



UNICO FOODS

YOUR NEW “POSITIVE” SNACKS & FOODS

ABOUT US

CREATING “YOUR” NEW “POSITIVE” SNACKS AND FOODS

At UNICO FOODS, we are determined to create packaged snacks and processed food products which have a positive effect to the consumers, using our own ANCIENT MILLETS (Positive grains). Our vision is to create a processed foods Industry which not only will benefit the consumers but also our supply chain (FARMERS). We strongly believe that we should give back to the Nature for providing us food, and we are on that journey. Reviving the ancient grains to help in creating a sustainable ecosystem for the farmers and processors.



PROBLEM

THE SNACKS, INGREDIENTS USED IN IT

- "Snack Crunch" - That irresistible desire, where our stomachs grumble for a simply healthy & delicious snack, and yet more often, the most conveniently available snacks we reach out for land up being the unhealthiest, and the healthiest of snacks land up being rather too expensive and not the most easily accessible.
- Unhealthy snacks can leave a person feeling lethargic and lazy, so it is vital to make these snacks healthier, and having these healthy snacks helps us to be energetic throughout the day. Healthy snacking is becoming a necessity for people with health issues like hypertension, diabetes, indigestion, etc....
- Healthy snacking and food option should not be limited to "some".
- Unhealthy snack: The basic to this is, THE INGREDIENTS USED
- **Unhealthy, Unwanted Ingredients used:** The portions of unhealthy, unwanted ingredients is too much, not just adding excess calories, but creating major health problems. Unhealthy snacking can reduce hunger at meal times or cause one to skip a meal entirely, which increases the risk of losing out on important nutrients.
- Heavily processed foods often include unhealthy levels of added sugar, refined flour, fat, artificial flavors-additives. These ingredients helps the food we eat, invite serious health issues like **obesity, heart diseases, high blood pressure and diabetes, indigestion, etc..**
- To stay relevant, snack food manufacturers must continually adapt to the changing Ingredients to create new and healthy snacks & foods



SOLUTION

REPLACING INGREDIENTS USED

- ROOT CAUSE SOLUTION: Replacing or modifying the Ingredients used!!
- At UNICO, we are ready to replace ingredients to make new & healthier snacks & foods that will satisfy your untimely mid-meal hunger pangs, whether in between meetings, while watching your favorite shows or while studying for that exam, rather than going for those notoriously deep-fried chips, unhealthy biscuits, Maida noodles, fried namkeen and other sugar-filled and high-fat snacks.
- Our ingredients (**MILLETS**) are highly nutritious, non-glutinous and non-acid forming – No stomach ulcers and acidity
- Millets are gluten free, can be a substitute to gluten containing grains for celiac patients. helping us in staying away from being constipated by hydrating the colon
- Having Niacin which help in lowering cholesterol & maintaining energy levels throughout the day.
- Good source of phosphorous and iron.
- Having high antioxidant properties.- Detox the body
- Other benefits: lowers sugar levels, improves digestive system, lowers the risk of cancer, increases immunity in respiratory health, increases energy levels, improves muscular and neural systems, etc..



PRODUCT SLIDE

OUR “POSITIVE” SNACKS GETS YOU “POSITIVE”

COOKIES



Our cookies/biscuits have multi millet ingredients in it, making it the perfect & healthy pair-up with your tea.

Or your anytime hunger partner

INSTANT NOODLES



A replacement to the unhealthy Maida noodles, we have our instant multi millet based noodles, that tastes better than that unhealthy one: for-sure

SUPER MUESLI



To all who are affected by gluten, this one's for you all, a SUPERFOOD in its own, you need to have it, rather than describing it

PROTEIN BARS



To all, looking for an instant energy pack, this millet based protein bar will give you the boost you need.

DIVIDER



OUR INGREDIENTS USED IN, FOR MAKING
THE PRODUCTS WILL DIFFERENTIATE US
FROM THE REST OF THE PLAYERS

BUSINESS MODEL

WE WILL WORK ON BELOW MENTIONED BUSINESS MODEL TO GROW

1

B-2-B

We will build a customer-centric relationship with our company and our retailers/wholesellers/distributors, that goes beyond transaction, it's personal. It is not just about new sales but to provide value to the customers in every interaction to improve customer experience.

2

B-2-C

- Raising brand awareness
- Increasing engagement
- Getting more leads
- Creating customer evangelists
- Driving more sales
- Boosting customer retention by loyalty & rewards

3

SUBSCRIPTION MODEL

- By using this approach, we are able to build closer, stronger relationship with customers by utilizing shared data
- Creating value for money, leading the way for subscribers
- Consumers also value the more playful aspects subscription model can offer.
- Possibility to customize orders

MARKET OPPORTUNITY



1. Consumers always prefer healthier and flavorful options in the food market. Besides, snacks are more popular with the younger generation, and India has one of the world's highest numbers of younger population. There is a rise in demand for snacks in India According to the latest research reports, the India Snacks Market is expected to reach US\$ 23.36 Billion by 2026.
2. An IPSOS survey further reveals that 91 per cent Indians like to explore healthy alternatives when looking for snacks, and a Mintel Study this year highlights that close to 85 per cent of Indian consumers wish there were healthy snack options available.
3. The packed snacks such as instant and ready-to-cook snacking food items act as the primary growth drivers for the snacks industry in India. The consumption of package snacks is growing in India due to hygienic factors, easy availability, numerous choices, and a rise in its citizens' personal disposable income. Our study suggests that the Indian Snacks Market size is expected to grow with a double-digit CAGR of 13.24% from 2020 to 2026.

GROWTH STRATEGY



1 OFFLINE SALES, BRANDING & MARKETING

- A strong sales team will constantly be working to increase our offline sales
- Aggressive offline marketing to place our products in each possible shelves of the market

2 ONLINE SALES, BRANDING & MARKETING

- Acquisition of customers through our online sales channels
- Various offers & deals in D2C for customers acquisition

3 TRADE FAIRS FOR BRANDING & NETWORK

- Displaying and marketing our brand in various trade fairs
- Market the brand and create sales channel in various trade fairs

TIMELINE

2023

PRODUCT LAUNCH

Launch of product & placement in various marketplaces online & offline

2024

SETTING UP MFG PLANTS, R&D

Setting up in-house manufacturing, R&D

Cutting down costs, and increase profits

Working on customer reviews to build brand loyalty

2025

ROLL OUT NEW PRODUCTS & FLAVORS

Roll out new products in the market as per customers need & demands

Create-enhance flavors as per customer demands & reviews

Introduction of new flavors & variety products.

2026

OFFLINE PRESENCE IN PAN INDIA

Make our strong presence in the offline market in pan INDIA

OUR TEAM



**ARPIT
AGRAWAL**
FOUNDER



**RUCHI
MITTAL**
CO-FOUNDER

FUNDING

TOTAL FUNDING REQUIRED IS 50,00,000





THANK YOU!

UNICO FOODS

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