BISAHI NATURALS (OPC) PVT LTD

BISAHI

Building India's Next Trusted Confectionery Brand

Seeking ₹25 Lakh Investment

Founder : Hitesh Mahandru

Tagline : Big Taste, Small Price.

The Problem

The Indian confectionery market still faces several challenges :

- Retailers frequently faced inconsistent availability of wafer roll and lollipop products, leading to stock-outs and missed sales opportunities.
- Many regional brands lack strong branding and premium packaging.
- Retailers often receive lower margins reducing motivation to promote products.
- Consumers have limited affordable options that combine premium quality with attractive packaging.

These gaps create a significant opportunity for a brand that offers reliable supply premium presentation and strong retailer economics.

Our Solution

Bisahi is building a distribution-first confectionery brand that solves these challenges by offering :

- Reliable and consistent product availability
- Premium shelf ready packaging that attracts consumers and enhances product visibility
- Attractive retailer margins to encourage stocking, promotion, and repeat orders.
- High quality products at affordable ₹2- ₹5 price points, making them accessible to a broad consumer base.

Bisahi combines reliable supply, premium branding, affordable pricing, and retailer-first distribution to build a trusted regional confectionery brand.

Products

Product 1
Bisahi Chocolate Wafer Roll ₹5 MRP

- Crispy wafer with rich chocolate cream
- Premium rectangular packaging
- Target: Mass-market consumers

Product 2
Bisahi Lollipop ₹2 MRP

- Multiple flavors
- High-volume impulse purchase

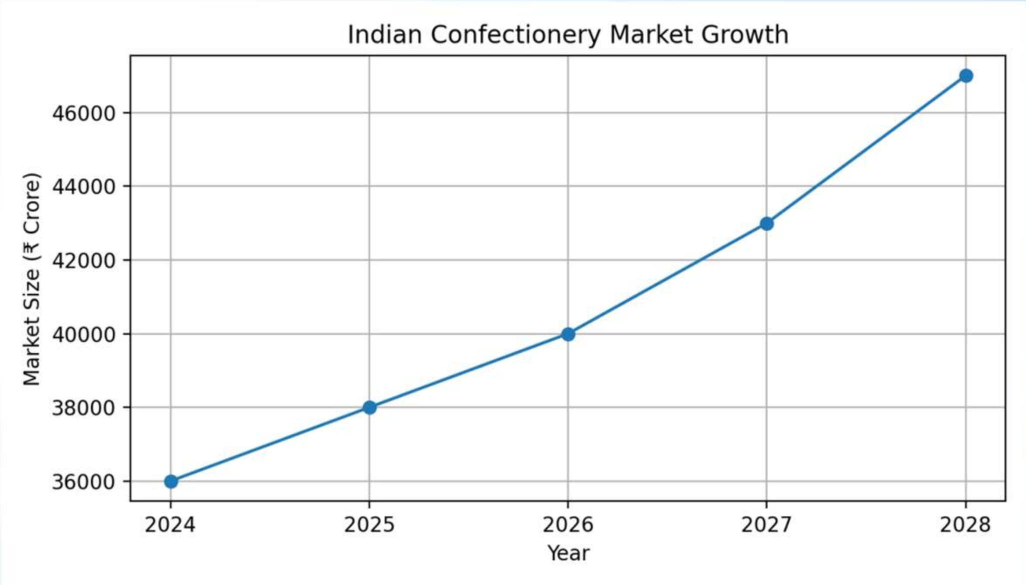
Future expansion:

- Candies
- Chocolate products
- Additional confectionery categories

Market Opportunity :

Indian Confectionery Market - ₹40,000+ Crore
Wafer Roll Market - ₹2,500–3,000 Crore
Lollipop Market - ₹1,500–2,000 Crore
Candy Market - ₹18,000–20,000 Crore

Year	Market Size
2024	₹36,000 Cr
2025	₹38,000 Cr
2026	₹40,000 Cr
2027	₹43,000 Cr
2028	₹47,000 Cr



India's confectionery market is expected to cross ₹47,000 crore by 2028, driven by premiumization, rising disposable income, and increasing demand for affordable impulse purchases.

Why Now?

- Rising demand for affordable impulse snacks
- Regional brands gaining market share
- Third-party manufacturing reduces capital needs
- Modern packaging creates differentiation
- Distribution gaps still exist in GT and Super markets

Business Model

Distribution Model

Third-Party Manufacturer

Bisahi (Brand • Packaging • Quality Control)

↓

Regional Distributor

↓

Retailers (Kirana, General Trade, Supermarkets)

↓

Consumers

↓

Go-to-Market Strategy

Phase 1 (First 6 Months)

- Appoint distributors across North India
- Target wholesalers through sales team
- Build presence in Kirana stores and general trade
- Ensure consistent product availability and faster replenishment

Phase 2

- Expand distributor network to additional states
- Enter Modern Trade
- Launch on e-commerce platforms
- Expand product portfolio (Candy and other confectionery)

Competitive Advantage :-

1. Reliable Product Availability
Consistent supply through trusted third-party manufacturing and efficient distribution.

2. Premium Packaging
Eye-catching, modern packaging designed to improve shelf visibility and consumer appeal.

3. Affordable Price Points
High-quality products at ₹2 and ₹5, targeting India's largest impulse purchase segment.

4. Asset-Light & Scalable Model
No manufacturing investment initially, enabling faster expansion with lower capital requirements.

5. Multi-Product Brand Strategy
Launch with Wafer Rolls and Lollipops, followed by Hard Candies and additional confectionery products.

Revenue Model

Scalable Distributor-Led Revenue Model
Current Revenue Streams (Phase 1)

Chocolate Wafer Rolls

- High-volume ₹5 impulse purchase product
- Sold through regional distributors

Lollipops

- Affordable ₹2 product
- Distributed through the same sales network

Future Revenue Streams (Phase 2)

- Hard Candies
- Additional confectionery products under the Bisahi brand

Unit Economics Per Box

CHOCOROLL

Description	Value
Purchase Cost	₹68.00
Selling Price to Distributor	₹97.50
Gross Profit	₹29.50
Gross Margin	30.30%

LOLLIPOP

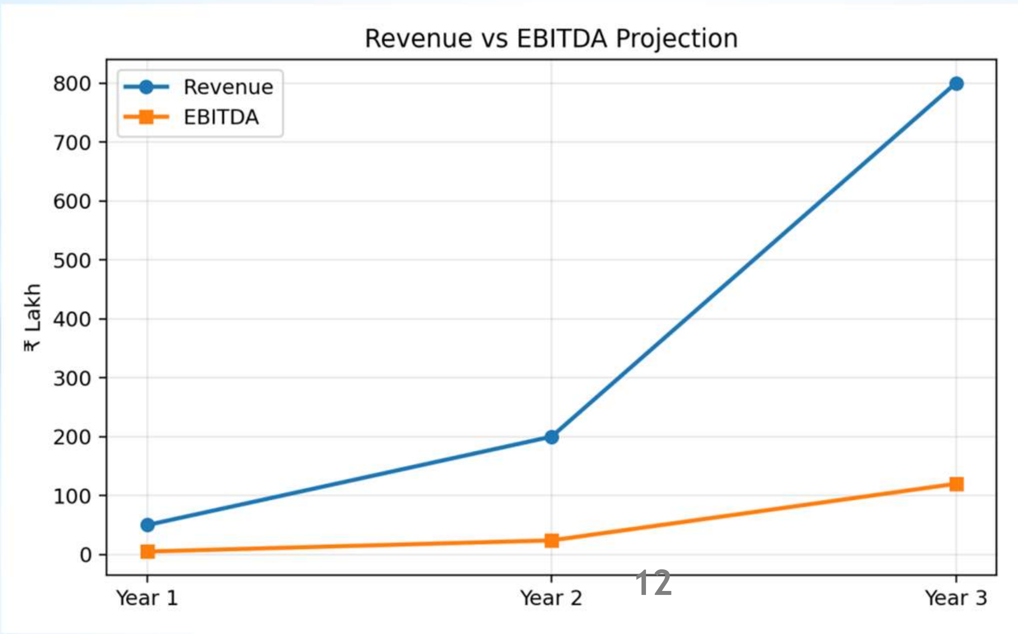
Description	Value
Purchase Cost	₹85.00
Selling Price to Distributor	₹130.00
Gross Profit	₹45
Gross Margin	34.60%

Financial Projections

Revenue Growth I EBITDA I Profitability (3 – Year Outlook)

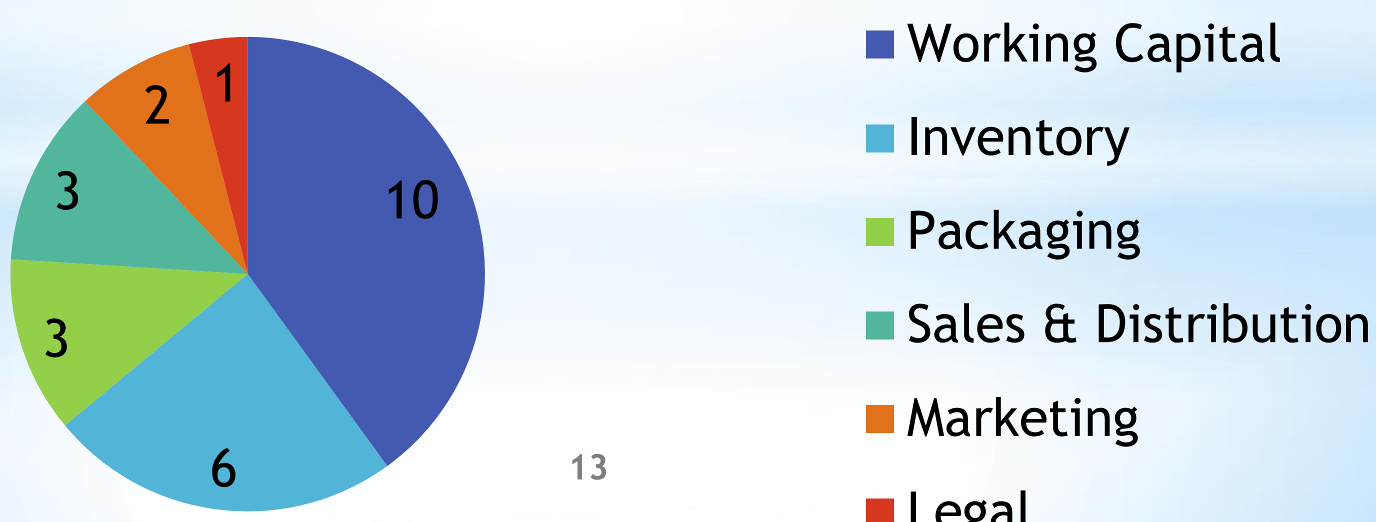
Financial Year	Revenue	EBITDA	EBITDA Margin
Year 1	₹35 Lakh	₹ 70K	2%
Year 2	₹2.00 Crore	₹15 Lakh	7.5%
Year 3	₹8.00 Crore	₹1.2 Crore	15%

*Year 3 assumes a successful Seed Round after Year 2 to accelerate expansion.



Use of Funds

Purpose	Amount
Working Capital	10,00,000
Initial Inventory & Production	6,00,000
Packaging Development	3,00,000
Sales & Distributor Development	3,00,000
Marketing & Brand Building	2,00,000
Legal & Contigency	1,00,000
Total	25,00,000



Investment Requirement

Pre-Seed Funding Round

Investment Ask - ₹25 Lakh
Pre-Money Valuation - ₹2.75 Crore
Post-Money Valuation - ₹3.00 Crore
Equity Offered - 8.33%

Bisahi is building a scalable, distributor-led confectionery brand with an asset-light business model. This ₹25 lakh Pre-Seed round will help us validate the market, establish our distribution network, and create a strong foundation for national expansion.

Growth Roadmap

2026 (Year 1)
Launch Wafer Rolls & Lollipops
Build distributor network in North India
Achieve ₹35 lakh revenue

2027 (Year 2)
Expand into additional states
Launch Candies
Reach ₹2 crore revenue

2028 (Year 3)
Raise Seed Round
Expand distribution nationally
Launch additional confectionery products
Target ₹8 crore revenue

Why Invest in Bisahi

- Large & growing ₹40,000+ crore confectionery market
- Affordable ₹2 & ₹5 products targeting high-volume impulse purchases
- Premium packaging that stands out on retail shelves
- Healthy unit economics with attractive retailer margins
- Asset-light business model through third-party manufacturing
- Scalable distributor-led expansion strategy
- Multi-product roadmap (Wafer Rolls → Lollipops → Candies → More confectionery)

Founder

Hitesh Mahandru
Founder & Director | Bisahi Naturals OPC Pvt. Ltd.

- Entrepreneur focused on building an affordable prem confectionery brand.
- Hands-on experience in retail distribution and customer buying behavior.
- Leading product development, sourcing, packaging, and go-to-market strategy.
- Building an asset-light FMCG business through third-party manufacturing.
- Vision to build Bisahi into a trusted national confectionery brand.

Thank You

Let's Build India's Next Trusted Confectionery Brand Together

Hitesh Mahandru
Founder and Director
Bisahi Naturals (OPC) Private Limited

✆ +91 7065770822
✉ hiteshmahandru786@gmail.com