



MAURYA BEVERAGES & FOODSTUFF (OPC) PRIVATE LIMITED





STARTUP CERTIFICATE

We are now a Startup recognized by the Department for Promotion of Industry And Internal Trade, Ministry of Commerce and Industry, Government of India.

CERTIFICATE NO:
DIPP255712


Government of India
Ministry of Commerce & Industry
Department for Promotion of Industry and Internal Trade

 DPIIT
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CERTIFICATE OF RECOGNITION

This is to certify that MAURYA BEVERAGES & FOODSTUFF (OPC) PRIVATE LIMITED incorporated as a Private Limited Company on 19-03-2026, is recognized as a startup by the Department for Promotion of Industry and Internal Trade. The startup is working in Food & Beverages' Industry and Food Processing' sector as self-certified by them.

This certificate shall only be valid for the Entity up to Two years from the date of its incorporation only if its turnover for any of the financial years has not exceeded ₹ 200 Cr.

15-04-2026
DATE OF ISSUE


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19-03-2036
VALID UPTO



About US

An organic food and beverage company focuses on manufacturing a wide range of chemical-free, preservative-free products such as traditional pickles, jams, peanut butter, immunity boosters, natural energy drinks, fresh juices, and protein-rich milk, catering to the growing demand for healthy and clean-label consumption. Brands like Pintola, Nutriorg, and Real Fruit Power reflect this trend by offering nutritious, convenient, and high-quality alternatives for health-conscious consumers. The company's core positioning lies in using 100% organic ingredients, sustainable sourcing, and blending traditional recipes with modern processing to serve urban millennials, fitness enthusiasts, and families seeking safer food options, while tapping into the rapidly expanding organic market in India.





Vision & Mission



To become a leading and trusted organic food and beverage brand, promoting a healthier lifestyle by delivering pure, natural, and chemical-free products while supporting sustainable farming and improving overall well-being.



To manufacture high-quality organic products such as pickles, jams, peanut butter, beverages, and protein-rich drinks using ethically sourced ingredients, ensuring safety, nutrition, and taste; to innovate continuously in healthy food solutions; and to build strong relationships with customers by offering transparency, affordability, and consistent quality.





Industry Problem



High Sugar Dependency

Most energy drinks are loaded with added sugars, which provide only a short-term boost in energy and contribute to unhealthy consumption habits over time.



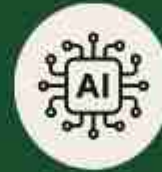
Energy Crash & Side Effects

After the initial spike, energy levels drop quickly, leading to fatigue, reduced productivity, and often headaches or discomfort.



Low Consumer Awareness

Consumers often do not fully understand the ingredients, as marketing focuses on instant energy claims while ignoring potential long-term health impacts.



Artificial & Lab-Made Composition

Many energy drinks are chemically formulated and contain artificial flavors, preservatives, and stimulants, resulting in low nutritional value and making them unsuitable for regular, healthy consumption.



Solutions



100% Guaranteed Organic Products

All products are made using certified organic ingredients, ensuring they are free from harmful chemicals, pesticides, and synthetic additives, making them safe for daily consumption.



No Lab-Based (E-Class) Chemicals

The formulations strictly avoid lab-made chemicals and E-class additives, focusing instead on natural processing methods that preserve nutritional value and authenticity.



Natural & Healthy Sweeteners

Instead of refined sugar, natural sweeteners like stevia and desi khand are used, providing balanced energy without sudden spikes or crashes, supporting overall health.



Functional & Herbal Ingredients for Performance

The energy drinks are enriched with natural ingredients like guarana for sustained caffeine release, and shilajit for improved endurance and stamina, offering long-lasting energy in a healthier way.

OUR PRODUCT



Maurya Beverages & Foodstuff (OPC) Private Limited offers a unique range of organic food and beverage products backed by a next-generation transparency system. The company manufactures clean-label products such as pickles, jams, peanut butter, immunity boosters, energy drinks, juices, juice concentrates, and protein milk, all made without lab-based chemicals. What differentiates the brand is its innovative QR-based traceability model—each product pack carries a unique QR code that provides customers with complete visibility of the product journey. By scanning the code, consumers can access real-time video updates covering every stage, from sourcing at the farm to transportation details, manufacturing processes, employee hygiene standards, and final distribution conditions including storage and temperature. Every step is recorded with time and date, ensuring authenticity and trust. This farm-to-fork digital tracking system strengthens customer confidence while reinforcing the company's commitment to quality, transparency, and truly organic practices, catering especially to health-conscious individuals, fitness enthusiasts, and families.



Unique Selling Points

1.Verified Organic Sourcing

Raw materials are procured directly from certified organic farms, ensuring chemical-free cultivation and complete authenticity from the very first step.

2. Transparent Supply Chain Tracking

Every stage—from farming, harvesting, processing to packaging—is monitored and recorded, allowing full traceability of each product from the field to the consumer.

3.Chemical-Free Processing

The manufacturing process avoids all E-class chemicals and artificial additives, maintaining a clean-label standard with natural ingredients.

4.Consumer-Level Transparency

End consumers can access product origin and journey details (through QR codes or labeling), building trust by showing the product's true story.





Value Proposition

Clean & Chemical-Free Nutrition

The products are made using 100% organic ingredients without any E-class chemicals or artificial additives, ensuring safe daily consumption while preserving natural nutritional value.

Sustained Energy & Performance

Unlike conventional drinks, the formulations provide long-lasting energy without crashes or headaches by using natural sweeteners like stevia and desi khand, along with functional ingredients such as guarana and shilajit for improved stamina and endurance.

Health-Focused Functional Benefits

The products are designed to support overall wellness, including immunity, recovery, and daily energy needs, by combining traditional natural ingredients with modern nutritional requirements.



Full Transparency & Trust (Farm to Fork):

A clean-label approach with complete traceability at every stage ensures consumers know exactly where their food comes from, building trust through honesty and quality assurance.



Target Market

Old Age Customers

Products are designed to support easy digestion, improve energy levels, and enhance overall health using natural and chemical-free ingredients suitable for daily consumption.

Caring Mothers

Safe, organic, and preservative-free products that mothers can trust for their families, ensuring better nutrition, immunity, and long-term health.

Gym & Fitness Individuals

High-protein and functional beverages that support stamina, endurance, muscle recovery, and sustained energy without harmful additives or sugar crashes.

Health-Conscious Consumers

Ideal for individuals focused on clean eating and wellness, offering organic, transparent, and nutrient-rich alternatives to conventional food and beverages.





Market Size

TAM (Total Addressable Market)

The Total Addressable Market (TAM) for the business includes the entire organic food and beverage sector in India, which is currently valued at around ₹16,000–₹19,000 crore and is rapidly growing.

SAM (Serviceable Available Market)

the Serviceable Available Market (SAM) focuses on the organic and functional beverage segment—such as energy drinks, juices, immunity boosters, and protein-based drinks—estimated at approximately ₹11,000–₹12,000 crore.

SOM (Serviceable Obtainable Market)

the Serviceable Obtainable Market (SOM) represents the realistic share the company can capture by targeting urban, health-conscious consumers, gym users, and premium buyers, which is roughly 5–10% of SAM, translating to about ₹600–₹1,200 crore in the initial stages.





Revenue Model

Direct B2B Sales:

Revenue is generated through the company's own website and online platforms, allowing higher profit margins and direct customer engagement.

E-commerce & Retail Channels

Products are sold via marketplaces, supermarkets, organic stores, and gyms, helping expand reach and increase overall sales volume.

Subscription-Based Revenue

Regular customers can opt for monthly or weekly plans for products like energy drinks and protein beverages, ensuring consistent and recurring income.

B2B & Bulk Sales

Partnerships with hospitals, fitness centers, and wellness institutions enable large-volume orders, creating stable and scalable revenue streams.





Competitor Analysis

Company	Core Focus	Specialization	Competitive Advantage
24 Mantra	Organic food products	Organic staples, beverages, and packaged foods	Strong organic certification, wide product range, trusted in organic segment
Tops	Processed food & condiments	Pickles, sauces, jams, and spreads	Affordable pricing, strong retail presence, wide variety in traditional foods
Patanjali	Ayurvedic & natural products	Herbal foods, beverages, and health products	Strong brand loyalty, ayurvedic positioning, competitive pricing



Aims to Scale Up



Product Expansion

Continuously introduce new organic and functional products such as advanced health drinks, recovery beverages, and clean-label snacks to meet evolving consumer needs.



Distribution Growth

Strengthen presence across multiple channels including e-commerce platforms, supermarkets, organic stores, gyms, and hospitals to reach a wider and more diverse customer base.



Production & Operations Scaling

Increase manufacturing capacity with efficient, sustainable, and quality-controlled processes to handle rising demand while maintaining organic standards.



Brand Building & Market Expansion

Establish a strong national brand identity and gradually expand into international markets, targeting regions with growing demand for organic and health-focused products.



Fund Requirement Overview (Total: ₹1,50,00,000)

Expense Category	Allocation (₹)	Percentage	Purpose
R&D, Product Formulation & Testing	₹45,00,000	30%	Development of organic products like energy drinks, peanut butter, juices, and immunity boosters; testing for quality, shelf-life, and clean-label standards
Manufacturing Setup & Equipment	₹37,50,000	25%	Setup of processing, mixing, bottling, and packaging machinery while maintaining hygiene and organic compliance
Raw Materials & Packaging Procurement	₹30,00,000	20%	Sourcing certified organic ingredients, natural sweeteners (stevia, desi khand), herbal inputs (guarana, shilajit), and eco-friendly packaging
Facility Setup, Rent & Utilities	₹22,50,000	15%	Production space setup, storage, utilities, and basic quality control infrastructure
Marketing, Launch & Distribution	₹15,00,000	10%	Brand building, digital marketing, product launch, sampling, and distribution channel development



Founding Members



Divyanshu Maurya is an entrepreneur and the Director of Maurya Beverages & Foodstuff (OPC) Private Limited, operating in the organic food and beverage manufacturing sector. He is focused on building a clean-label and health-oriented product ecosystem that replaces conventional chemical-based consumables with naturally derived alternatives. Under his leadership, the company develops a range of organic products including pickles, jams, peanut butter, immunity boosters, energy drinks, juices, and protein-based beverages. He emphasizes innovation in nutrition using ingredients like stevia, desi khand, and herbal extracts, along with a strong commitment to farm-to-fork traceability and quality assurance. His vision is centered on promoting healthier consumption habits among fitness-conscious individuals, families, and elderly consumers while expanding through B2B, retail, and export channels.



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**Thank You For
Your Attention**

