

# Bisahi Naturals OPC Pvt. Ltd. – Company Profile

## About Us

Bisahi Naturals OPC Pvt. Ltd. is an Indian FMCG startup building an affordable confectionery brand for the mass market. Our mission is to make premium-quality confectionery accessible to every consumer by offering great taste at affordable prices.

## Our Products

We are launching with:

- **Bisahi Chocorolls** – Premium-quality chocolate wafer rolls.
- **Bisahi Lollipops** – Affordable, flavorful lollipops for all age groups.

Over time, we plan to expand into additional confectionery categories to build a complete consumer brand.

## The Opportunity

India's confectionery market exceeds **₹40,000 crore** and continues to grow, driven by rising consumption, urbanization, and increasing demand for affordable packaged snacks and sweets. Consumers are looking for products that combine quality, taste, and value.

## Our Business Model

Bisahi follows an **asset-light manufacturing model**, partnering with experienced manufacturers while focusing on product development, branding, sales, and distribution. This approach enables faster scaling with lower capital investment.

## Competitive Advantage

- Premium taste at affordable prices.
- Asset-light and scalable business model.
- Strong focus on general trade distribution.

- Multi-product brand strategy for long-term growth.

## **Vision**

To build Bisahi into one of India's most trusted and affordable confectionery brands, reaching millions of consumers through a nationwide distribution network and continuous product innovation.

**Tagline: Big Taste. Small Price.**