



ECOSCRIBE

WHERE SUSTAINABILITY MEETS COMMUNITY

Executive Summary

Pain Points

Stubble

Environmental Degradation

Labour

Objective

How can **EcoScribe** combat one of the major crisis of India which is **stubble burning** along with competing in the market ?

Strategy

- Bioplastic Optimization: Focuses on improving bioplastic blends for durability and environmental safety.
- Circular Economy: Converts rice stubble, an agricultural by-product, into a valuable raw material for production.

Impact

Reduction in Air Pollution

Lower Environmental Impact

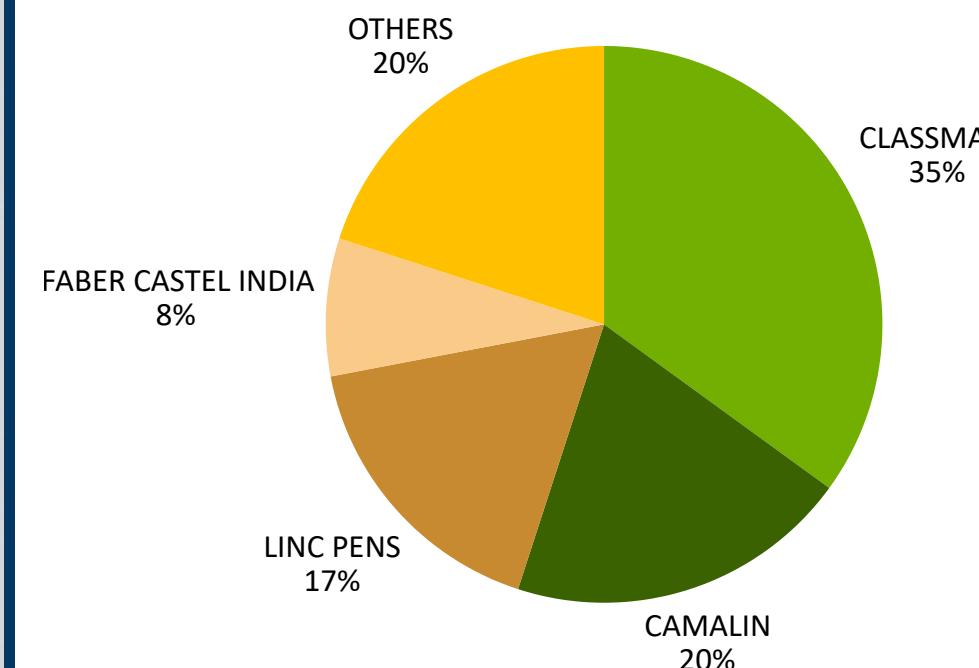
Industry Analysis

A drill down analysis into the Stationery Market Of India .

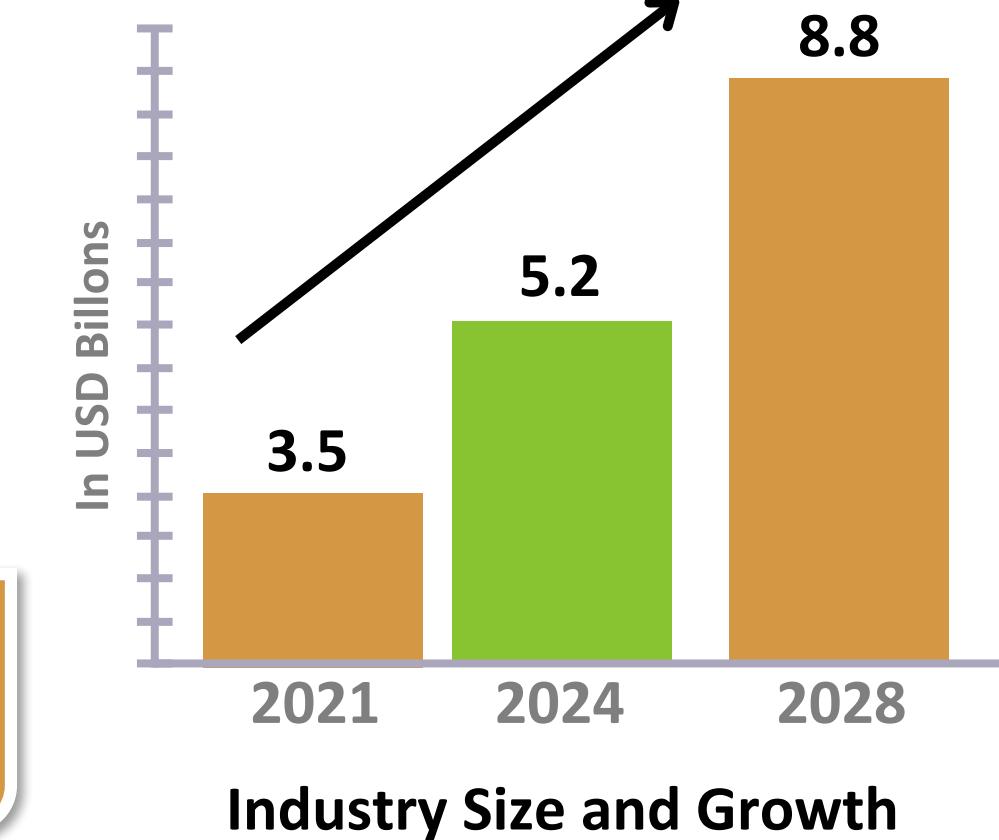
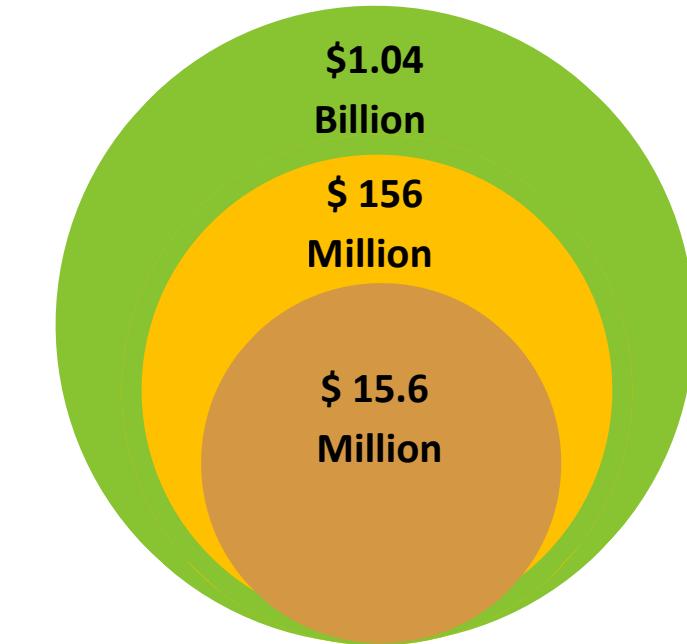
SUSTAINABLE STATIONERY MARKET

COMPETITOR ANALYSIS

Brand	Sustainability Initiative	Biodegradable	Refillable Products	Recycled Materials
Camlin	✗	✗	✗	✓
Classmate	✗	✗	✗	✓
Faber-Castell India	✓	✗	✓	✓
Linc Pens	✓	✓	✗	✓



TAM
SAM
SOM



Barriers to Entry

RAW MATERIALS
CONSISTENCY

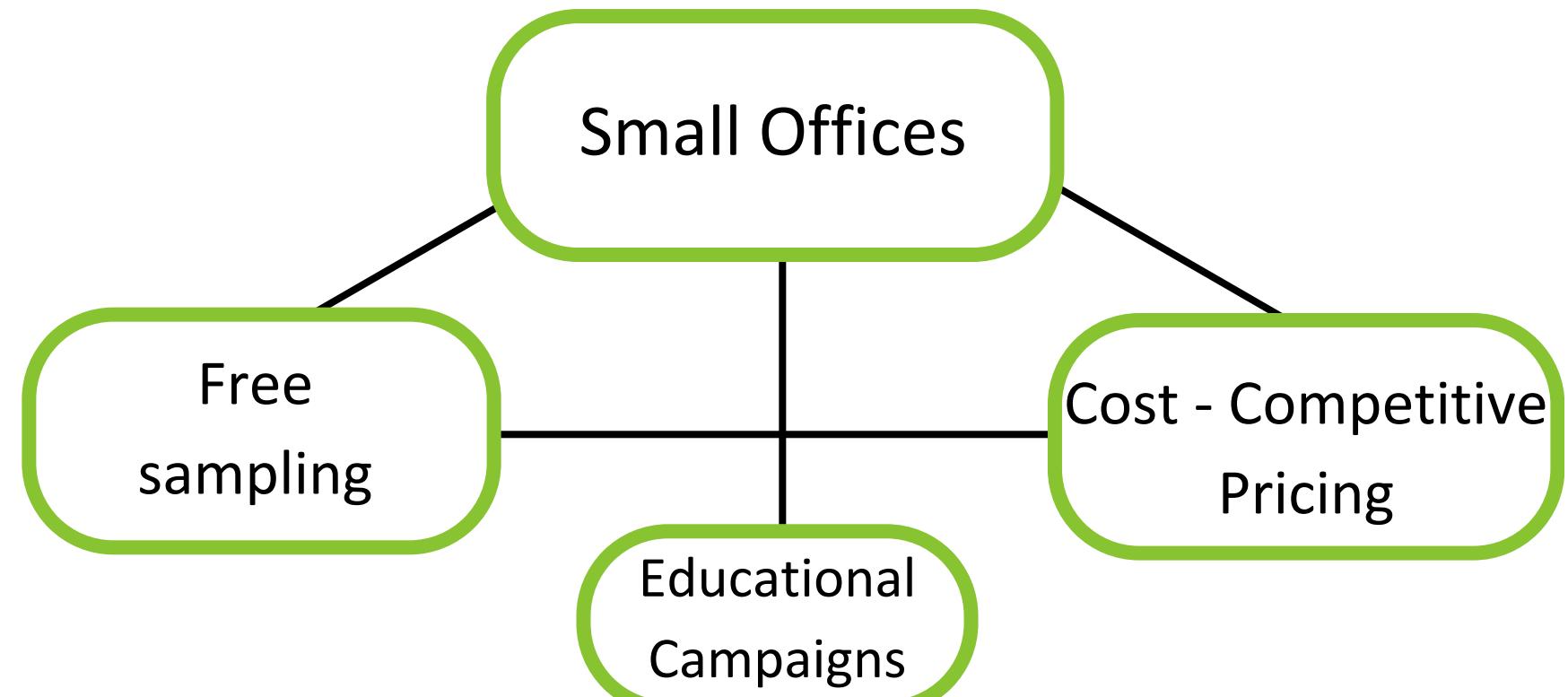
REGULATORY
COMPLIANCE

TECHNOLOGICAL
CHALLENGES

Market Analysis & Marketing Strategy

Our approach towards reaching the suppliers and purchasers

Core Strategies



MARKET ANALYSIS

INDIVIDUAL CUSTOMERS :

Growing eco-consciousness drives demand for biodegradable products; 73% of consumers are open to sustainable alternatives

EDUCATIONAL INSTITUTIONS:

India's education sector, with over 1.5 million schools, is a significant market for stationery.

CORPORATE OFFICES :

As part of CSR and ESG goals, companies are increasingly adopting green office supplies, creating a strong demand for biodegradable pens

Non-Core Strategies



Awareness

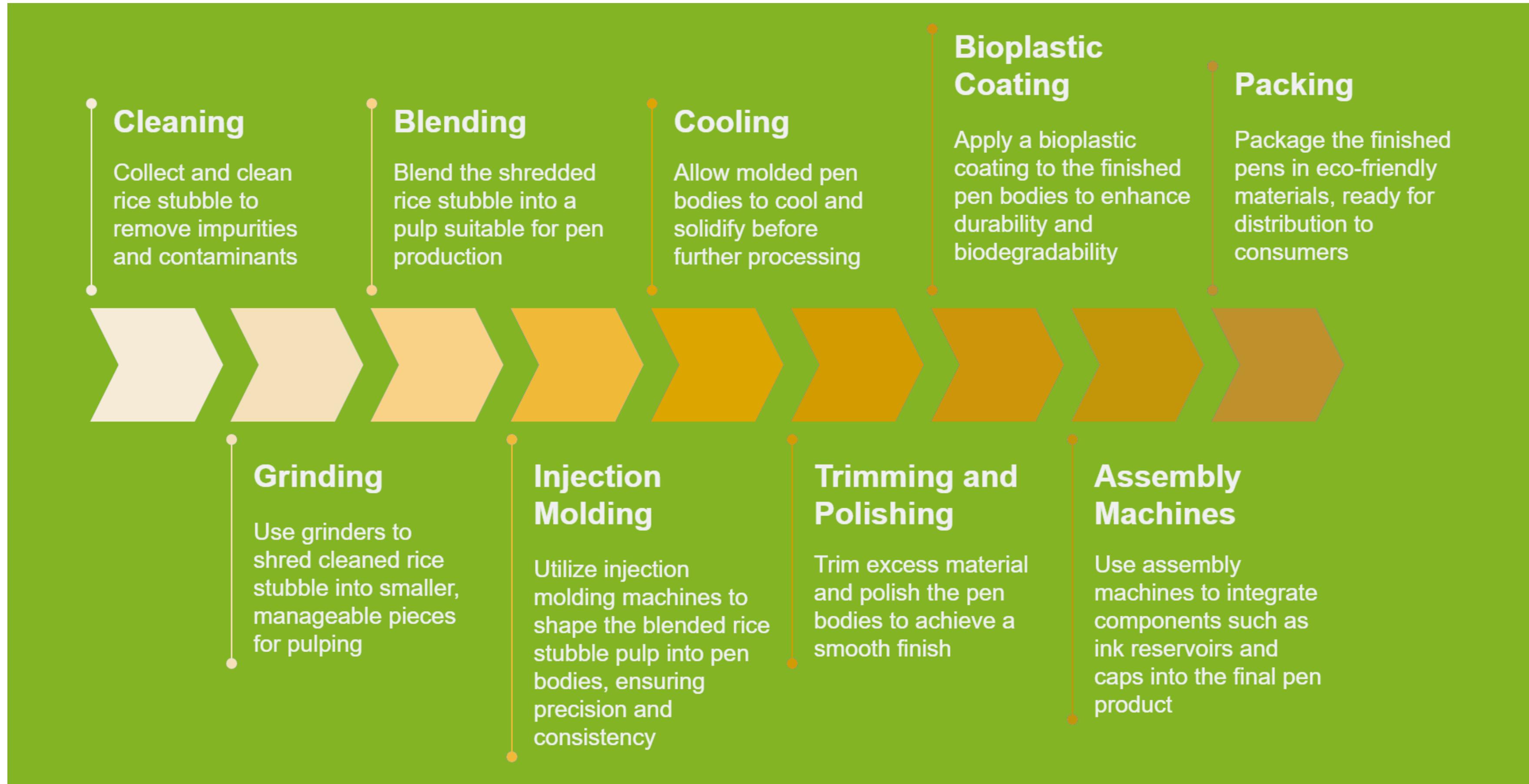


Supply Chain Transparency



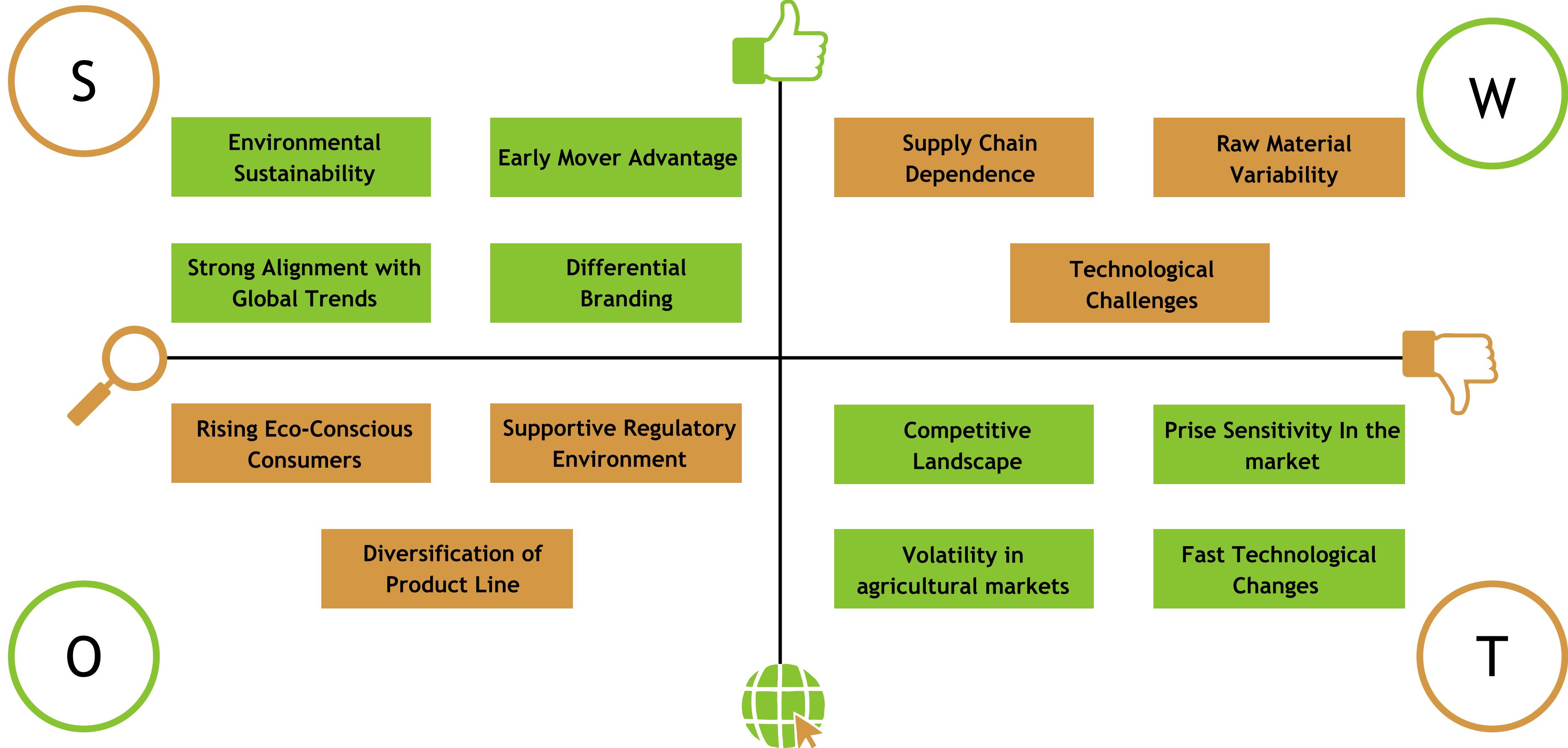
School Collaborations

THE PRODUCTION PROCESS



SWOT Analysis - AgroFibre

A drill down analysis of the company and opportunities



Business Model - EcoScribe

Key Partners	Key Clients	Value Propositions	Key Activities		
Angel Investors	Individual Consumers Companies Schools	Sustainable Products	Collection Warehousing Processing Marketing & Selling		
Government	Key Resources		Channels		
Labour	Agricultural waste majorly from Punjab and Haryana during October and April				
Farmers	Cost Structure		Revenue Streams		
Wages & Salaries	Raw materials procurement	Research & Development	Marketing & other expenses	Sales	Government subsidies

Growth Timeline

September 2025

Introduction of EcoScribe pens at competitive price

September 2028

Increasing annual production by 50,000 and increase in price from 5 to 6

September 2029

Increasing annual production by 50,000

September 2026

Increasing annual production by 50,000

September 2027

Increasing annual production by 50,000 diversifying to schools and corporates

September 2030

Increasing annual production by 50,000 Diversifying to other neighbouring countries

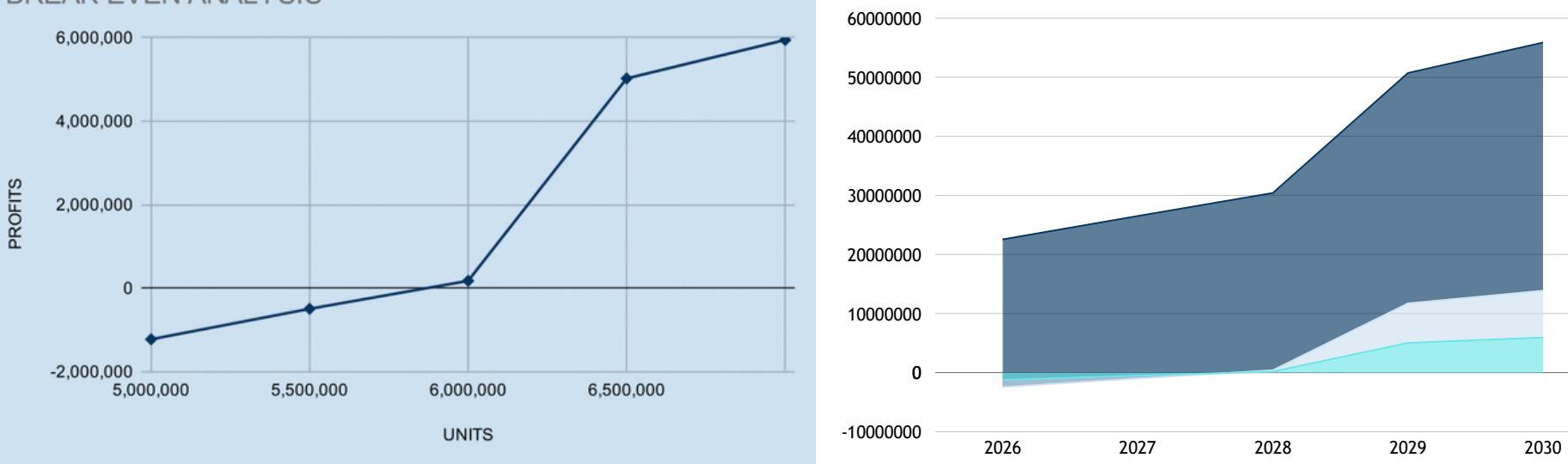


Financials

PROFIT AND LOSS ACCOUNT

SNo	Particulars	Note No.	year ended '26	year ended '27	year ended '28	year ended '29	year ended '30
	1 INCOME						
1.1	Revenue From Operations	1	25,000,000	27,500,000	30,000,000	39,000,000	42,000,000
1.2	Other Income		0	0	0	0	0
1.3	Total Income		25,000,000	27,500,000	30,000,000	39,000,000	42,000,000
	2 EXPENSES						
2.1	Purchase of Raw in material	2	12,700,000	13,970,000	15,240,000	16,510,000	17,780,000
2.2	Change in inventory		0	0	0	0	0
2.3	Employee Benefit	3	483,000	483,000	483,000	750,000	750,000
2.4	Finance Cost	4	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
2.5	Depreciation	5	104,000	1,040,000	1,040,000	1,040,000	1,040,000
2.6	Other Expenses	6	10,000,000	10,500,000	11,000,000	12,000,000	12,500,000
2.7	Total Expenses		26,223,000	27,993,000	29,763,000	32,300,000	34,070,000
3 (1.3-2.7)	Profit Before Tax		-1,223,000	-493,000	237,000	6,700,000	7,930,000
4	Tax @25%		0	0	59,250	1,675,000	1,982,500
5 (3-4)	Profit After Tax		-1,223,000	-493,000	177,750	5,025,000	5,947,500

BREAK EVEN ANALYSIS



BALANCE SHEET

S No	Particulars	Note No.	year ended '26	year ended '27	year ended '28	year ended '29	year ended '30
	1 EQUITY & LIABILITIES						
1.1	Shareholders Fund						
1.1.1	Share capital			10,000,000	10,000,000	10,000,000	10,000,000
1.1.2	Reserve and surplus	1	-1,223,000	-493,000	177,750	5,025,000	5,947,500
	Share Application Money						
1.2	Pending Allotment			0	0	0	0
1.3	Non Current Liabilities						
1.3.1	Long T Borrowing			20,000,000	20,000,000	20,000,000	20,000,000
1.4	Current Liab			0	0	0	0
1.5	TOTAL		28,777,000	29,507,000	30,177,750	35,025,000	35,947,500
	2 ASSETS						
2.1	Non Cur Assets						
2.1.1	PPE	2	26,400,000	26,400,000	26,400,000	26,400,000	26,400,000
2.2	Current Assets						
2.2.1	Cash & Cash Equivalents	3	2,377,000	3,107,000	3,777,750	8,625,000	9,547,500
2.3	TOTAL		28,777,000	29,507,000	30,177,750	35,025,000	35,947,500

NOTES TO BALANCE SHEET

Note No	Heading	Particulars	year ended '26	year ended '27	year ended '28	year ended '29	year ended '30
1	Reserve and surplus	Net Profit	-1,223,000	-493,000	177,750	5,025,000	5,947,500
2	PPE	Machines	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000
		Land	6,000,000	6,000,000	6,000,000	6,000,000	6,000,000
		Factory	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
		Truck	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
		Total	26,400,000	26,400,000	26,400,000	26,400,000	26,400,000
3	Cash & Cash Equivalents	Cash	3,600,000	3,600,000	3,600,000	3,600,000	3,600,000
		Net Profit	-1,223,000	-493,000	177,750	5,025,000	5,947,500
		Total	2,377,000	3,107,000	3,777,750	8,625,000	9,547,500

Key takeaways:

- The initial forecast indicates a loss in the first two years, followed by a transition to profitability.
- A significant increase in profits is observed in the fourth year due to a price increase from ₹5 to ₹6 per pen.

2:1
Debt:Equity

₹5
Selling Price

₹3 crore
Investment

5Lakh Pens
Initial Production



ECOSCRIBE

THANK YOU