



Premium Packaged Drinking Water

DARKMIN LUXURY

India's First Premium Utility Water Brand More Than Water.

A Complete Premium Utility Experience. Seeking ₹25,00,000 in Royalty - Based Seed Investment

Presented by

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Founder Story

Every great company begins with a simple observation.

During my visits to hotels, premium events and airports, I noticed that people rarely need only drinking water. They often purchase tissues, mouth fresheners and other small essentials separately.

That observation inspired a simple question:

"Why can't one bottle solve multiple everyday needs?"

"That idea became **DARKMIN LUXURY**."



The Problem

Today's bottled water industry has remained largely unchanged.

Consumers buy water...

Then purchase tissues separately.

Then buy mouth fresheners.

Then look for mineral supplements.

This creates inconvenience and a fragmented customer experience.

The market has upgraded branding...

But not the customer experience.



Our Solution



Extra Storage
Compartment



Our Solution

Introducing DARKMIN LUXURY

- A Premium Utility Water Bottle.
- Each bottle includes:
- Premium Drinking Water
- Mineral Sachet
- Compressed Dry Towel
- Premium Mouth Freshener
- Integrated Utility Capsule
- One Bottle.
- Multiple Essentials.
- One Premium Experience.



Why DARKMIN LUXURY?

Traditional Water:

- Drink
- Throw Away
- End of Experience

DARKMIN LUXURY:

- Drink
- Refresh
- Use Utility Capsule
- Continue Your Journey
- Remember The Brand
- We deliver premium experiences.



Innovation That Creates Value

Designed for

- Hotels
- Airports
- Corporate Offices
- Luxury Events
- Hospitals
- Premium Retail
- Travelers
- Luxury Hospitality



Market Opportunity

The Indian premium packaged drinking water market continues to grow alongside hospitality, tourism, airports and premium consumer experiences.

Our objective is not to compete on price.

Our objective is to own the premium utility water category.



Why Customers Will Choose Us

- Premium Design
- Premium Experience
- Utility Capsule
- Luxury Branding
- Convenience
- Better Customer Experience
- Higher Perceived Value



Business Model

- B2B
- Hotels
- Resorts
- Corporate
- Events
- Hospitals
- Airports
- Luxury Retail
- E-Commerce



Unit Economics

Manufacturing Cost ₹25

Distributor Selling Price ₹30

Maximum Retail Price ₹120

Initial Monthly Sales 10,000 Bottles

Target Within Five Months 50,000 Bottles



Go-To-Market Strategy

Phase 1

Events



Exhibitions



Launch Activities

Phase 2

Hotels



Restaurants



Hospitality

Phase 3

Corporate



Institutions



Hospitals

Phase 4

Airport Retail



Travel Retail

Phase 5

National Expansion



Competitive Advantage

➤ Comparison Table

	Traditional Water	vs	DARKMIN LUXURY
➤ Premium Packaging	✓		✓
➤ Utility Capsule	✗		✓
➤ Mineral Sachet	✗		✓
➤ Dry Towel	✗		✓
➤ Mouth Freshener	✗		✓
➤ Luxury Experience	✗		✓



Revenue Growth Roadmap

Month 1

10,000 Bottles

Month 2

20,000

Month 3

30,000

Month 4

40,000

Month 5

50,000

Then Scale Through Distribution Expansion



Financial Projection

Year 1

Market Entry

Year 2

Regional Expansion

Year 3

Airport Presence

Year 4

Multi-State Distribution

Year 5

National Premium Brand

Note: Financial projections are management targets and depend on execution and market conditions.



Investment Opportunity

Funding Required ₹25,00,000

Investment Type

Royalty-Based Financing(No Equity)



Investor Return Structure

Investor receives ₹1.50 per bottle sold.

Maximum Repayment ₹35,00,000

Royalty ends automatically after repayment cap is achieved.

No Equity.

No Ownership Dilution.

Transparent Bottle-wise Tracking.



Utilization of Funds

- **Bottle Mould**
- **Production**
- **Inventory**
- **Branding**
- **Marketing**
- **Working Capital**
- **Legal & Compliance**



Intellectual Property

- Trademark
- Bottle Design
- Packaging Design
- Future Product Innovations
- Continuous R&D



Vision

**To build India's most admired
premium utility water brand.**

**Transforming bottled water
into a premium lifestyle
experience**



Thank You

DARKMIN LUXURY

- **Beyond Water.**
- **Beyond Hydration.**
- **Beyond Expectations.**

Keshav Kishor
Founder & CEO

