

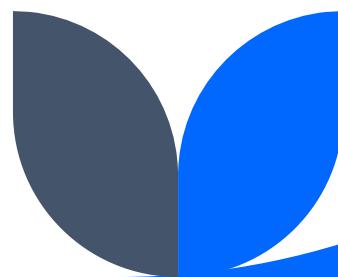


Eravica Beverage Pvt. Ltd.

Jeevan ka Naya Ras" - Safe. Affordable. Indian.

Ervica Beverage Pvt. Ltd.

Revolutionizing affordable bottled water with
in-house manufacturing



Vision & Mission

Vision: Empower every Indian household with safe, affordable, and eco-friendly bottled water

Mission: Deliver quality mineral water through in-house bottling and community-driven distribution networks.



Founder's Story

Nikhil Singh, Founder & CEO



After 12 years in the beverage space with Coca-Cola, Bisleri, and Kinley, I realized high margins came at the cost of access and affordability. Eravica is my answer to that injustice.



The Problem

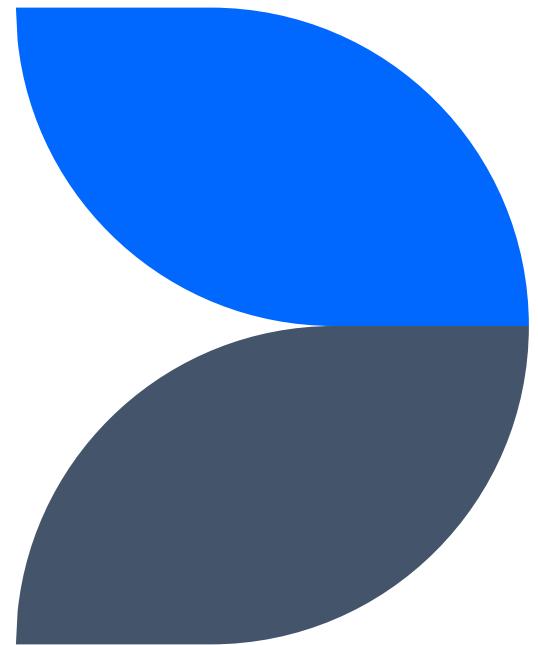
- Over 70% of Indian households lack access to clean bottled drinking water
- Microplastic & contamination risk in unregulated bottled water.
- High dependency on external bottle suppliers = lower margins & delays

Why Now? Why Eravica?

India's packaged water market is booming:
₹160B, 20% CAGR.

Tier-2/3 cities are underserved.

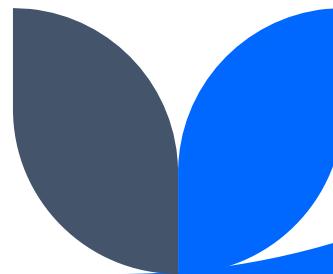
In-house bottle manufacturing = 25%
cost saving & faster delivery.



The Solution

A fully integrated mineral water plant with: Pitch variation

- 26,400+ litres/day Production
- In-house bottle molding, labeling & sealing
- BIS & FSSAI certified quality assurance



Product Line & USP

1. Sizes: 250ml, 500ml, 1L, 2L & 20L jars
Anticipate common questions
2. Bulk branding for corporates
3. Tamper-proof, eco-friendly packaging
4. Competitive pricing with consistent purity



Target Market

Initial Focus: Delhi-NCR, North India
(Year 1-2)\ Segments.

- .Retail shops
- .Offices & Institutions
- .Hospitals
- .Events/Catering



Business Model

B2B Pricing:

- .Retailers: ₹8/Litre
- .Institutions: ₹20/Litre

Future Plan

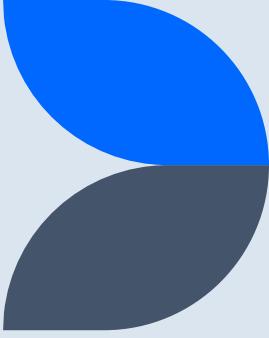
- .B2C App for home delivery
- .Monthly subscription for 20L jars





Traction So Far

- Plant setup completed (Delhi outskirts)
- Partnerships with 5 local distributors
- Pilot runs completed for 3 corporate clients
- Labeling & mold equipment in place



Go-to-Market Strategy

- .Launch via distributor-led retail network
- .GMB, Google Ads, newspaper inserts
- . B2B outreach: offices, hospitals, hostels
- . App launch (Phase 2)



Competitive Landscape

Brand	Strengths	Weaknesses
Bisleri	Trusted, wide reach	Expensive, external bottle sourcing
Aquafina	Global brand	No control on packaging
Local	Cheap pricing	Quality & safety issues
Ervica	Quality + Low Cost + Control	-

Financial Projections (3 Years)

Metric	Year 1	Year 2	Year 3
Revenue	₹1.2 Cr	₹3.1 Cr	₹6.5 Cr
Net Profit	₹20L	₹80L	₹2.4 Cr
EBITDA Margin	15%	24%	31%
Break-even	Month 14		

Use of Funds (₹50L)

- ₹30L: Plant expansion & new molds
- ₹10L: Working capital (salaries, supplies)
- ₹5L: Launch marketing
- ₹5L: Tech backend & delivery network

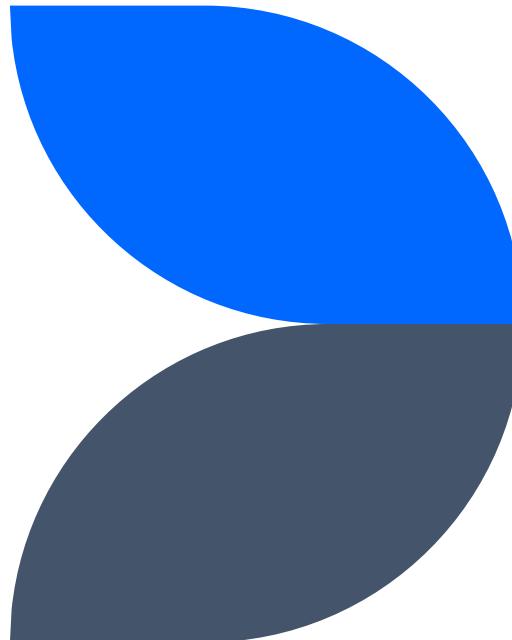
Mode: Debt / Revenue-linked loan / Angel

Exit Strategy

Acquisition by FMCG giants (Bisleri, Tata, Parle.

Revenue-sharing with early investors .

Expansion-led dilution (Series A after Year 2)



The Team

- Uma Rajput** – Founder\ Ops & grassroots distribution expert
- Nikhil Singh** – CEO\ 12+ years beverage experience
(Coke, Kinley)
- Saroj Bala** – Director
- Reena Tanwar** – Chief Marketing Executive

Contact Us

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Thank you

Invest in clean water. Invest in Eravica.