

Shree Shuddh Desi



DPIIT
#startupindia

Investor Pitch Deck | Seed Round:
Valuation ₹7 Crore Pre-Money

Farmer-powered, Women-led, Tech-enabled
DPIIT Recognized Startup

Gaur Cascades, Rajnagar Extension, Ghaziabad – 201017 (U.P.)



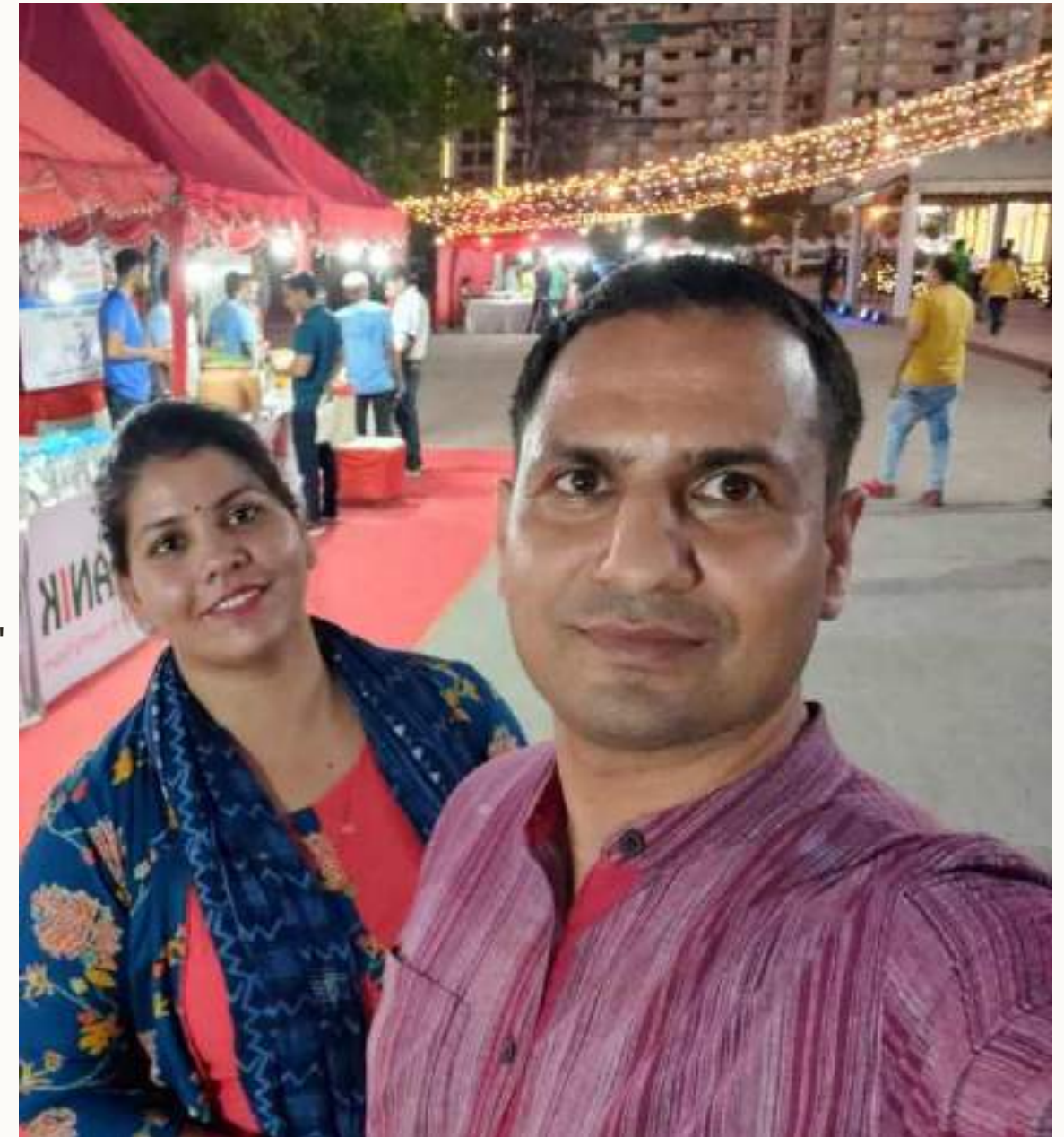
Shree Shuddh Desi

India's Honest Traditional Foods

Mission: Reviving India's traditional nutrition through clean-label, handcrafted foods for modern, conscious consumers.

Founder Quote: "I started Shree Shuddh Desi to bring back the purity and trust of traditional Indian food — simple, clean, and made with love."
— Jyoti Tyagi, Founder

Core Philosophy: Authenticity + Execution = Trust



The Problem

Processed Foods Dominate

Processed, chemical-laden foods dominate shelves.

Small Brand Struggles

Small brands struggle with sourcing and shelf-life.

Clean-Label Gap

Clean-label festive & gifting foods lack presence.

Market Opportunity

- Clean-label FMCG → \$30B by 2030 (IMARC 2023)
- Festive & Gifting Foods → \$12B+ (ET Retail 2023)
- NRI Ethnic Foods → \$4B+ (Invest India 2023)

What We've Figured Out Differently

- 1 Offline-first, revenue-backed model — zero ad burn.
- 2 Clean-label festive & daily foods made locally.
- 3 Hybrid approach: own brand + white-label production.
- 4 Building farm-to-kitchen supply via Farmer Producer Companies (FPCs).
- 5 IEC obtained — exports begin early 2026.



Execution-driven differentiation.

Product & Real Work



Sweets

- Nariyal Barfi
- Chana Sattu Laddoo



Snacks

- Beetroot Jowar Chips
- Raagi Munch



Staples

- Son Moti Atta
- Chana Sattu



Sauces & Pickles

- Khatta Meetha Nimbu Achaar
- Kuccha Aam Achaar



Special Premixes

- Supercool Chana Sattu
- Millet Blends

Fact line: 82% women-led workforce | Rural sourcing | Natural ingredients

Traction & Validation

Metric	FY 24-25 (Actual)	FY 25-26 (YTD Nov)	FY 25-26 (Target)
Revenue	₹35 L	₹20 L	₹1 Cr
Clients / Partners	30+	60+	200+
Repeat Rate	22%	45%	50%
Women Workforce	60%	80%	–

Highlights

- Built fully offline; no paid marketing yet.
- Website live, ONDC & digital scaling FY 26.
- Physical store in progress (Greater Noida).
- IEC obtained; export launch planned early 2026.

Key Partners & Clients



Growing network of 60+ trusted partners across North India

Business Model & Unit Economics

Revenue Channels

- D2C: WhatsApp, ONDC, Amazon, Website
- B2B: Channel partners, retailers, gifting clients
- White-label: Sourcing, R&D, packaging for partner brands
- Preferred Partner Physical Stores (asset-light, shared model)

Unit Economics

- CAC (Customer Acquisition Cost): ₹22
- LTV (Lifetime Value): ₹3,000
- LTV:CAC (Lifetime Value to Customer Acquisition Cost Ratio) = 13.6×
- Gross Margin ≈ 30%
- Operational Cost ≈ 22% (target <15%)

ONDC: Open Network for Digital Commerce

Competitive Advantage

Brand	Festive Focus	Clean-Label	Women-Led	Rural-Powered	White-label	Export Ready
Shree Shuddh Desi	✓	✓	✓	✓	✓	FY 26-27 Planned
Two Brothers	✗	✓	✗	✓	✗	Limited
Sweet Karam Coffee	✓ (South)	✓	✗	✗	✗	Limited
Conscious/Nourish etc.	✗	✓	✗	✗	✗	Limited
Mass-market brands	✓	✗	✗	✗	✗	Processed

Financial Snapshot & Valuation

Aggressive Growth Plan

Year	Revenue	Gross Margin	EBITDA	Notes
FY 24–25	₹35 L	30%	–₹22K	Setup & sampling
FY 25–26	₹1 Cr	30%	₹6.1 L	Positive EBITDA
FY 26–27	₹5 Cr	36%	₹35 L	Export launch
FY 27–28	₹25 Cr	40%	₹2 Cr	Offline scale

Valuation Rationale

FY25–26 Revenue × 7× Multiple = ₹7 Cr Pre-Money Valuation

Comparable clean-label startups = ₹6–9 Cr

Funding Ask & Use of Funds

Ask: ₹50 Lakh (~7.1% Equity)

@ ₹7 Cr Pre-Money Valuation



Marketing

Partner activation & sampling



Product Innovation

New SKUs & R&D



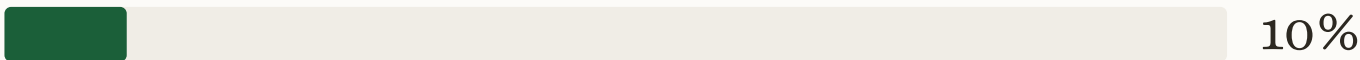
Mechanization

Packaging & automation



Infra + FPC Linkages

Ingredient sourcing



Export Readiness

Standards & compliance



Tech (CRM, Automation)

Efficiency tools

Roadmap & Next Steps

Next 6 Months (Post Funding)

- Mechanize facility & upgrade packaging shelf-life
- Expand partners from 60 → 100+
- Launch flagship store (Greater Noida)
- Institutional outreach (Ritika lead)
- Begin export setup (UAE/UK)

Vision

To scale India's most trusted clean-label festive foods brand, empowering women and farmers while preserving traditional nutrition.

Dream Team



Jyoti Tyagi
Founder & Executive Director | Vision & Product



Vivek Tyagi
Co-founder & Managing Director | Strategy & Operations



Vivek Tyagi
Independent Director | Global Business Strategy & Export Expansion (15+ yrs, \$20M business leadership)



Sikhar J. Saikia
Independent Director & Strategic Advisor | Leadership & Operations





Thank You