

INVESTMENT PROPOSAL

Royal Priya Pickles

Summary Of Our Pickles

Royal Priya pickles is a homemade pickle focused on delivering chemical-free, and traditionally prepared pickles that reflect the true taste of home. Our goal is to offer the customers high quality pickles that are made with natural ingredients. With increasing consumer demand for healthy, homemade food products, our business has strong potential for growth and market expansion. We are seeking an investment of **₹20 Lakhs** and our vision is to build a trusted homemade food brand known for purity, quality, and tradition starting with pickles and after that expanding into other homemade products in the future.... For the past 5 years, we have been preparing and supplying this pickles within our local network like family, friends, neighbors, and community customers. During this time, we have received consistent positive feedback from them for our authentic taste, hygiene, and quality. Most importantly, many of our regular customers have encouraged us to start the business on a larger scale, as the demand has grown beyond our current homemade capacity.

We have already developed as mentioned below:

- A strong loyal customer base
- Trusted taste and brand recognition within our community
- A stable set of traditional recipes that people love

Business Idea

- Our pickles are made using traditional recipes
- Free from Chemicals
- Prepared in a hygienic and clean environment
- Packed with high care and we maintain freshness and flavour for all pickles
- Sell all types of flavours VEG & NON VEG

Market Opportunity

India has a huge market for pickles especially for:

- Online Buyers (Zepto, Amazon, flipkart etc....)
- Working Professionals
- Families

Consumers today prefer homemade, safe, and authentic food products over mass-produced items. This demand is continuously growing these days.

Target Customers

- Restaurants and Tiffin Centers

- SuperMarkets and Grocery Stores
- Local People
- Online Consumers

Competitive Advantage:

Difference between our Pickles and Store brought pickles:

1. Our Pickles are home made but store brought pickles are factory Produced
2. Our pickles are chemical free but in store brought pickles they will add preservatives
3. Our pickles have authentic taste but store brought pickles have standard taste
4. Our pickles are customer trust where as store brought pickles are brand based trust

Investment Requirement:

We are looking for 20 Lakhs

Expense Categories are like

- Raw Materials (Oils, Spices, Jars etc)
- Production set up (To maintain hygienic workspace)
- Packaging and Labelling (Branding, logo , Bottle printing)
- Licensing (Food Safety Approval)
- Marketing and sales (Local Promotions, online adds)

Benefits for the Investor:

We offer you 30% ownership in the company and also you will receive :

- Share of montly profits
- Regular financial reports
- Opportunity to be a partner in a scalable food product brand

Sample Images of our pickles



Conclusion: We are confident that with quality products, strong branding, and your support, *vinays's Pickles* has the potential to grow into a well known and profitable consumer brand. We would be happy to discuss the plan further and share product samples for tasting.

Thanking you,

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