

Ram-Bhog is focused on providing the highest quality, and the most innovative and interesting varieties of sweets & savories to it's customers.

Over the next 5 years, Ram-Bhog will be the most trusted and the largest Indian Sweets brand.





Indian Sweets & Snacks Market Overview

Market size of Indian sweets & snacks is Rs 55,000 Cr +

Sweets & snacks sector growing YoY at 10%;

Branded Products Market Size 6700 Cr

Branded category growing at YOY 25%

Largest organized player Haldiram owns ~ 8% marketshare





Consumer Perception

That traditional sweets are highly adulterated
That the packaging of traditional sweets is very poor
That traditional sweets are not made in
hygienic conditions
Consumers fail to put trust in Halwai Sweets
Prefer to buy branded sealed eatables
(like Chocolates instead of Traditional Sweets)
when gifting

A large GAP exists and Ram-Bhog can fill that gap with:

Superior product quality and rapid product innovation
Modern Technology for Production and packaging
Creating Trust & Excitement in customers



Value Proposition

To consumers having inclination towards Indian meals, we shall offer exhaustive range of Ready-To-Eat high quality Indian sweets.

Functional Benefits - Taste, Hygiene, Consistent Quality, Best Packaging, Freshness, Extensive Product Range

Emotional Benefit - Authentic Traditional Taste, Competitive Pricing, Smartness of purchase.

Credibility of the brand





Value Proposition

Strengths -

No compromise quality products

Manufacturing quality & hygiene
Innovative products.

E.g. low calorie / healthy traditional snacks

Attributes / Benefits

Traditional / Authentic Indian taste

Packaging for longer shelf life and freshness

Various price points

State of the art manufacturing technology

Easy availability and ordering. Smart purchase



Exciting Range of Products

An enticing range of Indian sweets. Made with love & only pure ingredients!

Shelf life > 3 Months because of our special treatment manufacturing & 5 Layered packing process

Every item rated > 4 Star on Customer reviews and satisfaction





Exciting Range of Traditional Sweets



Shahi Tukda



Gud Walli Chawal Ki Kheer



Kala Gulab, Jamun



Kesar Phirni



Investment Opportunity

Investors can own a Ram-Bhog Store with an investment of Rs. 7.5 L only

Revenue Potential of the store: Company will manage & operate the store

Revenue sharing arrangement with Investor from 4th month onwards.

ROI ~ 24% per annum on capital





Investment Opportunity

Over 30 varieties of Indian Sweets

To create over 100 National and Regional flavors of sweets in the next 3 years

Shelf-life > 3 Months; Zero Wastage of raw material

All Trade retail channels to sell the products

Both online & offline



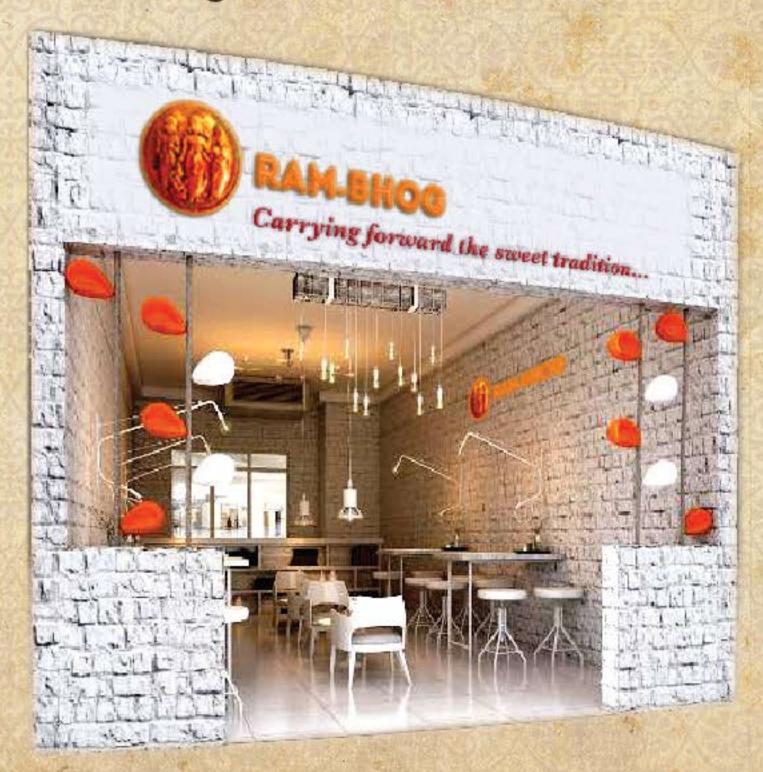


Investment Opportunity

Ownership Investment	7.5 L	INR	The Company will
per Ram-Bhog Store		1/a #	put up the store &
			operate it
Time to Full Revenue	3	Months	
Potential			
Revenue Potential	Rs. 5-6 L	Per	Walk-ins + Online
		Months	Orders
Investors Income from	Rs. 15,000 or	Per	From 4th
Operations	5% of revenue whichever is	Months	Month onwards
	higher		400



Store layout



Store



Store layout



Kiosk

Thank you



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