



BOQO

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BY KSHITIZ SHARMA



hello!  
I'm KSHITIZ

As the founder of BOQO, I've always believed that small steps can lead to big change. Witnessing the damage caused by plastic waste, I was inspired to create an eco-friendly solution rooted in nature—bagasse. With a background in sustainability and a passion for clean living, I started BOQO to bring biodegradable water bottles to the market and contribute to a plastic-free future. This isn't just a product—it's a responsibility.

- Massive market shift: With rising awareness about plastic pollution, demand for eco-friendly alternatives is accelerating globally.
- Government push: Policies banning single-use plastics in India and worldwide create space for sustainable innovations like BOQO.
- Scalable production: Bagasse is abundantly available as a by-product of the sugar industry, making raw material supply cost-effective and scalable.
- Target sectors: BOQO can serve bottled water companies, eco-conscious brands, hospitality, events, and corporate gifting.
- Future expansion: Beyond bottles, the same technology can be used to develop cups, containers, and packaging –broadening the product line.

# business potential

With rising awareness around plastic pollution and government regulations banning single-use plastics, the demand for eco-friendly alternatives is booming. Our startup taps into this opportunity by introducing BOQO – biodegradable water bottles made from sugarcane bagasse. Positioned at the intersection of sustainability and innovation, BOQO holds strong potential across B2B and B2C markets, catering to environmentally conscious consumers, brands, and institutions looking to shift to greener packaging solutions.

# Vision

As we are at our very beginning stage of this startup we are here for a change which will be in the eyes very soon and at BOQO, we dream of a cleaner, greener India — where people drink water without harming the planet. Our vision is to replace plastic bottles with eco-friendly ones made from sugarcane waste (bagasse), so that every sip you take supports a better tomorrow.

We believe in “Paani bhi, Parivartan bhi” — water with a purpose. We’re building a future where sustainable choices are simple, affordable, and part of everyday life.



# Strength to meet vision

## 1. Desi Innovation in Design

- Slim, stylish bottle made from sugarcane waste (bagasse).
- Unique see-through strip – looks modern, feels natural.
- Good for the earth, attractive for the eyes.

## 2. Strong R&D – Made in India, Made for India

- We're not just copying plastic – we're making it better.
- Working on stronger, leak-proof, long-lasting biodegradable bottles.
- Safe for water, safe for nature.

## 3. Eco-Friendly Manufacturing

- Local materials, local labour – "Vocal for Local".
- Zero plastic, zero guilt.
- Lower carbon footprint with smart machines.

## 4. Tie-ups with Eco Warriors

- Partnering with schools, cafes, temples, events – spread awareness.
- Supporting eco-friendly India – Swachh Bharat, Swasth Bharat.

## 5. Smart Pricing for Bharat

- Not just for the rich – affordable for all.
- Value-for-money bottles for every shop, stall, and supermarket.

## 6. Certified & Safe

- Getting approvals like FSSAI, compostable logo, eco-labels.
- No smell, no taste change – just clean and safe water.

## 7. Desh Ka Brand, Digital Pe Chalu

- Full focus on social media: Insta Reels, influencers, short stories.
- Build community of youth who care for nature.

## 8. Fast Feedback, Quick Change

- Listen to customers, improve every batch.
- Flexible mindset – we grow with India's needs.

In Short: "BOOO is strong because we mix science + style + sustainability, with the heart of India in every bottle."

# Passion for My Product – BOQO

"Plastics are everywhere – in our rivers, on our streets, even in our food. I've grown up watching this problem, and I always felt kuch toh karna chahiye. That thought became a spark.

BOQO is not just a bottle. It's my small fight against plastic. It's a bottle made from sugarcane waste – something India produces in tons – and gives it a second life.

My passion comes from a dream: I want the next generation to drink water from bottles that don't harm the earth. I want people to feel proud when they carry BOQO – jaise hum khadi kapde pehnte hain, waise hi hum eco bottle bhi use karein.

Every bottle we make is a step towards a cleaner, greener Bharat. And when people say "arre waah, yeh plastic nahi hai?" – that smile, that surprise – that's what fuels me every day.

I don't just want to sell bottles, I want to change habits. And that's my real passion."



# drink today. grow tomorrow



"a bottle that grows after you use it"

each BOQO bottle carries a second life - a plant waiting to be grown

at BOQO, we wanted to go beyond just reducing plastic - we wanted to give back to nature. so we added a seed tag/seed hanging to our bottle. once the water is consumed the tag/seed can be planted - turning waste into a wildflower/herb/tree. this isn't just a bottle, its a growing movement

Plantable, Purposeful Packaging

Every BOQO bottle includes a seed tag (like lavender, tulsi, basil) tied to its neck. After use:

- Bury the bottle whole → it decomposes.
- Seed germinates → a tree grows where once there was a bottle.

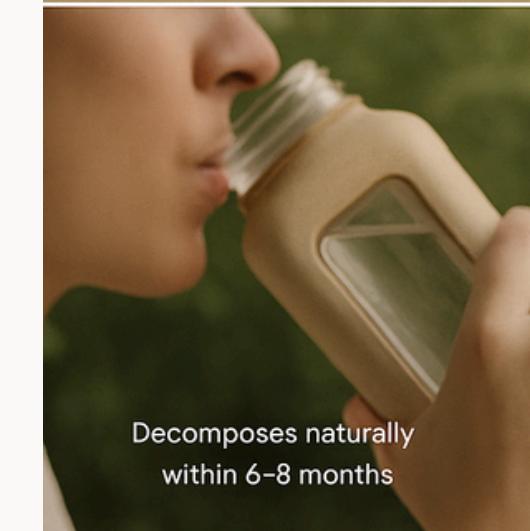
One BOQO bottle = less plastic + more oxygen.



Every year, tons of sugarcane waste goes unused.



Engineered for sustainability.  
Designed for visibility



Decomposes naturally  
within 6-8 months



Every BOQO bottle comes  
with a plantable seed tag



Decomposes naturally  
within 6-8 months

# Market sizing chart

Total Annual Demand (Estimated):

145+ crore bottles/year in India (and growing at 10–12% yearly)



## Insights:

90%+ are plastic-based today – that's your replacement market.

Even capturing 1% = 1.45 crore bottles/year = massive impact & business.

With increased eco-awareness and government push, biodegradable alternatives like BOQO are the future.

India's Annual Water Bottle Market Share (Approx. 145 Crore Bottles)

Segment	Bottles (Crore)	% Share
🏭 Bottled Water Brands (OEMs)	50	34.5%
🛍️ Retail & Supermarkets	25	17.2%
🏡 Urban Households	20	13.8%
🚌 Travel & Transport	15	10.3%
🏫 Schools & Colleges	10	6.9%
🎉 Events & Marriages	12	8.3%
🏢 Offices & Workspaces	8	5.5%
🏨 Hotels & Restaurants		



# Why Now? – India Needs BOQO Now More Than Ever

BOQO isn't just a bottle – it's a statement of values, innovation, and change.

## 1. India is Drowning in Single-Use Plastic

- Over 22,000 crore plastic bottles are used annually in India – and less than 30% get recycled.
- PET bottles take 450+ years to degrade. India's landfills, rivers, and even the Ganga are overflowing.
- Microplastics have now entered Indian bottled water, seafood, and even breast milk – this is no longer a future threat, it's a present crisis.
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## 2. Indian Youth is Demanding Change

- 65% of India is under 35 – and this generation is eco-aware, design-conscious, and vocal.
- Plastic is “outdated and dirty”, sustainable products are “cool and conscious”.
- A bottle like BOQO – modern, minimal, biodegradable – is exactly what the new India wants to carry.

## 3. Sustainability is Now an Economic Priority

- India's commitment to net zero emissions by 2070 and global climate talks has made green innovation a national goal.
- The biodegradable packaging market in India is expected to cross INR 15,000+ crore by 2027.
- BOQO taps into this space with agri-waste (bagasse) – converting waste into wealth, perfectly aligned with Atmanirbhar Bharat.

## 4. Strict Policy Pressure is here

- 2022 ban on single-use plastic is only the beginning. India is moving towards Extended Producer Responsibility (EPR) for packaging.
- FMCG brands and retailers are under pressure to adopt eco-packaging or face penalties.

## 5. Technology + Supply Chain = Timing is Right

- Bagasse is abundant (India is 2nd largest sugarcane producer), but underused.
- New-age materials like PLA and beeswax coatings are now cost-effective and scalable.
- Micro-manufacturing units can now produce eco-bottles with low energy and labour costs – a perfect fit for Tier 2-3 towns and village clusters.

# Technology

## Design & Molding Tech

- Precision compression or injection molding to form the bottle shape.
- Incorporates aesthetic transparency strip using biopolymer film (optional).
- Lightweight, stylish, ergonomic design for urban Indian and export market

## Sustainability & Compliance

- 100% compostable within 180 days (industrial composting).
- Meets FSSAI, IS 17899 T, and ISO 17088 standards.
- Plastic-free, toxin-free, zero microplastics – safe for health, safe for soil.

## Material Technology

### Bagasse Fiber Molding

- Using agro-waste (sugarcane bagasse) to form strong, biodegradable bottle shells.
- Fibers are cleaned, pulped, and hot-pressed into sleek bottle shapes.

### PLA (Polylactic Acid) Coating

- Inner food-grade biodegradable lining made from cornstarch-derived PLA.
- Ensures leak-proof, safe, and heat-resistant water storage.

### Beeswax/Candelilla Wax Layer (optional)

- Additional natural coating for longer shelf life and moisture resistance.

## Manufacturing Process (Small-Scale to Scalable)

- Low-energy, low-carbon production using automated fiber forming machines.
- Modular manufacturing units – can be set up in Tier 2-3 cities or near sugarcane hubs.
- Designed for scalability and decentralization (rural employment generation).

## Future Tech Integration (Vision)

- Smart printing (QR codes) for batch traceability, refill models, recycling instructions.
- Possible IoT-enabled refill stations for closed-loop water systems in hotels, airports, etc.

# Economics of boqo

## 1. Initial Capital Requirements (Pre-Production Phase)

Expense Head	Estimated Cost (INR)	Purpose
Research & Development	₹50,000 – ₹1,00,000	Material testing, prototype designing
Legal & Registrations	₹10,000 – ₹30,000	DPIIT, GST, Trademark etc.
Branding & Design	₹20,000 – ₹50,000	Logo, packaging concept, pitch deck
Market Research	₹15,000 – ₹30,000	Surveys, data collection, competition
Total (Pre-Production)	₹95,000 – ₹2,10,000	Estimated ballpark to get started

## 2. Prototype & Product Development (MVP Stage)

Activity	Cost Range (INR)	Notes
Prototype Mold Creation	₹1,00,000 – ₹2,00,000	One-time investment
Raw Material (Bagasse, binders etc.)	₹25,000 – ₹50,000	Per batch (for trial runs)
Manufacturing Support (outsourced)	₹50,000 – ₹1,00,000	Per batch or per month basis
Testing & Certifications	₹30,000 – ₹70,000	ISI, biodegradability, shelf life etc.
Total (Prototype Stage)	₹2,05,000 – ₹4,20,000	You can raise via grant/crowdfunding





### 3. Ongoing Operational Costs (Once Launched)

Cost Head	Monthly Estimate (INR)	Note
Manufacturing & Labor	₹1,00,000 – ₹2,00,000	Depends on batch size
Packaging & Shipping	₹30,000 – ₹70,000	Pan-India logistics
Marketing & Advertising	₹20,000 – ₹50,000	Social media, influencer tie-ups
Misc/Admin	₹15,000 – ₹25,000	Utilities, Internet, Staff etc.

### 4. Projected Revenue Streams (Future Scope)

Model	Revenue Source	Details
B2B Sales	Selling bottles to hotels, airlines, event companies	Bulk orders
B2C Sales	Selling through e-commerce or retail stores	Premium eco packaging
White Label	Selling bottles with custom branding	For corporate gifting
Government Orders	Eco-initiatives, smart city projects	Can be tender-based



### 5. Break-even & Profit Potential (Simplified Projection)

- Unit Cost per Bottle (est.): ₹6 – ₹10
- Selling Price (B2B): ₹12 – ₹15
- Selling Price (B2C): ₹18 – ₹25
- Margin: 40%–70%
- Break-even Volume (Est.): 25,000 – 30,000 bottles/month

## 1. Grown from Nature, Returns to Nature

BOQO bottles are made from bagasse, By converting it into bottles, BOQO:

- Prevents agricultural stubble burning – a major cause of PM2.5 air pollution.
- Converts waste into a functional bioproduct, reducing methane emissions from landfills.

Bagasse is 45–55% cellulose, a naturally biodegradable polymer that breaks down into CO<sub>2</sub>, H<sub>2</sub>O, and biomass within 180 days under composting conditions.

A white BOQO bottle with a pink tag attached to its handle. The tag has 'LAVENDER SEED' printed vertically on it.

BOQO

# Why we are better than plastic PET bottles ?

## 3. Plastic Bottles Last 500 Years – But the Water Expires in 6 Months

There's a deep irony in using a material that lasts centuries to package a product that expires in months.

- Packaged drinking water typically has a shelf life of 6–12 months.
- Alkaline and mineral-enriched waters may degrade faster due to pH sensitivity and UV exposure.
- Yet the plastic bottle remains in the environment for 400–500 years, polluting ecosystems long after its purpose is served.

## 2. No Microplastics, No Hormone Disruptors

PET bottles leach antimony, BPA substitutes, and microplastics especially when exposed to sunlight or reused.

BOQO uses PLA (polylactic acid) coating, derived from fermented plant sugars, which:

- Keeps water safe and uncontaminated for 8–10 months.
- Contains no petroleum residues.
- Breaks down without forming microplastics.

PET degradation releases toxic compounds like terephthalic acid and acetaldehyde, proven carcinogens in high concentrations.

# Thank you!

KSHITIZ SHARMA

 8284016846

 [kshitizs28@gmail.com](mailto:kshitizs28@gmail.com)