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Making Wholesome Nutrition Accessible for  
individuals on the go

# The Team



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**Rahul Jacob**

**Co-Founder & COO**

3.5+ Years in AM and Ops in Early-  
Stage Startups



**Vaibhav Bhandari**

**Co-Founder & CEO**

Masters in International Business -  
Warwick Business School

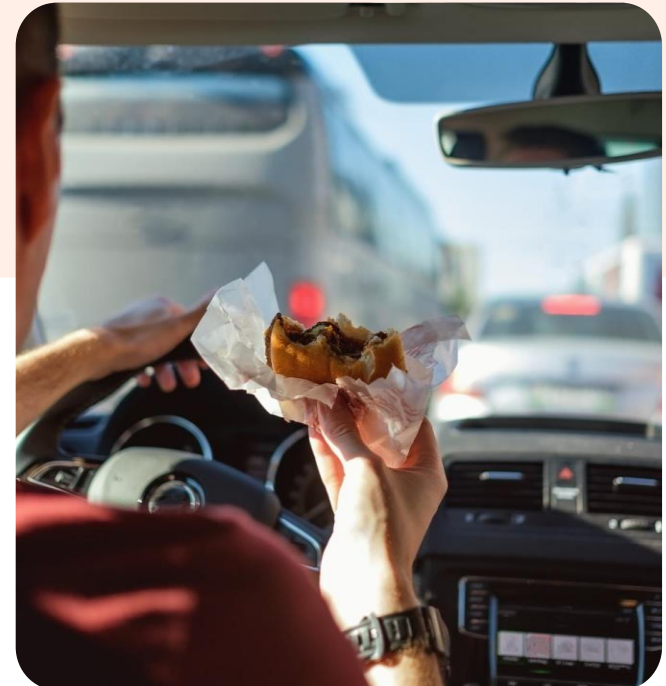
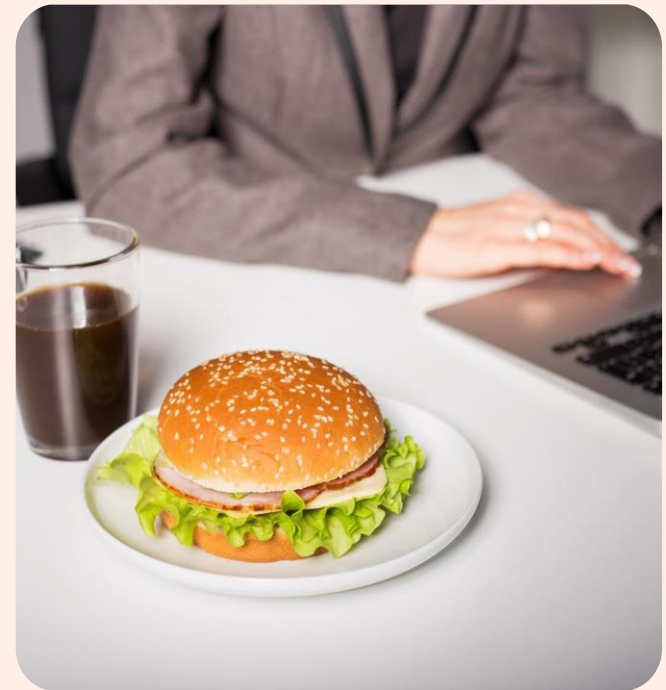
**Traction** - 10x Revenue Growth in 10 months



03

People have **limited options** for healthy food on the go, and thus resort to unhealthy options.

**We have fixed that problem.**



We have created an **Innovative Alt Food** that is a meal

04



**supply<sup>6</sup>**

Wholesome Meal

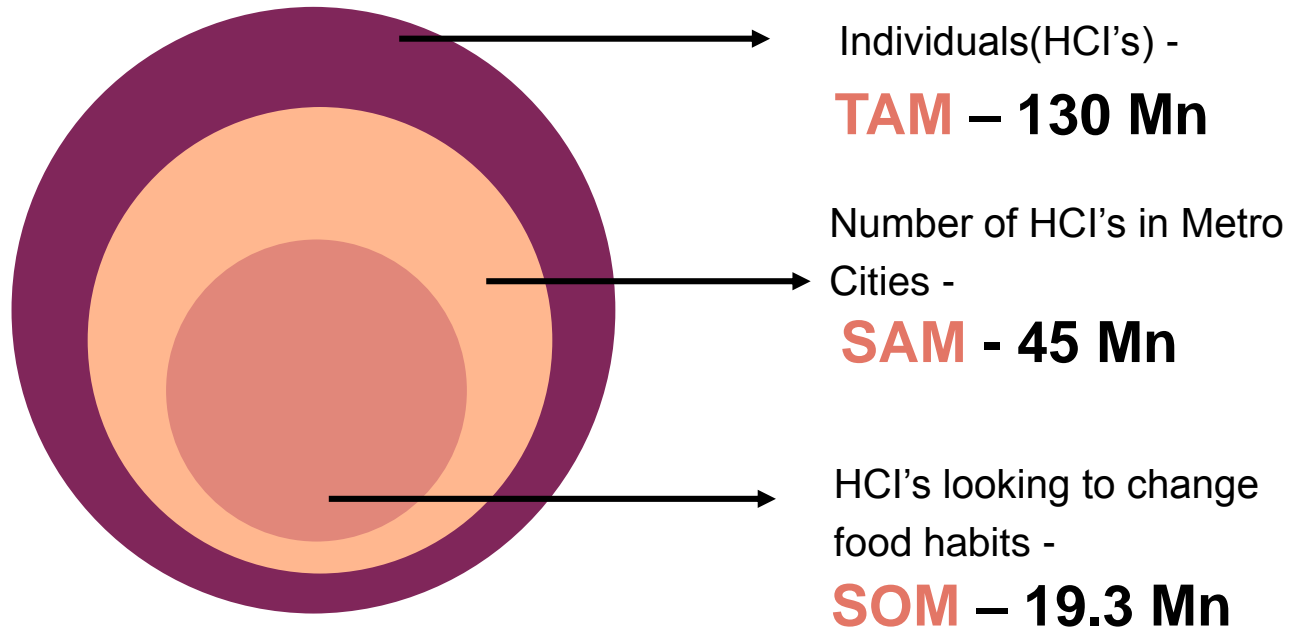


### Consumption pattern

- Supply6 Meal for breakfast OR light lunch/dinner
- Satiety: 3.5-4 Hours

# Target market

05



Healthy Food Consumption Market (2022)

**Growth Rate: 18%**

Source: Redseer Report – Indian Habitat of Being Healthy 2017

## Buyer Persona

- Working Professional, Traveler
- 25 – 35 Years of age
- Resides in a Metro City
- Affluent Customer
- Eats out/Orders in frequently

# Business Traction

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**3.6Cr**

Revenue till Date

**19,000+**

Customers

**50%**

Average Gross Margin

**990 INR**

Average Order Value

**4.5+**

Amazon Rated

# Growth Plan

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## New Product Development

- Increasing Flavours for Supply6 Meal
- Mid Meal Options



## Alt Food Community Platform

Alt Food Community Platform focussing on Content Marketing through Recipes, Blogs, News, Engagement



## Scaling Offline Partnerships

- Azgo
- The New Shop

# New Product Development

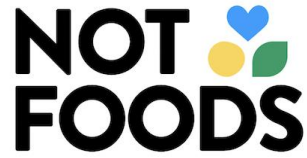
- Instant Fruit & Vegetable Smoothie – 2 of your 5 a day

08

- Ready To Drink Supply6
- Instant Hot Savory Meal – Quinoa, Rice and Indian Flavors







An Alt Food Community platform focusing on consumer education through Recipes, Blogs, Industry News and UGC

09

Which will help Customers –

- Increase Awareness about the upcoming Alt Foods Category
- Be a part of a community of Like-minded individuals with similar lifestyles and preferences
- Easily Adopt Alternate food & Beverage Options

We are on track to clock INR 12Cr in FY 2022-23 and plan to hit **38Cr by FY 2023 - 24**



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| Particulars             | FY 22-23 | FY 23-24  | FY 24-25  |
|-------------------------|----------|-----------|-----------|
| Total Active Customers  | ~ 95,000 | ~ 200,000 | ~ 380,000 |
| Revenue (in Cr)         | 12       | 38        | 71        |
| Gross Margin (in Cr)    | 6        | 18        | 36        |
| Total Expenses (in Cr)  | 12       | 21        | 30        |
| Surplus/Deficit (in Cr) | -6       | -3        | +6        |

# Investment Round Details

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**Current Round Size – INR 3Cr – 20% Discount on next Round**

Floor Valuation – 20 Cr

Commitments - INR 1.5 Cr

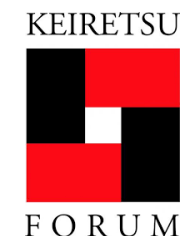
(Silicon Road Ventures, Keiretsu Forum & Existing Investors)

**Previous Round - Seed (Feb 2021)**

**Money Raised – 70L INR**

Post Money Valuation – 7.5Cr (1M USD)

Participation from Singapore based MaGEHold, India CXO Fund and other Angel Investors



## Exit Options

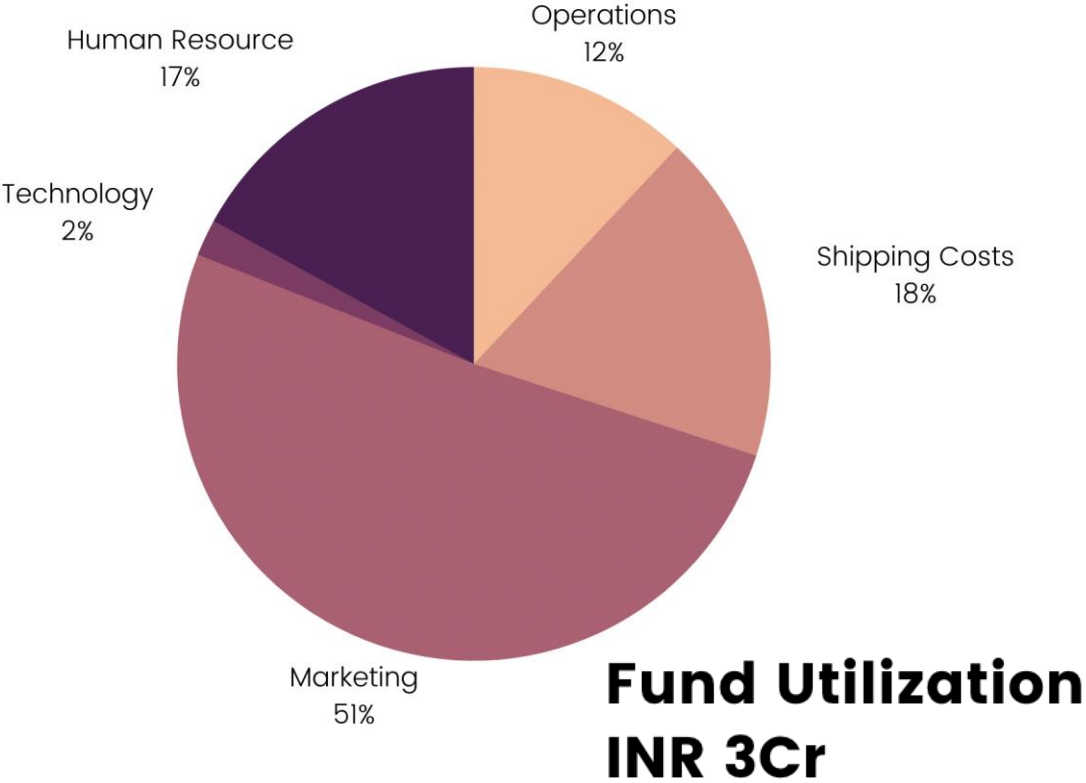
- Series A/B
- Buy back from Profit Reserves at 24% IRR

# Expenses & Fund Utilization



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| Item            | 6 Month Spend |
|-----------------|---------------|
| Revenue         | 3.92 Cr       |
| Marketing       | 3.17 Cr       |
| Expenses        | 2.08 Cr       |
| Surplus/Deficit | -1.43 Cr      |



# The Team

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**Vaibhav Bhandari**

CEO

MSc Warwick  
Business School



**Rahul Jacob**

COO

3.5+ Yrs Exp in AM & Ops in  
Early-Stage Startups



**Bridreth Khokhare**

Product Scientist

7+ Yrs Ex. in Nutraceuticals  
Ex. British Biologicals, Neucorp.



## Advisors

(Also, investors in the business)



**Prajakt Raut**

Founder Applyifi,  
Ex. VP IAN



**Vasant Sridhar**

Co-Founder  
Of Business, Ex. ITC



**Aniketh Jain**

CRO Kaleyra Inc.



**Bowie Lau**

Founder MaGEHold



**supply<sup>6</sup>**  
on the go nutrition

# Thank You



Wholesome Nutrition – anytime, anywhere!