

KANJI+

Fermented Probiotic Shot

**Traditional Indian
fermentation, bottled as a
modern daily digestive ritual.**

ZEMIQ FOODS PRIVATE LIMITED

Presentation 2026 | Stage: Ideation / Early Validation



Executive Summary

- **About the business:** KANJI+ is an 80ml ready-to-drink fermented probiotic shot inspired by traditional Indian beetroot kanji.
- **Business positioning:** It turns an inconvenient home-made fermented drink into a modern daily digestive ritual for urban consumers.
- **Investment rationale:** A local Indian alternative to kombucha and probiotic shots, built around habit-led subscriptions and community-led trust.
- **Key metrics:** 100+ paying customers validated, website live at Kanjiplus.com, 3 active team members, and founder-led sampling under validation.



80ml daily digestive ritual

Problem

Why the gap exists

While 4 in 5 believe lifestyle diseases could originate in the gut, 7 in 10 people suffer from chronic digestive issues

Country Delight in partnership with Indian Dietetic Association, Mumbai recently conducted a survey to understand the digestive health of Urban Indians and assess their perception of comorbidities associated with gut health.

The 'Gut Health Survey' was conducted online using YouGov's India panel, and responses were collected from 2017 respondents in Delhi NCR, Mumbai, and Bengaluru. People from the age group of 25-50 years were surveyed 50 per cent of the respondents were males and 50 per cent were females.

- Modern routines have reduced daily fermented-food consumption, while digestive and gut-health issues are common in urban India.
- Consumers want simple gut-health habits, but current options are inconvenient, confusing, clinical or expensive.
- Irregular eating, processed foods and low access to fresh fermented foods make gut-health routines hard to maintain.
- Pills, powders and imported drinks do not feel like a familiar Indian daily ritual.
- Gap: an affordable Indian daily gut-health drink that is fresh, convenient and repeatable.

Solution & why is it better

Traditional kanji in a convenient, repeatable and scalable format



Real Indian fermentation

Convenience

No soaking, waiting or home fermentation. Ready-to-drink 80ml portion for daily use.

Consistency

Controlled recipe, taste direction, batch process and portion size. No Shelf Life issues As Kanji is send to subscribers and consumed Within 30 days

Accessibility

Affordable habit-led wellness compared with imported beverages and supplements.

Moat / USP

Not a juice, soft drink or supplement; positioned as a daily fermented digestive ritual.

Core line: Khatta Tikha Kanji - dil boley Wahji

Market Size

TAM, SAM & SOM

A focused wedge into India's functional drinks and probiotic wellness demand.

TAM

₹35,700 Cr

India functional drinks market opportunity.

- Functional drinks market estimated at US\$4.25B in 2025
- Projected to reach US\$9.72B by 2033
- KANJI+ sits in functional/ health-led drinks

SAM

₹18,000 Cr

India probiotic-focused wellness opportunity.

- India probiotic market estimated at US\$2.14B in 2024
- Expected to reach US\$6.72B by 2030
- Includes probiotic foods, beverages and supplements

SOM

₹20 Cr ARR

Initial obtainable market through Delhi NCR communities.

- Assumption: 12,000 monthly Subscribers and B2B + Trial Packs
- Monthly pack: ₹849 × 12 months
- Hyperlocal sampling → WhatsApp → subscription model

Initial wedge: Noida / Delhi NCR apartment communities where tasting builds trust and subscriptions create repeat revenue. KANJI+ will begin with the premium NCR belt, targeting 12–18 lakh high-income consumers across Delhi, Gurugram, Noida, Greater Noida West, Indirapuram, Kaushambi and Faridabad. At just 1% penetration, this market can support 12,000 monthly subscribers, translating to over ₹12 crore annual subscription revenue.”

Sources: Grand View Research India Functional Drinks Market 2025; TechSci / Research & Markets India Probiotic Market 2024. SOM is a founder estimate based on 12,000 subscribers at ₹849/month.

Why are you the best person / team to solve this problem?

Founder-led execution + direct customer feedback

Core insight

The team is building from society-level sampling, hands-on product validation and direct customer feedback rather than only desk research.

Hitesh Sharma

Founder / Director

B.Sc Nautical Science, MBA, Captain in Merchant Navy.
Leads product, compliance, partnerships, sales and GTM execution.

Mukul Pandey

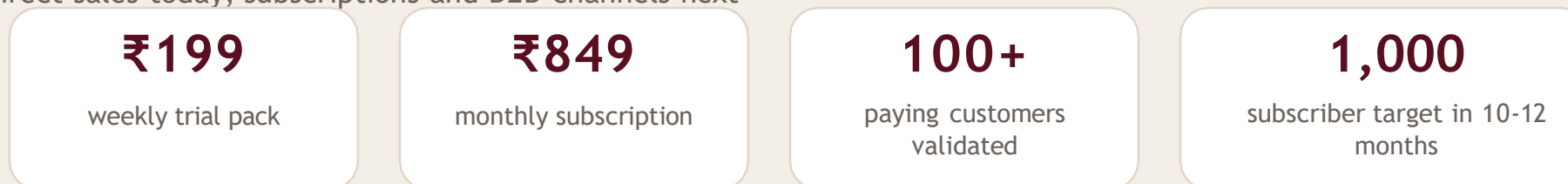
Director / Co-founder / CPO

MCA and IT professional with multinational company experience. Leads operations, digital systems, website coordination and sales tracking.

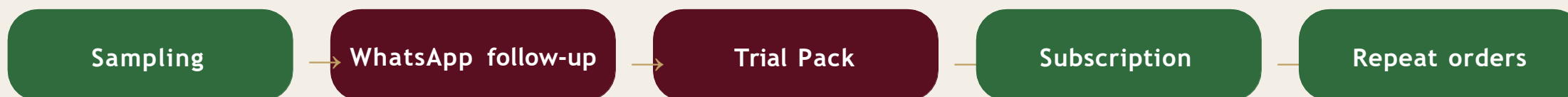
Team advantage: compliance discipline + operations mindset + digital systems + hyperlocal community selling.

Revenue Model / Business Model

Direct sales today, subscriptions and B2B channels next



GTM funnel



- Current revenue: direct sample-based sales through community-level activation and sampling.
- Near-term model: weekly and monthly packs through WhatsApp, stalls and society activations.
- Introduction of ABC kanji / Amla Kanji
- Initial focus: Noida / Delhi NCR apartment communities, parks, local markets and wellness-conscious neighbourhoods.
- Expansion channels: gyms, cafés, offices, wellness stores, corporate wellness and D2C subscriptions.
- Target customer: urban, health-conscious consumers aged 22-55 who want simple, affordable wellness habits.

Subscription-led
daily wellness habit

Fundraise Ask

Convertible bridge now, seed round next

Round structure

Timeline: 10-12 months

We are raising a ₹1 crore convertible bridge now, which will convert into our upcoming seed round of 2 cr. The total planned round size is ₹3 crore, structured for an overall dilution of 8%, implying a ₹37.5 crore post-money valuation. With this bridge round, our target is to acquire 1000 paid subscribers within 10-12 months and build clear proof of product-market acceptance through subscriptions, repeat orders, society activations, sampling, and brand visibility.

