



# SIPPER



  
**SIPPER**  
GUAVA

India's favourite soda-shop  
flavours — now bottled.

Flavour-first. Built to scale.

# INSIGHT

- **Street soda beverages** are already a **proven, high-frequency consumption** category in India
  - Across India, millions of consumers regularly consume street-style soda & flavoured drinks
- **Popular flavours** like **Kala Khatta, Mango, Guava, Pudina, Cola, Nimbu, Jaljeera, Orange, Litchi, Jeera** already have strong recall &
- **Consumption** is habit-driven, **not experimental** (daily/weekly use)
- **However**, this demand remains highly **fragmented and unorganized**  
Market is dominated by local soda shops with no standardization
- **No national brand** has successfully captured and scaled this category
- **Yes**, some brands like Lahori Zeera, Appy Fizz, and others exist, but **none offer a complete range of flavours** under one brand.
- **Availability** is location-dependent, limiting consistent access
- ▶ **This creates a clear gap between demand and scalable branded supply**
  - Consumers want these flavours, but lack reliable, packaged alternatives
  - No brand offers multiple street-style flavours under one roof
  - Availability is inconsistent and location-dependent
  - A large **unorganised market** of soda flavours, existing is waiting to be organized and **branded at scale**.



# Problem

- ❗ **Limited availability of street soda shops**  
Not accessible across all locations nationwide
- ❗ **Unhygienic preparation practices**  
Lack of standardized cleanliness
- ❗ **No food safety controls**  
High risk for consumer health
- ❗ **Inconsistent taste & quality**  
Flavours vary from shop to shop
- ❗ **Low consumer trust**  
Due to unregulated preparation methods
- ❗ **Unorganized market**  
No branded, scalable solution exists



# Solution & Market Gap

We bottle real soda-shop flavours with consistency, hygiene and scalability.

## Market Gap

- No company currently offers a full range of authentic soda-shop flavours in packaged form
- No organized brand is serving the true soda-shop flavour range
- Existing players focus only on cola or limited fruit drinks
- Huge unmet demand for regional & street-style tastes

## Our Approach

- We will introduce multiple flavours under **one brand ecosystem**
- First-mover advantage in the organized soda segment
- Manufactured with FSSAI-compliant **hygiene** processes
- Consistent flavour across every **bottle**, every city
- **Affordable** pricing for mass Indian consumers
- Easy **distribution** via kirana, cafés, quick commerce & food retail stores



# MARKET SIZE & POSITIONING

- India's carbonated beverage market is valued at **95,000 crore – 1.5 lakh crore**
- Includes **cola, fruit-fizz**, sparkling drinks, and soda-based beverages
- Market is dominated **60–65%** by **cola** brands (Coca-Cola, Pepsi) with strong distribution control
- Non-cola (orange, lemon, fruit-fizz, soda flavours) market share is **35–40%**
- Emerging Indian brands are gaining traction, reaching **~15%** market share
- Significant white space exists in authentic local soda flavours

## Growth Outlook

- Market growing at **~5–10% CAGR**
- Growth driven by:
  - Expansion into Tier 2/3 cities
  - Rising disposable income
  - Increasing demand for new flavours & healthier variants





# Why These Flavours?

- ✓ **Strong Indian Nostalgia**  
Classic soda-shop flavours people already love
- ✓ **Proven Market Demand**  
Widely consumed in local drinks & street markets
- ✓ **Mass Market Appeal**  
Works across metro + Tier 2/3 cities
- ✓ **Unique Positioning**  
Different from typical cola/orange brands
- ✓ **High Repeat Consumption**  
Refreshing & habit-forming flavours
- ✓ **Scalable Product Range**  
Covers sweet, tangy & masala preferences



# CASE STUDY — WHY THIS MODEL CAN WORK

## Lahori Zeera

Regional masala flavour scaled successfully across North & Central India (UP, Delhi, Rajasthan, MP)



## Appy Fizz

Non-cola fizzy drink built strong urban and pan-India presence



## Soda Shops

Daily consumption across India proves consistent demand for traditional flavours



# Execution Plan

## Phase 1 - Initial Launch



We start with 4 strategically selected flavours:

 Kala Khatta |  Jaljeera |  Litchi |  Nimbu

**Objective:** Fast market acceptance + Controlled risk



### Risk Mitigation (Investor FAQ)

#### Dead Stock

  Small batch production (7-10 days inventory)  
Fast replenishment based on demand



#### Distributor Confusion

  Limited SKUs (max 4-6 active flavours)  
Mixed crate distribution simplifies selling



#### Working Capital Block

  Demand-driven production  
Faster turnover & capital efficiency



### Go-To-Market Strategy



Launch in 10-15 Retail Outlets



Partner with Local Distributor

## Phase 2 - Pilot Flavour Testing

**Objective:** Test new flavours with minimal risk and real market validation




Single City



12-15 Shops



Duration: 7-10 Days

 Same outlets as Phase 1 (Ensures no additional distribution cost)

### Production Plan



 Flavours Tested: Guava, Mango, Blueberry, Cola, Pudina

 Batch Size: 300 Bottles Each

 Total: 1,500 Bottles



~100 Bottles Per Shop (20 Each Flavour)

• Flavour split per shop: Guava - 20, Mango - 20, Blueberry - 20, Cola - 20, Pudina - 20

### Pilot Execution & Decision System



• Initial Allocation: ~100 bottles per outlet (mixed SKUs)



• Mid-Cycle Review (Day 3-4): Refill high-performing SKUs, discontinue slow movers



• Performance Tracking: Daily sales velocity, SKU-wise movement, repeat demand



• Data Collection: Retailer feedback via calls / WhatsApp  

### Post-Test Evaluation (Day 7-10)

Scenario A (sold out early): High demand → Action: Scale to core portfolio

Scenario B (mixed feedback): Moderate demand → Action: Optimize & retest

Scenario C (poor sales): Low demand → Action: Discontinue



Cost Efficiency: ~1,500 bottles total pilot (low-cost, high-learning cycle)

Low investment, Fast learning cycle, Minimal financial risk

Total: 1,500 Bottles

# Financial Projections

## Key Assumptions

- ✓ Product MRP: ₹20 per bottle
- ✓ Retailer Margin: ₹5 per bottle
- ✓ Distributor Margin: ₹3 per bottle
- ✓ Company Selling Price: ₹12 per bottle
- ✓ Estimated Production Cost: ₹8 per bottle
- ✓ Marketing + Operations Cost: ₹2 per bottle
- ✓ Estimated Net Profit: ₹2 per bottle

## Production Model

- 🏭 Contract Manufacturing Partners
- 🏠 Initial Capacity: 10,00,000 bottles/month
- 📈 Scalable with Multiple Partners

### Cost Breakdown (Per Bottle)

Raw Material	Packaging	Manufacturing	Logistics
₹3.5	₹1.5	₹2	₹1

**Total Cost: ₹8 per bottle**

## Projected Sales & Revenue

Year	Bottles Sold	Revenue	Net Profit
Year 1	5,00,000	₹60 Lakhs	₹10 Lakhs
Year 2	20,00,000	₹2.4 Crore	₹40 Lakhs
Year 3	60,00,000	₹7.2 Crore	₹1.2 Crore

### Total Revenue (₹ Crore) & Net Profit (₹ Crore)



◆ Profit per Bottle: ₹2 | Profit Margin: 16.7% | ROI (Year 3): High

\*These are projected estimates. Actual results may vary based on market conditions, distribution expansion, and operational costs.

# Use of Funds

Funding Required: ₹1 Crore



## Product Development & Testing

- Flavour development
- Initial product testing



## Distribution Network

- Distributor onboarding
- Retail store penetration



## Manufacturing Setup

- Contract bottling production
- Initial production batches



## Branding & Marketing

- Product launch campaigns
- Retail visibility & promotion



## Working Capital

- Raw materials
- Logistics & operations

## Goal After Funding

- ✓ Launch in North India markets
- ✓ Build strong distribution network
- ✓ Establish affordable soda-flavoured beverage brand



# ABOUT THE FOUNDER



**Akash Agrawal**

B.Tech in Mechanical Engineering



Currently working in IT & Digital Marketing




Strong understanding of consumer trends and market demand




Identified opportunity gap in soda-shop flavoured **beverages** segment.

## Vision

 To bring traditional Indian soda-shop flavours into **scalable packaged beverages**.

 Phone: +91 88756 99439

 Email: akashagrwal783@gmail.com



# *Thank You!*

LET'S MAKE THIS A SUCCESS!



*For Your Time & Support!*

**AFFORDABLE SODA. UNIQUE FLAVOURS. UNIQUE TASTE EXPERIENCE.**