

nutrimake

Your Complete Nutrition

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Dietary Supplement Market & nutrimate

MARKET SUMMARY

- Dietary supplements market in India expected to grow at a CAGR of ~20% till 2023.
- Vitamins and minerals segment leads with 40% share followed by herbal segment (30%), proteins (25%) and others (5%).
- Largely fragmented market and consumers predominantly from urban areas.
- Amway India is market leader in vitamins and dietary supplements segments and other major players are Pfizer, Abbott, Himalaya & Herbalife

COMPANY SUMMARY

- Nutrimate is a 'complete nutrition' product made of natural ingredients.
- Easy to dissolve plant based powder available in packets of different sizes
- Current sales through own website, Amazon and Bigbasket
- Low water requirement for plants; environment-friendly.

PRODUCT

- Multiple sizes & flavours
- Attractive packaging
- Smoothie maker as complementary product

PRICE

- Sticker price model
- No discounts on any channel
- Subscription services

4Ps

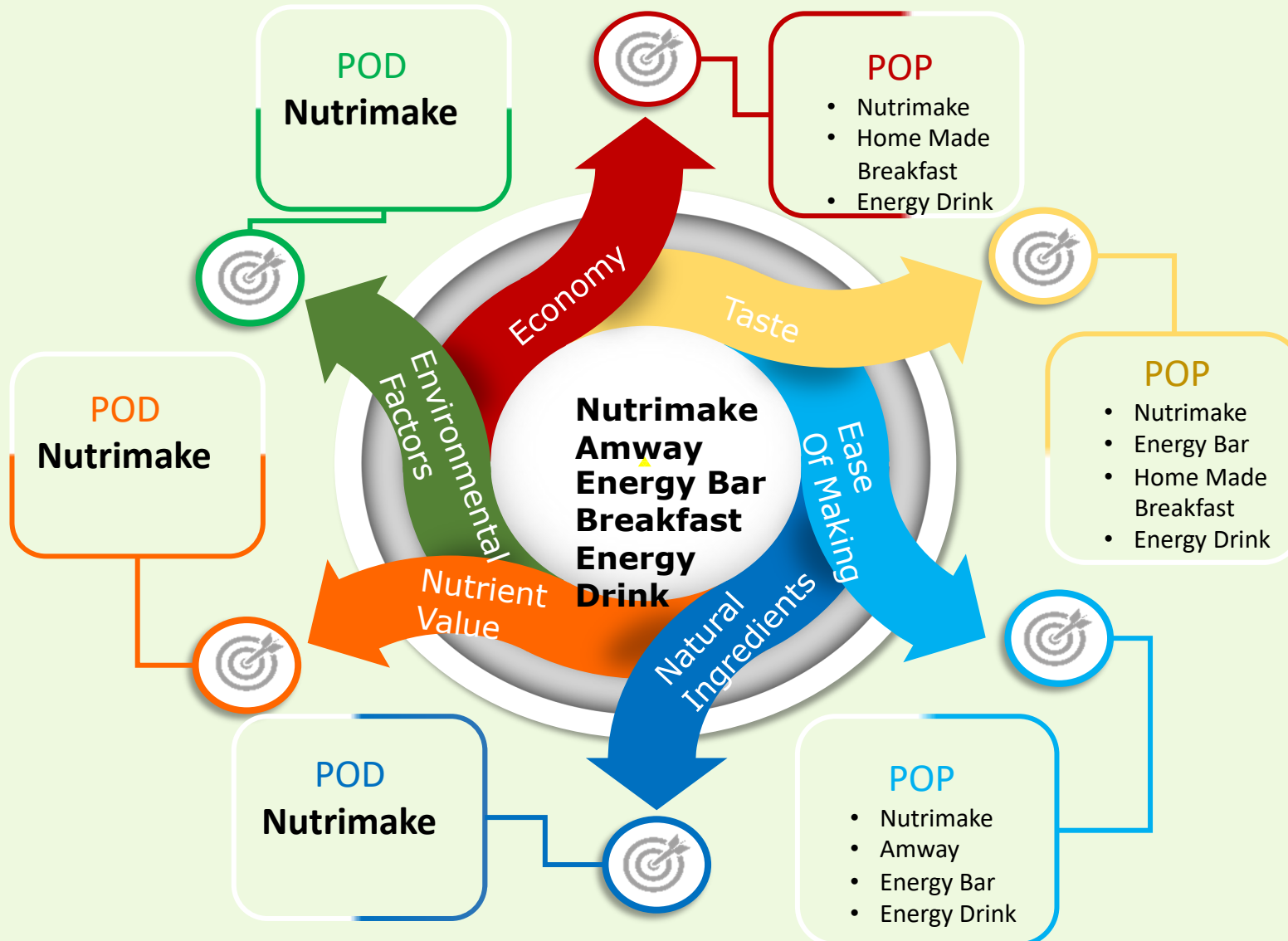
PROMOTION

- Young brand
- Social media promotion
- Brand Ambassador

PLACE

- Online channels – own website, Amazon & Bigbasket
- Shipping from Bangalore in 3-7 days

How nutrimate Fares Against Existing Players



Point of Differentiation

Nutrimate provides **High Nutritional value**, synthesized with **Natural ingredient** in **Environmentally friendly manner**

Our Core Competencies

- Nutrition
- Natural/Herbal
- Tasty
- Easy to make
- Online purchase
- Environment friendly

Understanding Our Customers and Their Needs



The Pressed-for-Time Student

- Busy schedule with school, tuitions and extracurriculars
- Irregular eating habits
- Frugal
- No time or infrastructure to prepare meals

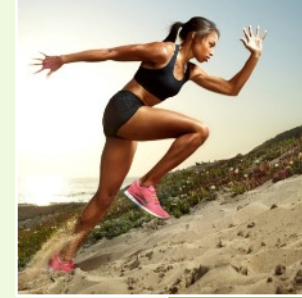
Needs a quick bite on the go that doesn't require too much prep and isn't expensive



The Young Urban Professional

- Extremely busy; often works overtime
- Cares about his health and nutritional quality of his meals
- Picky eater
- Environmentally aware
- Willing to pay for quick, healthy meals

Needs a quick, filling meal on the go that has a high nutritional quality and tastes good



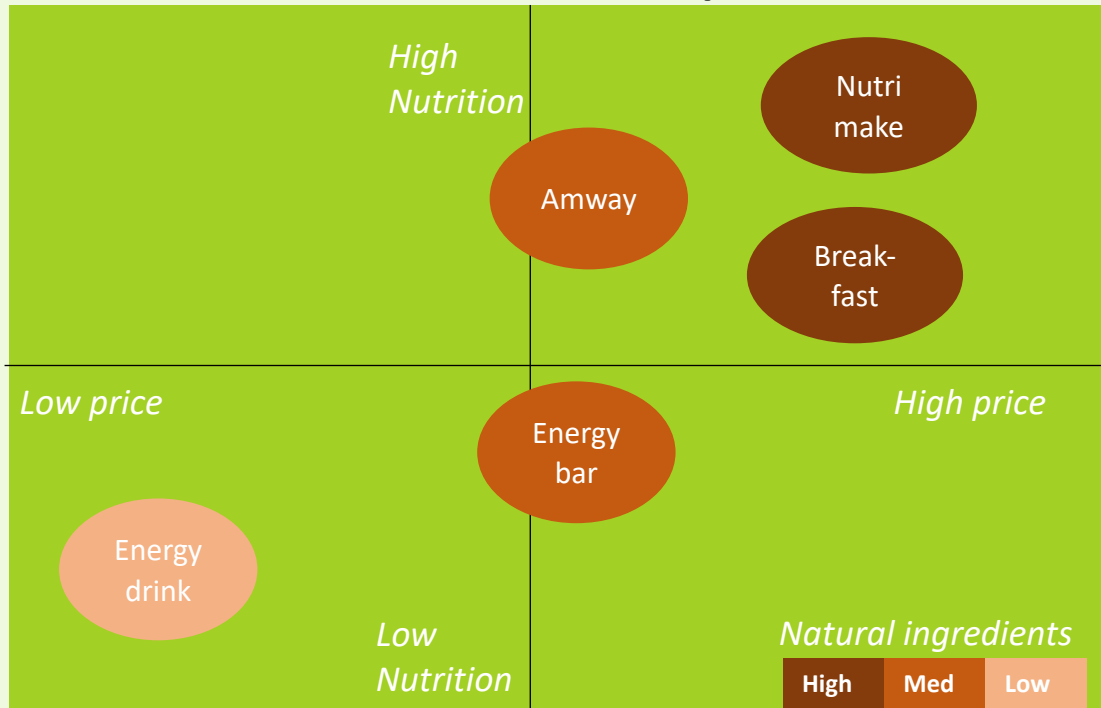
The Fitness Enthusiast

- Fitness is of prime importance
- Focusses heavily on nutritional value of her meals and stresses on a balanced diet
- Environmentally aware
- Willing to pay for good quality, healthy food

Needs a healthy, environment friendly meal that helps meet her balanced diet goals

Why should you buy nutrimake

What makes us unique ?



nutrimake is a healthy, quick and easy alternative to a rushed and inadequate breakfast. Easy breakfast options leave you hungry and low on energy, while nutritious ones eat up precious time and budget. nutrimake offers a highly nutritious, tasty, convenient breakfast sustainably made from natural ingredients.

Available in two sizes: 'ready-to-go' and 'family'



**Not a rushed banana, nor just a protein shake,
Mom said it's the most important meal of the
day!**

**Up your brekkie and make the healthy break,
The clean, green choice is nutrimake!**

Why nutrimake?



From those who use nutrimake:

"I think right nutrition is very, very important. I'd rather eat a healthy, well-balanced diet- that's how I'm going to stay disease free for a long time."

Kuntal Joisher, World's First
Vegan to Climb Mt. Everest

"Nutrimake is perfect for my lifestyle. It gives me a unique combination of a healthy and quick meal in my favourite flavours. The best part is that it's all natural and environmentally friendly."

Awasthi, Nokia Group Leader

"With my erratic schedules, I often miss the most important meal of the day. Nutrimake has helped fix that. I love the ease with which I can order it online."

Alia Batra, College Student

nutrimake is a natural, healthy meal alternative for those who value time and nutrition. We pride ourselves in the sustainable fashion in which we make the product and help clients unlock their full potential.

Way Ahead

Market size and revenue potential in year 1

Target market size	7,50,000	
Market penetration in year 1	0.2%	
No. of customers in 1 st year	1500	
	Percentage	Annual revenue per user (INR)
Regular usage(20 times per month)	20%	19200
Intermittent usage(10 times per month)	50%	12000
Low usage/experimental(3 times per month)	30%	3600
Annual revenue	INR 1.64 cr	

To reach the targeted customer base and revenue in 1st year, nutrimake needs to focus on following areas :

Promotion

Considering the initial target customer group of urban youth in tier-I cities like Bangalore, nutrimake should promote their offerings through channels that are close to this group and at the same time cost-effective.

Distribution:

nutrimake can complement existing online channels with minimal offline presence which can also be used for promotion.

Customer acceptance and loyalty:

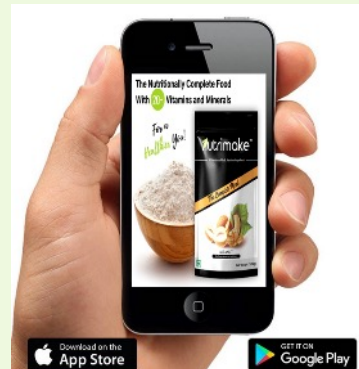
nutrimake being a unique product , gaining customer acceptance in initial stage and ensuring repeated purchase will be key areas to focus on.

Promotion

Experience a nutritious meal 'on the fly' :



nutrimake can partner with major airlines like Indigo and Spice Jet that have got maximum flights from Bangalore and include nutrimake meal as part of their in-flight menu.



Users get a first-hand experience of nutrimake while in flight and get interested in the product. nutrimake can set up kiosks in airports and advertise on bill-boards where customers can find more information on the product and direct them to the online channel.

Reach the customers where they are :



Outdoor promotion in IT parks where target customers can be provided free or discounted nutrimake drinks

Partner with branded and local fitness centres like Cult.Fit, Gold's Gym and sports stores like Decathlon to promote the product. Easy targeting of fitness conscious customers. nutrimake can also sponsor related events.



Distribution & Customer experience



Installing kiosks in mega-apartment complexes : Though major distribution channel for nutrimake is e-commerce , this can act as an additional channel for those customers who may have delivery time constraints or prefer off-line modes. This also helps in creating visibility and publicity.



Available in a variety of flavours packaged in one, so that customers do not get bored of same drink every day



Building a nutrimake community via blog and community health app to enhance the social value of the product

5 Benefits of Nutrimake



- 1) Keeps You Full & Energized For 4 Hours
- 2) Has 22g Of Protein In One Serving
- 3) Has 20 Vitamins & Minerals
- 4) Has 0% Cholesterol
- 5) No Need To Skip Meals

Instill the core value propagation of high nutrition via government and non-governmental organizations



Take Control of Your Health with

 **nutrimake**
Your Complete Nutrition

available online and coming soon to stores close to you