



The logo consists of the word "naario" in a white, lowercase, sans-serif font. A small, solid orange circle is positioned above the letter "i". The letter "o" has a decorative, flowing tail extending downwards and to the right.

Made by Women. For Everyone.

Our Vision

At Naario, we're reimagining food for the next decade.

*Building a millet-first ecosystem that delivers on nutrition, climate resilience, and new-age consumer demand. By putting women at the center, we're not just creating a business, **we're shaping a new category** that will define the future of food.*

We're bold, we're disruptive, and we're here to make millets mainstream, with taste and trust leading the way.



Sourcing



Processing



Community/ Habit Building

Health, Climate, Policy- All roads lead to Millets!



Built for Today's Health Problems

Millets help manage diabetes, PCOS, and gut health without changing what people love to eat.

Low GI, gluten-free, high-fiber- easy fit for daily staples.

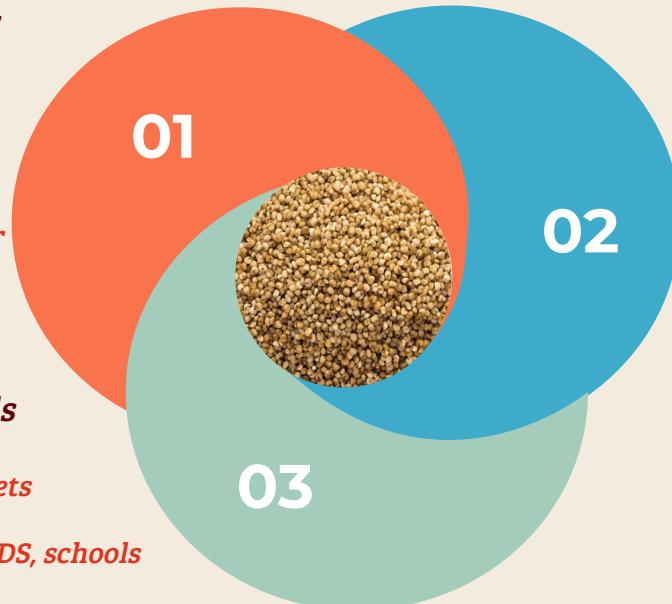


Government and Global Trends

2023 was the International Year of Millets

Indian govt is integrating millets into PDS, schools & hospitals.

Global food agencies are investing in millet-based innovation and climate strategy



Sustainability Aspect

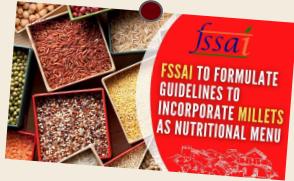
Millets use 70% less water than rice and grow in dry, low-input soil.

They support regenerative farming, reduce carbon intensity, and preserve seed diversity

Timing the Shift: What's Changing



→ Government interventions like International Year of Millets + millets in midday meals



→ FSSAI mandates encouraging fortification with millet



→ FMCGs acquiring brands like Soulful



→ Google Search for "millets for diabetes" and "ragi snacks" up by **3X in last 2 years** .



→ Global "ancient grains" market growing at **>8% CAGR** , millets included.

Timing the Shift: Why it Matters



→ Consumers shifting to Low-GI, fiber-rich grains like Ragi, Jowar, Bajra from white rice, maida, sugar



→ They've moved on health food= for weight loss only to **Family-first wellness** – same meal for kids, moms, and dadaji



→ They are actively seeking local, trust-based clean food brands

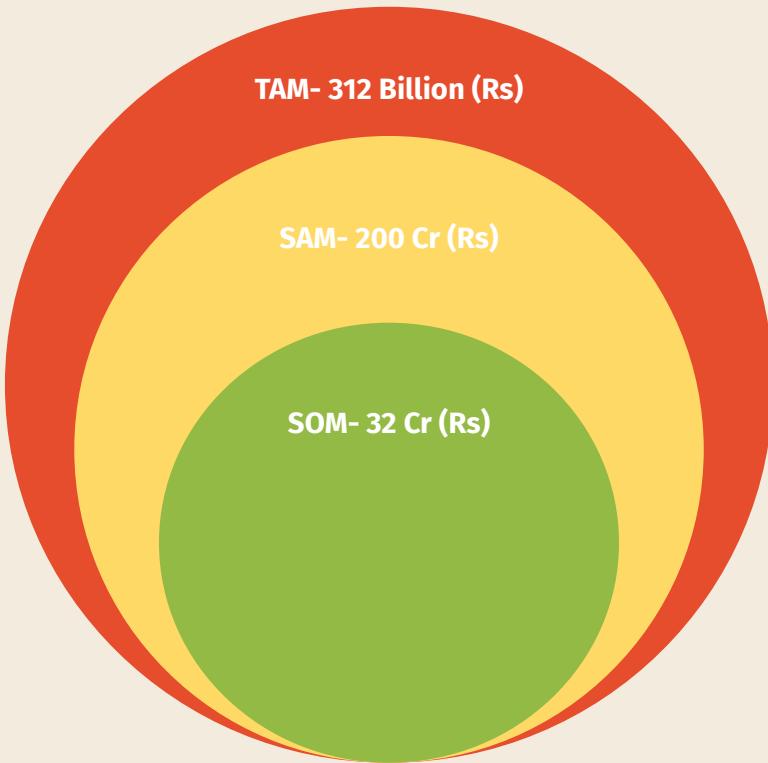


→ They're adapting to nani-approved ingredients with modern packaging from insta and gym approved fad



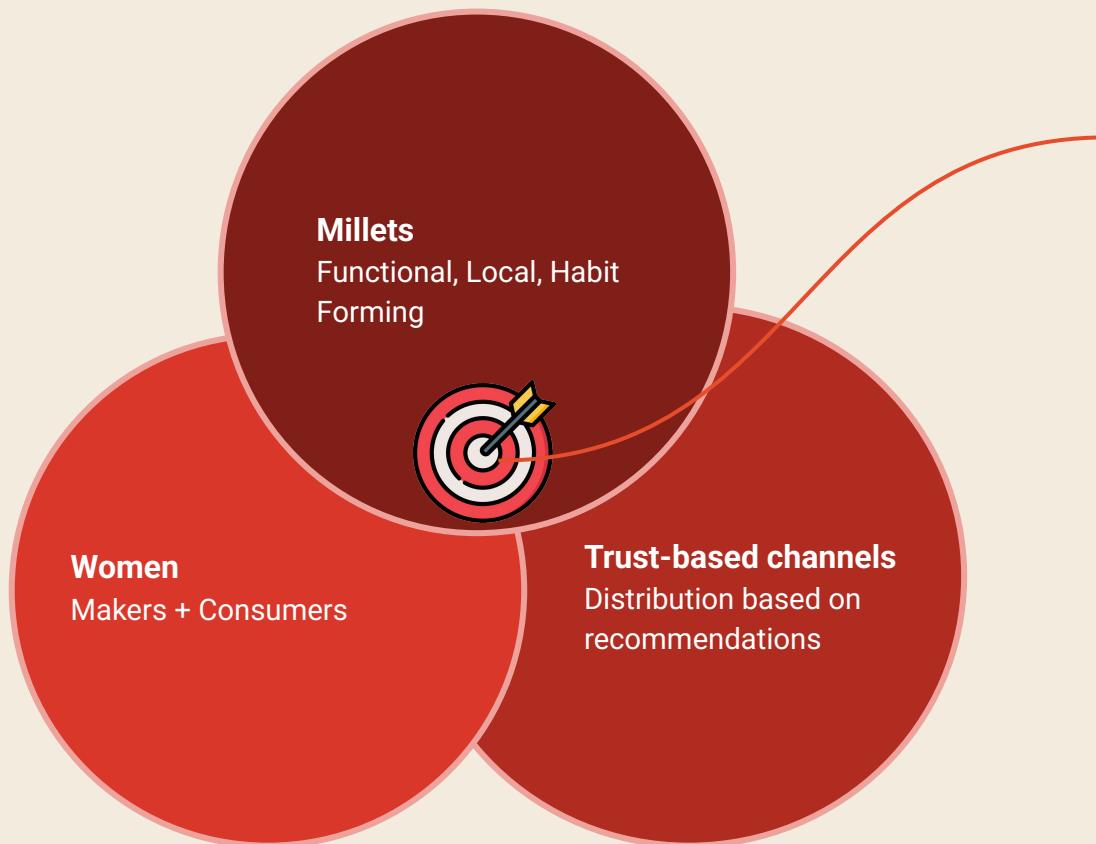
→ Consumers are now eating for gut, sugar, and hormone health (but not giving up taste)

Total Market- Millets as Functional Food



	2025	2028
Avg no of people consuming millets (Mn)	125	228
AOV (Rs)	200	400
TAM (Bn)	25	91
% Urban	30%	35-40%
SAM (Bn Rs)		20-30
SOM (1% Share)(Cr Rs)		32

Naario- Born from the Lives We Aim to Improve



Naario

- Products made by women, *for* women and families
- Built on everyday habits, not hype
- Powered by community

Built to Serve the Women who shape what India eats

We're not just selling food — we're shaping everyday habits of the modern Indian woman.



Moms | 30-45

Top picks: Millets Attas, Porridge

Want to feed my family healthy, but can't compromise on taste.



Moms | 30-45

Top picks: Muesli for rushed mornings

If it saves effort and is good for me and the kids, I'm in!



Young Millennials | 25-35

Top picks: Muesli,, Snack Bhakhri

I want to eat clean, but I won't eat boring 'health food.'

Their needs

Clean labels they can trust

A brand they emotionally connect with

Social proof:
community-approved products

Healthy food that tastes great

Convenient, everyday options

Primary TG

Secondary TG

More Than a Business Model- A Community-Driven Engine

Our Two-Fold Solution creates meaningful touchpoints from farm to family

1. Raw Material Sourcing & Manufacturing



- Sourced directly from FPOs
- Manufactured by cooperatives
- Women-powered, transparent, and scalable

2. Unique Omni-Channel Distribution



- 100+ women micro-distributors
- D2C, marketplaces & retail (gyms, cafes, clinics)
- Combines digital reach with hyperlocal trust

Supply Chain Playbook



Access to and
procurement from
25 FPOs



Processing in 3 SHGs across
India with capacities ranging
between 150kg- 4 ton/day



Sealing and
Packing



Constant Training
and Upskilling-
specific to Naario



Final Product

Supplier and Source Standardisation
by Naario

Identified 1100+ SHGs;
strategically partnered with 3

Ensures Traceability and
Improved Margins

Rapid Sustainable
Scaling

Bringing the tastiest millet products to your plate



Snacks



Flour

Focus: Centre of the Plate Category



Cereals



Porridge



Others

naario™

Competitive Landscape: What positions us to win

Brand	Price Point	Taste & Acceptance	Distribution Channels	Repeat Rate & Loyalty	B2B Synergies	USP / Positioning
Naario	Mass-premium	High- Home-style + modern	D2C, Ecomm/ Quick Comm, Community-led, MT	High (via trust + habit)	Strong- QSRs, Cafes, Corporates	Women-led, community-powered
Slurp Farm	Premium	Kid-focused, sweet leaning	D2C, Ecomm/ Quick Comm, MT	Mid	Low-Mid	Kids-first millet brand
Tata Soulfull	Mass-market	Kid-focused, sweet leaning	D2C, Ecomm/ Quick Comm, MT, GT	Mid-High	Low	Mass millet for the family
Millet Amma	Premium	Authentic South Indian	Limited MT, Ecomm/ Quick Comm	Mid	Mid	Traditional, preservative-free
Two Brothers Organic	Premium	Rustic, earthy	D2C, MT, Ecomm/ Quick Comm	Mid	Niche B2B	Organic + rural narrative
Nourish You	High-end / niche	Gourmet-leaning	D2C, Premium retail	Mid-High	Mid	Superfoods and global millets



Go-To-Market Strategy- Powered by Partners

Community-first, trust-led growth with digital and strategic scale.

Community-Led Distribution

- 200+ women micro-distributors
- WhatsApp selling & referrals
- Local demos + chai-time conversations



Trust that scales

Strategic Partnerships

- Cafes, gyms, hospitals, schools
- In-context sampling
- Co-branded events & activations



Real-world conversion



Digital & Commerce Channels

- D2C via Naario.com
- Amazon, Flipkart (e-commerce)
- Zepto, Blinkit (quick commerce)
- Social-first growth



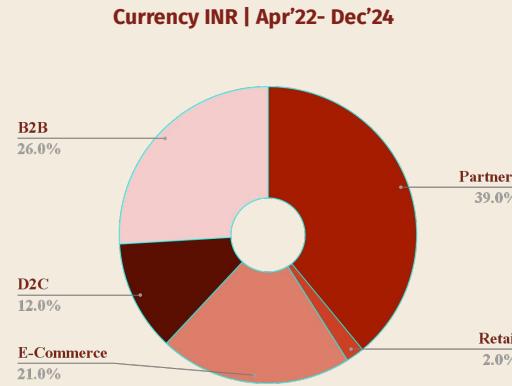
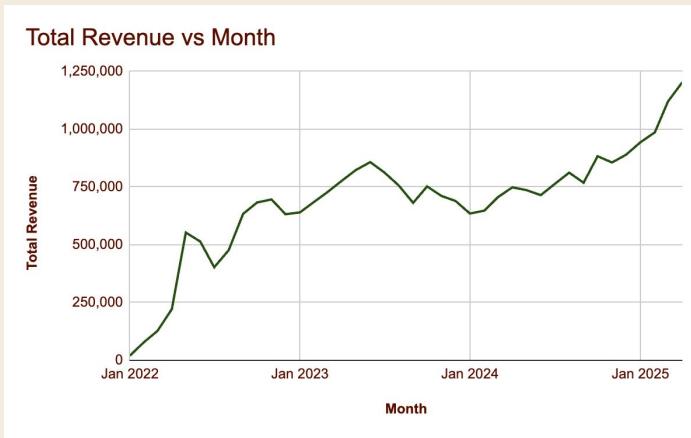
Shweta, 42, Noida



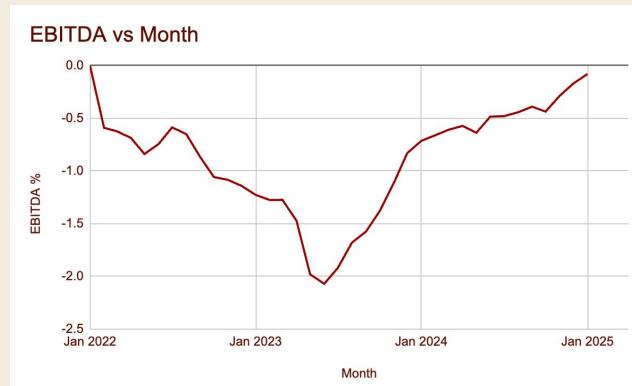
Megha, 37, Delhi

Customer Testimonials

Current Traction



Revenue Split across Channels



EBITDA Margin (Apr'22- Dec'24)

Brands That Trust Us



Projects in Pipeline



Research project with IMA

Journey so far



Business Metric projections by end of FY 26-27

FY	Revenue(₹ Cr)	Gross Margin (GM) %	GM (₹ Cr)	EBITDA %
2025-26	6	57%	3.4	-3%
2026-27	15	60%	9.0	4%
2027-28	35	62%	21.7	6%



Quick Commerce, Partner-led distribution and B2B Projects (40%) to drive Naario forward in next 2 years

Fueling Growth Where It Matters Most

We are raising ₹4 Cr to Power the Next Stage

Category	% Allocation
Scaling Distribution (B2C & B2B Expansion)	13%
Brand Awareness & Customer Acquisition	30%
Supply Chain & Production Scale-Up	30%
Hiring & Team Expansion	15%
Product Innovation & R&D	10%
Technology & Data-Driven Expansion	2%

The Naariyan behind Naario



Anamika Pandey, Founder



**Prev Experience - BBdaily as New Initiatives Lead, Bigbasket
Education - NIT Warangal,**



Charul Chandak
Prev- Nestle
Education- SPJIMR



Simran Shali
Product and Quality
Education- Lady Irwin College



Vaanya Ranade
Partners Lead
Education- Ashoka University



Vandana Sharma
Community
Prev- Shaadi.com

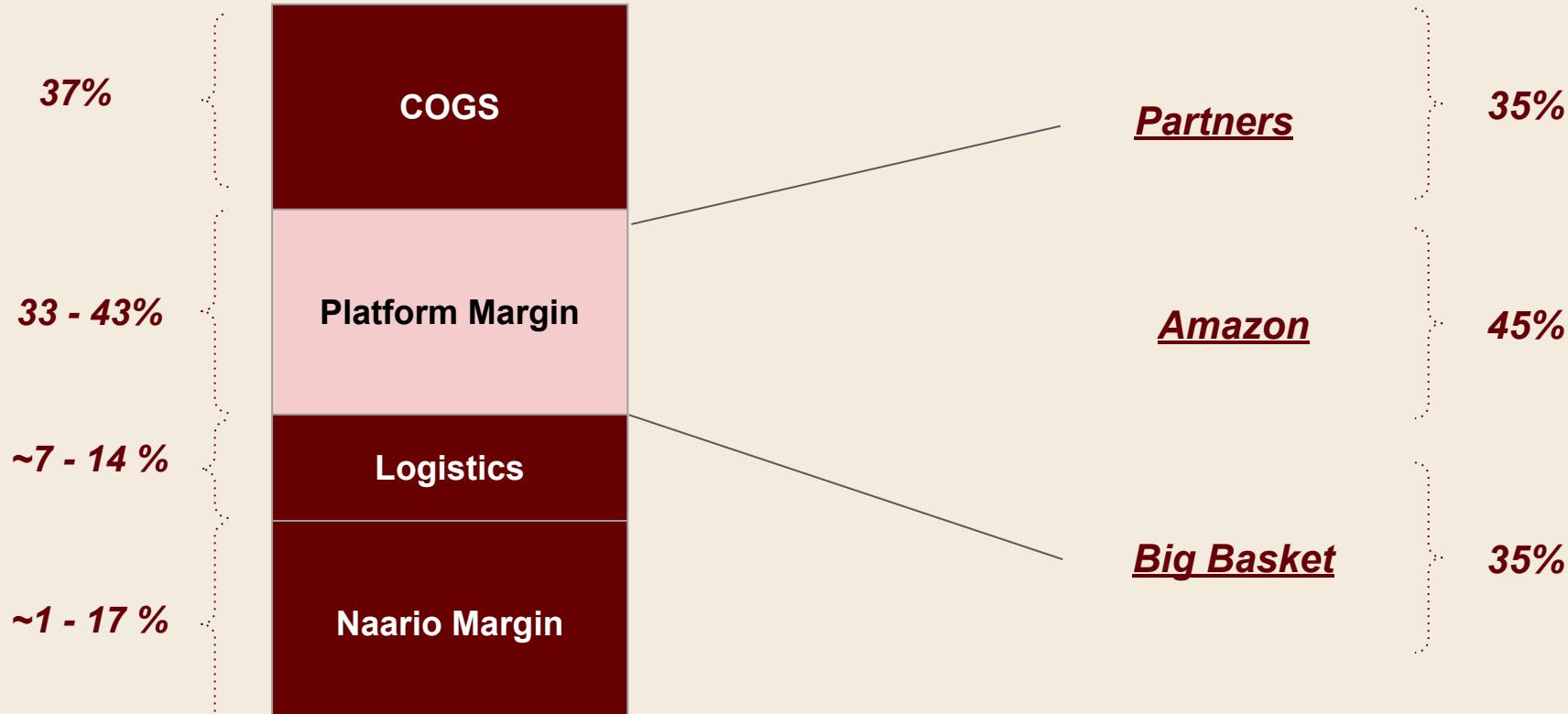
Jeff Bezos on opportunity:

"I think it's generally human nature to overestimate risk and underestimate opportunity... The risks are probably not as big as you perceive and the opportunities may be bigger than you perceive.

For further details you can contact-
Anamika Pandey | anamika@naario.com | 9849853076

Annexure

Unit Economics



Does not include D2C

naario

Distribution Metrics

Channel Type	CAC	Control	Trade Margins	Operating Margins	Reach	Cohort Retention (6 months)	Targeting	Comments
D2C	High	High		5-10%	High	9.6%	High	Demands high Ad spend
Retail	Med	Low	35-45%	8-12%	Medium	5-15%	Low	Demands large ground workforce and cashburn
Platforms	High	Low	35-55%	3-12%	High	23%	Medium	Demand high Awareness Cost but brings low data visibility
Naario Partners	Low	High	27-35%	20-33%	High	40.6%	High	

Naario Partners as a channel offers a Net profit of 7-8%



Business Metric projections by end of FY 26-27

Plan to launch 25 SKUs to drive AOV for an Annual Revenue of INR 15Cr (10x growth)

Partner Channel

E-Comm + Quick Comm (3P)

Exports + B2B

Success Metric/Levers	By end of FY 26-27	Success Metric/Levers	By end of FY 26-27	Success Metric/Levers	Market Size
Total Number of Partners	1000	Total platforms (region wise split)	5-6	Export Market	\$2 billion
Orders per month	2-3	Target POs per month	1-2	B2B	School & Hospital Canteens + Sports Institutes + Corporates
Average Basket Value(Order value of Partner with Naario)	INR 5,000	Average PO size	INR 1-2 L		



Quick Commerce, Partner-led distribution and B2B Projects (40%) to drive Naario forward in next 2 years

Competitive Landscape

Types of Competitors		Our Strategy
Direct- Other brands	Smaller Brands like Millet Amma, Early Foods, Bigger brands like ITC launching millet based products	Smaller Brands- Women led Distribution prioritising speed Larger Brands- Consistent and Superior Quality of product
Indirect- Self made solutions	Customers making millet based products at home	Affordable price point
Indirect- Resistance to change	Customers not willing to switch from staple grains like wheat/rice	Education and Awareness via Women Partners

Massive Opportunity meets Solid Backing (Previous Backers)



[Prashant Pitti](#)
Co-Founder, EaseMyTrip



[Sairee Chahal](#)
Founder, Sheroes
& Mahila Money



[Ankit Mehrotra](#)
Co-Founder, Dineout
(Acq by Swiggy)



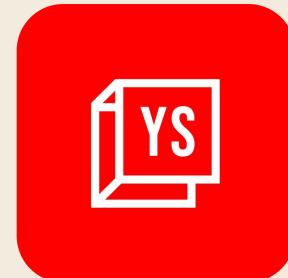
[Vikram Gawande](#)
GP, Blume Ventures



[Apurva Chamaria](#)
Head, Google VC



HEM Angels



Yourstory

