



# MYSTIQGARDEN ENTERPRISE PRIVATE LIMITED

## PRIVATE LIMITED

Specialty Health Food



mystiq  
garden

Plucked with  
Care

&

Packed with  
Love



ORDER NOW  
Weekly doorstep  
delivery



+91 88501 98238  
[www.mystiqgarden.com](http://www.mystiqgarden.com)



# TRIBAL PRODUCTS



We are helping the Tribals access to Market and Urbans with pure and honest products at arm's reach.



## Tribal Turmeric

The age old elixir, one of the most powerful antioxidants known to mankind



## Raw Honey

Pure Honey from hinterlands without additives



## A2 Cow Ghee- Bilona

Made thru ancient Bilona method basis our old age wisdom



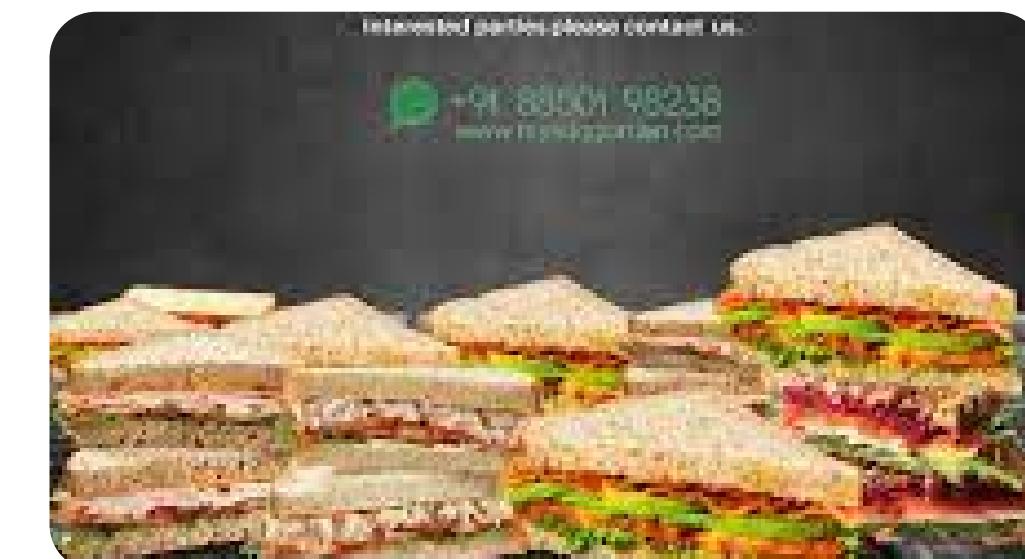


# ABOUT US

MystiqGarden Enterprises Private Limited is a company dedicated to promoting healthy living through improved dietary choices. We prioritize accessibility and variety, offering convenient and nutritious food options that support individual well-being. Our team of nutritionists, chefs, and food scientists develop a range of wholesome products, ensuring they are free from artificial additives and preservatives. Sustainability and responsible sourcing are central to our values, as we aim to minimize our environmental impact.

Through educational initiatives and collaborations with health experts, we empower our customers to make informed decisions about their diet, embracing a healthier lifestyle.

Our focus on providing healthy options have opened doors for Tribal products, Millet based Ready-to-Eat options. Ayurveda, and homespun wisdom further enhances our offerings, aligning with the Central government's new focus areas . Join us on our journey towards better eating :)





## OUR VISION, MISSION & VALUES

### OUR VISION

Inspire and empower healthier lifestyles through mindful eating.

### OUR MISSION

Provide nutritious, and delicious food options tailored to diverse dietary needs at arms reach.

### OUR VALUES

Health and well-being, quality and innovation, sustainability, customer focus, collaboration, integrity and transparency.



# THE PROBLEMS

- Many individuals face challenges in accessing convenient and nutritious food options that support their well-being, especially those with busy lifestyles or limited availability of healthy food choices.
- Consumers are increasingly concerned about the negative health effects of artificial additives and preservatives commonly found in food products, leading to a demand for natural and additive-free alternatives.
- The food industry's impact on the environment, such as excessive packaging, unsustainable sourcing practices, and high carbon footprint, is a growing concern for environmentally conscious consumers.





# OUR SOLUTION

- MystiqGarden offers a wide range of convenient and nutritious food options that are easily accessible to individuals. Our products are carefully developed by a team of nutritionists, chefs, and food scientists to meet high-quality standards.
- MystiqGarden wants to be the enabler for a healthy body and mind.



Coleslaw Lettuce Sandwich



Chicken Tikka Lettuce Sandwich



Russian Lettuce Sandwich



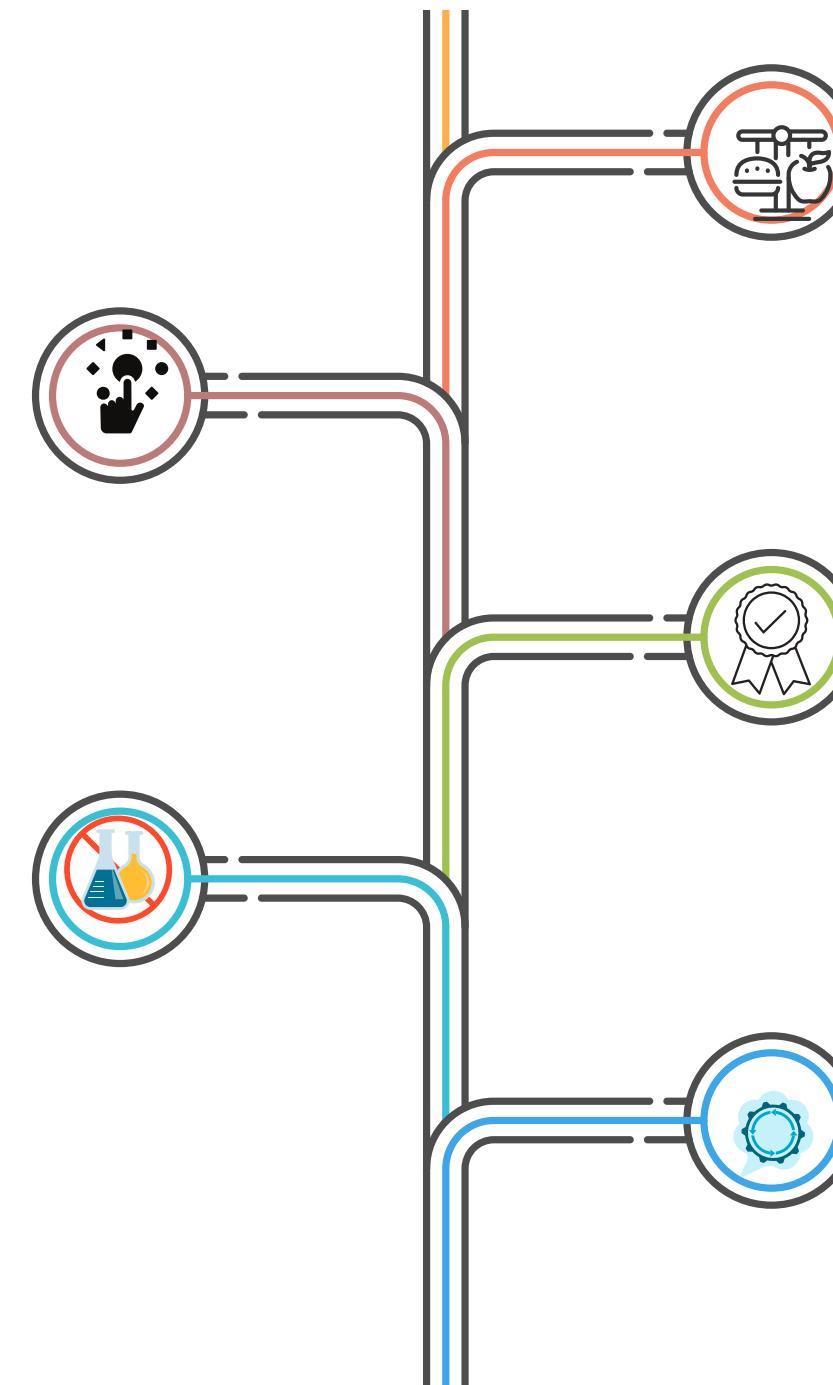
- We prioritize the use of natural ingredients and avoid artificial additives and preservatives in our food products. This ensures that consumers can enjoy healthy and wholesome options without compromising on taste or health.
- MystiqGarden is committed to minimizing our environmental impact. We focus on responsible sourcing practices, sustainable packaging, and reducing our carbon footprint throughout the production and distribution processes.



# UNIQUE SELLING POINT

**Incorporation of Millets, Ayurveda, and Homespun Wisdom:** We blend traditional knowledge with modern nutrition science to provide holistic and unique food options.

**Accessibility and Variety:** We provide convenient and diverse food options to cater to different dietary preferences.



**Wholesome and Additive-Free Products:** Our offerings are free from artificial additives and preservatives, ensuring high-quality and healthy choices.

**Sustainability and Responsibility:** Our practices prioritize responsible sourcing, eco-friendly packaging, and reducing our environmental impact.

**Transparency and Trust:** We prioritize transparency by providing clear information about our ingredients, sourcing practices, and production processes.



# OUR PRODUCTS



## On-the-go Sandwiches

Avoid junk with nutritious  
and filling sandwiches  
made in brown bread only.



## Millet based healthy options

Ready-to-eat Healthy  
options with Science and  
Age old wisdom





# TARGET MARKET

Our target market includes health-conscious individuals who prioritize their well-being and seek convenient and nutritious food options.

- **Busy Professionals:** Professionals with hectic schedules who value convenience and require on-the-go options that align with their health goals.
- **Health Enthusiasts:** Fitness enthusiasts, athletes, and individuals who prioritize physical fitness and seek nutrient-rich food choices to support their active lifestyles.
- **Specialized Diets:** Individuals following specific diets such as plant-based, gluten-free, or allergen-free diets, who are looking for accessible and delicious options within their dietary restrictions.
- **Health-Conscious Families:** Families who prioritize nutritious meals and snacks for themselves and their children, seeking convenient and wholesome options to fit their busy lifestyles.

Ameliorate your immune system with our special Desi Gir Cow Ghee Bilona.



ORDER NOW  
Weekly doorstep delivery



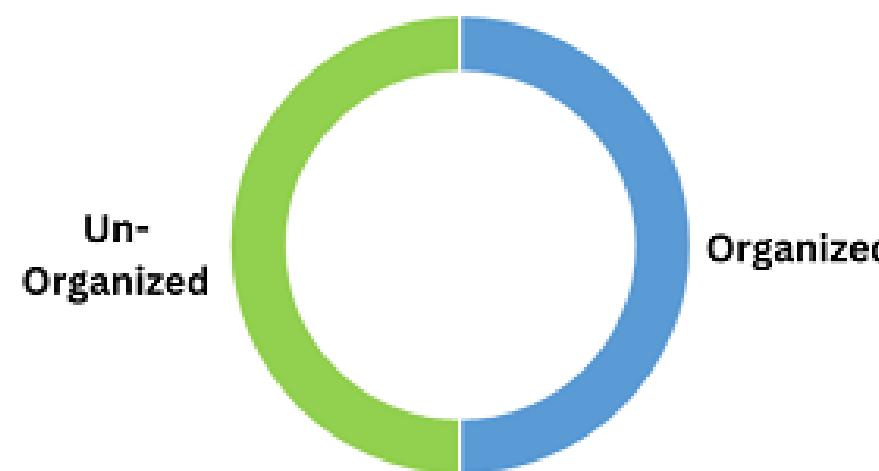


# MARKET SIZE

The Indian snacks market size reached INR 38,603 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 70,731 Crore by 2028, exhibiting a growth rate (CAGR) of 10.4% during 2023-2028. [www.imarcgroup.com/india-snacks-market](http://www.imarcgroup.com/india-snacks-market)

## India Snacks Market

### Market Synopsis



Market 2022: US\$ 12.00 Billion

Market 2028: US\$ 23.69 Billion

CAGR 12%

**BRITANNIA**



**PEPSICO**

**DFM  
FOODS LTD.**

**ITC Limited**

**Diamond<sup>Yellow</sup>**



Source: Renu Research

**mystiq™  
garden**

**YOU  
ARE  
WHAT  
YOU  
EAT!**

Every 35 days, your skin replaces itself.  
Your liver, about a month. Your body make these new  
cells from the food you eat. What you eat literally  
becomes you.

**You have a choice in what you're made of.**



# KEY COMPETITORS

- **Freshly:** Freshly is a meal delivery service that offers pre-prepared, healthy meals delivered directly to customers' doorsteps.
- **Daily Harvest:** Daily Harvest offers a variety of frozen, plant-based, and superfood-packed smoothies, soups, bowls, and more.
- **Green Chef:** Green Chef is a meal kit delivery service that specializes in offering organic, wholesome, and sustainable meal options.
- **Thrive Market:** Thrive Market is an online marketplace that offers a wide range of organic, non-GMO, and sustainable food products.

## OUR ADVANTAGES

- Diverse range of nutritious food options at arm's reach.
- High-quality ingredients for delicious and satisfying products.
- Convenience without compromising on nutrition.
- Commitment to clean labels and transparency.
- Focus on sustainability throughout operations.
- Expertise and education for informed dietary choices.





# REVENUE MODEL

- The primary source of revenue for MystiqGarden is through the sale of our food products. Customers purchase our convenient and nutritious offerings either through our physical stores or online platforms.
- MystiqGarden may enter into partnerships with retailers, grocery stores, and foodservice establishments to distribute our products on a wholesale basis.
- MystiqGarden offers direct-to-consumer delivery services, either through our in-house logistics or third-party delivery partners.





# AIM TO SCALE UP

- **Geographic Expansion:** MystiqGarden aims to expand its presence beyond its current markets and reach a wider customer base.
- **Product Portfolio Expansion:** We strive to continuously innovate and expand our product offerings to cater to evolving customer preferences and market trends.
- **E-commerce and Online Presence:** MystiqGarden aims to strengthen its online presence by enhancing its e-commerce platform, optimizing user experience, and leveraging digital marketing strategies.
- **Strategic Partnerships:** We seek strategic partnerships with retailers, foodservice providers, and other relevant businesses to increase our distribution network and access new customer segments.
- **Scaling Production and Operations:** As demand grows, MystiqGarden aims to optimize and scale its production capabilities, ensuring efficient supply chain management, and maintaining consistent product quality.



# SWOT ANALYSIS

## Strengths:

- Innovative product range catering to diverse dietary preferences
- Emphasis on high-quality ingredients and delicious taste
- Commitment to sustainability and eco-friendly practices

## Threats:

- Intense competition from established brands
- Changing consumer preferences and dietary trends
- Compliance with food safety regulations



## Weaknesses

- Limited brand awareness
- Challenges in expanding distribution network

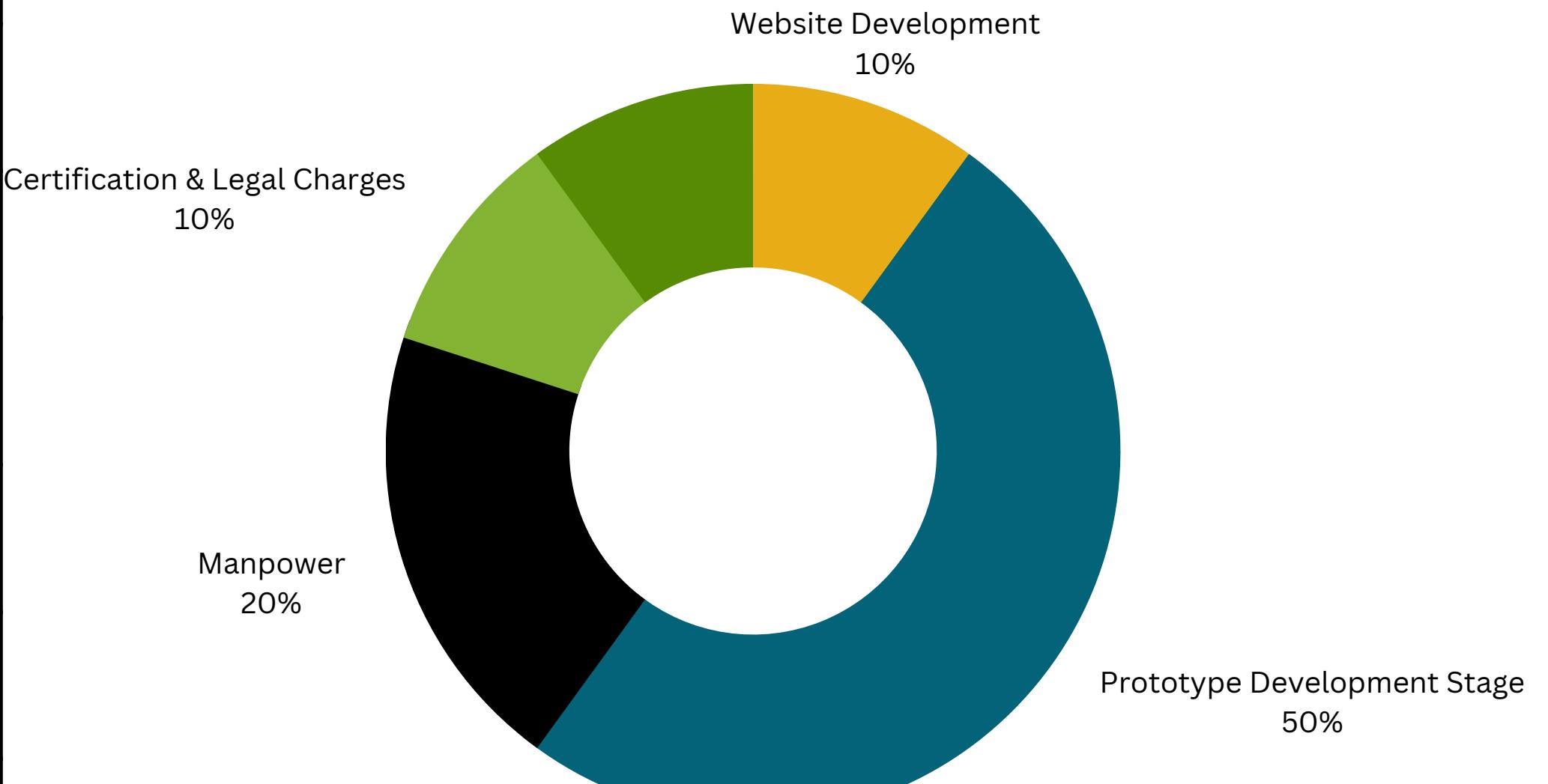
## Opportunities:

- Growing health consciousness and demand for nutritious food
- Expansion into new markets
- Utilizing e-commerce platforms for increased reach



# FUND ASK

| Fund Utilization              |           |
|-------------------------------|-----------|
| Website Development           | 2,00,000  |
| Prototype Development Stage   | 10,00,000 |
| Manpower                      | 4,00,000  |
| Certification & Legal Charges | 2,00,000  |
| Contingency Expenses          | 2,00,000  |
| TOTAL                         | 20,00,000 |





# OUR TEAM



**AJAYSINGH MAHAVIRISINGH BANKAWAT**  
**DIRECTOR**

BE, MBA - MARKETING  
23 Years of experience in Retail, Sales & Marketing. Multiple launch experience in Retail and Media (HUL and Times Of India)



**VIJAY SURESH YELMALLE**  
**DIRECTOR**

MBA  
14 years experience in multinational in Singapore and 11 years experience in high tech farming such as Hydroponics, Aquaponics, Food, Nutrition and Supplement.



# THANK YOU



+91-9987578499

[www.mystiqgarden.com](http://www.mystiqgarden.com)

FLAT NO. A 501 JAI GANESH CHS PLOT 31  
SECTOR 20 KHARGHAR NAVIMUMBAl Raigarh MH  
410210 IN

[ajaysinghbankawat@gmail.com](mailto:ajaysinghbankawat@gmail.com)