





RAIN DROP

PACKAGED DRINKING WATER





Our Team

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OUR PRODUCT



Why and What we are doing?



Raindrop is committed to combating plastic pollution and protecting the environment by providing sustainable alternatives to single-use plastic bottles

Raindrop specializes in the production and distribution of paper water bottles, offering eco-friendly hydration solutions to consumers and businesses

Vision

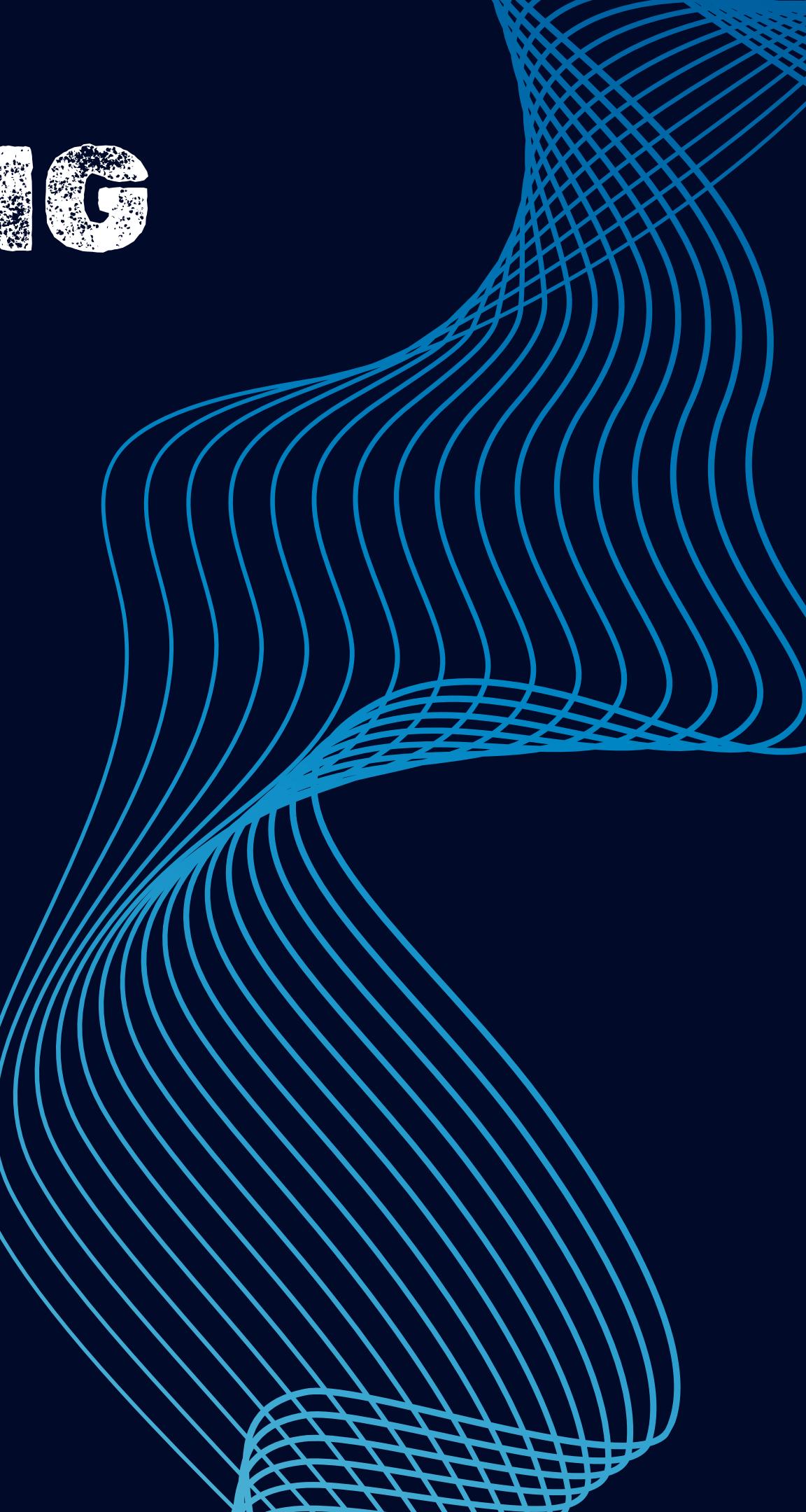
Every sip is a step towards a sustainable future.

Mission

Provide clean, healthy drinking water in eco-friendly packaging.

OUR UNIQUE SELLING PROPOSITION

*The first fully recyclable paper
water bottle in India,
empowering you to stay
hydrated with a touch of social
consciousness.*



TARGET CUSTOMERS

- TRAVELLERS
- TOURISTS
- ENVIRONMENTAL CONSCIOUS CONSUMERS
- HEALTH CONSCIOS CONSUMERS
- EVENT PLANNERS AND CATERERS
- EDUCATIONAL INSTITUTIONS
- RETAIL CUSTOMERS
- OUTDOOR ENTHUSIASTS

GAPS IN THE MARKET



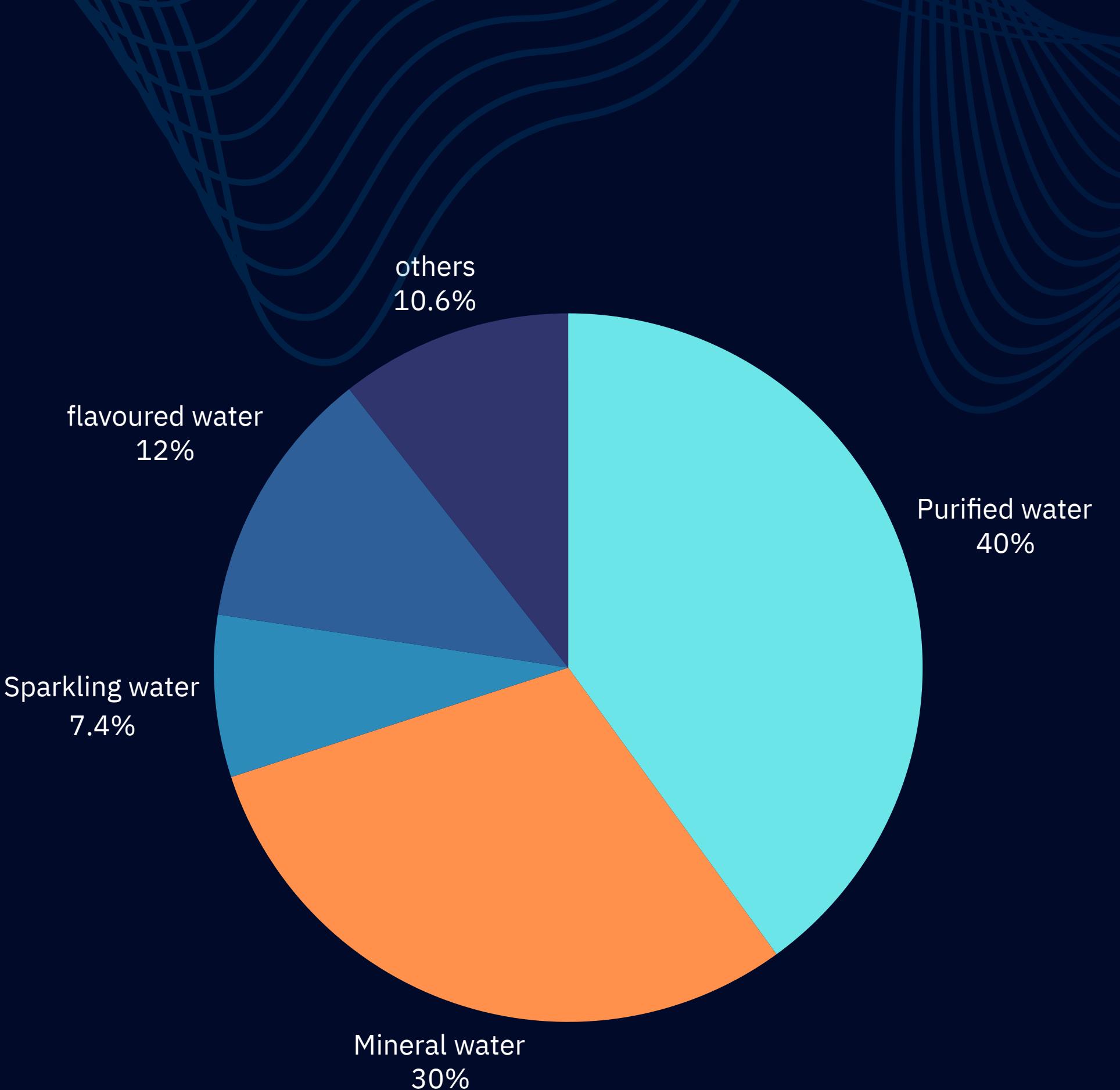
- ENVIRONMENTAL SUSTAINABILITY
- HEALTH AND SAFETY
- INNOVATIVE PACKAGING

MARKET SIZE

Report Coverage		Details	
Base year:	2023	Forecast period:	2024-2029
Historical Data	2017 to 2023	Market size in 2023:	US 2970.61 Mn.
Forecast period 2024-2029 CAGR	13%	Market Size in 2029:	US 7897.20 Mn.
Segments covered:	by product By distribution channel	<ul style="list-style-type: none">• Flavored Water• Purified Water• Mineral water• Sparkling Water• others <ul style="list-style-type: none">• off trade• on trade	

MARKET SIZE

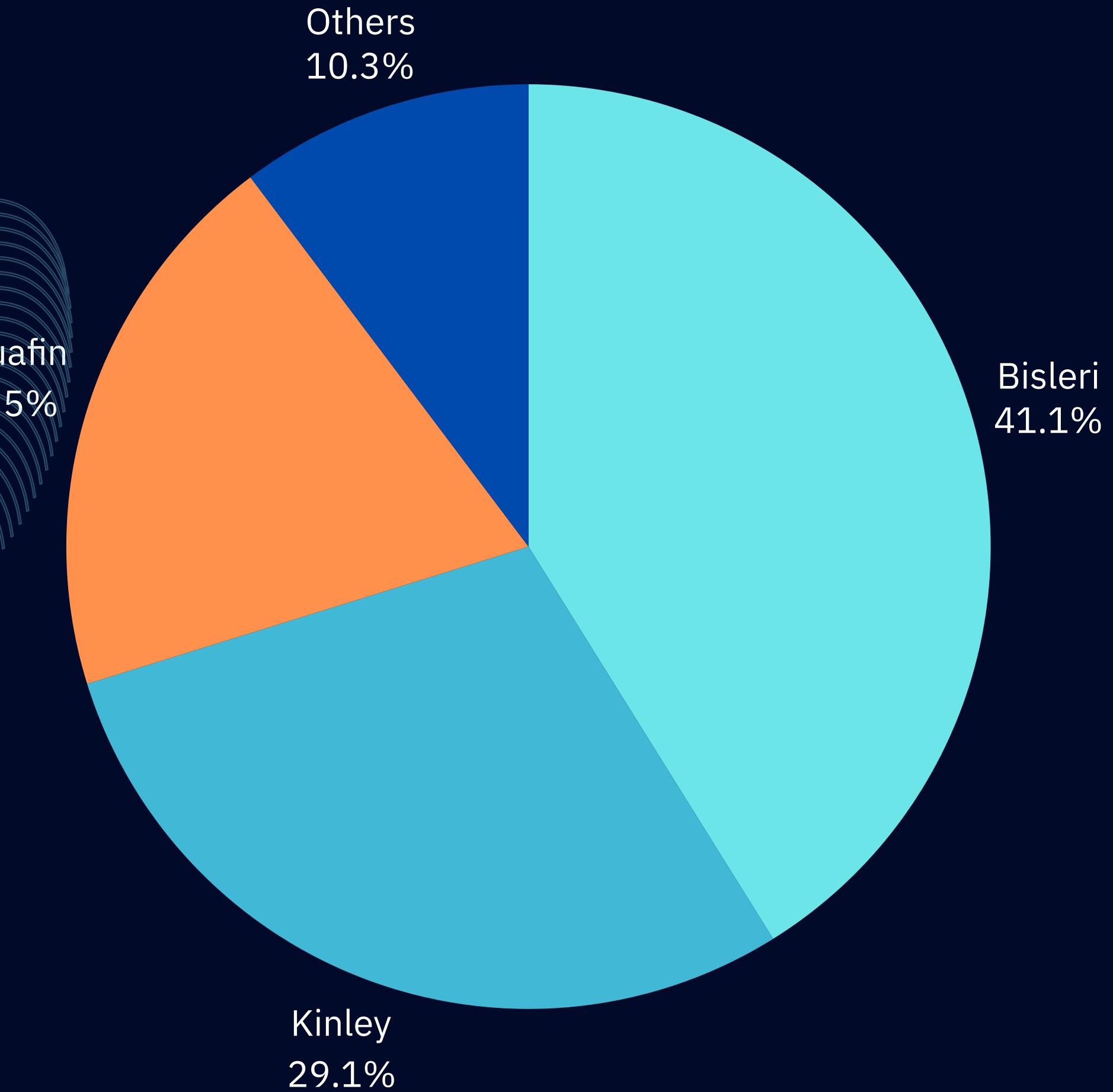
- Indian mineral water demand: Expected at 500 million litres annually, with a growth rate of 25-35% per year.
- Mineral water Market Size:
 $0.30 * 2970.6 = \text{US } 891.183 \text{ Mn.}$
- Tourism-driven market: Mainly fueled by the tourist industry, with potential demand from the institutional sector and affluent urban consumers.
- Market dynamics: Growth attributed to rising tourism, institutional demand, and preferences of higher-income city dwellers.



COMPETITIVE ANALYSIS

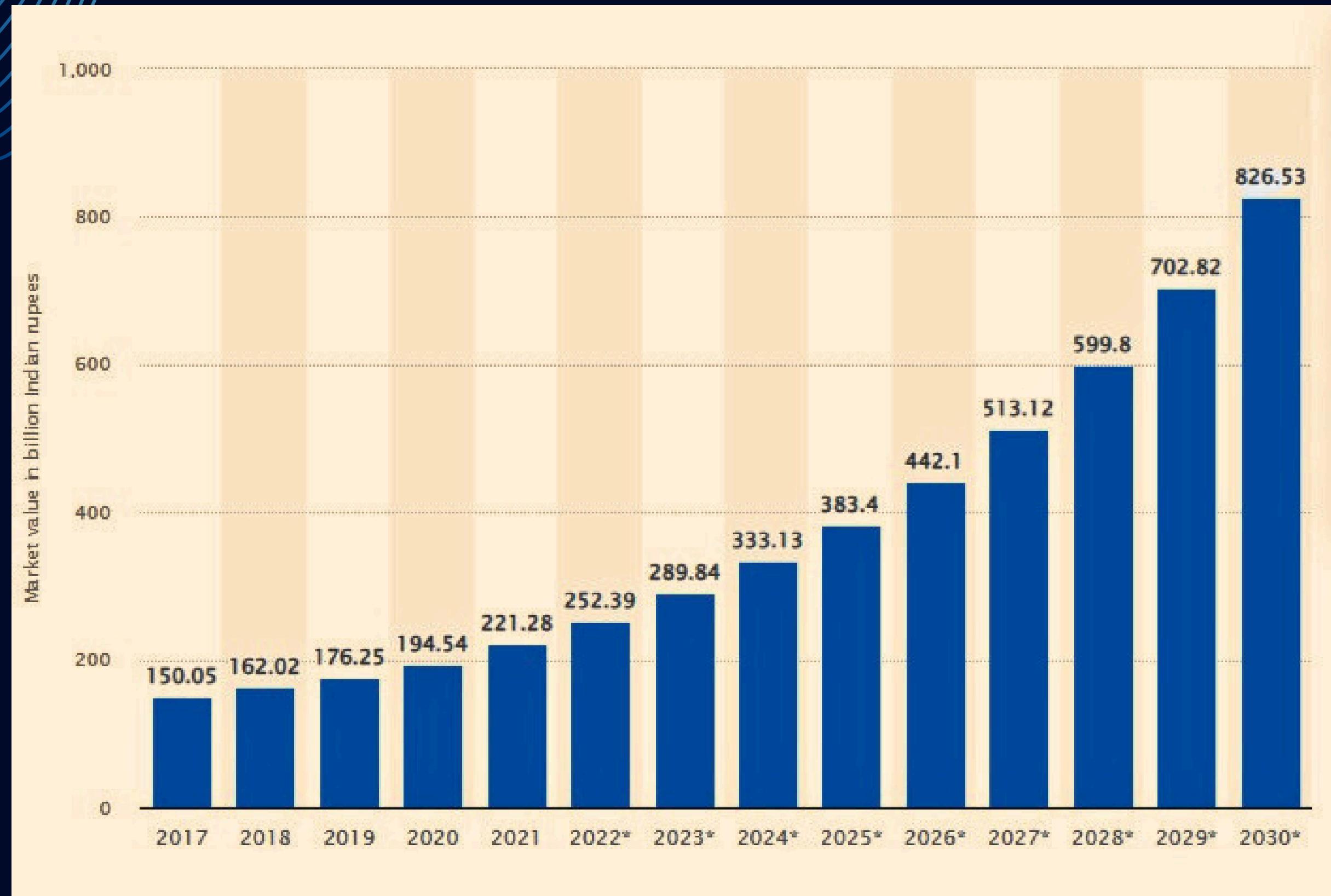
OUR COMPETITORS

Bisleri Kinley Aquafin Others



Category	Kinley	Bisleri	OUR COMPANY	Analysis
Product Offerings	Purified bottled water, various sizes (plastic bottles)	Purified bottled water, various sizes (plastic bottles)	Sustainable paper water bottles, various sizes (recyclable)	Our company offers a unique and eco-friendly alternative to traditional plastic bottled water.
Pricing Strategy	Competitive Pricing	Competitive Pricing	Competitive Pricing	Our company has the advantage as we offer a new style of product at the almost same price as competitors to attract consumers.
Marketing Tactics	Mass media advertising, sponsorships, social media marketing	Mass media advertising focuses on brand trust and heritage	Social media marketing, influencer marketing, and partnerships emphasizing sustainability	our marketing strategy should heavily emphasize the environmental benefits of our paper water bottles.
Brand Positioning	Refreshment, quality, on-the-go hydration	Purity, tradition, reliability	Sustainable and innovative hydration solutions	We will Position our company that is trying to save life on earth which makes every customer part of this campaign of saving the earth.

The market growth



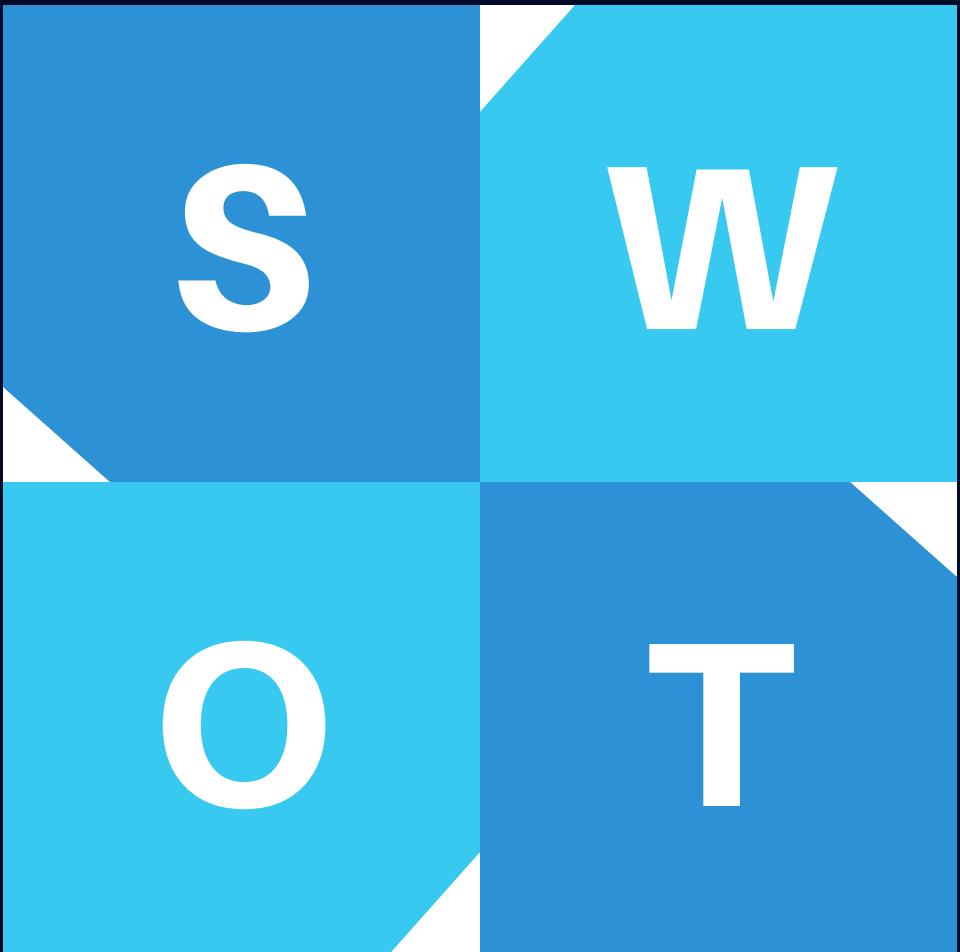
<https://www.statista.com/statistics/1376141/india-bottled-water-market-value/#statisticContainer>

STRENGTHS

- Sustainable materials
- Innovation
- Consumer Appeal
- Buy Back Policy

OPPORTUNITIES

- Growing demand
- Market expansion
- Partnerships and collaborations
- government regulations



WEAKNESSES

- Market acceptance
- Durability concerns
- limited product range

THREATS

- Competition
- Pricing Issues
- Perception challenges

PESTEL ANALYSIS

POLITICAL

- Government Regulations
- Trade policies
- Environmental Regulations

ECONOMICAL

- Cost of Raw Materials

SOCIAL

- Increasing Environmental Awareness
- Health consciousness

TECHNOLOGICAL

- Manufacturing Advancements
- Recycling Technologies
- Designing Technologies

ENVIRONMENTAL

- Climate change
- Waste Management
- Regulations

LEGAL

- Product Safety Regulations
- Change in water laws
-

Our Milestones

2024

**Get investors who trust
our idea and Start the
layout by the end of year**

2025

**Start Production and
make good supply chain
and distribution
channel**

2029

**Break-even and get
profits
Hold good amount of
market share and
expand throughout
india**

2032

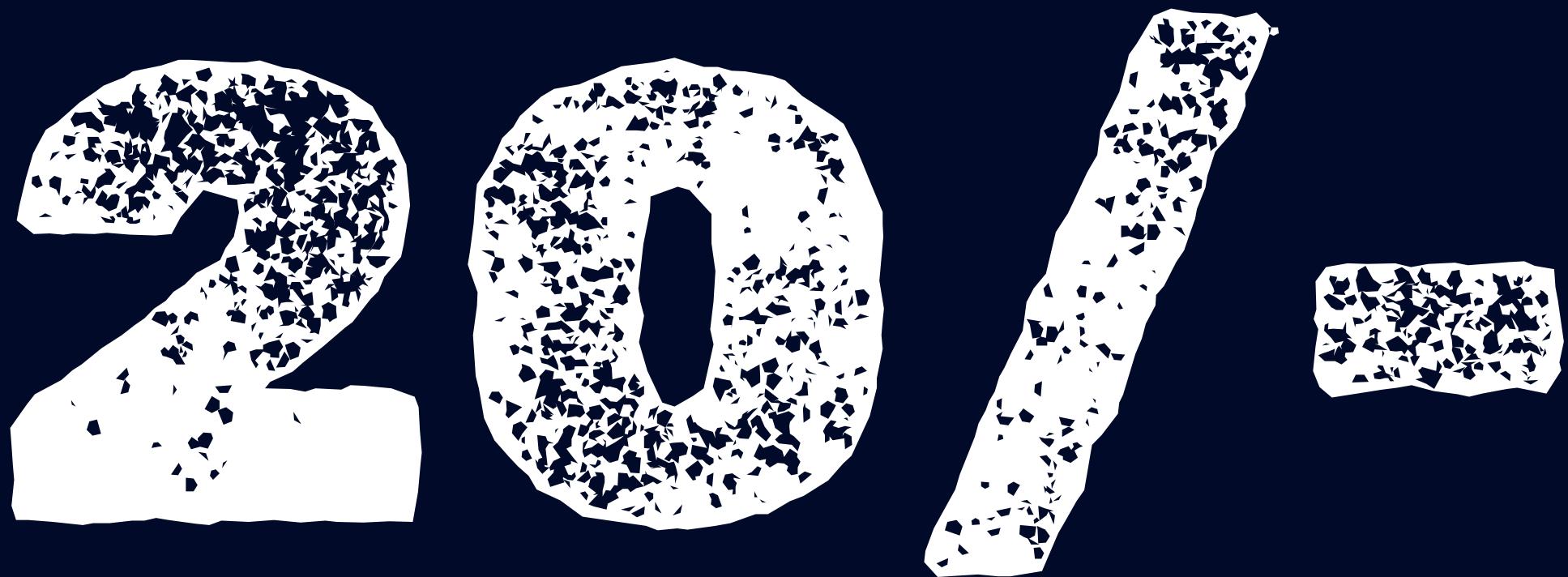
**Become the market
leaders owning the
most of the market**



Let's see who can guess our
product price right!!



How?

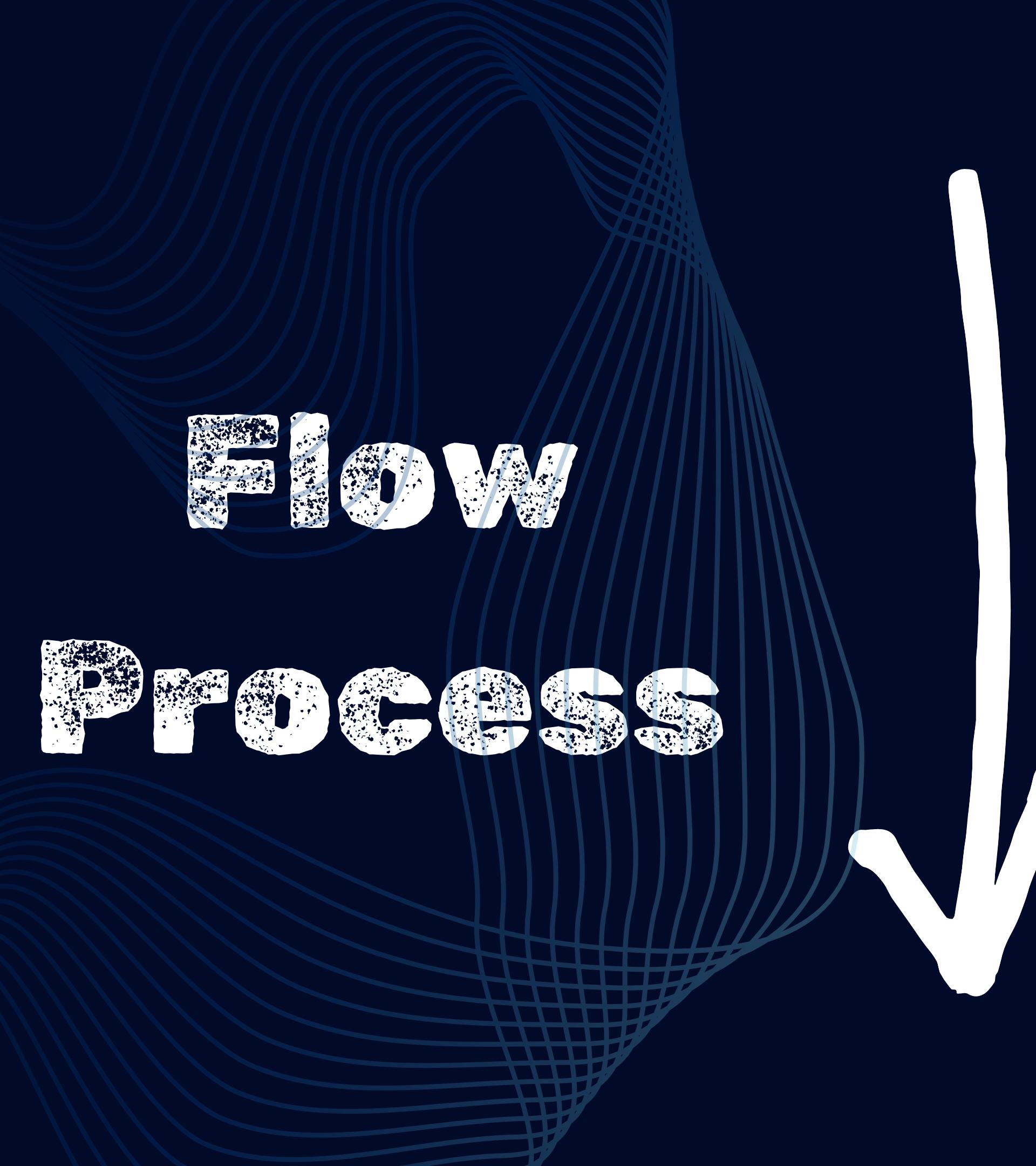


Why?



Really?

MANUFACTURING



Get the Raw materials

Prepare the Pulp and Mould it

Dry it to make it rigid

Spray the PLA inside

glue the neck to the bottle

fill the water

fit the cap and seal it

Label and Pack it

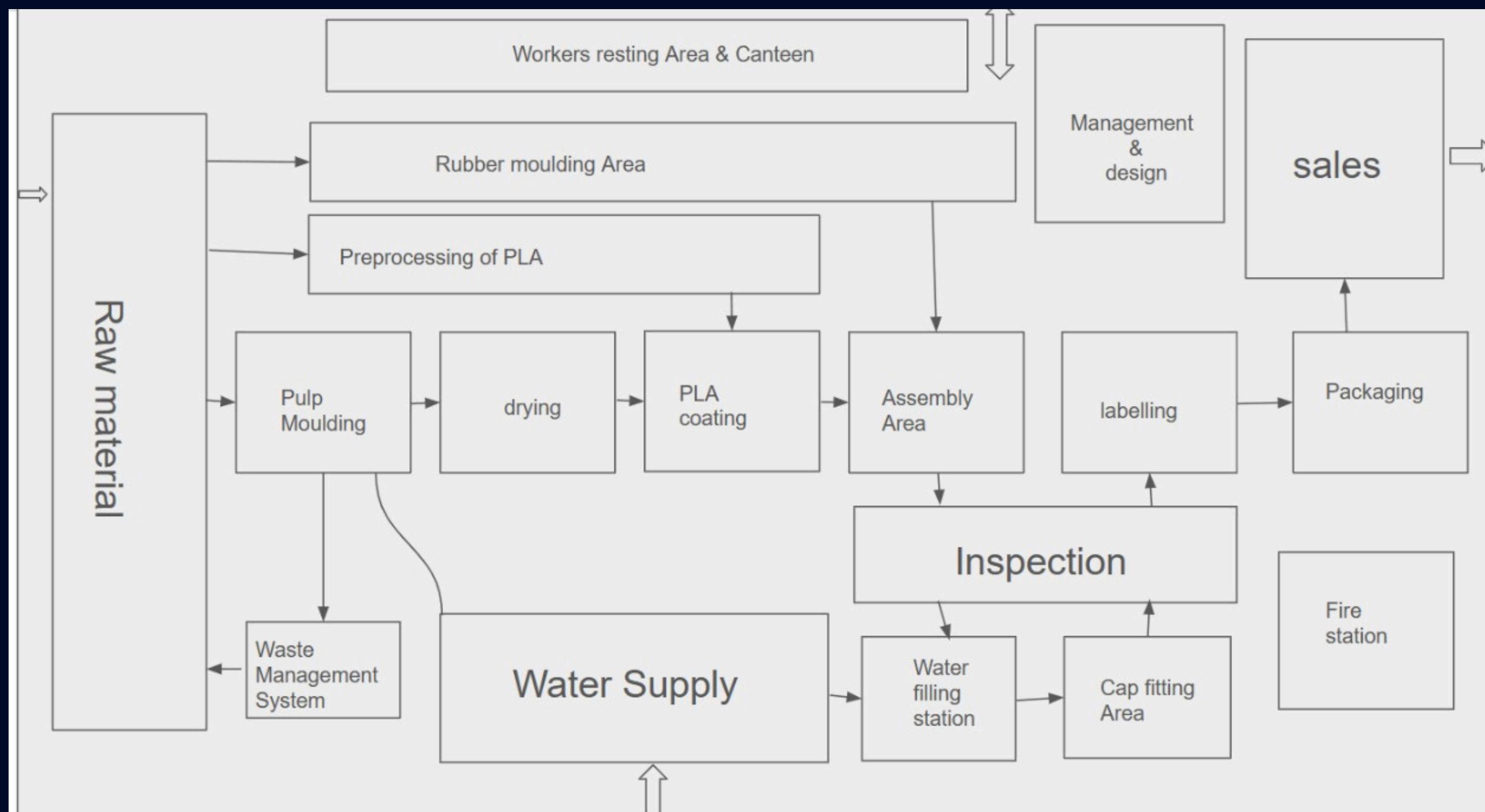
Flow Process

We are doing Mass Production

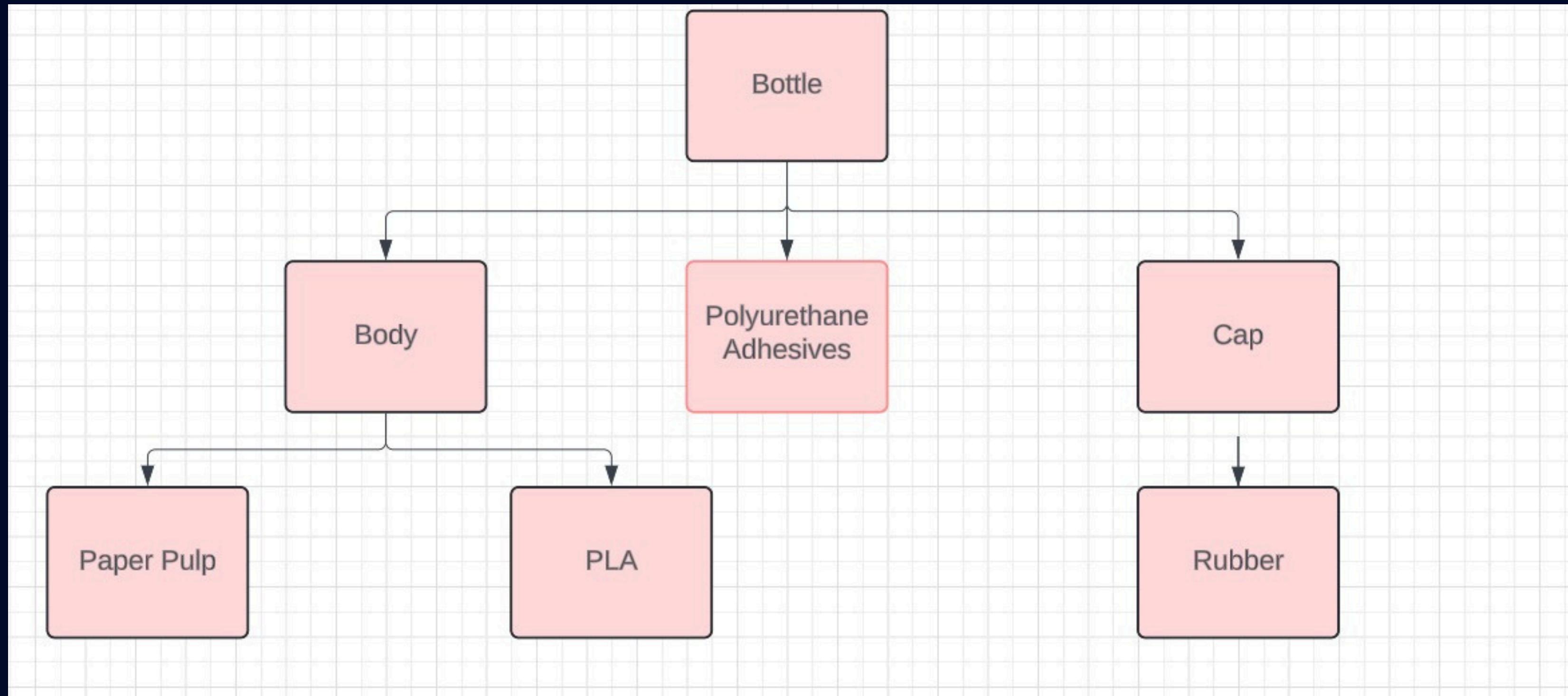
because

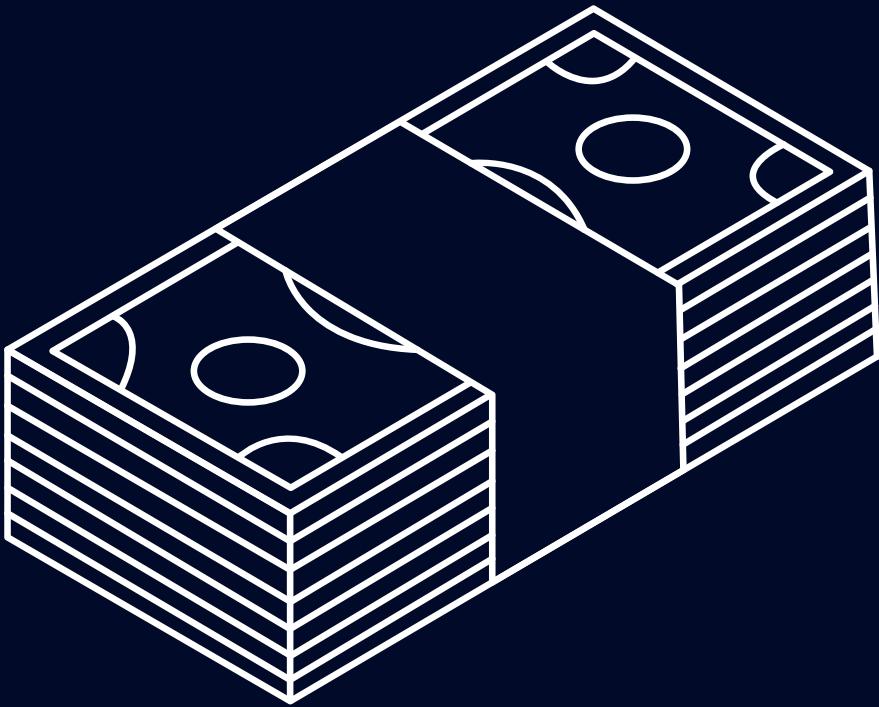
- EFFICIENT MANUFACTURING PROCESS
- HIGH DEMAND POTENTIAL
- INVESTMENT IN INFRASTRUCTURE
- SUPPLIER RELATIONSHIPS
- DISTRIBUTION CHANNELS

Our production layout

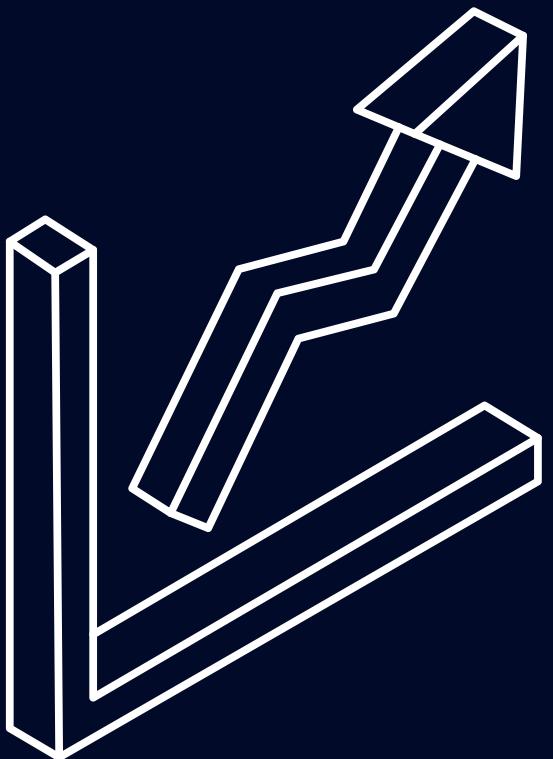


BILL OF MATERIALS





Break Even Analysis



Fixed costs

Sl.No	Description	Amount (in Rs)
1	Land 4 acres	40,00,000/-
2	Built up area required for filtration, raw material storage, packaging material storage, machinery spare parts, store, finished goods, office, QC lab, Toilets, Electrical switch room and miscellaneous etc. 6500 sq.ft. @Rs.800 per sq. ft.	55,00,000/-

MACHINES	COST (LACS)	UNITS	total cost
Pulp making machines	10 lakhs	1	10,00,000
Molding machine	10 lakhs	3	30,000,000
Thermo and drying machine	5 lakh		5,00,000
1 Robotic arms machine	4 lakhs	9	36,00,000
Water filling machines	3 lakhs		3,00,000
Price labelling machine	4 lakh		4,00,000
Packaging machine	4 lakhs		4,00,000
Coveyor belt	5.5 lakhs		5,50,000
rubber moulding machine	10 lakhs	5	50,00,000

TOTAL FIXED COST= 3,95,00,000/-

Variable Cost per unit

S.no	Description	Buying cost	Quantity	Unit cost	Total cost for month	per annum
1	Paper pulp	30 Rs/kg	40gms	Rs 1.2	2,88,000	34,56,000
2	PLA	350 Rs/Kg	0.5 gms	Rs 0.175	42,000	5,04,000
3	rubber	100Rs/kg	15gms	Rs 1.5	3,60,000	43,20,000
4	Polyurethane Adhesives	480 Rs/kg	1.5 gms	Rs 0.72	1,72,000	20,64,000
5	Mineral water	3/ litre		RS 3	7,20,000	86,40,000
6	Indirect Labour	500 Rs/day	2*10		2*15000	3,60,000
7	other facilities		5		5*10000	6,00,000
8	Transport		10		10*20000	2,400,000
9	TOTAL VARIABLE COST PER ANNUM				2,23,44,000	

TOTAL VARIABLE COST/ UNIT = RS.8.47

Break Even Point

variable cost per unit	=Rs.8.477
marketing + GST + license	=Rs.5
savings per bottle	=Rs.1
total cost	=Rs.13.67
retailer price	=Rs 18

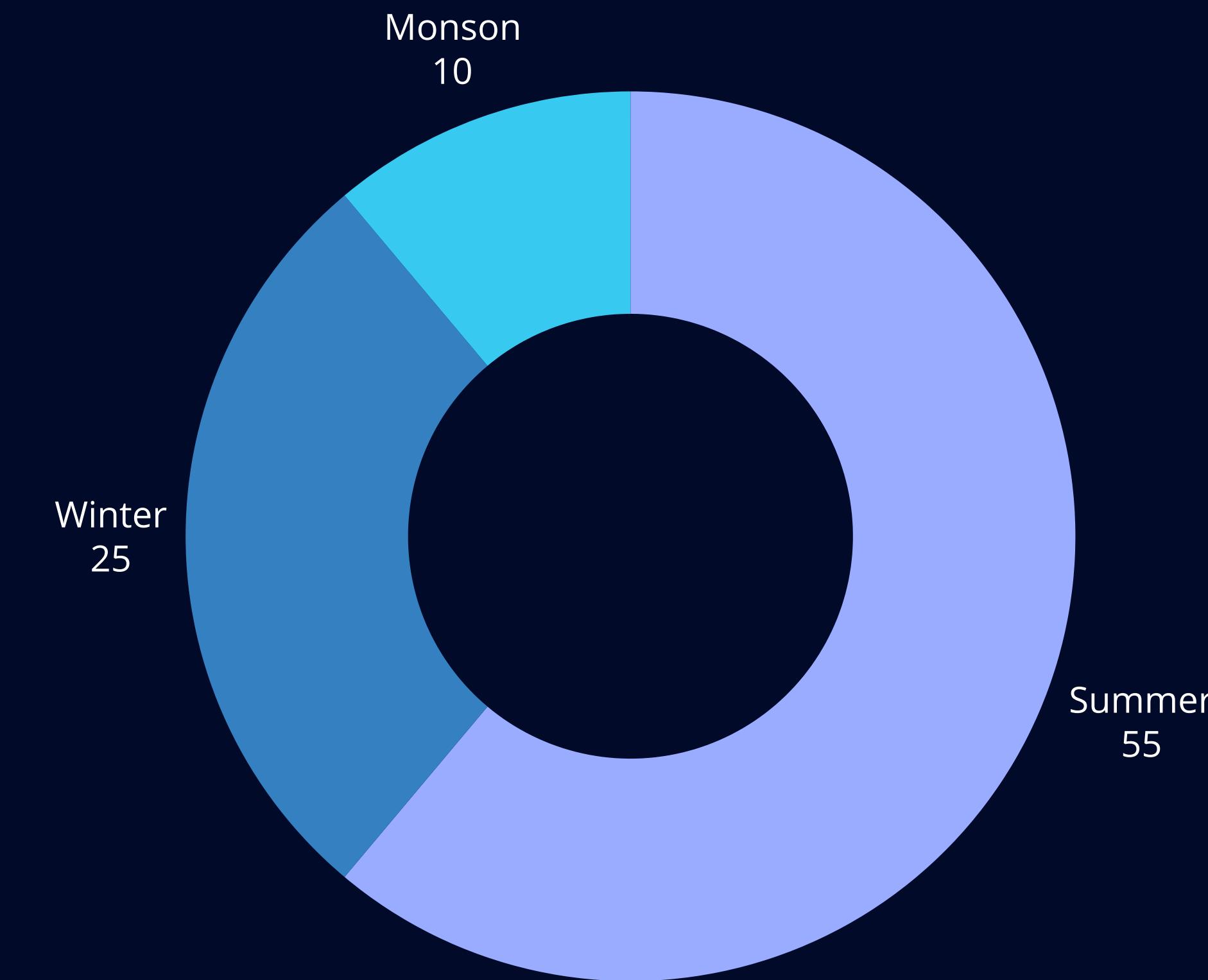
Break Even at Rs.4.33/-

Breakeven quantity - 1,01,25,867 units

Breakeven time - 3.46 years

DEMAND FORECASTING

forecasting for the year



WHAT PEOPLE EXPECT

- **PURITY AND QUALITY**
- **ECO FRIENDLY PACKAGING**
- **DURABILITY AND RELIABILITY**
- **ENVIRONMENT SAFETY**

MARKETING

4 P's of Marketing mix



PLACE



Tourist



Restaurants



Indian Railways

PROMOTION

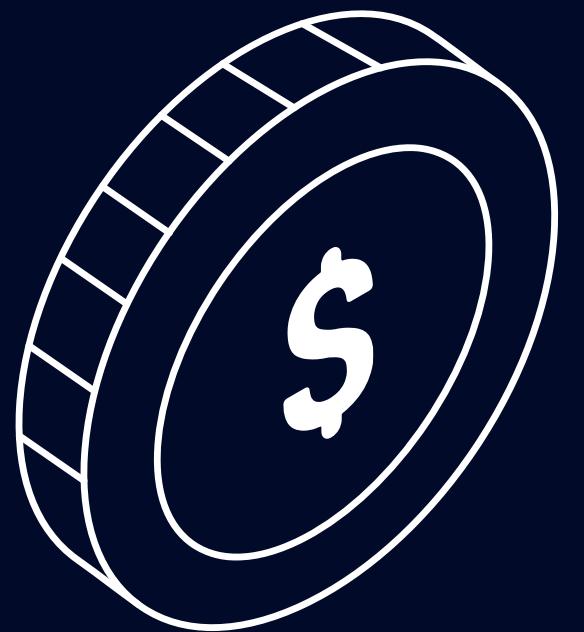
- Advertising
- Public Relation
- Personal Selling
- Digital Marketing



OUR DISTRIBUTION METHOD



- RETAIL DISTRIBUTION
- DIRECT SALE
- WHOLESALE DISTRIBUTION
- HOSPITALITY AND RESTAURANTS
- EVENTS AND EXPOS



**Profit after break even analysis Rs
1,26,52360 / year**



THANKYOU