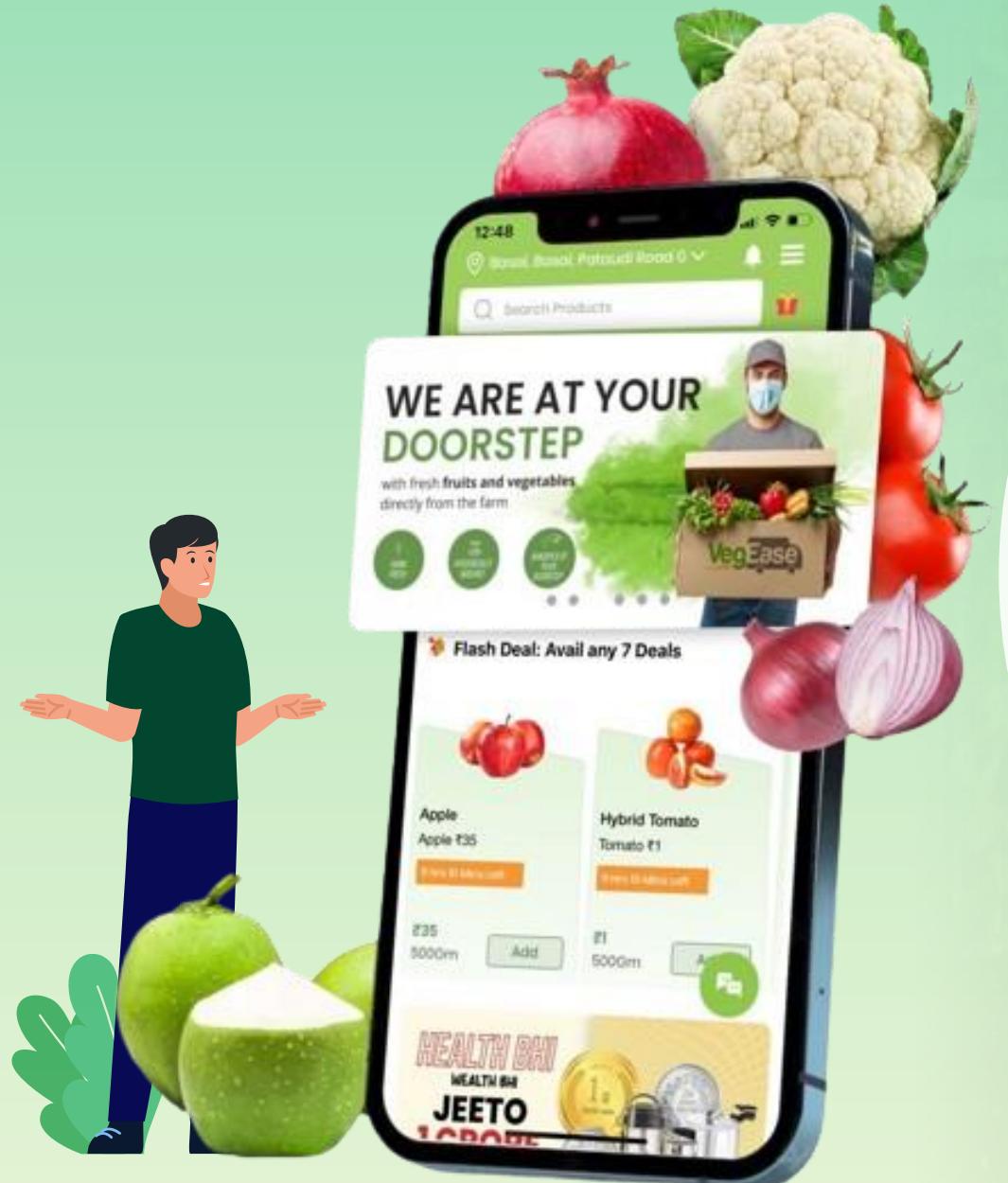




2023-2024



INVESTOR PITCH DECK



# VegEase: Transforming India's Everyday Shopping Experience

Traditional markets in India are struggling to adapt to the digital age. VegEase is here to bridge the gap, revolutionizing access to daily essentials. Our mobile app and website offer farm-fresh goods, backed by AI-driven demand management for unmatched convenience and quality.

# India's E-commerce Challenges: Farm-Fresh Commodities

**Pricing Puzzle:**  
A lack of competitive pricing fails to attract budget-conscious shoppers.

**Market Mayhem:**  
The unorganized market complicates supply chain efficiency.

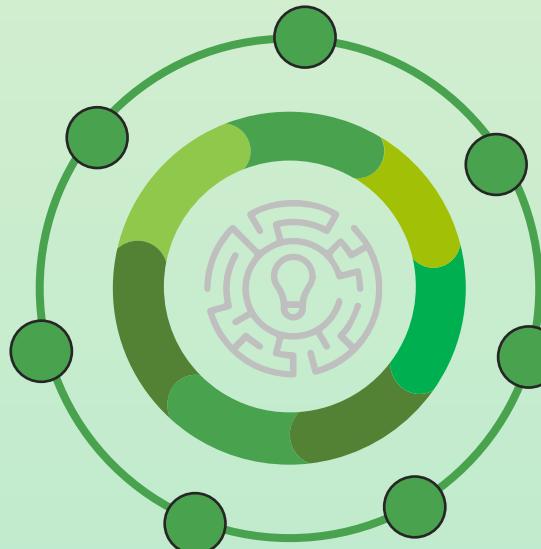
**Variety Void:**  
Limited product range leads to suboptimal shopping experiences.

**Transparency Crisis:**  
Lack of clear origin and quality information creates distrust among consumers.

**Distribution Dilemma:**  
Traditional distribution causes delays and spoilage, diminishing product quality.

**Quality Quandary:**  
Inconsistent standards create uncertainty about freshness and hygiene.

**Trust Troubles:**  
Inconsistent quality and unfair pricing erode trust in traditional markets.



# VegEase's Innovative Solutions for Farm-Fresh Commodities & Kitchen Consumables

## Eco-Friendly Approach:

Aiming for a waste-free procurement and delivery ecosystem, emphasizing sustainability.



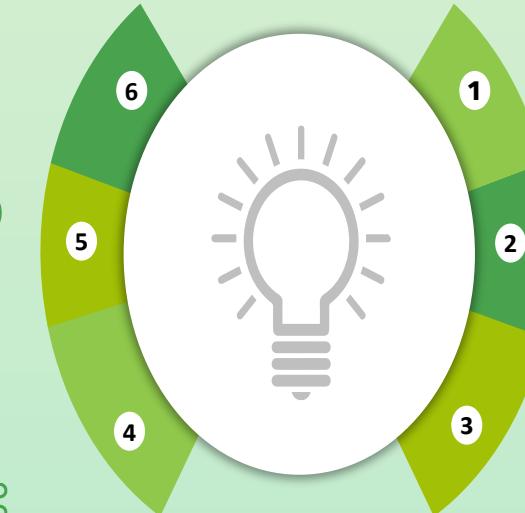
## Predictive Analytics:

Harnessing insights for accurate demand response, reducing waste, and optimizing resource allocation.



## Technology Integration:

Leveraging in house cutting-edge technology for inventory tracking, demand prediction, and reducing wastage.



## Quality Assurance:

Offering unmatched quality products, ensuring fresh and nutritious commodities at competitive prices.



## Organized Marketplace:

Transforming the traditionally unorganized market with an efficient, structured ecosystem.

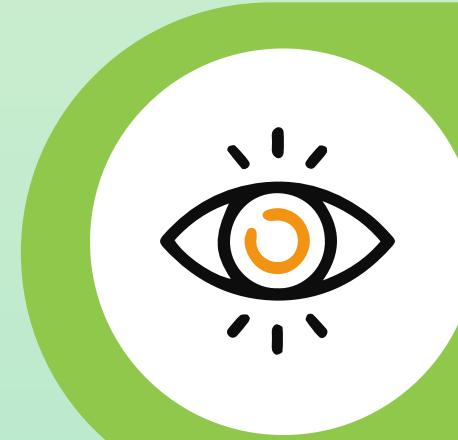


## Supply Chain Efficiency:

Direct sourcing (around 80%), minimizing intermediaries, and ensuring transparency in procurement and delivery.

## Mission:

Our mission is to revolutionize farm fresh consumption with technology while preserving tradition and trust.



## Vision:

We redefine convenience & sustainability with farm fresh produce online. Our vision is to create a seamless, enriching journey that brings people and the environment together.

# VegEase - Key Milestones



# Market Opportunity!

The Indian Vegetables eCommerce market is predicted to reach

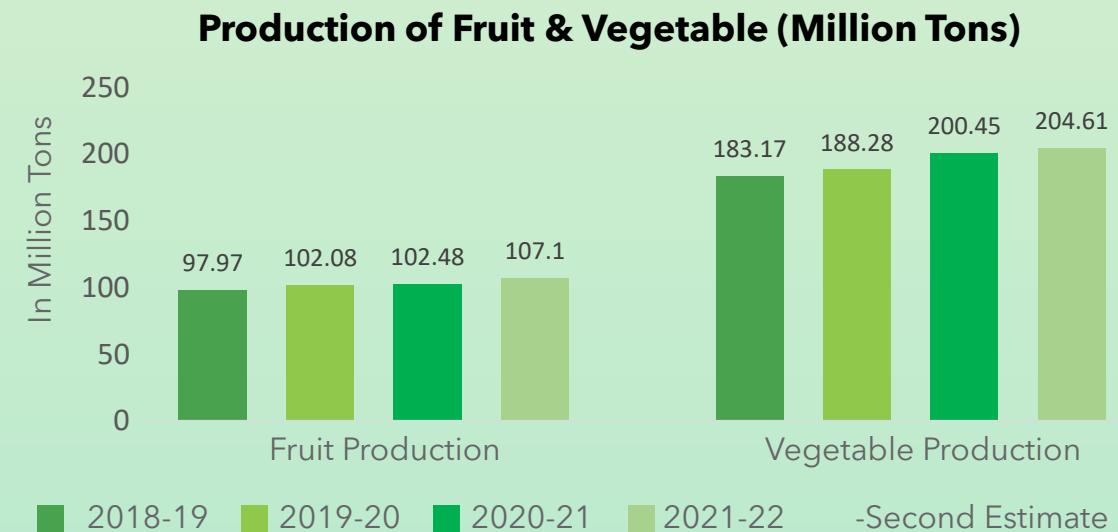


Fresh Vegetables revenues in **2023** are **US\$63.04bn**. Market growth is forecast at **9.28%** (**CAGR 2023-2028**). By **2028**, Fresh Vegetables will reach **107.50** billion kg in volume. In **2024**, Fresh Vegetables will grow by **6.9%** in volume.

[Source : statista.com](#)

Revenue in the Fresh Fruits market amounts to **US\$105.10bn in 2023**, it is expected to have **CAGR of 8.34% till 2028**. In the Fresh Fruits market, volume is expected to amount to **82.69bn kg by 2028** and expected to show growth of **5.7% in 2024**.

[Source](#)



[Source : foodprocessingindia.gov.in](#)

# Evolving Revenue Model of VegEase

## B2C Delivery Evolution:

- Started with 15 cart-based mini stores, grew to 70+, optimized for scheduled deliveries.

## Optimized Operations:

- Zero wastage, timely deliveries, now in 5 cities, planning to expand to 7 by March 2025.

## Regulatory Challenges:

- Discontinued carts due to city vehicle norms affecting peak hours.

## Infrastructure:

- Micro dark stores, central warehouse (2,500 orders/day), with cold storage

## Profitability:

- Operational profitability achieved in December 2023.
- With top-line annual revenue reaching INR 140 Ms in March 2024 from INR 30 Ms in the previous year

## Revenue Streams:

### Sales Revenue:

Income from the sale of farm fresh commodities and kitchen needs via the app.



### Delivery Charges:

Additional fees based on distance, order size, and time slots.

## Conclusion

**Adaptive Growth:** From cart delivery to an optimized scheduled delivery model, VegEase has adapted and grown, displaying resilience and innovation in its revenue model.

# VegEase Business Model



## AI Technology

Analysis Demand & Customer need



## Purchase Product

Directly from farmer/wholesalers (1<sup>ST</sup> Level)



## Quality Check



## Warehouse

Received the Farm Fresh Fruits/Vegetable



## Quality Check



## Dark Stores

Received the Produce from warehouse



## Push Technology

To generate Demand



## Dispatch

Dispatch the order through Riders



## Sort Orders

Sort as per Orders received



## Quality Check



## Receive Orders

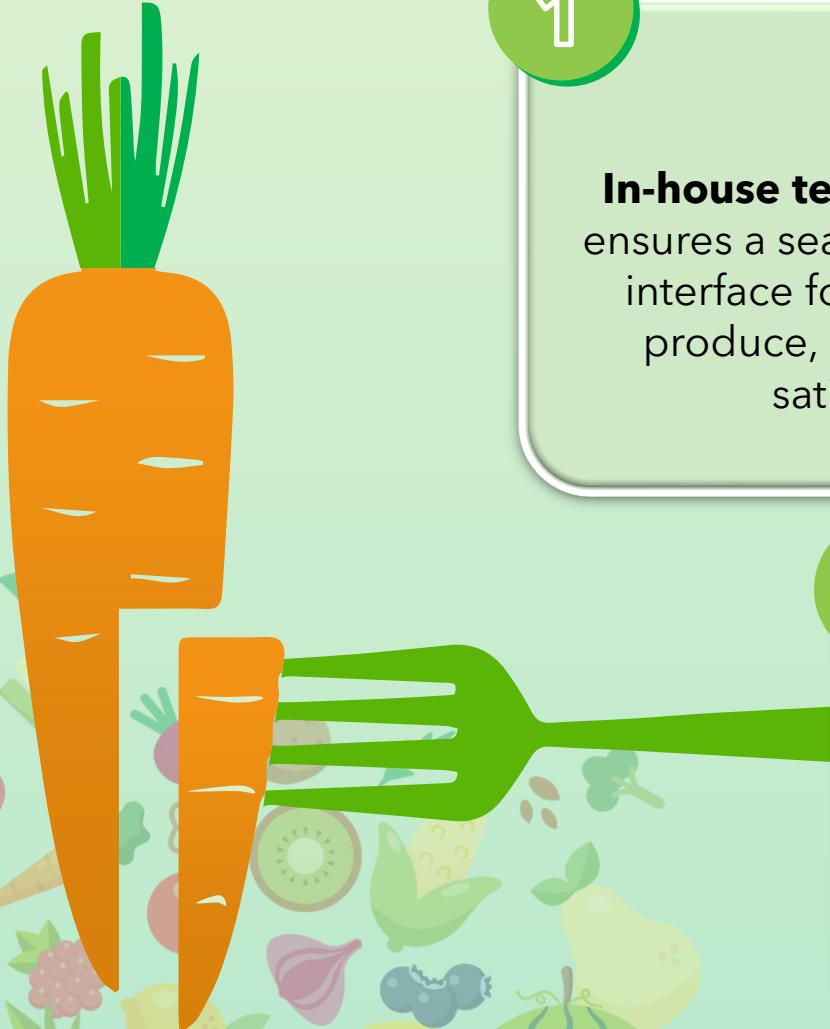
Receive Orders from clients



## Delivery

Notification and Delivery of Product

# Unmatched Value: VegEase Distinctive Edge



1



**In-house tech development** ensures a seamless mobile app interface for ordering fresh produce, enhancing user satisfaction.

2



**Complete control over operations** enables us to prioritize quality control at every stage, guaranteeing freshness and premium quality.

3



**Innovation and adaptability;** our in-house tech development keeps us ahead of market trends, continuously improving user experience and service offerings.

4



**Leveraging data insights** from app-based orders, our **in-house marketing team** crafts personalized campaigns to maximize engagement and drive sales.

# Values That Sets Us Apart

**Quality Product:** At Vegease, we source the freshest fruits and vegetables directly from local farms to ensure that our customers receive the highest quality produce every time they order.



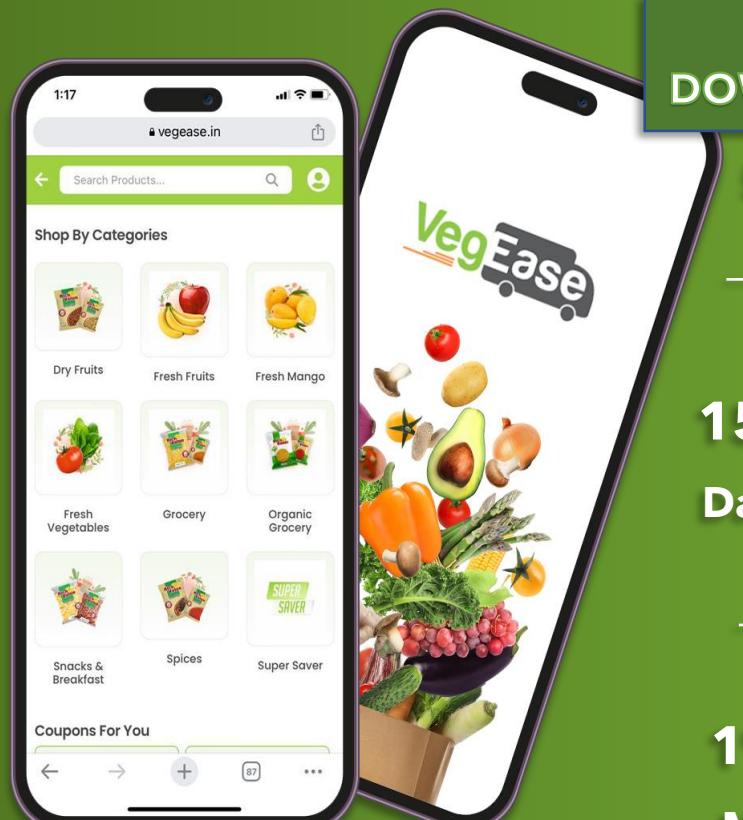
**Loyalty Incentives:** We believe in rewarding our loyal customers, which is why Vegease offers exclusive discounts, deals, and special offers to show our appreciation for your continued support.

**Great Customer Support:** Our dedicated customer support team is available to assist you with any queries, concerns, or feedback you may have. We pride ourselves on providing personalized and efficient service to ensure your satisfaction.



**Consistency:** With Vegease you can always count on receiving your orders on time, every time. Our commitment to consistency in service and product quality sets us apart as your trusted partner for all your fruits and vegetable needs.

# Traction & Key Metrics



## APP DOWNLOADS

**5 Lakhs**



## ACTIVE USERS

**91,000**



## DAILY ORDERS

**2000+**



## AVG. ORDER VALUE

**INR 356/-**

## 15 Dark stores



**14%**



**Month on month increase in orders**

**25%**



**Month on month increase in revenue**



**96% On-time & In-full deliveries**

## 1% Missing Items in deliveries



**1-4 mins**

**Picking time per order**

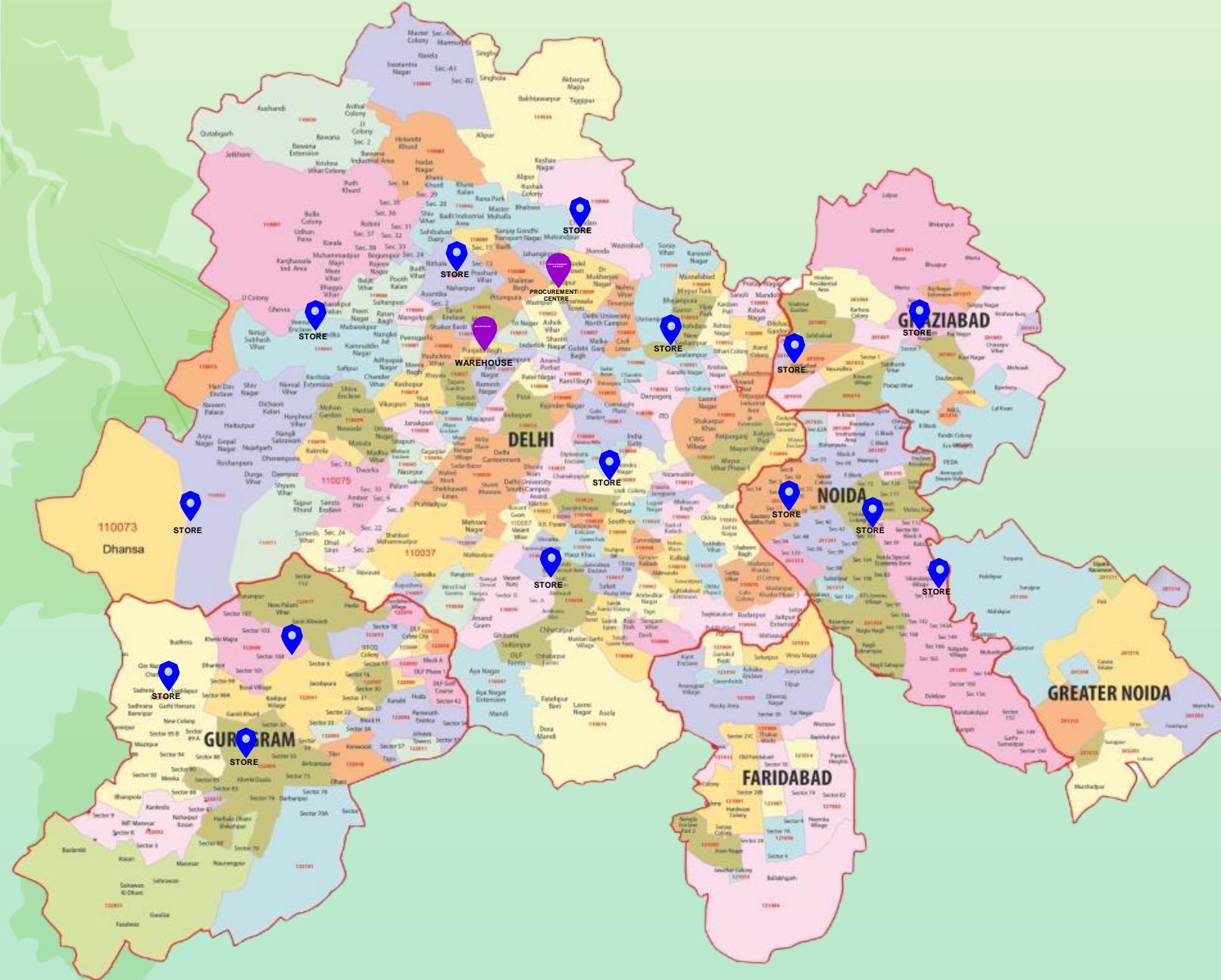
## 2-3 Customer monthly order frequency



**98% On shelf availability**

**On shelf availability**

# Increasing Presence Across Delhi/NCR



**15** Stores Across 5 cities as of April 2024

**8** Stores in New Delhi

**3** Stores in Gurugram

**3** Stores in Noida & Greater Noida

**1** Store in Ghaziabad

**1** Warehouse

**1** Procurement Centre

# Empowering VegEase: Our Robust Technology Stack

## Cloud Architecture:

Platform: 

Features:   

## Development Framework:

Stack:    

Methodology:  

Deployment: 

1 2

3 4

## Performance Enhancements:

Caching:  redis

Search:  elasticsearch

## Mobile Experience:

Apps:  android  iOS

Search:  optimum. Native UI device-specific features

**Innovation & Excellence:** VegEase embraces innovation, efficiency, and user experience with a robust tech stack, including scalable cloud solutions and agile development

# Analysis & Decision Making Tools

## OMNICHANNEL

Andriod App



iOS App



Website



iOS App



Android App



Website

## FULFILLMENT

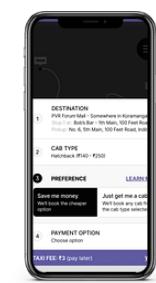
Shelf Picking



Dark Store



Dedicated Online Area  
(Within Existing Store)



Picker  
App



WMS

## DELIVERY

3-Stage Quality Check



Hygienically Packed



On Time Delivery



Delivery  
App

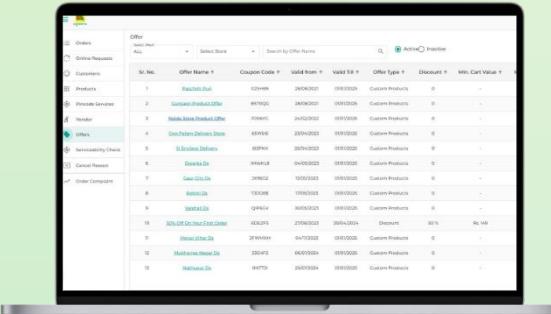


Dispatch

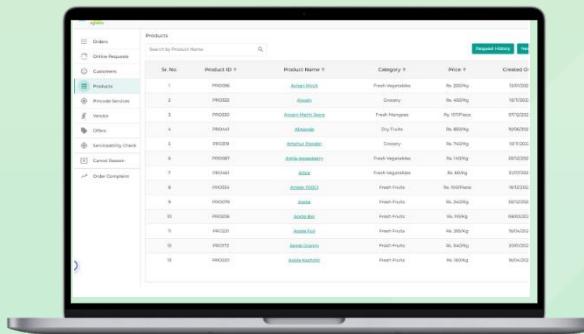
# Fulfilment and Operational Model

WMS and Picking tools unlock potential for ultimate fulfillment precision and speed solves the following challenges:

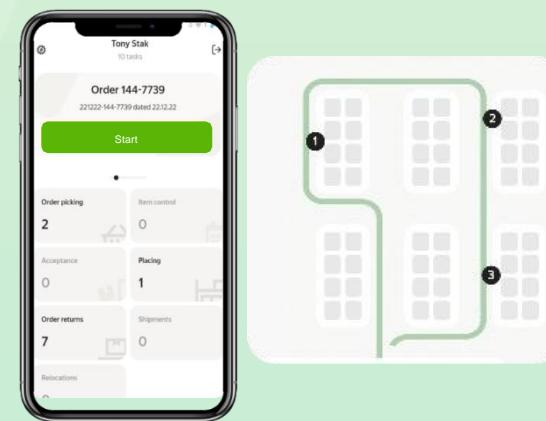
- Missing items in the orders,**
- Long fulfilment time,**
- Lack of real-time inventory data.**



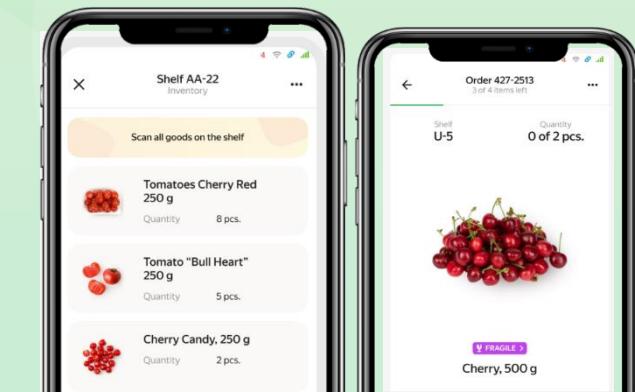
Real-time Inventory



Store Ops. Automation



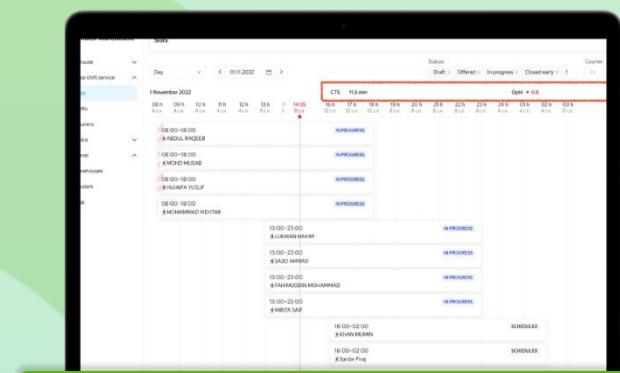
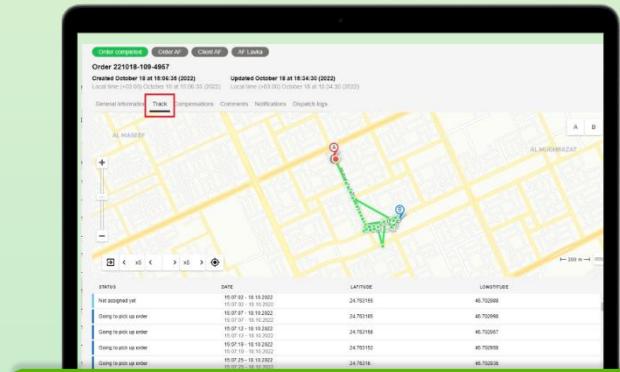
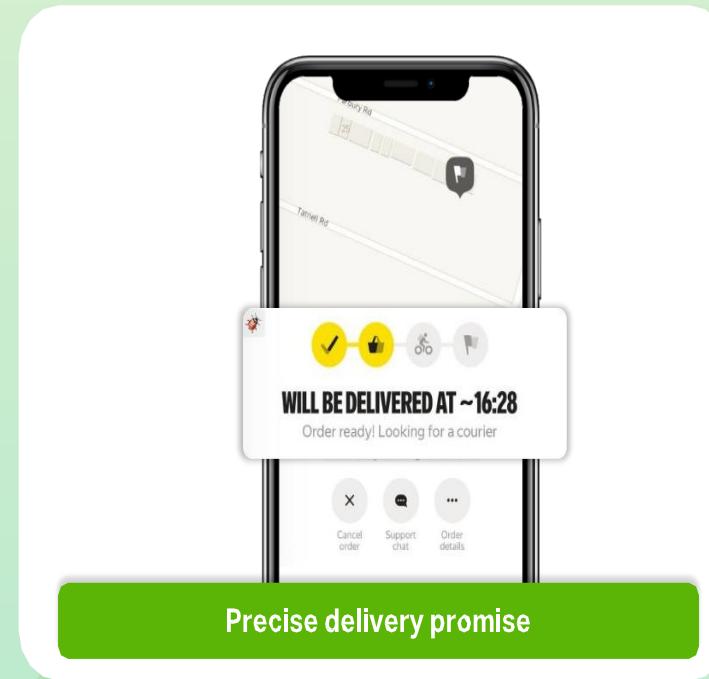
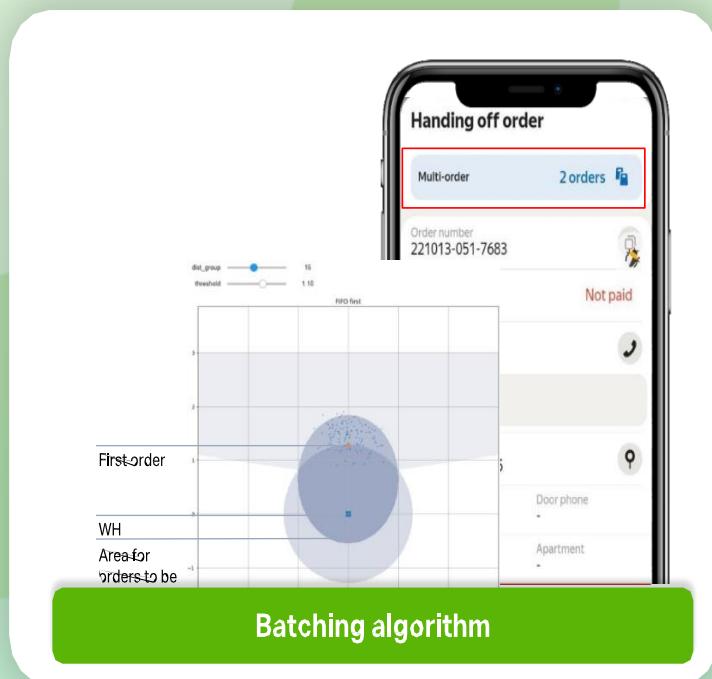
Planogram Routing



Picker Application

# Last Mile

Empowers customers with flexibility to choose their preferred delivery method, enhancing convenience which Solves the challenges: Delays in delivery and limited delivery options



# Competitive Analysis



Factors	VegEase	bigbasket	amazonfresh	Otipy	SWIGGY Instamart	Unorganised Channels
Price range	Affordable	High	High	Medium	High	Medium
Procurement predictive analytics	✓	✓	✗	✗	✗	✗
Focus on Fresh Products	✓	✗	✗	✓	✗	✓
Fresh delivery and less than 24hours of storage	✓	✗	✗	✓	✗	✗
Price Margin	High margins (white label produce)	Low	Low	Low	Low	✗
Direct purchasing from farmers	✓	✓	✗	✓	✗	✓
Supporting farmers	✓	✓	✗	✗	✗	✗
Efficient supply chain and waste management	✓	✗	✗	✗	✗	✗
Sourcing from own farms	✓	✗	✗	✗	✗	✗

# Go To Market Strategy



## Target Market:

5 cities served, scaling to 10 by July 2025.



## Farmer Partnerships:

Strengthening farm-to-fork collaborations.



## Customer Engagement:

Personalized experiences, scheduled deliveries.



## Quality:

Farm-fresh in 24 hours, reduced wastage.



## In-House Systems:

Robust, minimizing external dependencies.



## Sustainable growth:

Scalable, resilient, competitive pricing, direct sourcing, fewer middlemen.

## Market Penetration:

### A Multi-Platform Approach



Facebook & Instagram Campaigns



YouTube Ads & SEO

## Word of Mouth:

Customer Referrals

## Adapting to Trends:

Market Evaluation

# Why Now



Improving the efficiency of the fresh commodities supply chain.

Reducing dump and waste with predictive analysis and artificial intelligence.

We focus on fresh products while competition is becoming multi-brand portals

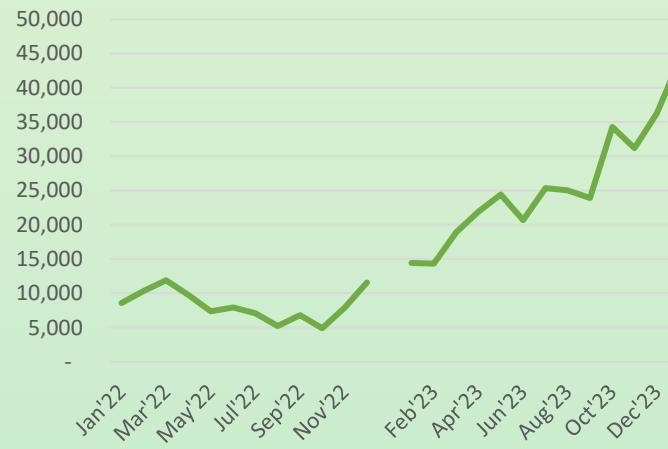
Fresh and organic market booming as consumers become more conscious

# VegEase Monthly Growth Figures

Revenue per month (in Rs.)



Orders per month (in #'s)



Downloads per month (in #'s)

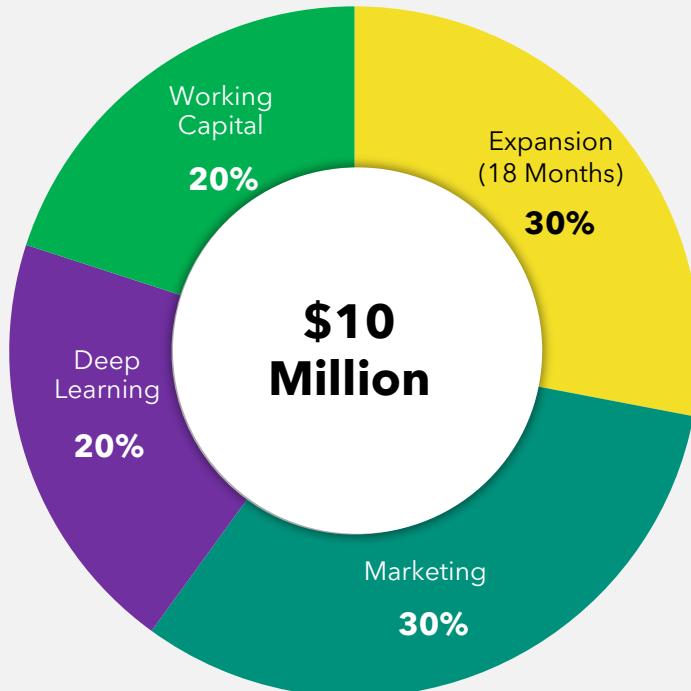


Particulars	2020-21	2021-22	2022-23	2023-24
Sales (in INR cr.)	0.24	3.18	3.87	14.17
Purchase (in INR cr.)	0.31	3.89	4.02	9.29
GP (in INR cr.)	-0.07	-0.07	-0.15	4.88
GP %	(22.58)	(18.25)	(3.73)	52.52

- Sales has tripled in the current financial year
- Monthly revenue - increased to INR 18 Million
- Operational profitability achieved since Dec'23
- Plan in place to become EBITDA positive by Mar'25
- Current CAC is less than INR 160

# Investment Ask: \$10 Million for next 18 months

## Utilization of Funds



- Expansion (18 months): **\$3M**
- Marketing: **\$3M**
- Deep Learning & Tech Development: **\$2M**
- Working Capital: **\$2M**

## Revenue Projections

**3 Years:**

₹ 250 Crores

**5 Years:**

₹ 500 Crores

## Strategic Path to Growth



Leveraging funds for innovation, quality and reach



Committed to sustainable business practices

# Leadership Team & Core Management



**Mayank Chaurasia**

**Director**

As VegEase's Director of Marketing, a Griffith University alumnus, he leverages his FMCG background to excel in marketing and business administration. His stakeholder management skills and passion for innovation drive VegEase's growth trajectory.



**Arpit Katta**

**Chief Financial Officer**

Leading VegEase's operations, marketing, and technology, he blends marketing expertise with tech infrastructure prowess. With big automotive industry experience and CA qualifications, he steers financial management towards sustainable success, shaping VegEase's continued growth.



*Thank You!*

for your attention

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