

FUEL
FOCUS
PERFORM



NeutriVends

— NUTRITION YOU NEED. CONVENIENCE YOU DESERVE. —



FAST
ACCESS



EASY
CHOICE



READY
ANYTIME

About Us – NeutriVends India LLP

NeutriVends India LLP is a smart fitness nutrition startup offering fresh, ready-to-drink protein shakes through automated vending machines inside gyms. With Startup Certificate and GST registration completed, the company aims to make post-workout nutrition quick, hygienic, affordable, and easily accessible for gym-goers.

Vision

To become India's leading smart fitness nutrition vending brand by making fresh protein shakes easily accessible in gyms and fitness spaces.

Mission

To provide quick, hygienic, affordable, and ready-to-drink protein shakes that support gym-goers in better recovery and a healthier fitness journey.



Founders



Mr. Jatin Singhal – Co-founder & CEO

Mr. Jatin Singhal holds an MBA and leads the overall business strategy, partnerships, expansion planning, and execution for NeutriVends India LLP. His focus is to build the company into a scalable smart fitness nutrition vending network across gyms and fitness centers.



Mr. Yatin Singhal – Co-founder & CFO

Mr. Yatin Singhal is a graduate with 15 years of professional experience. He manages financial planning, budgeting, operations control, revenue strategy, and fund utilization to ensure sustainable business growth.



Mrs. Richa Singhal – Co-founder & CPO

Mrs. Richa Singhal holds an MBA and leads product planning, customer experience, product quality, vendor coordination, and nutrition-focused offerings. She focuses on delivering hygienic, convenient, and customer-friendly protein shake solutions.

Market Problems

Missed Protein Intake

Gym-goers often skip post-workout protein due to no instant availability.

Expensive Protein Tubs

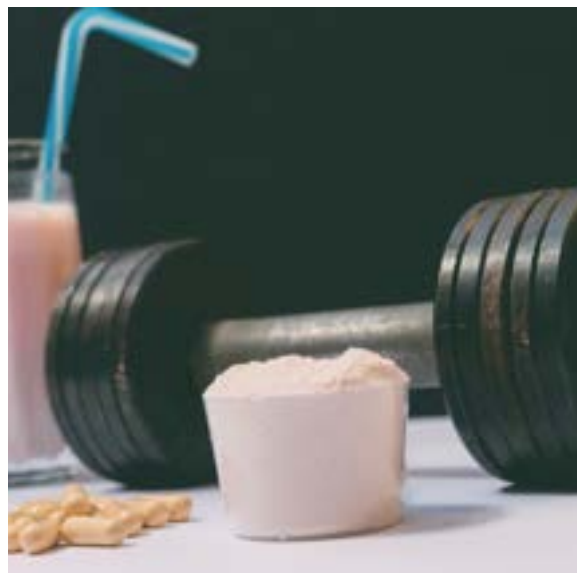
Full whey protein tubs are costly for many regular gym users.

Carrying Hassle

Users need to carry shaker, powder, and water daily to the gym.

Trust & Hygiene Issues

Customers worry about fake supplements, poor mixing, and hygiene concerns.

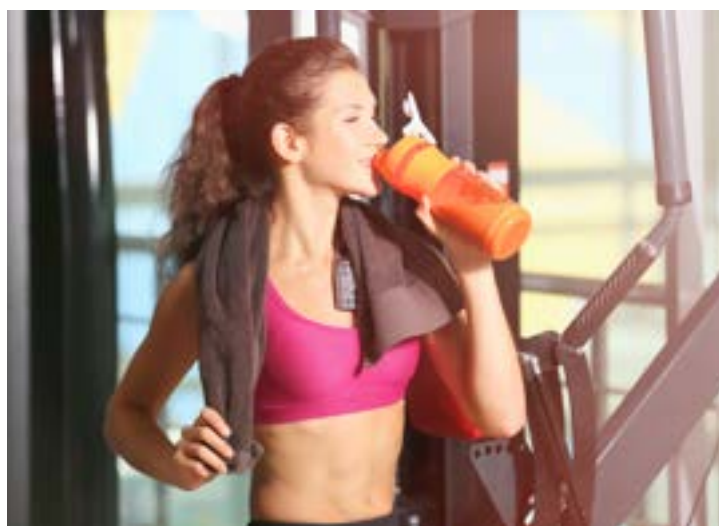


Our Solution

Instant Protein Access



Automated vending machines provide fresh protein shakes directly inside gyms.



Affordable Per-Serving Model



Users can buy one shake at a time instead of purchasing expensive protein tubs..



Convenient & Time-Saving



No need to carry powder, shaker, or water — just select, pay, and drink.



Hygienic & Consistent Quality

Machines ensure clean preparation, proper mixing, and trusted protein servings every time.



Our Offerings

Fresh Protein Shakes

Ready-to-drink protein shakes served instantly inside gyms.

Smart Vending Machines

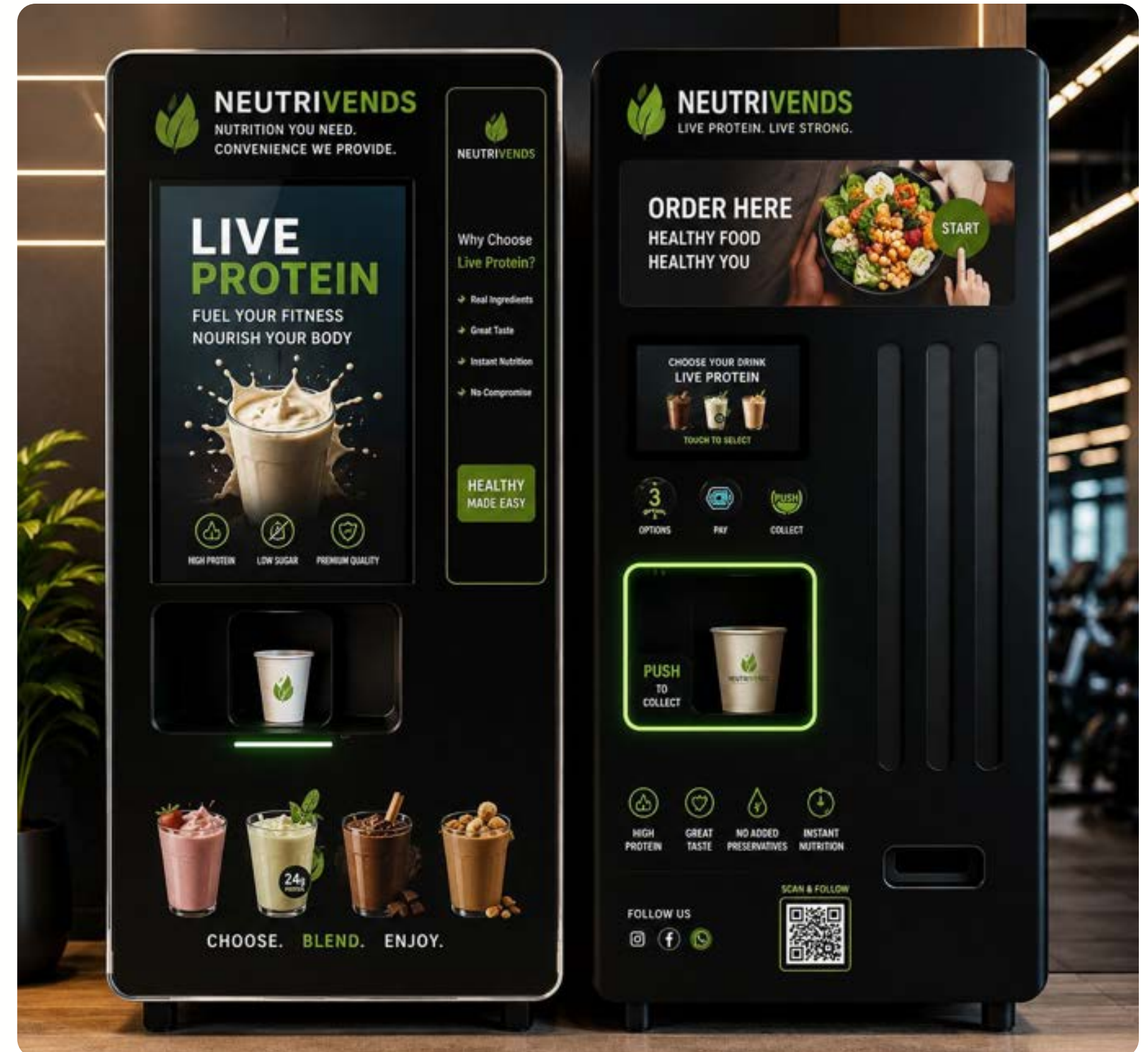
Automated machines for easy selection, payment, and dispensing.

Fitness Nutrition Products

Protein bars, energy drinks, healthy snacks, and wellness beverages.

Gym Revenue Partnership

Gyms earn additional passive income through commission-based vending sales.



Unique Selling Proposition

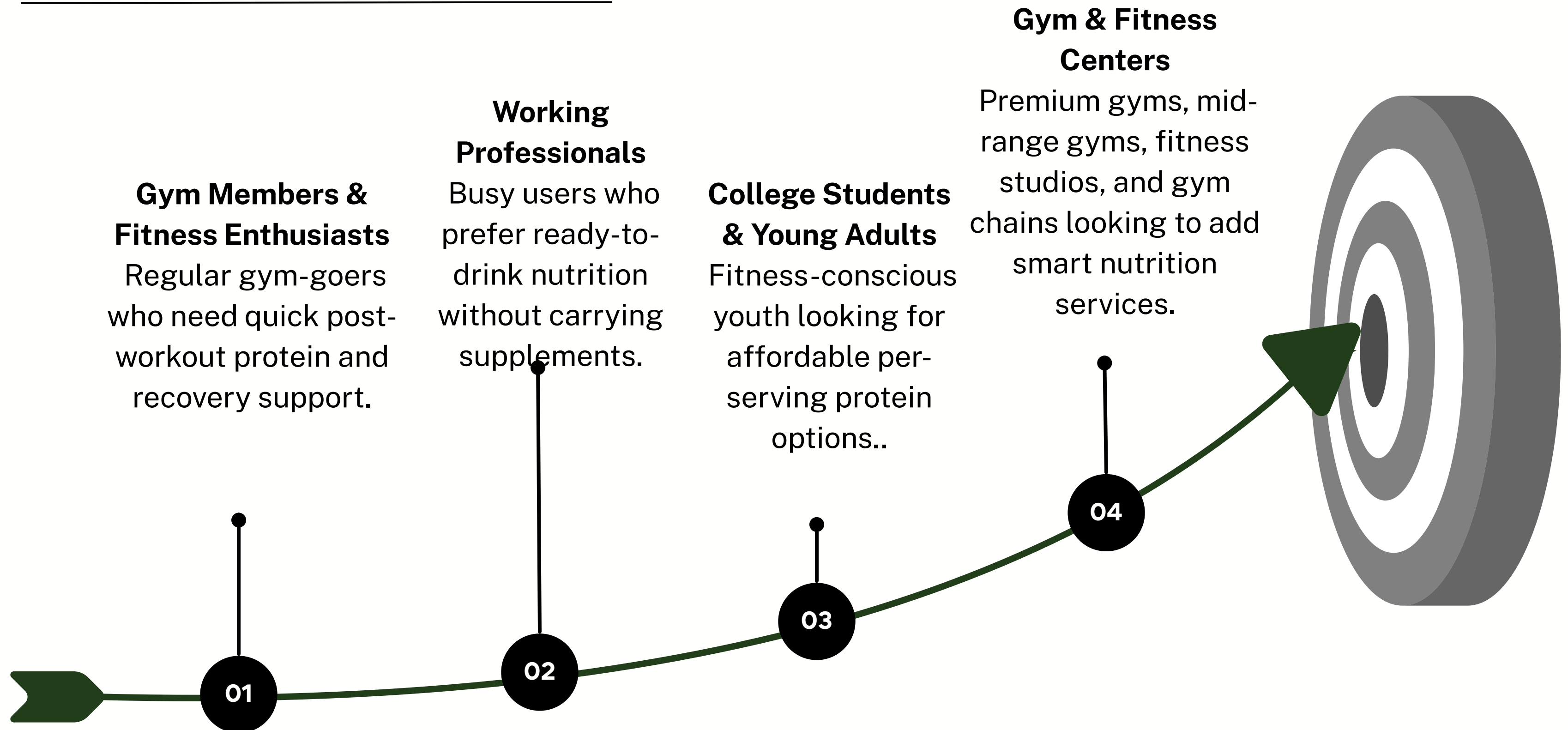


- 01** **Instant Post-Workout Nutrition**
Fresh protein shakes available inside gyms immediately after workout.
- 02** **No Carrying Hassle**
No need to carry protein tubs, shaker, or water from home.
- 03** **Affordable Per-Serving Access**
Users can buy protein shake per serving instead of costly monthly tubs.
- 04** **Smart Gym Integration**
Gyms get an automated nutrition solution with additional passive revenue.
- 05** **Hygienic & Consistent Quality**
Every shake is prepared with proper mixing, taste, and trusted ingredients.

Market Size

Market	Current Size in INR	Projected Size in INR	CAGR	Reference
India Fitness Market	₹16,200 Cr in 2024	₹37,700 Cr by 2030	~15%	Deloitte India & HFA (Deloitte)
India Protein Supplements Market	₹8,659 Cr in 2025	₹14,968 Cr by 2034	6.27%	IMARC Group (IMARC Group)
Global Protein Supplements Market	₹2,82,653 Cr in 2025	₹5,99,452 Cr by 2033	10.30%	Grand View Research (Grand View Research)
Global Health & Fitness Club Market	₹12,45,475 Cr in 2025	₹28,28,048 Cr by 2034	9.66%	Fortune Business Insights (fortunebusinessinsights.com)

Target Market



Competitive Analysis

Competitor Type	Current Offering	Limitation	NeutriVends Advantage
Gym Cafés / Juice Counters	Manual protein shakes, juices, snacks	Requires staff, inconsistent taste, limited timing	Automated, quick, consistent, and available inside gym
Packaged Protein Drinks	Ready-made bottled protein drinks	Higher cost, limited freshness, fewer customization options	Fresh shake prepared instantly at affordable per-serving price
Protein Tub Brands	Whey protein tubs for home use	Expensive upfront cost, users need to carry shaker daily	No carrying hassle; pay only per serving after workout
Members Bringing Own Supplements	Personal protein powder and shaker	Inconvenient, hygiene issues, forgotten supplements	Easy select-pay-drink model directly inside gym
Gym Supplement Retailers	Sell protein tubs and fitness products	Focus on bulk sales, not instant consumption	Focused on instant post-workout nutrition and repeat daily usage

Revenue Model



01



Protein Shake Sales

Revenue from fresh ready-to-drink protein shakes sold per serving through vending machines.

02



Healthy Beverage Sales

Additional income from pre-workout drinks and energy drinks.

03



Gym Revenue Share Model

Partner gyms receive commission on sales, helping NeutriVends secure prime gym locations.

04



Subscription & Loyalty Plans

Monthly shake plans, prepaid wallet, combo offers, and repeat-user memberships.

05



Brand Partnerships

Revenue through collaborations with protein brands, supplement companies, and fitness product promotions.

Go-To-Market Strategy (GTM)

Pilot Launch – Install 3 machines in Faridabad gyms.

Gym Tie-ups – Partner with gyms on revenue-share model.

Launch Offers – First shake @ ₹99 to drive trial.

Trainer Referrals – Promote through gym trainers.

In-Gym Branding – Posters, QR codes, and machine branding.

Expansion – Scale across Delhi NCR toward 128 machines by FY 2028–29.



Aim To Scale Up Plan

01

Expand Gym Network – Partner with premium gyms and fitness chains across Delhi NCR.

02

Reach 128 Machines – Scale to 128 operating vending machines by FY 2028–29.

03

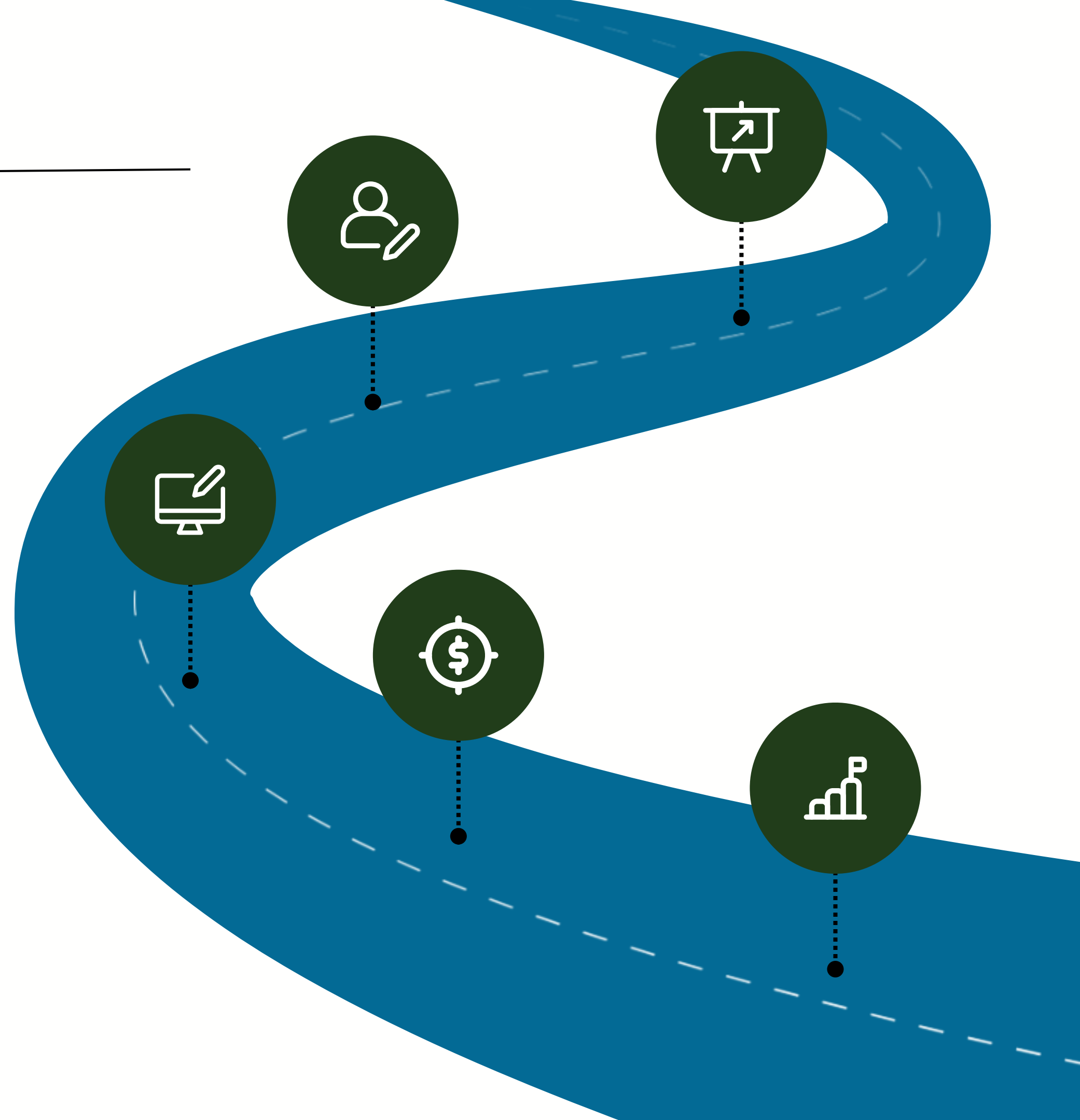
Increase Daily Servings – Improve usage through offers, trainer referrals, and repeat customers.

04

Add More Products – Include pre-workout drinks and energy drinks.

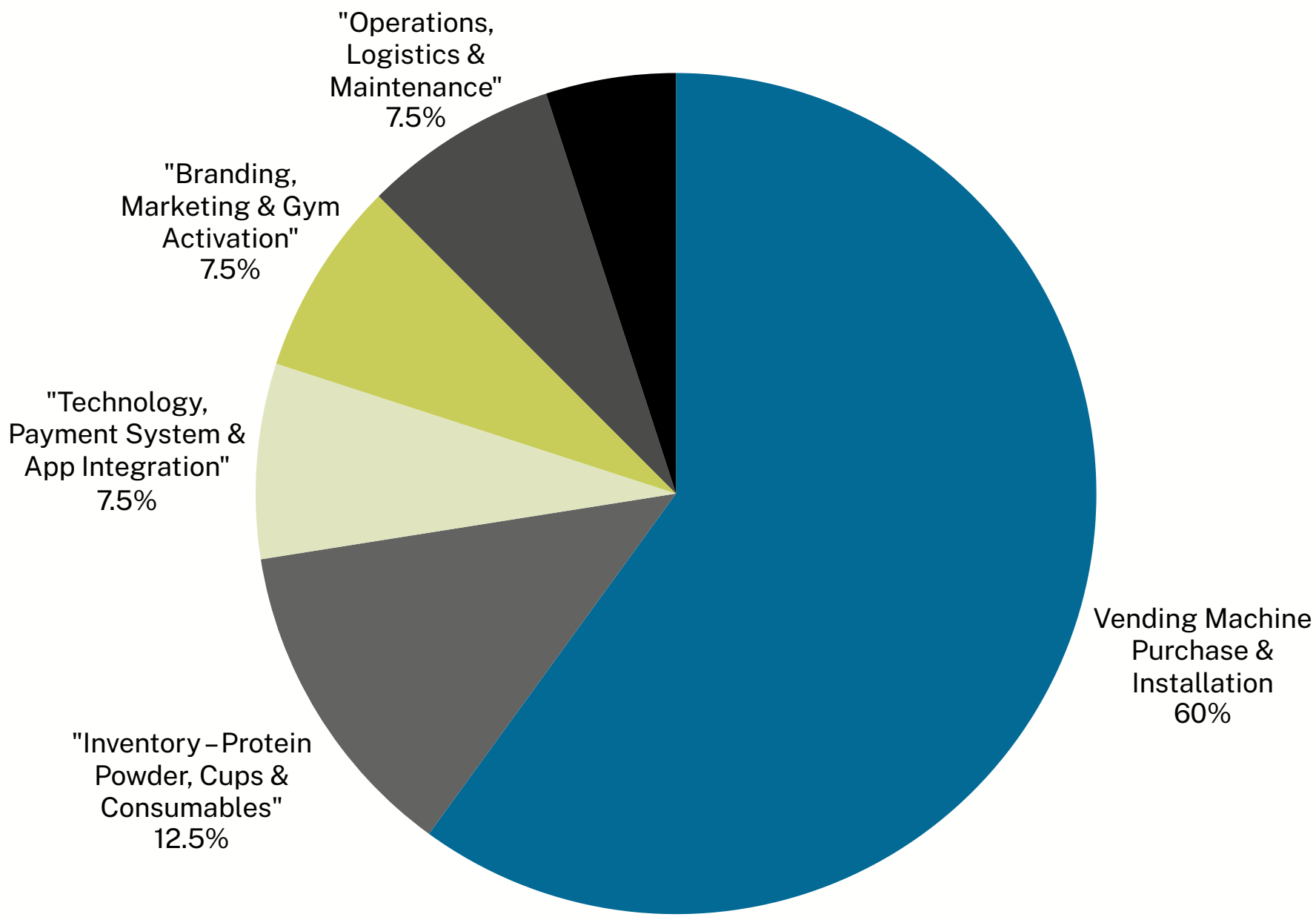
05

Build Smart Platform – Introduce app-based ordering, subscriptions, and loyalty rewards.



Fund Utilization

Area	Amount
Vending Machine Purchase & Installation	₹1,20,00,000
Inventory – Protein Powder, Cups & Consumables	₹25,00,000
Technology, Payment System & App Integration	₹15,00,000
Branding, Marketing & Gym Activation	₹15,00,000
Operations, Logistics & Maintenance	₹15,00,000
Working Capital & Contingency	₹10,00,000
Total	₹2,00,00,000





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