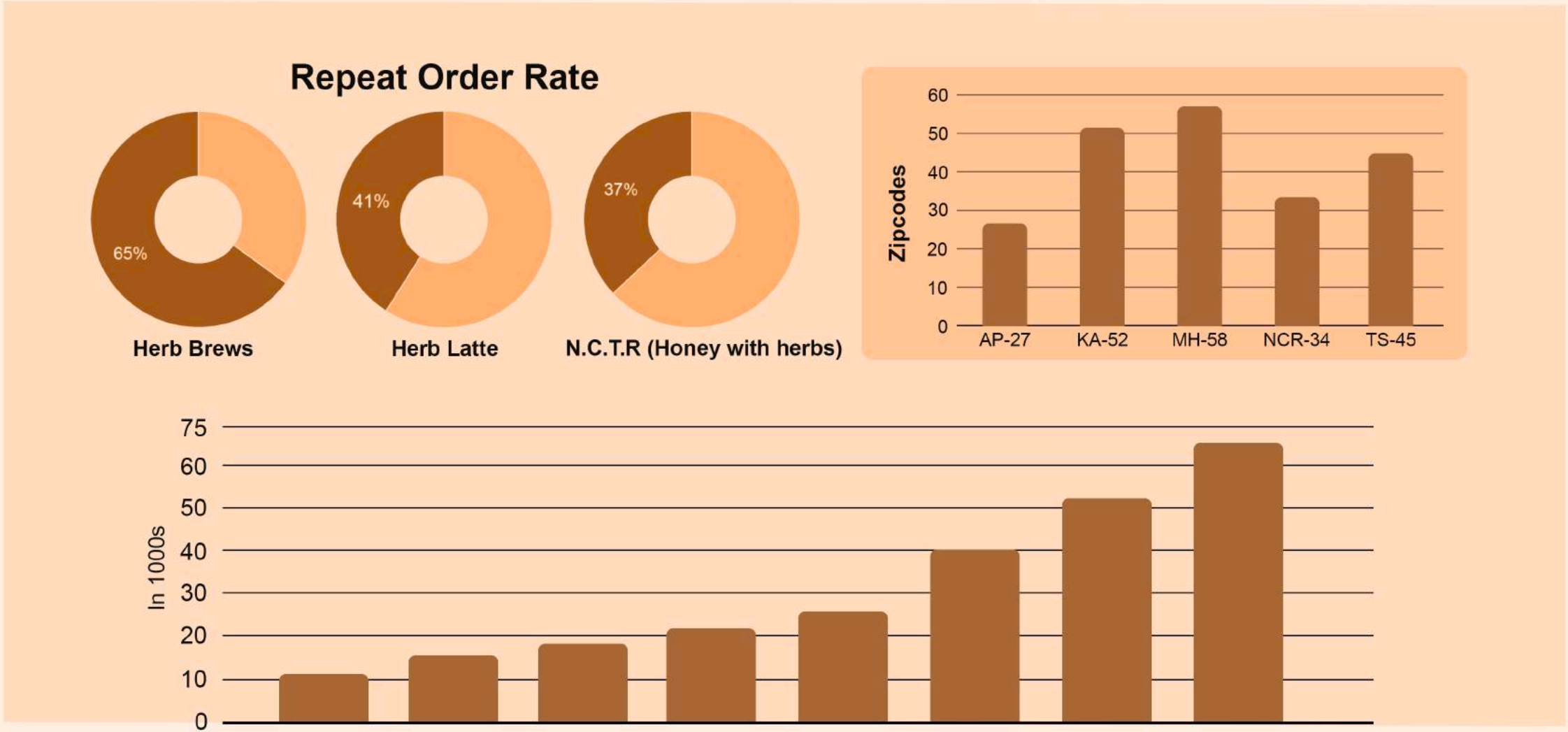

Financial Projections

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INR (Cr)	FY22A	FY22P	FY23P	FY24P	FY25P
GMV	2.0	6.0	15.1	38.1	74.3
Net Revenue	1.4	4.2	10.6	26.7	51.2
COGS	0.6	1.9	4.6	11.4	20.0
Gross Margins	**0.8**	**2.3**	**6.0**	**15.3**	**31.2**
Employee Costs	0.3	0.9	2.0	3.8	8.1
Marketing Costs	0.6	2.4	7.3	10.0	16.4
Operational Costs	0.2	0.8	1.4	3.8	7.1
EBITDA	**-0.3**	**-1.8**	**-4.7**	**-2.3**	**-0.4**

- EBITDA Break-even expected to be achieved from FY26 Q1.
- Expansion to channels where lower Channel Marketing spends to reduce overall marketing costs as compared to topline numbers.

Our Team

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Rupan Oberoi, Founder & CEO

8+ years of experience in Procurement of herbs and Online Sales

B.Com (H) Delhi University, Actuarial Science

Gunjan, Marketing Strategist

2+ years of experience in Marketing

Bachelors in Design, from NIFT

Mobeen Saifi, Visual Designer

8+ years of experience in creative designing

Amardeep Vij, Operations Lead

- 8+ years of experience in IT & Operations
- BCA, IP

Sheetal Rastogi, HR Lead & Content Lead

- 8+ years of experience in Recruitment and Talent Acquisition

Karanvir Singh Chadda, Advisor

10+ years of experience in Tea Tasting and Wholesale Procurement

Market value

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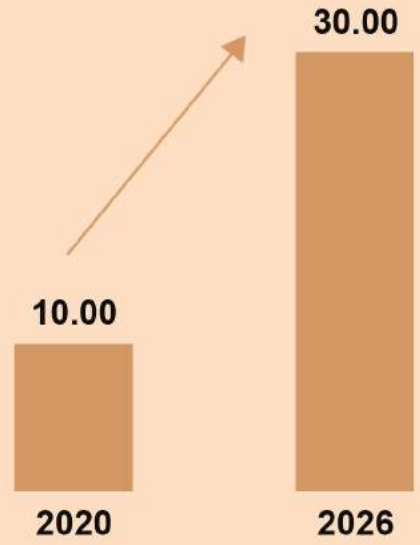
Health & Wellness F&B Market in India

All figuresare in $ Bn



20%
CAGR

(**~1.5x** of the total packaged F&B market growth)

Key Growth Metrics

176 Mfi

Health-conscious consumers in Indiaby 2026

18%

CAGR for herbal F&B market by 2024

2x
Increase

(**~1.5x** of the total packaged F&B market growth)

Health & Eco- system

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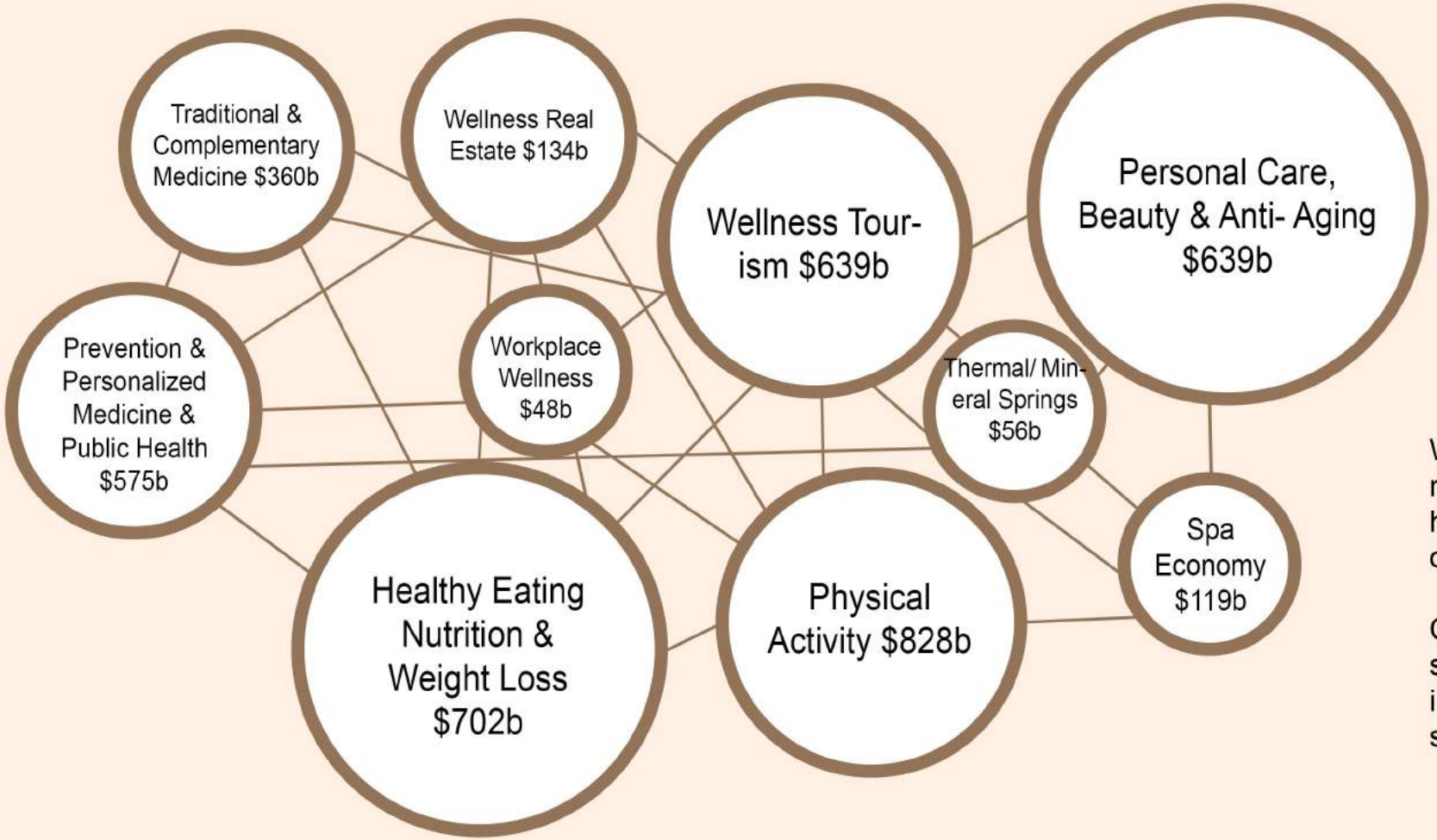

Wellness expenditures ($4.5 trillion) are more than half as large as total global health expenditures ($7.8 trillion, based on WHO data).

Covid has further increased consumer's spend on "wellness" and immunity boost- ing products across all socio-economic segments.

From India for the World

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Scaline Strategy

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Online Marketing

Global Presence

Offline Positioning

Product Scaling

Horeca

Co- Branding

5x

Demand growth in next 5 years

Growing Knowlege about **Herbs**

Products in Pipeline

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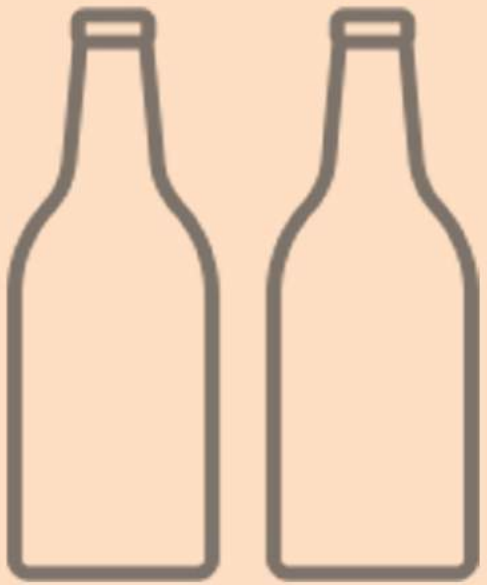

Ready to drink
(Herb Premixes)

Spreads infused
with herbs

Subscription Plan (in the making)

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Customer Benefits

Savings upto 40% on your monthly subscription

Hassle-free delivery month after month

Complimentary products with each order.

Exclusive member perks of Amaara Herbs

Brand Benefits

Increased Revenue

Repeat Order Rate

Brand Loyalty

Awards and Recognitions

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YOURSTORY

Yourstory top 500 brands of India

Startup of the year Alpha Star by Yourstory and Pickrr

e4m D2C REVOLUTION SUMMIT & AWARDS 2022

Exchange4media Winner of e4m D2C Awards 2022

Press Releases

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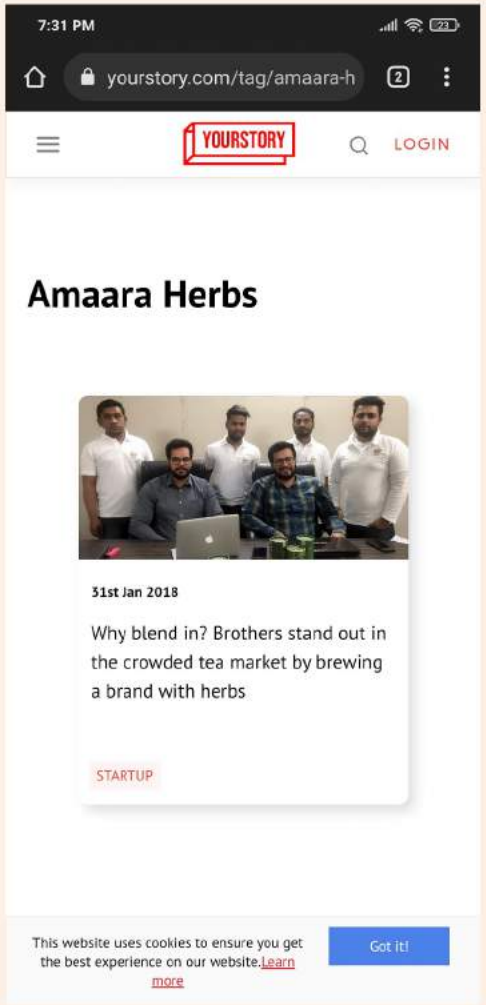
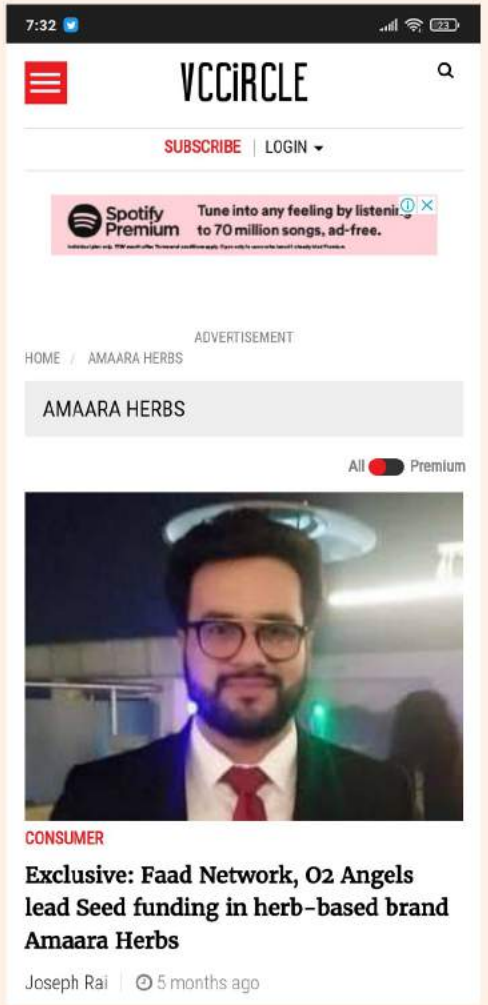
AS SEEN ON





Existing Investors

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O2 Angels

Faad Networks

India Accelerator

$120K USD

Seed Round Nov. 2021

Investment Proposition

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Metric Growth by 2025

Raising **INR 35 Million** To Accelerate Growth

55%
Retention Rate

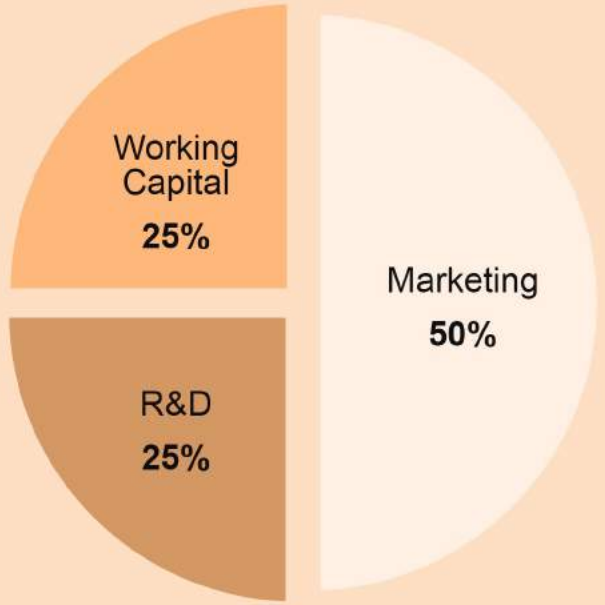
INR 230 Mn+
Monthly Revenue

Expand sales to the **Middle East & the UK** along with the **USA**

INR 750/-
Average Selling Price per SKU

Allocation of Funds

Plans To Generate An Annual Revenue of **INR 1300+M** by 2026



Reviews & Feedback

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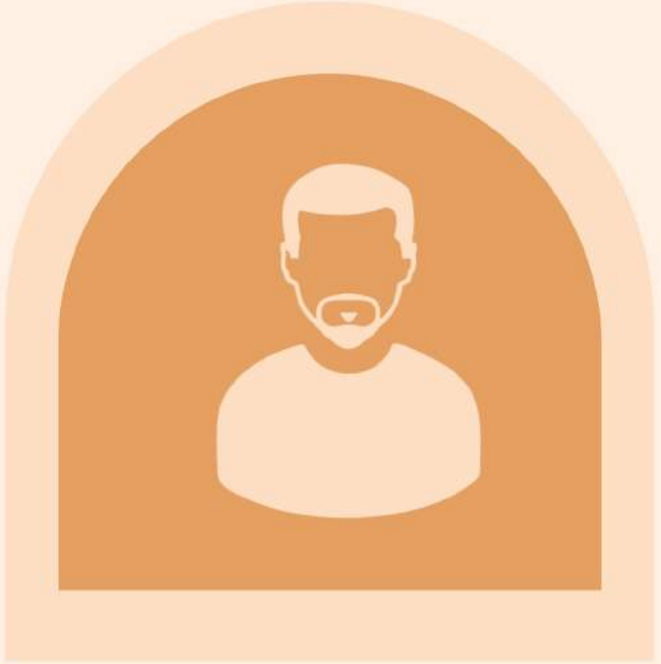
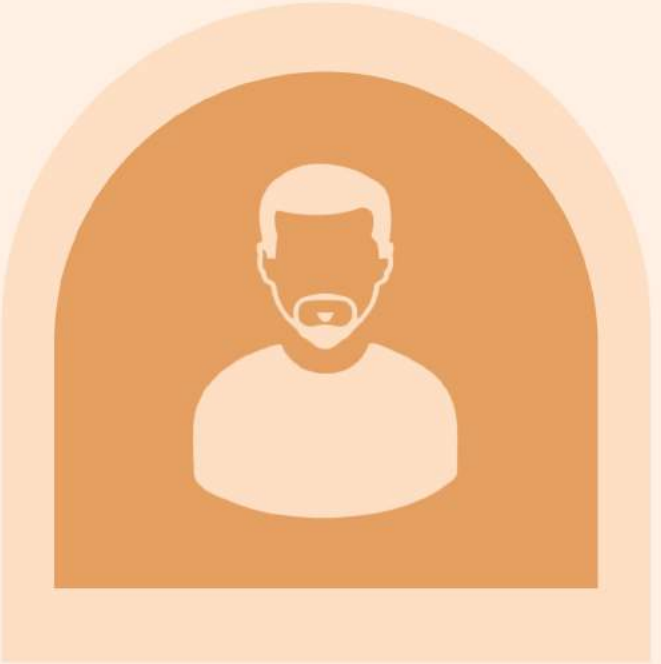
Aashna Kanungo

“I really love the products I received from Amaara. The teas help me feel fresh during the day and the latte is the best way to unwind for me after a hectic day.”



Ankit Singh

“This herbal tea is a great drink to start your day. It has Ginseng, ginger, turmeric which helps you keep healthy and full of energy for whole day. The quality of packaging is really good. Also the quantity tea bag with this price point is also great.”



Rajesh Ranjan

“I am in love with Ginseng. It's very refreshing. Suits my taste buds. Looking to some of my friends. Thank you for such a fine blend. I have used blends of Ashwangandha by some other manufacturer but those were more like medi-cine but this is too good. And I loved the high quality packaging.”