

MARKETIZING 2.0

Where Strategy Meets Marketing Excellence

Last Place_Department of Management Studies(DoMS), IIT Roorkee

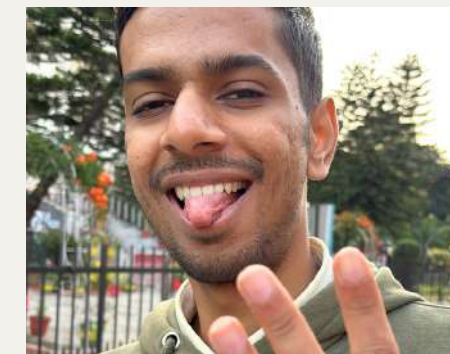
Our Team



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56.5%

Aware of recommended protein intake

54.3%

Feeling they don't meet daily protein needs

75.6%

Interested in Indian-specific protein products

₹500 - ₹2,000

Monthly spending on protein supplements

Top Challenges

High cost, inconvenience, lack of awareness

Preferred Formats

Protein enriched snacks & munchies

Buying Trends

Online platforms: Amazon, Flipkart, Healthkart

Recommended protein intake as per EAT-Lancet Commission

30%

Actual protein intake by Indians

6-8%

Indians consume more wheat, rice, and cereals than protein

Whole Grains > Protein

Key Ingredients for Plant-Based Protein:

Soy, Peas, Fungi

A major producer of peas and soy with high productivity

India's Strength

US\$ 6,427.5 Million

Projected revenue of India's healthy snacks market by 2030

7.6% CAGR

Expected growth rate (2024-2030)

4.0%

India's share of the global healthy snacks market in 2023

#1

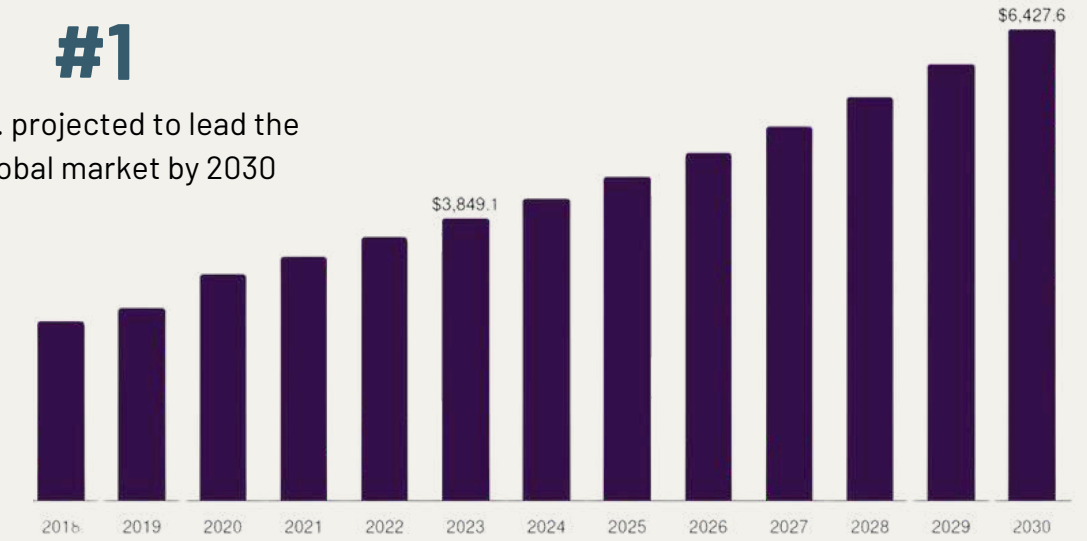
U.S. projected to lead the global market by 2030

China

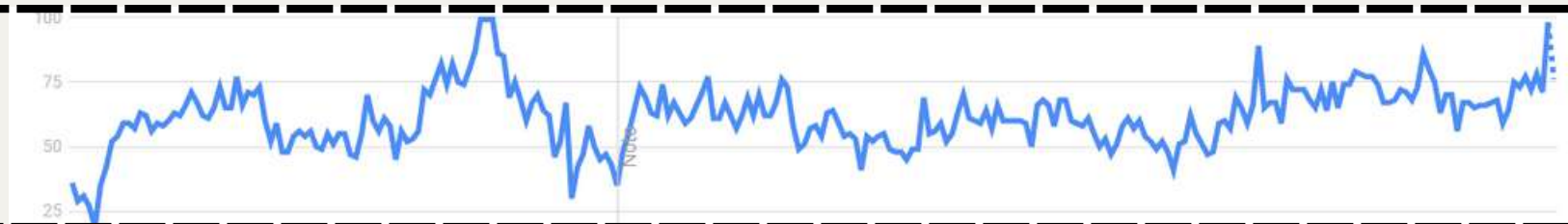
Expected to dominate Asia Pacific's healthy snacks market by 2030

Fastest Growing

India — leading regional growth in Asia Pacific



Google Trends data for 'Plant Protein' in India over the past five years shows a steady rise in search interest.



Key Problems in the Market

Lack of High-Protein Indian Snacks



Protein bars and shakes are Western-influenced; Indian sweets lack protein.

Demand for Clean, Healthy Eating



Consumers seek natural, sugar-free, functional foods.

Limited Vegan & Lactose-Free Options



Whey is avoided by lactose-intolerant and plant-based consumers.

High Sugar in Traditional Ladoos



Indian sweets are sugar-heavy and lack nutrition.

Convenience for Active Lifestyles



Urban professionals and gym-goers need on-the-go snacks.

63%

Indians willing to eat plant-based meat substitutes

54%

Aware of plant-based meat in 2020

77%

Open to trying plant-based meat

73%

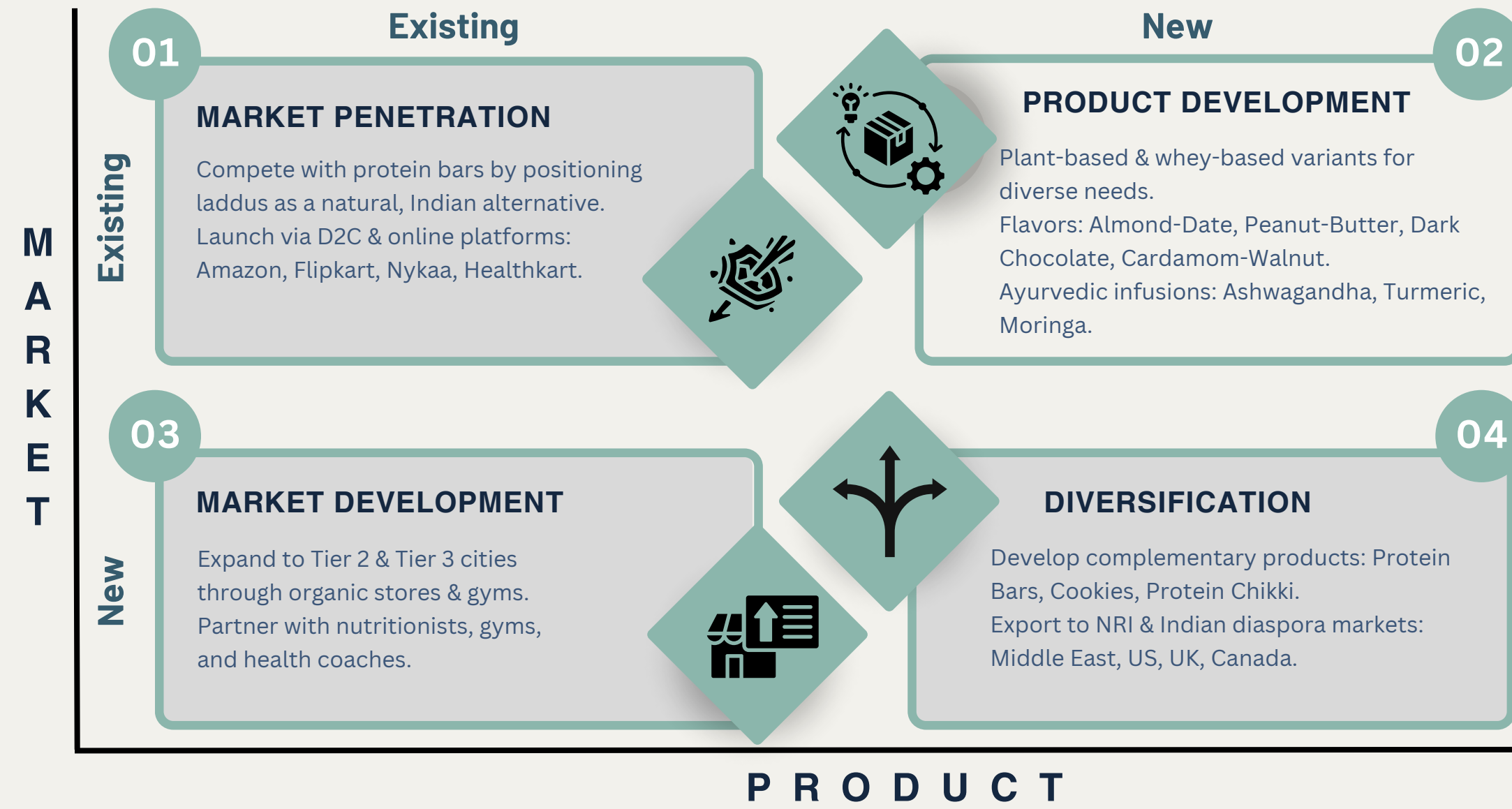
Intend to purchase regularly

53%

Willing to pay a premium



In every Indian household, chai and pakoda are more than just snacks—they are symbols of warmth, togetherness, and tradition. At CHAAPPO, we embrace this legacy while infusing it with modern nutrition. CHAAPPO blends the nostalgia of chai-time bonding with the power of high-protein laddus, creating the perfect balance of taste, tradition, and health.



Our Product: A High-Protein, Low-Sugar, **plant based nutrient**-Rich Laddu. Bridging Health and Tradition.

Phase 1

(Months 1-3)

Digital-first launch, influencer partnerships, pilot offline sales.

Phase 2

(Months 4-6)

Expand to organic stores, gyms, Ayurveda clinics.

Phase 3

(Months 7-9)

International expansion (NRI markets), subscription model.

Phase 4

(Months 10-12)

Introduce new flavors, launch festive editions.

Financial Analysis (First 12 Months)

Investment & Cost Structure

Category	Amount (₹ Lakhs)	Details
Initial Investment	30	Manufacturing, Packaging, Branding, Marketing
Marketing Spend	8	Influencer partnerships, social ads, in-store promotion
Operational Costs	7	Manufacturing, logistics, warehousing
Total Investment	45 Lakhs	

Projected Sales & Revenue

Metric	Value
Target Monthly Sales	6,000 units
Average Selling Price	₹85 per 100g
Monthly Revenue	₹5.1 Lakhs
Annual Revenue	₹61.2 Lakhs
Growth Rate	15-20% per quarter
Projected Year-End Revenue	₹80+ Lakhs

Break-Even Point (BEP)

Metric	Value
Expected BEP	7-8 months
Sales Channels	Online & Offline

Product (Variants & Benefits)

- Kids' Growth Boost Laddu (3-12 Years) – Ragi, almonds, dates, jaggery, milk powder, chia seeds. (Bone & brain development)
- Teenage Energy Laddu (13-19 Years) – Oats, peanut butter, walnuts, honey, whey protein. (Muscle growth, sustained energy)
- Women's Wellness Laddu (20-50 Years) – Flaxseeds, sesame, soy protein, coconut, jaggery. (Hormonal balance, bone health)
- Men's Muscle Builder Laddu (20-50 Years) – Almonds, peanuts, whey protein, dark chocolate, honey. (Muscle recovery, endurance)
- Senior Citizen Health Laddu (50+ Years) – Gond (edible gum), fox nuts, walnuts, dates, ghee. (Joint health, digestion, immunity)
- Diabetic-Friendly Laddu – Quinoa, chia seeds, almonds, stevia, coconut flour. (Low glycemic index, regulates blood sugar)

Price (Cost & Selling Price Analysis)

Laddu	Variant Cost Price (INR/100g)	Selling Price (INR/100g)	Margin (%)
Kids' Growth Boost	35	75	47%
Teenage Energy	40	80	50%
Women's Wellness Laddu	40	85	47%
Men's Muscle Builder Laddu	50	90	45%
Senior Citizen Health Laddu	35	75	47%
Diabetic-Friendly Laddu	45	90	50%

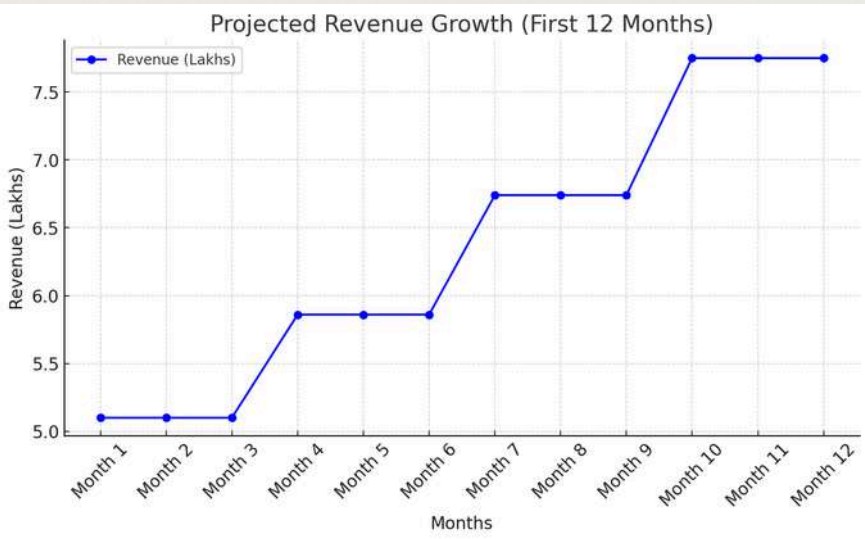
Pricing Strategy: Premium but Affordable – Competitive with protein bars & Indian sweets.

Place (Distribution Strategy)

Online: Amazon, Flipkart, Nykaa, Healthkart, Own Website.
Offline: Organic stores, gyms, premium supermarkets, Ayurveda & wellness clinics.
D2C Model: Brand website with subscription-based orders.
Export Market: NRI markets (US, UK, Canada, Middle East).

Promotion (Marketing Plan)

Influencer Marketing: Fitness trainers, dieticians, health coaches.
Social Media Campaigns: Instagram reels, YouTube shorts, LinkedIn (corporate wellness).
Retail Activations: Sampling in gyms, yoga studios, wellness events.
Referral Programs: Discounts for recurring customers & subscription models.



Projected revenue growth for the first 12 months