



PUTTALAMMA[®]
PRIVATE LIMITED

INDIA

Utensil Cleaning Device



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A unique, compact, economical semi-automatic utensil cleaning device for cost-effective removal of all types of stains from various utensils.

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Problem:

Universal Problem: Kitchen Utensil Cleaning

About Automatic Dishwashers:

Nowadays, high technology is available for dishwashers. However, even where such advanced technology isn't necessary, it is often still used. This makes dishwashers expensive, bulky, unable to operate on backup power, requiring specific water pressure, needing expensive chemicals, and time-consuming. Additionally, prewashing manually is required, loading and unloading must be done manually, and they have a limited capacity for cleaning utensils.

About Manual Cleaning:

When cleaning manually, one hand is used to hold the utensil while the other is used for scrubbing. More effort is needed for burnt dishes, leading to issues such as neck pain, shoulder pain, finger pains and faded fingers. Soap can cause skin allergies, and if gloves are used, they often tear due to handling hard scrubbers.



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Solution:

Using both hands to handle the utensil brought it into contact with the rotating scrubber, eliminating the need to touch soap and scrubber directly with hands. Gloves were used for dry hands. A power-operated scrubber cleaned the utensils without manual scrubbing efforts.

Additional Benefits:

- 1.) Virtual space installation
- 2.) Economical and cheaper consumables
- 3.) Water pressure not required
- 4.) DC powered, avoiding electric shock
- 5.) Mobile power bank can be used for power backup
- 6.) One-shot cleaning from sink to storage basket
- 7.) Stainless Steel 304 Device, Long durability.
- 8.) Efficient Pre-wash for Burnt and Greasy dishes



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Vision:

Our vision is to become the leading provider of innovative, eco-friendly kitchen solutions in the market. By offering the Puttalamma Utensil Cleaning Device, we aim to transform the dishwashing experience for households, hotels, bars, restaurants, canteens, and any commercial kitchen. Our goal is to make dishwashing efficient, cost-effective, and environmentally conscious. We strive to deliver unparalleled value to our customers through cutting-edge technology, exceptional durability, and user-friendly design, ultimately enhancing their daily operations and promoting a sustainable future.

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Market Size:

The market size for both commercial and domestic utensil cleaning in India is **INR 6 lakh crores**. Capturing at least **0.5%** of this market would generate **INR 3000 crores**. The minimum business we aim to achieve is INR 500 crores with in 3-5 Years.

Customer Segment:

Domestic use - Every Family can benefit from this product to simplify their lives. It is economical, Comfort, space-efficient, eliminates waiting time and operates without guilt while working. It can simultaneously cook and clean, especially in urgently required at the nearest sink. This product is designed for individuals mature enough to utilize its properly.

Commercial use – Hotels, Bars & Restaurants, Canteens, and any place where a kitchen is used. It features a series of three sink cleaning processes and can clean 2,500 serving utensils within an hour.

Business Stage:

Pre-Revenue Stage

Industry Category:

FMCG

Funding Status:

Bootstrapped



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USP (Unique Selling Proposition):

Puttalamma - Utensil Cleaning Device

Experience the future of dishwashing with the Puttalamma Utensil Cleaning Device. Our innovative, patented design offers a multitude of features that set us apart from competitors:

- 1.) **Nature Friendly Operation:** Our device uses minimal water and energy, making it an environmentally conscious choice for your kitchen.
- 2.) **Compact and Economic:** Unlike bulky and expensive automated dishwashers, the Puttalamma device is compact, easy to install, and cost-effective, fitting seamlessly into any kitchen setup without requiring additional space.
- 3.) **Versatile Cleaning:** Efficiently handles all types of dishes - burnt, greasy, and serving utensils - across various materials such as metal, clay, plastic, and glass.
- 4.) **Adjustable Settings:** The device offers vertical and horizontal adjustments, providing flexible positioning to suit user convenience and ensuring comprehensive cleaning.
- 5.) **Health and Safety:** The device operates on a safe 12-volt DC power source with a mobile power bank backup. It prevents direct contact with soap and scrubbers, reducing the risk of hand allergies, faded fingerprints, dirty nails, and keeps hands dry with the use of gloves.
- 6.) **Durability and Low Maintenance:** Constructed with a solid stainless steel frame, the device ensures long-lasting performance and requires minimal maintenance, using regular soaps and scrubs without the need for expensive consumables.
- 7.) **Silent Operation:** The Puttalamma device operates silently, making no noise during use, ensuring a peaceful kitchen environment.
- 8.) **One-Step Cleaning:** Streamline your dishwashing process with one-step cleaning from the sink to the storage basket, saving time and effort.
- 9.) **Efficient Pre-wash:** It can pre-wash even burnt dishes

Join the Puttalamma family and enjoy effortless, silent, and sustainable utensil cleaning today! Say goodbye to the limitations and high costs of traditional dishwashers, and embrace a smarter, greener way to clean your dishes.

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Competitors:

Automatic dishwashers are three times more expensive than our product, making them an option, not a competitor

Automatic dishwashers are often expensive and not suitable for all customers. They require manual prewashing to remove waste from utensils, and for burnt dishes, this prewash must be done manually as well. Users must sort, load, and unload utensils manually. Adequate water pressure is necessary, and they rely on costly chemicals such as water softening salt, cleaning powder or liquid, and shining liquid. The process is time-consuming, with high power consumption and significant space requirements. Our product addresses these issues by being more affordable, space-efficient, and easier to use, with no need for expensive chemicals.

Protect ourself and improve market share:

We will continue to innovate, and plan to add more patented, simple, and scalable products to increase our market share.

Our utensil cleaning device is in high demand, especially in hotels. It features a three-stage system: Sink 1 for wastage removal with water wash, Sink 2 for soap wash, and Sink 3 for water wash. It can clean 2,500 utensils per hour with three operators.

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Product Videos

Domestic use



<https://youtu.be/xsGmlp4G9QQ>

Commercial use



<https://youtu.be/SQ0iGPgIJY4>



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Product Detail – Some more Youtube Video Links

**Cleaning - drinking
glasses for Bar &
Restaurants
(1:33)**

➤ <https://youtu.be/A2Q5KPgJz24>

**Understanding
product in detail
(2:12)**

➤ <https://youtu.be/zVB4cv8fPa8>

**Cleaning -
Burnt & Greasy
dishes
(1:44 & 2:11)**

➤ <https://youtu.be/Ag4Vlhk4WR8>
➤ <https://youtu.be/uLTqALrLpM>

**Oil skimmer -
an additional
product
(1:12)**

➤ <https://youtu.be/bqplOIGOV2I>



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Comparison with Other Products

Sr. no.	Description	Puttalamma - Utensil Cleaning Device	Automatic Dishwasher
1	Pre-wash for burnt dishes	✓ Yes	✗ No
2	Water softening salt, chemicals, and shine liquid needed	✓ No	✗ Yes
3	Unlimited utensils wash - continuous flow	✓ Yes	✗ No
4	Additional space required	✓ No	✗ Yes
5	Less Power consumption and electric shock safety	✓ 12V DC	✗ 240V AC
6	Time spent loading utensils properly	✓ No	✗ Yes
7	Water pressure required	✓ No	✗ Yes
8	Cost-effective (cheaper)	✓ Yes	✗ No

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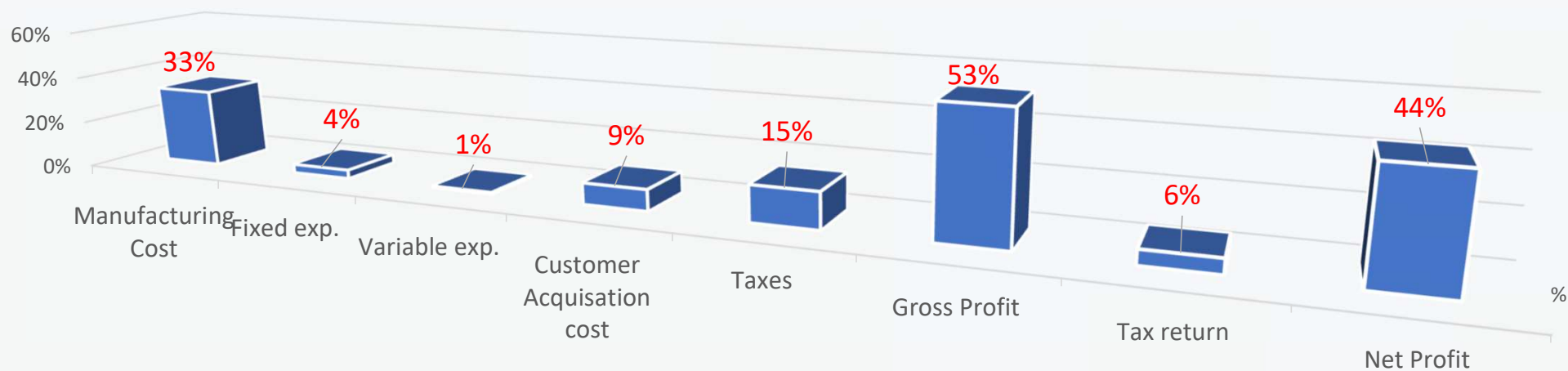


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Projected – Profit calculation 2024-25 (INR 4 Cr. turnover)

Sales not yet started

%



ASP – Average selling price INR 12000

■ %

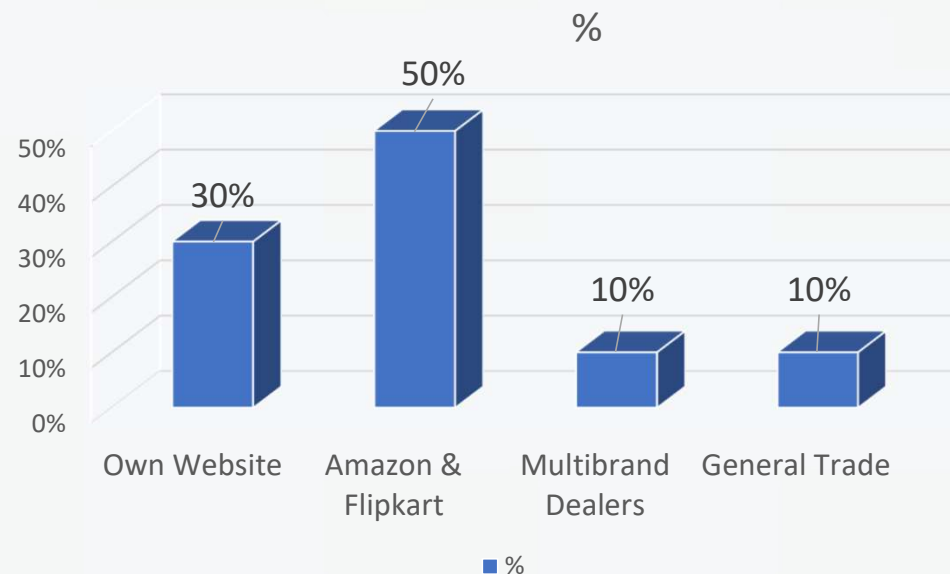
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Revenue Model

Our unique and scalable product stands out compared to other dish washing solutions. It is affordably priced for every family and additionally targets commercial sectors, with each order containing 3 units optimize the commercial cleaning process. We anticipate 62% profit margin on the invoice price. D to C



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Investment Required INR 2 Cr. (238K US \$) For 4% Equity

Why Investment Needed?

- Manufacturing 70%
- Team 10%
- Sales & Marketing 10%
- Others 10%

Exit / Secured

- If sales done, Profit available in hand
- If sales to be done, Product available in hand.
- 10X valuation projected with in 3 to 5 years.

Valuation 50 Cr.

- Idea
- Finished Product
- IP Protected
- Market Size
- Scalable

Directors Invested INR 20L

- Research & Development
- IP Protected
- Designing & Dies making
- Prototype & Finished Product
- Revenue Stage
- Live Trails at Customer
- ROC, Brand Reg. etc.
- Website, Advertising videos etc.

Mentorship Needed

- Manufacturing
- Sales

Market Size (India)

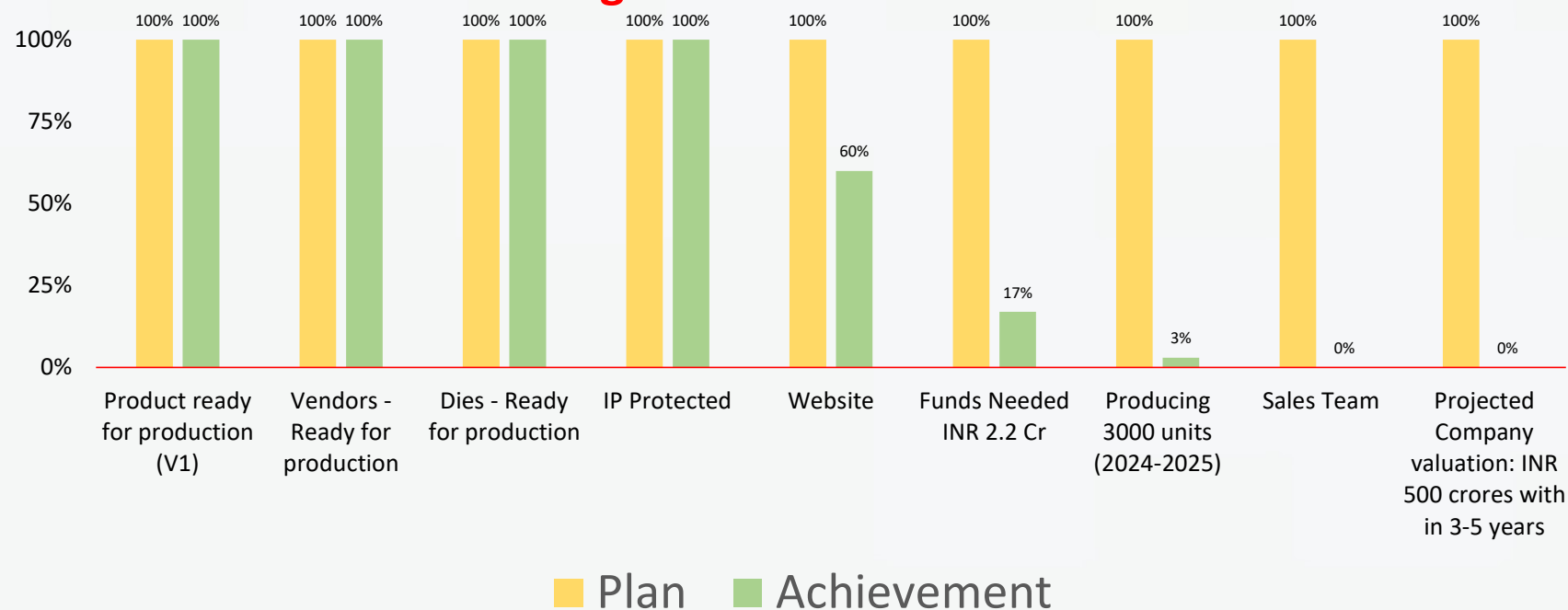
- Domestic 4,50,000 Cr
- Commercial 1,50,000 Cr

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Planning Vs Achievement - Status



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Legal Information / About Directors

Director (51%)

- Sivaprasd Redrouthu, 26+ years experienced in Automotive After Sales Training, Engineering Services, and Telecom. Resigned in June 2023 to scale my startup, founded in July 2020. Inventor of the "Utensil Cleaning Device," with a patented one for household and commercial use. Seeking investor funding for mass production.

Director (49%)

- Lalitha Kumari Redrouthu, Experienced in IT Core Background, Data Analysis, people management, Digital Marketing and web design.

Legal & Additional Information

- Have you declared Bankruptcy - **NO** ✓
- Are presently disqualified from being director of a Company - **NO** ✓
- Do you have any past or pending legal proceedings / Court cases / Complaints / adjudications etc against you - **NO** ✓
- Are you an Indian Citizen – **YES** ✓
- Are you legally allowed to do business in India and you have requisite licenses and authorisation from Government of India to conduct your business in India? – **YES** ✓
- Founders invested their own money in to this business? **YES** ✓
- Is company servicing an existing loan? **NO** ✓

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Customer Feedback – Hotels (Commercial)

Feedback

- Manpower attrition will decrease due to reduced human manual effort in cleaning.
- Reducing manpower by one person will save at least INR 1.5 lakh per year.
- Some college students visit us for part-time jobs and feel comfortable using this device for utensil cleaning without any guilt.
- Maintenance is minimal: operates on low electricity (12V DC), requires no water softening salt or shining liquids, chemicals, or high water pressure.
- Stainless steel (304) device allows simultaneous use of both options: machine operation and manual operation if needed, requiring no additional space.

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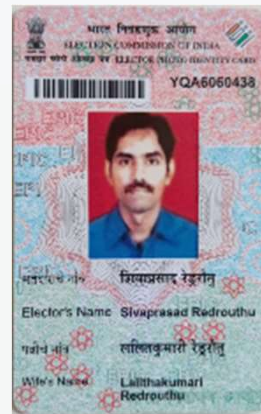


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KYC



Aadhar



Voter ID



Aadhar



Voter ID

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Contact Details

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Thank You

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