



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](http://www.sewanfoods.com)

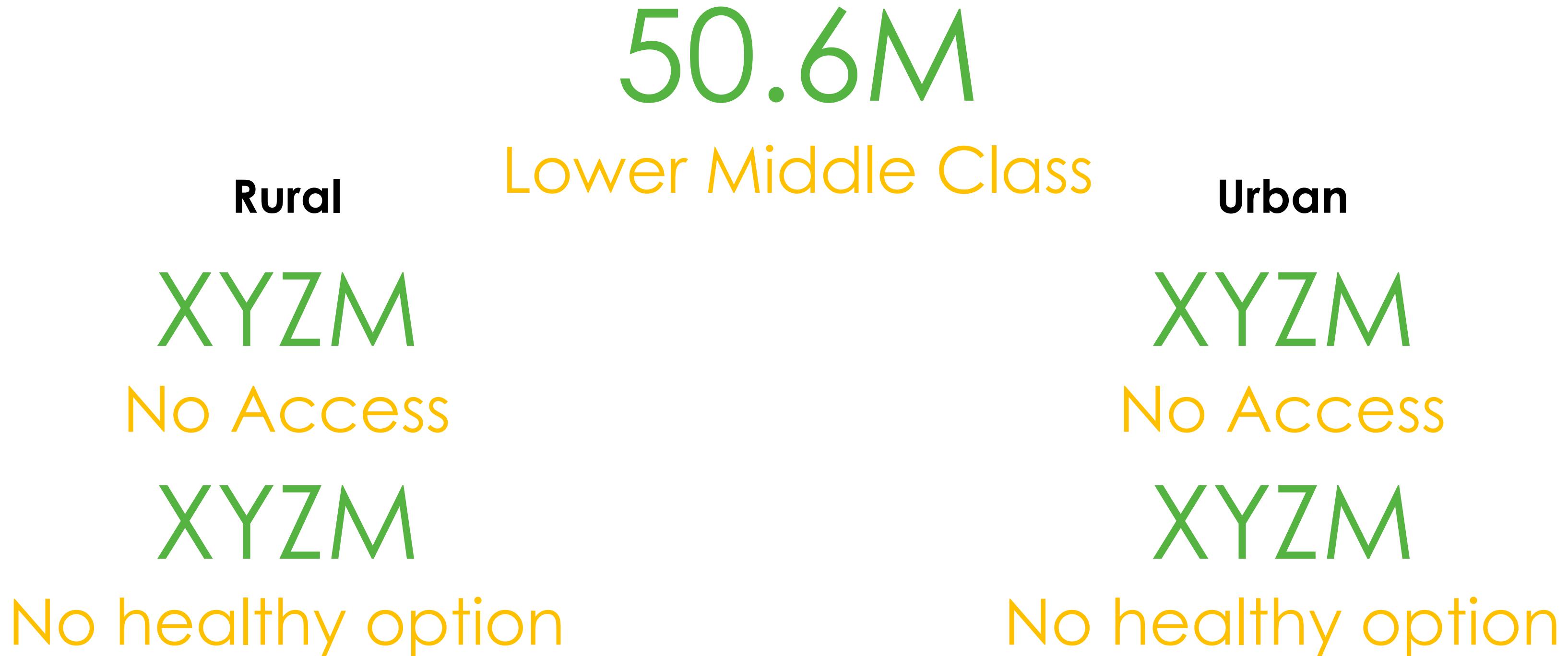
[contact@sewanfoods.com](mailto:contact@sewanfoods.com)



Awarded and recognised by  
UNDP, ISB & Sorenson Impact Foundation

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

# Accessibility & Quality food for India's bottom tier



# The Typical Indian food consumer



13M  
Earns >= 50LPA

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



600M  
Earns >= 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

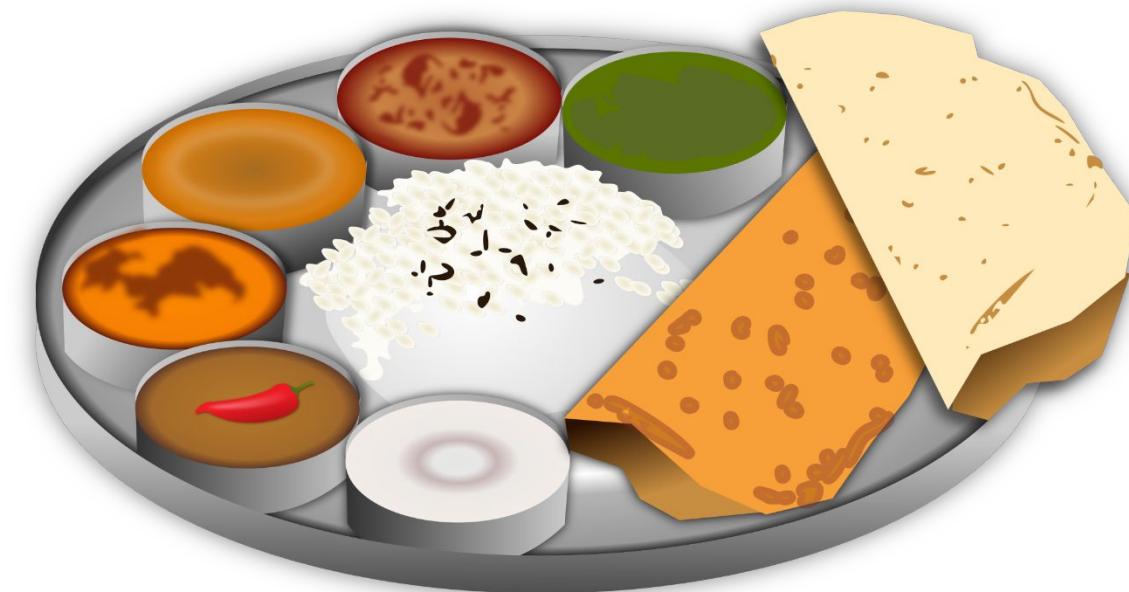


### Dal/Rice/Salad/Rotis

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

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

## SEWAN Meal



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

### Dal/Rice/Salad/Rotis/Sabzi

- Sewan Prices: Rs 35

The preference of the community

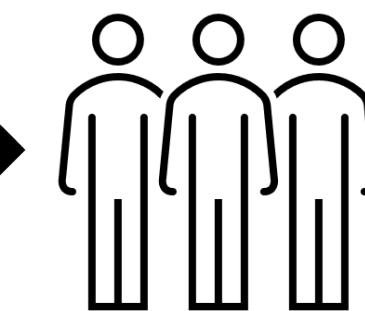
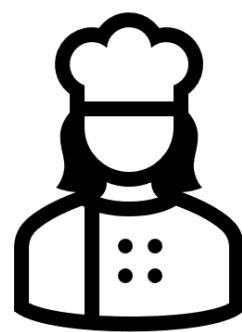
# Our Canteen Models

● Unexplored Market

Increased Local Presence

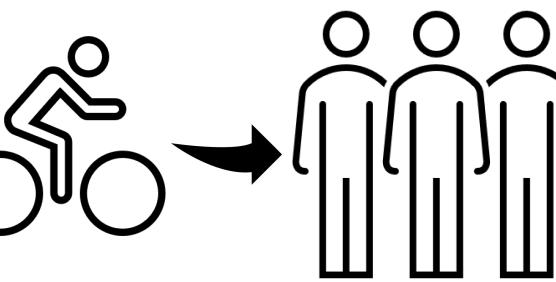
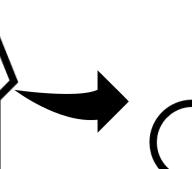
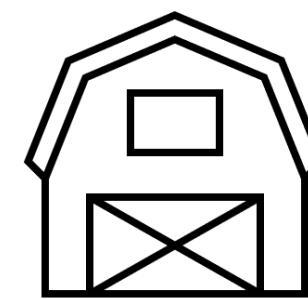
A new approach

## Community Kitchens



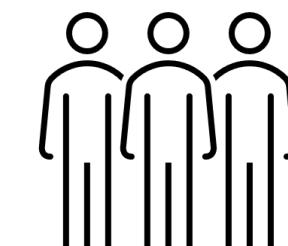
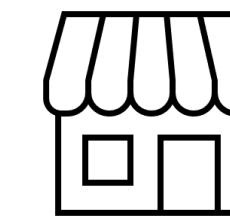
Private kitchen partnership  
Meals served from home

## Entrepreneur Model



Bulk Meal preparation  
Delivery through Entrepreneurs

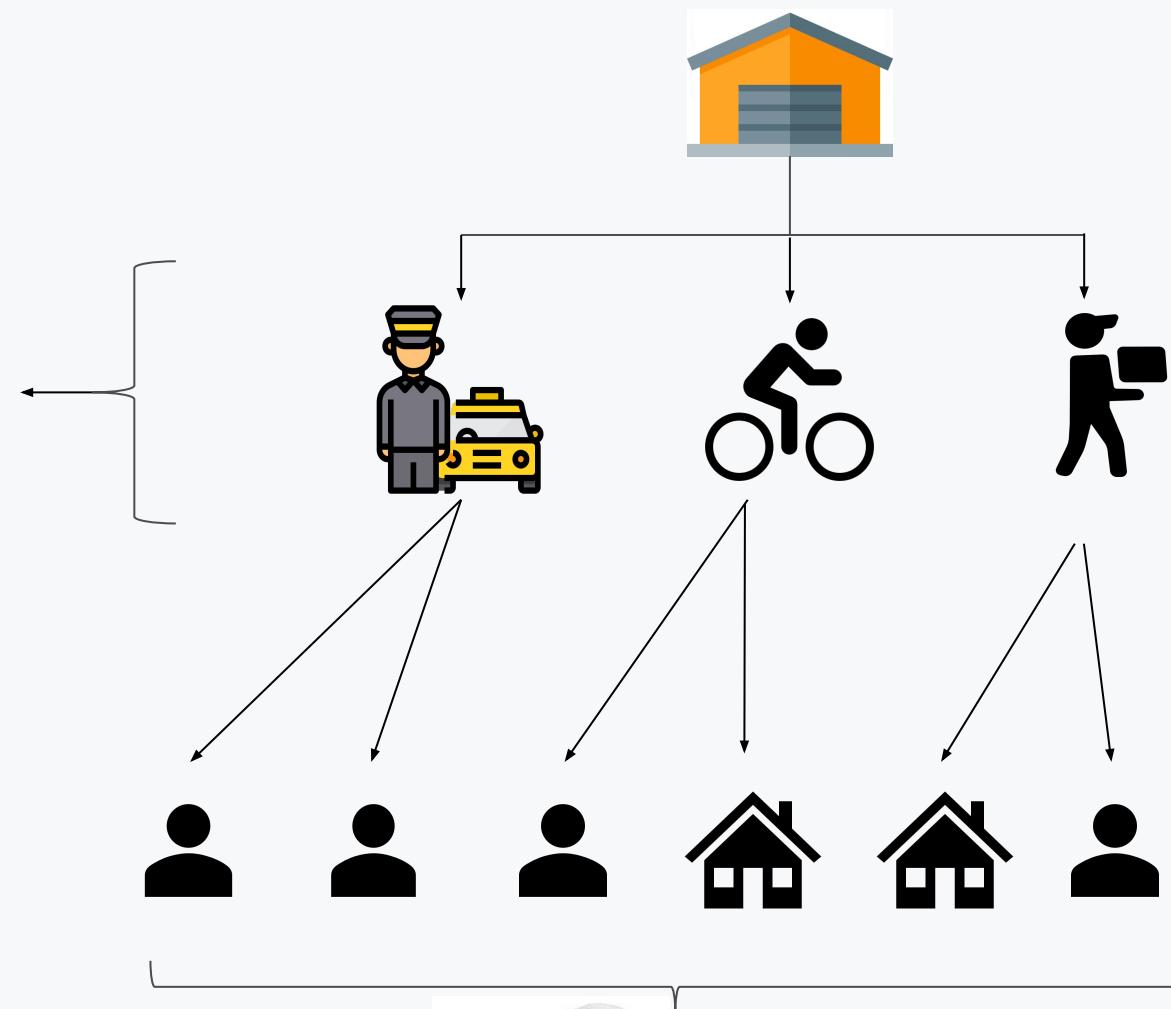
## Institutional Canteens



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.

 Roti Sabzi  
Idli, Vada, Poha  
Rice & Dal/Rajma/Choley

# OUR Revenue Models

## Community Kitchens



Rs 6/Meal served

## Entrepreneur Model



Rs 6/Meal delivered

### **Sewan's Earnings**

For 1000 meals

Rs 6000

## Institutional Canteens



Rs 6/Meal served

# Sewan Food Earnings

## Proposed Earnings

**Rs 1.5 Lacs** /Month  
**Rs 7500**

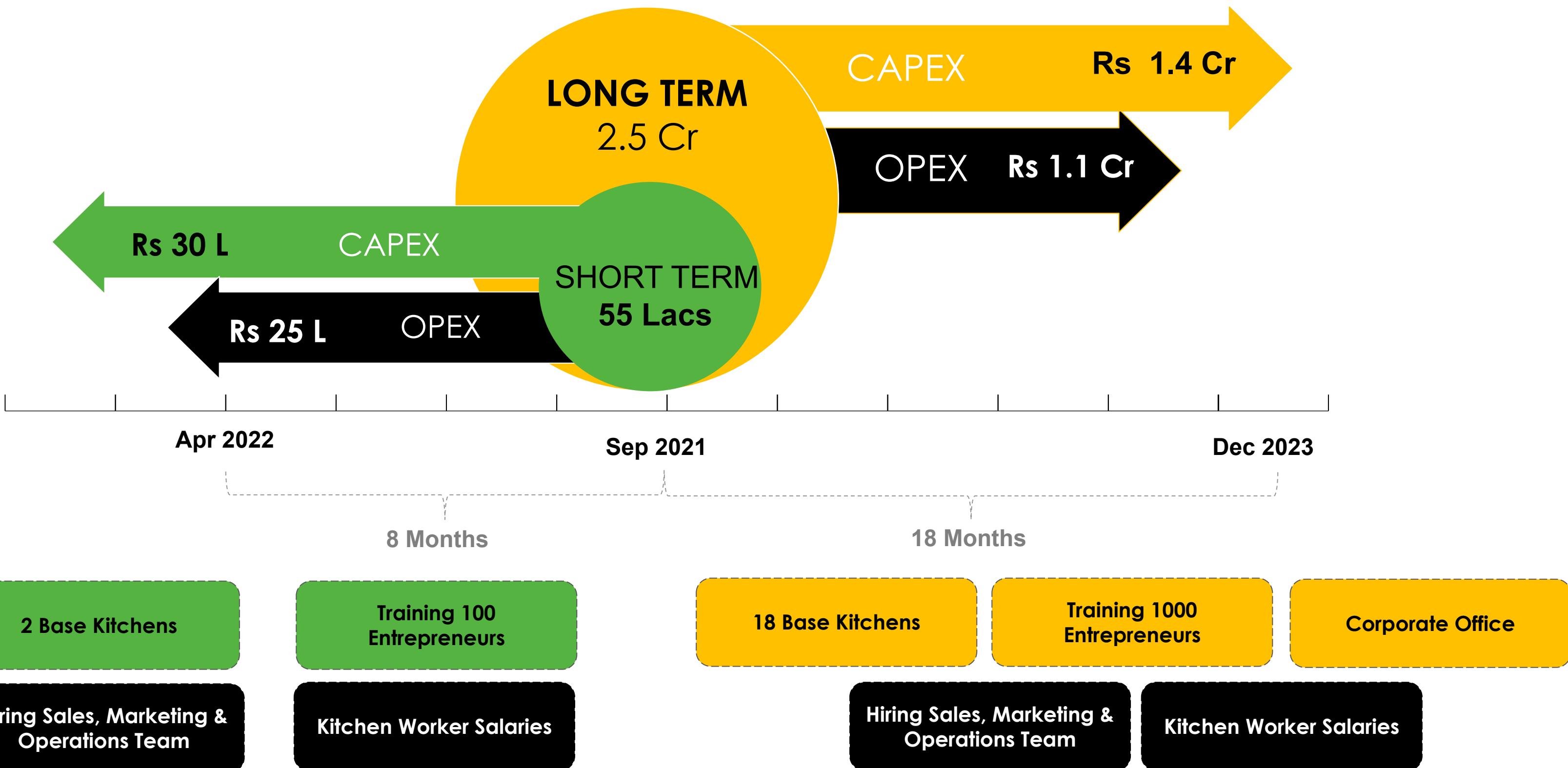
**Rs 5.42** Profit  
**3500** **30 Cr**  
Entrepreneurs Meals

**Rs 5.42** Profit  
**66** **2M+**  
Base Kitchen 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 **McnRoe, HCL and Airtel**
- Studied at **IIM Kozhikode**



## CHETANYA MEHRA

### CO-FOUNDER

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

## Traction



**Delhi Skill and  
Entrepreneurship University**  
Govt. of NCT of Delhi



## SHEROES



### 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





# THANK YOU !



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