

Executive Summary

1. Company Overview:

Mitra is a Direct-to-Consumer (D2C) nutrition lifestyle brand aimed at providing high-quality grains and spices tailored for health-conscious consumers. The company's mission is to offer healthier and more affordable food alternatives for modern living.

2. Product Range and Market Positioning:

Mitra offers an extensive range of over 40 Stock Keeping Units (SKUs) that include daily essentials and lifestyle products such as millet-based foods, peanut butter, oats, muesli, and various spices. Their unique selling proposition lies in their focus on health and quality, using single-breed isolation technology and 120-micron PP packaging to ensure product integrity. Their target market segments include Tier 1 and Tier 2-3 areas in India, as well as plans for international markets like the UK and USA .

3. Financial Performance:

The company's financial performance has been impressive, with a Gross Merchandise Value (GMV) of ₹5.79 crores and an Annual Recurring Revenue (ARR) of 18 crores. The company boasts a 3200% increase in growth for the six months leading to July 2023. For the fiscal year 2023-24, Mitra projects sales of ₹31.38 crores and a gross profit of ₹7.51 crores, with an expected yearly net margin growth rate from -1.7% to 15.9% .

4. Customer Acquisition and Retention:

Mitra emphasizes omnichannel presence, focusing on online platforms like Amazon and Blinkit, and plans to develop its own D2C platform. Customer acquisition strategies also involve modern trade and general trade markets, supported by AI-driven customer preference analyses and robust

marketing campaigns tailored to local preferences. Repeat purchase ratio stands at 78%, indicating strong customer retention .

****5. Market Opportunity:****

The market potential for Mitra is vast, with the Indian Fast-Moving Consumer Goods (FMCG) sector projected to grow to \$220 billion by 2025. Moreover, the Indian organic food market is expected to reach \$4.6 billion by 2028, growing at a CAGR of 23.8%. The health-focused food and beverage sector is also anticipated to capture 16% of the market by 2026 .

****6. Expansion Plans:****

Mitra has ambitious short-term and long-term expansion plans, including a significant increase in online presence, collaborations with general and modern trade markets, and robust distribution networks to reach half of Pan India within two years. They are also focusing on exports to international markets like the UK, USA, and Mauritius, and have plans to introduce new products and innovations continually .

****7. Risk Assessment:****

The primary risks include intense competition in the FMCG sector, dependency on supply chain and distribution networks, regulatory risks pertaining to food safety standards, and the challenges of maintaining product quality at scale. Additionally, currency fluctuations and trade barriers could impact international market expansion .

****8. Growth Potential:****

Mitra's growth potential is promising, backed by their high-repeat customer ratio, rapid growth rate (3200% increase noted), and ambitious revenue goals. Their expansion into new markets and product lines, along with strong financial forecasts, position them well for significant future growth .

****9. Conclusion and Opinion:****

Mitra appears to be a solid investment opportunity, given its impressive growth metrics, comprehensive market strategy, strong financial performance, and substantial market opportunities. The company has demonstrated scalability and effective customer acquisition and retention strategies, which together suggest robust growth potential moving forward.

Opinion:

Based on the provided data and growth strategies, Mitra is recommended as a viable investment, especially given the specific target market dynamics and growing consumer shift towards healthier food alternatives.