

There is an urgent need for 60,000 canteens to feed 30M urban migrants in order to solve India's food crisis problem
National Institute of Public Finance and Policy

SEWAN FOODS

Building India's largest affordable food platform!

+91 8920092480

www.sewanfoods.com

contact@sewanfoods.com



Awarded and recognised by
UNDP, ISB & Sorenson Impact Foundation

Incubated by Akshaya Patra Foundation,
NASSCOM, CII Startup Oasis, Niti Consulting

Accessibility & Quality food for India's bottom tier

50.6M

Lower Middle Class

Rural

Urban

XYZM

XYZM

No Access

No Access

XYZM

XYZM

No healthy option

No healthy option

The Typical Indian food consumer



13M

Earns \geq 50LPA

- Can dine in high end restaurants.
- Can afford high quality food
- Access to food delivery platforms



600M

Earns \geq 2.5LPA

- Can dine in small restaurants
- Cannot afford high quality food
- Access to food delivery platforms

SEWAN TARGET CONSUMER



680M

Earns $<$ 2.5LPA

- Cannot dine in restaurants
- Cannot afford high quality food
- No direct access to quality food

How can it be solved?

01

INCREASING FOOD ACCESSIBILITY

02

INCREASING FOOD AFFORDABILITY

03

INCREASING LOCAL PRESENCE

04

FOCUS ON BOTTOM TIER POPULATION

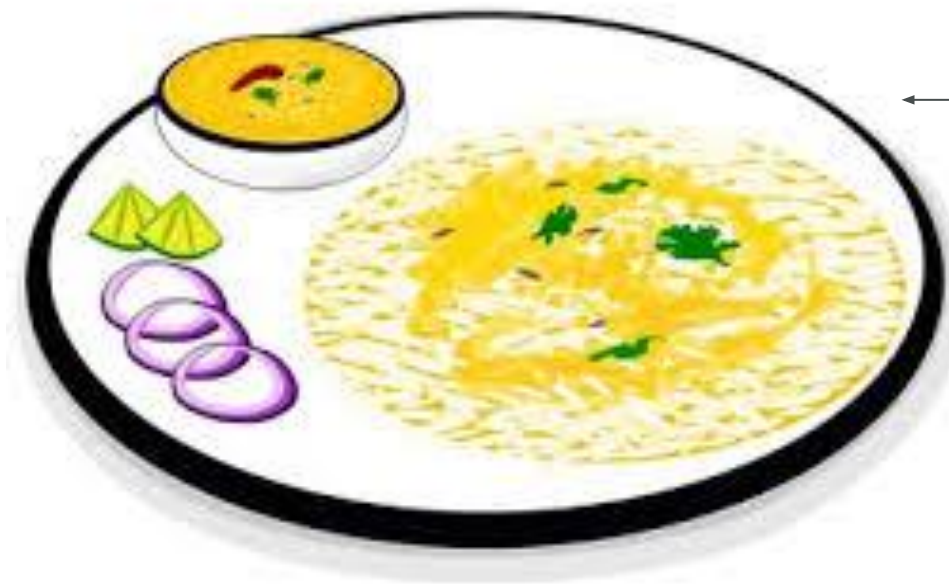
05

SPECIAL FOOD STORAGE PROGRAMS



CURRENT FOOD PRICES

A simple Meal



Dal/Rice/Salad/Rotis

- Food Stalls: Rs 50
- Online Delivery: >Rs 120

1. Low Quality
2. Not available everywhere
3. Comparatively more Expensive

1. Healthier alternative:
Protein Rich Meals
2. Cheaper Alternative:
Affordable Rates
3. Locally Accessible:
Tech based Supply Chain

The preference of the community

SEWAN Meal



Dal/Rice/Salad/Rotis/Sabzi

- Sewan Prices: Rs 35

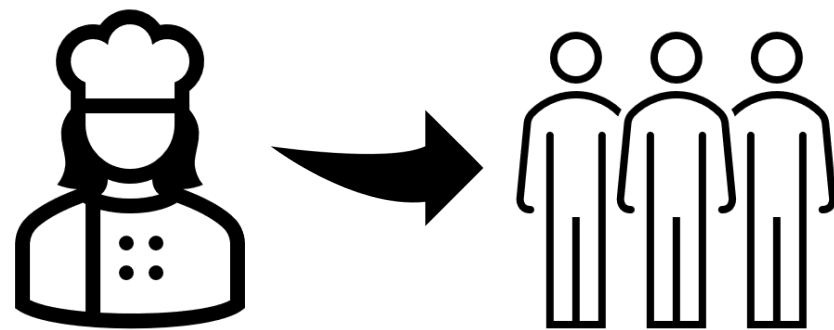
Our Canteen Models

● Unexplored Market

● Increased Local Presence

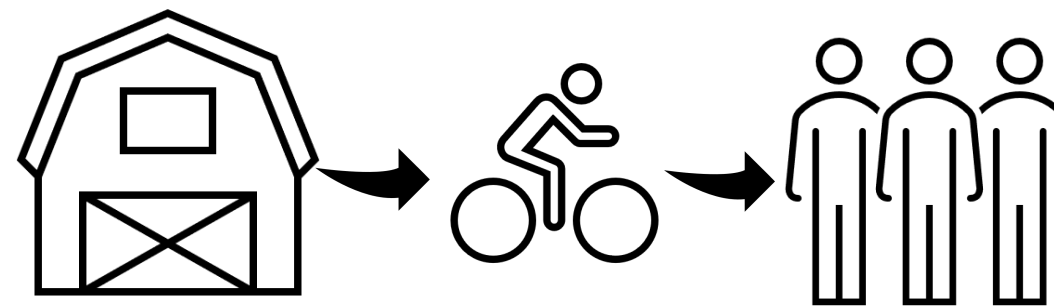
● A new approach

Community Kitchens



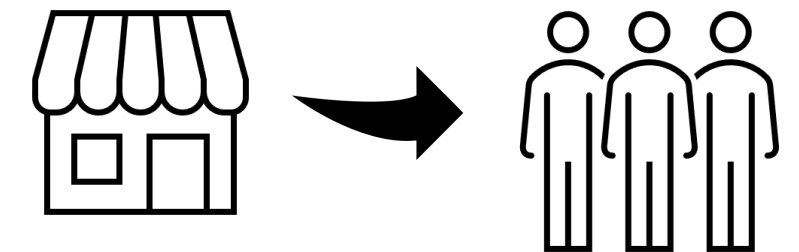
Private kitchen partnership
Meals served from home

Entrepreneur Model



Bulk Meal preparation
Delivery through Entrepreneurs

Institutional Canteens



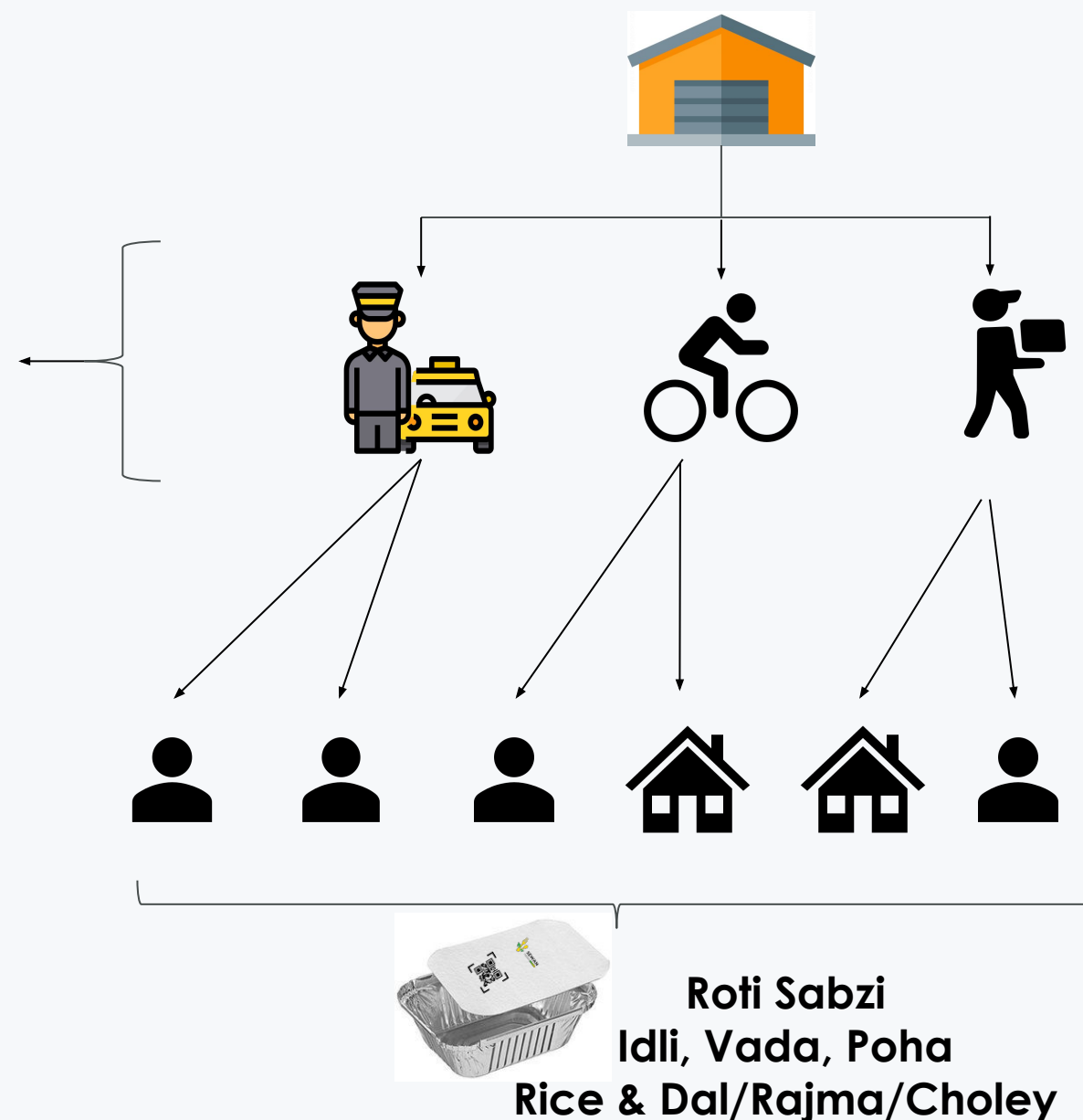
Institutional partnership
From office/college canteens

The SEWAN Model: Human Asset Lite Network

A pan-India network of entrepreneurs distributing affordable & nutritious meals through Sewan's base kitchens using a mobile application and an asset lite supply chain network



- Zero OPEX distribution Model
- A chance to earn more than Rs 15000.
- Thermally insulated bags.



Base Kitchen: Food Preparation & Packaging

Bulk cooking (2500 meals) for up to 50 entrepreneurs.
Tech based tracking of raw materials & Entrepreneurs.

Delivery Mode: Entrepreneur Led Network

Entrepreneur can distribute around 50 meals/day in two shifts.

Consumers: Hot Packaged food available locally

Prices from Rs 20-Rs 30, QR coded packaged meals.

OUR Revenue Models

Entrepreneur Model



Rs 6/Meal delivered

Institutional Canteens



Rs 6/Meal served

Community Kitchens



Rs 6/Meal served

Sewan's Earnings

For 1000 meals

Rs 6000

Sewan Food Earnings

Proposed Earnings

Rs 1.5 Lacs
Rs 7500 / Month

Rs 5.42 Profit

3500

Entrepreneurs

30 Cr

Meals

Rs 5.42 Profit

66

Base Kitchen

2M+

Customers

Current Earning

Rs 7 Lacs Revenue

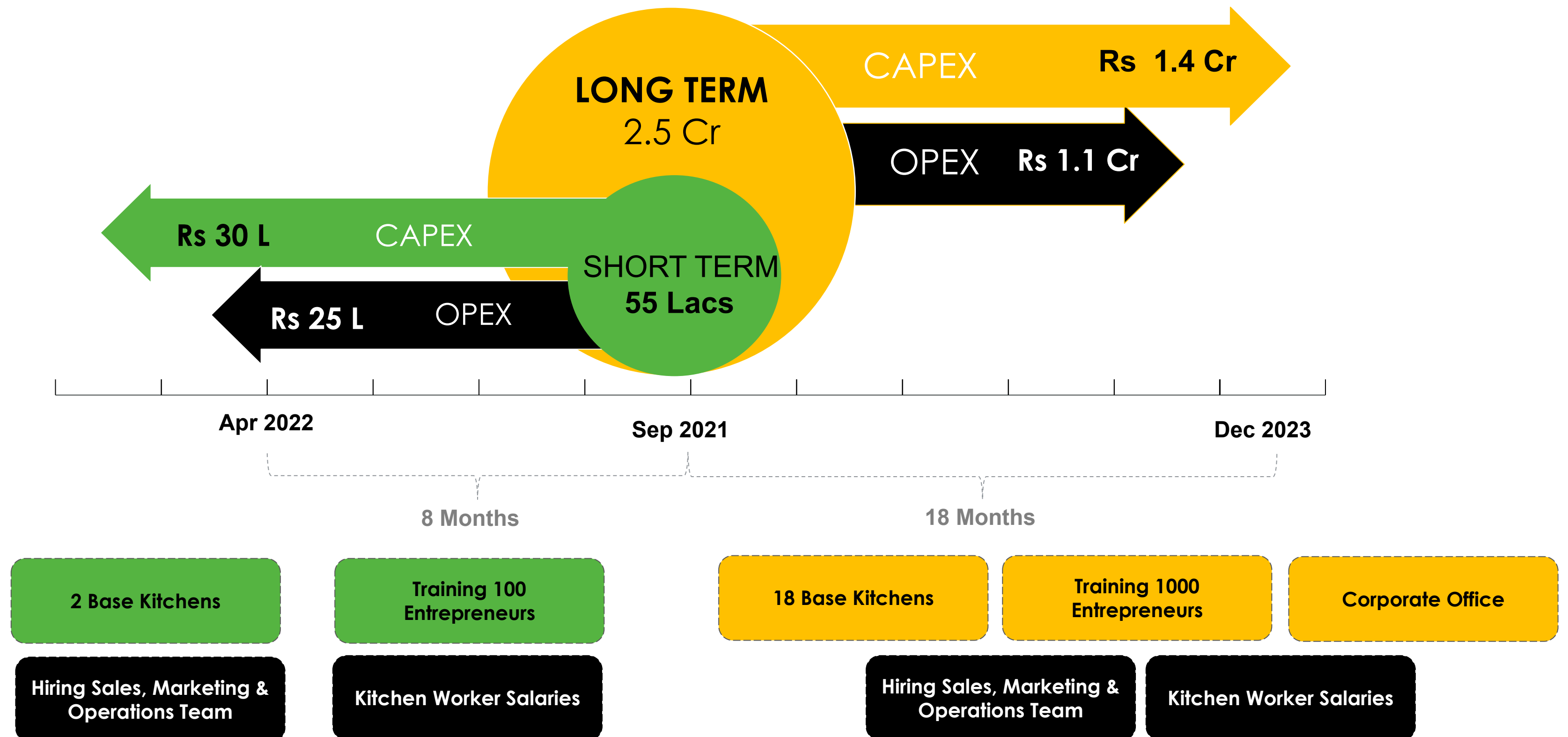
Rs 35000

Profit/Month

2

Canteens

Investment Required



The Sewan Team



GITESH AGGARWAL

FOUNDER & CEO

- Management Consultant at **Sattva**
- Studied at **Ashoka University**



HEEMANSHU SINHA

CO-FOUNDER

- 20 years of exp. with **McRoe, HCL and Airtel**
- Studied at **IIM Kozhikode**



CHETANYA MEHRA

CO-FOUNDER

- Management Consultant at **cKinetics**
- Studied at **Jamia Millia Islamia**

Vision

To build India's largest affordable food platform!

Mission

To make quality food affordable and accessible for the urban working class

Company Details

Headquarters

Delhi

Founded

Feb'2021

Areas

Delhi NCR

Promotional Video

WE BELIEVE THAT HEALTHY NUTRITIOUS FOOD IS A BASIC RIGHT OF EVERY PERSON, AND IT SHOULDN'T BE HINDERED BY THEIR POTENTIAL TO SPEND



Traction



Delhi Skill and Entrepreneurship University
Govt. of NCT of Delhi
Crafting Excellence

bandhu

**V
MART**

SHEROES

RATHI STEEL BARS

THANK YOU !



+91 8920092480

www.sewanfoods.com

contact@sewanfoods.com