

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.)



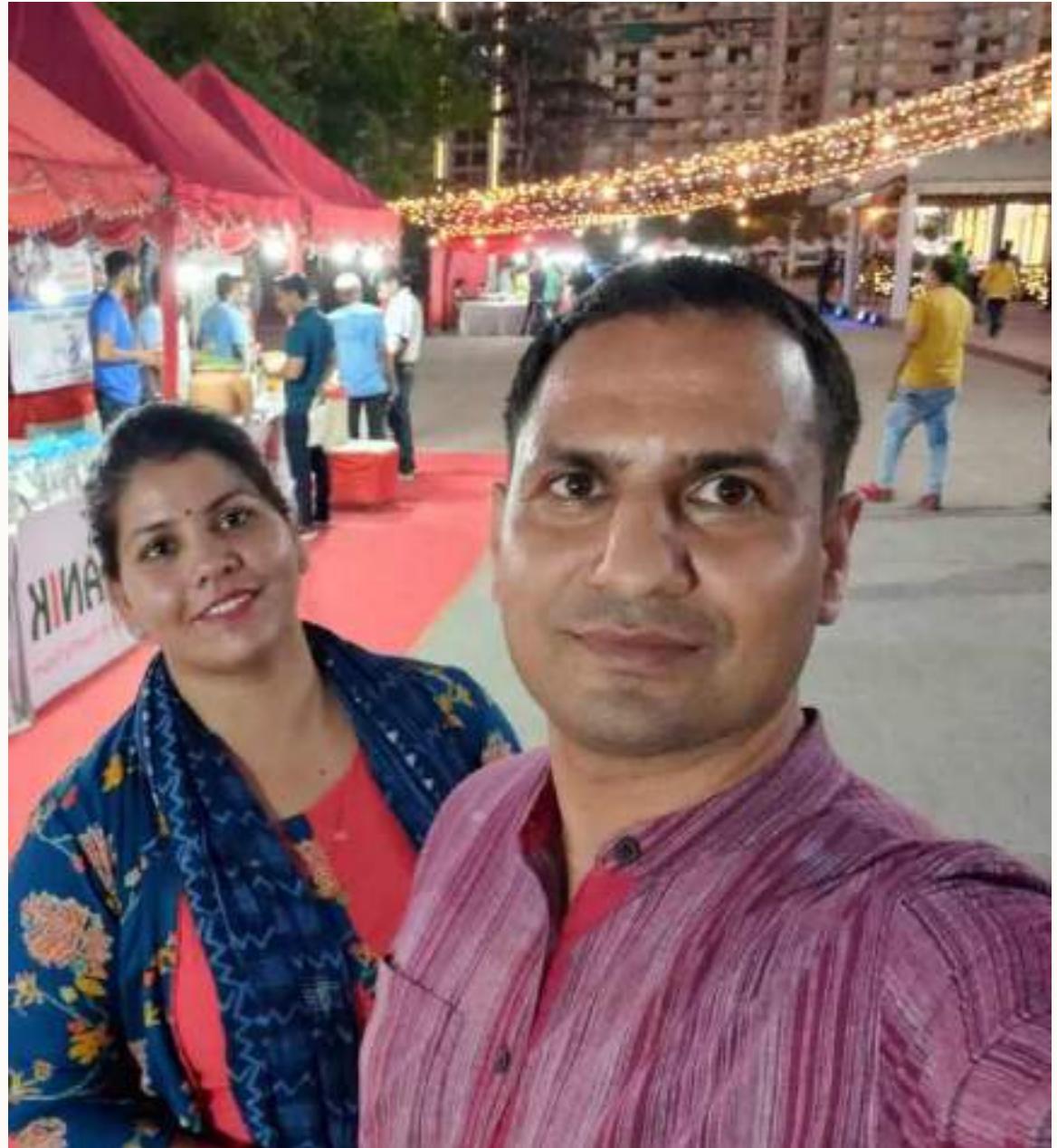
Shree Shuddh Desi

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

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) = $13.6\times$
- Gross Margin $\approx 30\%$
- Operational Cost $\approx 22\%$ (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 \times 7x 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