



MobyleMANDi

From Farms to Kitchens





ABOUT US

- Our vision is “To make perishable product procurement hassle free for commercial kitchens through a technology driven platform.”
- We aim to streamline fresh produce supply chain ecosystem in India by providing technology driven innovation, logistic solution and flexible credit system to commercial kitchens while ensuring quality of products, timely service and fair price.
- Started in Bhubaneswar by providing fresh vegetables to restaurants.
- We strive to bridge the gap between producers(farmers) and consumers(Kitchens), by simplifying supply chain dynamics through direct procurement making it lean and efficient.



PROBLEM

- Procurement hassle for a commercial kitchen due to need of extra human resources and logistics incurring an **3% additional overhead of revenue**.
- **On an average, 7% worth of products** unusable due to substandard quality of products procured.
- Impact on the operations of the kitchen owing to the **service delays of existing vendors**.
- Involvement of too many intermediaries shooting up the **cost incurred to kitchen by 15%**.



SOLUTION

Single Integrated Managed Platform & Linked Ecosystem
To



Save **3%** on resources overhead.



Get on-time doorstep delivery of quality products saving **7%** on wastage.

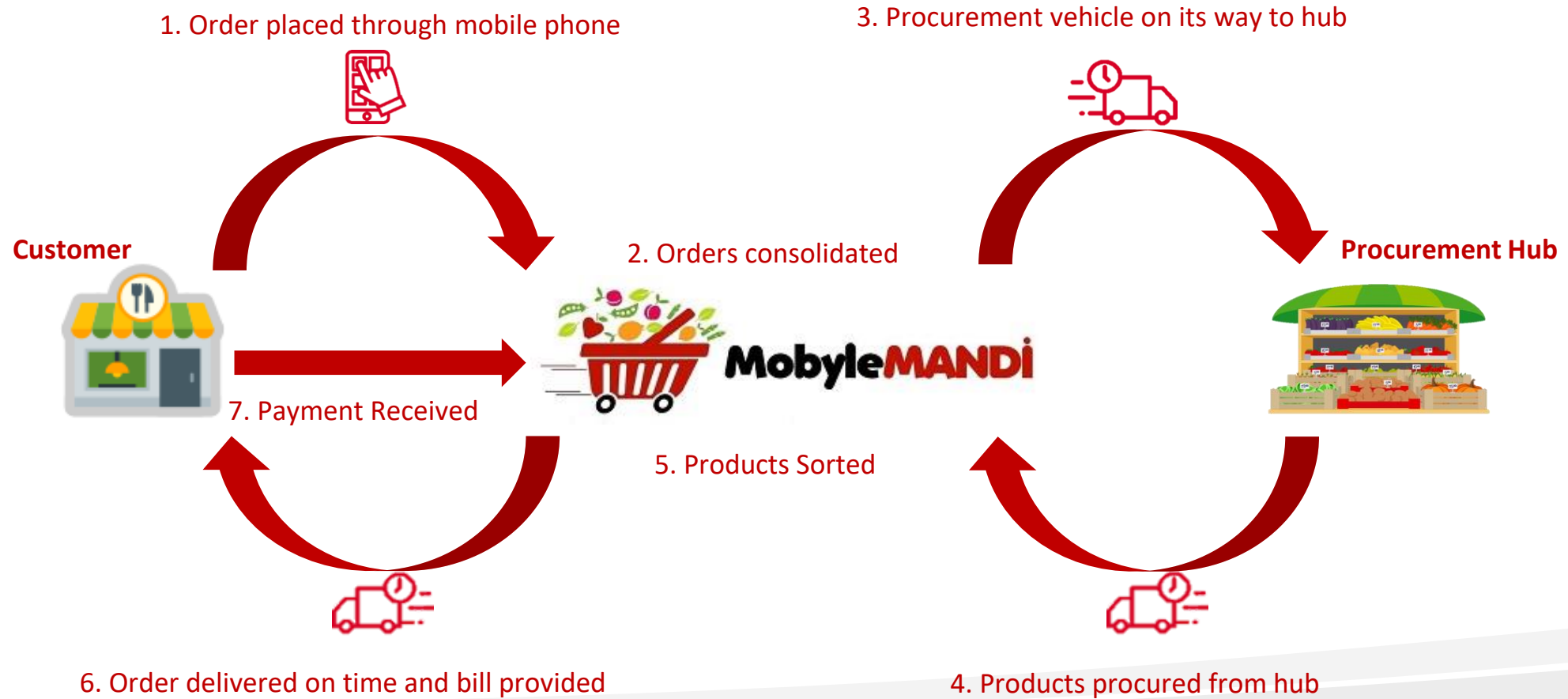


Get fair price, **15%** less than the prevailing market rate.



Avail **ERP solution** at finger tips for all transaction related information.

CURRENT WORKFLOW





MARKET SIZE

\$220 Bn

Total Available Market in India
(Vegetable and Fruit)
Growing at 9% YoY
(Source: Business Standard)

\$42 Bn

Serviceable Available Market
B2B HoReCa Market Segment
(Guesstimate)

\$1.1 Bn

Serviceable Obtainable Market
Our target market share



WHY NOW

- **Food is the new oil** in the upcoming decades and investing now would be key to lead food supply chain space in future.
- Environment is conducive for private players to step in this market segment owing to **radical changes in farm laws**.
- A prospective opportunity to capture this lucrative market segment due to **absence of a Pan-Indian player**.
- Existing players focusing on metro cities **leaving out tier 2 cities and tourist destinations** easier to capture.



OUR FACTS & FIGURES

800+

Average orders served per month.

80%

Customer retention rate.

25%

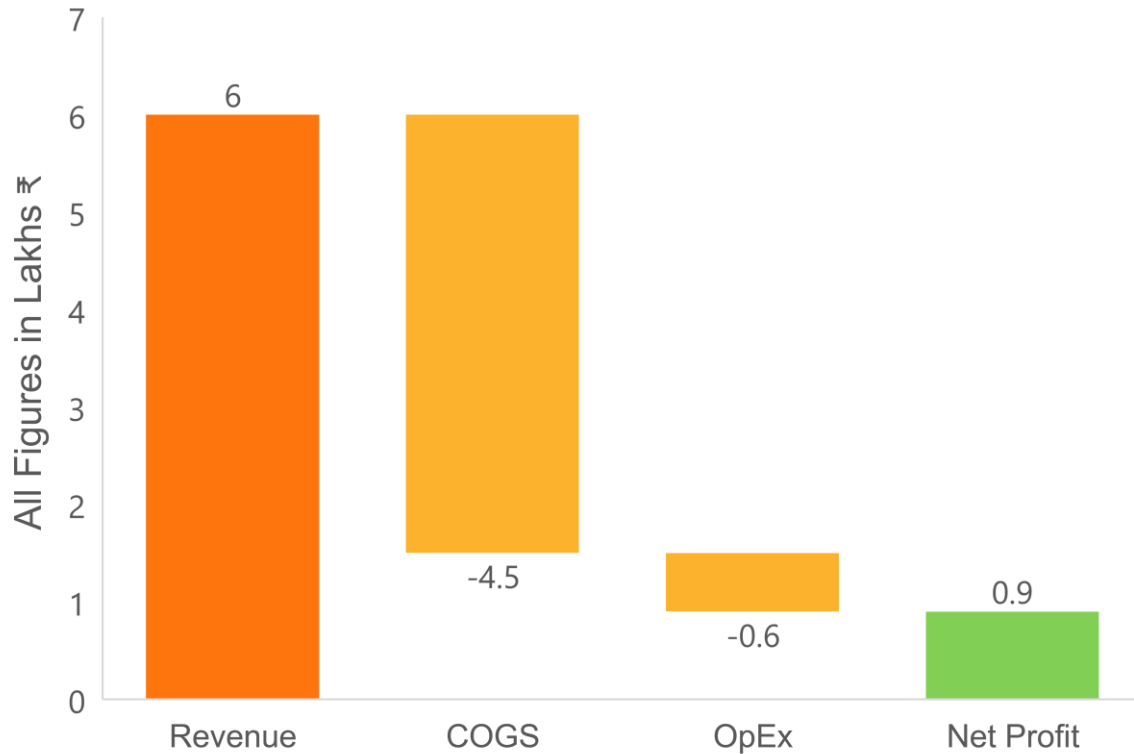
Gross profit on revenue.

100%

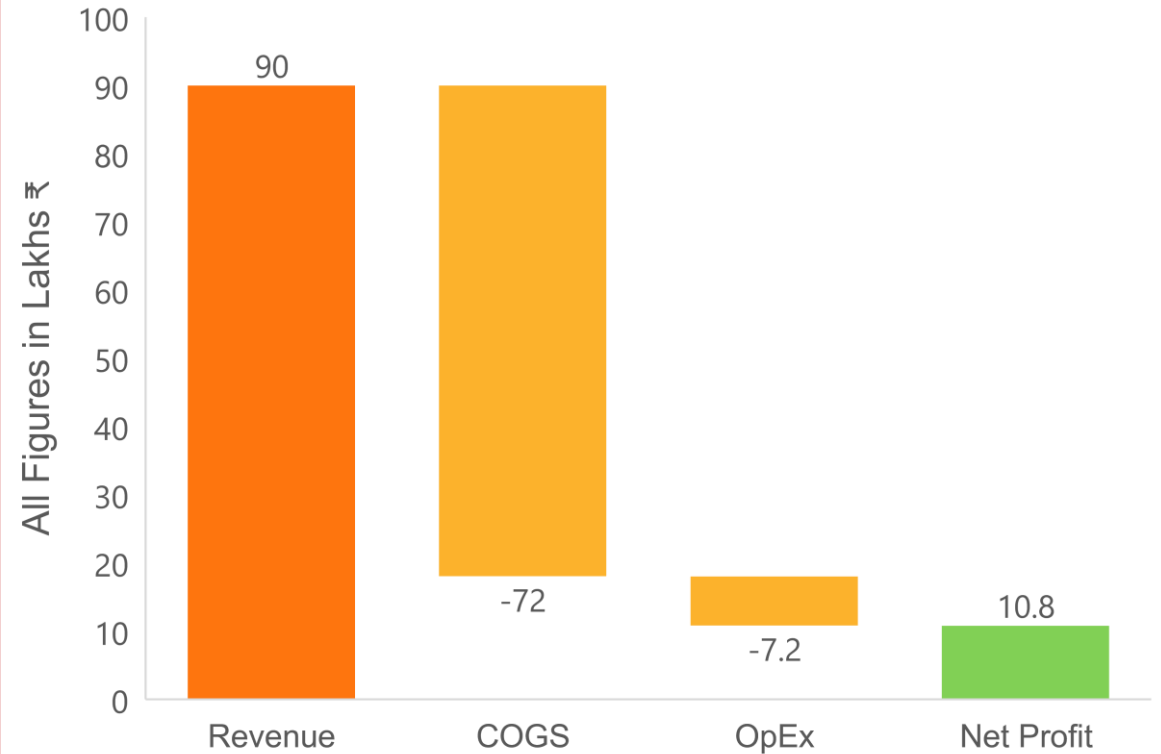
Return on Equity(RoE).

UNIT ECONOMICS

Unit Economics of Restaurants



Unit Economics of Key Accounts(Hospitals,Colleges)



* Commercial kitchens with yearly consumption >350 metric Ton of farm perishables is being considered as a *Key Account*

FINANCIAL PROJECTION

(All Amounts in Rs crore)	Q1 Actual	Q2 Actual	Q3 Projection	Q4 Projection	FY21-22	FY22-23	FY23-24	FY24-25	FY25-26
Customers(Restaurants)	20	20	30	40	40	100	400	2000	10000
Customers(Key Accounts)	2	2	2	3	3	10	40	160	600
Revenue stream 1(Restaurant)	0.18	0.30	0.40	0.80	1.68	6.00	24.00	120.00	600.00
Revenue stream 2(Key Account)	0.07	0.03	0.08	0.20	0.38	9.00	36.00	144.00	540.00
Wastage	0.01	0.01	0.02	0.04	0.08	0.60	2.40	10.56	45.60
Net Revenue	0.24	0.32	0.46	0.96	1.98	14.40	57.60	253.44	1,094.40
Cost of Sales	0.19	0.24	0.34	0.71	1.48	11.52	46.08	177.41	711.36
Gross Profit	0.05	0.08	0.12	0.25	0.50	2.88	11.52	76.03	383.04
Gross Margin %	22%	25%	26%	26%	25%	20%	20%	30%	35%
Operating Expenses									
Logistics	0.01	0.01	0.01	0.02	0.05	0.22	0.88	3.96	17.82
Lease and Rent	0.00	0.00	0.00	0.00	0.00	0.12	1.48	7.66	36.47
Utilities	0.00	0.00	0.00	0.00	0.00	0.05	0.20	0.90	4.05
Salary and Wages	0.01	0.01	0.01	0.02	0.05	3.37	10.90	41.12	173.46
Office supplies	0.00	0.00	0.00	0.00	0.00	0.01	0.04	0.18	0.81
IT expenses	0.00	0.00	0.00	0.00	0.00	0.02	0.08	0.36	1.62
Advertisement and Promotions	0.01	0.01	0.01	0.02	0.05	0.30	1.20	5.40	24.30
Travel	0.00	0.00	0.00	0.00	0.00	0.02	0.08	0.36	1.62
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.02	0.08	0.36	1.62
Total Operating Expenses	0.03	0.03	0.03	0.06	0.15	4.13	14.94	60.30	261.77
EBITDA	0.02	0.05	0.09	0.19	0.35	(1.25)	(3.42)	15.73	121.27
Depreciation and Amortization	0.00	0.00	0.00	0.00	0.00	0.28	1.12	5.04	22.68
EBIT	0.02	0.05	0.09	0.19	0.35	(1.53)	(4.54)	10.69	98.59
Interest Cost	0.00	0.00	0.00	0.00	0.00	0.30	1.20	5.40	24.30
Profit Before Tax	0.02	0.05	0.09	0.19	0.35	(1.83)	(5.74)	5.29	74.29
PBT Margin	9.50%	15.53%	19.49%	19.75%	17.77%	-12.68%	-9.97%	2.09%	6.79%



COMPETITION (INDIA)



Founded: 2015

Focusses mostly on retailers and supermarkets
\$207 million funding with \$503 million valuation



Founded: 2015

Caters to multiple categories of fresh produce
\$78.4 million funding with \$199 million valuation



Founded: 2016

Operation catering to b2b and b2c limited to north India
\$5.87 million with \$12.2 million valuation.



Founded: 2018

Primarily works as a marketplace
Subsidiary of Zomato



OUR TEAM



Bimal Kumar Sahoo
Founder, CEO & COO



- Bootstrapped MobyleMandi, generating turnover of **Rs 1 cr from Zero- Investment**.
- PGDM in Marketing Management , IIM Lucknow.
- Worked as Management Trainee at Fairtrade LLC, Mondelez division, Oman, with hands on experience in traditional B2B FMCG sales



Ankit Panigrahi
Co-Founder, CMO



- Co-founder of MobyleMandi with a keen passion for entrepreneurship and a profound startup enthusiast.
- Btech in Computer Science with 7 years of Industrial experience.
- Jointly oversees the strategy, marketing and business development of MobyleMandi.



Subhasish Dhal
Co-Founder, CTO



- Over 8 years of experience in building and scaling enterprise grade cloud-based products and solutions for Retail and CPG clients.
- Expertise in AI and ML domain for delivering cutting edge technological solutions.

LOOKING FORWARD TO

Business Funding & Mentorship





THANK YOU!

Looking forward to an exciting partnership!



COMPANY DETAILS

- Registered as Kalpana Agrotech Pvt. Ltd. @ Bhubaneswar, Odisha.
- Recognized under Startup India initiative with recognition number DIPP13160.
- Corporate Identity Number: U01400OR20117PTC027591
- Registered Address: Plot No: 569/23, Kanan Vihar Phase 2, Patia, Bhubaneswar – 751031.
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- Find more on <http://www.mbylemandi.in>