VELLORA

AQUA

YOUR BRAND. OUR MANUFACTURING.

A private-label packaged drinking water business concept

Business Idea & USP Presentation | Delhi NCR, India

BUSINESS CONCEPT PRESENTATION

A water brand platform built for other brands

VELLORA AQUA is envisioned as a private-label packaged drinking water manufacturing and supply partner.

We manufacture

Packaged drinking water in multiple bottle sizes, subject to applicable quality and regulatory requirements.

Customers brand it

Businesses can offer water under their own approved brand identity and packaging.

We help supply it

A B2B-focused service model designed around customer orders and reliable delivery.

THE CORE IDEA

Instead of building only one consumer-facing water brand, VELLORA AQUA aims to help multiple businesses create and serve their own branded packaged water.

Proposed business concept; execution is subject to technical validation and required approvals.

Businesses want their own identity on everyday essentials

A simple product can become a brand touchpoint for hotels, events, offices and hospitality businesses.

Brand differentiation

A business may want its name and identity visible on the products it serves.

Supply coordination

Businesses need a manufacturing and supply partner who understands their order requirements.

Multiple use cases

Hotels, restaurants, offices, events and caterers have different consumption patterns.

Operational convenience

A coordinated service can reduce the effort of managing separate production and sourcing relationships.

VELLORA AQUA'S OPPORTUNITY

Make private-label packaged water easier to source, brand and replenish.

A single partner from brand brief to delivery

A proposed customer journey designed to make private-label water straightforward.

01 Understand customer need

02 Finalize size, label & pack

03 Plan order & production

04 Quality checks & release

05 Deliver to customer

Customer experience

One coordinated point of contact for order requirements and supply.

Business focus

Build repeat B2B relationships rather than relying only on one-off retail sales.

Why VELLORA AQUA can stand apart

A service-led private-label proposition — not just a bottle of water.

Customer-owned branding

The customer's brand is the hero on the bottle.

Multiple bottle formats

A proposed portfolio across 250 ml, 500 ml and 1 litre.

B2B-first approach

Designed around business accounts, repeat orders and planned supply.

Integrated service model

Branding coordination, manufacturing, quality process and delivery planning.

Local market focus

Delhi NCR-first customer development and route planning.

Scalable customer base

Potential to serve many customer brands through one operating platform.

These are intended differentiators. Actual performance depends on service execution, customer validation and operating capability.

One product category. Many business customers.

Private-label supply can be tailored to different business settings and consumption occasions.

Hotels & resorts

Guest rooms, restaurants, conferences and banquets.

Restaurants & cafés

Table service, takeaway and customer hospitality.

Corporate offices

Meetings, workplace consumption and visitor service.

Events & weddings

Large gatherings, catering and event identity.

Hospitals & institutions

Institutional needs, subject to procurement and compliance standards.

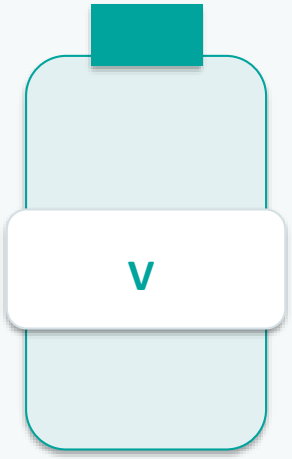
Distributors & resellers

Regional businesses seeking a private-label supply partner.

Target segments are proposed prospects, not confirmed customers or contracts.

A simple portfolio for everyday business needs

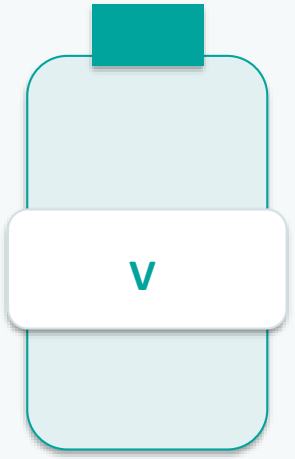
Initial proposed formats; final packaging configurations will be customer- and compliance-led.



250 ml

Compact & event-friendly

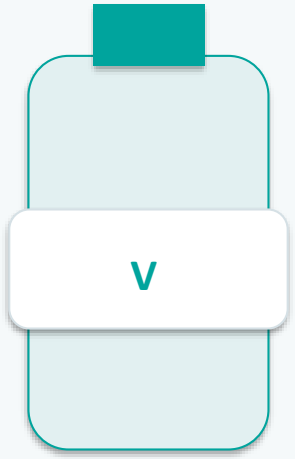
Events • Catering • Meetings



500 ml

Everyday hospitality format

Hotels • Restaurants • Offices



1 Litre

Larger serving format

Hospitality • Institutions • General supply

A B2B private-label revenue model

Revenue is generated through customer orders and repeat supply relationships.

Private-label orders

Customers place orders for packaged water carrying their approved brand identity.

Recurring supply

Repeat orders from hotels, offices, restaurants, caterers and institutions.

Volume relationships

Build account relationships around agreed specifications, quantities and service levels.

POTENTIAL COMMERCIAL COMPONENTS

- Per-bottle or per-case pricing based on product specification and order volume.
- Customer-specific label and packaging coordination.
- Scheduled replenishment and direct B2B delivery.
- Longer-term supply arrangements for recurring customers.

No pricing, margin, investment or return figures are included in this concept presentation.

Designed around convenience and consistency

The goal is to make ordering private-label packaged water simple for business customers.

One point of contact

Coordinate requirements, label approvals and order planning.

Clear specifications

Agree bottle size, packaging, branding and quantities before production.

Planned replenishment

Work toward predictable supply schedules for repeat customers.

Responsive service

Build long-term relationships through communication and order follow-up.

OUR SERVICE PROMISE

Your brand identity. A coordinated manufacturing and supply experience.

Trust must be built into every stage

Quality, traceability and regulatory compliance are essential foundations of the proposed business.

- Use a permitted and approved water source.
- Establish appropriate treatment, hygiene and sanitation procedures.
- Implement documented quality checks and batch traceability.
- Maintain suitable laboratory testing and record-keeping processes.
- Use compliant packaging, labelling and product declarations.
- Obtain all applicable licences, permissions and certifications before commercial production.

Quality is not just a feature — it is the foundation of customer confidence.

No licence, certification or approval is represented as already obtained.

Start local. Build relationships. Grow through repeat orders.

A proposed Delhi NCR-first customer acquisition approach.

PHASE 1

Customer discovery

Map target businesses, decision-makers and current supply needs.

PHASE 2

Sampling & trials

Present approved samples and understand customer feedback.

PHASE 3

Pilot accounts

Convert suitable prospects into trial orders and recurring accounts.

PHASE 4

Account expansion

Grow through referrals, repeat orders and additional locations.

EARLY VALIDATION PRIORITY

Secure customer conversations, trial commitments and letters of intent before scaling operations.

MAKE EVERY BUSINESS A WATER BRAND.



VELLORA AQUA aims to become a trusted private-label packaged drinking water partner — helping businesses serve their customers with their own branded water.

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