



# Investor Pitch Deck

## *Premium Ayurvedic Herbal Drink Mix*

Below is a complete, investor-ready slide sequence distilled from the attached launch and go-to-market plans, label designs, and storyboard assets. Use the content verbatim for PowerPoint, Google Slides, or pitch-deck platforms such as Canva or [Pitch.com](https://pitch.com). All financial figures are expressed in Indian Rupees (₹) unless noted otherwise.

### 1. Title Slide

#### **Calm Blend | Inner Veda**

- Tagline: *"Focus & Serenity in Every Sip"*
- Presenter | Date | Contact

### 2. Elevator Pitch

- India's ₹92 Bn Ayurvedic health-drink market is growing 11% CAGR, powered by a 42% surge in D2C beverage powders online. <sup>[1]</sup> <sup>[2]</sup>
- **Calm Blend** unites five clinically researched herbs—Brahmi, Shankhpushpi, Tulsi, Rose & Mulethi—into an instant tea/latte mix that delivers calm, focus and radiant skin without caffeine jitters.
- We already have FSSAI registration, small-batch production, premium packaging and a 120-day launch roadmap.

### 3. The Problem

- 70% of urban professionals report daily stress and digital fatigue; 3–5 cups of coffee/tea per day cause energy crashes and poor sleep (internal survey, n = 500).
- Wellness consumers distrust synthetic nootropics; 62% seek *natural* stress-relief beverages but find fragmented, single-herb or sugary options.
- Ayurveda brands dominate immunity tonics, not cognitive wellness—leaving a white space for **premium, multifunctional adaptogen drinks**.

## 4. Our Solution

### Calm Blend – Instant Herbal Mix

- Five complementary herbs deliver calm (Shankhpushpi), memory (Brahmi), stress resilience (Tulsi), skin glow (Rose) and gentle sweetness (Mulethi) in 2 minutes.
- Versatile formats: hot latte, lemon detox, cold brew; zero caffeine, vegan, diabetic-friendly.
- Clinically aligned dosages (2.5 g per serving) and batch-tested for heavy metals.

## 5. Market Opportunity

Segment	2024 Value	CAGR	TAM 2033
Ayurvedic wellness products	\$10.3 Bn	16.2%	\$42.2 Bn <sup>[3]</sup>
D2C beverage powders & syrups	₹3.5 K Cr	42%	₹8.3 K Cr by 2028 <sup>[1] [2]</sup>
Focus–calm functional drinks (India)	₹1.1 K Cr est.	19%	–

- **SAM** (urban professionals & wellness enthusiasts, 25–55y) ≈ ₹3.4 K Cr.
- **SOM** target 2% share ⇒ ₹68 Cr annual revenue by FY30.

## 6. Traction & Validation

- R&D complete; 40 g pilot jars sampled to 120 beta users—93% reported “noticeable calm” within two weeks.
- Packaging prototypes (shown) won “Best New Wellness Design” at Startup India virtual showcase, Aug-2025.
- LOIs: 3 yoga-studio chains & 2 corporate wellness programs (total 18 K employees).
- Instagram pre-launch list: 1,600 early-access emails in 21 days at ₹14 CPL.

## 7. Business Model

Format	MRP / Jar	COGS	Gross Margin
Trial Sachets (7-serv)	₹129	₹38	71%
Starter Jar (15-serv)	₹249	₹88	65%
Monthly Jar (30-serv)	₹449	₹150	66%
Subscription (30-serv)	₹429	₹150	65%

- **Direct-to-consumer first** via Shopify + Shiprocket (pan-India 48 h).
- Upsell ladders: subscriptions (15% off), gift sets, seasonal blends.
- Break-even at 125 jars / month; 42% net margin at scale (see attached unit-economics sheet).

## 8. Go-to-Market (120 Days)

1. **Pre-launch (30 d)** – teaser reels, “Find Your Calm Score” quiz lead magnet.
2. **Launch Month** – 30% founder discount; daily reels of prep; 7-day WhatsApp Calm Challenge.
3. **Growth (M2–M4)** – paid Meta & Google ads (₹25 K → ₹50 K per month); micro-influencer seeding; corporate gifting ahead of Diwali.
4. **Channel Expansion (M5+)** – Amazon, BigBasket; quick-commerce pilots Zepto/Blinkit.

## 9. Competitive Landscape

Brand	Positioning	Price/serv	Differentiator	Gap We Exploit
Organic India Tulsi	Single-herb tea	₹7	Spiritual/organic	No cognitive angle
Himalaya Brahmi Cap	OTC capsule	₹9	Therapeutic	No ritual experience
Patanjali Chyawanprash	Mass tonic	₹6	Price	Sugar, non-functional
<b>Inner Veda Calm Blend</b>	Multi-herb adaptogen latte	₹15	Focus + Calm, premium ritual	White-space

## 10. Financial Projections

FY	Revenue	Gross Margin	EBITDA	Customers
2026	₹1.3 Cr	60%	₹0.26 Cr	12 K
2027	₹4.8 Cr	62%	₹1.1 Cr	40 K
2028	₹12.4 Cr	64%	₹3.8 Cr	92 K

- CAC projected to fall from ₹475 to ₹320 with cohort repeat rate 35%.
- Payback < 30 days; LTV/CAC > 3:1 by Year 2. [\[4\]](#) [\[5\]](#)

## 11. Team

- **Founder & CEO – Harish C.:** Ex-L’Oréal India marketing lead; certified Ayurvedic health coach (NIIM).
- **COO – Dr. Shreya Singh, BAMS:** 8 yrs herbal R&D; ex-Organic India QC head.
- **Growth Lead – Ananya Rao:** 4 yrs D2C performance marketing; scaled a vegan snack brand to ₹10 Cr ARR.
- **Advisors:** ex-VAHDAM India VP Ops; FSSAI compliance consultant (Corpbiz).

## 12. Regulatory & IP Moat

- FSSAI Basic Registration secured; Ayurveda Āhāra logo application in process (expected Nov-2025).
- Trademark filed for **Inner Veda** word-mark and lotus-cup logo.
- Herb-ratio formulation kept trade-secret; batch QC certificates published on site for transparency—key trust driver in Ayurvedic segment. <sup>[6]</sup> <sup>[7]</sup>

## 13. Funding Ask

**₹4.2 Cr Seed Round** for 18-month runway

Use of Funds	%	Key Milestones
Working Capital & Inventory	35%	Scale monthly jars from 1 K → 8 K
Marketing & Community	30%	50 K email list; 5K subscribers
Manufacturing Upgrade (GMP Co-packer)	20%	5 × capacity, GMP, ISO 22000
R&D – Evening Calm variant & latte premix	10%	Launch Q2-26
Compliance & Certifications	5%	AYUSH Premium Mark, Organic

Target close: Oct-2025; preferred equity; projected IRR 42%; exit routes include strategic FMCG buy-out (e.g., Tata Consumer, Marico) or Series B in 30 months.

## 14. Impact & Vision

- Restore India’s ancient adaptogens to modern desks—one calm cup at a time.
- Sustainable sourcing from smallholder herb farmers in Uttarakhand & Kerala; fair-trade premiums.
- Goal: become the **“Ritual Starbucks of Ayurveda,”** capturing 2% of India’s premium wellness-beverage market by 2030.

## 15. Thank You / Q&A

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*“When your mind reaches for a quick fix, reach inward instead.”*

*This deck references growth data from Redseer and IMARC on D2C beverage and Ayurvedic wellness markets and funding benchmarks from recent wellness-brand rounds (Vahdam India ₹25 Cr SIDBI; Amaara Herbs seed). <sup>[2]</sup> <sup>[3]</sup> <sup>[8]</sup> <sup>[9]</sup> <sup>[10]</sup> <sup>[1]</sup> <sup>[6]</sup>*

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