



FreshPlate

FRESH, AUTHENTIC & HOME COOKED
MEAL IN JUST 60 Min.

SUPERFAST | SCALEABLE | UNIQUE

35%

of Indian Food Market Prefers To Have
Home Cooked Food



2.5 LAKHS

DAILY TIFFIN DEMAND



OVER

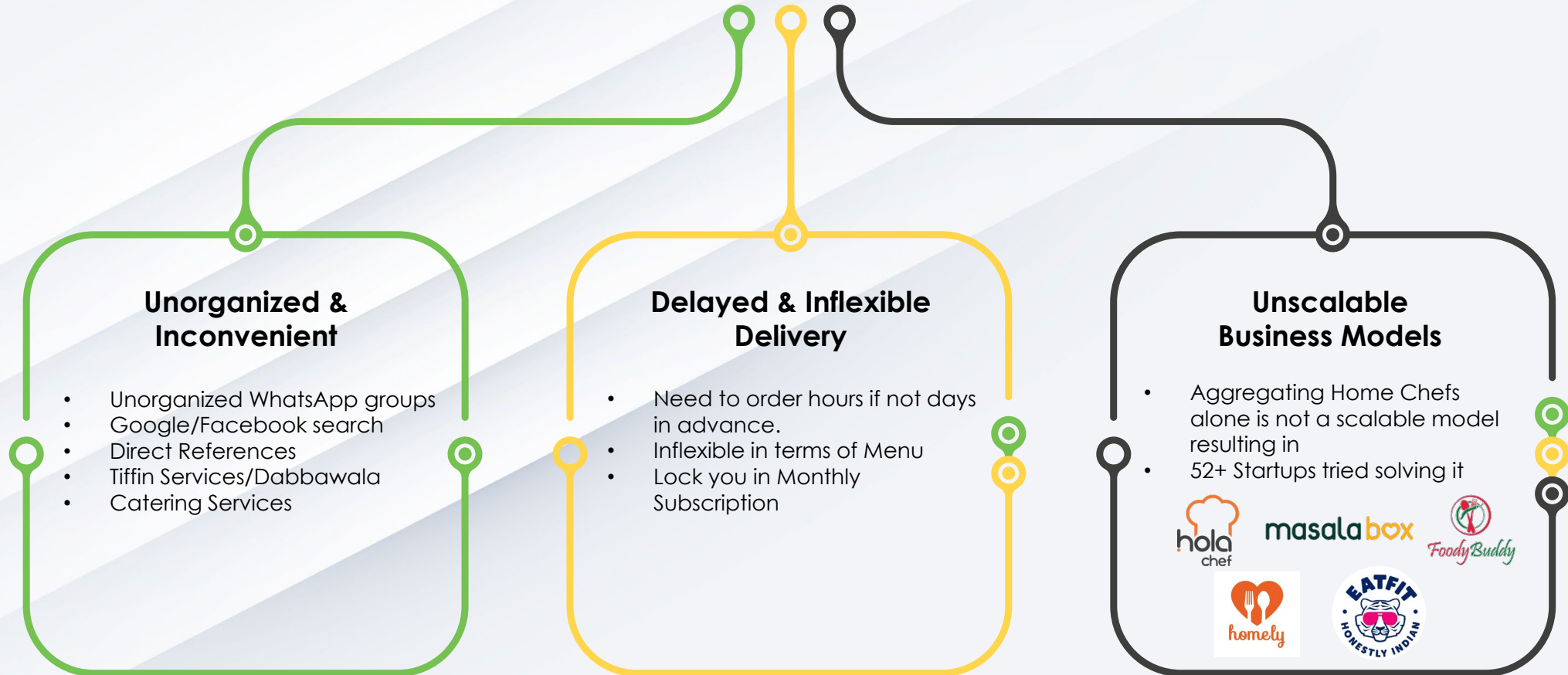
INR 2.5 TRILLION

MARKET VALUE of TIFFIN
(DABBAWALLA MARKET)



But Indian Population Struggle to get

Quality Home Cooked Food



There is abundant demand for Home cooked food. Problem was always in the SUPPLY SIDE



has cracked this market with a
Unique Business Model



One stop solution to
your homecooked food
craving



FreshPlate is an App-based
Aggregator Platform which
solves home cooked food
delivery



FreshPlate

- On Demand
(60 min First in India)
- Schedule Orders
(~4 hrs) > India's 1st
- Subscription
- Catering
(Bulk Orders)
- U/Process,
Now only offline

HOME
KITCHEN +

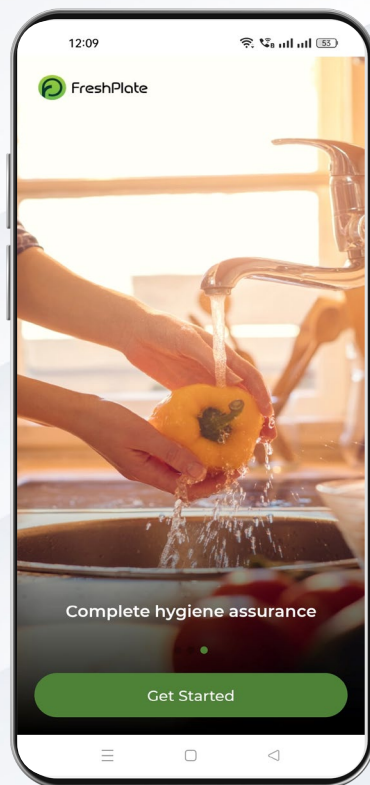
Home Style Cooking

CLOUD
KITCHEN

We offer

100% Flexibility

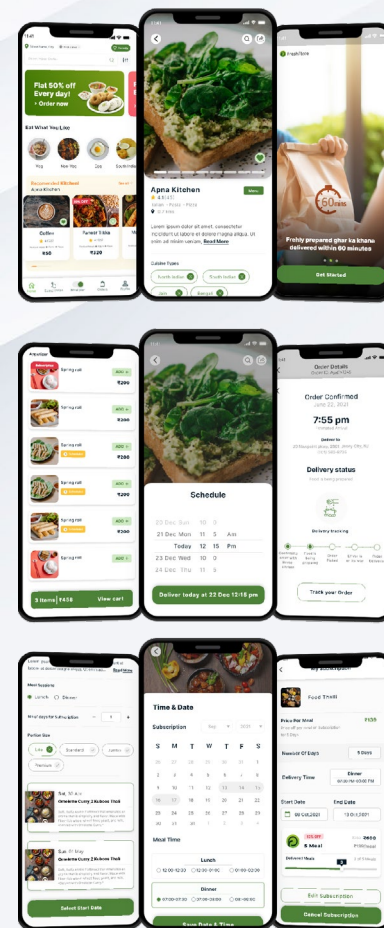
to customers to order as per their preference



Instant Orders

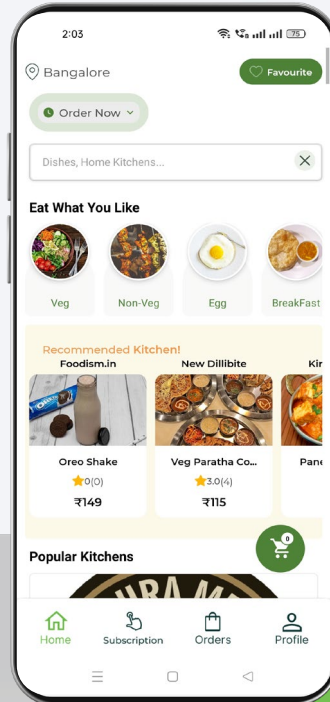
Schedule Orders

Subscription



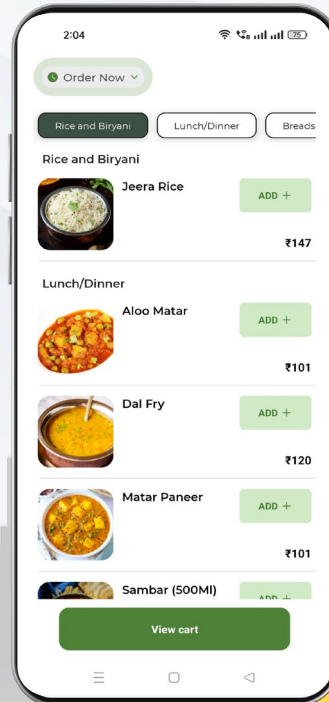
In-House
Delivery Fleet to
deliver the order
Warm & Fresh at
your doorstep

Proven Supply Chain & Delivery Logistics



Choose Kitchen
& Order Meal

Cloud Kitchen
or Home Chef
Kitchen



Accepted &
Cooked by Chef

Cooked within
XX Minutes



Picked Up & Delivered
by Delivery Boy

Delivered
within XX
Minutes

60 Mins Delivery

Our Business Model

- Acquisition / Partnership With Existing Players in Market
- Revenue flow to FreshPlate and Partner gets a Fixed
- Assets owned by Partner and idea is to grow Partner's
- FP enables that via bringing strengths like Marketing & Biz Development
- Supply Chain Eco system of In & out.

Low
Customer Acquisition

Existing
Business Ecosystem



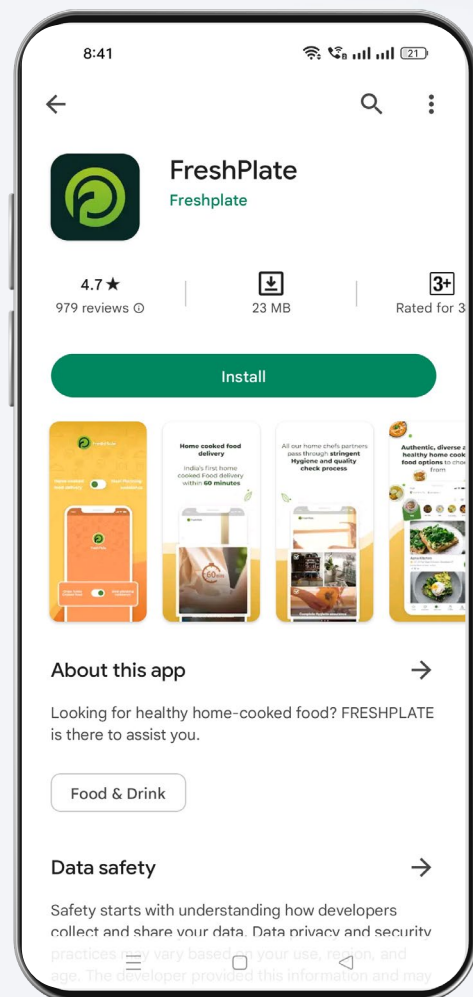
- Home Chef Gets certain Commission when they fulfil Orders

Early
Profitability

Team
Expertise

Progress

so far



Install & Ratings

90K

Validation & Orders

25K+

B2C Aggregation Orders

5K+

In App Orders

Next Steps

- Increase engagement rate and retention using PN's and In App
- Improve user experience and increase range of selection

4.7
Star Rating

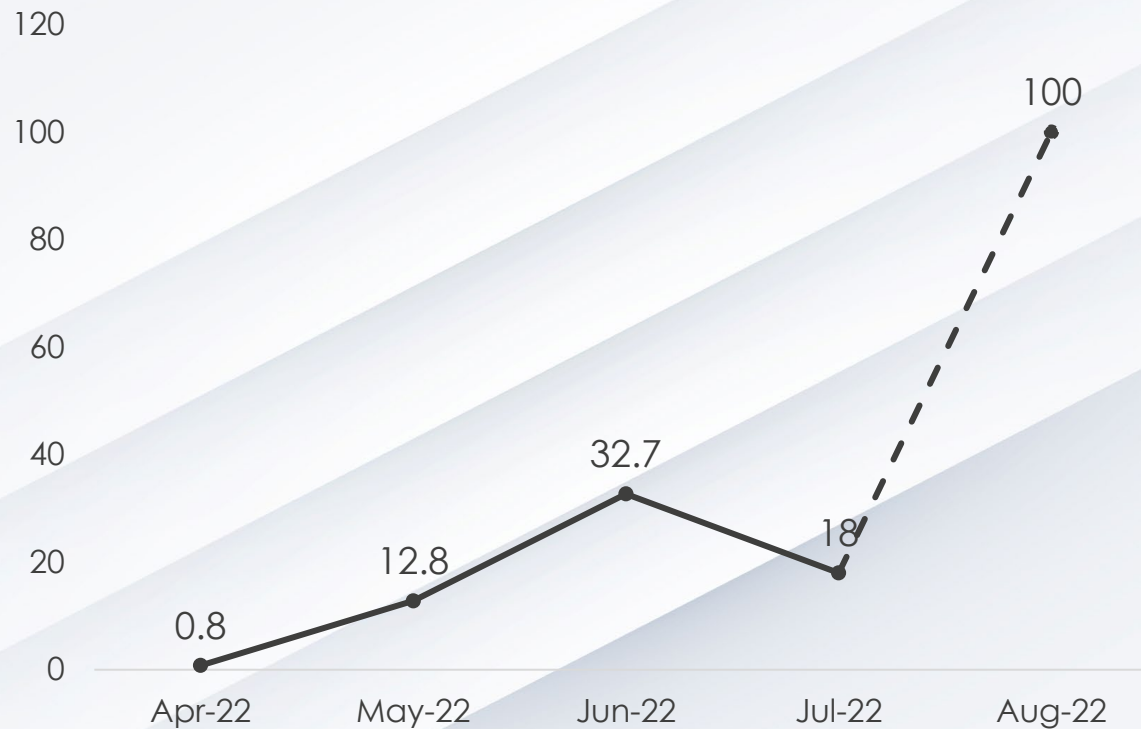
Under 35

F&B Apps

(Food & Drink Category)

We have been

Growing Rapidly



NEXT
3M TARGET

Sep't'22 1.5 Cr.

Oct'22 2.5 Cr.

Nov'22 3.0 Cr.

Dec'22 5.0 Cr.



MOM GROWTH by

500%



Aim To Achieve
Revenue of ₹ 400-500
crores in Next 3 years

Huge and Untapped Market

○ \$22B

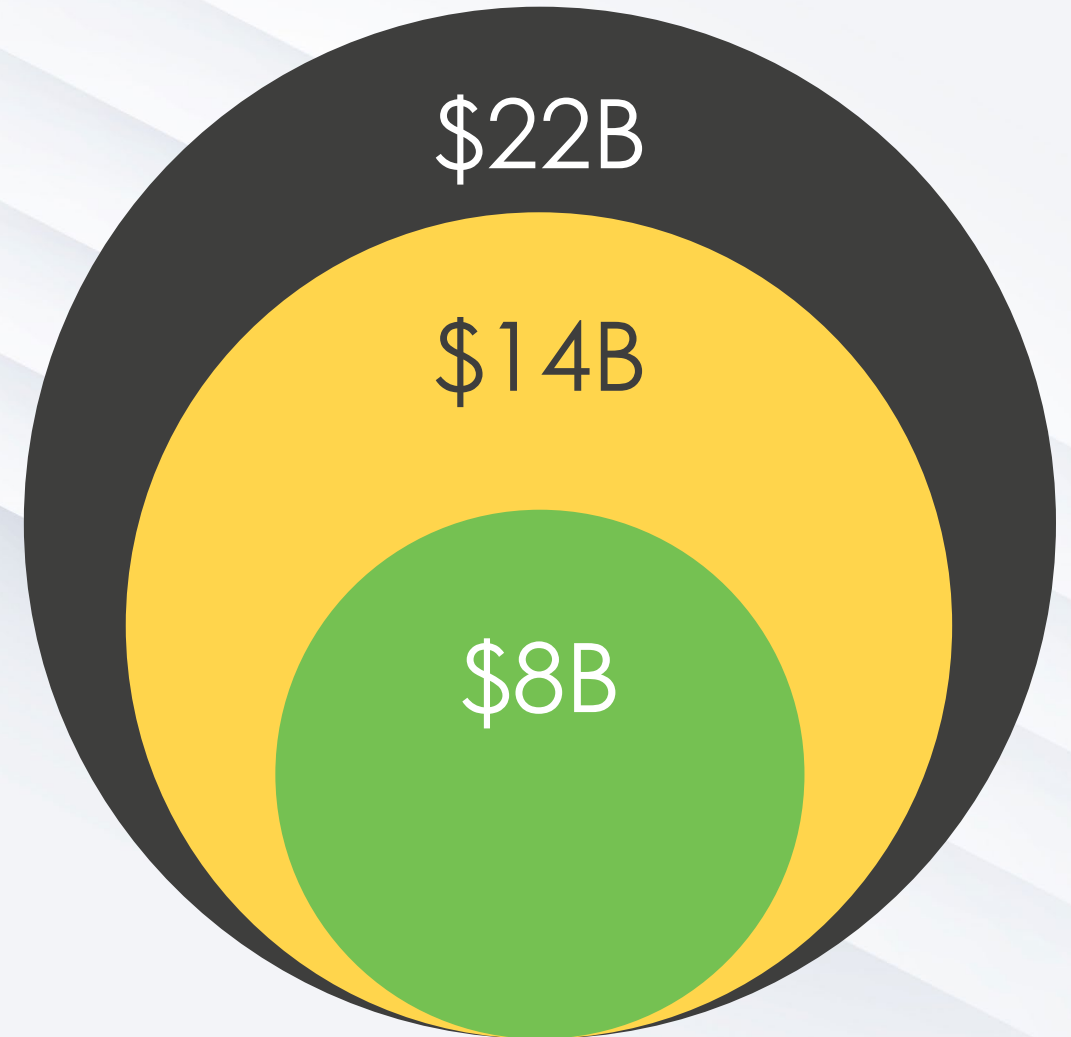
Total Market Size

○ \$14B





- 30% Market Share of Online food is in Bangalore
- Online Food market in India in \$8B in Yr'20
- Growing 30% CAGR
- By 2026 expected market size \$22B

○ \$8B

- 30% Market Share of Online food is in Bangalore
- Catering Market: \$2.6B in 2015
- By 2026 expected market size \$28B



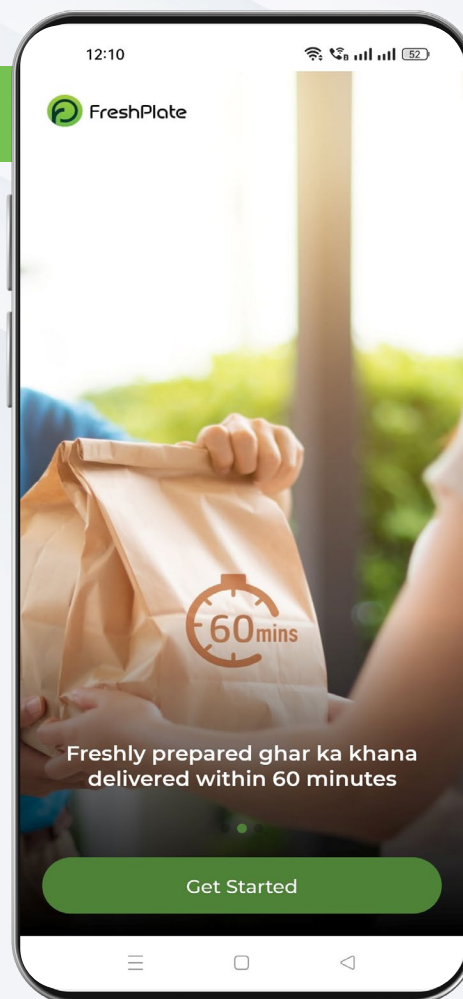
Competitive Landscape

COMPETITOR	 FreshPlate			
Subscription Service				
On-Demand Delivery				
Delivery Time	60 Minutes	2 Hours	1.5-2 Hours	Pickup Delivery by Chef
Cloud Kitchen based Model				
Catering Services				

Why Now is the right time to **Enter The Market?**

DEMAND SIDE

- 45% young adults making healthier food choices
- \$85.57 billion unorganized food market out of which 32% users prefer Home Cook
- High Smartphone penetration



- There are a number of Cloud Kitchens available that are under-utilized
- Huge untapped market of Home-Chefs. 1000s of Home Chefs have started in the last decade.

SUPPLY SIDE

OUR Go to Market Strategy

Allows Us To Grow & Scale Fast

Awareness

- Google Ads / SEO
- Facebook, Google
- Instagram
- Brand Design Book
- Email



FreshPlate

Acquisition

- Free Sign Up
- Attractive Discount On Initial Orders
- Free Trial For Subscription

Customer Engagement To Drive Repeat Orders

- Create community , post recipe videos and interact home chefs.
- Earn Reward points – Redeem points & get cash back at partner stores.
- Plan weekly meals & Get personalized meal.

Upselling

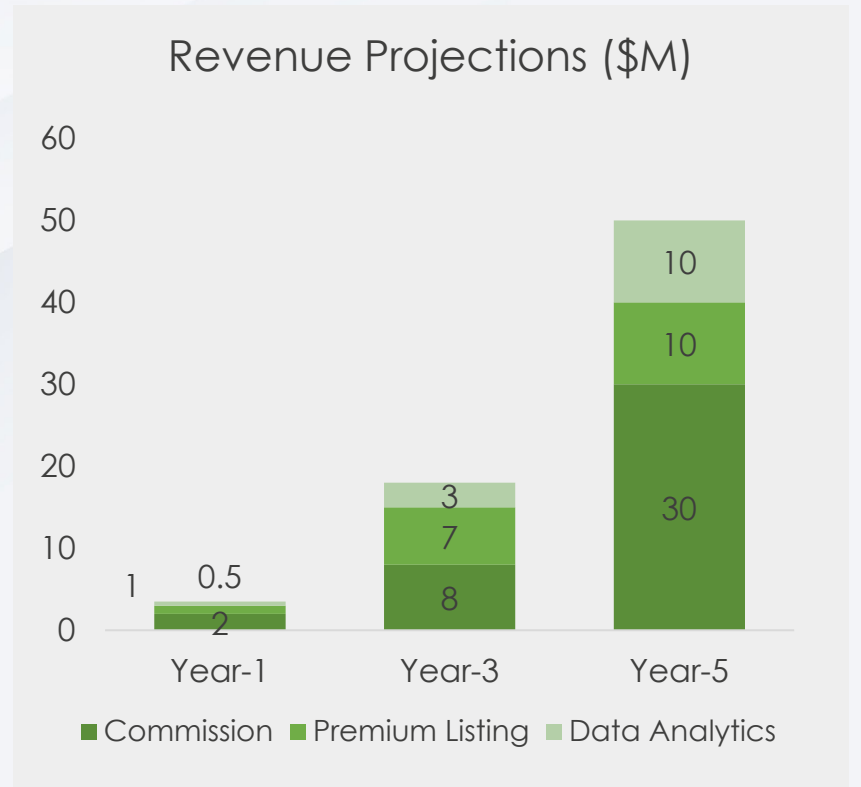
- Upsell On-Demand Customers to Subscription Packages

Milestones



Projected Growth and Financials

	Year-1	Year-2	Year-3	Year-4	Year-5
# Users					
Orders / Day					
Revenue (\$M)					
Gross Margin (\$M)					
Gross Margin %					
EBIDTA (\$M)					
EBIDTA %					



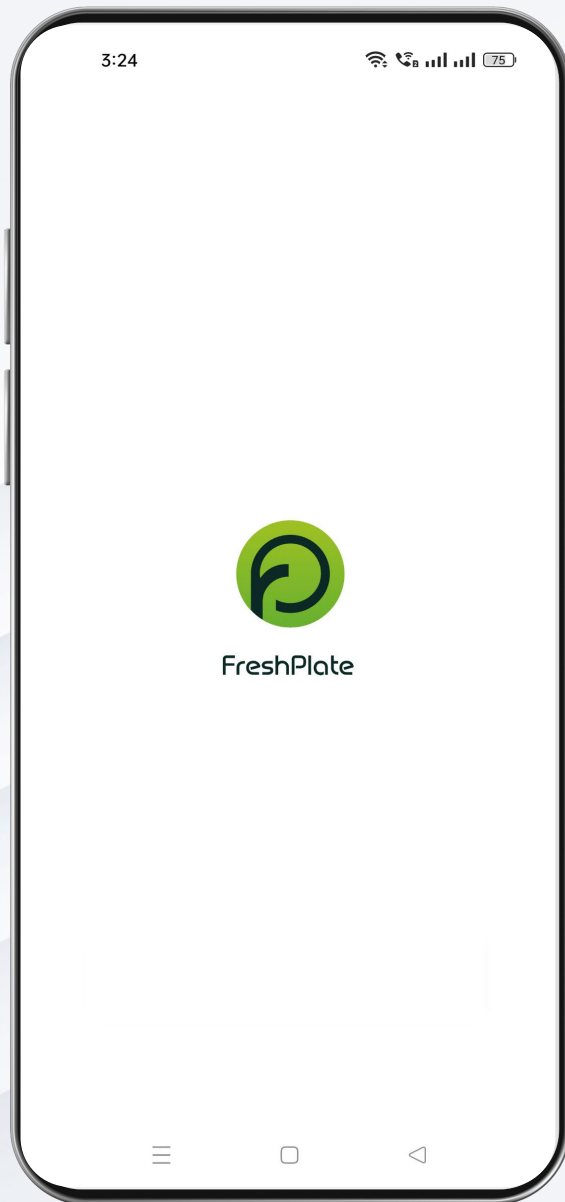
Investment **Ask**

FUNDS
REQUIREMENT
\$2 Million

Equity Dilution **10-15%**

Fund Utilization

- **X%**
Marketing
- **Y%**
Team Building
- **Z%**
Thrassion Model
- **A%**
CAPEX



THANK **YOU**

ABCD EFG

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