



EVOLUTION SQUARE-ONE

VALUE FOR GOODNESS

## ABOUT US

Our quest towards healthy food started in the year 2009, when we decided to include nutritious filler in the form of liquid meal in our daily diet. By incorporating this traditional drink, we noticed a positive change in our health and mood, especially when our kids started to like and consume it with satisfaction. This urged us to expand our domestic success with fellow citizens. Our thought process was to bring ancestral foods that can improve natural immunity. Hence, we introduced millets-based recipes that are tasty as well as easy to cook.



## Our Products

*Health Mix, Multi Millet Dosa Mix, Corn Dosa, Corn Upma, Ragi Flour, Rice Flour, Organic Brown Sugar, Gram flour, Multi Millet Dhal Dosa Mix* **Millet Tea**



## HEALTH MIX

Ours is the first Indian Healthmix product to be CFTRI [Central Food Technological Research Institute] Certified. Lip-smacking liquid meal which acts as a fiber-rich & nutritious filler. Contains only naturally-occurring sugars with loads of millets and nuts.

## DOSA MIX

Recipe contains 70% millets (zero preservatives / artificial colours)  
Keeps your tummy full and helps avoid mid-time snacking habit  
Provides most of your day's nutrient intake

## Millet Tea

## FLOURS & BROWN SUGAR

100% Organic

Energy-yielding porridge /  
drink with goodness of  
natural ingredients

## HEALTH MIX



Soul-filling Superfood with top-notch recipe & easily  
digestible ingredients

## MULTI MILLET DOSA



Healthy and Tasty Dosa prepared in few minutes.  
Millets helps us to maintains blood level and strengthen  
otes digestion and combats constipation



## MILLET TEA



Corn provides higher amounts of antioxidants than many  
other cereal grains. It's especially rich in fiber and many  
vitamins, minerals, and antioxidants.



Flour is an excellent source of protein, vitamins, fibre and  
complex carbohydrates. It is also low in fat and cholesterol

## ORGANIC BROWN SUGAR



Brown sugar has low calories, and it also makes the  
metabolism better. Therefore, it helps you lose  
weight without sacrificing the sweetness in your life

## TEAM



Guru Abishek  
Rajamanickam, Founder,  
COO and CMO. MBA  
graduate with 18+ years  
experience in US  
Healthcare



Preethika, Food  
Auditing and  
Compliance.

She is a MSc. Food  
Technologist



R. Shankaran, Ex-NABARD Director

Shankaran, Advisor, is an accomplished and energetic foodpreneur with over three decades of experience in growing a specialty food business. Has footprints in International markets like Asia Pacific, Japan, Gulf, Central and Western Europe, Canada, US, and Mexico.



Anuradha,  
Managing  
Partner

## Institutional support

- ABIS-TBI, TNAU, Coimbatore
- MABIF, Madurai
- Crescent College, Chennai
- Sathyabama University, Chennai



# FACILITY



### **Problem statement - 1:**

The first consumption of the day must be ideally healthy. Refreshing drinks like tea have less nutritional benefits.



### **Solution 1:**

- Healthsure invents millet tea
- Tastes 100% like tea
- Contains 11 millets, nuts, and grains
- 3 times more calcium, 2 times more magnesium, and 1.5 times more zinc compared to normal tea.
- Lesser costlier than tea.
- Reduces caffeine toxicity by 30% compared to regular tea.

### **Problem statement - 2:**

Very few innovative millet breakfast options for diabetics / non-diabetics and people who want to try healthy, tasty, and easy-to-cook breakfast recipes

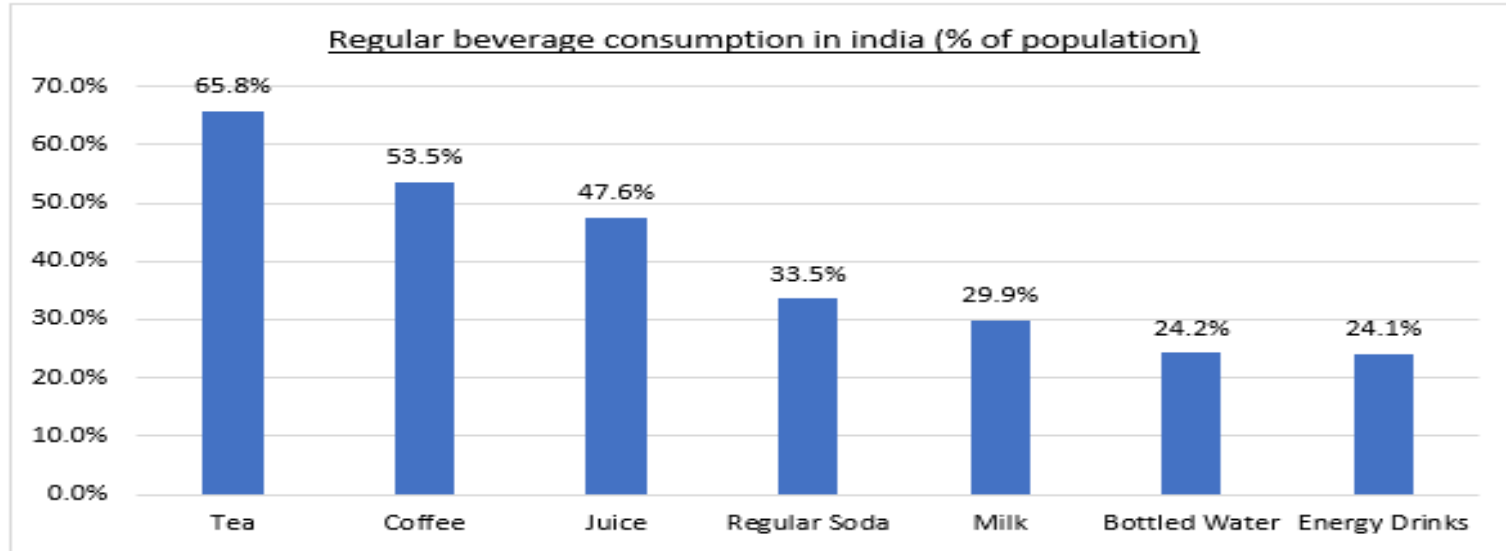
### **Solution:**

Healthsure presents 6 healthy, innovative, tasty, and easy-to-cook diabetic-friendly breakfast options like Multi-Millet Dosa Mix, Multi-Grain Health Mix Porridge, Multi-Millet Dhal Dosa Mix, Corn Dosa Mix, Ragi Dosa, Corn Rava Upma

# MARKET SIZE



Overall around **65%** of the total population in India is the tea drinking population.  
**Even if 1% consume Millet Tea we can do business of 1000+ Crores yearly**



Source: Statista

Indian masala chai tea has come out as the favourite of tea drinkers (53%), followed by green tea (43%) and Assam tea (38%).

# MARKET SIZE



## Data Derived By International Diabetes Federation

At a glance	2000	2011	2021	2030	2045
Diabetes estimates (20-79 y)					
People with diabetes, in 1,000s	32,674.40	61,258.40	74,194.70	92,973.70	124,874.70

**A RECENT STUDY CONDUCTED BY Madras Diabetes Research Foundation (MDRF)**

**In a span of 14 years, prevalence of diabetes in rural settings in Tamil Nadu has increased from 4.9% in 2006 to 13.5% in 2020**

Category of people	# of target audience (assumed at less than 8%)	% of Healthsure target audience - Assumption	Healthsure Audience	Assumption of per person consumption	Target Audience Business per month	Total Business per month
# of diabetic people in Tamil Nadu (as per Madras Diabetes Research Foundation Data in 2021)	54,60,000	5%	2,73,000	Rs. 79 per person	2,15,67,000	2 Crores
# of non-diabetic people in Tamil Nadu including kids	6,50,00,000	1%	6,50,000	Rs. 109 per person	7,08,50,000	7 Crores



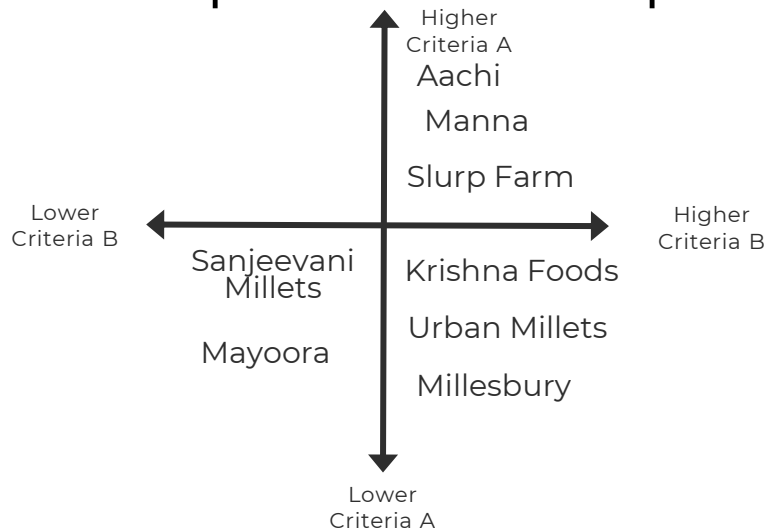
# The Market Opportunity

Total Available Market INR 9 Crores / Month

Serviceable Available Market INR 2 Crores / Month

Serviceable Obtainable Market INR 1 Crore / Month

## Competitive Landscape



2

# Tractions

## Annual Revenue, Customer & User Growth

We started sales in July 2021. From July 2021 through March 2022 we did sales of Rs. 40 lakhs.

Our important clientele being D-Mart, Apollo Pharmacy, Nilgiris and Palamudhir chain of supermarkets, Pothys, Jeyachandran Textiles, Big Basket, Flipkart. Also, we do white labelling for Jeyachandran Textiles and Millet Bank

We serve D2C customers in [www.healthsure](http://www.healthsure) web site and exhibition sales

## Market comparison

Product name	Manna	Krishna food products	Aachi	Millesbury	Mayoor food products	Sanjeevani millets	Urban millets	Healthsure
Health drink 500g	230	162	225	375	185	175		271 (1+1 offer)
Millet flour 500g	70	50	NA	200	60	70		30
Breakfast mix 250g	100	88	NA	160		120	90	109 (1+1 offer)
Snacks 200g	NA	NA	NA	200	NA	NA	120	NA
Infant food 200g	140	NA	NA	NA	NA	NA	NA	109

# USPs - Healthsure



- Pioneer to invent Millet Tea
- Only company to use 70% millets in Dosa Mixes which aids in reversing diabetes. The second best competitor uses mere 20% millets
- First to not use any preservatives in Millet Dosa Mix, Millet Dhal Dosa Mix, and Corn Dosa Mix
- Longest shelf life amongst Millet Dosa Mix segment
- Pioneer to invent Corn Dosa Mix

# Value for Money – Healthsure vs Existing



Product	Quantity of mix needed per dosa / tea / upma	How many dosas / teas / upmas per kg	Healthsure Cost per dosa / tea / upma	Price of normal dosa / tea / upma	Per Kg Savings in pricing for Healthsure customers compared to other brands	Comments
Millet Tea	4 grams	250	2.4	2.5	60	Use 70% milk and 30% water for Millet Tea. Consumes less milk than normal tea
Multi-Millet Dosa Mix	35 grams	100	2	2.75	75	Use 1 portion of powder and 2.5 portions of water; mix well; and pour like rava dosa and cook it on both sides
Multi-Millet Bajji / Pakoda Mix / Adai Dosa Mix	35 grams	100	2	2.75	75	
Corn Dosa Mix	35 grams	100	1.75	2.75	100	
Corn Rava Upma	150 grams	7	20	25	35	Corn Rava compared to wheat rava / sooji (normal rava) gives more yield and hence reduction in pricing

# CLIENTELE – Important Accounts



## AS IS:

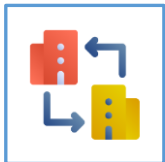
- D-Mart – Tamil Nadu, AP, and TS
- Apollo Pharmacy
- Pothys, Nilgiris chain, and Jeyachandran Textile
- Big Basket DC – Chennai
- Amazon, Flipkart, Meesho, Indiamart



## Accounts in Pipeline:

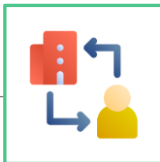
- D-Mart – Pan India
- Reliance – Tamil Nadu, AP, and TS
- Tea Shops and Restaurants – direct sales
- Medplus online and In-Shop Stores
- Apollo Pharmacy 5000+ outlets





## Business to Business

- Institutional and Hospital Canteens
- Corporate Gifting Options
- Hospitality Industry
- Diabetologists / Patients
- Gym coaches
- Nutritionist



## Direct to Consumer

- Social Media Marketing
- D2C Team
- Customer Success
- Data Analytics
- Repeat Sales



## Export

- Export through channel and business partners.
- Export to UAE and UK
- Penetrating other potential geographical areas and R&D of their favorite recipes



## Business Plan

Action Items	Fund Ask – 2 Crores	How
Millet Tea	75 lakhs	Create a D2C, B2B, and B2B2C operational ecosystem in terms of focused group marketing, institutional sales, corporate gifting, Advertisement, Customer Success, Data Analytics for pattern study to aid repeat sales and Offline sales.
Life After 30 Franchise Model of Millet Experience Centers	25 lakhs	Take Advertisement and promote women entrepreneurs to take up Healthsure Franchise on Healthsure Experience Centers which will sell Millet Tea, Millet Ice Creams, Millet Milk Shakes, Millet Snacks, and Millet Breakfasts
Export compliance certification and work order	35 lakhs	Mr. Shankaran, Ex-Director of NABAD, has joined as Advisor who has contacts in Exports of Millet Based Value Added products
Working Capital	65 lakhs	

## Revenue in Indian Rupees

Model	2023	2024	2025	2026	2027	2028	2029	2030	2031
Millet Tea B2B, B2B2C, D2C	24000000	60000000	80000000	120000000	240000000	300000000	360000000	500000000	600000000
Export Orders	20000000	40000000	80000000	100000000	200000000	240000000	480000000	520000000	650000000
Millet Expérience Centers Franchise Model	30000000	40000000	120000000	150000000	250000000	300000000	320000000	380000000	450000000
Total business / year	7,40,00,000	14,00,00,000	28,00,00,000	37,00,00,000	69,00,00,000	84,00,00,000	116,00,00,000	140,00,00,000	170,00,00,000
Profit	1,11,00,000	1,68,00,000	3,36,00,000	4,44,00,000	8,28,00,000	10,08,00,000	13,92,00,000	16,80,00,000	20,40,00,000
Equity @ 20% for investor Return on Money - cumulative	22,20,000	33,60,000	67,20,000	88,80,000	1,65,60,000	2,01,60,000	2,78,40,000	3,36,00,000	4,08,00,000
Share value of investors – cumulative *6x	4,44,000	55,80,000	1,23,00,000	2,11,80,000	3,77,40,000	5,79,00,000	8,57,40,000	11,93,40,000	16,01,40,000
	8,88,00,000	16,80,00,000	33,60,00,000	44,40,00,000	82,80,00,000	100,80,00,000	139,20,00,000	168,00,00,000	204,00,00,000

# IMPACT



**Provided Job for 10+ mothers in rural area**

**Millets consume one-third water compared to rice / wheat**

**Buying few raw materials from direct farmers**

**Zero Preservatives**

**Driving International Year of Millet Initiative**

**Bringing millets in daily drink format**

**Easy to Cook**

**Better Nutrition and Lower cost**





### **Link for Healthsure Advertisement**

[https://drive.google.com/file/d/1VXsuTX\\_TvmIV8\\_Obw8nY1CqPsFjhA0CP/view?usp=drivesdk](https://drive.google.com/file/d/1VXsuTX_TvmIV8_Obw8nY1CqPsFjhA0CP/view?usp=drivesdk)

Healthsure fb page - <https://www.facebook.com/healthsuremix/>

Healthsure insta page - [https://www.instagram.com/healthsure\\_instantmix/?hl=en](https://www.instagram.com/healthsure_instantmix/?hl=en)

you tube celebrity video: <https://www.youtube.com/watch?v=yRoFAC2Gss4&t=3s>



# Thank You