



**FUNCTIONAL
FOODS FOR
100 MILLION
INDIANS**



Functional Foods: Formulations with specific Nutritional Values



ULTRA LOW CARB
< 3 gms Net Carbs



100 MN



OBESITY,
METABOLIC ISSUES

HIGH PROTEIN
>10 gms Protein



110 MN



PROTEIN
DEFICIENCY

DIABETIC FRIENDLY
<50% Carbs



180 MN



DIABETES,
PRE DIABETES

GLUTEN FREE
<20 mg Gluten



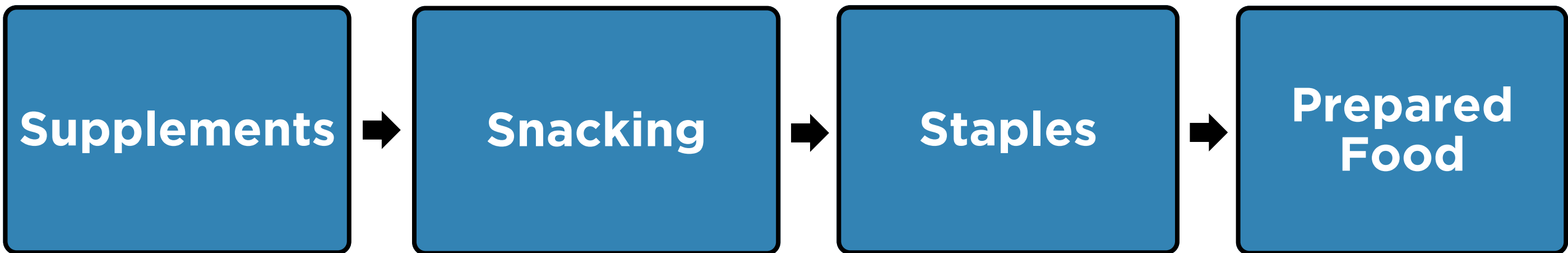
5 MN



GLUTEN
INTOLERANCE

Technically designed Everyday Foods to manage or improve specific health conditions

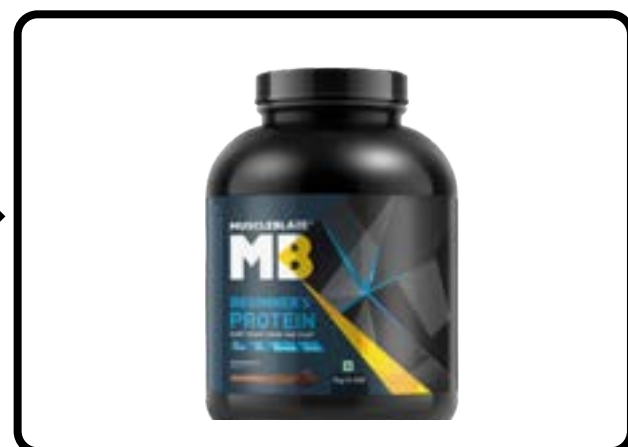
Consumers are adopting Functional Everyday Foods after Nutraceuticals / Supplements



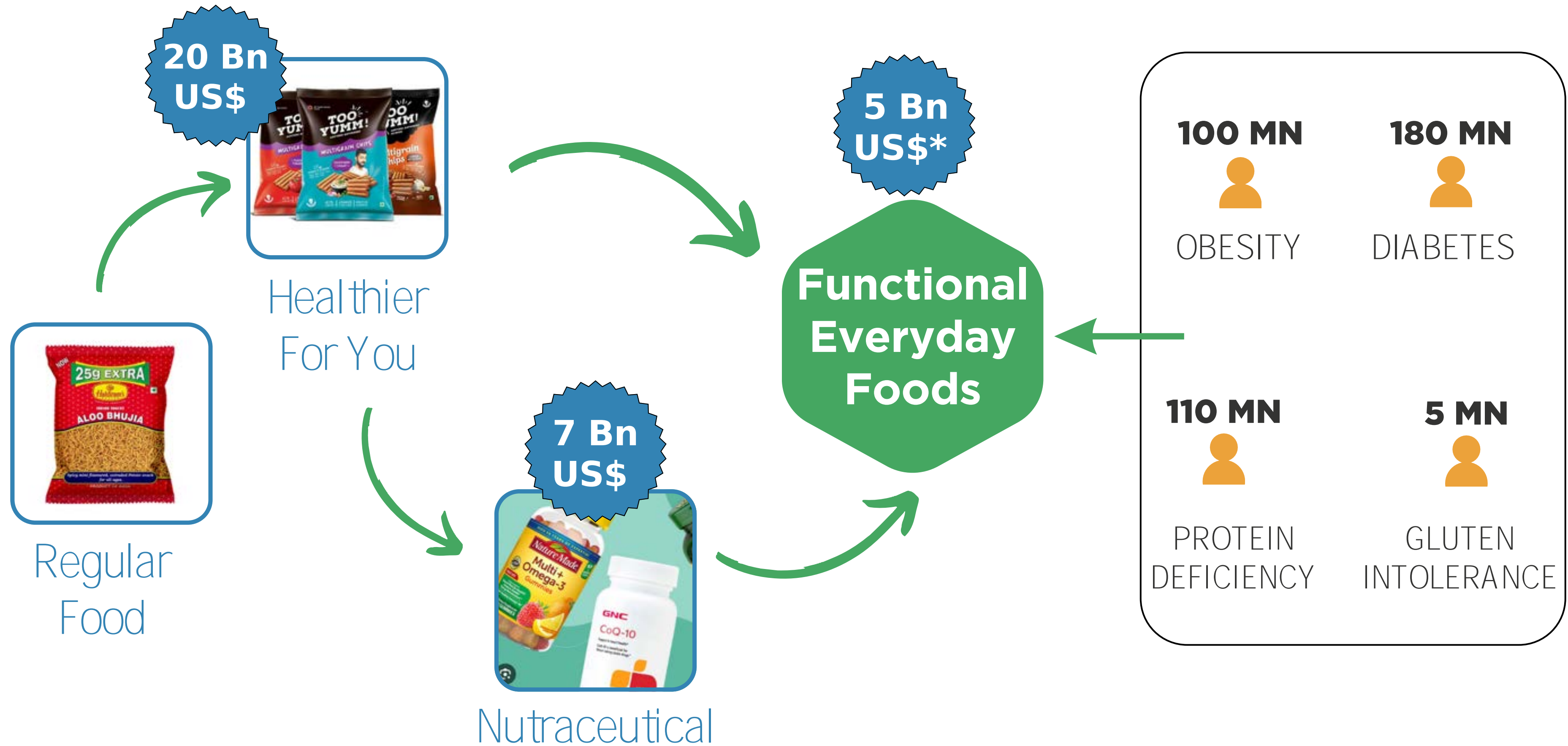
DIABETIC FRIENDLY FOODS (<50% CARBS)



HIGH PROTEIN FOODS (>10 GMS)



Functional Foods is the next 5+ Bn US\$ opportunity in Health Foods



*By 2028

Quick Commerce Provides Scalable 100 Cr+ ARR GTM for Everyday Functional Foods



3X
Protein
Atta

4X
Gluten
Free Atta

5X
Diabetes
Atta


5X
Keto Atta

**Functional Foods related Keyword
Search Surge in 6 months**

**Multiple D2C food brands have
scaled to 50+ Cr ARR in 12
months on Quick Commerce**

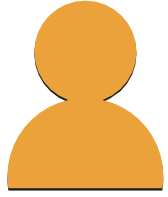


Lo Foods - India's Leading Brand for Everyday Functional Foods




Keto Smart

100 MN

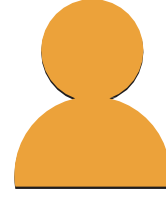


OBESITY,
METABOLIC ISSUES



Diabe Smart

180 MN



PROTEIN
DEFICIENCY



Protein Chef

110 MN



DIABETES,
PRE DIABETES



Gluten Smart

5 MN



GLUTEN
INTOLERANCE



Breads



Flours



Snacks



Cookies

DiabeSmart - India's first Clinically Tested Food Brand to show reduced Sugar Spikes



50-70%
LOWER
SUGAR
SPIKE



-55%

Diabetic
Atta



-65%

Diabetic
Snack



-68%

Sugar Care +
Atta



-55%

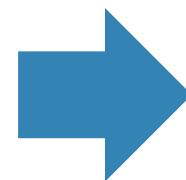
Atta
Mix

2 clinical trials conducted
CTRI/2022/10/046931,
CTRI/2023/05/053173

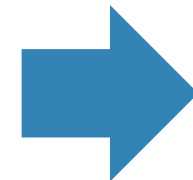
Creating and Producing Specialized Functional Base Flours for Products



In-house
R & D



In- house
ISO 22000
Manufacturing



SPECIALIZED FUNCTIONAL BASE FLOURS

Diabetic
Flour

Cookie Base
Flour

Protein
Flour

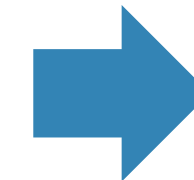
Snacks
Base Flour

Gluten
Free
Flour

Bread
Base
Flour

Keto
Flour

Noodles
Base Flour



Flours



Snacks



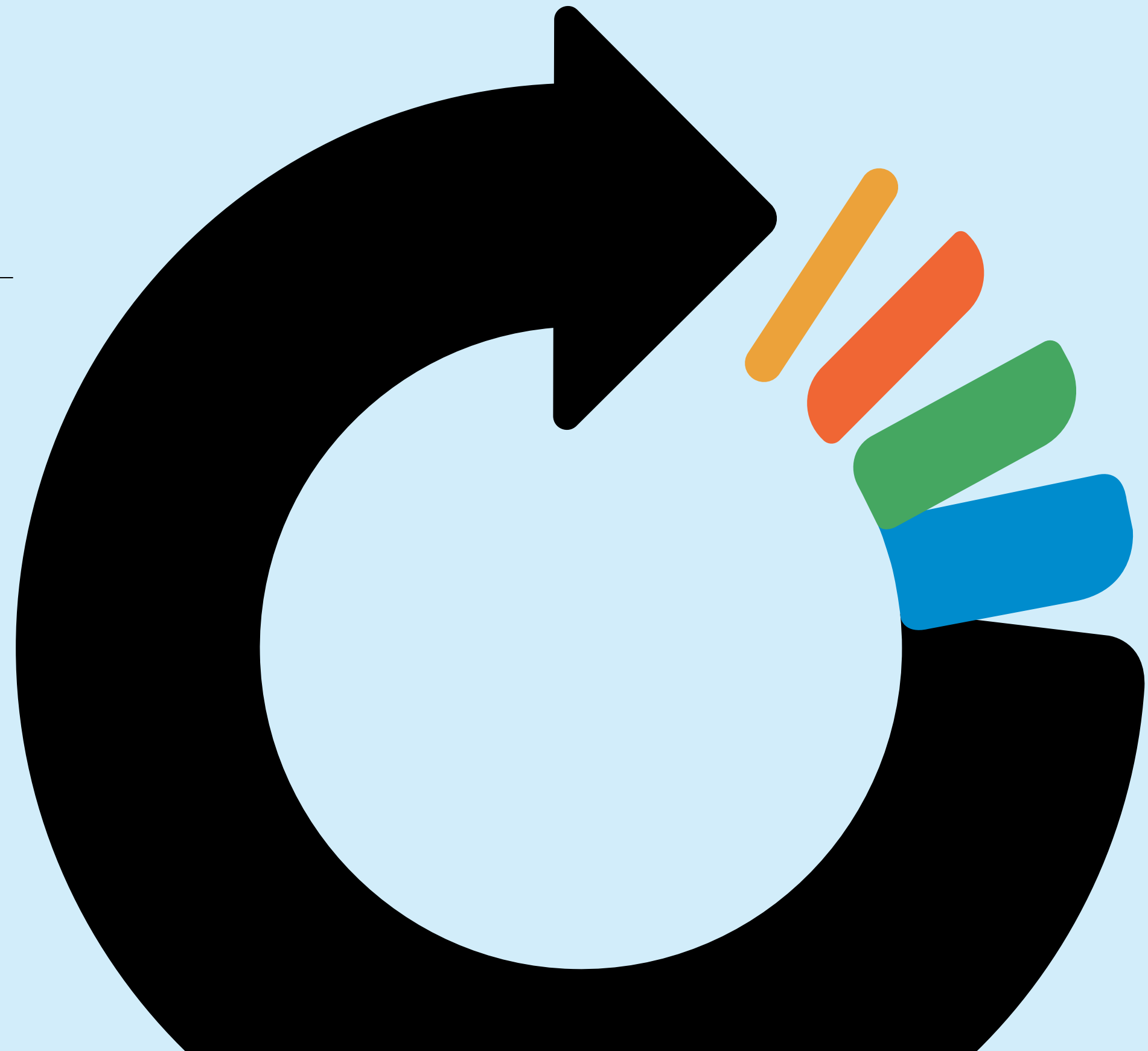
Cookies



Bread



BUILDING THE
FUNCTIONAL FOOD
ECOSYSTEM



Serving Multiple Functional Foods Categories for Quick Commerce



Keto Range



High Protein Range

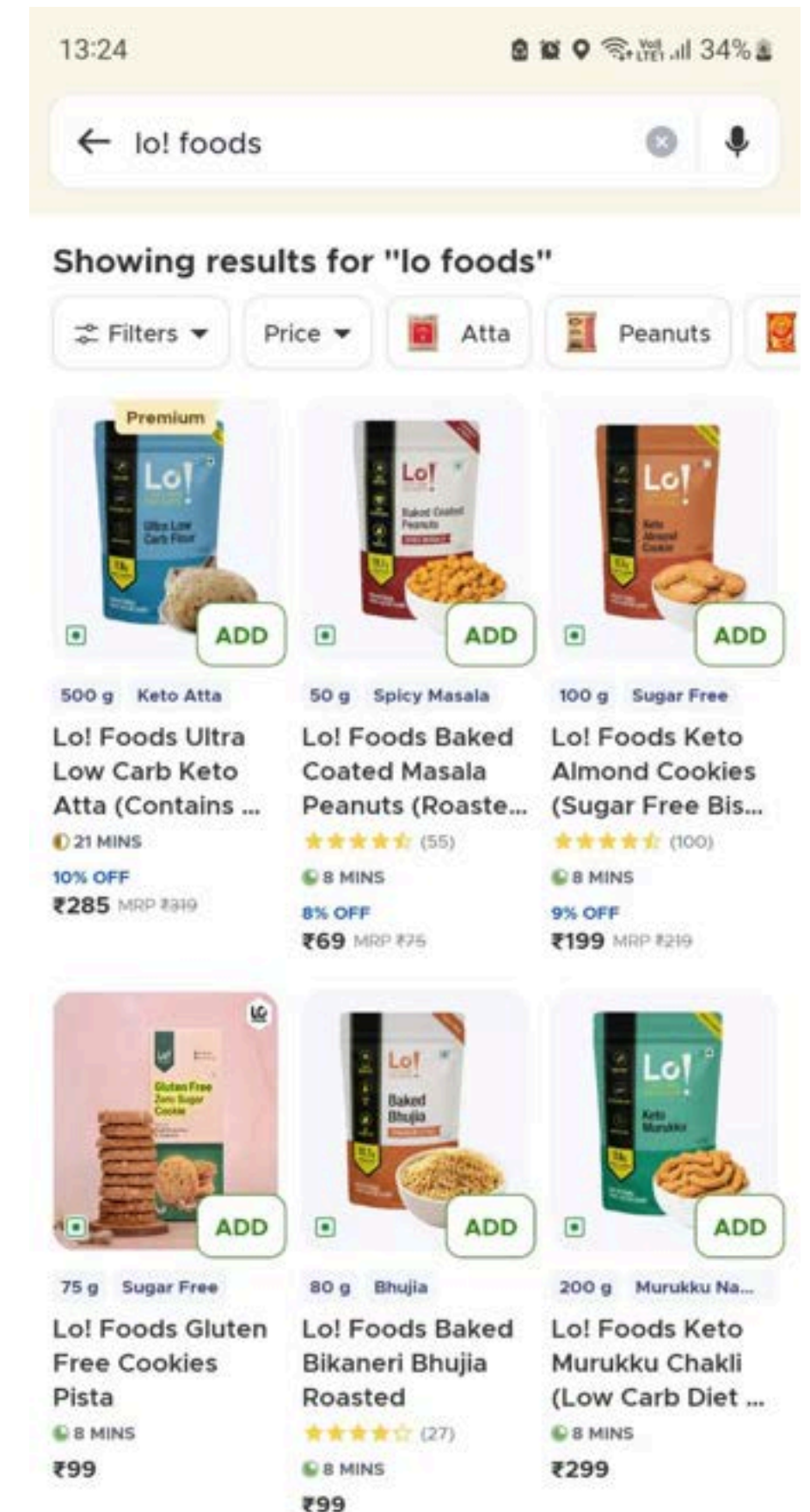


Gluten Free Range



Diabetic Range

Easier for QCom to deal with single brand, than multiple niche brands



Powering Diabetic Food Solutions for Doctors and Clinics



HOSPITALS

PRACTITIONERS

Health Cafe

Pharmacy & Retail

Inpatient Food

Diabetes Reversal



Dr. Sanjeev Agrawal


Dr. Anupam Ghosh



Functional Foods Based Cloud Kitchens, Leveraging Swiggy and Zomato Visibility



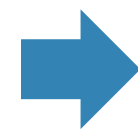
Keto Flour



Low Carb High Protein Flour



Diabetic Flour



PARATHA & ROLLS



SANDWICHES



BAKERY



PACKAGED FOOD



CAC - Cheapest among all EComm



% Sales of Packaged Foods



Add-on Packaged Foods to meals



Minutes for delivery of Packaged Food



Frequency of visiting compared to EComm

A Diverse and Experienced Team



SUDARSHAN
FOUNDER

IIT Kharagpur
IIM Bangalore



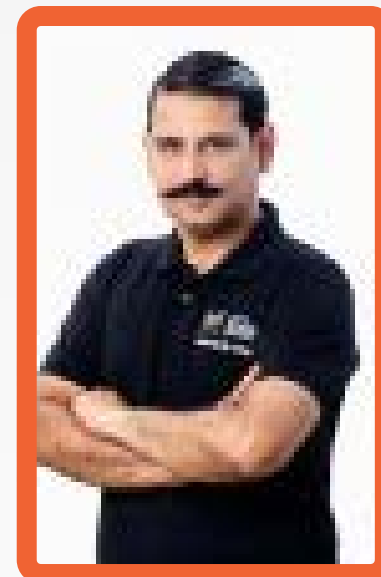
- Head of Marketing, Demand Generation



- Core team of Mr.Nilekani

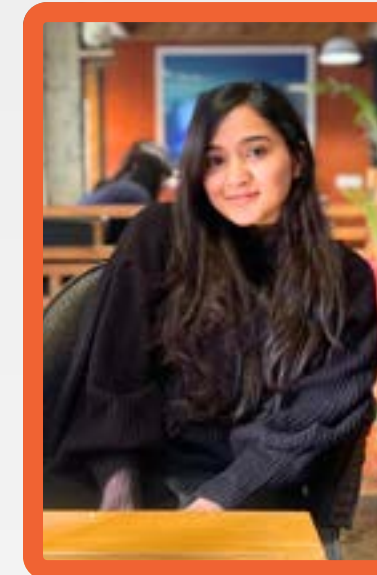


JITESH
COO

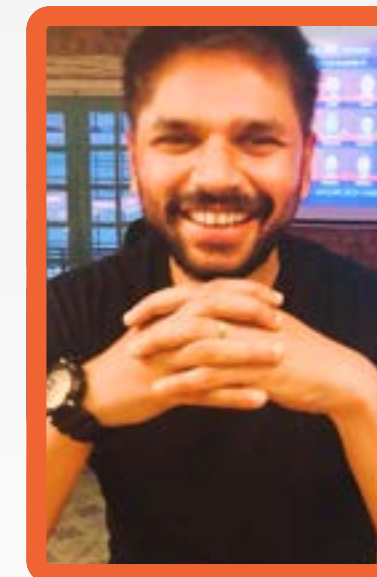


AJAY
SVP

Management Team



PARIDHI
R&D
PARTNERSHIPS



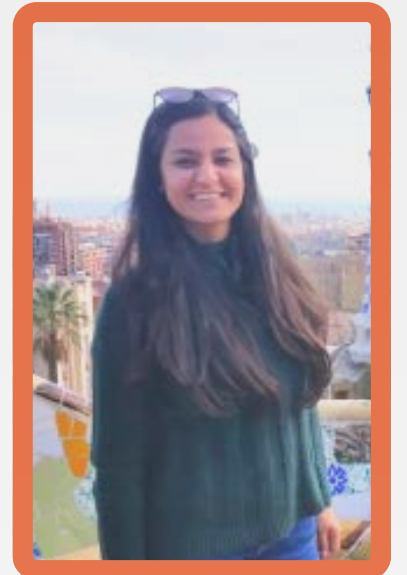
KISHAN
REVENUE



POOJA
BRAND



ANURAG
PRODUCTION



DEEKSHA
ANALYTICS, FO

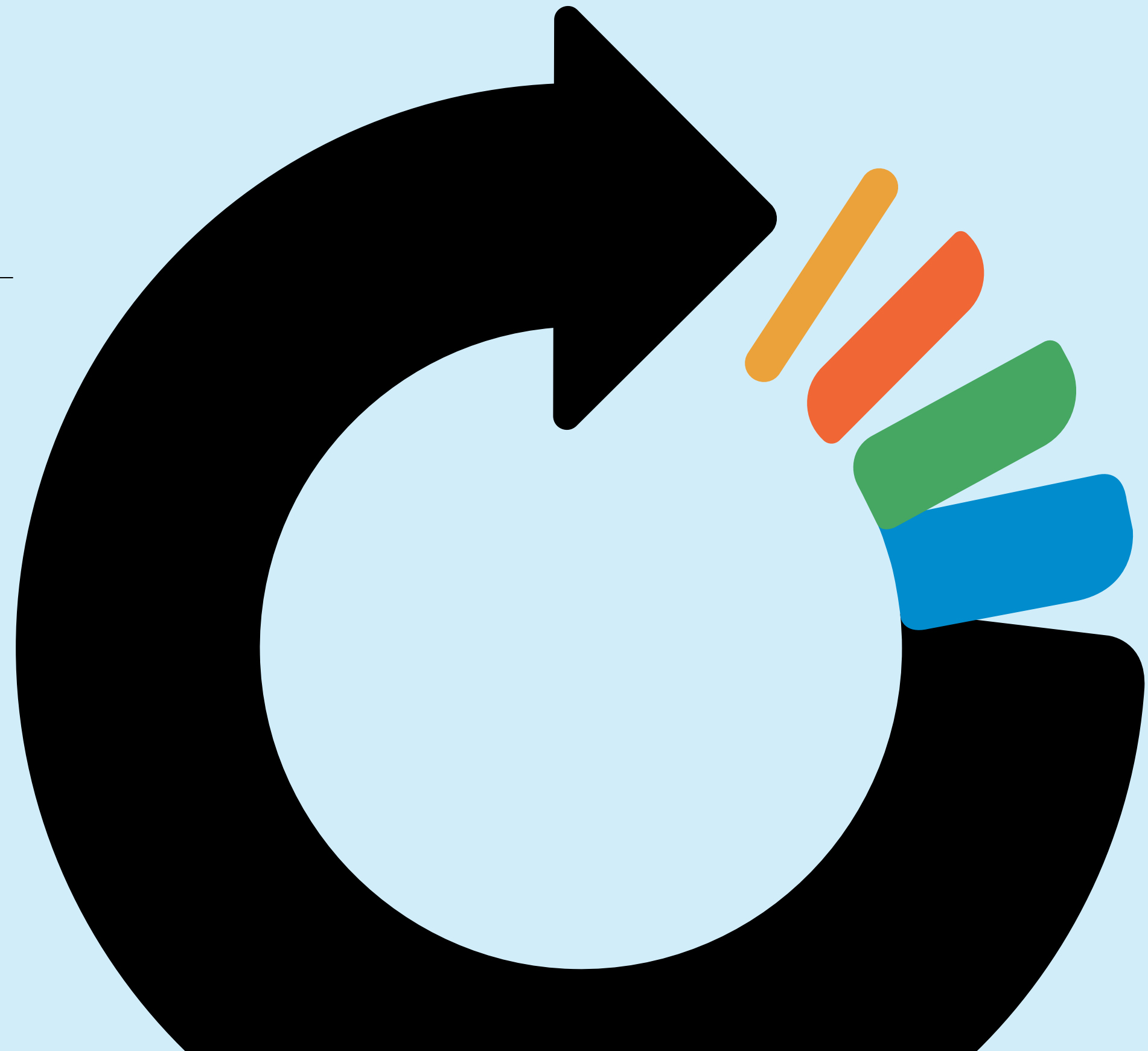


NAVEEN
FINANCE

Leadership Team



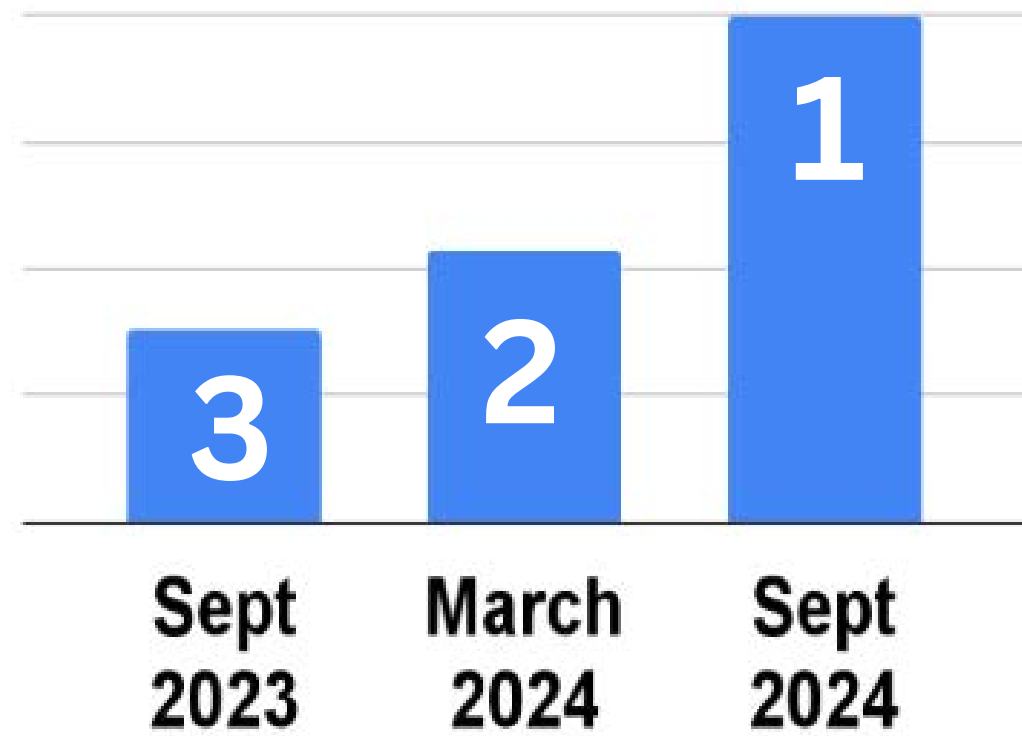
WINNING
FUNCTIONAL
FOODS



X Cr ARR. x% Growth in 12 months.



Packaged Food Growth



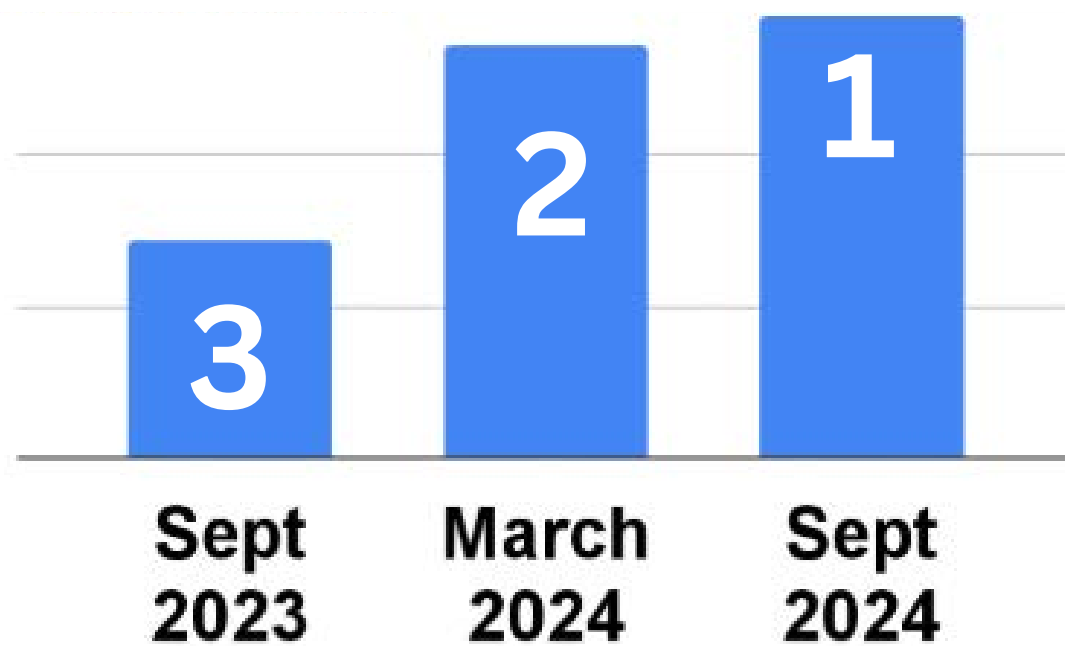
Overall Revenue X

Quick Commerce Revenue X

SEO Traffic (DiabeSmart) X

PC Overall Revenue X

Cloud Kitchen Growth



Overall Revenue X

ProteinChef Revenue X

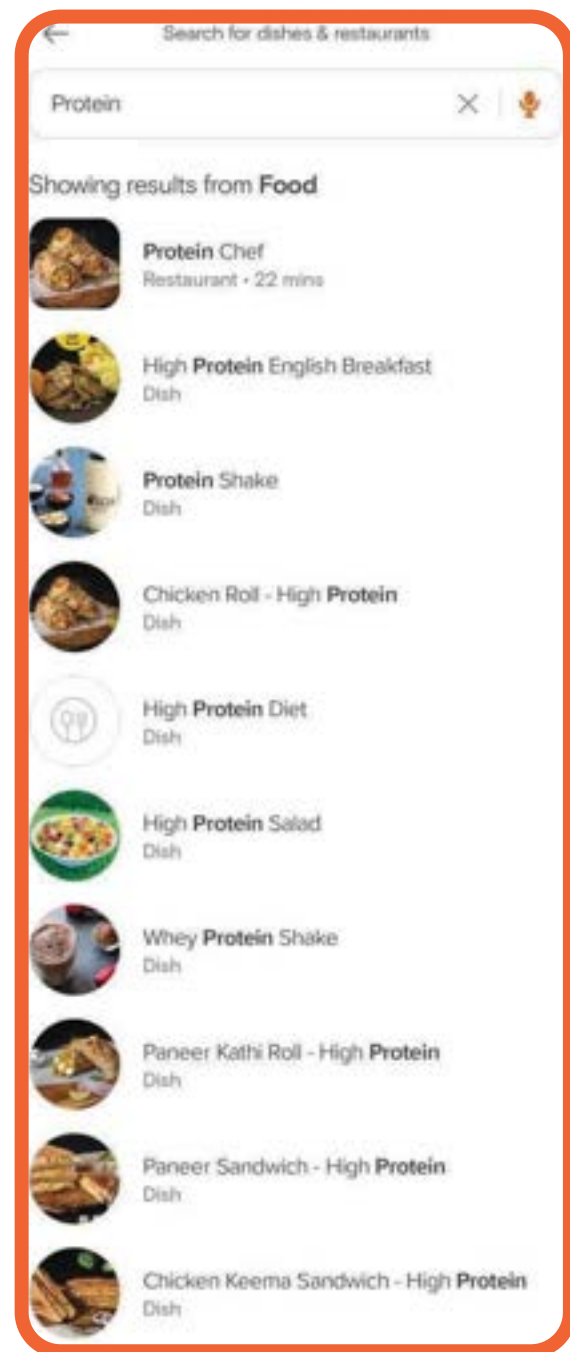
ATH Revenue X

Kitchens X

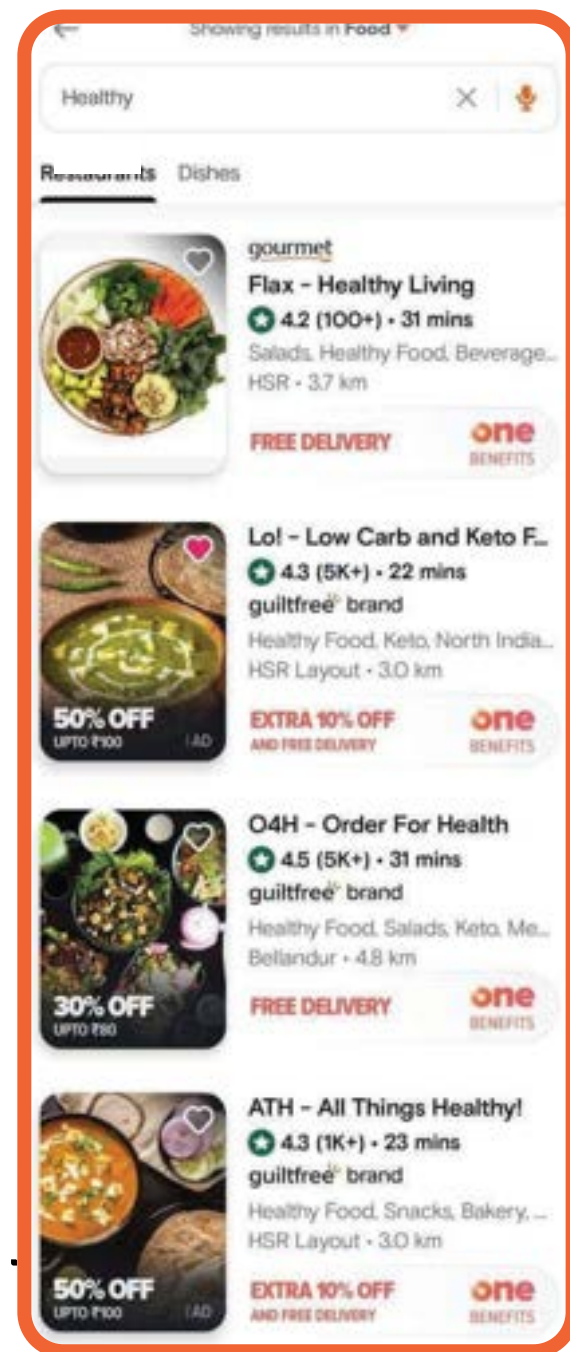
Numbers in Box are ARR based on MRR

*X = X Times growth between April 2024 - September 2024

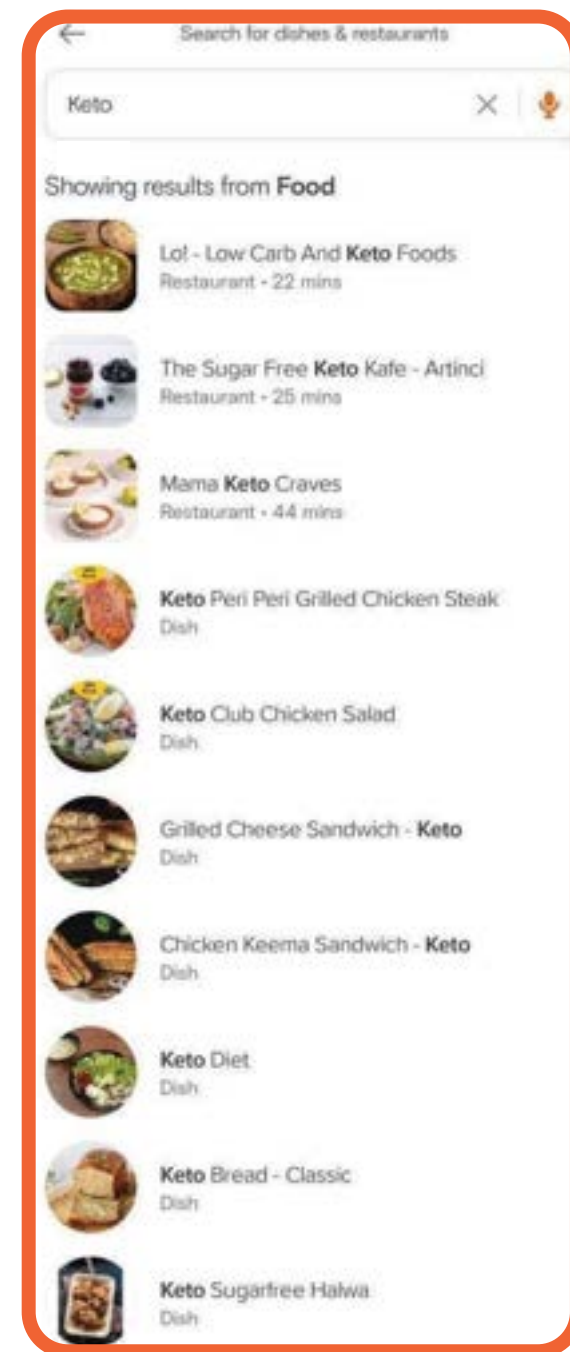
Ownership of Functional Health Keywords on Amazon, Swiggy, Zomato



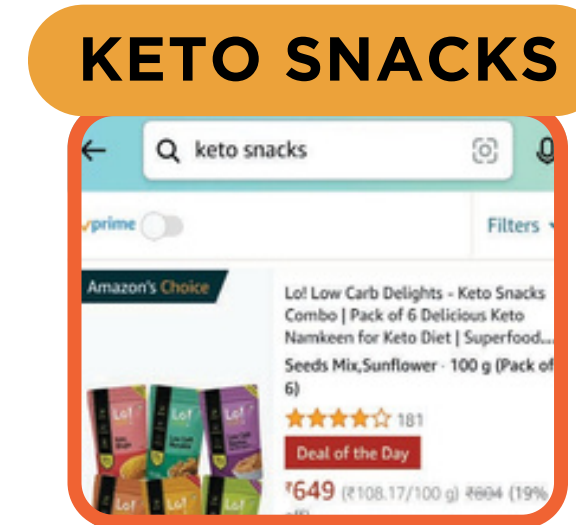
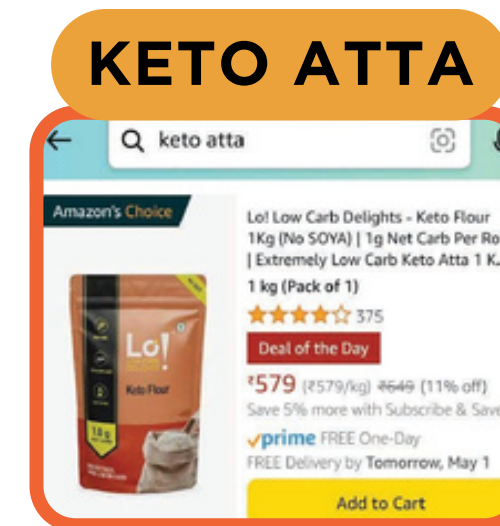
PROTEIN



DIABETIC

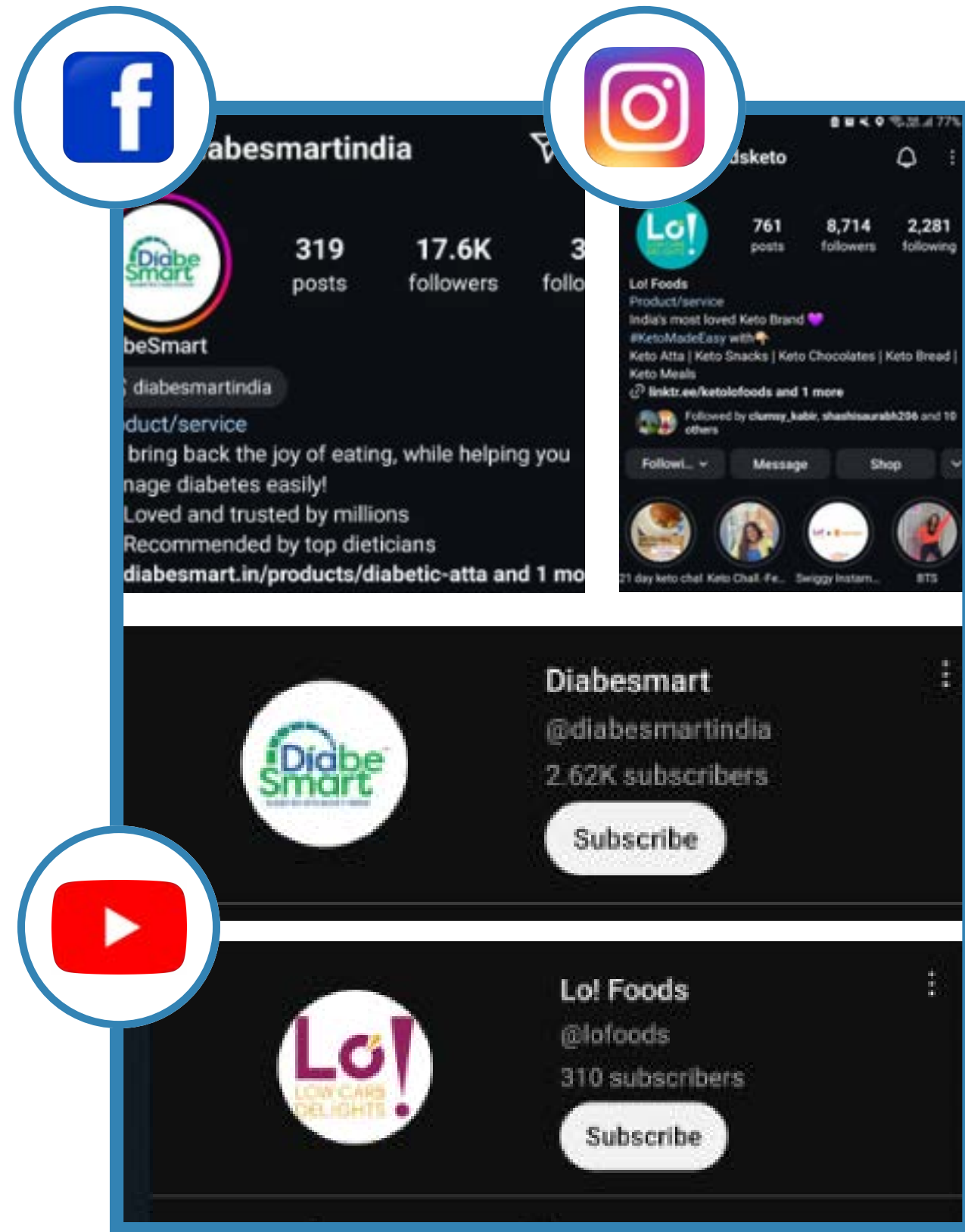


KETO



>X% of Search results for Functional Health Keywords occupied organically

Leading to Hockey Stick Growth on Brand Metrics in 3 months



← June - Sep 2024 →

Brand KW Volume (QCom) X

Instagram Followers X

Brand KW Volume (Google) X

Direct Traffic (LoFoods) X

Consistent EBIDTA improvement with Scale. Cloud Kitchen already Breakeven.



Consistent Double Digit CM2.
Profitability at XCr ARR.

Profitable



PLANS
AHEAD



Build Lo Foods into India's most trusted brand for Functional Foods

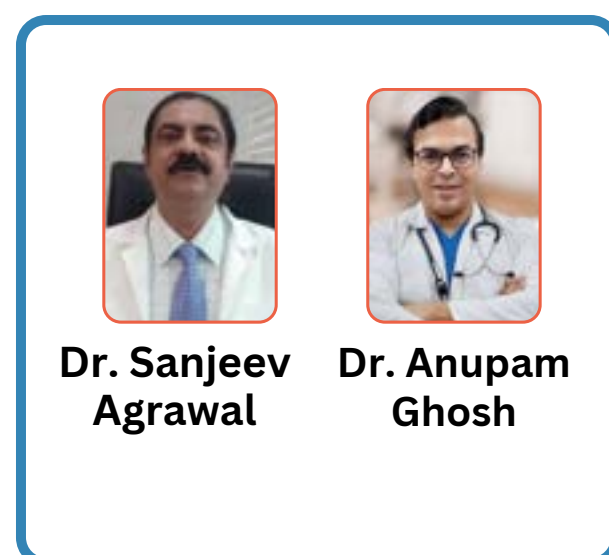


**Build
Equity**

Education



Collaborations



**Drive
Trust**

Hospitals

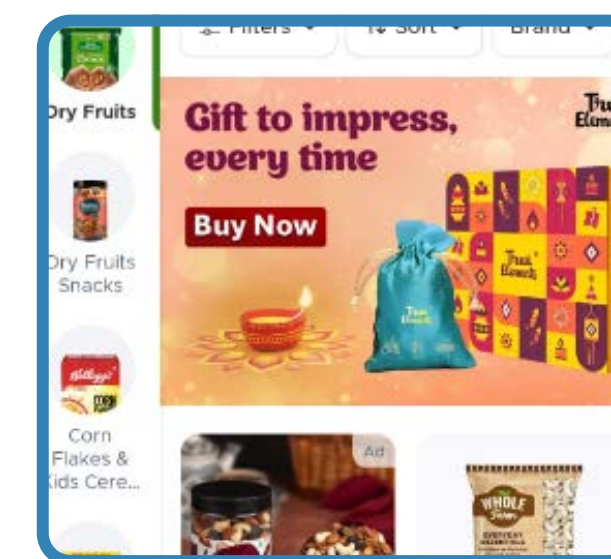


Brand Ambassador



**Increase
Visibility**

Digital Platforms

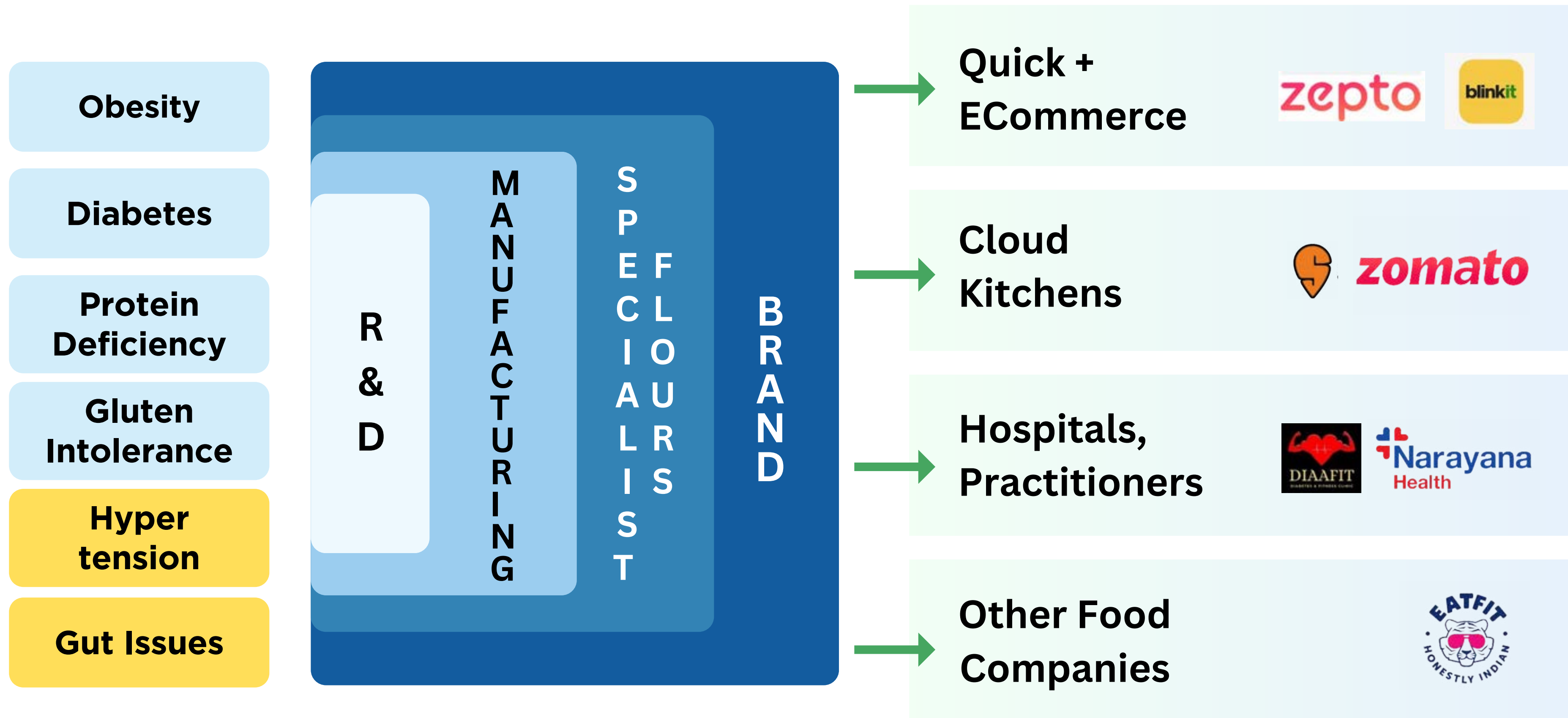


Point of Sale



**Everyday
Foods for
Functional
Health**

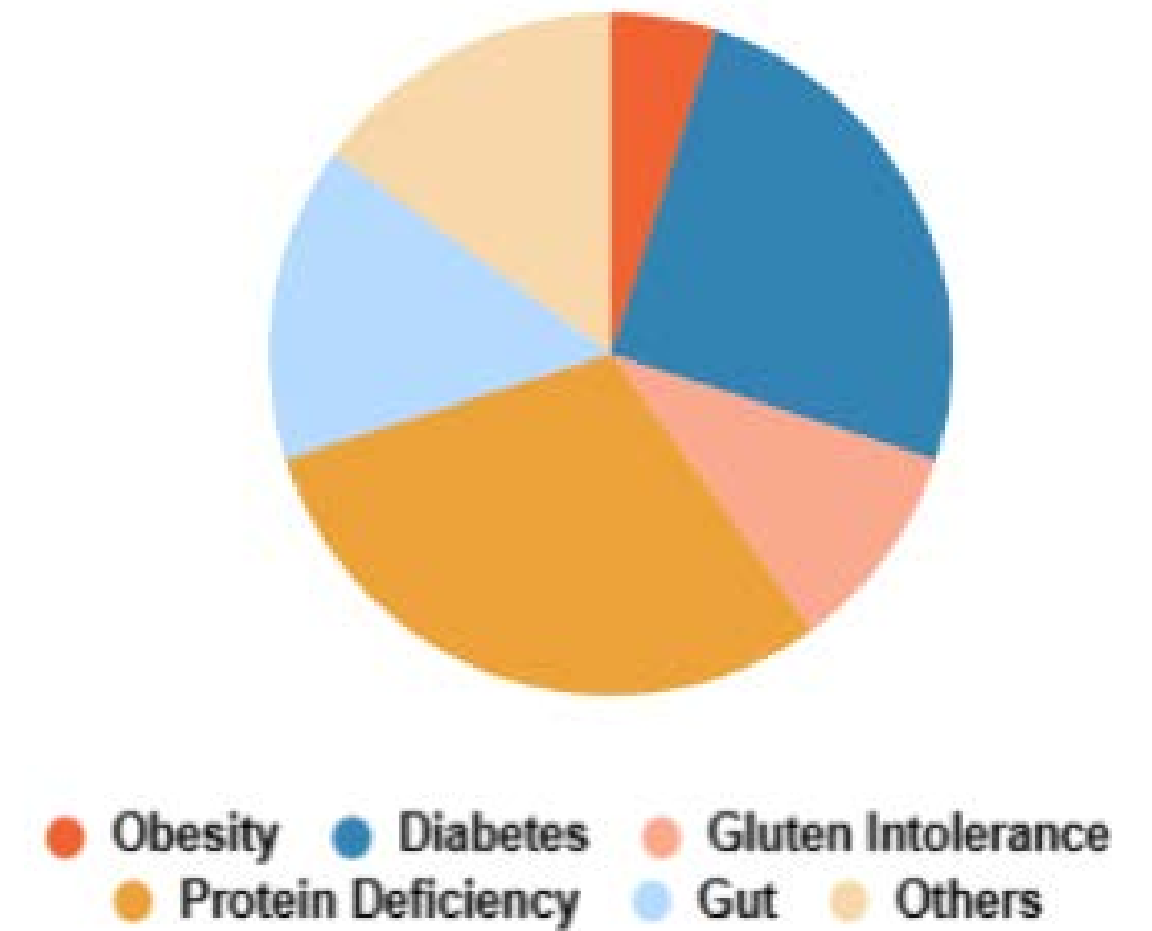
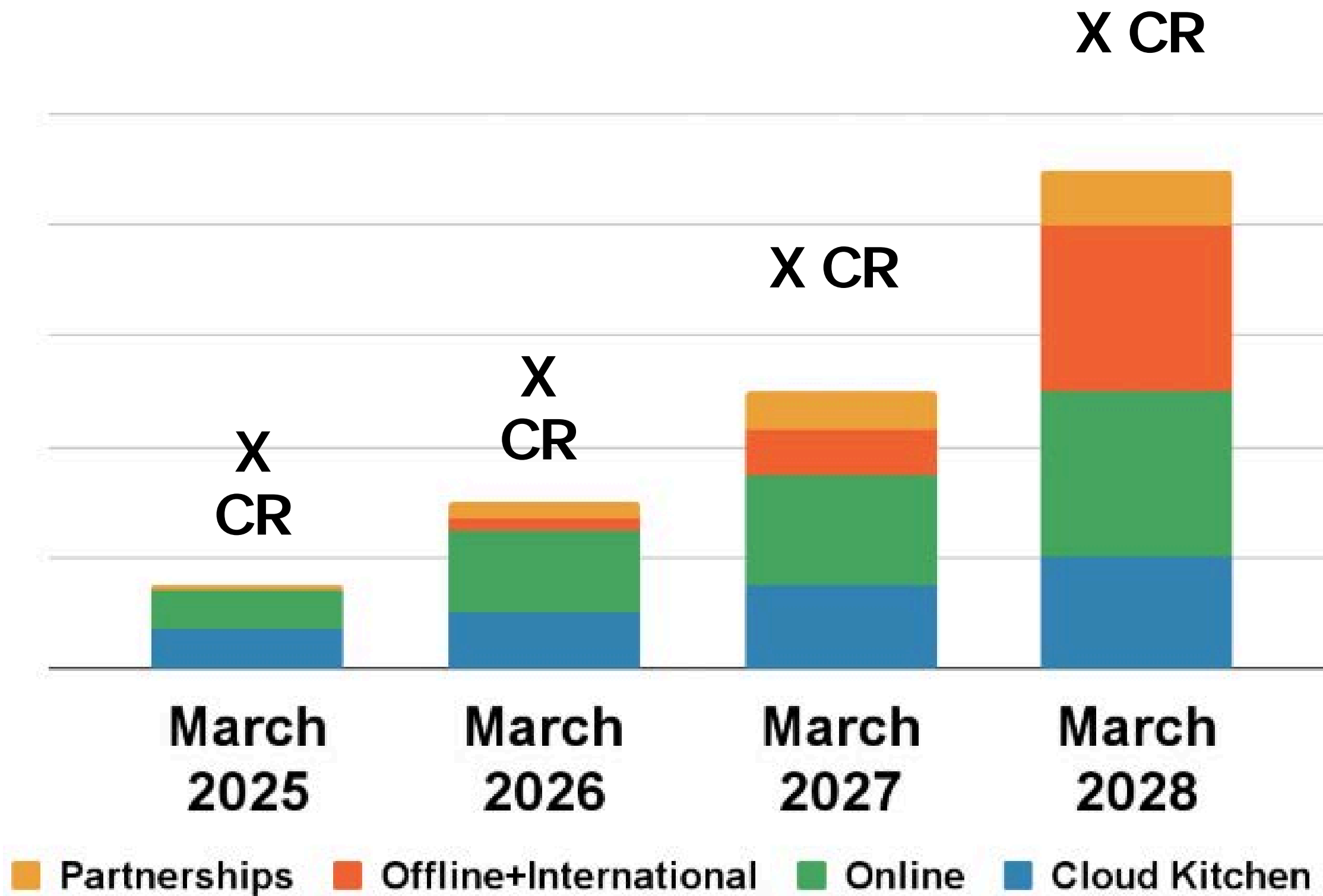
Continue to Build Functional Food Ecosystem



Education



XCr Functional Food Brand in X years



100 MN



OBESITY

110 MN



PROTEIN DEFICIENCY

5 MN



GLUTEN INTOLERANCE

180 MN



DIABETES

X Mn US\$ Series A to Drive Brand Building, Visibility and Distribution

