



Poushtik

SERVING PURITY WITH NUTRITION

ABOUT POUSHTIK

Poushtik is all about bringing the **best quality groceries straight to your home** - adding real value to your everyday life. We go the extra mile to source only the finest produce and pantry essentials, ensuring that **every item meets the highest quality standards.**

From the moment you place an order to the time it arrives at your doorstep, **Poushtik guarantees freshness - carefully handled and swiftly delivered.**

Blending modern technology with traditional care, we make grocery shopping seamless, reliable, and healthy.

With Poushtik, you don't just shop - you nourish your home with quality you can trust.



OUR VISION

To create a world where **no one** has to **compromise on their health** due to a lack of quality food choices. We envision **a future** where **healthy living is simple, accessible & effortless** for everyone.

OUR MISSION

Our mission is to offer a curated selection of **top-quality healthy food products online**, promoting wellness through transparency, convenience, and sustainability.

We are committed to delivering carefully sourced, fresh groceries right to your doorstep - **always fresh, never rushed** - empowering consumers to make informed dietary choices without compromising on their health.

Now the **QUESTION** is

When everything is delivered in **10 minutes today**, why do we need **Poushtik**?

Because while **quick commerce is great for emergencies**, it's slowly turning our **entire life into an emergency**.

Poushtik believes that **health and quality can't be rushed**.

We focus on thoughtful sourcing and sustainable choices - because not everything should be a race against time.

THE PROBLEM

Quick commerce has redefined shopping - but not for the better:

- **Misleading "Healthy" Labels:** Brands often misrepresent products as healthy, breaking consumer trust.
- **Inconsistent Availability:** Variability in product availability leaves customers dissatisfied.
- **Lack of Time:** People rarely have time to check ingredients, causing confusion about what's truly healthy.
- **No Exclusive Platform:** Existing platforms don't focus solely on healthy food, limiting choices for health-conscious buyers.

THE SOLUTION

We are not here to deliver in 10 minutes. We are here to deliver value & STAY

- **Exclusive Healthy Marketplace:** A dedicated platform offering only genuine, healthy food options.
- **Rigorous Quality Checks:** Ensuring every product meets the highest standards.
- **Ingredient Transparency:** Thorough analysis to help customers make informed decisions easily.
- **Simplified Comparisons:** Clear product comparisons for hassle-free, health-conscious shopping.

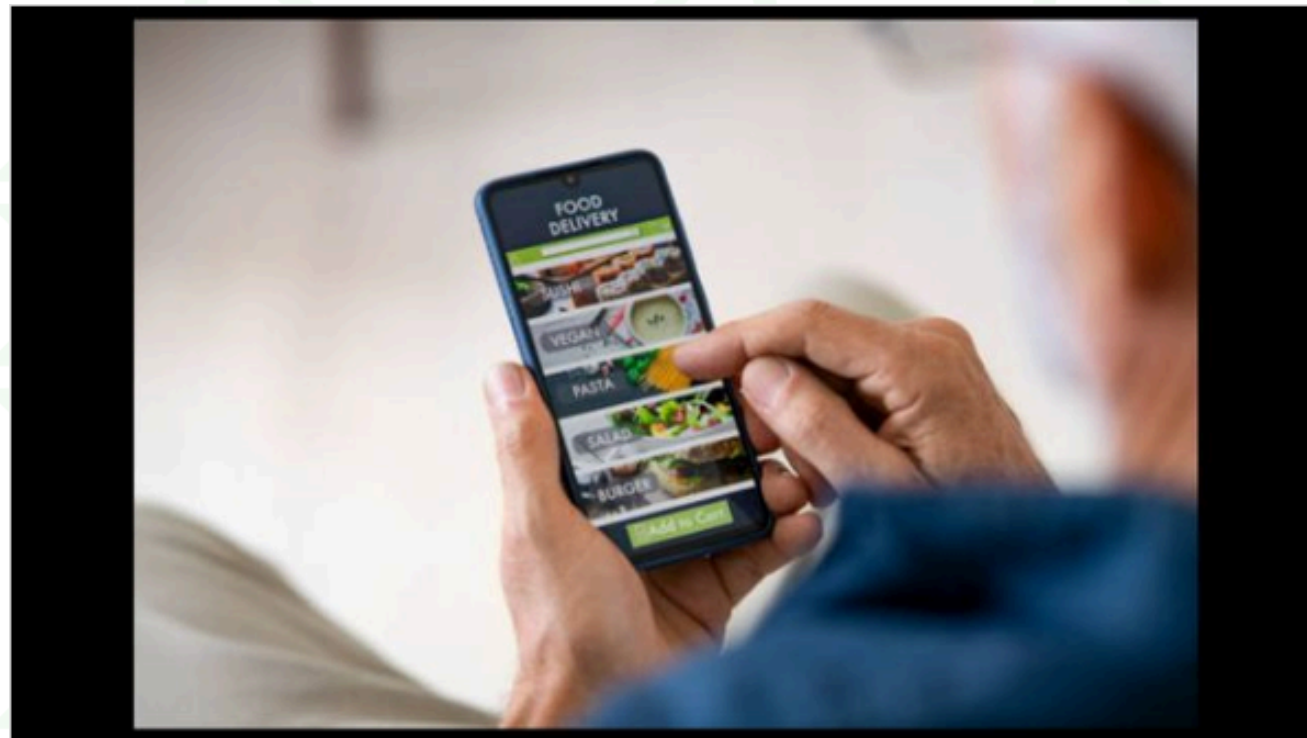


Now on a deeper dive,

here's what quick commerce really looks like:

- **Poor warehouse management** - prioritizing speed over proper handling and quality checks.
- **Rushed delivery partners** - risking their safety to meet impossible deadlines.
- **Pushing near-expiry products** - clearing inventory fast, not caring about what's best for you.
- **Impulse shopping culture** - fueling dopamine-driven decisions rather than mindful choices.

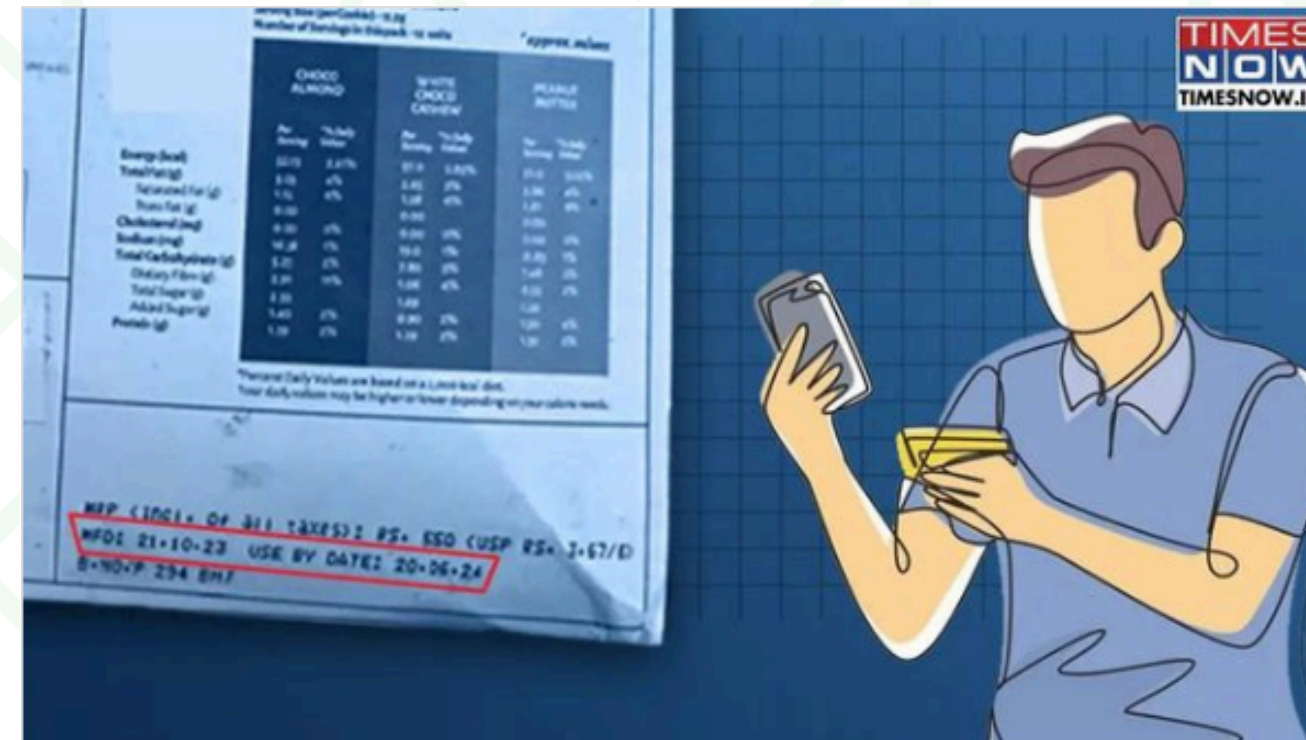
QUICK COMMERCE - Reality Check



Just '6 Minutes Away'! Or Is It? Angry Zepto Customer Compares App's Usage With 'Gambling' | Here's Why

A Zepto customer's strong review of Zepto's delivery service went viral on social media, which basically was about an incident that left the customer frustrated. Here's what happened and here's how the social...

TN Times Now / Jan 19



Quick Commerce Delivery Coming At A Cost? Expired Goods Highlight Gaps In Quality Control And Customer...

Online delivery services like Blinkit, Zepto, and Swiggy have set high-speed benchmarks, but quality issues, especially expired products, remain a concern. The company's investigation into manual audit misse...

TN Times Now / Nov 29, 2024

I stopped using zepto when they sent clearly rotten vegetables twice and refused to give me a refund. All they said was a generic "We will ensure this does not happen in the future". Deleted my account and uninstalled the app. Zepto was the first fast delivery app but man have they gone to the gutter.

↑ 62 ↓ Reply Award Share ...

QUICK COMMERCE - Reality Check

V Hello! Welcome to Zepto. I am here to assist you in resolving any issues you may be facing.
Virendra Tiwari - 10:54 pm

S Very dissatisfying repeated issue will shift to another delivery app
10:54 pm

V Hello! Welcome to Zepto. I am here to assist you in resolving any issues you may be facing.
Virendra Tiwari - 10:54 pm

V Please elaborate on the issue to I can help you quickly.
Virendra Tiwari - 10:57 pm

————— This chat session is over. You can close this chat window. —————

Z Product Related Issues

S Wrong item has been delivered
05:00 am

Z Wrong item has been delivered

S Complete Wrong Item
05:00 am

10:52 pm

Z Please provide additional information so we can assist you better.

Zepto Support - 10:52 pm

S See what you have delivered and even when told I will get a Zepto cash have not recived it the person who assisted was terrible no concern no address
10:53 pm

Z Preferred Mode of Refund, if applicable

S Zepto Cash - The refund will reflect



The POUSHTIK PROMISE

We don't chase speed - **We chase sustainability**

We don't push - **We prioritize health**

We don't rush - **We respect time**



SERVING PURITY WITH NUTRITION

Poushtik Delivered

BRAND POSITIONING



BRAND TONE

- **Friendly and Inviting:** We speak with warmth and familiarity, like a helpful neighbor, offering a personal touch that makes our customers feel valued.
- **Health-Focused and Positive:** We emphasize the benefits of fresh, nutritious products that support a healthy lifestyle, using uplifting language that encourages well-being.
- **Modern yet Rooted in Tradition:** We balance contemporary, tech-savvy language with respect for the tradition of quality food sourcing, conveying both innovation and heritage.

BRAND PRACTISE

Sustainability with the **Right Customer Experience**

- **E-Vehicle Deliveries** to reduce carbon footprint.
- **Cloth Bag Deliveries** with minimal branding for daily use.
- **Save Water Campaign** to promote water conservation.



BUSINESS MODEL

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graph TD; BM[BUSINESS MODEL] --> EC[E-Commerce (B2C)]; BM --> B2B[B2B];
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E-Commerce (B2C)

- Online sales with direct delivery to customer
- Advertisement Revenue - post 6 months of app launch for brand partnerships

B2B

- One on one distribution to local retailers

Salient Features:

- **Inventory Storage:** We will store products from brands, merchants, and sellers, and deliver them directly to customers.
- **Tech Outsourcing:** We will partner with a tech team to develop and manage app and platform solutions.

BUSINESS PLAN

Our business plan focuses on Hyderabad city for the first 9 months
It consists of 3 phases, each spanning 3 months

CATEGORY	PHASE 1	PHASE 2	PHASE 3
TIMELINE	1st to 3rd Month	4th to 6th Month	7th to 9th Month
PRODUCT FOCUS	Fresh Wheat Flour & Complete Grocery	All nutritious food products	All nutritious food products from 90% of the available brands
SKU's	500 SKU's	600 SKU's	2000 SKU's

COMPETITORS DATA

Company	BIG BASKET	BLINKIT	INSTAMART	ZEPTO	DUNZO
Launch Year	2011	2013	2020	2021	2014
Funds Raised	₹8,518 Cr	₹6,322 Cr	₹5,846 Cr	₹4,944 Cr	₹3,750 Cr
No. of Rounds	21	15	1	7	18
Revenue (FY 23)	₹7,434 Cr	₹748 Cr	₹3,221 Cr	₹2,024 Cr	₹253 Cr
Net Profit/Loss	(₹1,535 Cr)	(₹1,191 Cr)	(₹1,561 Cr)	(₹1,272 Cr)	(₹1,801 Cr)
EBITDA Margin	-15.41%	-119.79%	-43.90%	-15.60%	-677.00%
ROCE	-188.49%	-213.59%	-42.93%	-	-

Sources: Tracxn, Entrackr, The Kredible, The Financial Express

POUSHTIK: The Long-Term Game Changer

Double the Cart Value:

Our target **AOV is ₹1,200**

Almost double the average of competitors like Blinkit (₹660), Zepto (₹499), and Swiggy Instamart (₹550).

This will be achieved through **planned, weekly ordering**, ensuring customers make **thoughtful, higher-value purchases**.

POUSHTIK: The Long-Term Game Changer

Optimized Delivery Efficiency:

While competitors rely on rushed, **overlapping deliveries** that **increase risk and inefficiency**, our **scheduled delivery system optimizes** partner usage and minimizes risk, ensuring reliability

Subscription-Based Model:

Our subscription model focuses on delivering high-quality, **fresh products with short shelf lives**, ensuring customers receive only the best, every time. This planned approach reduces impulse buying and **encourages long-term loyalty**. With Poushtik, customers won't just shop, they'll trust us for their daily essentials.

MARKETING APPROACH

Our Core Message:

If it has the Poushtik Sticker, it's safe, healthy, and trustworthy.

How We Build This Trust:

- **Brand Symbolism:** The Poushtik Sticker becomes a badge of quality - if it's on the product, customers know it's genuinely nutritious.
- **Community Building:** Encourage customers to share their Poushtik choices on social media, reinforcing a movement towards mindful, planned shopping.



MARKETING APPROACH

Offline Campaigns:

- **Billboards** in busy areas.
- **Newspaper Ads** - Poushtik means safe, healthy, and high-quality.

Online Campaigns:

- **Influencer Marketing** with health enthusiasts
- **UGC Content** - real customers, real reviews.
- **Performance Marketing** - targeted ads to boost sales.
- **Social Media** - Creating awareness and becoming a part of people's daily healthy lives.

Everything we do - from selecting high-quality products to thoughtful marketing and seamless delivery - leads to one subconscious belief

**“Nishchint Raho,
Kyunki Poushtik Se Hai”**



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Poushtik Delivered

About THE FOUNDER

Mr. Narayan Das Rathi - a serial entrepreneur, visionary, and thinker - is the founder of **Srivari Spices and Foods Limited** (listed on NSE).

With over 30 years of industry experience, he focuses on QUALITY and delivering the purest, most authentic ingredients to Indian kitchens.

Mr. Rathi is committed to ensuring people eat fresh and pure. Through Poushtik, he aims to make healthy food products easily available to everyone.

He has been recognized with:

- ET Excellence Award in FMCG-Spices Brand (AP & Telangana) - 2023
- Best Emerging Spices Brand Award by Business Mint - 2021



THANK YOU