

# NOTO

LOW CALORIE HEALTHY ICE CREAM

PITCH DECK

DECEMBER 2021

[www.eatnoto.co  
m](http://www.eatnoto.com)



# TRANSACTION OVERVIEW

## ASK

INR 20 mn

## PURPOSE OF FUND RAISE

Product Extension  
Marketing

## TARGET

INR 120 mn ARR

## MARQUEE INVESTORS ON BOARD

Raised INR 55 mn till date from marquee investors like Actor-Producer John Abraham, WEH Ventures, Titan Capital, Rockstud Capital & angels

# PRODUCT MARKET FIT

**MONTHLY  
REVENUE**

INR 7  
mn

**SOCIA  
L MEDIA**

24k+  
follower  
s

**PRESENT  
IN**

Mumbai,  
Bangalore,  
Delhi

**CAPITA  
EFFICIENCY**

Used  
INR  
to reach  
4.5 INR 85  
mn  
ARR

**WEBSITE  
CUSTOMER  
S**

12000  
unique website  
customers

# WHO ARE WE

## COMPANY

Founded in 2019, KAVV Foods is a disruptive D2C healthy dessert company focused on addressing key gaps in guilt-free indulgence with their brand NOTO.

## VISION

Be the leader in healthy desserts pan-India allowing customers to make smarter lifestyle choices.

## WHO ARE WE

A packaged food brand for the health conscious millennial Indian with an incurable sweet tooth. Alternative sweets with Vegan, Low Calorie, Gluten Free, High Protein & Keto friendly.





# INDIA HAS A SWEET TOOTH!

## MARKET SIZE

**INR 200  
bn**

Ice Creams

**INR 50 bn**

Cakes

**INR 125  
bn**

Chocolates

**INR 200  
bn**

Source: Expert Market Research,  
Company Estimates; \*Sugarconfectionery



# CONSUMER TRENDS

## SHIFT TO HEALTHIER DESSERTS

1

2

3

4

Increasing wariness of the high fat & sugar content

## TASTE IS KING

Unwillingness to compromise on taste and texture

## QUALITY & TRANSPARENCY

Transparency in packaging, ingredients and labelling

## FLEXIBILITY & CONVENIENCE

On-the-go packaging which encourages portion control

The High income household is expected to grow 3X over the next 10 years, from 10Mn households to 30 Mn.

These consumers are moving towards 'permissible indulgences' and wish to strike a balance between healthy and desserts, especially after



**LOW CAL  
HIGH  
PROTEIN ICE  
CREAMS**

**LAUNCHED  
2019**



**LOW CAL  
ZERO  
ADDED  
SUGAR  
REFRESHING  
POPSICLES  
LAUNCHED  
2020**



**VEGAN  
ZERO  
ADDED  
SUGAR  
ICE CREAMS**  
**LAUNCHED  
2021**



## GROWTH STRATEGY

### Product expansion

Have a wide variety of healthy ice cream formats that cater to various dietary requirements.

Some of these examples would be:

- Chocobar lite / magnum lite
- Mini Bon Bons, Cones, Sandwiches
- High Protein Kulfi
- Vegan & Sugar Free Icecream
- Greek Yoghurt Bars

Add new flavours to our existing ice cream & popsicle line.



**bigbasket**



## GROWTH STRATEGY

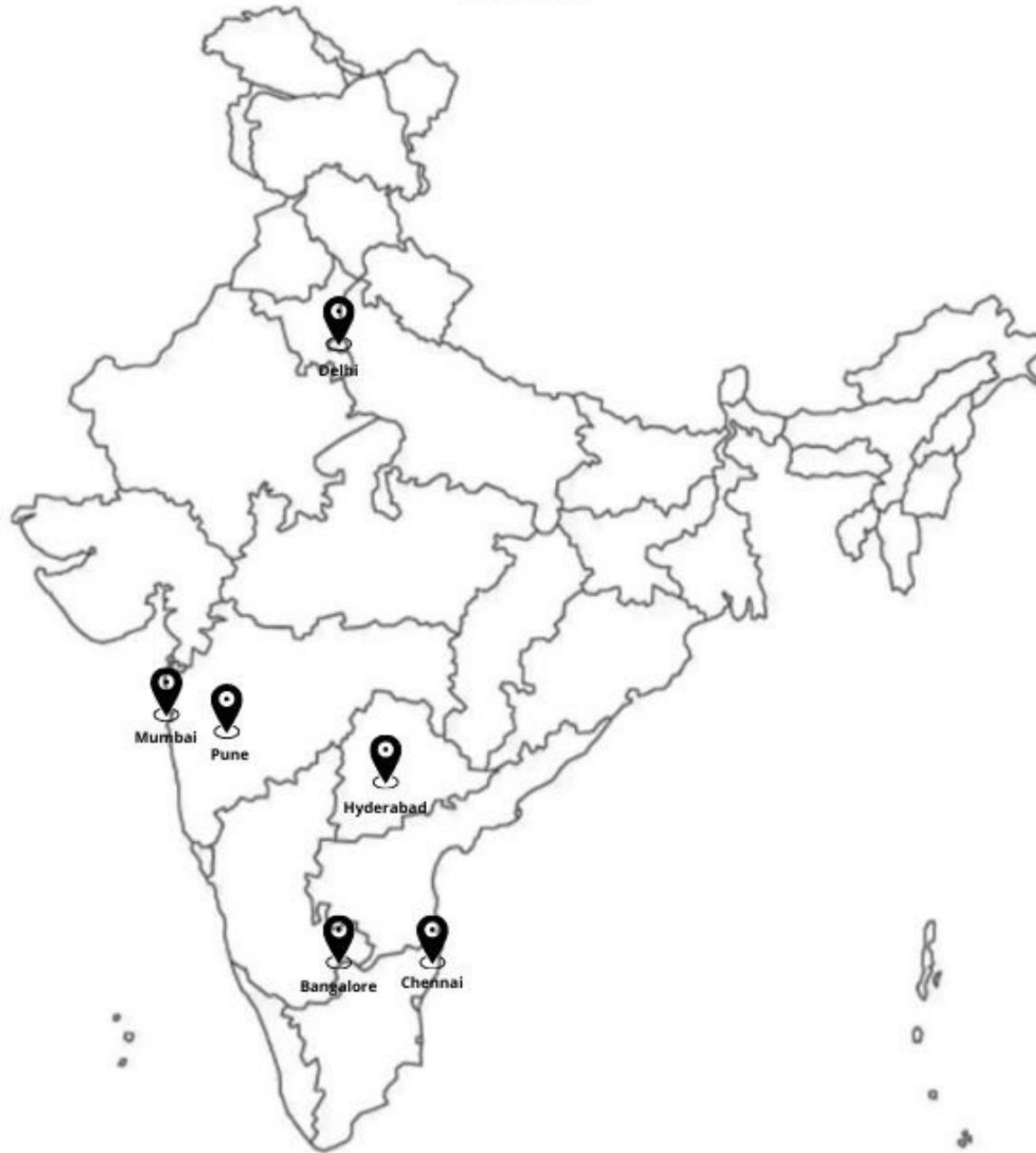
### Channel expansion

Expand beyond D2C & Food Aggregators yet focus on Impulse channels.

With the ever growing popularity of online grocers coupled with the fact that NOTO's range of products caters to impulse needs, we are looking to establish ourselves on Big Basket as well as Swiggy Instamart & Zepto.

We aim to service their 5k stores as opposed to their motherwarehouses for quick turn around time as well minimizing out of stock challenges.

India



## GROWTH STRATEGY

### Geographic expansion

Expand NOTO's presence beyond Mumbai; Bangalore, Delhi, Chennai, Hyderabad & Pune.

As on Dec 15<sup>th</sup> we are live in the following 4 cities:

- Mumbai
- Bangalore (on ground team)
- Delhi (on ground team)  
On ground Ops team present
- Pune

We plan to have 50 Swiggy Zomato PODs active by Summer of 2022 of which 40 are already live.



**LAUNCHING JANUARY 2022**

## GROWTH STRATEGY

### Ambient Products

Launch products with high frequency consumption and variety of applications,  
addressing apparent market gaps,  
for our existing customers.

Products include:

- Sugar Free Syrups like Hersheys Chocolate & American Garden Pancake
- Indian Mithai
- High protein pancake mix
- Instant Oatmeal

The aim is to reach Pan India distribution through amazon and other ~~Marketplaces~~ plan to leverage our PODs to maximise revenue of these new launches via food aggregators.

# TEAM BEHIND NOTO



**VARUN  
SHETH**  
**CO-FOUNDER & CEO**

A chef and serial entrepreneur, Varun Sheth has over a decade of experience in the hospitality industry

A graduate of The Natural Gourmet Institute NY, Varun has previously apprenticed at Lupa by Mario Batali in New York; He started his career with a gourmet catering company which then blossomed into 1Tablespoon (2012) that pioneered the concept of pizza-by-the-slice and 100% sourdough pizzas in Mumbai

He is now focused on taking NOTO pan-India while also adding to his range of dessert alternatives that are healthy without compromising on taste

# TEAM BEHIND NOTO



**ASHNI  
SHAH**  
**CO-FOUNDER & CMO**

A design and fashion enthusiast, Ashni graduated from Istituto Marangoni in Milan. She then pursued a creative entrepreneurship course at ISDI Parsons in Mumbai

She previously worked at a garment export house, following which she launched her own clothing and jewelry brand

She took over the marketing and operations of Pizza kitchen by 1Tablespoon when the brand expanded to 3 outlets. Ever since there's been no turning back from the hospitality line

# TEAM BEHIND NOTO



**SAMONEH  
ETTEHAD**  
**COO**

In her experience of 15 years, Samoneh has donned various hats across industries and countries.

Iranian by descent, she started her career in India, working in leading investment banks such as Credit Suisse, JP Morgan and Deutsche Bank specializing in change and project management, business analysis and financial reporting.

She moved to Oman in 2017, where she forayed into F&B, conceptualizing and executing multiple businesses, generating 9-figure revenues.

She is an executive degree holder from IIM Calcutta and a certified scrum master, now pursuing her passion in scaling NOTO to the new heights.

**THANK  
YOU**

**NOTO**  
LOW CALORIE HEALTHY ICE CREAM