



SnacQ: Guilt-Free Indulgence



Revolutionizing Healthy Snacking

Swaad Bhi , Sehat Bhi

Products:

- Baked Supergrain Masala Chips
 - Protein Power Namkeens
 - Veggie Pops (Baked Snack Balls)
 - Wholegrain Khakra Chips
 - Roasted Lentil Crackers
 - Spiced Foxnut (Makhana) Mix
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- **Revenue** in the Snack Food market amounts to US\$17.11bn in 2025. The market is expected to grow annually by 7.66% (CAGR 2025-2029).





Redefining Cravings: The Rise of Healthy & Authentic Snacks

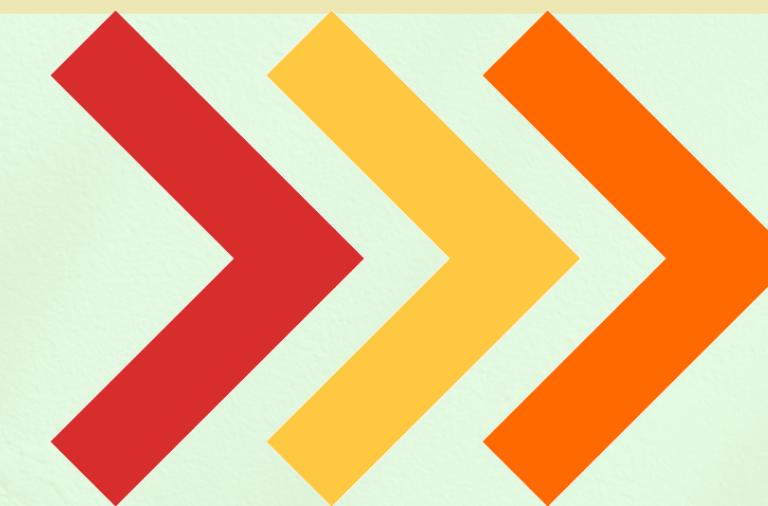
Health Trends

- Rising preference for baked, low-fat, and nutrient-rich snacks.
- High demand for gluten-free and high-protein options.



Consumer Pain Points

- Lack of guilt-free indulgence in traditional Indian snacks.
- Inconvenient and unhealthy fried alternatives.



Product Fit

- **Supergrain Chips:** Combines taste with nutrition (quinoa, oats, ragi).
- **Protein Power Namkeens:** High protein from lentils and chickpeas.
- **Veggie Pops:** Plant-based, baked snacks ideal for families.



Crafted Uniquely, Savored Traditionally

Product Innovations

- **Integration** of super grains like quinoa, ragi, and oats, and lentils for added functional health benefits.
- **Shift from fried to baked** and roasted formats, ensuring lower calorie counts and healthier snacking.
- **Infusion of authentic Indian flavors** such as Masala, Jeera, and globally popular options like Peri-Peri, catering to diverse taste preferences.

Sustainability

- **Adoption of biodegradable and resealable packaging** to minimize environmental impact and preserve product freshness.
- **Commitment to environmentally friendly practices**, enhancing brand trust among eco-conscious consumers.

Consumer Engagement

Use of QR codes on product packets directing consumers to engaging content such as recipes, health tips, and trivia, fostering a deeper connection with the brand.

Product Proposition and Pricing*

Product Proposition

Discover the perfect blend of taste and health with our range of wholesome snacks. From crunchy supergrain chips to protein-packed namkeens, and from veggie pops to spiced foxnut mixes, our snacks are crafted to satisfy your cravings while nourishing your body. Embrace a healthier snacking experience with our delicious, nutritious, and guilt-free options.



₹ 25-35

Single-serve (30g)



₹ 45-55

Regular packs (60g)



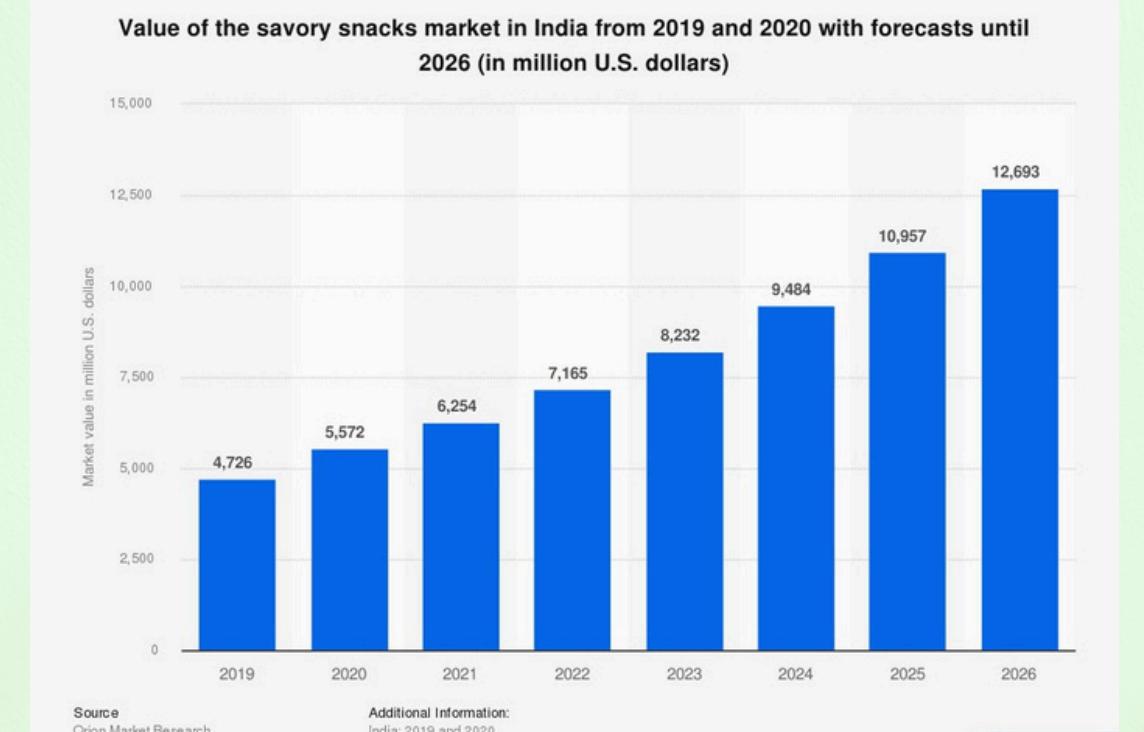
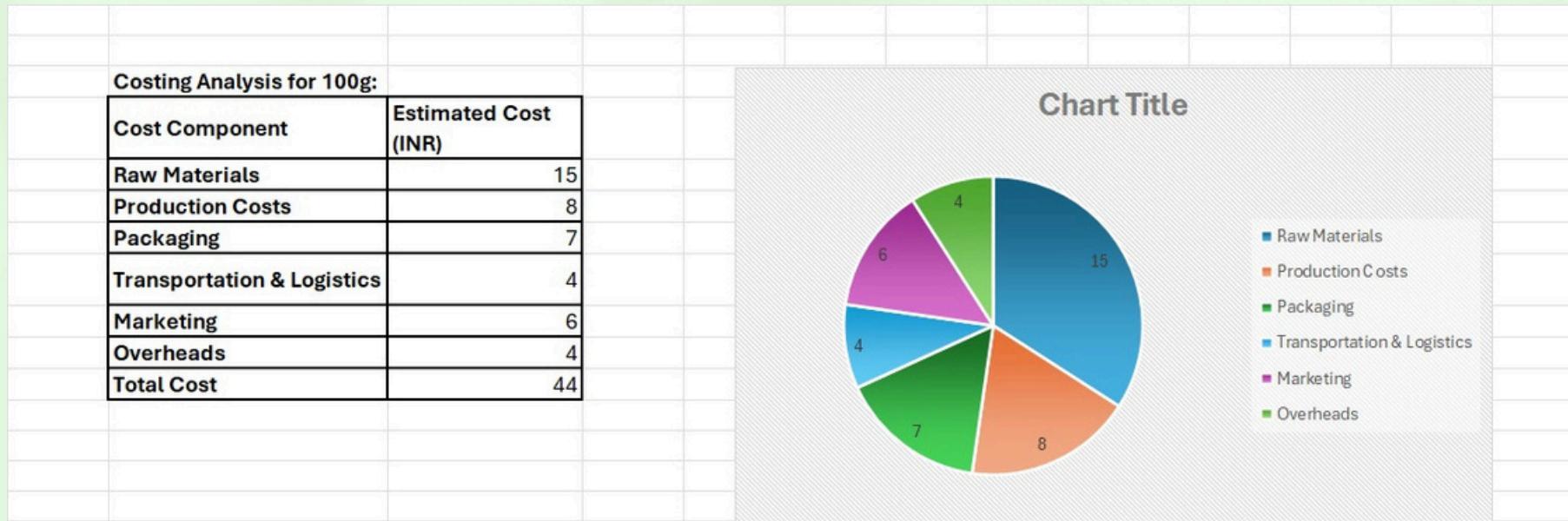
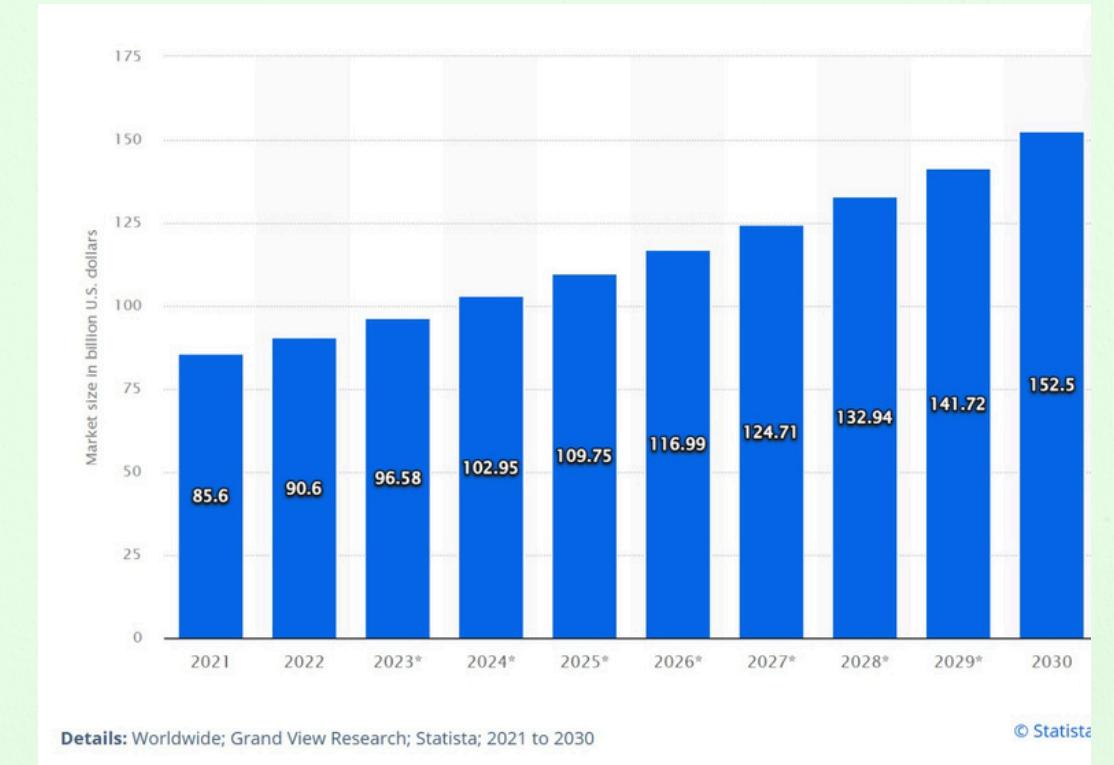
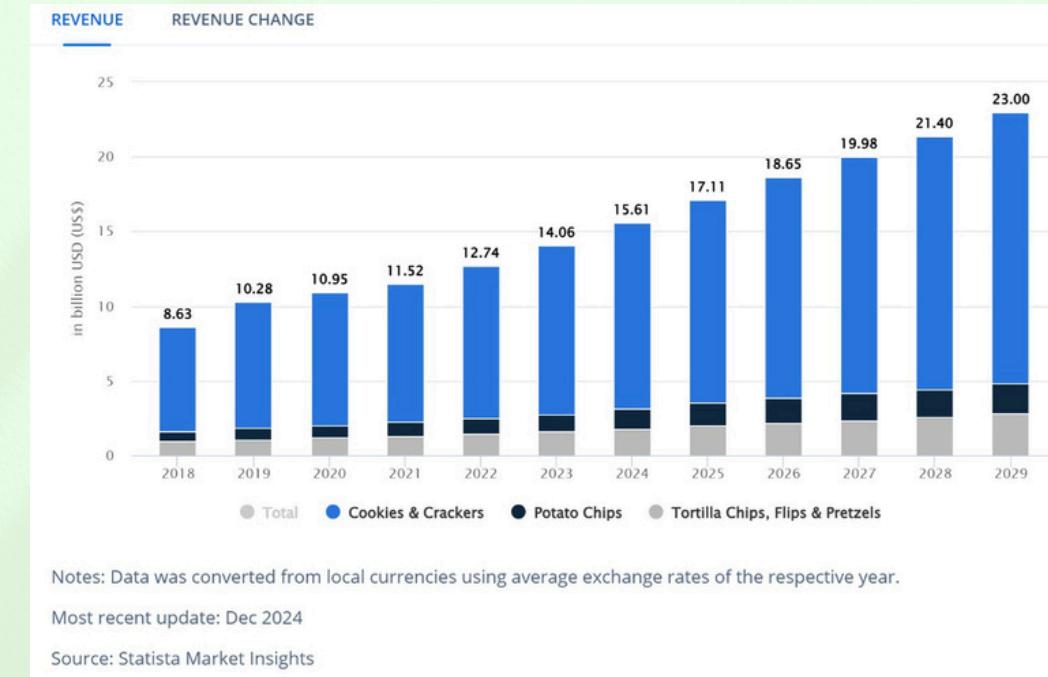
₹ 120-130

Family packs (150g)

Go-To-Market Strategy

- Phase 1: Pre-Launch Activities (Months 1-2)
 - Conduct consumer preference surveys to fine-tune flavors.
 - Teaser campaigns on social media to generate buzz.
 - Collaborate with food bloggers and health influencers for pre-launch sampling.
- Phase 2: Launch (Months 3-6)
 - Digital Marketing:
 - Ads on social media, YouTube, and e-commerce platforms.
 - Retail Activation:
 - In-store promotions, sampling, and dedicated shelf space.
 - Traditional Media:
 - Television and radio ads emphasizing health benefits and authentic taste.
- Phase 3: Post-Launch Expansion (Months 7-12)
 - Introduce seasonal and limited-edition flavors.
 - Launch loyalty programs for repeat purchases.
 - Engage with health-conscious communities through an online platform.

Appendix



Our Team

Meet valuable members of our team here



Adeline Palmerston
CEO



Bailey Dupont
Finance



Cia Rodriguez
Marketing

