

India's next gen[🌱] FMCG brand

Crafting flavours India loves

PRESENTED BY

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The Problem

A massive, unorganised market plagued by hygiene issues and a lack of trusted alternatives.

80%+ Unorganised

Market dominated by local, unbranded players with no quality consistency.

Hygiene Risks

Severe adulteration and poor handling at point of sale destroy consumer trust.

Tobacco Heavy

Category is synonymous with harmful gutka, alienating families and youth.

Missing ₹5 Leader

No strong, safe mouth freshener brand exists at the mass ₹5 price point.

Poor Packaging

Low shelf appeal and staleness due to cheap, non-standard packing.

STRATEGIC APPROACH

Our Solution

Disrupting the market with a safe, affordable, and scalable mass-premium brand.



₹2 & ₹5 Affordable Sachet

Perfect impulse price point for mass adoption across Tier 2 & 3 cities.



100% Tobacco Free

Safe, hygienic mouth freshener positioning for family consumption.



Explosive Flavour

Proprietary blend designed for high repeat purchase and daily habit.



Kirana & Paan Focus

Leveraging existing high-frequency channels for rapid market penetration.



Scalable Playbook

Asset-light model with distribution-first approach for Pan-India expansion.



 **TOBACCO FREE**

MOUTH FRESHENER

Paan Pataka (₹5 & ₹2) is our beachhead product. A safe, hygienic, and flavour-packed mouth freshener designed to replace harmful alternatives at the mass ₹5 & ₹2 price points.

PRODUCT STRATEGY

Flagship & Expansion Roadmap

PHASE 1: REFRESHMENT (CORE)

Establishing the brand with daily-use mouth fresheners.

- ✓ Paan Pataka (₹5 & ₹2) | ● Roasted Mukhwas | ● Meethi/Cooling Saunf

PHASE 2: SNACKING (GROWTH)

Leveraging distribution for high-velocity impulse snacks.

- Mini Snacks (₹5) | ● Spicy Namkeen | ● Healthy Munchies

PHASE 3: BEVERAGES (SCALE)

Completing the refreshment portfolio.

- Instant Refreshment Drinks | ● Summer Coolers



OUR VISION

To build India's leading diversified food FMCG brand.

We envision a future where innovative, high-quality, and flavourful products across snacks, beverages, and refreshments are accessible to every Indian household.

From mouth fresheners to daily treats, we are crafting the flavours of the new India.



OUR MISSION

To democratize premium taste with affordable ₹2, ₹5 & ₹10 formats available at every kirana shop, creating moments of joy for millions daily.

CORE VALUES



Innovation

Unique flavors and formats for modern India.



Hygiene

World-class standards in manufacturing.



Affordability

Premium quality at mass price points.



Variety

Diversified portfolio beyond refreshment.



Scale

Deep distribution network across North India.



The Promise

Food FMCG Excellence + Consistent Supply

PORTFOLIO EXPANSION

Upcoming Products



MOUTH FRESHENER

Roasted Mukhwas

Premium roasted mouth freshener with traditional Indian spices.



MOUTH FRESHENER

Meethi Saunf

Sweet fennel seeds coated with natural sugar and flavours.



MOUTH FRESHENER

Digestive Mix

Ayurvedic blend for post-meal digestion and freshness.



MOUTH FRESHENER

Cooling Saunf

Menthol-infused fennel for instant cooling refreshment.



SNACKS

Mini Snacks

Crispy, flavourful bite-sized snacks for any time of day.



BEVERAGES

Instant Refreshment Mix

Quick-mix refreshing beverages with natural flavours.



SNACKS

Spicy Namkeen

Traditional Indian savoury snacks with authentic spices.



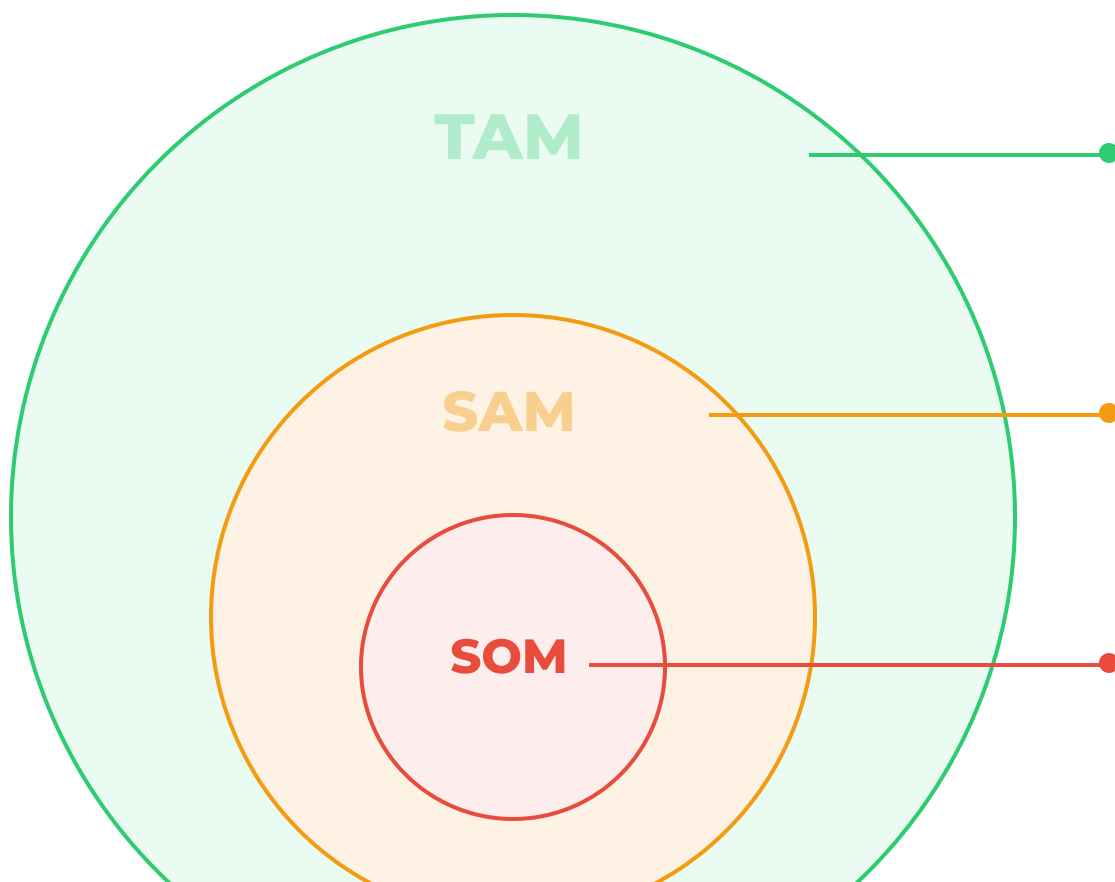
SNACKS

Healthy Munchies

Nutritious, guilt-free snacking options for health-conscious consumers.

Explore our full range at www.flaviq.in

The Opportunity



TAM: ₹75,000-80,000 Cr

TOTAL AVAILABLE MARKET

Total Indian Pan Masala (~₹48,456 Cr) & Mouth Freshener Market (~₹27,491 Cr), tobacco and non-tobacco combined.



SAM: ₹27,000 Cr

SERVICEABLE AVAILABLE MARKET (BY 2028)

Organised Mouth Freshener Market (Non-Tobacco).
Growing at ~15% CAGR.



SOM: ₹2,500 Cr+

SERVICEABLE OBTAINABLE MARKET (ENTRY)

UP + North India Focus.
Targeting ₹5 sachet segment in kirana & paan shops.



Key Insight: 80% of this market is unorganised.
Massive headroom for a trusted, branded player.

COMPETITIVE ADVANTAGE

Why FLAVIQ Wins



Our strategic moat driven by product innovation and execution excellence.



Affordable Pricing

The ₹2 & ₹5 sachets are the magic price points for mass impulse purchase, ensuring rapid trials.



High Repeat

Mouth fresheners are a **daily habit**. Our addictive flavour profile drives consistent daily volume.



80% Unorganised

Massive opportunity to be the **first trusted brand** in a sea of generic, unhygienic options.



Clean Label Trust

100% tobacco-free positioning appeals to **families & youth** who avoid harmful gutka.



Memorable Brand

Premium packaging and bold visual identity that **stands out** on cluttered kirana shelves.



Scalable Distribution

Built on a **low-cost distribution model** leveraging existing paan/kirana networks.

Business Model

High-velocity, low-capex model built on existing distribution rails.



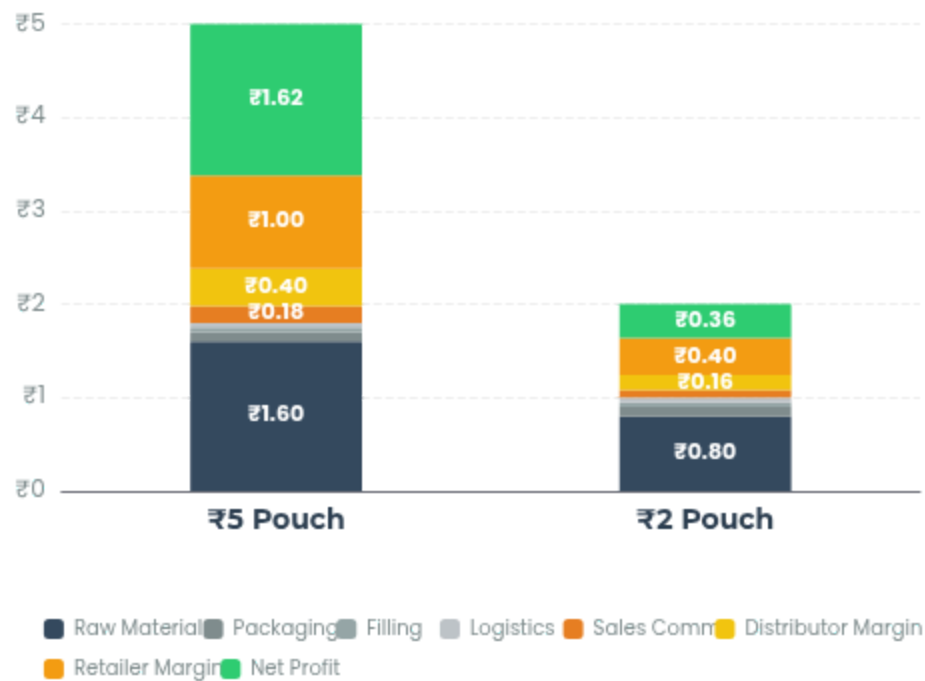
Asset-Light Model: No manufacturing capex initially, focus on Brand & Distribution.

Unit Economics

Detailed Breakdown: ₹5 vs ₹2 Sachets



Cost & Margin Stack (₹)



Detailed Unit Economics

Cost Head	₹5 Pouch	₹2 Pouch
Raw Material	₹1.60	₹0.80
Packaging	₹0.10	₹0.10
Filling	₹0.05	₹0.05
Logistics	₹0.05	₹0.05
Distributor Margin	₹0.40	₹0.16
Retailer Margin	₹1.00	₹0.40
Sales Commission	₹0.18	₹0.08
Net Profit	₹1.62	₹0.36
MRP	₹5.00	₹2.00



High Net Margins

Up to 32.4% (₹1.62) on ₹5 SKU



Strong Retailer Pull

₹1.00 (20%) Margin on ₹5 SKU



Strategic Mix

₹5 for value, ₹2 for volume/penetration

5-Year Growth Plan

Projected Revenue Growth (Cr)



✓ Key Assumptions

- 2-3 New product launches per year
- 1000+ new retail outlets added monthly
- Consistent distributor margins

**50K+**

Target Outlets (Y3)

**70%**

Repeat Purchase

**10M+**

Sachets / Month

Geographic Roadmap

Phase 1: Lucknow & Surroundings

Establish brand presence, validate product market fit.

Phase 2: Uttar Pradesh

Expand distributor network to major UP cities.

Phase 3: North India

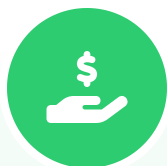
Enter Delhi NCR, Punjab, Haryana & Rajasthan.

Phase 4: Pan India

National rollout with full product portfolio.

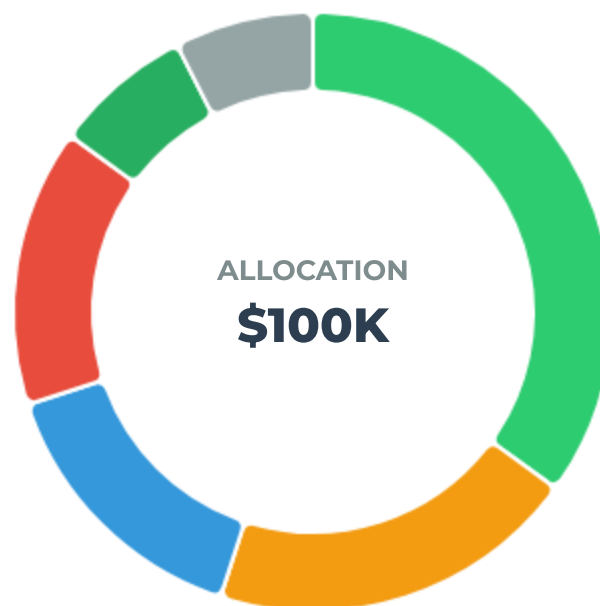
INVESTMENT ASK

Funding & Use of Funds



SEEKING
\$100,000
FOR
10%

Post-Money Val: \$1M



	Marketing & Sales Demand creation, offline push	35% \$35,000
	Distribution Setup Network onboarding, logistics	20% \$20,000
	Machinery Down Pay Production Equipment	15% \$15,000
	Inventory Raw materials stock	15% \$15,000
	Packaging & Branding	7.5% \$7,500
	Working Capital	7.5% \$7,500



Strategic Focus: Infrastructure & Demand

Funds are balanced between demand creation (Marketing & Distribution) and critical infrastructure (Machinery). This ensures both production capacity and market penetration are scaled simultaneously.

INVEST IN THE FUTURE



Partner with FLAVIQ



Projected Valuation Upside

YEAR 3

₹30–40 Cr

YEAR 5

₹200–250 Cr

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Join us to build India's next gen FMCG brand.

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