



A KIDS-FIRST BEVERAGE COMPANY

WHAT IF KIDS CHOSE THE BETTER DRINK?

YUMO is building the beverage brand kids grow up with.

PRE-SEED

Raising ₹1 Cr | Target valuation ₹20 Cr



250 ml • ₹60 MRP

Kids want fun. Parents want a better choice.

The everyday kids beverage aisle has a missing middle.

WATER

Parent-approved.
Often not exciting.

MAINSTREAM DRINKS

Fun and available.
Often high-sugar.

JUICES

Familiar.
Not designed around
kids.

THE GAP

A fun, everyday
kids-first RTD.

YUMO'S JOB

Make the better choice feel like the exciting choice.

Three shifts make this category increasingly buildable.

YUMO sits at the intersection of parent expectations, kids' influence and modern distribution.

PARENTS

More ingredient-conscious choices

Trust is becoming part of the beverage decision.

KIDS

Taste drives choice

The child still decides what feels exciting.

DISTRIBUTION

Quick commerce + modern retail

Discovery and availability can scale faster than before.

THE OPENING

The infrastructure exists to build a national kids beverage brand. The focused brand is still open.

We didn't discover this problem in a market report.

We experienced it at home — then looked at the beverage business through a parent's eyes.

**“Every day my child asks for a drink.
I wanted a choice I could happily give.”**

That question became the starting point for YUMO: a beverage created around what kids enjoy and what parents are comfortable choosing.

FOUNDER-MARKET FIT

Parent insight

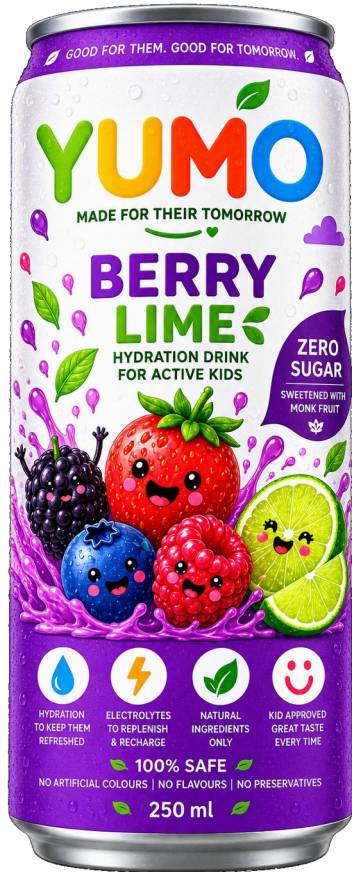
We are building for a problem we personally live.

Beverage experience

Packaged drinking water manufacturing experience since 2023.

One hero SKU. One clear proposition.

Launch focused, learn fast, then expand flavours and formats.



YUMO FRUIT PUNCH

250 ml can | ₹60 MRP

ZERO ADDED SUGAR

Current formulation direction

ELECTROLYTES

Sodium + potassium

PREBIOTIC FIBRE

FOS in formulation direction

NON-CARBONATED

Everyday drinking format

FUTURE PIPELINE

Mango Lime • Pineapple Lime • Berry Lime • Lychee Lime • Orange Passion Fruit

Future formats: 150 ml Tetra Pack • 600 ml PET

A formulation direction built for everyday use.

The latest concept sheet is indicative and remains subject to bench trials and final specification.

6 kcal

per 100 ml

2.4 g

sugars / 100 ml

~48 mg

sodium / 100 ml

~72 mg

potassium / 100 ml

FOS

prebiotic fibre

MONK FRUIT

sweetener direction

FORMULATION DIRECTION

Apple juice concentrate • FOS • Monk fruit • electrolytes • beet-root-derived colour • natural flavour system

~15 kcal per 250 ml based on the indicative 6 kcal / 100 ml figure.

A large, recurring consumer base.

India has 253M adolescents; YUMO's initial wedge is the urban family beverage occasion.

253M

adolescents in India

~246M

children aged 5-14

3 → 8

cities: launch → scale

MARKET LADDER

TAM

Kids + family beverage occasions

Large recurring consumption base

SAM

Urban / digitally reachable families

Initial premium-accessible segment

SOM

3-city beachhead → national

Execution-led opportunity

Premium-accessible today. Better economics with scale.

The model is designed to improve as volume moves manufacturing cost down.

₹60

MRP

₹42

distributor selling price

~₹30

current landed cost / can

₹60

Consumer MRP

₹42

Distributor price

~₹30

Current landed cost

₹20 + GST

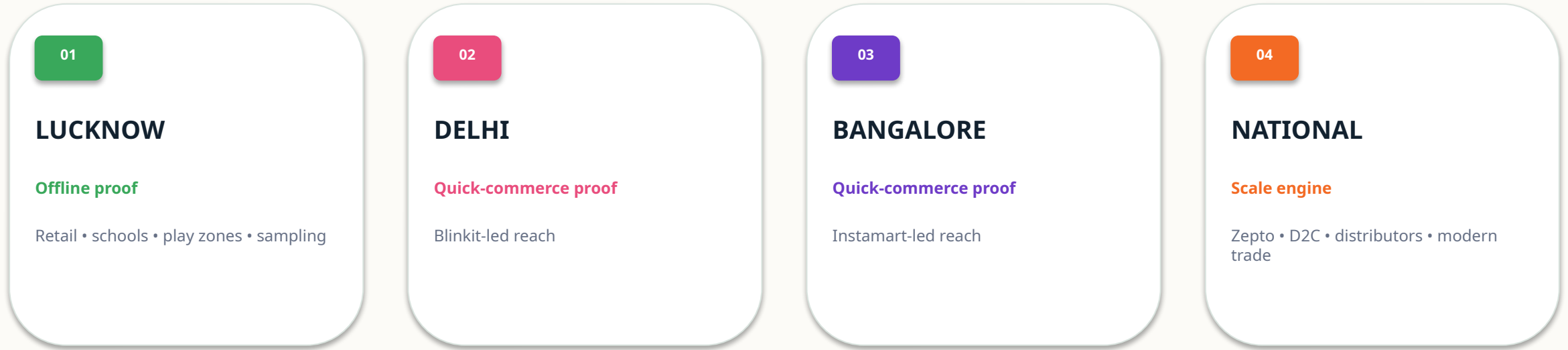
Target scale cost

THE FLYWHEEL

Trial → Repeat → Distribution → Volume → Lower COGS → Better economics

Launch narrow. Learn fast. Scale what works.

Each city has a clear role in the first distribution architecture.



FIRST 10,000

Offline activations + sampling

FIRST 100,000

Blinkit + Zepto + D2C

SCALE

Offline distribution backbone

Make YUMO an experience, not just a beverage.

The first job is trial. The second is repeat. The third is distribution velocity.

YUMO PLAY DAY

**Kids play.
Parents discover.
YUMO becomes part of the
occasion.**

A repeatable brand IP for trial, content and community.

SOCIAL

Instagram • Meta

TRIAL

Schools • play zones • events

COMMUNITY

Parent events • podcasts

REFERRAL

Affiliate partnerships

Initial budget ₹10L | Post-launch ~₹1L/month

The moat is not one ingredient. It's the kids relationship.

Large incumbents can copy a drink. Building the entire kids-first system is harder.

PRODUCT

Kid-specific taste + formulation architecture

BRAND

A brand children recognise and want

DISTRIBUTION

Schools, play, retail + quick commerce

DATA

Continuous kid + parent feedback loops

COMMUNITY

YUMO Play Day + parent ecosystem

PORTFOLIO

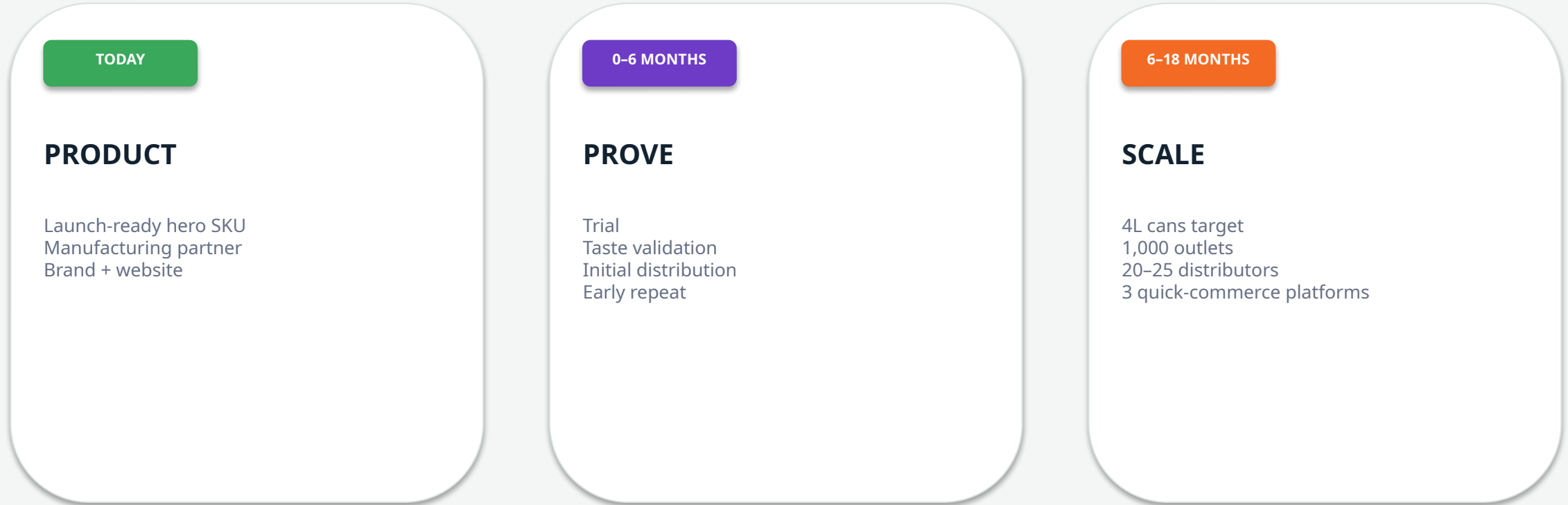
Flavours + formats built around occasions

THE AIM

Own the kids beverage relationship — not just a single SKU.

From product to proof to scale.

YUMO is pre-launch. The next 12–18 months are about proving repeat purchase and a repeatable distribution engine.



WHAT INVESTORS SHOULD SEE

Taste → repeat → CAC → contribution margin → distribution velocity

₹1 Cr to prove the category.

Capital converts a launch-ready product into measurable consumer and distribution proof.

THE ASK

₹1 Cr

Target valuation

₹20 Cr

Equity offered

5%

Founder capital invested

₹10L

USE OF FUNDS

Manufacturing & Inventory

Marketing

Working Capital

Product Development

Team / Salaries

Distribution & Trade

Technology / Website

Contingency / Other

WHAT THIS UNLOCKS

₹60L

4L

cans target

₹10L

1,000

retail outlets

₹10L

₹5L

20-25

distributors

₹5L

8

cities by scale phase

₹5L

₹1L

₹4L

CORE OBJECTIVE

Build proof strong enough to scale the brand and unlock the next round.

The people building the brand.

Two founders combining lived consumer insight with beverage operating experience.



GAURAV AGARWAL

FOUNDER

Graduate
Packaged drinking water manufacturing experience since 2023

We experienced the beverage problem first-hand as parents — and decided to build the missing choice.



RIYA GAURAV AGARWAL

CO-FOUNDER

Graduate
Beverage business experience

We experienced the beverage problem first-hand as parents — and decided to build the missing choice.

Founder-market fit is personal. Beverage execution makes the problem actionable.



THE LONG-TERM VISION

MAKE YUMO THE BEVERAGE KIDS GROW UP WITH.

India first. The world next.

Every shelf.
Every quick-commerce app.
Every family occasion.

START AT THE ROOTS.

