

TEAM PITCHERS



The Pitchers' Kitchen

*“Indulge in our delectable and wholesome meals, thoughtfully
to elevate your physical and mental well-being,
so you can conquer your goals with gusto.”*



Dr. Susanta Misra
Our Mentor



Mohammed Siddiq
CEO



Maseeh Uddin
CMO



Priyanshu Gupta
COO



Monisha Kant
CFO

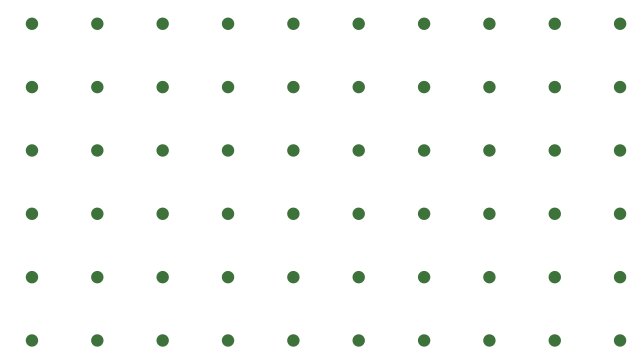
About Us

The Pitcher's Kitchen is a purpose-driven innovative business model. we offer a unique dining experience that caters to the demand for healthy food options while also empowering local housewives.

We are an asset light business which provides affordable home cooked meals by leveraging the under-used home kitchens and the leisure time of housewives.

Our product is our menu, which includes a variety of healthy and delicious meals made at home, with options for breakfast, lunch, and dinner.

We also offer convenient meal plans and delivery options to make it easy for customers to enjoy healthy meals on the go.



THE DIFFERENCE

WHAT MAKES US DIFFERENT?

01 HEALTH

Our emphasis on providing affordable, home-style healthy food options sets us apart from fast food and processed food options that dominate the college market.

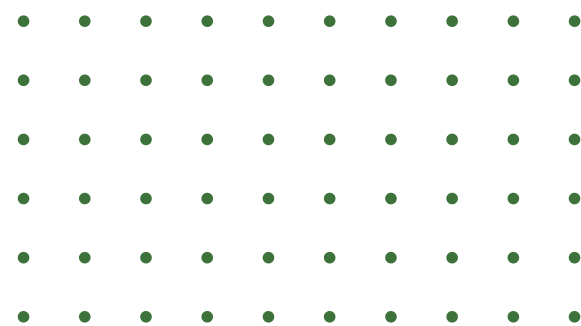
02 EMPOWER

Our commitment to empowering local housewives and offering them training and support gives our business a social and community-driven focus.

This creates employment opportunities for local women.

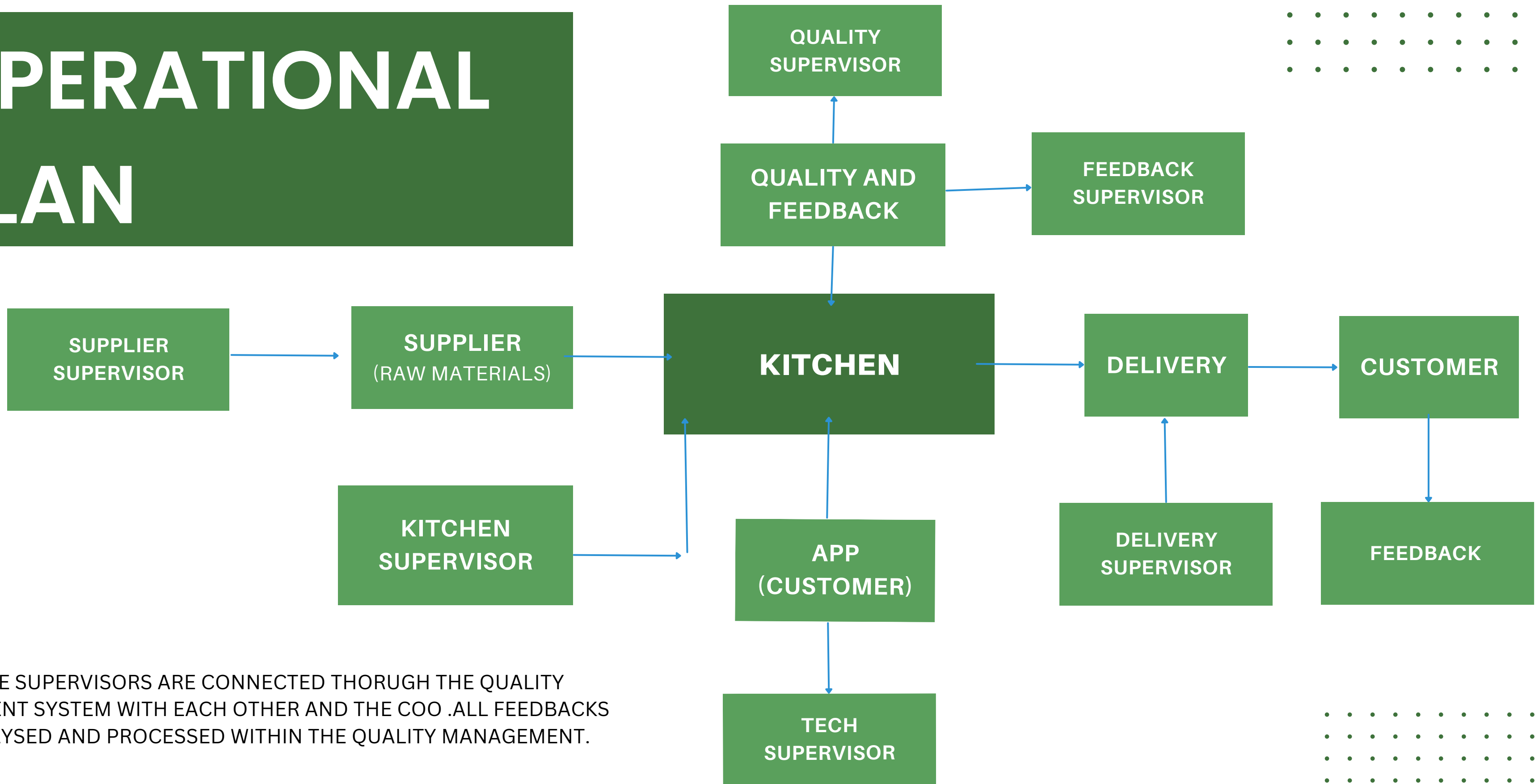
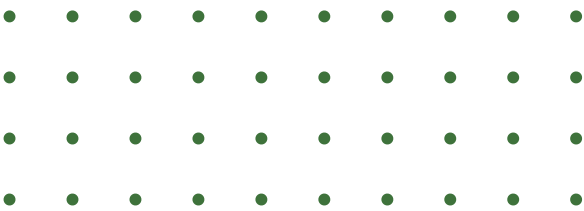
03 SUSTAIN

Our sustainable approach to sourcing ingredients and reducing food waste is an added advantage that sets us apart from our competitors. Also, this approach is highly valued by our potential customers.

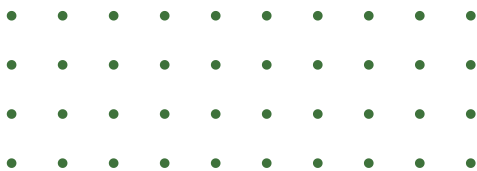


We will leverage economies of scale and minimize overhead costs by utilizing shared home kitchens and a streamlined supply chain.

OPERATIONAL PLAN



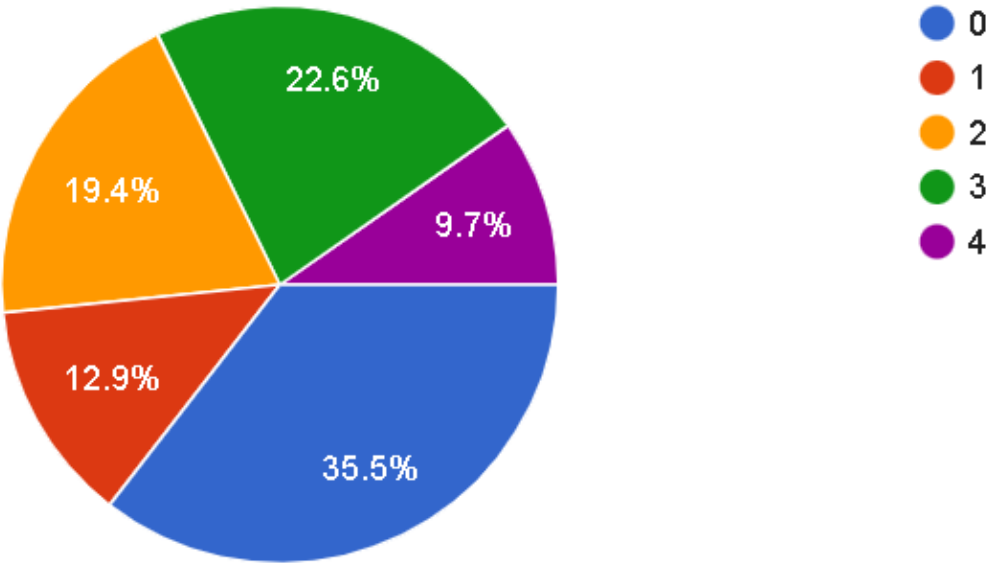
ALL THE SUPERVISORS ARE CONNECTED THORUGH THE QUALITY MANAGEMENT SYSTEM WITH EACH OTHER AND THE COO .ALL FEEDBACKS ARE ANALYSED AND PROCESSED WITHIN THE QUALITY MANAGEMENT.



Market Survey

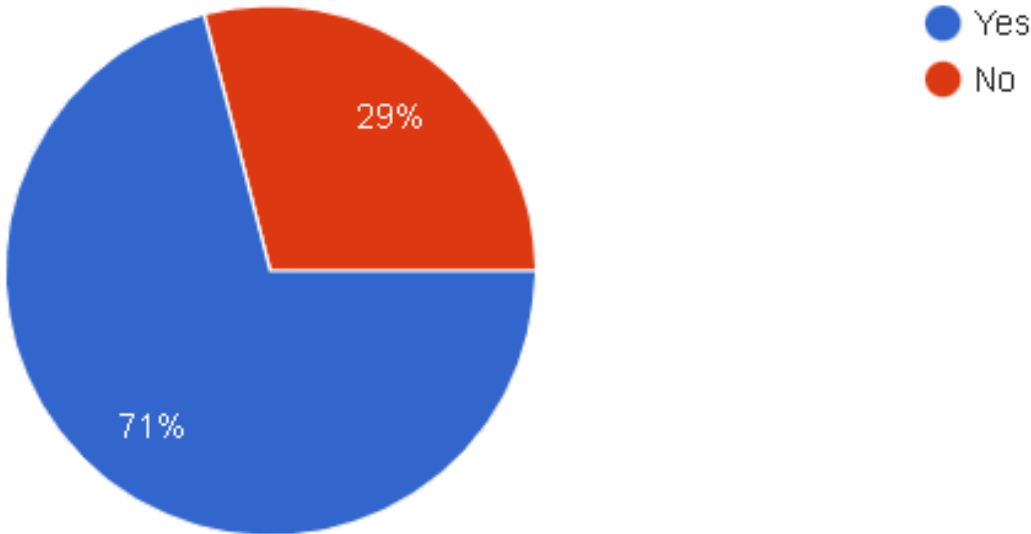
How many times do you workout at gym per week

31 responses



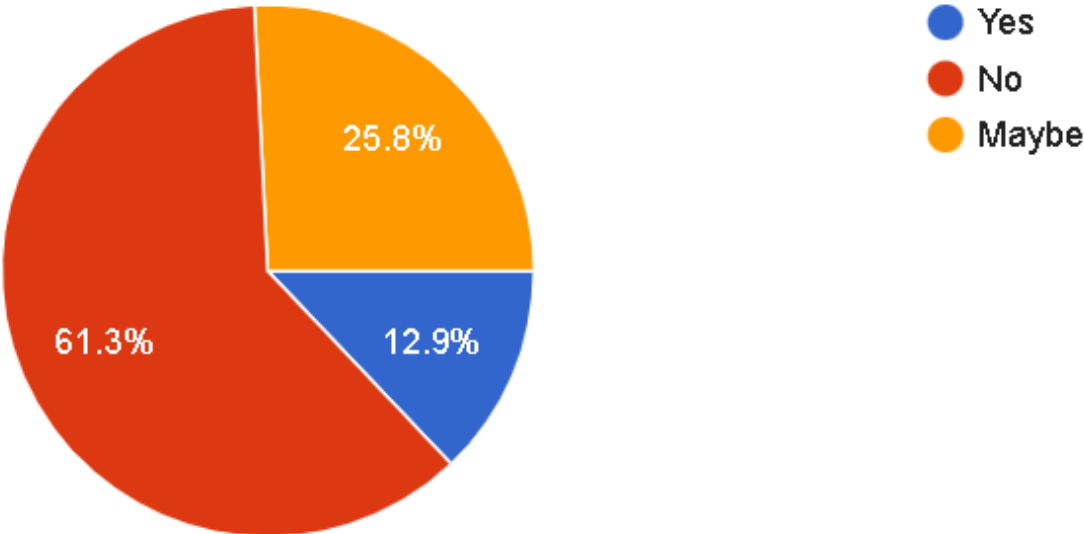
Would you be willing to pay a premium for a delivery service which will provide home cooked meals?

31 responses



Does your diet meet your nutrition requirements?

31 responses



According to a survey conducted by Houzz in 2020, the average homeowner spends around 2.5 hours per day in their kitchen, with around 60% of respondents stating that they spend between 1 and 3 hours in their kitchen daily.

MARKETING Strategies

TARGET MARKET

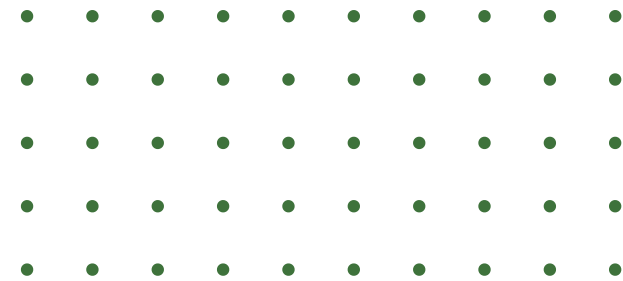
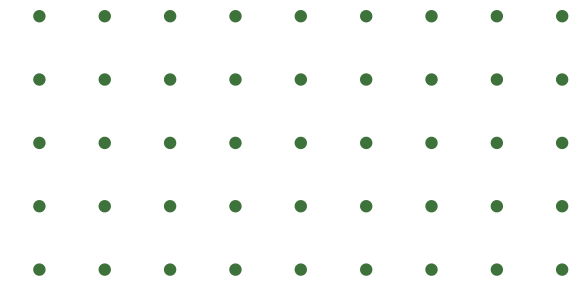
Customer

Housewives

Hostel Students

Gym Enthusiasts

Busy working class



MARKETING Mix

- *Homemade, healthy and customizable meals*
- *Meal plans and food delivery services*



- *Flexible pricing based on the housewives' discretion, with some price caps on popular meals*
- *Discounts and referral bonuses for new and existing customers*

- *Online platform for ordering meals and managing meal plans*
- *Partnering with college gyms and fitness centers*
- *Focus on large universities and urban areas with high density of college students*

- *collaborations with local NGOs and women communities*
- *Sponsorship of college events to reach out to college students*
- *Digital marketing on social media platforms targeting college students with interests in health, fitness, and nutrition*
- *Collaboration with gym chains*

Housewives

01

Conduct workshops to educate and inspire local housewives about the opportunities provided by our business.

02

Reach out to local NGOs and women communities to find potential cooks for our service.

03

Provide them with access to high-quality kitchen equipment and supplies.

Customers

01

Sponsoring events and banner advertising in and around target colleges

02

Digital Marketing

1. Social media ads

2. Colaborations with youtubers and instagram pages

03

Collaborate with gym chains to advertise our service in their gyms and offer special meal plans for gym enthusiasts.

FINANCIAL PROJECTIONS

Amount in Rupees	FY '24	FY '25	FY '26
Revenue	39.13lakhs	76.26lakhs	1.19cr
Expenses	49.6 lakhs	72.6 lakhs	2.2cr
Profit	-16.8 lakhs	1.6 lakhs	14.78 lakhs
Dividend/share	NA	NA	NA

We project steady growth in revenue over the next three years, driven by an increase in sales volume and expansion into new markets. Our gross margin is expected to remain consistent at around 50%, with operating expenses decreasing as a percentage of revenue due to economies of scale.

TARGETS FOR THE NEXT FISCAL YEAR

50,000

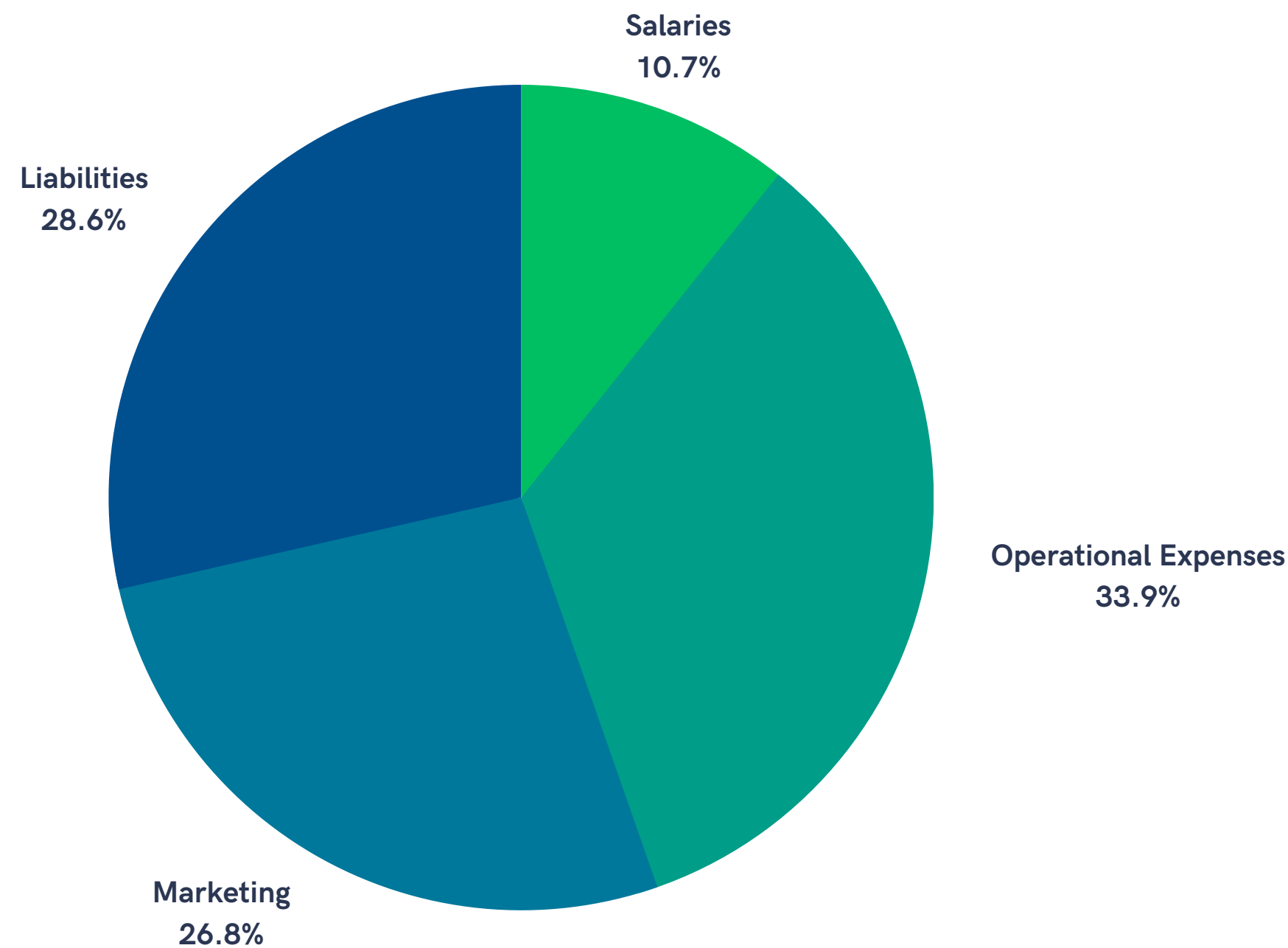
Target # 1
Reach of customers

30%

Target # 2
Increase in Revenue generated

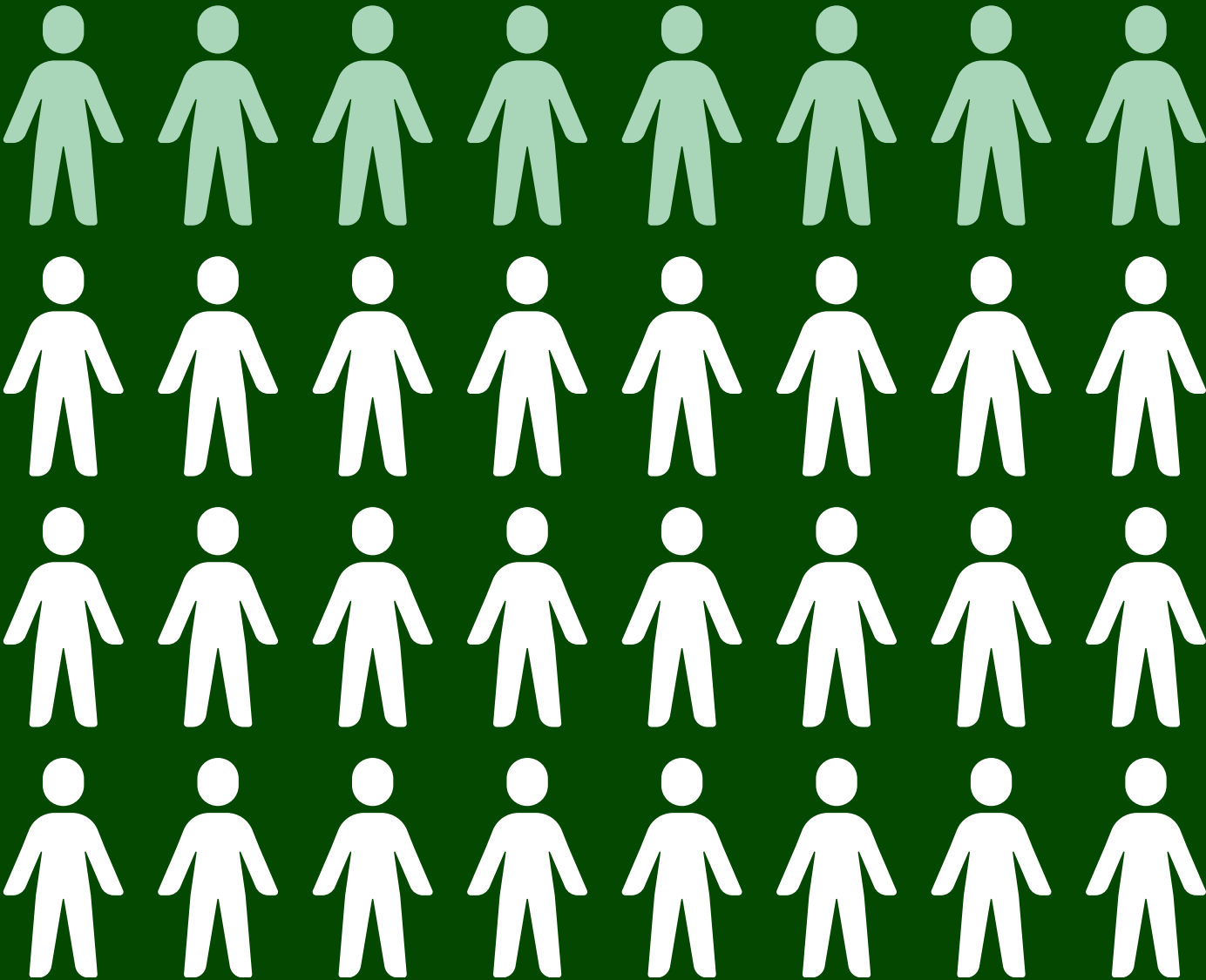
Target # 3

Distribution of money



Target # 4

45% Increase in the customers using our product



Thank you!

MOHAMMED SIDDIQ [CEO]
PRIYANSHU GUPTA [COO]
MONISHA KANT [CFO]
MASEEH UDDIN [CMO]

13 MAY, 2023

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