



SAMPANNA

Gourmet Private Limited



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Rebuilding Trust in India's ₹90,000 Cr Spice Market

India's spice market runs on a broken promise—**widespread adulteration, inconsistent quality, and limited transparency** for consumers.

Sampanna is built to solve this trust deficit.

We deliver **100% pure, clean-label spices** through **verified sourcing and rigorous quality control**, ensuring consistency and authenticity in every batch.

Targeting the fast-growing segment of **urban, health-conscious consumers**, we are aligned with a clear shift toward **traceable, high-quality food products**.

With **retail-ready SKUs and supply infrastructure in place**, Sampanna is positioned to scale in a **high-frequency, high-loyalty category**.

Our ambition: Build a **trust-first consumer brand** where repeat consumption—not discounting—drives long-term value.

ABOUT US



VISION

"To become India's most trusted spice brand — where every Indian family cooks with complete confidence in what is on their plate."



MISSION

"To lead a purity revolution in Indian kitchens — inspiring every household to choose health, heritage, and honesty in their everyday cooking experience."



PROBLEMS

Rampant Adulteration in Spices

Over 25% of Indian spices adulterated with harmful fillers, risking consumer health and safety.

Inconsistent Spice Quality

Lack of standardization causes variations in spice quality, affecting cooking and consumer loyalty.



Low Consumer Trust in Loose Spices

Over 70% of consumers distrust loose spices due to lack of quality checks and safety concerns.

Rising Health Issues from Spices

Adulterated spices cause serious health problems like liver toxicity and digestive issues in households.

Disappearance of Authentic Taste

Chemical adulteration and mass processing reduce traditional spice flavor and aroma for consumers.

SOLUTION



01

100% Pure, Lab-Tested Spices

Direct farm sourcing, chemical-free processing, lab-tested batches ensure pure, safe, and healthy spices.

02

Certified Packaging and Transparency

Tamper-proof packaging with certifications increases transparency, restoring consumer confidence and trust.

03

Hygienic, Controlled Processing

State-of-the-art facilities follow food safety norms, ensuring zero contamination and safer spices.

04

Retains Natural Aroma and Flavor

Low-temperature grinding preserves essential oils, maintaining authentic aroma and flavor in every spice pack.

05

Maintains Uniform Quality

Strict quality checks and batch tracking ensure consistent color, texture, and potency for reliable cooking.

Customer Persona & Behavioral Insights

PERSONA	Profile	Key Needs	Pain Points	Why Sampanna?
Urban Homemaker (Anjali, 34) Channel: Instagram Reels, WhatsApp Communities	Reads ingredient labels before buying; never compromises on family health	Purity for family, traditional values	Adulteration fear, label confusion	Guaranteed purity, trust, heritage
Health-Conscious Millennial (Rohan, 28) Channel: Instagram, health blogs, micro-influencers	Orders supplements online; follows clean-eating influencers on Instagram	Clean-label, additive-free, premium	Distrusts mass brands, unclear blends	Honest sourcing, small-batch quality
Young DINK Couple (Priya & Vivek, 32) Channel: Instagram, Google Search, D2C website	Spent ₹8,000+ on Diwali food gifts last year; shops premium D2C brands	Aesthetic, regional authenticity	Bored of generic brands	Modern look, artisanal feel

Market Opportunity for Sampanna

Focus on Metro Cities & Uttar Pradesh (2026 and Beyond)

Delhi



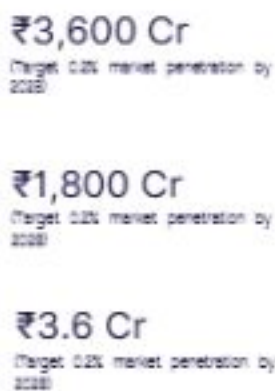
Mumbai



Uttar Pradesh



Pune



REVENUE MODEL



WHY NOW

Premiumisation in FMCG

Premium FMCG growing 2x faster than mass market; consumers upgrading kitchen essentials (BCG, 2023).

Export Opportunity Rising

₹31,000 Cr spice exports in FY23; shift to packaged, traceable spice products (Spices Board).



Rising Demand for Purity

30% spices adulterated; health-conscious buyers demand clean, traceable ingredients (FSSAI, 2022).

E-commerce & D2C Growth

Food D2C sales growing at 37% CAGR till 2027; niche spice brands gaining popularity (Statista).

Govt Support for Clean Food

FSSAI & PLI promote clean-label brands; Sampanna benefits from MSME incentives and policy push.



GROWTH DRIVER

Health-Conscious Consumer Shift

60% urban Indians prefer clean-label foods; Sampanna meets demand for purity (Nielsen, 2023).

Rise of Premium Food Gifting

₹15,000 Cr gifting market favors spice boxes; ideal for festive, wedding, corporate spikes.

Boom in Organized Spice Retailing

Packaged spice retail to grow 2.5x by 2027; Sampanna fits the branded, traceable trend.

Digital-First Brand Potential

80% discover food brands online; Sampanna leverages D2C and social media for loyalty (Deloitte).

Export Demand for Indian Spices

Indian spice exports growing 6% CAGR; diaspora prefers packaged, traceable products (Spices Board).



VALUE PROPOSITION

SAMPANNA PROPOSITION

Celebrating Indian Culinary Heritage

Reviving India's traditional spice blends, Sampanna delivers authentic ancestral flavors to every kitchen.

Purity Certified, Every Time

Every batch is lab-tested for purity and safety, ensuring trust in a market full of adulteration.

Purity You Can Trust

Sampanna guarantees pure, honest spices without adulteration, nourishing families with care and trust.

A Healthier Tomorrow Starts Today

Eliminating harmful adulterants, Sampanna promotes healthier eating habits for families' better futures.

Ethical, Local, Empowering

Sourcing from trusted partners, supporting fair trade, empowering rural communities sustainably.



BUILDING A DEFENSIBLE TRUST MOAT

The Sampanna Competitive Flywheel



Trust compounds into acquisition — making Sampanna's growth increasingly self-funded over time.

DETAILED COMPETITORS ANALYSIS

Brand	Stage & Reach	USP	Weakness	Sampanna's Edge
Spice Story	D2C startup, PAN India (small-batch sauces & spices)	Bold, urban branding and experimentation	Limited focus on purity or origin traceability	Sampanna offers a culturally rooted purity angle.
Masala Tokri	Early-stage premium brand, metros.	Artisan, hand-pounded blends	Premium pricing, niche appeal	Sampanna delivers similar quality but is priced and positioned for a broader audience.
Zoff Foods	Growing Tier II/III digital brand	Ziplock freshness, automation pitch	Tech-focused, lacks emotional brand story	Sampanna brings warmth, authenticity, and trust through storytelling and origin connection.
Organic Tattva	Mid-sized, organic foods brand	Clean-label and organic promise	Expensive, lacks deep culinary integration	Sampanna can own the "everyday clean spice" space for traditional Indian cooking.
Regional Local Brands (State-Level)	Local offline brands in Maharashtra, Gujarat, etc.	Community trust, affordability	Poor branding, inconsistent quality, zero scalability	Sampanna can professionalize this space with consistent purity, packaging, and digital reach.

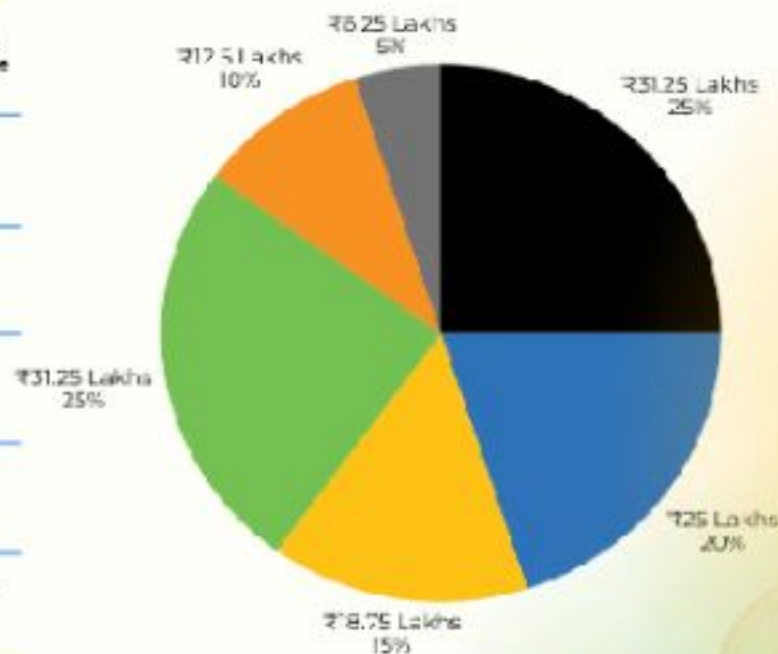


DETAILED GTM STRATEGY

GTm Stage	Action Plan	Objective	Timeframe	Notes
Product Validation	Send 50 sample packs to target customers via personal network and Instagram DMs. Gather feedback on taste, packaging, and pricing.	Gather real-world feedback and refine taste/packaging.	Month 1-2	Use QR codes for feedback; also include limited edition 'purity reports' for credibility.
Local Brand Awareness	Launch hyperlocal digital ads (Google, Meta) + in-store sampling in Delhi NCR.	Build recognition and trust in initial market.	Month 2-4	Focus on high-income localities like South Delhi & Gurgaon.
Influencer & Trust Building	Partner with 15-20 micro food bloggers/chefs to highlight purity through recipes and reviews.	Leverage emotional trust and widen early adopter base.	Month 3-6	Focus on influencers with >5% engagement rate; create "Sampanna Test Challenge".
D2C Scale Up	Expand D2C reach via Instagram ads, WhatsApp referral programme, and reorder campaigns. Target 5000 monthly orders.	Ensure product visibility and availability for trial.	Month 5-8	Focus on Instagram Reels + WhatsApp reorder nudges; target CAC below ₹150 and reorder rate above 30% within 60 days.
Scale & Expand	Use data to expand into Pune & Lucknow. Parallel online expansion via Amazon & D2C site.	Replicate validated model, optimize spend per new city.	Month 8-12	Delhi learnings should guide GTM playbook for each next city.

Seed Round Fund Utilization – ₹1.25 Cr

Category	Allocation (%) / Amount (₹)	Purpose
- Branding & Packaging	25% / ₹31.25 Lakhs	• High-quality packaging, storytelling visuals, initial rebranding to compete with premium D2C players
- Working Capital & Inventory	20% / ₹25 Lakhs	• Raw material procurement, spice processing, packaging supplies for first 3 production cycles
- Tech & D2C Setup	15% / ₹18.75 Lakhs	• Website, e-commerce backend, mobile-friendly store, CRM & traceability tech
- Marketing & Customer Acquisition	25% / ₹31.25 Lakhs	• Performance marketing (Meta, Google), influencer campaigns, sampling, metro & Tier II targeting
- Team & Operations	10% / ₹12.5 Lakhs	• Hiring initial lean team: ops manager, marketing exec, logistics coordinator
- Legal, Compliance, Misc.	5% / ₹6.25 Lakhs	• Company structuring, IP protection, FSSAI/licensing, contingency reserve



Post-Seed Cap Table

(Assuming ₹1.25 Cr Raise)

Shareholders	Holding (%)	Notes
- Founders (Pre-raise)	100%	Before investment
- Investors (Seed Round)	8%	₹1.25 Cr for 8% equity
- Founders (Post-raise)	92%	Post dilution





Rajesh Bhatia

Founder

Building a premium, purity-first
spice brand for modern India

Rajesh Bhatia brings over 25 years of expertise in sales, operations, and entrepreneurial leadership. He successfully scaled a start-up from zero to INR 50 million revenue in just 2.5 years and managed major accounts exceeding INR 500 million annually. Known for building high-performing teams and driving consistent revenue growth, Rajesh's strategic vision and commitment to quality and ethical sourcing have been pivotal in creating trusted brands focused on purity, authenticity, and customer satisfaction.