



WITH THE GOODNESS  
OF:

LEMON  
VEGETABLE GLYCERIN  
PALM KERNEL  
ROCK SALT  
WOOD PULP  
COCONUT OIL  
ORGANIC CANE SUGAR

100% ORGANIC  
PINEAPPLE



DISHWASHING GEL



CLEAN DISHES,  
CLEAN EARTH

100 ML



OUR DISHWASHING LIQUID IS MADE FROM  
PLANT-BASED INGREDIENTS THAT ARE

REUSABLE  
PACKAGING

USAGE INSTRUCTIONS

ADD A SMALL AMOUNT  
TO YOUR DISH SPONGE  
OR DIRECTLY INTO  
DISHWATER. RINSE  
THOROUGHLY.

- ✓ Plant Based
- ✓ Non-Toxic
- ✓ Skin-Friendly
- ✓ Baby-Safe



# MVP JOURNEY



Developed in collaboration with Vidhathri Institute for Chemical Education, an ISO 9001:2015 firm

We initially started with bioenzyme formulations and subsequently developed an MVP from biosurfactant 1, followed by further enhancements with biosurfactant 2.



**Bio Enzyme**



**Bio Surfactant 1**



**Bio Surfactant 2**

# Problem Statement

We have developed a **habit** of using **chemical cleaners**, often unaware of the significant impacts and harms these products pose.

*~~VOCs, Ammonia, chlorine, phosphates, EDTA, bleach, triclosan and artificial colors~~*



Harsh on Skin




Volatile organic compounds (VOCs) cause respiratory issues



Not Good for Water Bodies



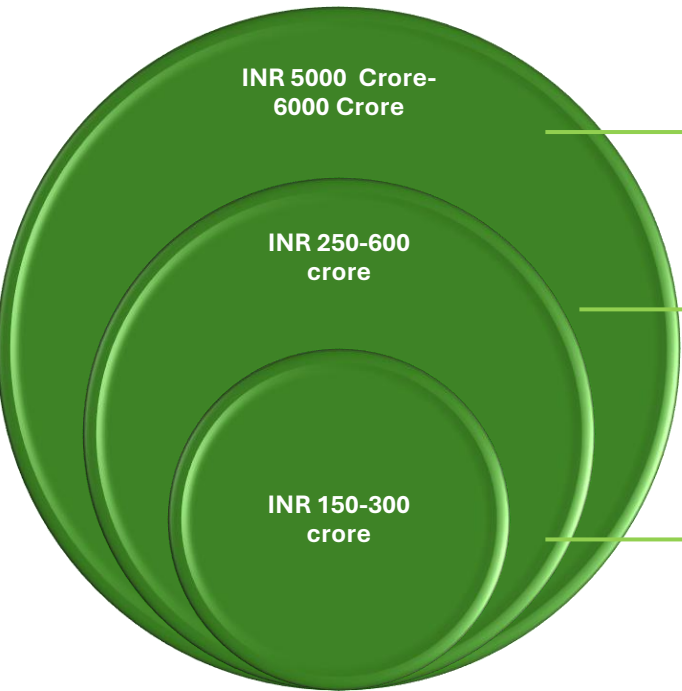
Not safe for babies and pets

A top-down view of various cleaning supplies arranged on a light grey surface. On the left is a tall, teal-colored bottle. Next to it is a white rectangular bottle. In the center, there is a yellow sponge and a brush with a wooden handle and light-colored bristles. To the right of the brush is a white tube with a teal cap. Further right is a clear glass dish containing a green liquid. On the far right is a tall, teal-colored bottle. The background is a plain, light grey surface.

**The need for biodegradable and non-toxic cleaning agents to effectively combat dirt and germs and are kind to both consumer and the planet.**



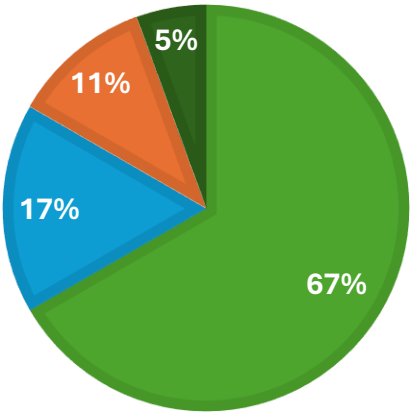
# Industry insights



Market	CAGR*	Revenue
Indian home cleaning market	15-20%	24000 Crores
Non-toxic or eco-friendly segment	30-33%	1,500 Crores
Plant based solutions segment	20-25%	450 crores

## MARKET SHARE BY SEGMENT FOR PLANT-BASED CLEANING AGENTS

- Household Cleaners
- Personal Hygiene Products
- Kitchen Cleaners
- Specialty Cleaners



### Growth Drivers Factors

- Health Concerns
- Increasing Urbanization
- Health and Hygiene Awareness
- Rise of E-commerce
- Increasingly Sustainable Practices

\* Estimated for the next 5-7 years as per sources

# Business Model Canvas

## Key Partners

Raw material  
Suppliers

Technology  
partners for  
fermentation  
and extraction

## Key activities

Production  
R&D  
Quality control  
Sales

## Key resources

Manufacturing  
facilities  
Equipment  
Scientists,  
researchers and  
production staff

## Value Proposition

Eco-friendly  
Effective  
Performance  
Regulatory  
compliance

## Customer relationship

Community  
Engagement  
Education and  
training  
Sustainability  
initiatives in  
corporates

## Channels

Direct sales  
Online  
Trade shows

## Customer Segments

Industry clients  
Eco-conscious  
consumer

## Cost structure

Production costs  
Distribution costs

Operational costs  
R&D costs

## Revenue

Product sales  
Consulting services offering sustainable  
cleaning practises in companies

# Target Segments

Eco and Health-Conscious Consumers

Individuals with Allergies and Skin Sensitivity

Organisations with Sustainable Procurement Policies

Parents with young children

Pet Owners

Organic and Natural Product Enthusiasts

Millennial and Gen Z Consumers



**Persona 1: The Health-Conscious Parent,** who wants to reduce children's exposure to harmful chemicals



**Persona 2: The Eco-Warrior,** who's Concerned about the environment



**Persona 3: Sustainability | ESG | CSR Lead,** who's trying to meeting corporate sustainability goals

# Unit Economics

Variable cost	1000ML
Chemicals derived from plants and natural resources	212
GST	37.98
Packaging	5.2
Label	2
<b>Total Variable cost</b>	<b>257.18</b>

Fixed costs	Capacity 100L
Equipment and machinery	8,00,000
Property	300000
Electricity	42000
Safety equipment	35000
Waste management	24000
Labour	80000
<b>Total Fixed cost</b>	<b>12,81,000</b>

Contribution margin: 92.82 Rs

Fixed plus variable cost 308 Rs

Selling Price: 350 rupees per litre

**Breakeven Sale : 13800 units of 1000ML**



# Product Portfolio

**Lens Cleaner**

**Laundry Detergent**

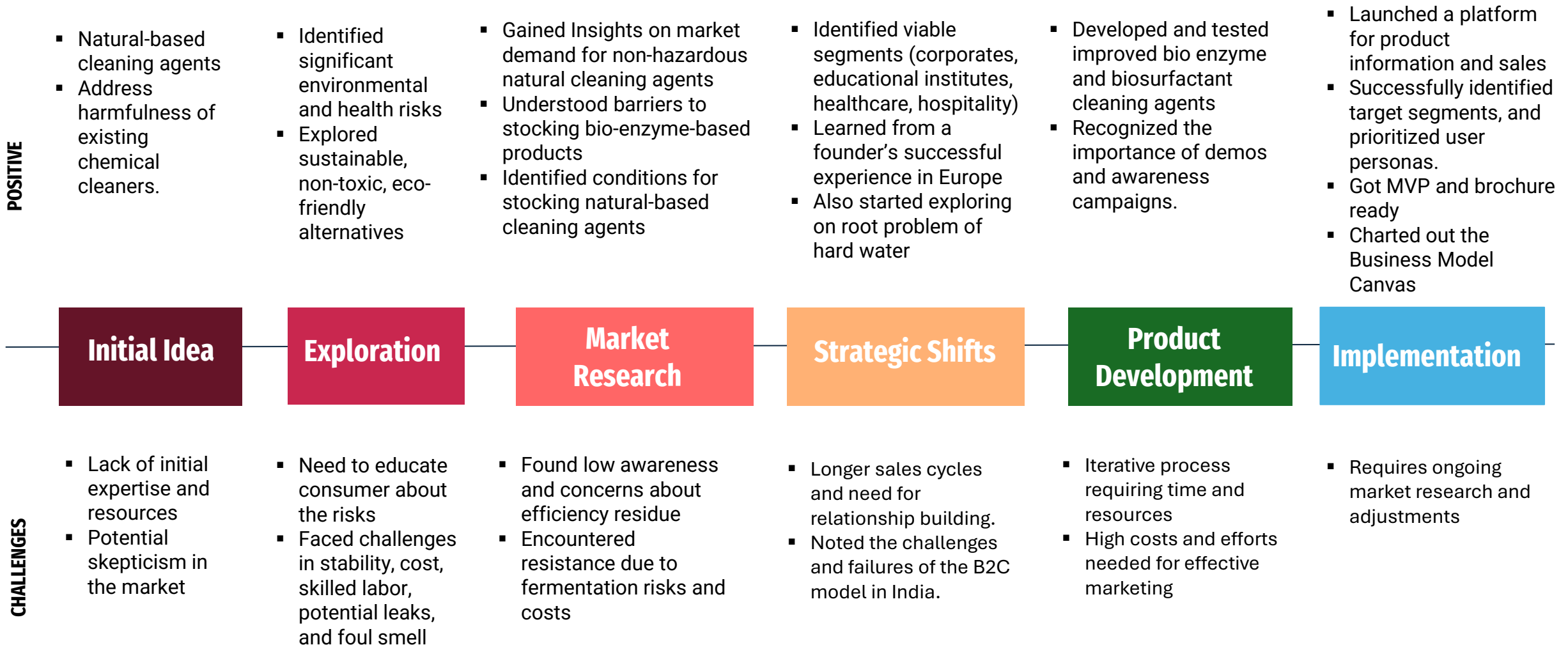
**Dishwashing Liquid**

**Gadget Cleaning Spray**

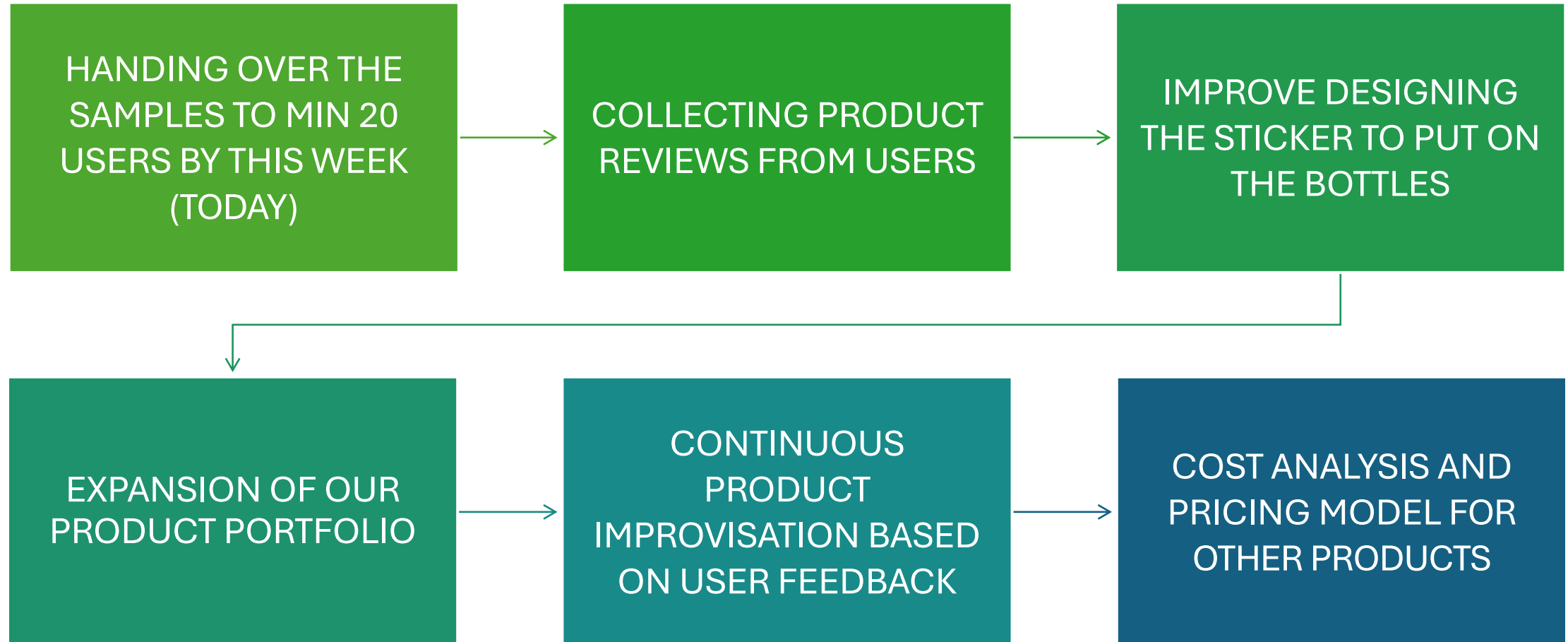
**Hand Wash**



# Journey so far



# Our Future Plan



# Our Product Brochure



## Lemon Fruit (Citrus limon)

Lemon juice and its extracts provide sufficient acidity and act as complexing agent with metal ions associated with dirt



## Vegetable Glycerin (Glycine Max)

The certified organic vegetable glycerin removes stains from the clothes and reduce static cling. The use of fabric softener is not essential and avoids the cost

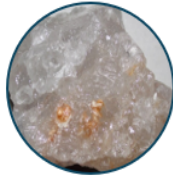


## Coconut Oil (cocos nucifera)

Waxy, non-ionic and ultra-mild surfactant is produced naturally from coconut oil. The derivative is readily biodegradable, and possess good wetting, decontamination and dispersing properties

## Rock Salt (Halite)

Salt is employed as an inexpensive thickener to enhance viscosity and consistency. It helps remove stains and armpit discoloration, and keeps colors bright



## Wood Pulp

Cellulose extract acts an anti-redeposition agent; to prevent dirt particles from adhering to fabrics & clothes during the washing cycle and for whiteness retention though soil suspension



## Palm kernel (Elaeis guineensis)

The minimally processed detergent alcohols from palm kernel produces hard soaps that lather well in all kinds of water. They form micelles with dirt and detach the surface bonded particles



## Organic Certified Cane Sugar (glucose derivative)

Through natural process, this ecologically derived Glucose derivative is a very mild and has moderate foaming Properties. Good for all kinds of skin including babies and is an excellent viscosity builder



## The Pouch Contains



## HIGHLIGHTS

- ❖ Organic Natural Cleaner
- ❖ Green, ecologically derived and carbon negative
- ❖ Skin friendly & non-toxic
- ❖ Minimally derived from natural feedstock
- ❖ No endocrine disrupting or hormone regulating agents
- ❖ Contains no dioxanes, phosphate, chloride or formaldehyde
- ❖ Free from Benzene or other petroleum distillates

## DIRECTIONS TO USE

- ❖ Transfer 1 TBS (4ml) of liquid to a bowl containing water(50ml)
- ❖ Use the scrubber to mechanically dislodge the dirt and rinse with sufficient water for a shiny surface
- ❖ For hard stains, use the liquid in concentrate form
- ❖ It is recommended for cookware and tableware

## SAFETY TIPS

- ❖ Keep out of reach of children
- ❖ In case of accidental contact with eyes, rinse with copious water under a tap for 15 minutes and seek medical advice
- ❖ Spillage on a walking area must be immediately cleaned using a cloth soaked in water and wipe off the surface to dry to prevent slippery surface

## DISCLAIMER

Cleaning action is complete only when the total dissolved solids are less than 1000 ppm. Deviation may happen due to external factors such as presence of cheap dye in cloth, tarry substance, debris of alkali, cross contamination from dirty surface and deep stains that can potentially interact with natural ingredients in the formulation

## STORAGE CONDITIONS

- ❖ Keep at cool temperature and away from direct heat and sunlight
- ❖ At lower temperature the components freeze and may lose activity
- ❖ The contents can be stored for one year on bench without loss of the activity
- ❖ Best use within one year from the date of manufacture
- ❖ Keep in dry atmosphere

# Our Team



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Formulation Specialist



Mrinalini M



Praseed C



Shruthi N