



About Fruitoholic

Fruitoholic was founded with the vision **“To get everybody addicted to the best food in the world.”** A credible, unified fresh fruit brand.

The products include **Farm Fresh Fruits, Smoothies, Cold-pressed Juices, Smoothie Bowls, Salads and more.**

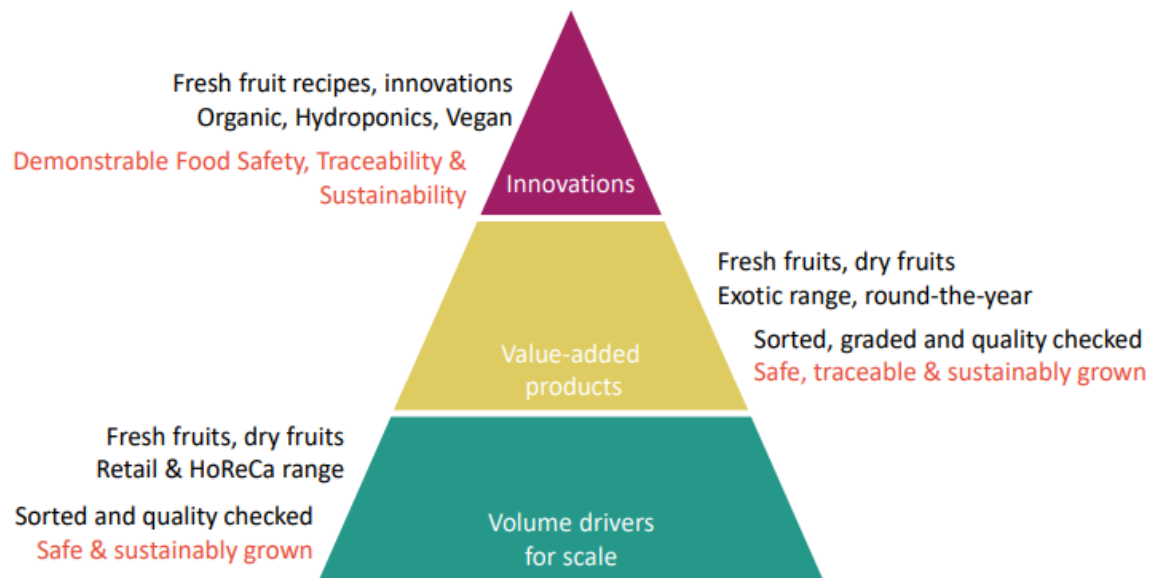
What we intend to do?

Fruitoholic intends to get to the consumer their favourite fruit, the way they want, in the quickest time possible and at the most reasonable prices. The real-time traceability ensures 100% food safety. The sustainable and ethical eco-system of Fruitoholic delights them into becoming an evangelist.

What makes Fruitoholic unique?

- Focus on value-added offerings
Superior, innovative products ✓ to ensure healthy unit economics
- Continuous differentiation
At the product, service, business model level ✓ to ensure superior value for consumers
- Drive economies of scale
Cater to large addressable market ✓ to achieve OEs, build capabilities
- Build a specialist brand
Create strong positioning ✓ to sustain growth & profitability
- Create exponential value
For users and non-users as we scale ✓ to keep competition out of sight

The Product Mix

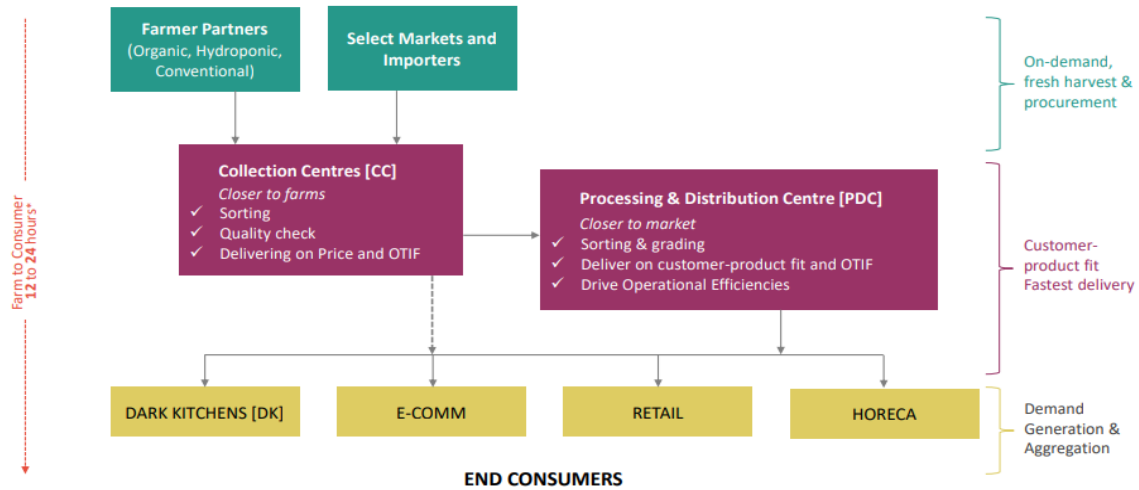


Market Analysis: Hyderabad Region

Hyderabad has emerged as a sought-after retail market in the last couple of years, with several national and international giants such as IKEA planning to set up stores in the city. It has become the fourth largest market for retail among the major cities in India. It has a sizeable customer base with high consumption and retail expenditure. The modern retail penetration in Hyderabad is a meagre 9 percent, the lowest among the top seven cities in the country. This reflects a big opportunity for the growth of modern retail in the city (Refer the census data for actual demography)



Efficient supply chain



The Challenge

People are not consuming enough FRUIT. Despite knowing the benefits of fresh fruits and their role in health and well being. The intake is way less than what is essential 100gms, as against the recommended 400gms.

- Takes effort
- Uninteresting
- Not totally safe
- Prices are too high
- Not always available

Current Scenario

Fruitoholic's D2C segment currently contributes to 4% of the total revenue. Total monthly revenue is Rs 70 lacs as of May 2021 with growth rate of 20% Month-on-Month. Our product offerings currently include Fresh fruits, smoothie, cold-pressed juice etc. The major share of our sales is derived from sale of fresh fruits to upscale societies in Hyderabad like My Home Vihanga and Vensai projects.

Sales Channel

- Fruitoholic website (fruitoholic.live)
- Ping
- Swiggy/Zomato

Product-wise contribution

- Fresh fruits contribute 98% of the revenue in D2C
- Recipe/ preparations contributes 2%

Channel-wise contribution

- Fruitoholic.live- 78%
- Ping-19%
- Swiggy/Zomato: 3%

Our core consumer group constitute of Millennials | Millennial Mind-set

Core consumer traits

- Individualism
- Originality
- Creative (participate in creating)
- No to preaching
- Non-judgmental
- Tolerant
- Freedom for all
- Uninhibited
- Optimistic
- Ambitious
- Adventurous
- Quick tech adoption

Problem Statement

You are expected to come up with a one-year growth strategy to increase the contribution of revenue from D2C from 4% to 30% and increasing the brand awareness of the products.

1. Expand the revenue base from direct to customer segment
2. Plan a strategy to develop brand awareness and reach
3. Suggest new markets for expansion