



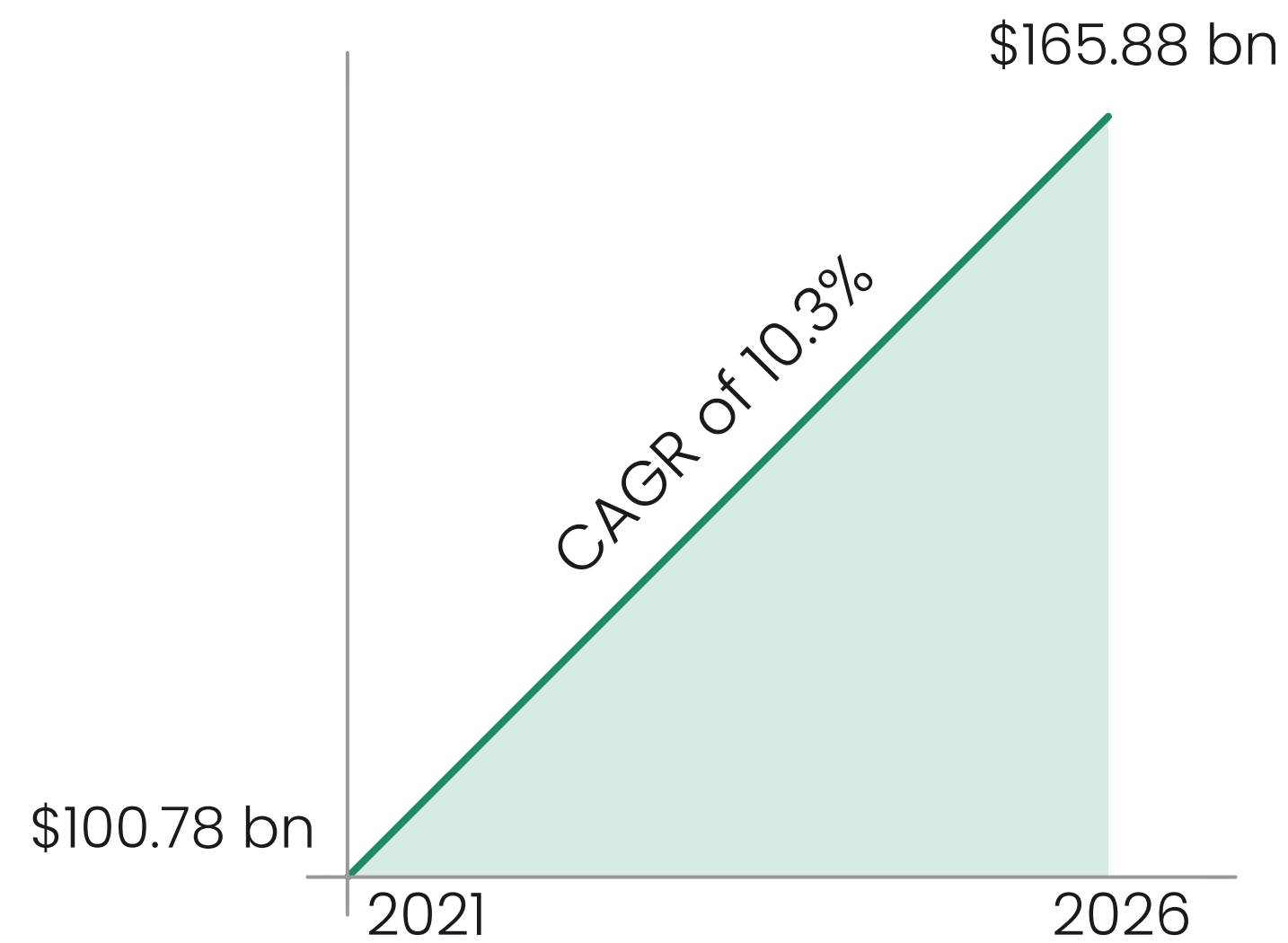
SOLESTONE[®]

Simply Gourmet, By Nature

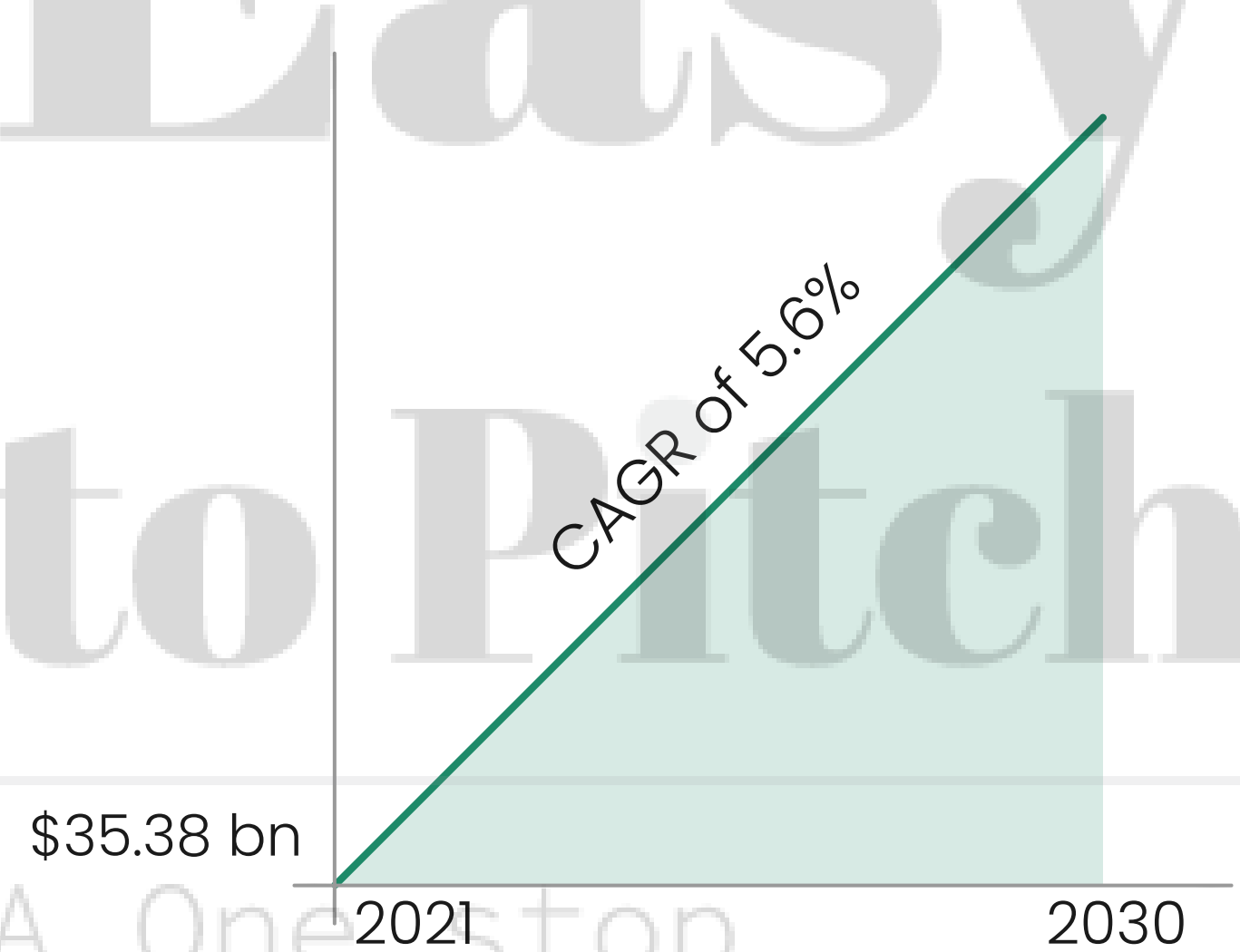


Industry Overview

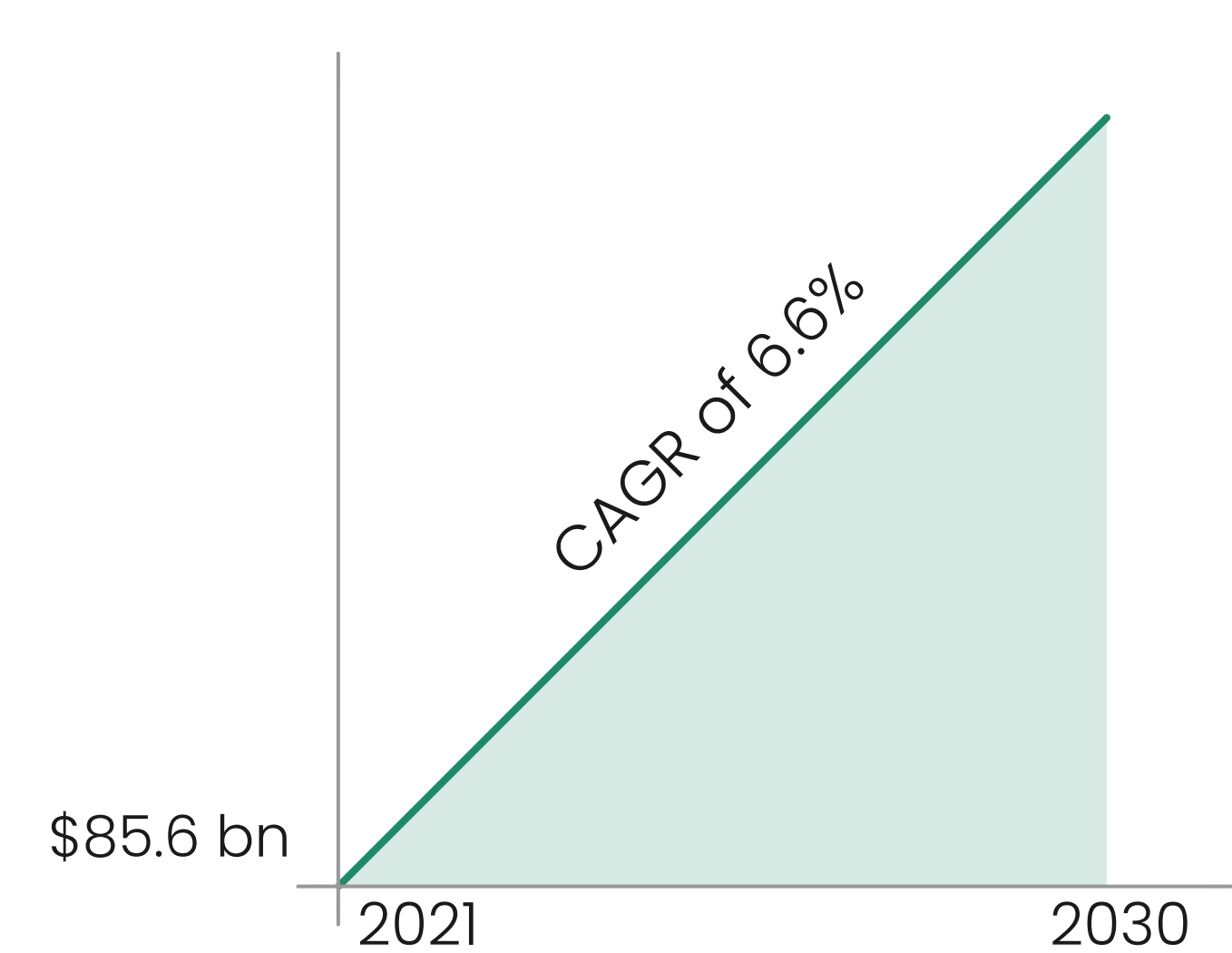
The global tea and coffee market size



The global seasoning & spices market size



The global healthy snacks market size

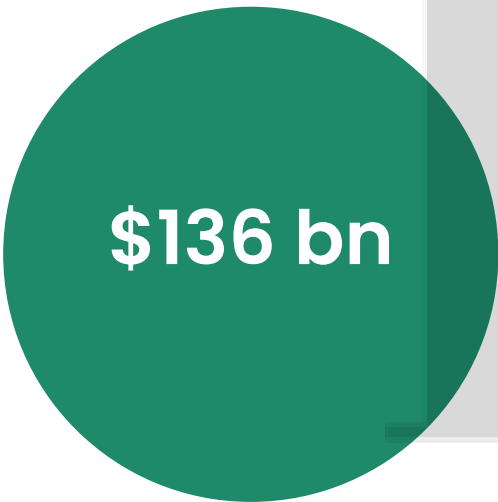


Source:
<https://www.thebusinessresearchcompany.com/report/coffee-and-tea-global-market-report>
<https://www.grandviewresearch.com/industry-analysis/seasonings-spices-market>
<https://www.grandviewresearch.com/industry-analysis/healthy-snack-market>

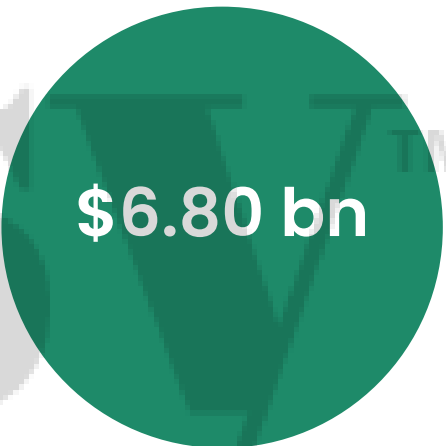
Market Size – Global



Total Addressable Market
(TAM)



Serviceable Addressable Market
(SAM)

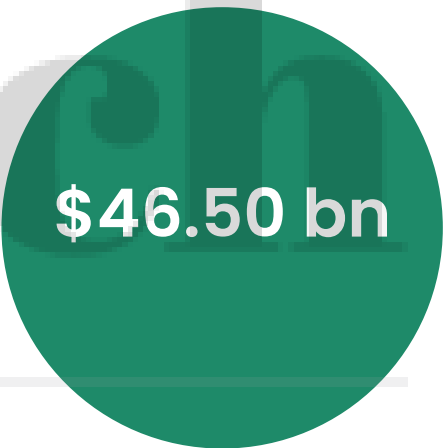
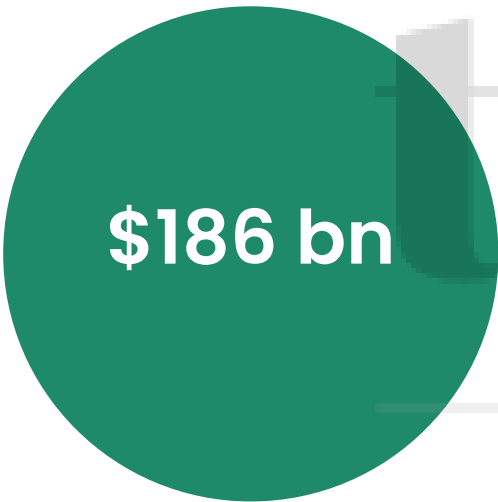


Serviceable Obtainable Market
(SOM)



5%

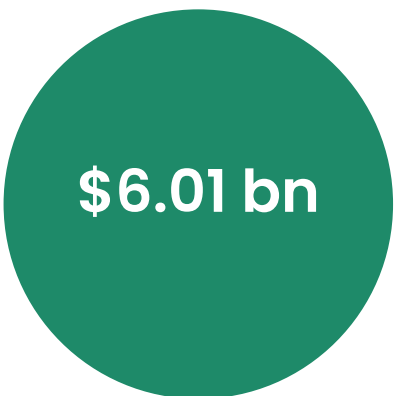
10%



25%

5%

Combined



A One stop
pitching solution

Addressing the Major Concerns is the challenge

Dubious Health Benefits

- Increased use of tea bag in poly (harmful for human consumption in long run) instead of filter papers.
- Lower anti-oxidants through heavy machine processing in tea.
- Removal of essential volatile oils in processed spices,
- Most of the coffee brands in retail market consists of up to 47% chicory additives
- Low grade dry Fruits with lower nutrients, on higher price point.

- 1 Change in lifestyle of people and increased food fatigue.
- 2 Uncertain Varieties and grades, Brewing Methodology, & absorption of Tannin
- 3 Highly induced arsenic, cadmium, and much more.
- 4 Low grade ingredients in fancy packaging for additional premium.
- 5 Prolonged Usage of Irradiated Products and Chemical preservative induced for longer shelf life.
- 6 Synthetic colors and artificial flavoring substances for enhanced taste.
- 7 Highly induced arsenic, cadmium, and much more.
- 8 Lack of knowledge on the application and recipes for fine dining experience.
- 9 Continuous Use of unapproved plastic for packaging and logistics – harm to human race.
- 10 Lack of user convenient products & Slow product innovation cycles

Introducing Premium & Mass Premium Gourmet Products, By Nature



SOLE STONE is a premium gourmet brand for health-conscious consumers. A rare signature blend, having immense health benefits, sourced fresh from the best of its origin. Crafted with top-notch quality and care, our unique range of specialty lifestyle products are available in an expansive range of 100% natural flavors and innovative formats.



BORN HILL is a house of traditional products for the masses with conscious product blending, meticulous production process and packaging innovation, which we are proud of. Our all-natural high-grade ingredients are sourced from the best plantations across India in 100% pure form to achieve unique flavors.

Our Product Line: *Classic Tea, Speciality Tea, Herbal infusions, tisanes, Pure Coffee, Herbs & Spice seasonings, and Consumer-ready Dry Fruits, nuts & Condiments*

Key Highlights

Established
in 2021

Headquartered
in Coimbatore, TN

100+ Years of combined
Product Knowledge

10+
Product SKUs

500+
Happy Customers

Active
E-commerce

The need of the hour: *What are we implementing?*

Quality Ingredients Sourcing,
Best of its origin across India





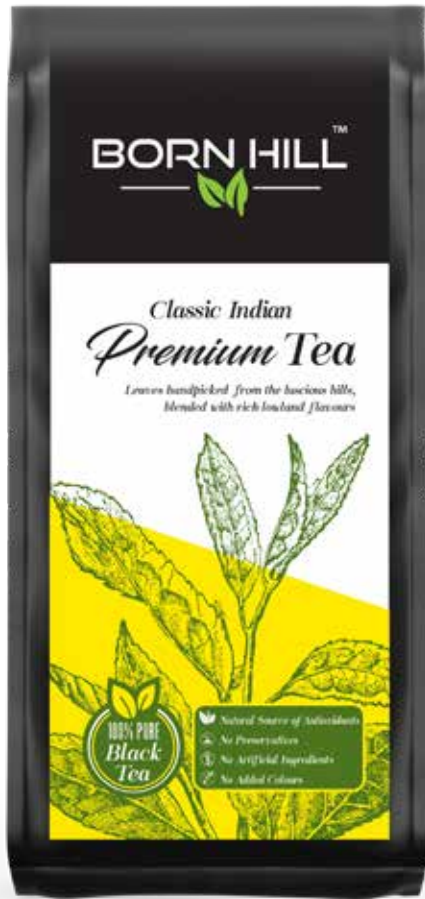
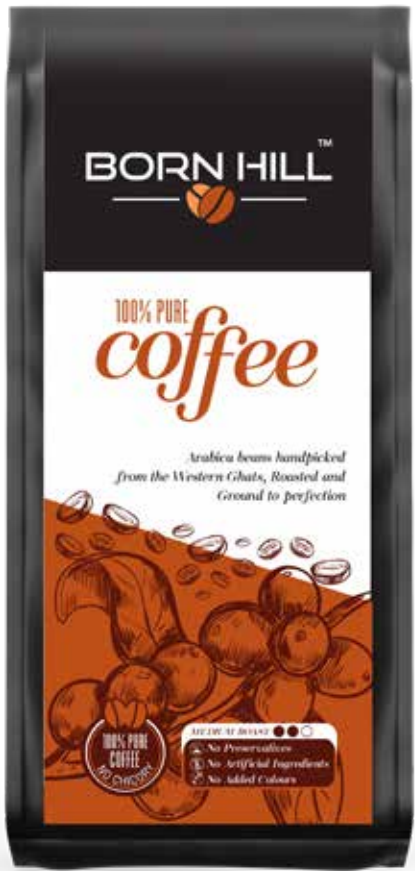
Product Snapshot



Product Snapshot



Easy™



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Our Offerings, for Anyone, Anywhere



Value Proposition – SOLE STONE & BORN HILL

Brand Equity

Having a strong founder base;
Naveen Kumar, with 17 plus years of FMCG experience
serve as a source of long-term competitive
advantage for the company.

Finest Quality Control

We have collaborated with expert
Tea & Coffee Tasters, having over 20 years of
experience, to help us with product blending &
quality control. Our raw material is sourced
from only those farmers, merchants
& industries, that follow the best practices.

Large Product Range

A vast product range catering to both,
the general & premium audiences. Constantly
experimenting with new flavors to expand
our entire product line.

R&D and Innovation

Innovative products via strong
NPD team for improved taste, forms, packaging.

Efficient Supply Chain Management System

Ingredients in small batches are sorted &
processed in Hygienic Units to Deliver Fresh
& Healthy Products in user-friendly Packaging
with Vacuum seals, Tin-tie locks, Sprinklers, etc.

Sustainability & Trackability

Beyond ecological sustainability, we strive for social
& economic sustainability of small growers by better
margin for quality produce via advance training,
controlled harvest & traceable batch processing

CSR and reformation

Women empowerment, small tea grower reforms,
nature friendly initiatives.

Eco-friendly products:

We strive hard & work towards 0% plastic,
supporting global initiatives such as save
Ocean, Save Soil, save Water.



Business Model & Revenue Streams



Achievements so far

D2C SET UP

Established our own E-commerce store
www.solestone.in (supported by  **Razorpay** &  **Shiprocket**)

Tea Board of India
 (Buyer & Exporter)
 Licenced

MSME recognized

Recognized by
 Amazon for achieving
 Advanced Level
 seller status

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Competitive Analysis

The secrets of the trade, 100+ year old harvesting knowledge



TEA

Tea box, Navvayd,
Tea Monk, Vadham,
Tea Trunk

Assam & Nilgiris

Chaayos, Taj Mahal,
Society

Assam & Nilgiris

COFFEE

Blue Tokai, Colombian Brew,
Seven Beans

AAA Arabica Grade

Nescafe, Bru, Tata

Premium Arabica
& Robusta grade

HERBS & SPICES

Sprig, Keya, Only

Malabar Pepper,
organic Herbs

CONSUMER- READY SNACKS

Farmley, Monsoon Harvest,
Tom-Tom, Nutraj

High-grade Nuts & Berries

Future Growth Workplan



PHASE 1

Oct 22 – Mar 23

- Increase Production Capabilities
- Build Brand Awareness
- 10000+ New Customers
- Increase volumes in existing stores: Amazon, Flipkart and Bigbasket
- Opening new stores in Bangalore, Chennai, Delhi, Hyderabad



PHASE 2

Apr 23 – Sep 23

- Export to US, UK & UAE
- 25000+ New Customers
- Opening new stores in Mumbai, Coimbatore, Madurai, Mangalore, Mysore
- Listing in Online grocery stores like JioMart, METRO, Udaan, Swiggy Instamart
- Expanding Product Line.
- Opening self Boutique in metro cities.



PHASE 3

Oct 23 – Mar 24

- Margin play/working on EBITDA
- 50000+ New Customers
- Opening stores in Pune, Belgaum, Vijayawada, Vizag, Calicut, Cochin
- Increase width of Distribution in existing markets

Go to Market Strategy



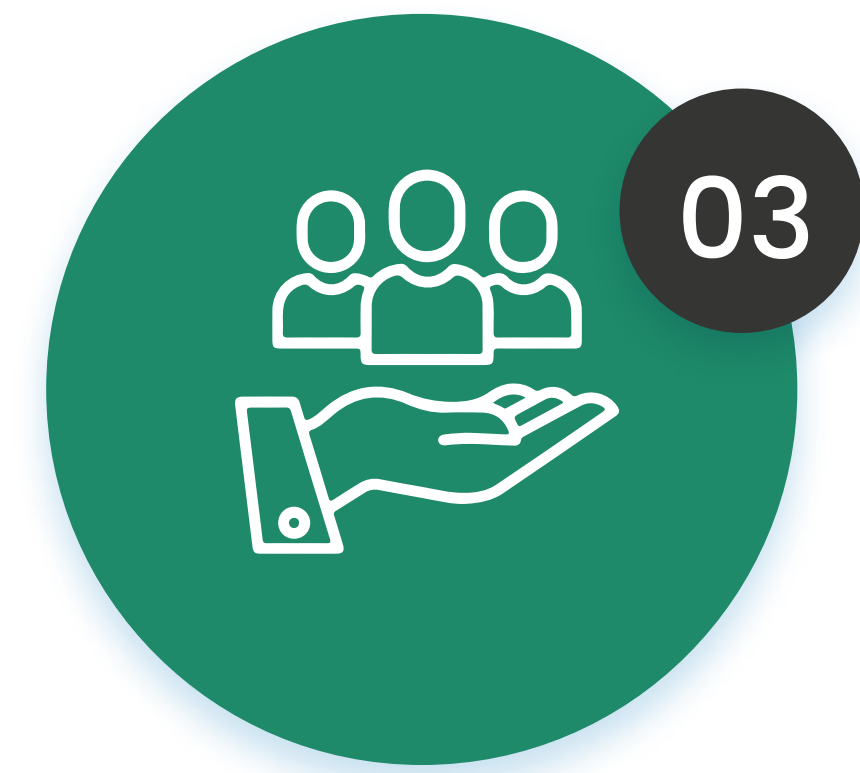
BRANDING

- In-store Promotions & Sampling
- Events, Giveaways & Sponsorship
- Daily's & Magazines, Award Show for SMBs
- Press Release & Public Relations



DIGITAL MARKETING

- Podcasts
- Social Media
- Content Marketing
- Influencer Marketing
- YouTube Marketing
- Micro-Influencer Collaborations

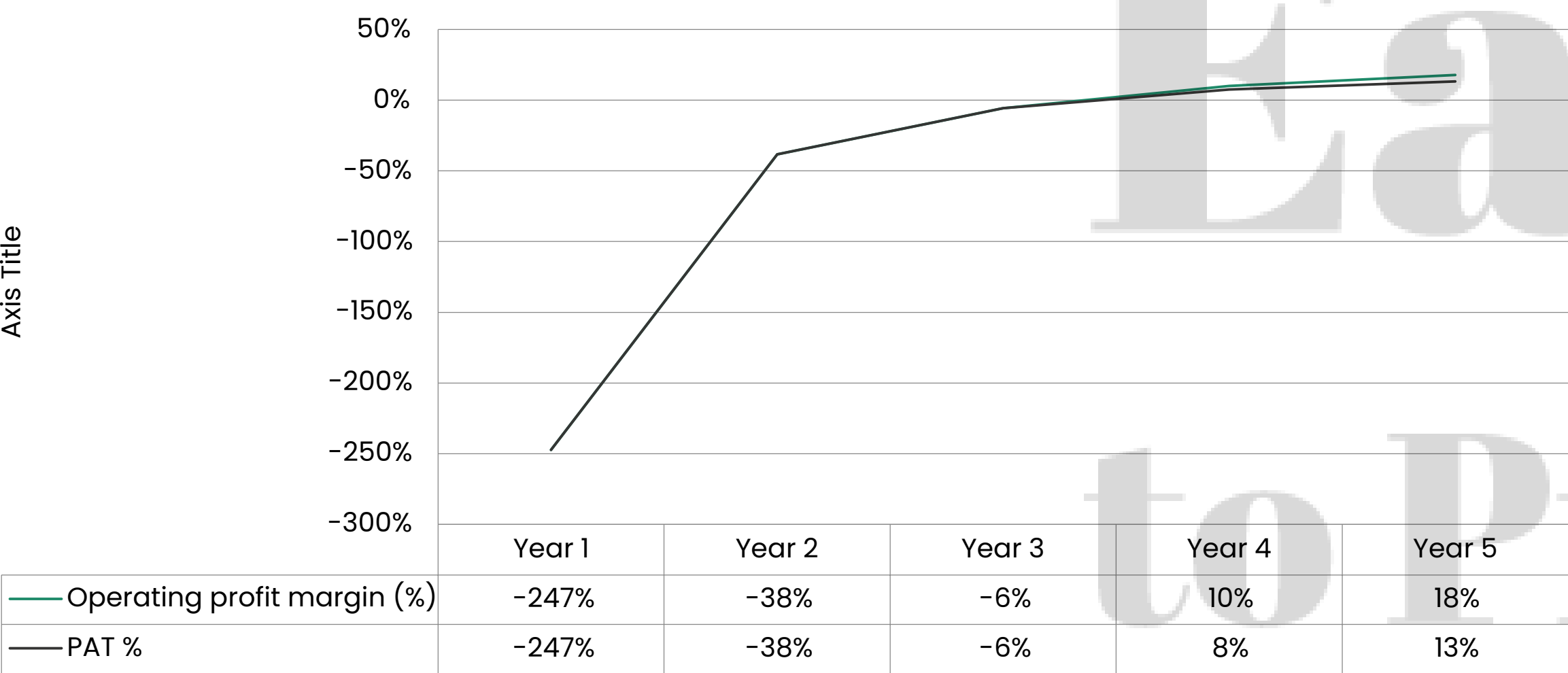


PERFORMANCE & GROWTH

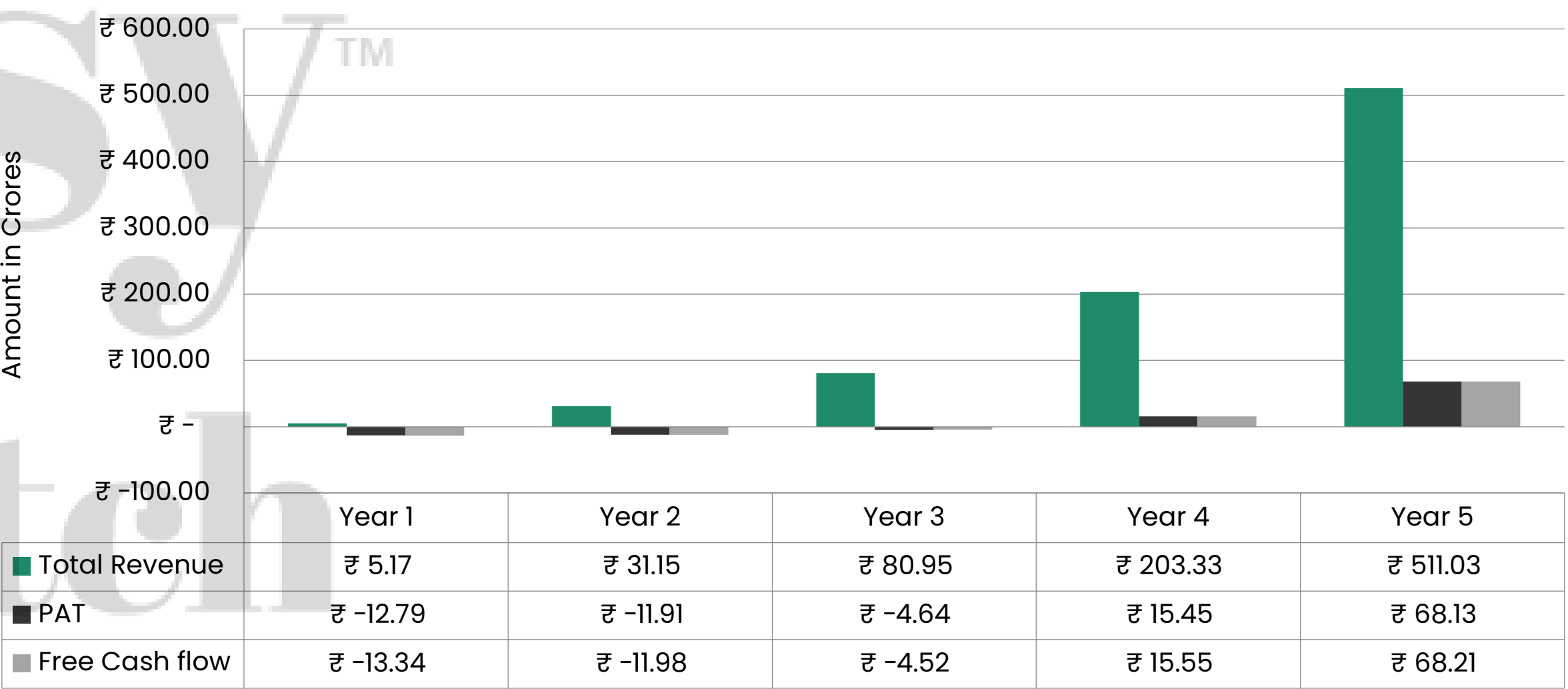
- Social Media Ads
- Subscription Offer
- Amazon Sponsored
- SEO & Website Ad Campaigns
- Brand Collaboration
- Video Marketing

Traction Forecast

Operational Efficiency



Key Financial Metrics

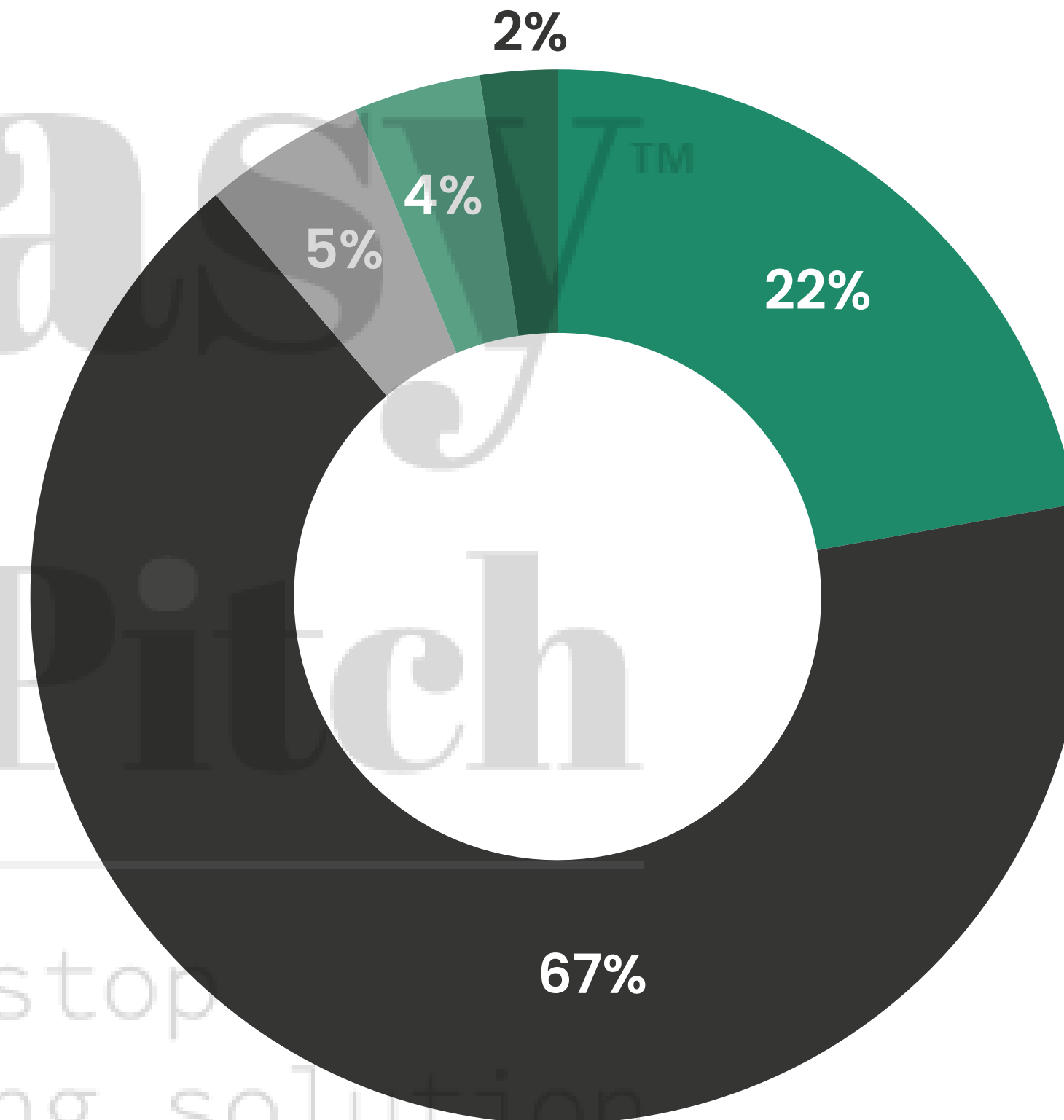


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The Ask



Dilution 8%



- Cost of production
- Marketing & advertising
- HR
- Capex
- Indirect expense

The Team Behind



- M.Sc. MBA
- 17 years of rich experience in FMCG

- B.Tech (Industrial Biotechnology)
- 8+ years of experience in IT with Industrial Biotechnological knowledge



Thank You! Reach us at:

Name: Naveen Kumar Easwaran

Contact No: +91 99865 20000

E-mail: naveen.kumar@thesolestone.com

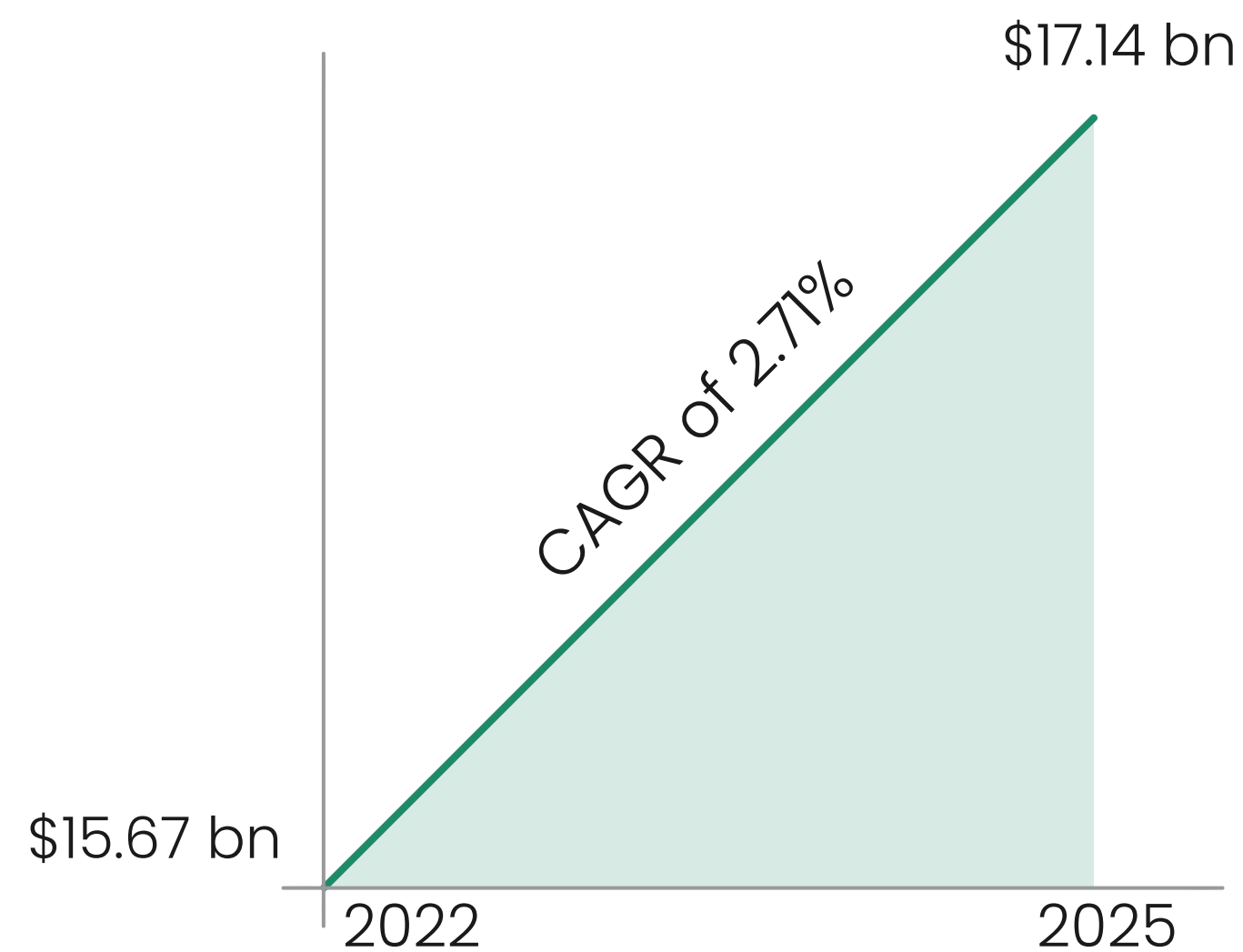
Website: <https://www.solestone.in/>

EasyTM APPENDIX to Pitch

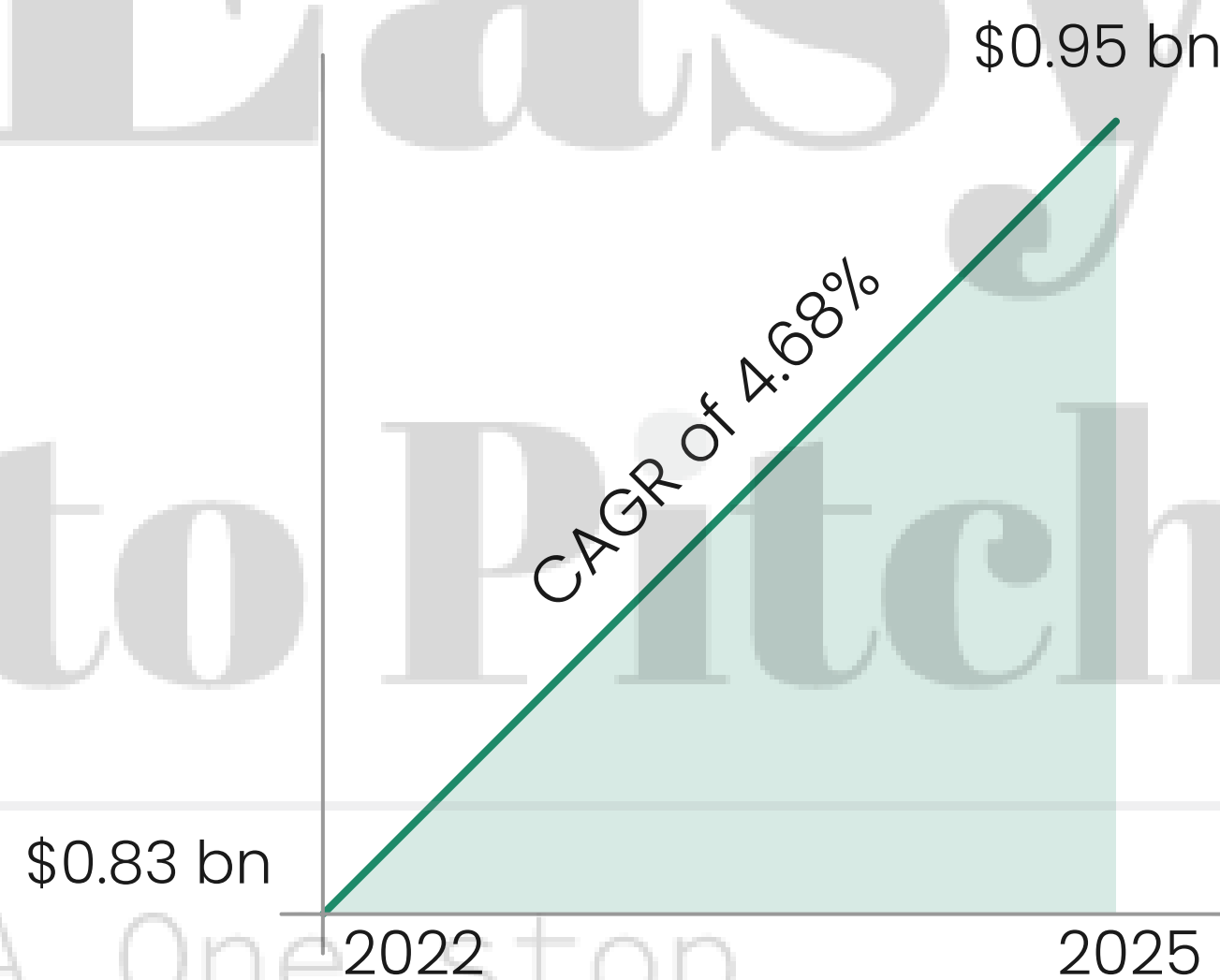
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Industry Overview – India

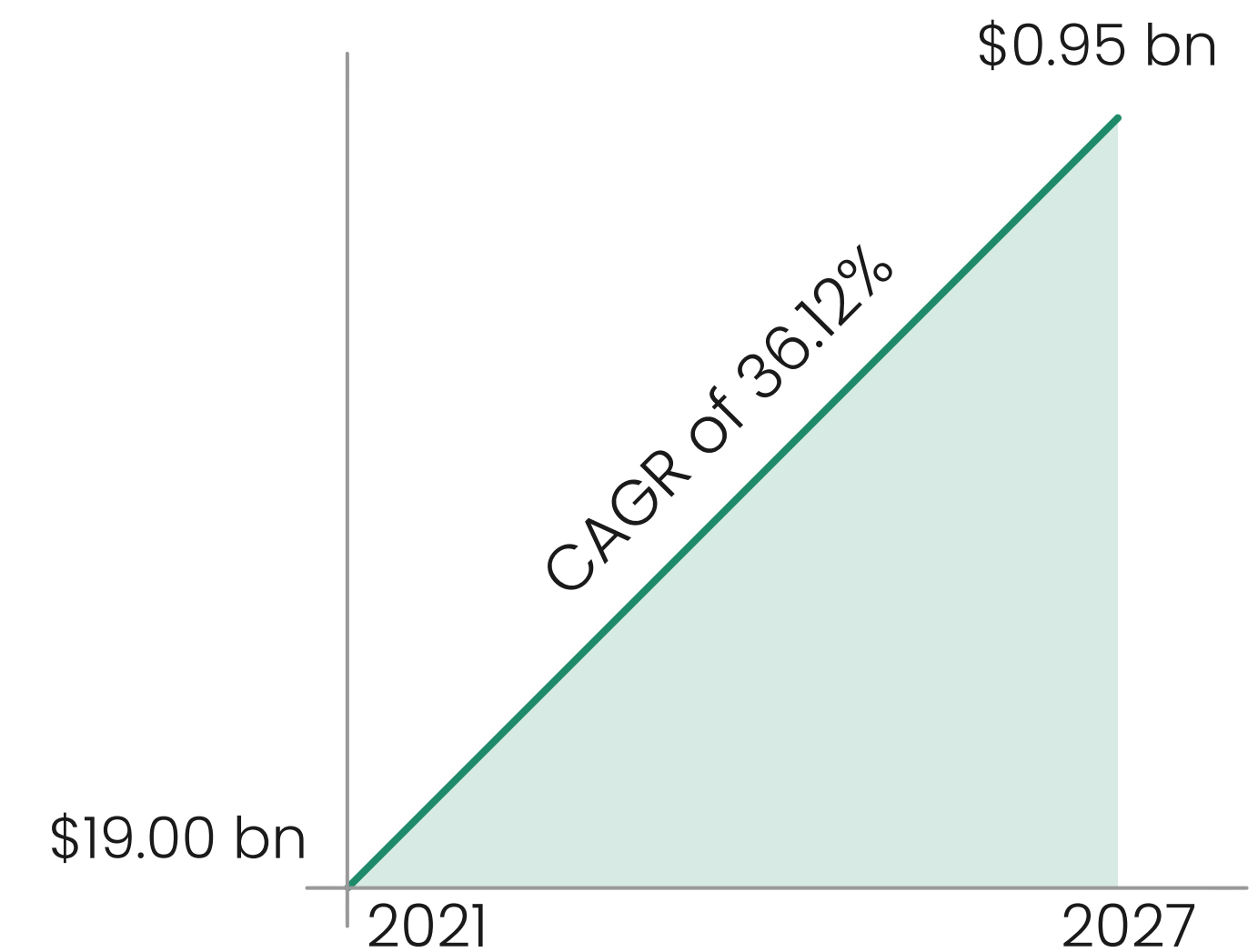
The Indian tea market size



The Indian coffee market size



The Indian spices market size

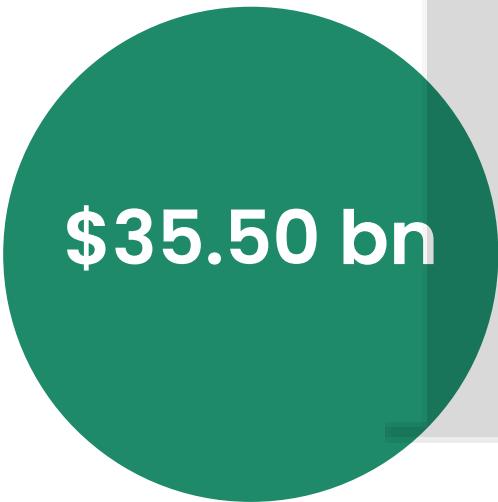


Source:
<https://www.statista.com/outlook/cmo/hot-drinks/tea/india>
<https://www.statista.com/outlook/cmo/hot-drinks/coffee/india#revenue>
<https://www.imarcgroup.com/india-spices-market>

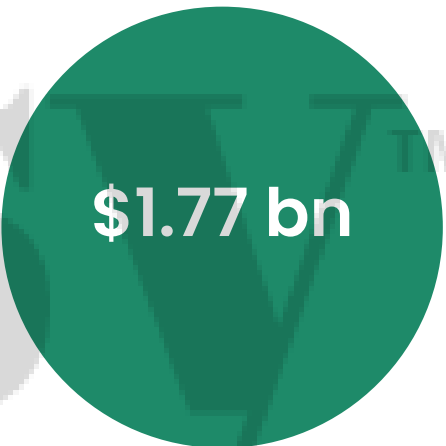
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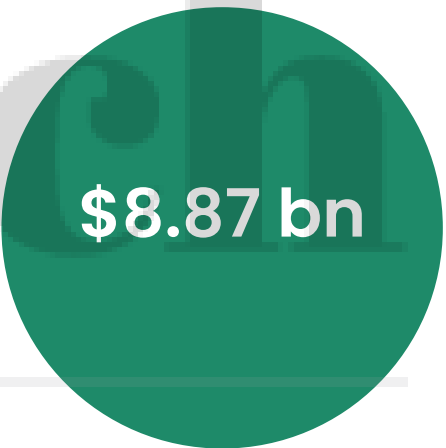
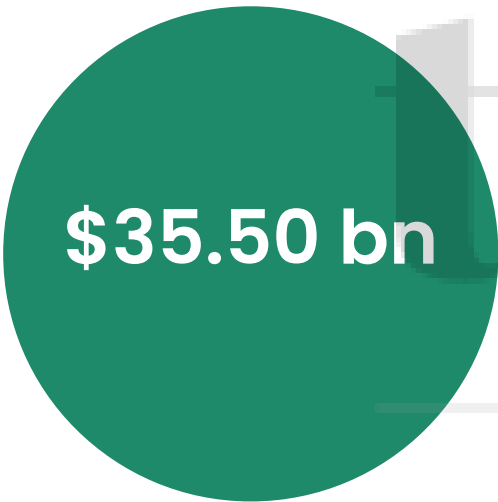


Serviceable Obtainable Market
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5%

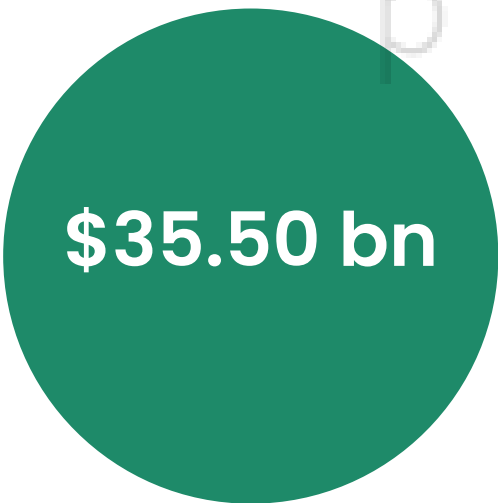
10%



25%

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Combined



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