

Flyberry

GOURMET

INVESTOR UPDATE - Q4 | FY25

Performance Snapshot

Q4 | FY25

We're proud to share that our FY25 exit marked a key inflection point for Flyberry as we enter FY26 with strong momentum and renewed confidence.

We closed the year at ~₹35 crore in sales (21% YoY growth) and recorded our highest-ever monthly revenue, with March clocking ~₹3.3 crore.

This growth was driven by sustained demand across quick-commerce and retail stores - enabled by a focused channel strategy, disciplined execution, and some seasonal tailwinds.

As we scale, ensuring adequate working capital remains our top priority. We are actively optimizing our cash flow cycle and are in discussions to raise capital through a mix of equity and debt instruments.





Q4 | FY25 AT A GLANCE

Segment (INR Lakhs ex. GST)	December	January	February	March
B2B	4	7	11	48
Corporate & Others	46	35	47	31
Ecommerce	95	101	99	114
Flyberry Stores	24	22	21	29
FMCG	20	6	27	25
SIS	70	70	68	82
Total	259	241	273	329

Total Q4 FY 25	Total Q4 FY 24	% Change
66	28	137%
113	165	-31%
314	206	52%
72	52	38%
58	51	14%
220	232	-5%
843	734	15%

SCALING, ONE BITE AT A TIME



B2B

We selectively engaged in B2B trade to scale volumes while protecting margins - a strategy we will continue to build on in FY26.



Corporate & Alternate Channels

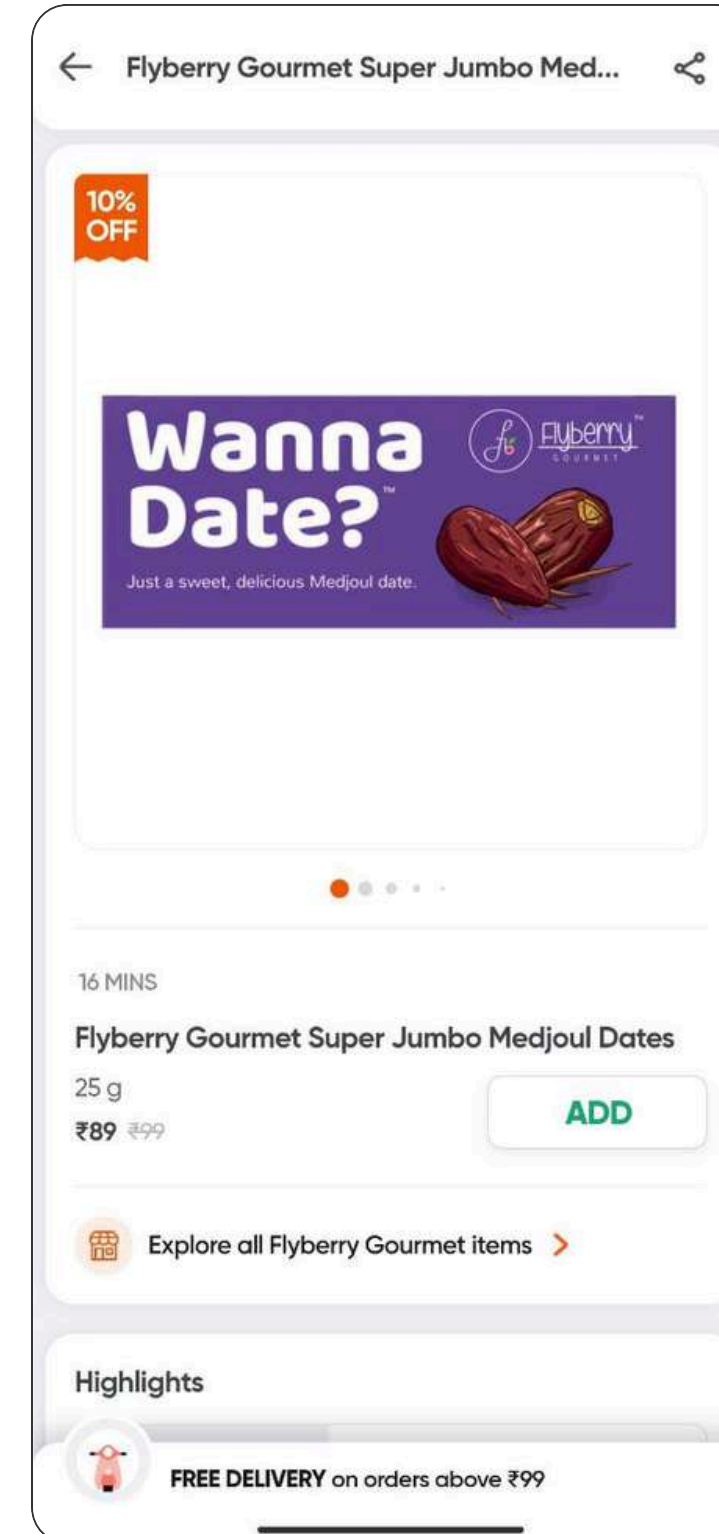
While Q4 saw a dip in corporate volumes, April began on a strong note, with new contracts closed with key accounts, positively impacting Q1 | FY26 revenues. We've also expanded into over 11 Indian airports, progressively unlocking a high-visibility channel.





E-commerce & Q-commerce

- In February, our Wanna Date Medjoul single serve packs were launched on Swiggy Instamart as a Valentine's Day special.
- In March, we featured in Zepto's Ramadan catalog (7.5+ lakh reach) and Amazon's curated gourmet selection (10+ lakh reach), delivering visibility and conversions.
- We are building in roads into newer online channels such as Amazon Fresh, Amazon Tez, Flipkart Minutes and First Club.
- Through Q4, we have standardised product cataloging across online platforms for better consumer engagement with additional information such as nutrition content, product recipes and lab test reports.





Online Cataloging

[illegible]

Flyberry Gourmet Pecan Nuts,

20% OFF

Numbers don't lie, this Nut's kinda Fly

Nutrient	Percentage
Omega 9 Fatty Acid	43.4 %
PuFA*	37.7 %
MUFA*	27.6 %
Omega 3 Fatty Acid	21.7 %
Magnesium	13 %

% (TMS) (TMS)

There's a "nut" in Nutrition and there's a ton of nutrition in this nut!

Heart, brain, muscle, and nerve. Cover them all with a Pecan serve!

Taste

Test

(Recommended Daily Allowance) (Adequate Intake for Dietary Fat)

calculated for an adult male with a 2,000 kcal/day diet intake

Per Serving Size of 25 g or 14 nuts

Scan for Test Report

15 MINS

Flyberry Gourmet Pecan Nuts,

150 g

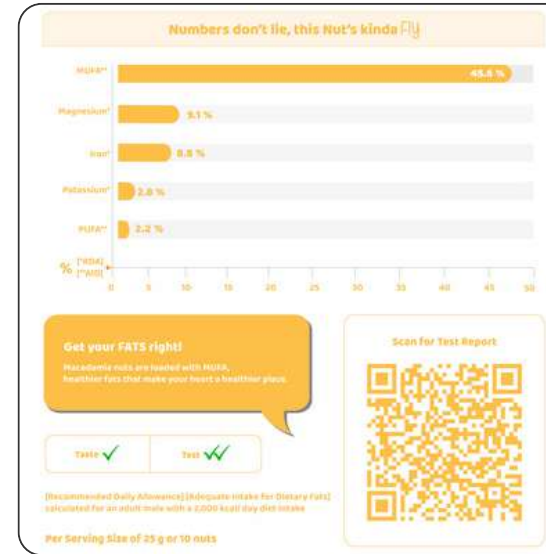
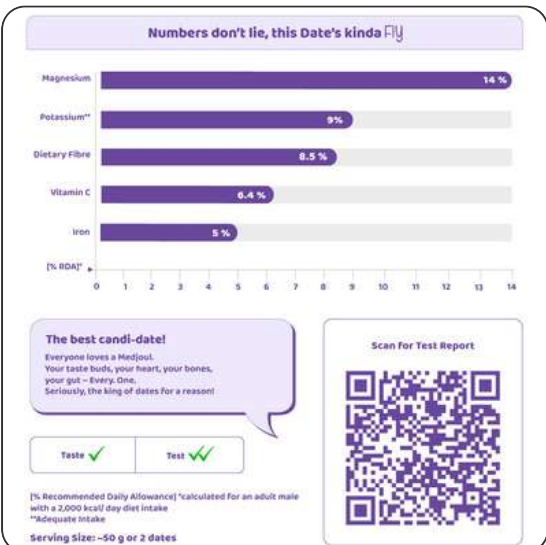
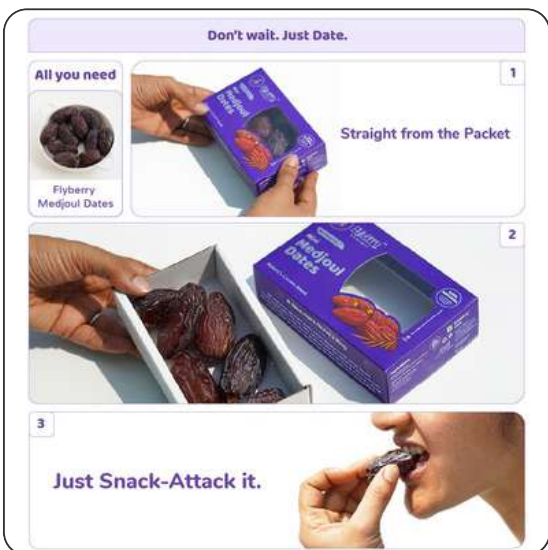
₹599 ~~₹749~~

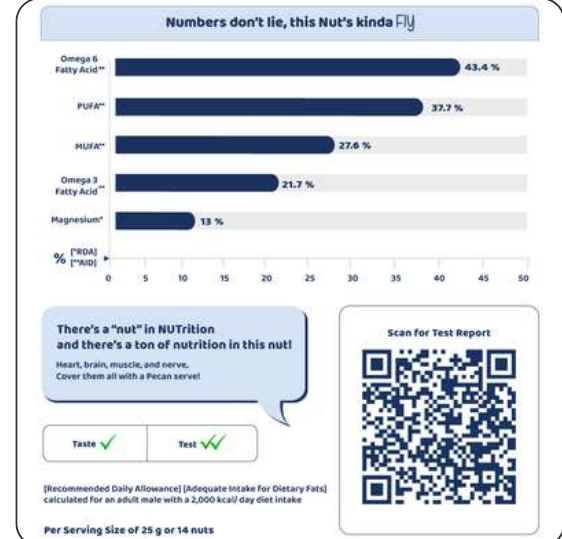
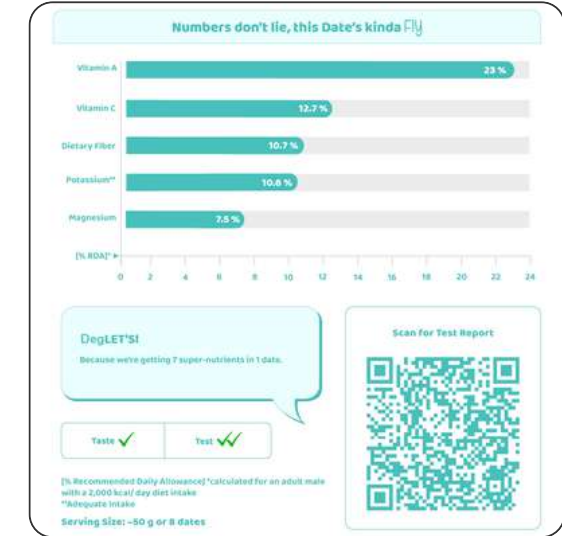
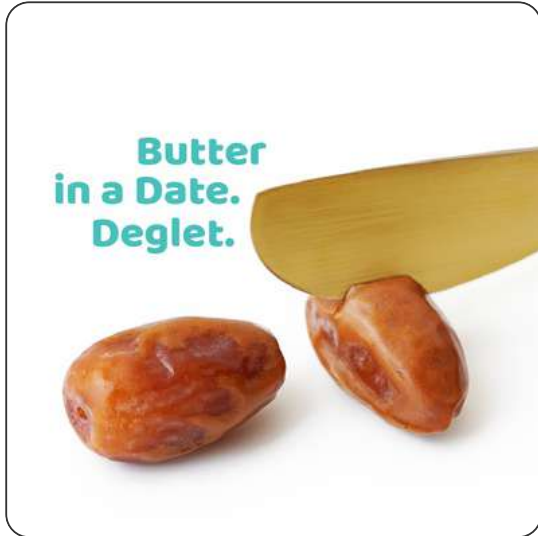
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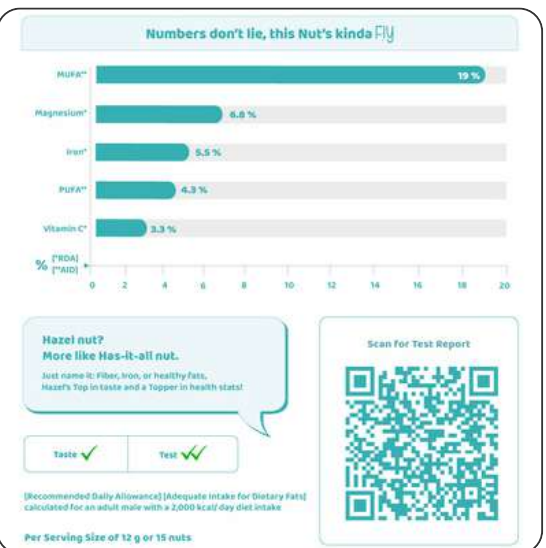
Explore all Flyberry Gourmet items

Highlights

FREE DELIVERY on orders above ₹99









We started activities such as out-calling and offering free delivery services to improve customer repeat rates and purchase frequency at our stores.

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We observed an 8% QoQ increase in revenue contribution from repeat customers to total monthly revenue at the store level.

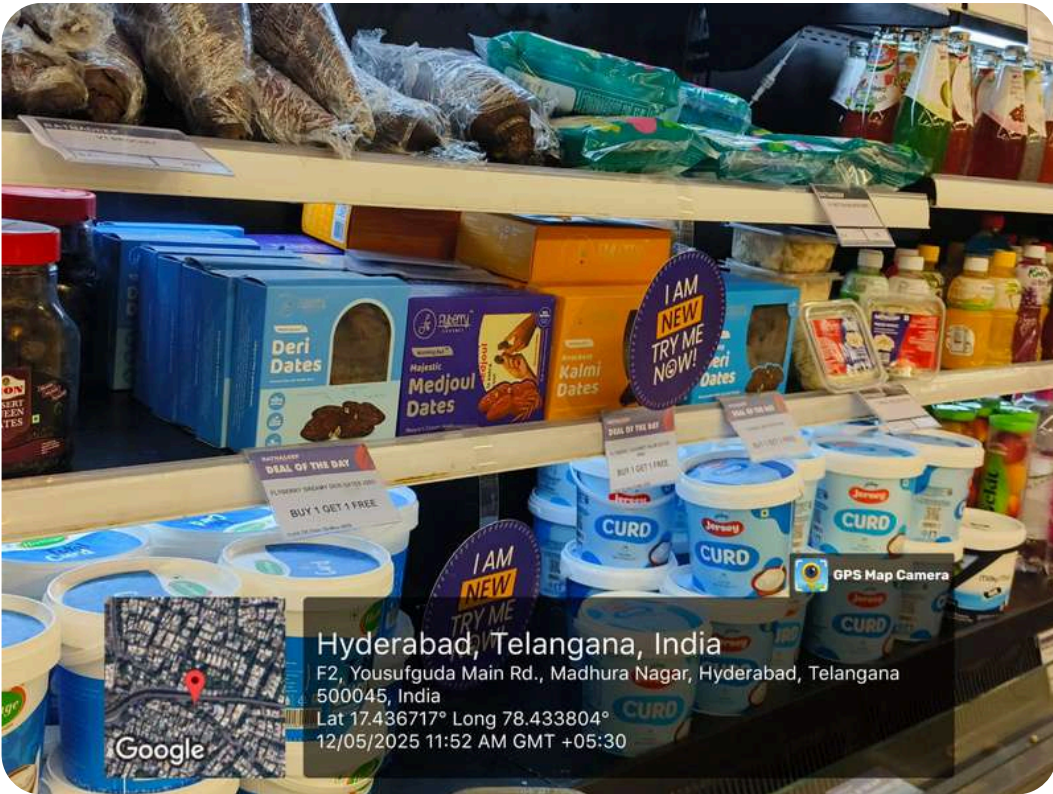




FMCG / Modern Trade

We focused on consolidating high-performing markets and exiting non-performing territories. A key highlight: successful rollout across 70 Ratnadeep stores in Hyderabad. We successfully launched the brand across 3 Foodstories stores - in Gurgaon, Hyderabad and Bangalore.

We are also trying to build in roads into more regional accounts like Value Zone, National Mart, Vijetha Super Market and large accounts like D Mart for some specific SKUs.





FESTIVAL OF PLAY



DATE TASTING SESSION AT FOODSTORIES

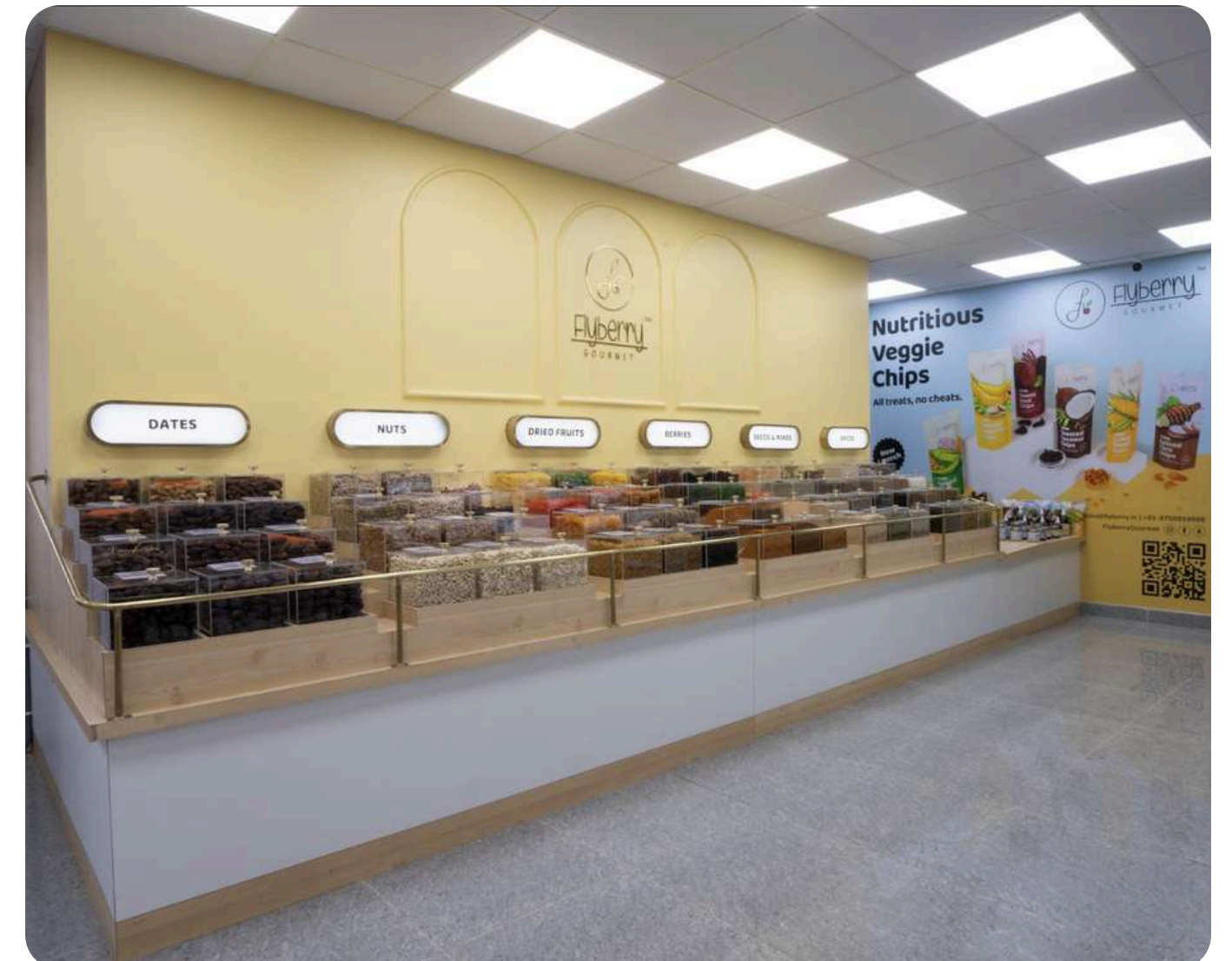


IFTAR PARTY DISPLAY AT NRAI



SIS (Store-in-Store)

We added six new SIS locations in Q4 and are targeting four new launches per month through FY26. Backed by principal approvals from Reliance and Pure O Natural for South India expansion, we are exploring funding via debt and strategic franchise partnerships. Ramadan also saw strong engagement through a tasting event hosted with Food Stories at one of our SIS accounts.



BRAND BUZZ



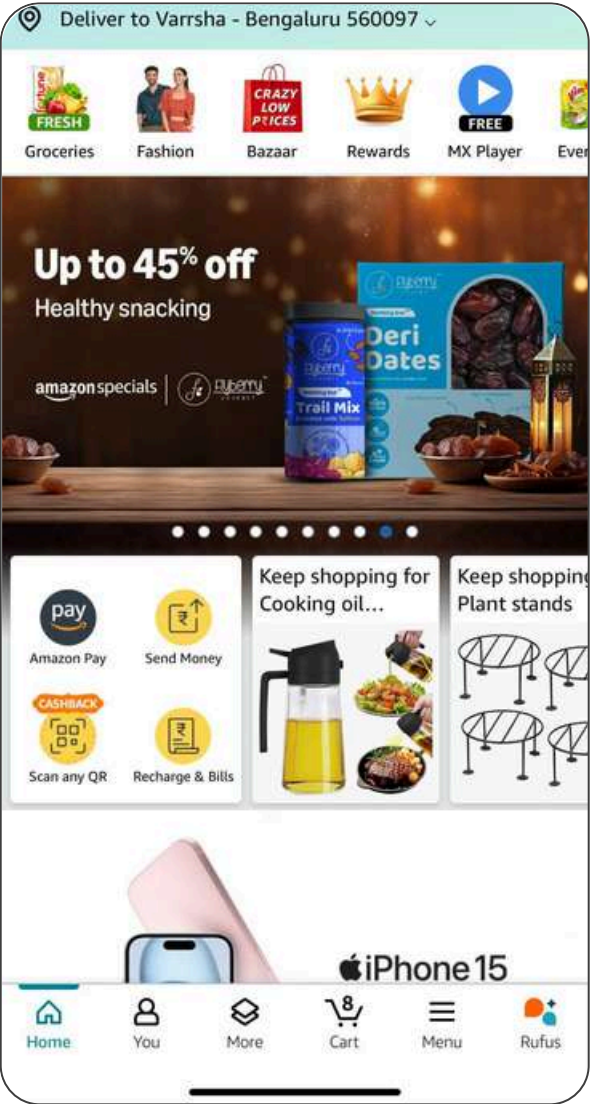
Media Mentions & Recognition

Flyberry was named among Local Samosa’s “Top 100 Brands to Watch in 2025” and was featured by Zee News for our premium gifting hampers - reinforcing our growing brand equity.



Campaign Highlights

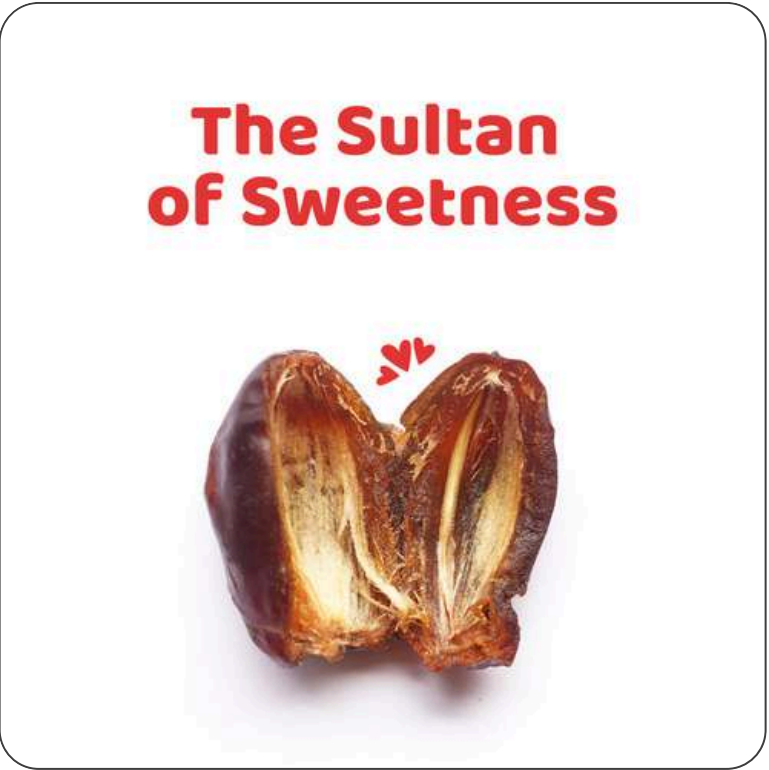
Seasonal campaigns around Valentine’s Day and Ramadan created meaningful moments of engagement and uplifted our visibility across both digital and offline channels.



FRESH FROM THE FLYBERRY LAB

Product Launches

- We're thrilled to launch our new clean-label Date Bite this week, following excellent feedback that we collected over 3 months of in-store consumer trials.
- We are also in the process of launching Seedless Omani Dates in specific accounts which will help the brand tap into mid market segment and further scale across accounts.



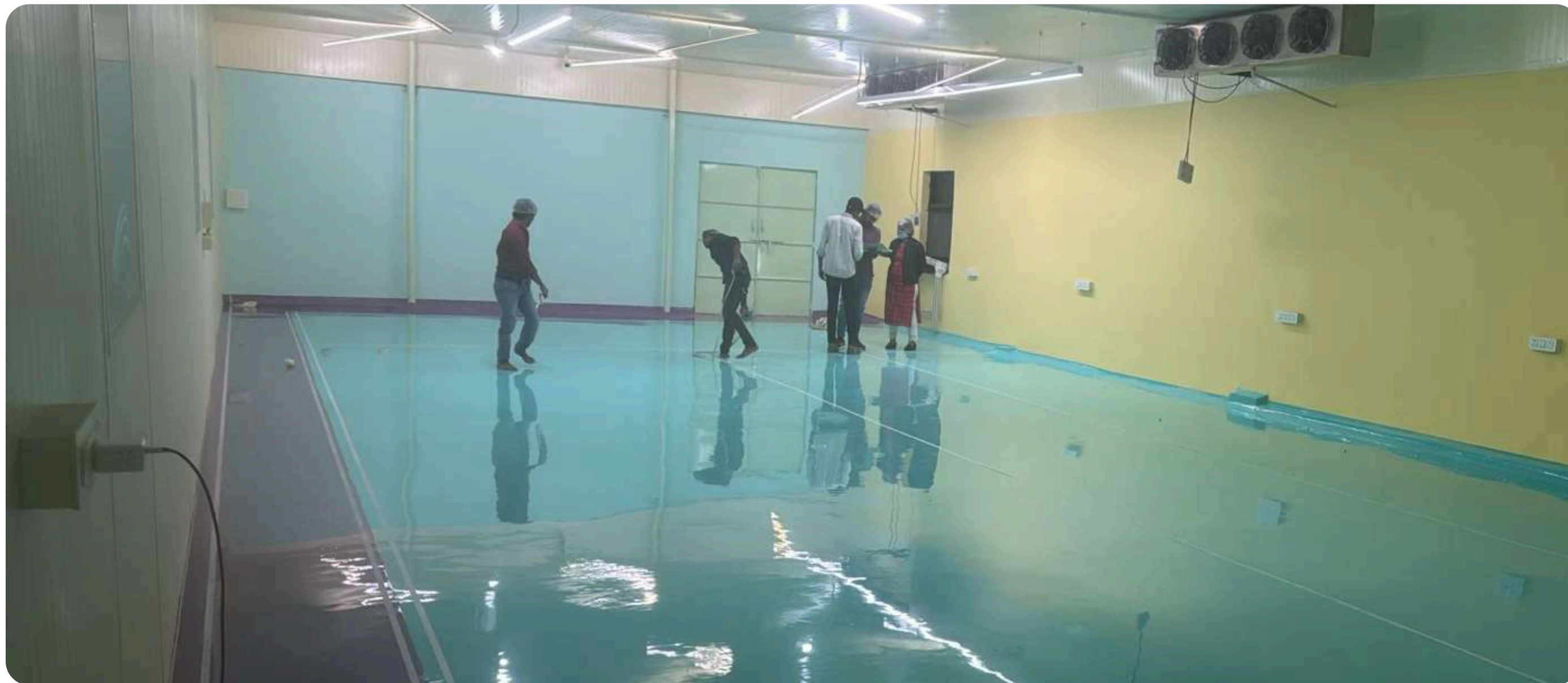
R&D & Product Upgrades

We've upgraded and standardised recipes for three of our vacuum-cooked chip variants, further strengthening our clean snacking portfolio.



OPERATIONAL PROGRESS

We've upgraded our production facility with epoxy flooring and are working toward FSSC 22000 certification — a key milestone that will open doors to institutional and export opportunities.



FORWARD TRAJECTORY



FY26 Roadmap

With sharper focus, disciplined growth, and strong consumer pull, we believe FY26 will be a breakout year for Flyberry. A robust pipeline, growing distribution footprint, and a deep commitment to quality and innovation set the stage for sustained acceleration this year.



Capital Strategy

We are raising capital to power our next leap to become a ₹100 crore brand in the next 18-24 months.



Founder's Note:

FY25 Year in Review

Dear Investor Partners,

FY25 was a defining year for Flyberry Gourmet - one that tested our resilience but also laid the groundwork for a stronger future.

Despite the many challenges we faced - be it losing key accounts, navigating a stretched working capital cycle, or the growing pains of scale - we stayed focused on what mattered most: building a business that can endure and thrive.

This was a year of foundations. We invested meaningfully in our backend and our people, making key improvements in our factory team and infrastructure. Our entire operations are now getting mapped onto ERP Next, and we are extending it across internal functions and our shop in shop formats. We also began working closely with one of our investors and partners, Radiant Group, to streamline processes and increase operational efficiency, particularly on our repackaging lines, where we're now transitioning from manual to conveyor-based systems.

As part of our commitment to world-class standards, we have initiated the process to secure the FSSC 22000 certification - one of the most prestigious global food safety certifications. We expect to complete this by Q2 FY26, enabling us to unlock export markets, airline partnerships, and larger institutional accounts.

On the commercial front, we sharpened our sales focus and identified our core growth channels - e-commerce, quick commerce, and shop-in-shop formats with large modern retailers. These will remain our key bets as we scale toward the ₹100 crore mark.

We closed FY25 with our highest-ever monthly sales in March, clocking ₹3.3 crore and are now pacing towards ₹4 crore monthly run rate in Q1 FY26. What excites me most isn't just the numbers - it's the consumer love and loyalty, stronger team, more resilient backend, and a clearer mindset with which we're stepping into the future.

Thank you, as always, for your belief in us.

Warm regards,
Akarsh Makhija
Founder | Flyberry Gourmet

