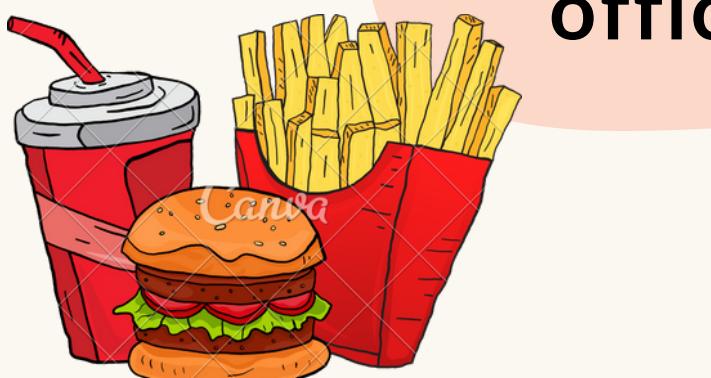


USER PERSONA

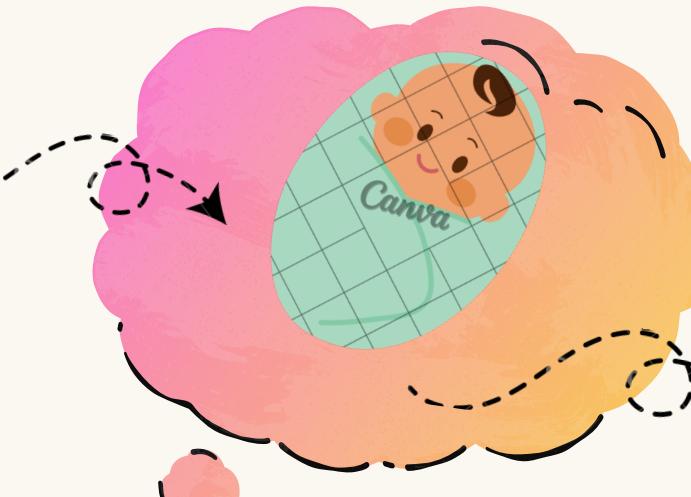
Meet Geeta, a software engineer and team lead at a demanding MNC.

she's also a lactating mom, constantly juggling her career and motherhood.

Hence she has to resort to readily available junk food during her office hours



Arranging for a maid in her current city is too expensive, leaving her without the proper diet support



Geeta struggles to follow the nutrition plan prescribed by her doctor.



Living far from her hometown, she misses the comfort of authentic home-cooked meals.

Out of **32 MILLION** women in urban workforce , there are approximately **3-4 MILLION** Geetas.

A CASE STUDY
by Nikita Srivastava & Anjana P.,
Indian Institute of Technology Patna

PAIN POINT

75% of office workers admit that they do not have access to healthy, nutritious meals during their workday, contributing to poor dietary habits

70% of working women report having little to no time to prepare healthy meals due to their demanding work schedules, especially during pregnancy or postpartum periods

WHO and NFHS-5 Report:
Anemia affects approximately 53% of women of reproductive age in India

Global Nutrition Report 2023: 30% of adult women in India have low BMII

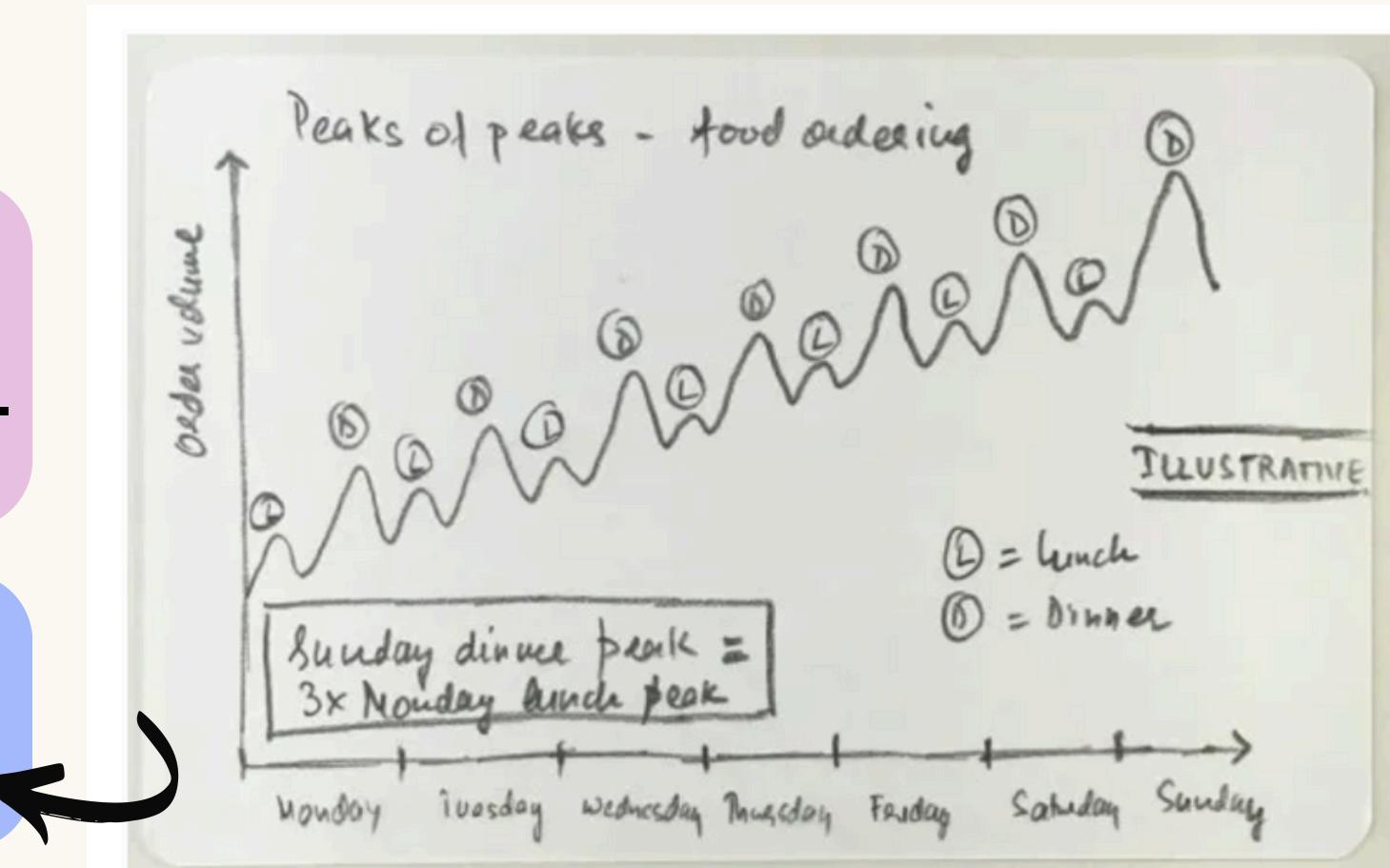
Hypothesis : office workers tend to prefer pre-planned meals over ordering lunch every day, especially for convenience and time saving

40% of Indian women face challenges in accessing full antenatal care, leading to deficiencies during pregnancy and postpartum

Lifestyle-related diseases are on the rise among urban Indian women, with 1 in 4 women facing conditions such as obesity, diabetes, or hypertension



Approximately 35% of women experience lasting health issues after childbirth, such as back pain, incontinence, and anxiety. Proper nutrition is critical to help manage these conditions.



know what you eat
"GHARSE"



INTRODUCING REBEL FOOD'S

"GharSe" our new brand under Rebel,
dedicated to supporting *pregnant and
postpartum working women*
(AS OUR PLAN STAGE)

**PERSONALLY CURATED AND
VERIFIED BY NUTRITIONISTS**

*Lunch Tiffin Delivery
At Your Office Desk!*

**ALSO WE GET YOUR
CRAVINGS>**

We deliver your favorite pastas,
noodles and other snacks too with

ZENO MAIDA
Zenu



GROWTH

STAGE

All working women
in India

TAM- 10 to
15 million

Our main target!!!
20k to 30k

SAM - 5 to 7 million
All working
women in tier 1
cities



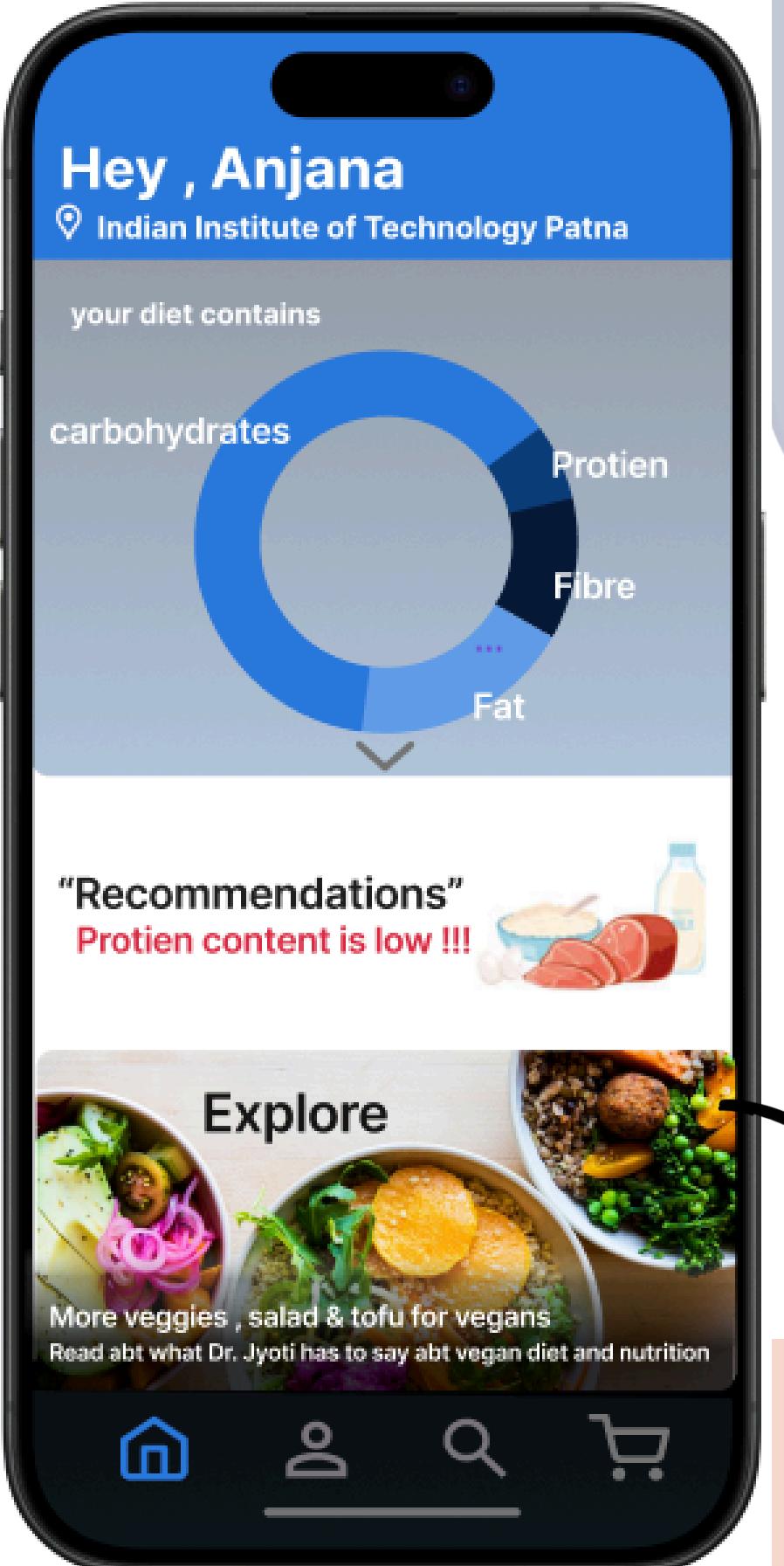
TARGET AUDIENCE

Women who are already using food delivery services but are looking for healthier or home-cooked options.

**SOM : 250k to 500K
in first year**

Pregnant,
post-partum
women and
women with
other health
issue

APP LAYOUT

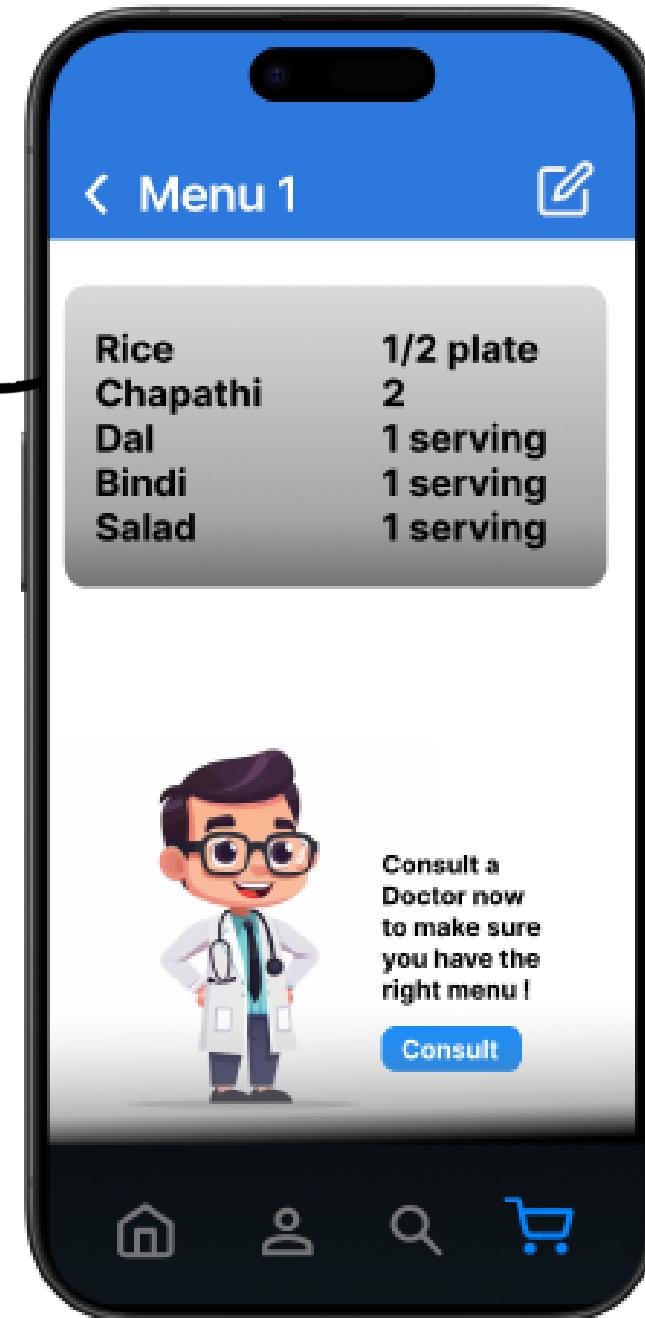


Consult a nutritionist or get custom AI recommendations before creating your diet plan. Set precise portions to ensure zero food wastage

Add your medical history for tailored recommendations

Farm-to-Table Traceability

The app gives recommendations based on your menu, tracks your nutrient intake, and suggests consulting a doctor when needed.



Our system draws inspiration from the **Mumbai Dabbawala** system, renowned for its flawless meal delivery (**6 sigma model**), even without modern technology

Physical Activity Integration and Wearable devices sync

Meal Customization And Nutritionists Verification

Eco friendly packaging, food waste tracker

Social sharing, community forums, user challenges

WHY CHOOSE GHARSE ?

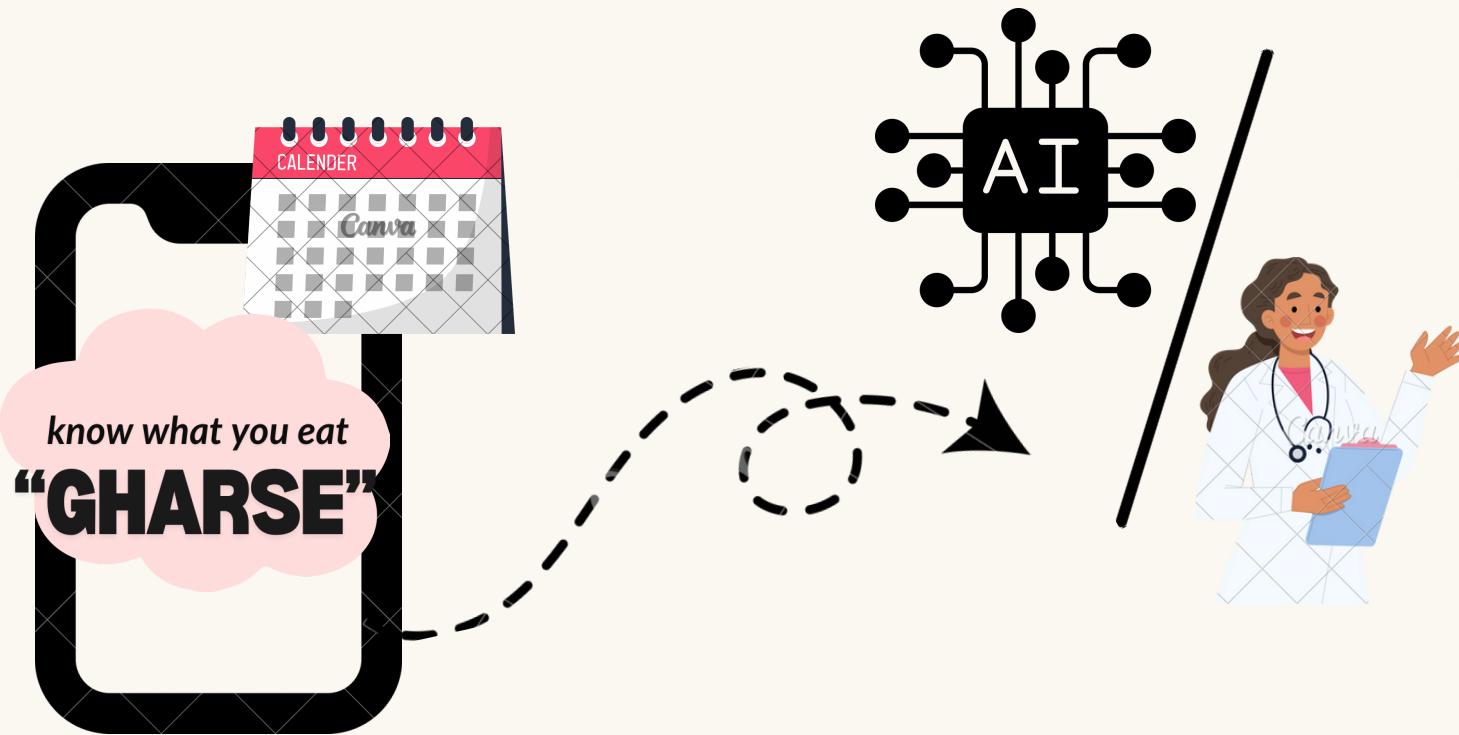
Tiffin Delivery Scheduling And Order Tracking

Flexible subscription plans, multiple payment methods, coupons and discounts

Meal reminders, nutrient deficiency alerts, allergy warnings, health specific recommendations

In App chatbox, Doctor referrals and Feedback

OPERATIONS AND SUPPLY CHAIN



1. Subscribe to a weekly or monthly lunch plan, or place your order/upload your diet prescription by 8 AM on our app for same-day delivery

We deliver your tiffin and
5. collect the empty set from the previous day



ZERO MODEL

DEFECTS
INVENTORY
WASTE
DELAYS
COMPLEXITY
COSTS



2. Get AI consultation for your order or have your uploaded prescription verified by our expert nutritionists

3. Your customized order is freshly prepared at our cloud kitchen



Encouraging public transport adoption
4. to reduce personal vehicle use by our delivery team



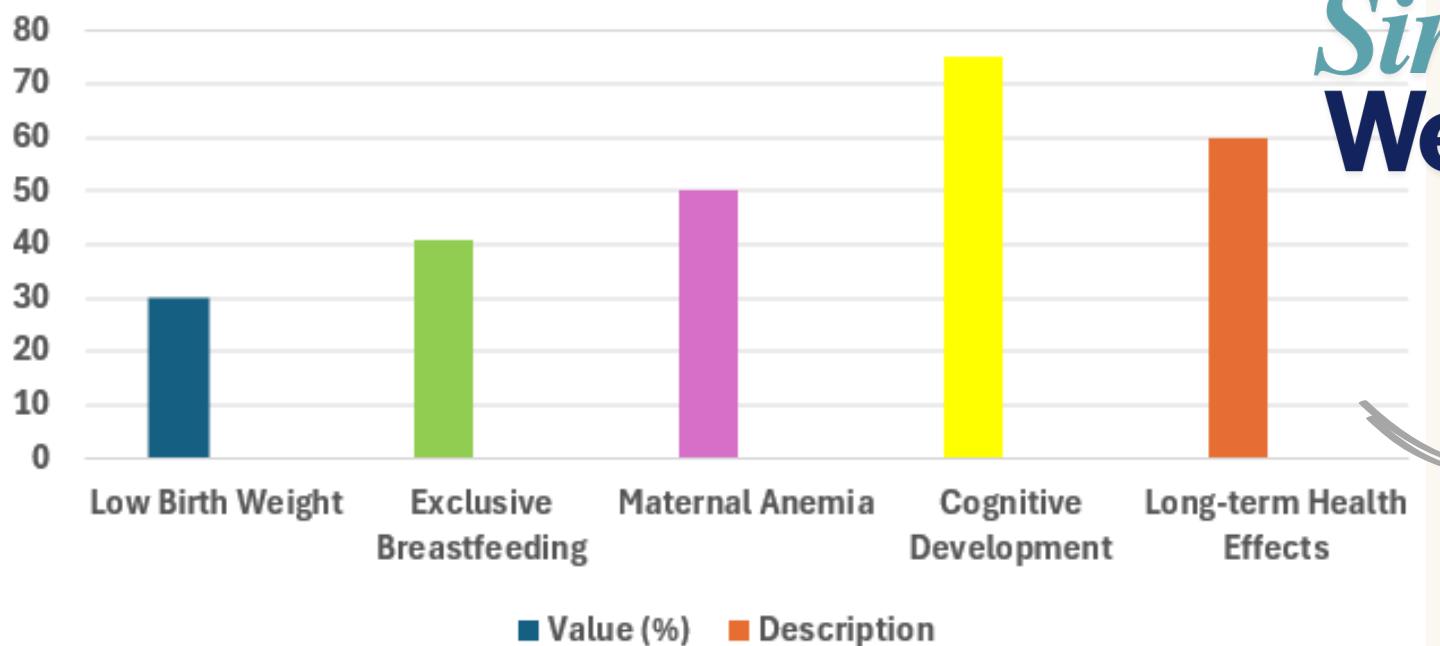
Marketing Strategies to Outshine **COMPETITORS**

TOMATO
VS
TWIGGY

know what you eat
"GHARSE"

NUTRITION
EMOTIONS
NOSTALGIA

Impact of Maternal Nutrition on Infant Health In India



Since
We Care



Insurance
Companies

Key Partnerships for Marketing



Nutritionists

Corporate Wellness Programs



Maternity Wards/
Hospitals/
Pharmaceutical Companies
and Lactation Brands



Fitness Apps

Gym/
Fitness Centres



Sodexo/Coupons

ZONAL FINANCIAL PROJECTION IN TARGET CITIES: TIER 1 CITIES (PLAN STAGE) EXAMPLE: CHENNAI

"PILOT PROJECT"

Key Target Users: Regular Corporate Employees Majorly
(Women, Health Conscious People/Gym Goers)

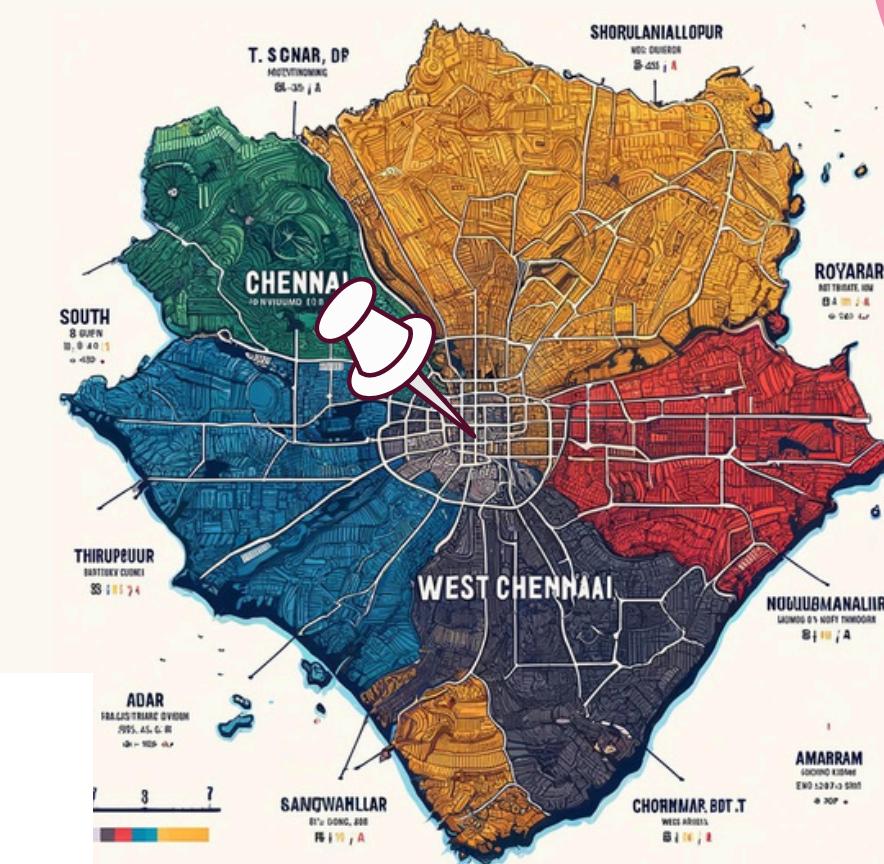
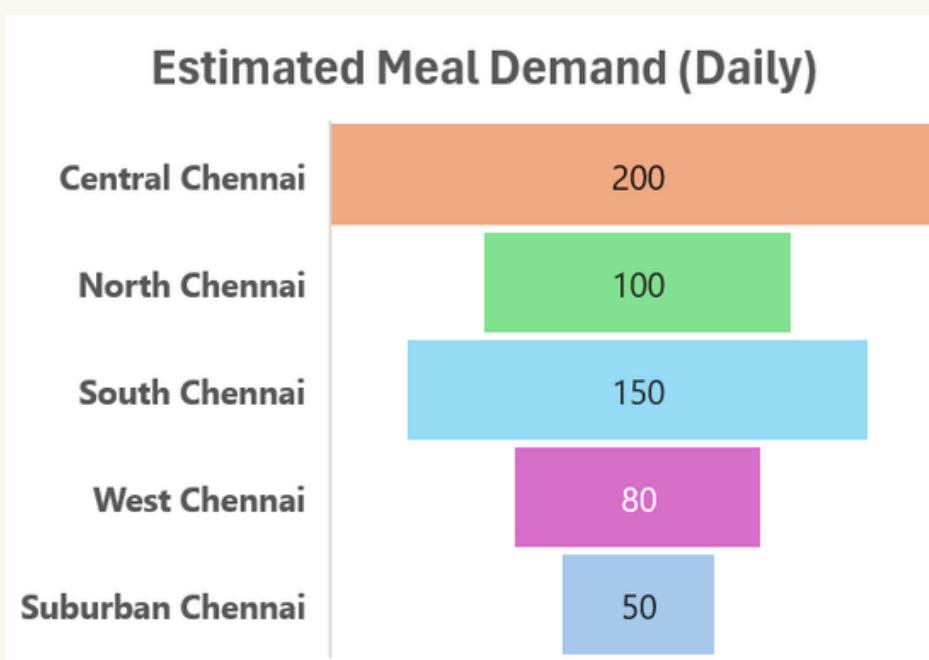


NASSCOM Diversity & Inclusion Report 2022:

Women account for over 35%
of the tech workforce in
Tier 1 cities of India.

Chennai boasts a thriving female workforce and
offers an extensive local train network, making
transportation convenient.

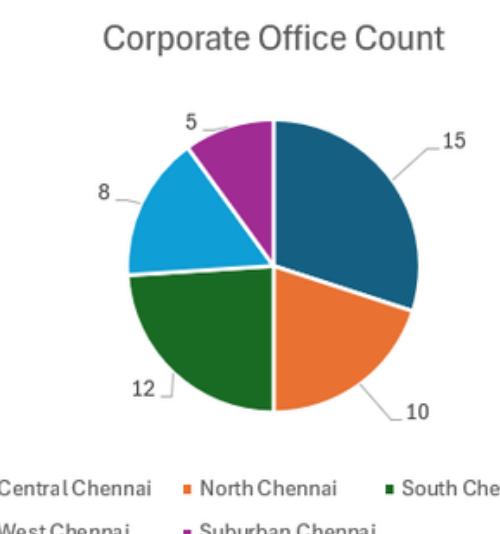
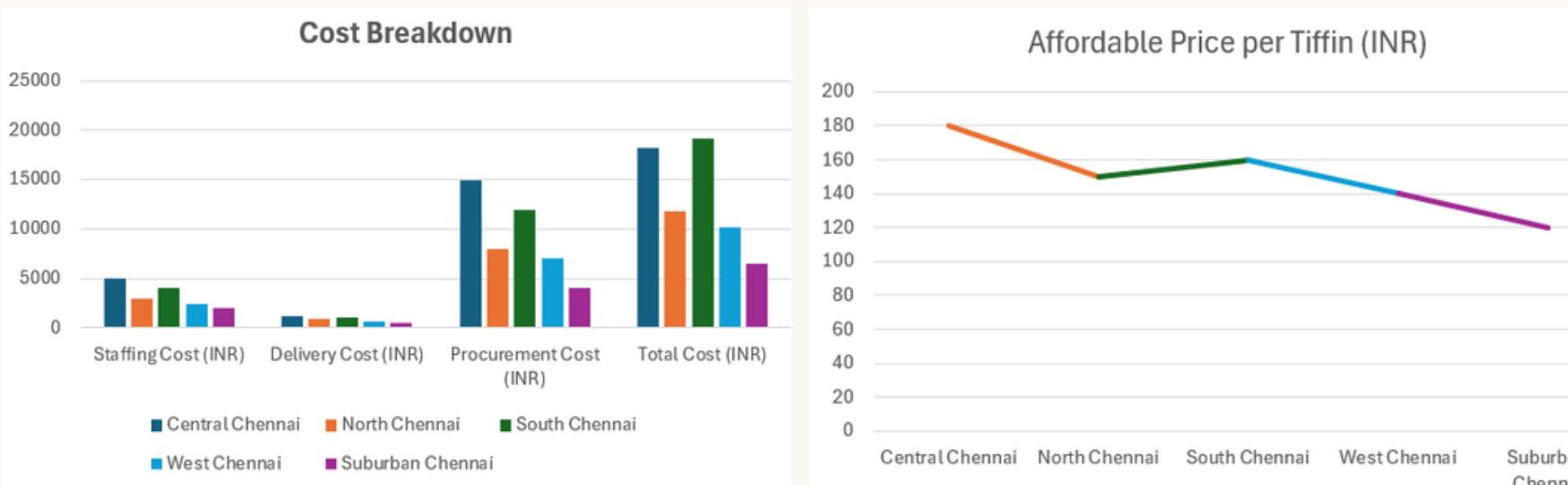
Zone	Meal Demand
Central Chennai	High (corporate offices, retail, residential apartments)
North Chennai	Moderate (fewer offices, more residential and industrial zones)
South Chennai	High (IT parks, affluent neighborhoods)
West Chennai	Moderate (growing residential/commercial development)
Suburban Chennai	Low to moderate (primarily residential)



OUR MAIN TARGET

Estimated Reduction in Delivery Cost

Zone	Public mode of Transport Available	Estimated Reduction in Delivery Cost
Central Chennai	Well connected by metro and buses	60%
North Chennai	Fewer public transport hubs	30%
South Chennai	Well connected to IT parks via metro	50%
West Chennai	Growing connectivity	40%
Suburban Chennai	Limited public transport access	20%



Pricing Strategy/ Tiffin
Based on Factors Like: Procurement
Cost, Delivery Cost, Mode of Transport
Available and Average Income of
Employees

**AFFORDABLE
MEAN PRICING
VALUE/TIFFIN**
₹130-140

COST STRUCTURE

Cost Category	Details	Estimated Cost per Unit	Remarks
Food Procurement	Based on wholesale rates of vegetables from Koyambedu market	₹40–₹60 per meal	Prices depend on organic options
Transportation	Public transport (monthly passes for delivery personnel)	₹1,000–₹2,000 per month	Public modes reduce overall costs
Delivery Cost per Zone	Central, North, South, East Coast, West	₹10–₹15 per meal	Zone-based rates
Packaging	Eco-friendly steel or biodegradable packaging	₹5–₹10 per meal	Sustainable options
Labor & Operations	Staff for meal preparation, delivery coordination	₹3,000–₹5,000 per day	Includes wages, kitchen maintenance
Marketing & App	App maintenance, marketing campaigns, discounts	₹20,000–₹30,000 per month	Needed for growth and engagement

REVENUE STREAMS

Revenue Stream	Details	Estimated Revenue per Unit	Remarks
Subscription Plans	Weekly and monthly plans	₹150–₹180 per meal	Discounts available for long-term plans
Corporate Partnerships	Bulk orders from corporates, hospitals, schools	₹120–₹140 per meal	For orders with minimum volume requirements
Premium Services	Tailored nutritionist meals	₹160–₹180 per meal	For specialized dietary needs
Add-ons	Snacks, fresh juices, lactation bars	₹20–₹50 per item	Sold as supplementary products
Total Revenue per Meal	Based on pricing tiers	₹120–₹180 per meal	Depending on the type of service chosen

Cost Efficiency

STRATEGIES >

Based On



Local -Smart-Non GMO Sourcing

Partnering with Local Transportation Networks

Hub-and-Spoke Model

Route Optimization

Outsourcing Non-Core Functions

Subscription based models and Dynamic Pricing

Franchise Model

Freemium Model with Premium Add-Ons

AI-driven Demand Forecasting

Integrated Technology for Real-Time Tracking

Digital Inventory Systems

Crowdsourced Delivery

SWOT ANALYSIS



STRENGTH

- Personalized nutrition recommendations, especially catering to postpartum and pregnant women, ensuring health-focused meal options.
- Our model follows the Six Sigma framework, inspired by the efficiency and precision of the Mumbai Dabbawala system.
- Efficient Steel tiffin rotation
- Reducing carbon footprint
- Daily meal plans eliminate the need for daily decisions, helping working women save time.
- Meal suggestions and medical history-based recommendations

OPPORTUNITY

- Expansion to cover other meal times
- Expanding the target audience to include gym goers, people with health concerns, people managing specific diseases
- Potential to partner with more companies, hospitals, and health organizations
- Health Trends: Increasing demand for healthy food options.
- Corporate Wellness: Potential partnerships with companies.



WEAKNESS

- Dependence on public transport schedule
- Restricted delivery window and time bound ordering
- Niche Audience: Primarily targeting working mothers.
- Tech Dependency: Requires reliable infrastructure.
- Adoption Resistance: Customers may prefer existing habits.
- Logistical Complexity: Customization and delivery for large corporates.

THREATS

- Competition: Rival apps like Zomato and Swiggy.
- Logistics: Supply chain issues affecting service quality.
- Economic Challenges: Spending cuts during downturns.
- Regulations: Compliance with food safety laws.
- Dietary Mismatches



SOCIAL IMPACT

“Feed India”
WITH GHARSE

Your Meal, Their Hope



Every Subscription Counts

ENVIRONMENTAL
IMPACT

Feed a Homeless
Mom or Child

‘Cause No Food
Goes Waste

ECONOMIC IMPACT

Future prospects:
Housewives as chefs!

**EMPOWERING HOUSEWIVES
ENRICHING YOUR TASTE**

*Authentic Regional Flavors,
Cooked by housewives*



Meals that
Care for
the Earth

‘Cause we care for
mumma earth too!!



Sustainable
Delivery

Eco-Friendly
Packaging



Lower Carbon,
Greater Impact