



GYROS FARM™
Always From the Source

34K+
Customers

500+
Farmers

₹2300
Average Order Value



FOUNDERS



Yogesh Tyagi
Founder & CEO

Ex- Unacademy, Adda247, GATE Academy
Built Gyros to Make India Healthy & Wealthy
Through Pure Food and Farmer Entrepreneurship.

Growth & Engagement

Finance & Investments

Product Development



Richa Chandel
Co-Founder

Farmer Connector, Community Builder
Leads All Farmer Partnerships, Women-Led
Micro-Units & Quality Operations at Gyros.

Farmer & Community Engagement

Women Led Micro-Entrepreneurship

Quality & Production Operations

WHY MARKET IS READY?

CUSTOMER TRUST



ADULTERATION

Growing concerns around food purity and adulteration.



DECLINING FRESHNESS

Most packaged foods spend months in storage before reaching consumers.



MISLEADING LABELS

Misleading food labels hide true product quality, leaving consumers confused and unable to make healthier choices.

DIGITAL COMMERCE



Customers increasingly expect food discovery, ordering and fulfilment to be digital and convenient.

FARMERS DIGITIZATION



Local-language and assisted technology
Can bring fragmented producers into
Organized supply networks.

THE GYROS SOLUTION

Production Model

Made in small batches using traditional methods



Raw Material Sourcing

Direct raw material sourcing from 500+ trusted farmers



Quality Control

GMP & HACCP-implementation, standardised SOPs



Smart Traceability

End-to-end batch tracking via GTS



Multi Layer Testing

In-house GPPU+ NABL certified lab testing



Delivery Window

Delivered within 14 days of production



COMPANY TRACTION

34K+

Total Customers

₹ 2.05 Cr.

Average Revenue

50%

Repeat Customer Rate

₹2300

Average Order Value

20+

Total Products

45-50%

Gross Margin

6

Micro Units

500+

Associated Farmers

+1.5x

Farmers Entrepreneur Income (Avg.)

GYROS BUSINESS MODEL

Multiple Monetization Channels

D2C / CUSTOMER APP

Grocery + Milk
Subscriptions



MARKETPLACES

Amazon + Relevant Marketplaces



HEALTH-FOCUSED STORES

Offline Retail / Discovery



INSTITUTIONAL

Hotels / Restaurants / Cafés

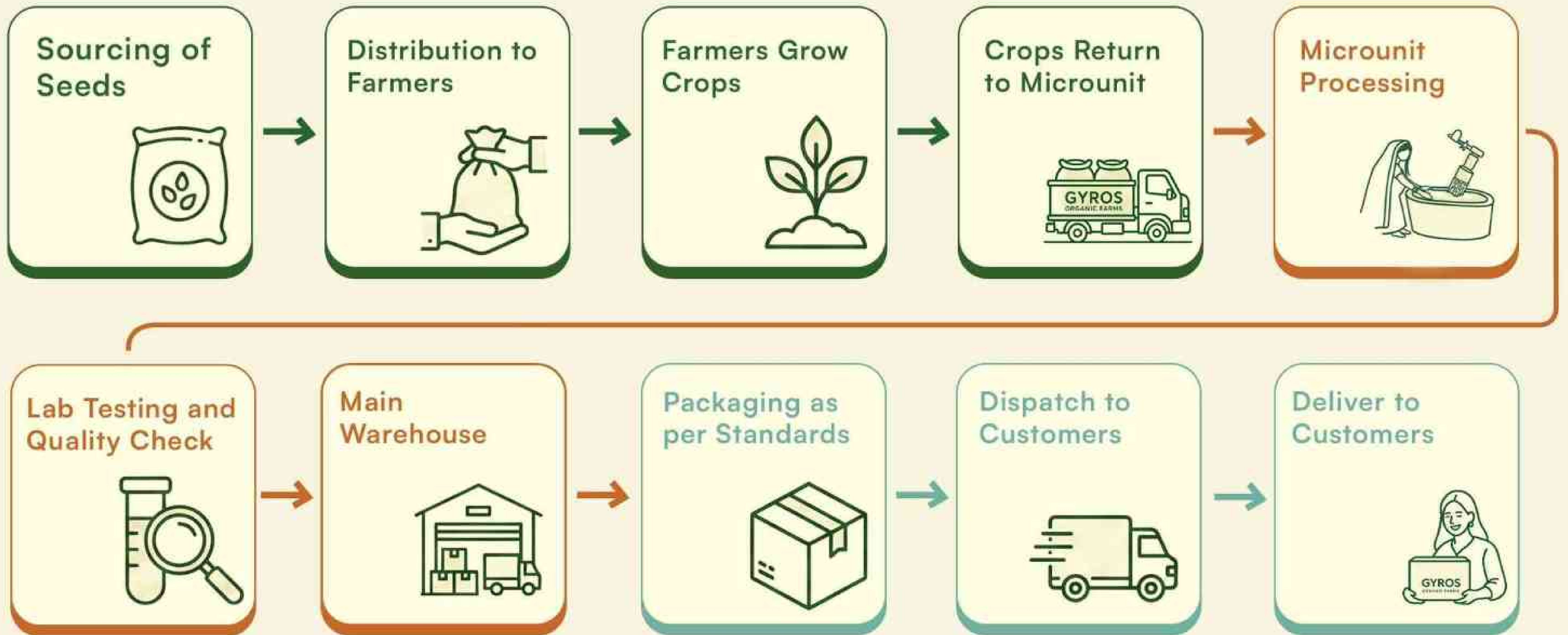


Supply Infrastructure → Broader Assortment → More Channels → Higher Repeat → Stronger Utilization

SUPPLY CHAIN

From Seed Sourcing to Consumer

- Flow of Seeds
- Flow of Processing
- Flow to Consumer



MOAT

Why Gyros Is Hard to Copy

DEFENSIBLE ADVANTAGES

GPPU Network

6 village micro-units with trained operators & SOPs. Difficult to replicate quickly.



Farmer Loyalty

Strong farmer network with higher payouts & assured offtake.



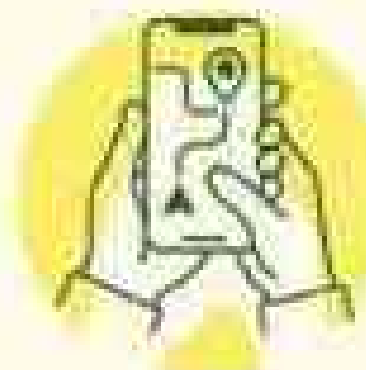
WhatsApp Consumer Loop

Daily WhatsApp engagement driving strong retention & reorders.

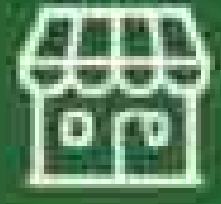


Traceability System

Every batch, farm & test digitally tracked through GTS.



COMPETITIVE DIFFERENTIATION

 MODEL	 SPEED	 SOURCE	 TRACEABILITY	 B2B/ INSTITUTIONAL	 BASKET
Quick Commerce	High	Mixed	Limited	Selective	Broad+ Daily Basket
Traditional Grocery	Low	Fragmented	Low	Local	Broad+ Daily Basket
D2C Food	Med	Brand Specific	Varies	Limited	Focused
 GYROS FARM™	30—40 Min Target	Farmers+ Verified Vendors	Core System	Core Growth Channel	Broad+ Daily Basket

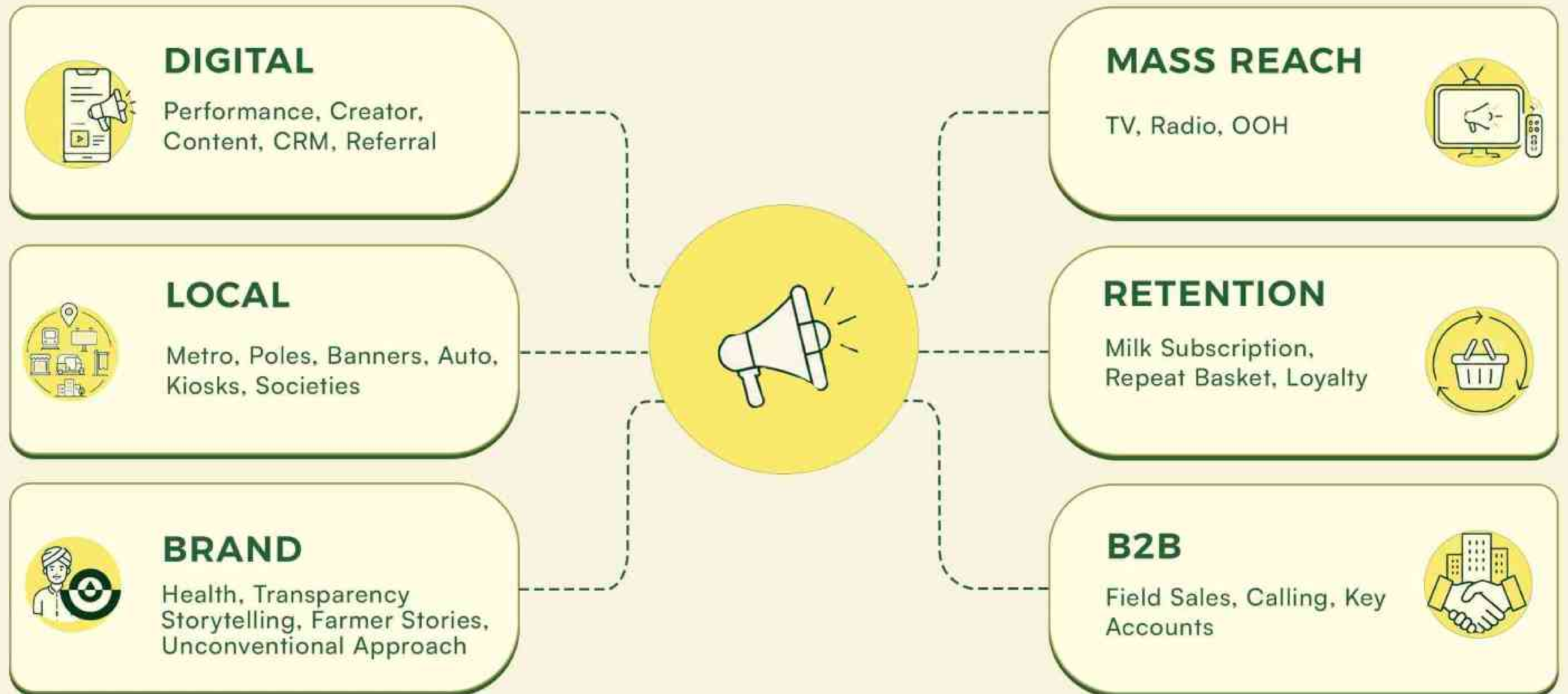
TRACEABILITY SYSTEM

Connecting Operational Records to the Product Journey



Approved batches move forward. Farmer payment is targeted within the agreed 7-day cycle.

GO-TO-MARKET



EXPAND INTO THE FULL BASKET



CORE MANUFACTURING

Oils Ghee Spices

Flour Honey



FRESH / DAIRY

Fruits Milk Vegetables



EXTENSION + DAILY GROCERY

Dry Fruits Snacks Rice Staples

Pulses Salt Poha Pickles

Dosa Batter and more

One customer app / One grocery destination / Milk remains inside the same ecosystem

TAM SAM SOM ANALYSIS

TAM

All Health-Conscious Indian
Households X Annual Food Staple Spend

Total Market

₹6,17,169 Cr

SAM

Urban + Semi Urban, HHI \$527K,
Clean Label Seekers- Digitally Reachable

Total Market

₹1,24,000 Cr

SOM

Gyros GMV Target by Year 5 Across
All Three Phases

Total Market

₹1,300 Cr

FORECAST & TRACTION

EXPECTED CAGR

188.5%

2031 EBITDA MARGIN

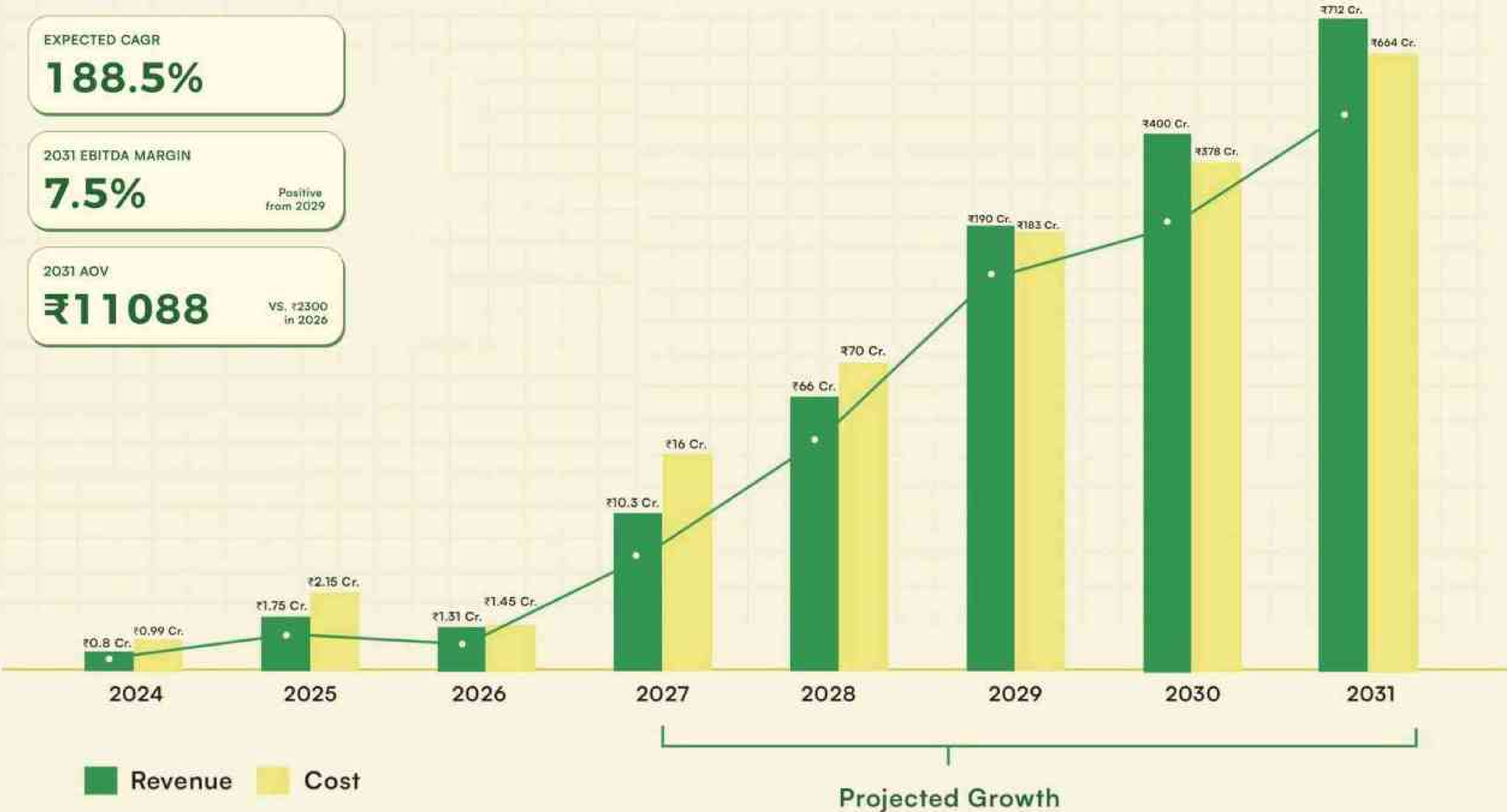
7.5%

Positive
from 2029

2031 AOV

₹11088

VS. ₹2300
in 2026



UNIT ECONOMICS & CUSTOMER METRICS

Driving Efficient Acquisition, Healthy Unit Economics and Scalable Growth



Customer Acquisition Cost

₹963
2025 → ₹17
2031

Significant improvement in acquisition efficiency



CAC: LTV Ratio

1:9
2025 → 1:38
2031

High ROI with strong long term customer value



Average Order Value

₹2300
2025 → ₹11088
2031

Healthy growth in basket value



Customer Payback Period (Years)

1.1
2025 → 0.3
2031

Faster payback over time



Delivery Cost per Order

₹206
2025 → ₹13
2031

Improving fulfilment efficiency



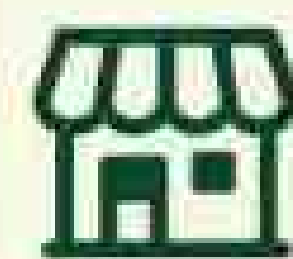
Gross Margin by Product

45%
2025 → 24%
2031

Sustainable margins at scale

Gross Margin by Sales Channel (Y. 2031)

Diversified channels with strong unit economics



Gyros Health Focused Store

24.5%



Marketplace

56%



Website

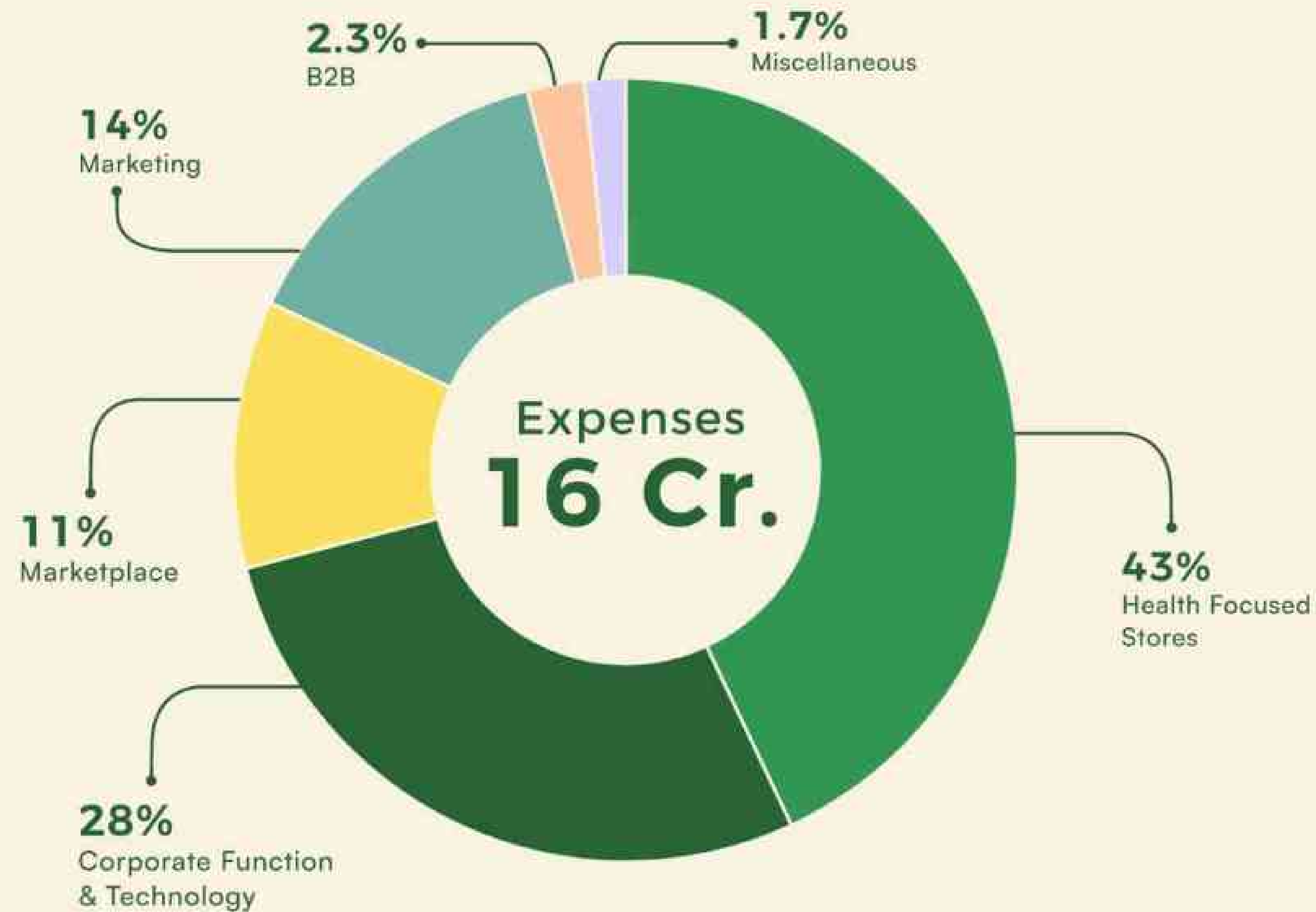
52.5%



B2B

10%

INVESTMENT ASK



Amount Raising

₹6 Cr.

THE ₹6 Cr. EQUITY ROUND

Invest in the Next Phase of Gyros Farm's Farmer-to-Consumer Ecosystem

RAISING

₹6 Cr.

New Equity Shares

ROUND ECONOMICS

PRE MONEY

₹50 Cr.

+

NEW CAPITAL

₹6 Cr.

=

POST MONEY

₹56 Cr.

INVESTOR OWNERSHIP

10.71% of the company post-investment, subject to definitive agreements

PREVIOUS CAPITAL

₹1.5 Cr.

CURRENT DISCLOSED HOLDINGS

Parveen Kumar	4.72%
Amit Kumar	0.94%

WHAT THE INVESTOR RECEIVES

OWNERSHIP

10.71%

INSTRUMENT

New Equity

RIGHTS

Shareholder +
Economic

Thank You



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