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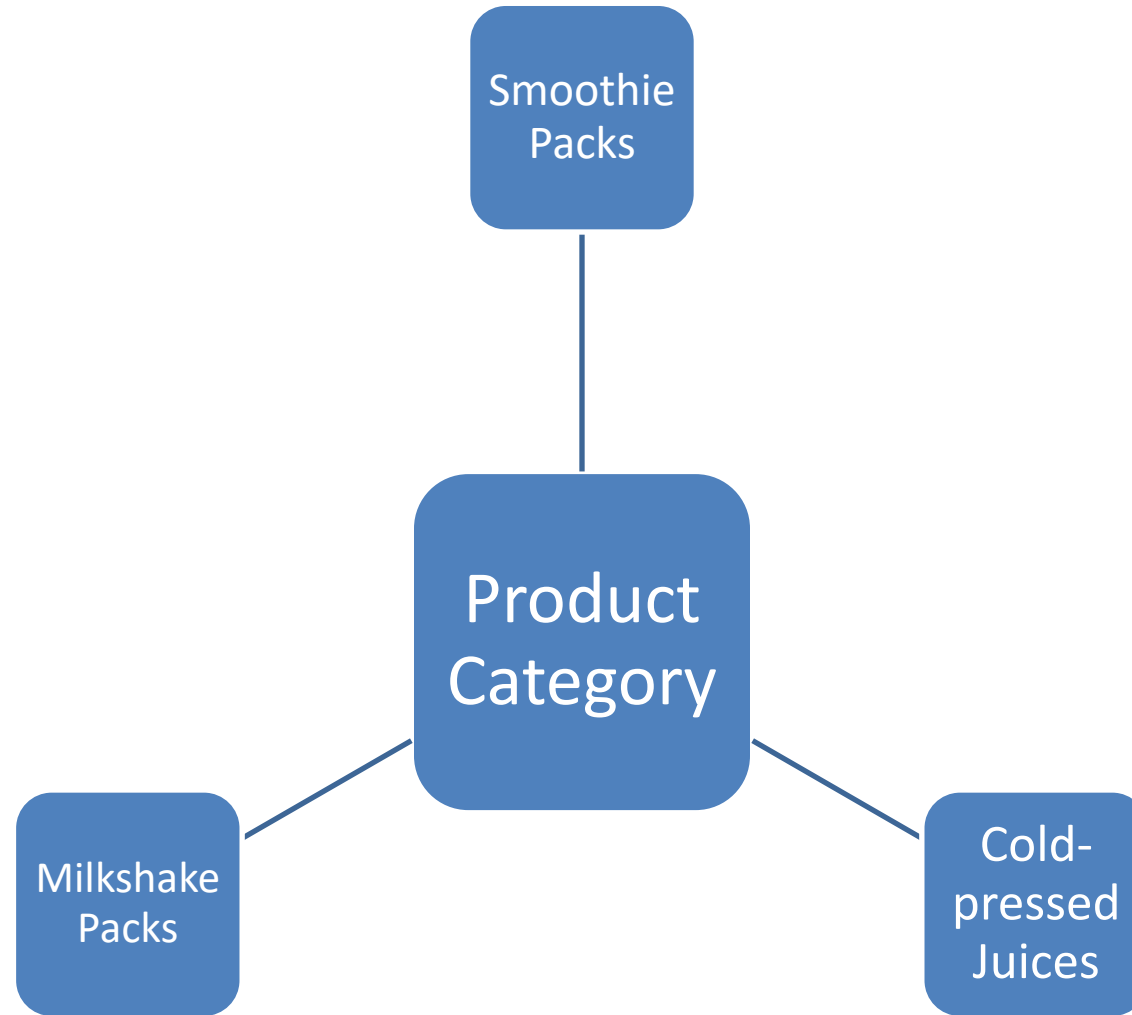




VISION:

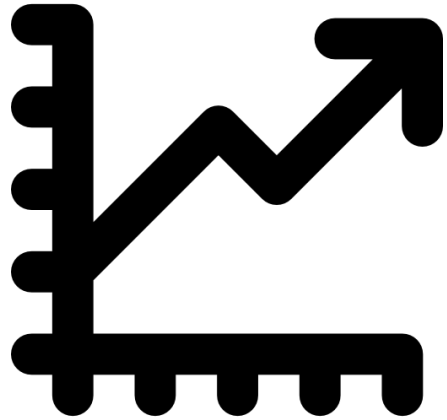
“A Company making Raw and Functional Nutrition accessible within 90 Seconds”

Product Category



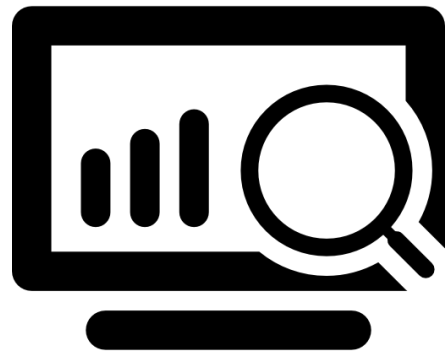


100% Natural Cold Pressed Juices



Growth Factors

- Proprietary Squashing Process coupled with cold pressing to provide **2 servings** of raw produce in **1 bottle**
- Close to **100 calories** with **20% Fibers**



Growth Hindrances

- Scalability and Cost Effectiveness
- New Customer Education
- Limited Sales Channel.
- Faster Cold Logistics for delivery
- Growing market segment
- Shelf life : **3 days**





Ready to Make Smoothie Packs

- **No Limitations** of Scalability even being 100% natural
- Shelf Life: **60 days** without any additives
- **Proprietary** freshly squashing process with quality assurance from **100+ farms** across India
- Consistent product across outlets **without the hassle** of cutting and peeling
- Unpasteurized
- **No added** Colors, Flavors, Syrups or Preservatives
- Under **100** calories with **85-90% Fibers**
- Ready to make: Just **Add Milk, Blend & Serve**
- Explainer Video : https://youtu.be/T_iIn_7mkRE

LIQIII™





Target Market:

- 16-55 years
- People looking for a **Fresh, Tasty yet Natural drink** to accompany their snacks/meals
- B2B , HORECA

Our Current Niche:

Prior to a Retail visibility, Currently Partnering with **Fast Food** and **Health Food Brands** to help them give a sustainable yet a healthy and tasty **one point solution** for their brand. Thus, **saving** their overall inventory management, talent and supply management **costs** along with a great **consistent** products

CUSTOMERS:



CUSTOMERS IN PIPELINE



Growth Factors:

- ✓ Changing Age Profile
- ✓ Increase In Income
- ✓ Social Changes
- ✓ Life Style Factors
- ✓ Increased Health Awareness
- ✓ Hygiene Matters
- ✓ Convenience
- ✓ Booming Modern Retail
- ✓ Habitual Purchase
- ✓ Growing Category Of Informed Buyers

GO TO MARKET STRATEGY:



- Being a perfect mix of a Challenger Brand and a Niche Brand.
- Brand Experience is Key (both product and service)
- Target Audience should initially be the Millennial's
- Need of the hour:
Functional , 100% Natural, Unpasteurized, No additives , clean labeled brand
- Cost effectiveness is a driving factor:
Single Flavor :Rs 55-60
Mix Flavor: Rs 70-75
- Selling Convenience
- Seasonality of flavors will play as a trust card.
- A touching Social message that communicates directly to its users.

Our Associations and Awards:

(Product Development)



NIFTEM: Asia's 3rd largest university for food processing under Ministry of Food & Agro Processing, Government of India

Deliverables:

Quality Management
Product Testing Shelf
Life Testing
Food Safety Management
Process Recommendations

Our Associations :

(Business Validation & INCUBATION)



drinkpreneur

Deliverables:

Product Validation

Marketing Strategy Internationally

Technological Advancements

Insights Business Modeling

*Steps in **BOLD** are Unique and Proprietary



1. Procurement: From 100+ partnered Farms
2. 3 Step washing Process
3. Cutting and Peeling Process
4. **Proprietary:** Shredding along with Pulping in an Inert environment.
5. Juicing: Hydraulics Juiced
6. **Proprietary Restructuring:** Mixing Pulp with Juice in a proportioned method
7. **UV Filtration:** New Gen Filtration Process removes antibodies and microorganisms
8. Mixture is filled in tanks with agitators
9. **Packaging:** Proprietary 7 layer nylon + polyethylene composite packaging
10. Packages are packed
11. Blast Frozen to = -18 degree centigrade and shipped to Customer



Team:

Shubham Khanna, **Founder**

With diverse experience of 3.5 years from Hardware Design Engineering to Business Development have worked for companies like British Telecom, Nissan, Volkswagen, Tata Chemicals among many others while working for HCL Technologies and Dell Computers.

Palak Kapoor, **Co-Founder**

With a total experience of 4+ years, she has worked as an Incident Manager for various QSR projects like McDonalds, The Krystal Co. Currently working as Back Operations Consultant Manager for over 100+ restaurants under Subway Global Team.

Kapil Kumar, **Head R&D**

Kapil while working at Hector beverage has over 4.5 years of experience in Fruit based and milk based products and has been a key handler in the brand “Paperboat”

Vineet Chahal, Head Quality

Vineet with over 5 years of experience in companies like Coke, and Hector beverages makes sure however big or small our operations be, we do not compromise on our product quality.

Priyatama Srivastava, Guest Nutritionist & Dietician

With over 6.5 years of experience , she has worked with organizations like VLCC, Café Coffee Day, Vibes and Max Hospital. She has also worked with American Dietetic Association and has specialty in customized Nutri – diets, foods and supplements.

Shilpa Agrawal, Guest Regulatory Consultant

With Over 20 years of experience , she has worked for companies like Coke Cola, Hectar Beverages, Fresh Foods Concepts and heading their Plant regulatory, Auditing checks , to production designing.

Key Learning's:

- 1) Listen
- 2) Is that Operationally Feasible?
- 3) Repeat over Expansion
- 4) Focus on Unit Economics ! Always
- 5) Do not Copy
- 6) Don't Complicate ! Be Simple
- 7) Sales will boost confidence .

Thank You

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