

Garvv Indiaa (OPC) Private Limited

Trusted Natural Solutions for Everyday Life



**Note: Prototype image for reference, actual product may vary.*

Company Overview

Garvv Indiaa (OPC) Private Limited is a consumer focused manufacturing company dedicated to developing chemical free skincare, baby care, mother care, men's grooming, and wellness products. The company was established with the vision of providing safer, healthier, and more natural alternatives to conventional products that often contain artificial chemicals and additives. By combining natural ingredients, fruit-based formulations, and quality manufacturing practices, Garvv Indiaa aims to meet the growing demand for health conscious and environmentally responsible products.

The company focuses on creating innovative products that promote overall well-being while maintaining high standards of quality, affordability, and customer satisfaction. With a strong emphasis on research, product development, and brand building, Garvv Indiaa seeks to establish a trusted presence across retail, distributor, and e-commerce channels. As consumer awareness about health and wellness continues to grow, the company is well-positioned to capture opportunities in the rapidly expanding natural food and personal care markets. Through continuous innovation and strategic expansion, Garvv Indiaa aims to become a recognized Indian brand with a strong domestic and international footprint.



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Vision & Mission

Our Vision

To become **India's most trusted brand** for natural food, wellness, and personal care products by providing **safe, chemical free solutions** that meaningfully improve everyday health and lifestyle for every Indian family regardless of income or geography.



Natural First

Every product we create starts with nature fruit extracts, botanical ingredients, and clean formulations that consumers can trust completely.



Scalable Impact

We build products and distribution systems designed to scale nationally and internationally, creating lasting impact at a population level.

Our Mission

To develop **innovative, affordable, and high-quality products** made from natural ingredients that support healthier living for children, mothers, women, men, and families. Through continuous product innovation, strong distribution networks, and customer centric practices, we aim to build a **sustainable brand with national and global reach**.



Safety Guaranteed

Rigorous quality testing and chemical free manufacturing ensure that every product is safe for children, women, and the entire family.



Consumer Trust

Transparent labeling, honest marketing, and consistent product quality form the foundation of every relationship we build with our customers.

The Problem We Solve

Indian consumers face a growing crisis of chemical exposure, misinformation, and limited access to genuinely natural products across food, personal care, and wellness categories.

Chemical Exposure in Daily Life

Consumers are increasingly exposed to artificial preservatives, synthetic fragrances, parabens, sulfates, and harmful additives through everyday food products, skincare items, and personal care essentials. Long-term exposure contributes to skin disorders, hormonal disruption, and chronic health conditions.

Limited & Expensive Natural Alternatives

While natural products exist, most are priced at a significant premium and remain inaccessible to **middle-income Indian households** the largest consumer segment. This creates an affordability gap that leaves the majority of the population without genuinely safe options.

Deep Trust Deficit in the Market

Consumers struggle to identify genuinely natural products due to rampant greenwashing and misleading marketing claims. Many brands label themselves "natural" or "organic" without meeting any meaningful standard, eroding consumer confidence across the category.

Rising Health & Skin Concerns

India has seen a sharp rise in skin allergies, lifestyle disorders such as diabetes and obesity, and nutritional deficiencies particularly in children and new mothers. These trends are creating an urgent and growing demand for safer, healthier product alternatives.

Absence of Fruit-Based Innovation

Existing brands largely offer conventional formulations with minimal innovation in fruit based or plant derived active ingredients. There is a clear gap in the market for products that combine genuine natural efficacy with modern consumer expectations.



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Our Solution

Garvv Indiaa addresses each market gap with a structured, innovation-driven approach to natural product development, manufacturing, and distribution.

Chemical Free Manufacturing

All products are manufactured without harmful chemicals safe for children, new mothers, and daily family use across every category we serve.

Fruit Based Innovation

Unique formulations like fruit chocolates, fruit ice creams, and fruit extract skincare set us apart with differentiated, IP defensible product lines.

Affordable Premium Quality

We deliver genuinely natural products at competitive prices making healthy living accessible to India's vast middle-income consumer base.

Multi Category Portfolio

Products spanning food, baby care, mother care, skincare, men's grooming, and wellness a comprehensive one-stop brand for the natural lifestyle.

Quality & Safety Assurance

Strict quality control protocols, third party testing, and transparent ingredient labeling ensure every product earns and maintains consumer trust.

Strong Distribution Network

Multi-channel distribution through retail stores, distributors, wholesalers, and leading e-commerce platforms ensures maximum market reach.

Consumer Education

Community driven awareness campaigns and transparent product communication empower consumers to make informed, healthier purchasing decisions.

Continuous R&D

Dedicated investment in research and development ensures we consistently introduce products that meet evolving consumer needs and wellness trends.

Key Features & Benefits

Product Features

1

Chemical Free Formulations

Every product is manufactured without parabens, sulfates, artificial preservatives, or synthetic additives of any kind.

2

Natural Fruit Based Ingredients

Unique use of fruit extracts and natural botanicals as active ingredients across food, skincare, and wellness lines.

3

Sugar Free Options

Select products in our food and wellness range are formulated as sugar free, catering to diabetic and health-conscious consumers.

4

Quality Tested Products

Rigorous testing protocols for safety, stability, and efficacy before any product reaches the consumer market.

Consumer Benefits



Safer for Daily Consumption — Zero harmful chemicals means peace of mind for every family member, especially children and new mothers.



Reduced Chemical Exposure — Switching to Garv Indiaa products meaningfully lowers the body's cumulative chemical burden over time.



Better Skin & Wellness Outcomes — Natural ingredients deliver proven benefits for skin health, nutrition, and overall well being.



Suitable for the Whole Family — Products designed for all life stages infants, children, adults, and seniors.



High Customer Trust & Satisfaction — Transparent labeling and consistent quality build long-term brand loyalty and repeat purchases.

Target Market & Market Sizing

The Indian natural food and personal care market presents a massive and rapidly growing opportunity, underpinned by structural shifts in consumer behavior toward health and wellness.

₹1.2L Cr

TAM

Total Addressable Market — Indian Natural Food & Personal Care Market, growing at 20%+ CAGR annually.

₹15K Cr

SAM

Serviceable Available Market — Natural Wellness and Personal Care Segment in India, our primary focus area.

₹150 Cr

SOM

Serviceable Obtainable Market — Our target across initial operational regions during the first growth phase.

Ideal Customer Segments

Families & Parents

Health conscious families seeking safer alternatives for children's food, skincare, and daily care products.

Women 18–45 Years

The primary purchasing decision-maker for household personal care and wellness products in Indian families.

New Mothers

A highly engaged segment seeking the safest possible products for themselves and their newborns during a critical life stage.

Men's Grooming

A fast growing consumer segment increasingly seeking natural, chemical free grooming and personal care solutions.

Retail & Distribution

Retail stores, distributors, and wholesalers seeking high demand natural product brands with strong margins and repeat sales.

Product & Service Portfolio

Garvv Indiaa's product range spans eight distinct categories all formulated without harmful chemicals and built on a foundation of natural, fruit based ingredients.



Natural Skincare

Face care, body care, and specialized skincare products formulated with natural actives. Free from parabens, sulfates, and synthetic fragrances.



Baby Care

Ultra gentle, dermatologist-inspired baby care products. Safe for newborn skin with zero harsh chemicals and hypoallergenic formulations.



Mother Care

Specialized products designed to support postpartum recovery, nutrition, and well being for new and expecting mothers.



Men's Grooming

Premium natural grooming products for men: beard care, face wash, and skincare formulated with botanical ingredients.



Fruit Chocolates

A signature innovation — chocolates made with real fruit ingredients, reduced sugar, and no artificial flavors. A healthy indulgence for all ages.



Fruit Ice Creams

Fruit based frozen desserts made without artificial colors or preservatives. A clean label treat for children and health conscious consumers.



Wellness Products

Nutritional supplements and wellness formulations designed to address common health concerns with natural, evidence informed ingredients.



Natural Food Products

A growing range of clean label natural food items including sugar free options, fortified foods, and functional nutrition products.

Our Core USP: Chemical free manufacturing + Fruit-based innovation + Affordable premium positioning + Multi category scalability = A truly differentiated Indian brand.

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COMPETITIVE LANDSCAPE

Parameter	Garvv Indiaa (OPC) Pvt. Ltd.	Mamaearth	Himalaya Wellness	WOW Skin Science	Forest Essentials
Chemical-Free Formulations			Partial		
Natural Ingredients					
Food Products			Limited		
Skincare Products					
Baby Care Products					
Mother Care Products		Limited			
Men's Grooming Products		Limited			Limited
Wellness Products		Limited		Limited	Limited
Fruit-Based Innovation					
Affordable Pricing		Medium	Medium	Medium	
Multi-Category Product Range		Partial	Partial	Partial	Limited
Online Sales Presence					
Distributor Network Focus		Limited		Limited	Limited
Export Potential					
Target Mass Market					

Market Validation & Research

Multiple converging consumer and industry trends validate the strong market demand for Garvv Indiaa's product offerings across all categories.

Market Validation Signals

Rapidly Increasing Demand for natural and organic products across food, skincare, and personal care categories in India and globally.

Rising Health Awareness among Indian consumers post COVID, with a marked increase in preference for preventive health solutions.

➔ **Strong Wellness Sector Growth** The Indian wellness industry is projected to grow at 15–20% CAGR, significantly outpacing general FMCG growth.

➔ **E-Commerce Expansion** — Digital platforms like Amazon, Flipkart, and D2C websites are dramatically accelerating brand discovery and consumer access.

Baby Care Boom — Growing millennial parenting population is driving unprecedented demand for premium, safe baby care products in India.

Key Research Insights

78% of Indian consumers now prefer clean label products with clearly listed natural ingredients over conventional alternatives.

Fruit-based products are gaining significant popularity in both food and personal care categories, driven by perceived naturalness and efficacy.

E-commerce is the #1 discovery channel for natural product brands, with D2C brands growing 3x faster than traditional retail brands.

Wellness industry double digit growth is being driven by rising disposable incomes, health literacy, and proactive lifestyle management trends.

Natural Ingredients are the #1 purchase driver across personal care categories, ahead of price and brand name, in consumer surveys.

Market Research & Industry Validation

Large & Growing Market Opportunity

- The Indian Beauty & Personal Care market is projected to generate approximately US\$33.9 Billion (₹2.9 Lakh Crore) in revenue in 2026, making India one of the fastest-growing consumer markets globally.
- The Indian Organic Personal Care market was valued at approximately US\$1.1 Billion in 2025 and is expected to reach US\$3.0 Billion by 2034, reflecting strong consumer demand for chemical-free and natural products.
- The Indian skincare market alone reached US\$9.06 Billion in 2025 and is projected to grow to US\$18.38 Billion by 2034, driven by increasing awareness of skin health and natural ingredients.

Large & Growing Market Opportunity

- Consumers are increasingly choosing products with natural, organic, and chemical-free ingredients.
- Demand for clean-label food, wellness, skincare, baby care, and personal care products is growing rapidly among middle-income and urban households.
- Preventive healthcare and wellness spending continue to rise across India.
- Gen Z and Millennial consumers are driving online purchases through e-commerce and social commerce channels.
- Parents are increasingly spending on premium baby care and mother care products that offer higher safety standards.



Market Opportunity for Garvv Indiaa

Garvv Indiaa is strategically positioned to capitalize on this growing demand through:

- ✓ Chemical-Free Manufacturing
- ✓ Fruit-Based Product Innovation
- ✓ Multi-Category Product Portfolio
- ✓ Affordable Premium Pricing
- ✓ Retail + Distributor + E-Commerce Distribution
- ✓ Strong Export Potential

Why Investors Should Care

India's beauty and personal care market is expected to grow from approximately US\$27 Billion in FY25 to US\$39 Billion by FY30, creating a substantial opportunity for emerging natural-product brands. At the same time, established players such as Nykaa, Mamaearth, and other D2C brands continue to report strong growth, validating consumer demand for natural and premium personal care products.



Revenue Model

Garvv Indiaa operates a diversified, multi-channel revenue model designed to maximize market penetration, drive consistent repeat purchases, and build sustainable long-term revenue streams across B2C and B2B segments.



Additional Revenue Streams

- **Franchise Opportunities** — Licensing our brand and product range to franchise partners for city level distribution and retail operations
- **Export Sales** — International market entry targeting the Indian diaspora and wellness conscious consumers in the Middle East, Southeast Asia, and Europe
- **White-Label Manufacturing** — Leveraging manufacturing capacity to produce for other natural brands as a value added B2B revenue stream

Revenue Growth Drivers

- **Product Portfolio Expansion** — Continuously adding new SKUs across existing and new categories to increase basket size and brand stickiness
- **Distribution Network Growth** — Systematically expanding distributor and retailer partnerships across new geographies
- **High Repeat Purchase Rate** — Daily use personal care and food products drive predictable, recurring revenue with strong customer lifetime value
- **Market Penetration** — Targeted marketing and sampling campaigns to accelerate trial and conversion in new regions

Market Opportunity

Natural Products Boom

The Indian natural and organic products market is among the fastest-growing consumer categories globally, expanding at 20%+ CAGR with no signs of slowing down.

Rising Disposable Income

India's growing middle class projected to reach 580 million by 2030 is increasingly willing to spend more on premium, health-conscious products for their families.

Health-Conscious Population

Post pandemic India has seen a permanent behavioral shift toward preventive health, clean eating, and natural personal care creating structural, long-term demand.

E-Commerce Growth

India's e-commerce sector is projected to reach \$350 billion by 2030. Natural brands are among the fastest growing categories on major digital platforms.

Premium Wellness Demand

Baby care and mother care represent among the highest growth and highest margin segments in Indian FMCG, driven by young, informed millennial parents.

Export Potential

Indian natural product brands are increasingly valued in global markets especially the Middle East, UK, USA, and Southeast Asia offering significant export revenue potential.

Go-To-Market Strategy

Our phased go-to-market strategy is designed to build brand awareness, establish distribution infrastructure, and systematically scale revenue across regional and national markets.

Phase 1 — Launch & Awareness

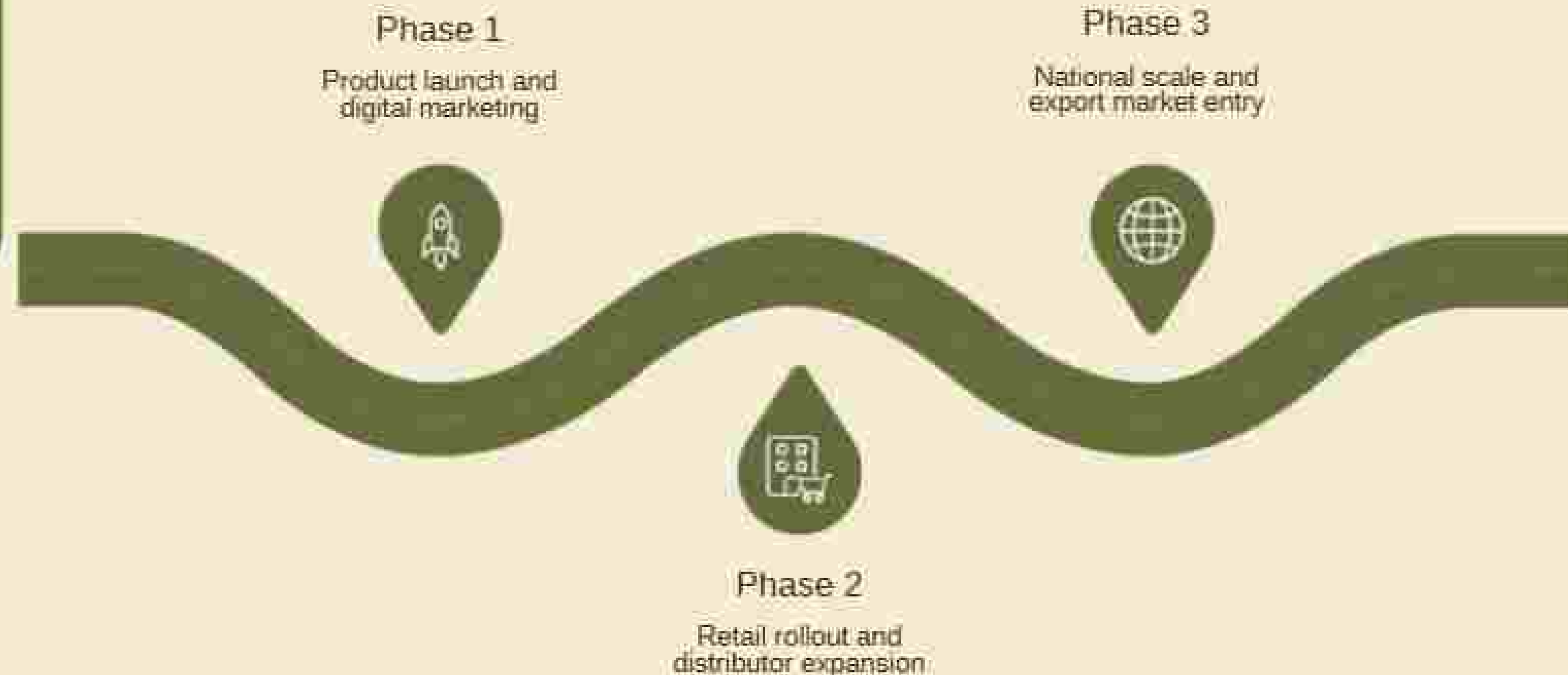
- **Product Launch** — Controlled launch of core SKUs across priority categories with strong hero product positioning
- **Social Media Marketing** — Instagram, Facebook, and YouTube campaigns targeting health-conscious consumer segments
- **Influencer Collaborations** — Partnerships with wellness, parenting, and lifestyle influencers to drive authentic brand advocacy
- **Product Sampling Campaigns** — Free sampling at maternity hospitals, wellness events, and community programs to drive trial

Phase 2 — Distribution Build-Out

- **Retail Onboarding** — Listing across local pharmacies, supermarkets, organic stores, and general trade outlets
- **Distributor Network Development** — Appointing regional distributors to manage last mile delivery to retail outlets
- **Regional Expansion** — Systematic entry into Tier 1 and Tier 2 cities with tailored marketing and distribution approaches

Phase 3 — National & Global Scale

- **National Distribution** — Pan India presence across major retail chains, pharmacies, and distribution networks
- **E-Commerce Scaling** — Aggressive digital marketing, marketplace optimization, and D2C subscription models
- **Export Market Entry** — Initial export to Middle East and Southeast Asia markets with Indian diaspora consumer base



Demand Drivers & Market Tailwinds

Garvv Indiaa is perfectly positioned at the intersection of six powerful structural market trends that are collectively reshaping consumer behavior in India and globally.



Accelerating Health Awareness

Post COVID consumer behavior has undergone a permanent shift toward health and wellness. Indian consumers are now more informed, more cautious, and more willing to pay a premium for products that genuinely support their health. This trend shows no signs of reversing and is being reinforced by rising health literacy across all age groups and income segments.



Organic & Natural Lifestyle Trends

The shift toward organic food, plant-based diets, and sustainable living is no longer a niche it is mainstream. Young urban and semi-urban Indian consumers are actively seeking brands that align with their values around health, sustainability, and ingredient transparency.



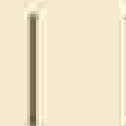
Preventive Healthcare Rising

Rising healthcare costs and increased awareness of nutrition related diseases are driving consumers to invest proactively in wellness products. This is creating strong demand for nutritional supplements, functional foods, and natural skincare with proven health benefits.



Demand for Chemical-Free Products

Consumer rejection of products containing parabens, sulfates, mineral oils, and synthetic preservatives is growing rapidly. Regulatory scrutiny is increasing and media coverage of ingredient safety is raising consumer awareness creating strong pull demand for genuinely clean-label alternatives like those offered by Garvv Indiaa.



Digital Commerce Adoption

With over 750 million internet users and rapidly expanding digital payment infrastructure, e-commerce is democratizing access to premium natural products beyond metro cities. This opens massive distribution opportunities for brands like Garvv Indiaa without requiring proportional physical retail investment.

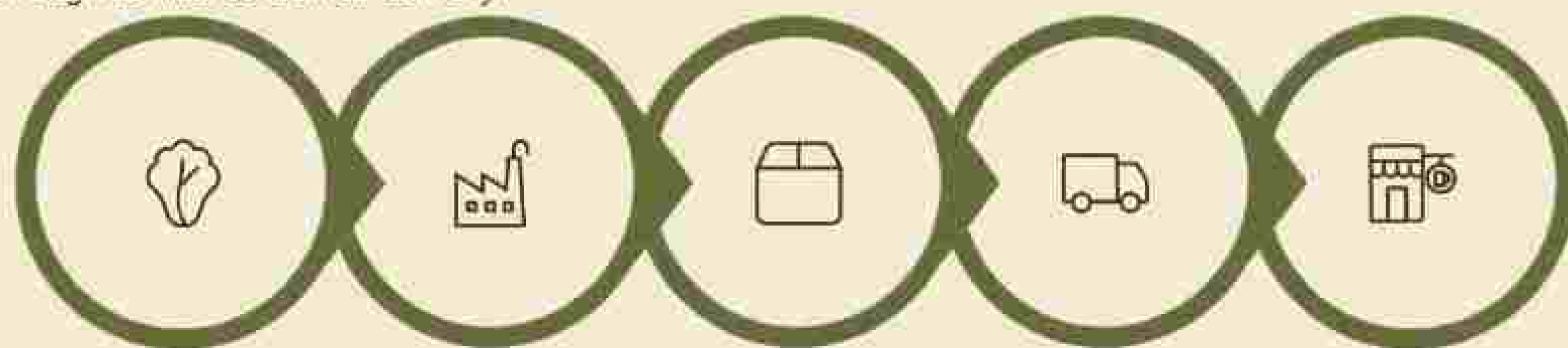


Premiumization in Personal Care

Indian consumers are consistently trading up in personal care spending, with natural and herbal personal care growing at nearly double the rate of conventional personal care. This trend is strongest among the 25–45 age group Garvv Indiaa's primary target demographic.

Business Model

Garvy Indiaa operates an integrated manufacturing to consumer business model that controls quality at every stage of the value chain from raw material procurement through to final consumer delivery.



Raw Materials

Manufacture

Packaging

Distribution

Retail & E-com

Integrated Value Chain Advantages

- **Quality Control** — In-house manufacturing ensures consistent product quality and rapid response to quality issues at every production stage
- **Cost Efficiency** — Vertical integration reduces dependency on third-party manufacturers and protects margins as volume scales
- **IP Protection** — Proprietary fruit-based formulations developed and protected in-house, creating defensible competitive advantages
- **Speed to Market** — Direct control over production enables faster product development cycles and rapid response to market trends

Customer Segment Strategy

B2C Direct

End consumers purchasing via our D2C website, app, and e-commerce marketplaces highest margin and strongest brand relationship channel.

Retail Channel

Pharmacies, supermarkets, organic stores, and general trade outlets serving walk in consumers across geographies.

B2B Wholesale

Distributors, wholesalers, and institutional buyers purchasing in bulk for regional redistribution and private use

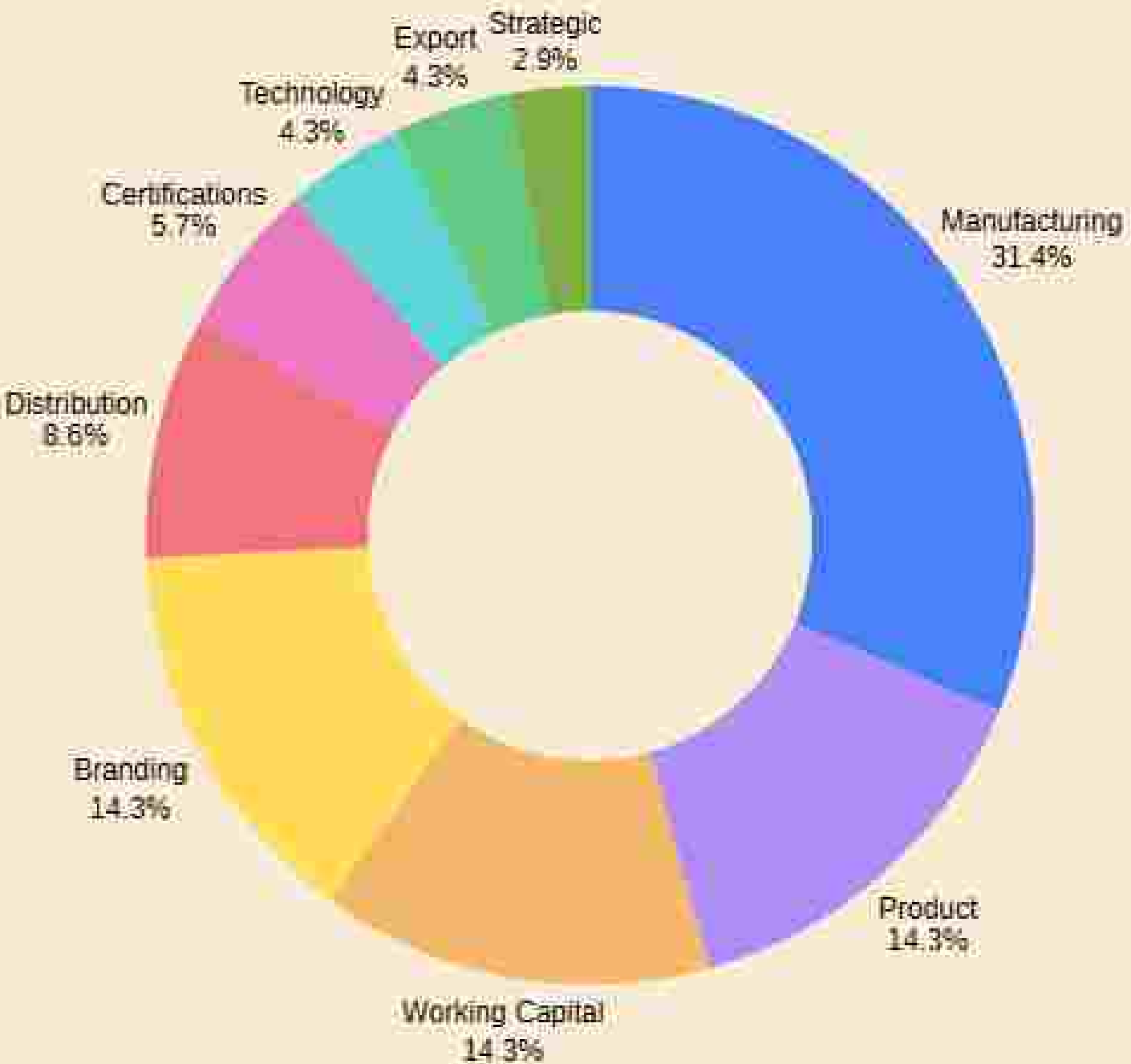
Export Partners

International distributors and import partners in target markets, beginning with Middle East and Southeast Asia

Funding Ask & Utilization

Total Funding Ask: ₹70 Crore

Category	Amount (₹ Crore)	% Allocation
Manufacturing Infrastructure	22	31.40%
Product Development & R&D	10	14.30%
Working Capital	10	14.30%
Branding & Marketing	10	14.30%
Distribution & Retail Expansion	6	8.60%
Certifications & Regulatory Compliance	4	5.70%
Technology & Digital Infrastructure	3	4.30%
Export Expansion	3	4.30%
Strategic Reserve & Contingency	2	2.90%
Total	70 Crore	100%

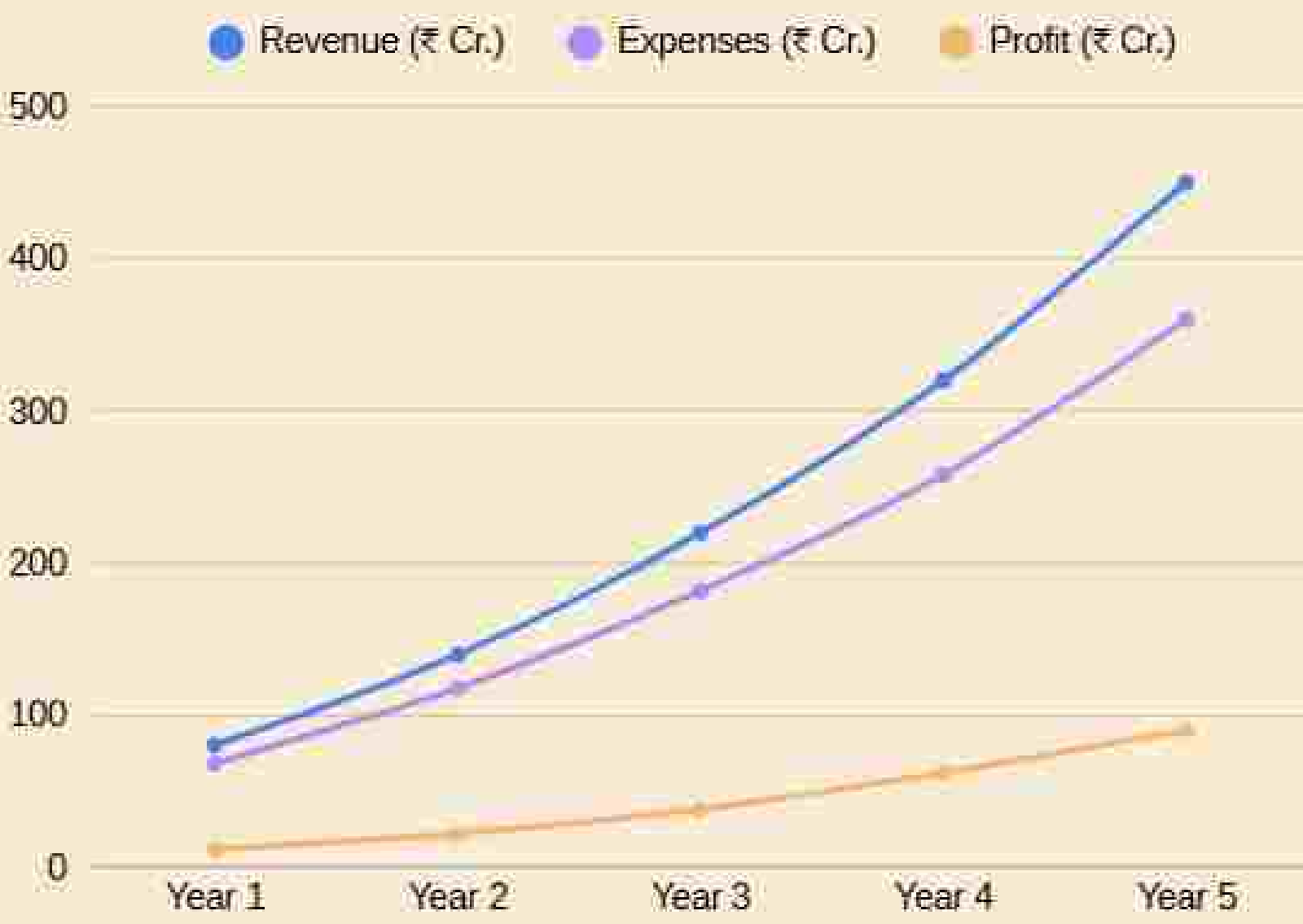


The proposed fund allocation is indicative and based on the current business plan and operational requirements. Actual utilization may vary depending on project implementation and market conditions.

Financial Projections

(Indicative: 3–5 Years)

Year	Revenue (₹ Cr.)	Expenses (₹ Cr.)	Profit (₹ Cr.)
Year 1	80	68	12
Year 2	140	118	22
Year 3	220	182	38
Year 4	320	258	62
Year 5	450	360	90



Financial projections are estimates based on current assumptions and may vary depending on market conditions and business performance.

Our Team



Vandana Kumari

FOUNDER & DIRECTOR

Vandana kumari is the visionary founder and sole director of garvv indiaa (opc) private limited. She is responsible for the company's strategic planning, business development, product innovation, partnership development, and overall business growth.

Her entrepreneurial drive and deep conviction in the power of natural, chemical free products are the foundation upon which garvv indiaa has been built. Vandana brings a hands-on approach to building the brand, overseeing product development, and establishing the distribution and operational infrastructure needed to scale the business.

Her vision for creating an accessible, trusted indian natural brand that serves families across all income segments defines every strategic decision the company makes.



Production Manager

Oversee manufacturing operations, quality control, production planning, and vendor relationships to ensure consistent output and product quality.



Quality Control Executive

Implement and maintain rigorous quality testing protocols, regulatory compliance, and certification management across all product lines.



Sales Manager

Drive revenue growth through retail partnerships, distributor onboarding, and key account management across target regions.



Marketing Manager

Build brand awareness, manage digital campaigns, influencer partnerships, and consumer education initiatives.



Supply Chain Executive

Manage end to end logistics, raw material sourcing, inventory management, and distribution network operations.

Thank You



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🌱 **Ready to Build India's Natural Brand of Tomorrow.** Join us in making chemical-free living accessible to every Indian household. Together, we can create healthier families, a stronger economy, and a more sustainable future.