

4000+
Retailers

300+
Distributors

200+
Wholesalers



THE UNCOMMONLY GOOD

Flour | Organic Flour | Millet Based | Instant Mixes
Rice | Organic Pulses | Spice Mix | Dry Fruits & Nuts

www.themitra.co.in



blinkit

amazon

Otipy
Helping farmers deliver fresh

poshn

SOLV
growth simplified

Mitra

Mitra stands out as a nutrition lifestyle brand that caters to the demands of modern living. Personally curating the highest quality grains and spices, Mitra ensures your kitchen is equipped with the finest ingredients for a superior culinary experience.



Single Breed
Isolation tech

10 | 40+
Categories SKUs



2 manufacturing
Plants

78%

Repeat
Ratio



Our investors :

Arjun Vaidya
Verlinvest Investor
D2C Enthusiast



Karan Jindal
Head of Marketing
In Instagram



3200%

Growth

5.79 Cr

Orders
Delivered



2nd position
in current market



Shortlisted on
Shark Tank S03





Mitra

Daily Essentials



Lifestyle Range

[Millet based]

Exclusively for D2C, GT, MT



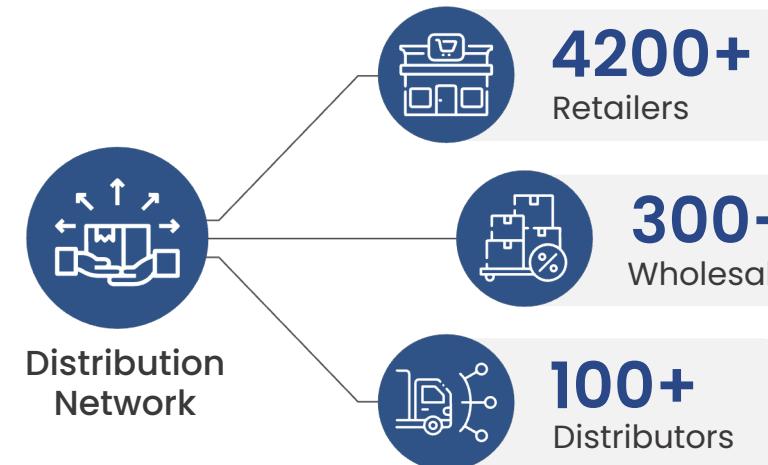
Geo Market Outreach



Online Portal



Modern Trade



INTERNATIONAL EXPORTS



UK



Mauritius

Traction [Jan-July 23 YTD]



Gross Margin %



20%
Flour
10 Kg



22%
Flour
5 Kg



63.9%
Oats



40%
Muesli



60.5%
Choclakes



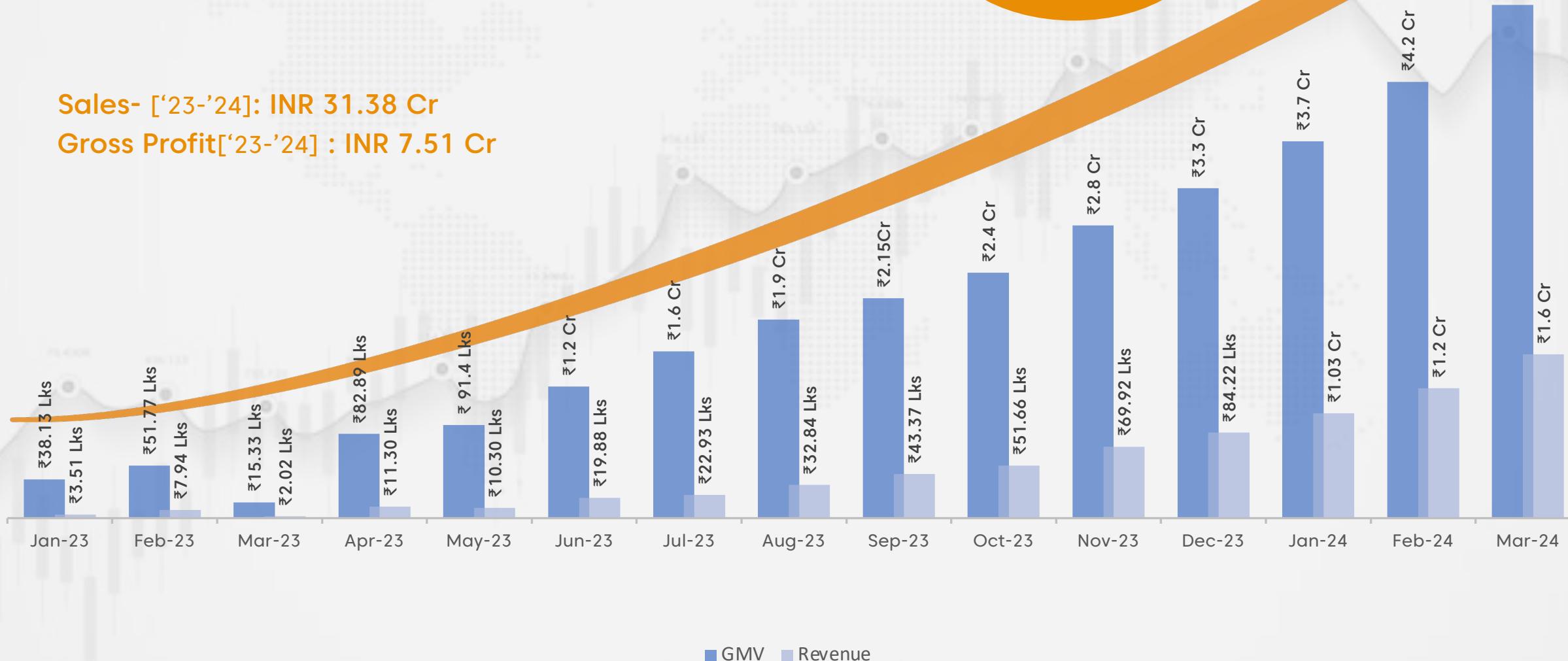
45%
Peanut
Butter

Projections

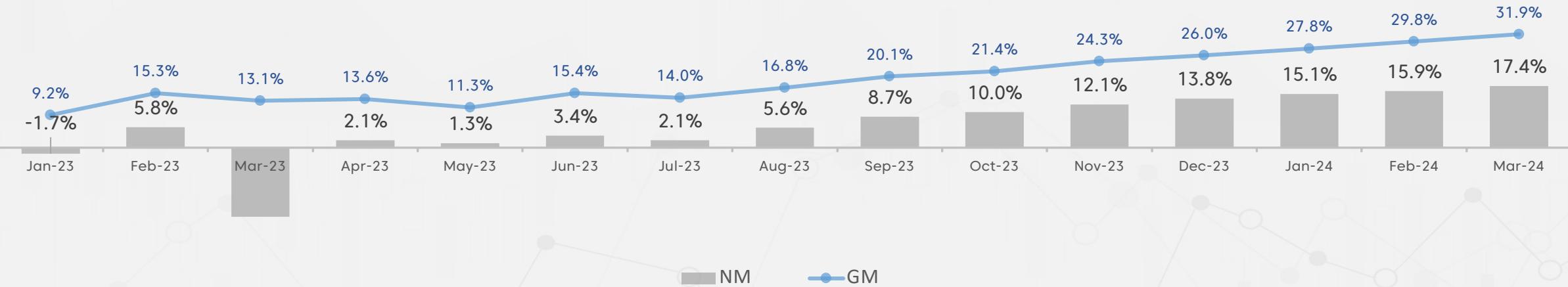
3200%
growth [till June]

Sales- ['23-'24]: INR 31.38 Cr

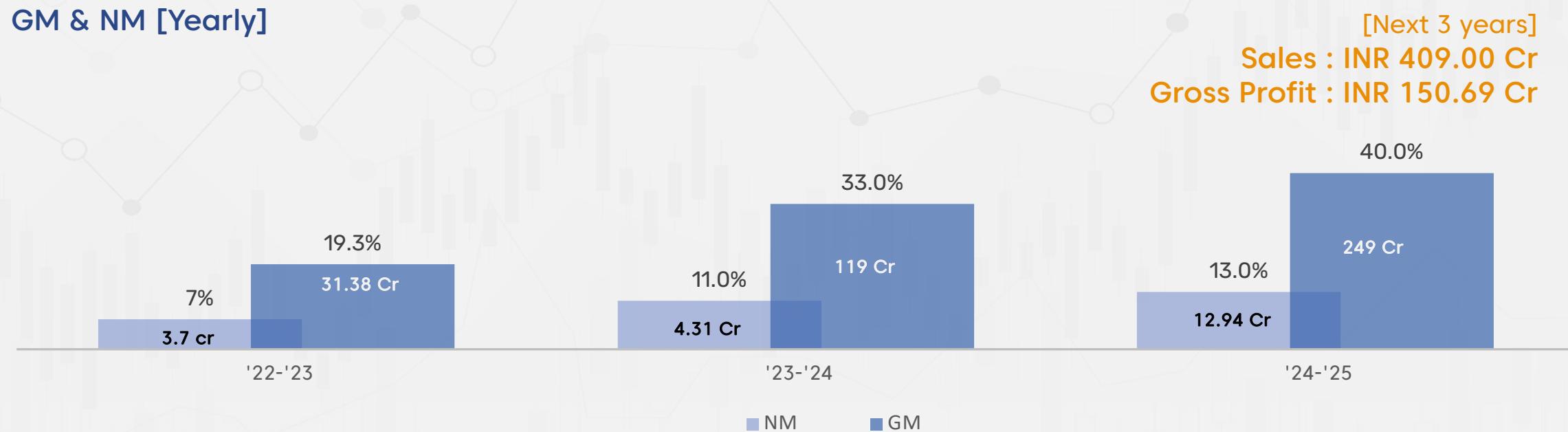
Gross Profit['23-'24] : INR 7.51 Cr



GM & NM [monthly]



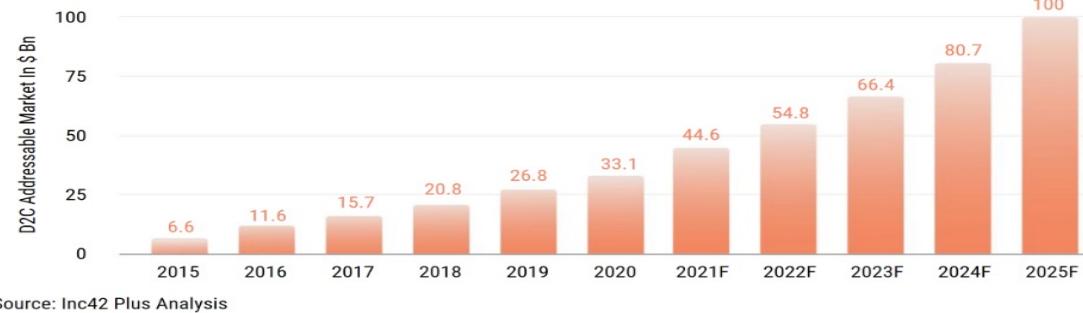
GM & NM [Yearly]



Opportunity Size of \$220 Billion [source](#)

Total Addressable Market Under D2C Is Expected To Reach \$100 Bn In 2025

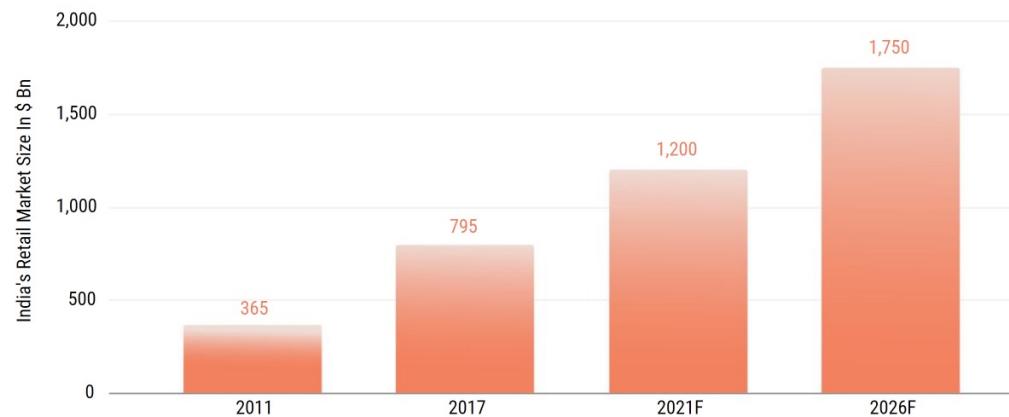
The D2C market will be growing at a CAGR of 25% during 2020-2025



Source: Inc42 Plus Analysis

India's Retail Market Is Poised To Reach \$1.7 Tn By 2026

Growing at a CAGR of 7.8% during 2021-2026, India will beis the world's fifth-largest global destination in the retail space



Source: Deloitte's February 2019 report 'Unravelling the Indian Consumer'

- FMCG market in India is expected to increase at a CAGR of 14.9% to reach \$220 B by '25 from \$110 B in '20 [source](#)
- Indian organic food market to reach US\$ 4,602 Million by 2028, exhibiting a CAGR of 23.8% during '23-'28 [source](#)
- The Indian processed food market is projected to expand to \$470 B by 2025 from \$263 B in 2019 [source](#)
- Per capita spending on healthy foods is expected to reach a market size of \$30 billion within the next 5 years. [source](#)
- In 2020, health-focused foods and beverages made up 11% of India's \$88 billion market. By 2026, this share is predicted to reach 16% (\$30 billion) of \$118 B. [source](#)
- India's branded food staple market analysis reveals that the pulses segment is expected to have the highest CAGR of 13.0% in revenue. [source](#)

[source](#)

[source](#)

Acquisitions & Mergers [25,000 Crs+ in last 2 years]

1. **PATANJALI** Ayurved completes acquisition of **Ruchi Soya** through an insolvency process for Rs 4,350 crore. [Source](#)
2. **wipro** Consumer Care to acquire Staple foods company **Brahmins Foods** 1500 CR [Source](#)
3. **ITC Limited** acquires D2C health food brand **Yoga Bar**. [Source](#)
4. **Dabur** acquires 51 per cent stake in **Badshah** for a cash consideration of Rs 587 cr. [Source](#)
5. Dharampal Satyapal Group acquires **Luvit**, chocolate maker The Good Stuff. [Source](#)
6. Reliance Consumer Products subsidiary of Reliance Retail Ventures completes acquisition of controlling stake in **Lotus Chocolate**. [Source](#)
7. **ITC Limited** acquire 100% of Sproutlife Foods. [Source](#)
8. **wipro** Consumer acquires KKR Group-owned brand. **NIRAPARA** [Source](#)
9. Adani Wilmar acquires Kohinoor brand from McCormick Switzerland. [Source](#)



1. Hain Celestial enter joint venture with Future Consumer for natural organic product. s [Source](#)
2. **ITC Limited** acquires spices manufacturer Sunrise Foods in an all-cash deal for Rs2,150 crore. [Source](#)
3. Norway's Orkla bought majority stake in staple food brand **Eastern** [Source](#)
4. Future Consumer enter distribution and marketing pact with LT Foods and Genoa Rice Mills to sell rice. [Source](#)
5. Gati Ltd in marketing tieup with **Haldiram's** [Source](#)
6. Apeejay Tea in marketing tieup with Keventer Agro [Source](#)
7. Everstone Group owned **modern** Food eyes consolidation opportunities in bread, bakery market. [Source](#)
8. **Haldiram's** sole bidder to buy **KWALITY WALL'S** [Source](#)
9. Everstone Capital sells **modern** Foods Enterprises to Grupo Bimbo. [Source](#)

GTM Strategy



1 Target Market

Tier-1 Rural to 2-3 areas of India, focusing on health-conscious consumers seeking affordable and healthy alternatives.



3 Online Platform Expansion:

- Increase presence on online platforms like Amazon and Blinkit for wider accessibility.
- Develop and launch an own direct-to-consumer (D2C) platform on the company website.
- Interactive websites and deep ai learning for analyzing customer preference
- Focus on modern trade and general trade markets to establish a direct connection with customers.



4 Exports

- Kickstarting Exports of current products to UK, USA, Mauritius.
- Establish partnerships with international distributors for smooth export operations.



2 Distribution Approach:

- Leverage and Expand Current Market Presence.
- Strengthen partnerships with exclusive distributors and dealerships.
- Collaborate with super stockists to expand market reach.



5 Key Goals

- Reach half of Pan India within 2 year.
- Establish a robust distribution network in tier 2-3 areas.
- Implement effective marketing campaigns tailored to local preferences.
- By next year 40% revenue will be generated from modern trade & online portals, the rest 60% from distribution network.

MITRA In the NEWS

[Josh Talks](#)

[Rise & Shine](#)

Rise & Shine
Start your day, the smart way!

MITRA raises seed funding led by Bestvantage Investments

MITRA portfolio comprises 10 categories of flour, pulses, spices, dry fruits, nuts, rice, instant mixes, millet-based and ready-to-eat products.

MITRA, A D2C Fast Moving Consumer Goods (FMCG) brand, has raised an undisclosed amount in a recent funding round led by Bestvantage. The start-up plans to use the capital to establish a manufacturing unit and deploy technology to strengthen its product and service capabilities.

Raman Sharma, founder of Bestvantage Investments, said, "The paradigm of consumer goods brands is evolving in India. There is an immense scope for such brands to thrive in the nation. We hope to contribute towards MITRA's overall commercial success and development through our participation in the funding round."

Abhishek Kaushik, founder of MITRA, claimed that the company had witnessed 42x growth coupled with a 68 per cent repeat rate since its inception in 2022. The D2C brand has reportedly sold over 42,000 flour packs through its network of more than 200 distributors, retailers, and e-commerce platforms.

MITRA Achieves 3200% Growth Ahead Of The Pre Series Round A In August, Sets Up High-Tech Alwar Oil Plant

MITRA is targeting a raise of \$2ML for which already micro VC's and family offices have shown great interest.

FPJ Web Desk | Updated: Monday, July 10, 2023, 03:49 PM IST

D2C BRAND MITRA BAGS SEED ROUND LED BY BESTVANTAGE INVESTMENTS

Establish a manufacturing unit and

[Economic Time](#)

[Economic Times](#)



Abhishek Kaushik, founder of MITRA, a leading D2C FMCG Brand

[in](#) [LINKEDIN](#) [f](#) [FACEBOOK](#) [t](#) [TWITTER](#) [p](#) [PINTEREST](#)

Interview with Abhishek Kaushik, founder of MITRA, a leading D2C FMCG Brand

[Sugar Mint](#)

E MERGING BRANDS SNACKFAX

Mitra

COMPETING WITH THE BIG BOYS OF FMCG

ABHISHEK KAUSHIK
FOUNDER & CEO
MITRA

ASHU AGRAWAL
FOUNDER & CEO
SNACKFAX

[Snack Fax Interview](#)

D2C Brand Mitra Opens Alwar Oil Plant, Targets \$2 Mn In Pre-Series A Funding

BY BW RETAIL WORLD BUREAU JULY 12, 2023



[BW retail world](#)

D2C brand MITRA raises seed capital

DesiBasket-MITRA, a direct-to-consumer (D2C) food brand has raised an undisclosed amount in a seed funding round which was led by Bestvantage Investments. It plans to use this capital to set up a manufacturing unit and expansion of its product line.

Founded in 2022 by Abhishek Kaushik, MITRA has in its portfolio of products in 10 categories across segments such as flour, pulses, spices, dry fruits & nuts, rice, instant mixes, millet-based and ready-to-eat products. This startup claimed it has recorded around 42 times growth with 68% repeat orders.

[Your Story](#)

Our Team



Abhishek Kaushik
Founder



First Venture : 

- 16+ years of experience in Sales, Marketing, Digital Solutions,
- Ex-Country Head: APAC Sales - Tata Business Support Services
- Ex-APAC Head Sales & Solution - Concentrix



Jay Prakash Anand
Head of Quality & Procurement

Experience:
16+ years



Ashish Kumar
Head of Operations

Experience:
14+ years



Inderjeet Sharma
Finance Manager

Experience:
10+ years



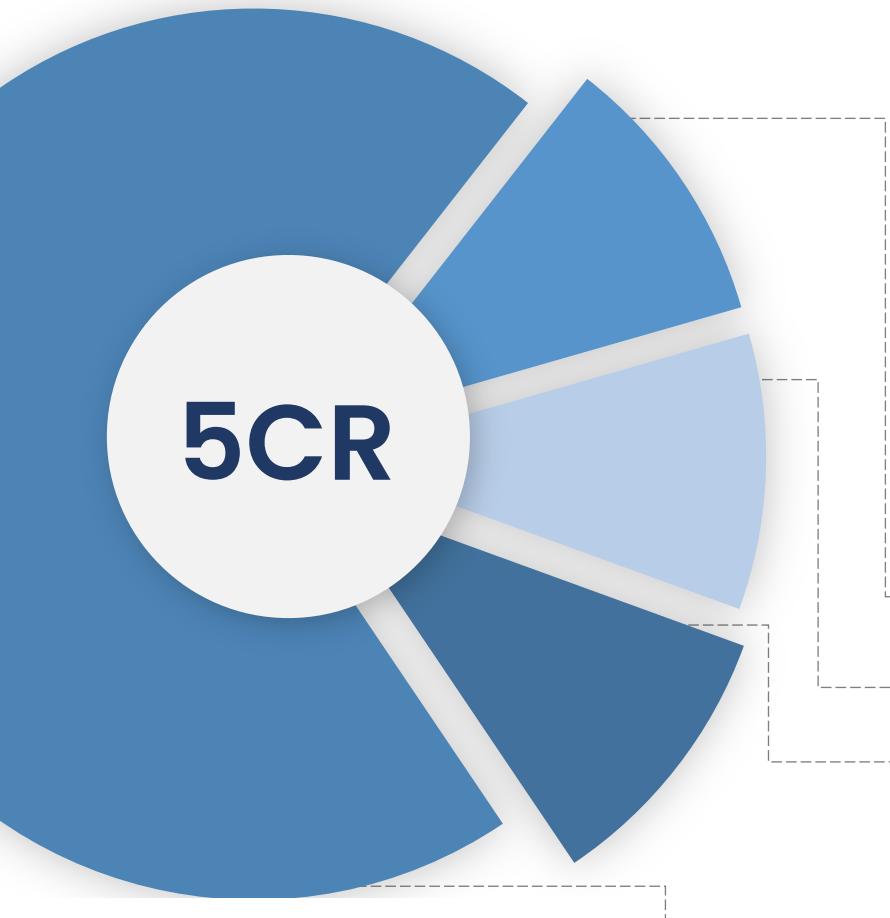
Akash Christopher
Marketing & Design

Experience:
5+ years





Mitra



March 23

Seed Round
(1.25Cr)
20% CCD valuation

The Ask

10% ERP Implementation

10% Further Strengthening of Ground ops and distribution Management

10% 10% City Expansions & Packaging Machinery for further refinement

70% 70% INNOVATION & Launch OF New Products/Inventory

Sep 23

Bridge Round [5 CR]
10% dilution- CCPS- (4.5-5X return)-1st Round Investors

3rd Current status

- Ask-5 CR@ 50 CR PMV
- Raised 2 rounds already
- Commitments received so far-1 CR from Bestvantage HNI's
- Last Round Closed- INR 1.25 Cr @ CCD 20%

Last Round Investors



BestVantage Investments
The advantage on your side



1000Unicorns

May 24

Pre Series A [\$4M]
100-120 Cr Val
Approx



Mitra
Namashkar

www.themitra.co.in

Unit Economics

Sub Details		2023	2024	2025
GMV		313834584	1192678068	2583503084
Revenue or Gross Profit		75146646	393181750	1038594931
Gross Margin (%)		19.35%	33%	40%
Operation Expense	Packaging Cost/Unit-Atta 10kg	4092995	7226496	8981280
	Packaging Cost/Unit-Atta 5kg	3540850	7558496	9692400
	Packaging Cost/Unit-Atta 50KG	108574	202860	273420
	Packaging Cost/Unit-Mustard-1LTR Bottle	3806830	4776912	4863701
	Packaging Cost/Unit-Besan-500GM	51216	53311	55872
	Packaging Cost/ White oats-500Gm	597362	2394438	7514772
	Packaging Cost/-choclakes-500Gm	1558922	21115328	50773439
	Packaging Cost/-Cornflakes-500GM	1504922	21115328	50773439
	Packaging Cost/-Museli-500GM	1019146	7896271	14516034
	Packaging Cost/-Peanut Butter-500GM	1075073	10125756	25871457
	Total Packaging Cost	17355890	82465196	173315814
	Hub cost- Running (Gurgoan)	6504759	45143520	81657138
	Hub Cost-Ghaziabad	2118960	18577557	31658597
	Hub Cost-Dedradun	840000	13262845	33617100
	ERPF Technology	280000	480000	480000
	Logistic Cost of Operation	3771365	47018031	142266021
	Cost of Logistic Per Packet(Rs)	4.22	13.12	24.11
	Catalouging & Marketing	1333342	5280153	9023970
	MGT support	3584445	56534637	199794497
	Sales Partners (Distribution+Ground OPS)	15	24	29
	Cost of SP	3823000	6025000	6480000
	Total Cost of Operation	39611761	274786938	678293137
Net Profit		35534885	118394812	360301795
Net Margin %		6.15%	11.1%	13%

Packaging Machinery

- Patented automated weighing system
- Untouched human hands
- 120 micron pp packaging
- Less floor space and fully automated
- Nano power technology
- 3-4 bags per minute
- Dust proof panel for no impurities.

U
P
C
O
M
I
N
G



Band Sealer
Standard Horizontal



Band Sealer
Small Vertical



Filling Machine
[5-10Kg]



Mitra

Blends



Certifications



Form C
Government of Haryana
Department Of Food and Drug Administration
Food Safety and Standards Authority of India
License under FSS Act, 2006

जन्मायि संख्या / License Number: **10822005001762**

1. Name & Registered Office address of Licensee / जन्मायिकारी के पंजीयन नामिता का नाम और पता : **NISHI PRA COMMUNITY SOLUTIONS PRIVATE LIMITED**
**KHASRA NO.2667 2668, SARAI WALA ROAD,
ASHOK VIHAR PHASE-III, GURGRAM,
Gurgaon, Haryana-122001**
2. Address of Authorized Premises / अधिकृत प्रवेश का पता : **KHASRA NO.2667 2668, SARAI WALA ROAD,
ASHOK VIHAR PHASE-III, GURGRAM,
Gurgaon, Haryana-122001**
3. Kind of Business / कारोबार का प्रकार : **Repacker - General Manufacturing**
4. Dairy Business Details / दौड़ी कारोबार विवर हटु : **No**
5. Category of License / जन्मायि का नाम : **State License**

This License is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee. / यह जन्मायि लाइसेंस भी वर्तमान अधिनियम, 2006 के अनुसार दिए गए और उनकी प्रत्यक्षता के अनुसार जन्मायिकी का अनुसारितीय प्राप्त करना।

Place / स्थान: **Gurugram**

Issued On / Re-issue: **14-11-2022 [New License]**

Valid Upto / तक : **13-11-2023 [For details, refer Annexure] User Id :**

Designated Officer

Date :

14-11-2022 14:55:14 IST

User Id :

coXXXXXXam

Verified through mobile : **94XXXXXX67**

Annexures:

1. Product Annexure
2. Validity Annexure
3. Non-form C Annexure
4. Conditions Of License

Note:

1. Application for renewal of License can be filed as early as 180 days prior to expiry date of License. You can file application for renewal or modification of License by login into FSSAI's Food Safety Compliance System(<https://foscos.fssai.gov.in>) with your user id and password or call us at 1800112100 for any clarification.
2. This License is only to commence or carry on food businesses and not for any other purpose.
3. This is computer generated license and doesn't require any signature or stamp by authority.

Page 1 of 8

Import Export Certificate [IEC]

Certificate of Analysis

CERTIFICATE OF ANALYSIS				
Name of Sample	BIRMAN DAIRY FARM			
Sell No.				
Batch No.	LOT NO. AFS-07, INVOICE NO. 2364/17*			
Packaging Details (Mfg/Pkg Date & Expiry Date)	08-Apr-23			
Issue Report Date	20-Apr-23			
Storage and Shelf Life	18 Months			
FSSAI License No.	ICD-301 IX-1282			
Item -	TEST REPORT			
Reference to Method of test: As per IS:1541 and our in house standard specification				
A. PHYSICAL TESTS				
% PUS	Parameters	IS:1541 limit/ Standard +/- TOL	Obs. If- OK	
1	COLOUR	WHITE PROV. A/F COL. & ODOR	IS:1541	
2	APPEARANCE	LIGHT YELLOW	LIGHT YELLOW	
3	ODOUR/SMELL	ABSENT	ABSENT	
4				
B) CHEMICAL TESTS				
1	ACID-TEST	NOT MORE THAN 5%	5.0%	ACMARK
2	OLIGO-ANAL	NOT MORE THAN 5%	5.0%	ACMARK
3	ACD & INSOLUBLE ASH	NOT MORE THAN 10% UNITS	0.015	ACMARK
4	ALCOHOLIC ACIDITY	NOT MORE THAN 1.12%	0.12%	ACMARK
5	PROTEIN	20.24%	20.4%	ACMARK
6	KARL-FIA	NIL	NIL	AC MARK
C) MICROBIOLOGICAL TESTS (IF APPLICABLE)				
1				
2				
3				
4				

HTC OA/GI PCQ AFFIDV D13/2020/08

Authorization

Name & Sign of CA/ OC Head

Corporate office: Plot No 2667 2668 Ashok Vihar Phase - III, Gurgaon Haryana 122001
GSTIN: 06AAICN2122B1Z7 | Email id: info@dealbasket.co.in

NISHPRA COMMUNITY SOLUTIONS PRIVATE LIMITED

PR Outreach



PR Agency



Radio Partners



Celebrities/ Influencers



wag
er



Mithali Raj
Indian Cricketer
1.8 M Followers



ar
f
ers



Aditi Govitrikar
Actress, physician & nutritionist
1.2 M Followers



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