

Nutbloom

Building the Future of Healthy Snacking

India's First Brand to Introduce a
200g Family Pack Makhana



Nutbloom – Where Quality Blossoms

Nutbloom was founded with a simple belief: healthy snacking should never be a compromise. In a world filled with processed foods, we set out to create delicious, nutritious, and premium snacks made from carefully selected ingredients.

Our journey began with a vision to bring the goodness of nature to every household through innovative products such as roasted makhana, millet snacks, puffs, chips, cookies, and other wholesome foods. Every product is crafted with a focus on quality, taste, and nutrition, ensuring that consumers enjoy a guilt-free snacking experience.

At Nutbloom, quality is at the heart of everything we do. From sourcing the finest ingredients to maintaining strict quality standards during manufacturing and packaging, every step reflects our commitment to excellence.

As we continue to grow, our goal is to make Nutbloom a trusted global brand that represents healthy living, innovation, and uncompromising quality. Whether you're looking for a daily snack, a family favorite, or a premium gifting option, Nutbloom is here to make every bite healthier and more enjoyable.

Nutbloom – Where Quality Blossoms.

VISION

To become one of the world's most trusted healthy snack brands by delivering innovative, premium quality, and nutritious products that inspire healthier lifestyles while creating sustainable value for customers, partners, farmers, and communities.



MISSION

- » To develop delicious and nutritious snacks using carefully selected, high-quality ingredients
- » To maintain the highest standards of food safety, quality, and customer satisfaction.
- » To continuously innovate with healthier alternatives for modern consumers.
- » To build long-term relationships with customers, distributors, retailers, and business partners through trust and transparency.
- » To expand Nutbloom's presence across India and international markets while promoting sustainable and responsible business practices.



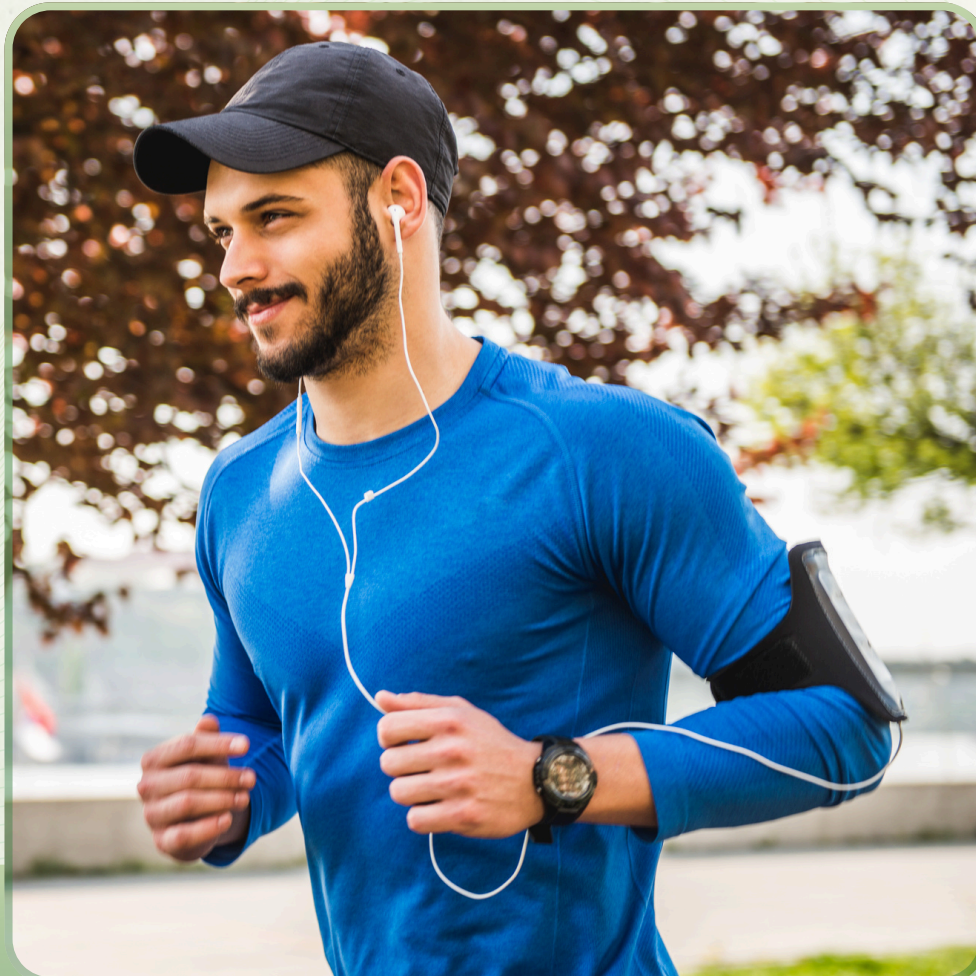
THE HEALTHY SNACKING GAP IN INDIA

Consumers are actively looking for healthier alternatives, but the market is still dominated by processed snacks.



PROCESSED & UNHEALTHY CHOICES

Most packaged snacks are high in oil, preservatives, and artificial ingredients.



GROWING HEALTH AWARENESS

Consumers are actively seeking clean-label, nutritious, and guilt-free alternatives.



LIMITED PREMIUM HEALTHY OPTIONS

Healthy snacks are often expensive, lack variety, or aren't easily accessible.

OUR SOLUTION

Nutbloom delivers healthy snacking without compromising on taste, quality, or convenience.



Clean & Natural Ingredients



No artificial preservatives or additives



Roasted, Not Fried



Healthier snacks with great taste



Nutrition That Matters



High protein, fibre & essential nutrients



Easy to Access



Available online, retail & gifting channels



PRODUCT PORTFOLIO

A diverse portfolio of nutritious, clean-label products designed for every healthy snacking occasion.



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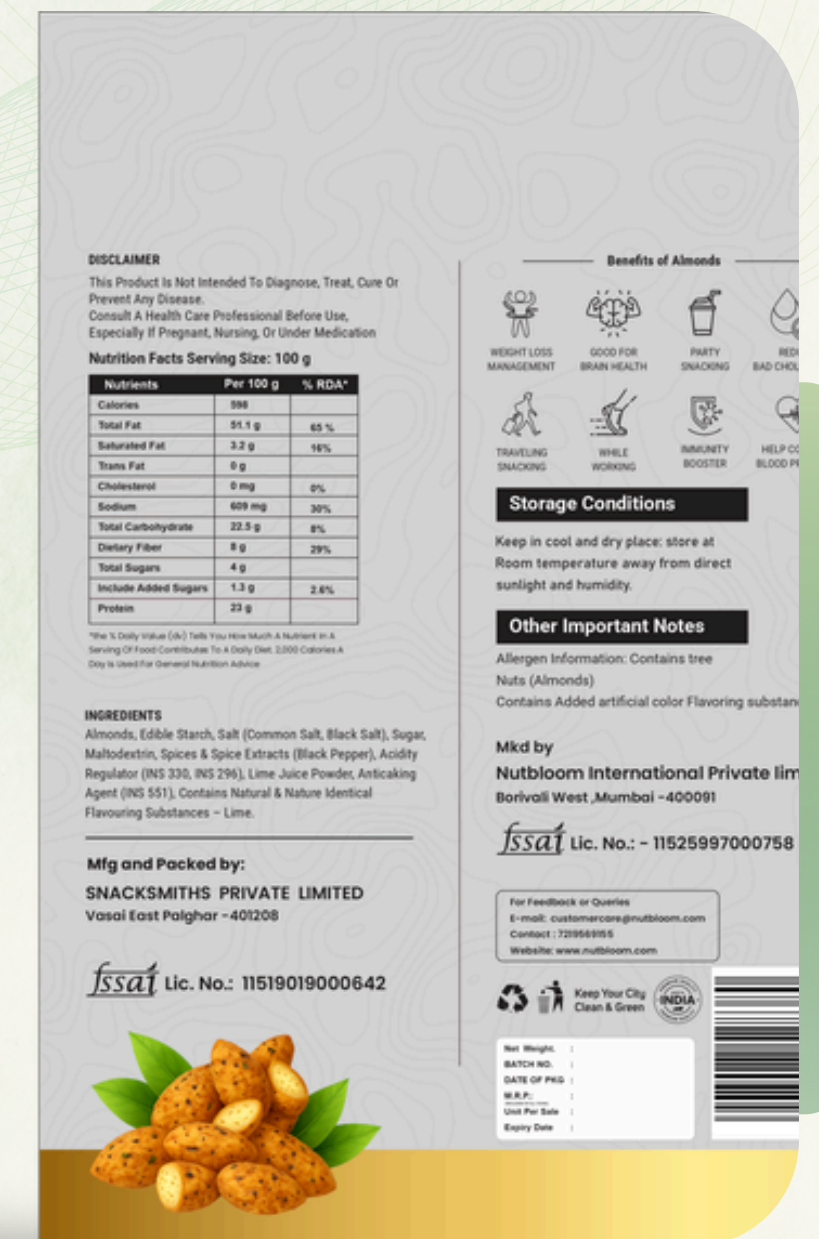
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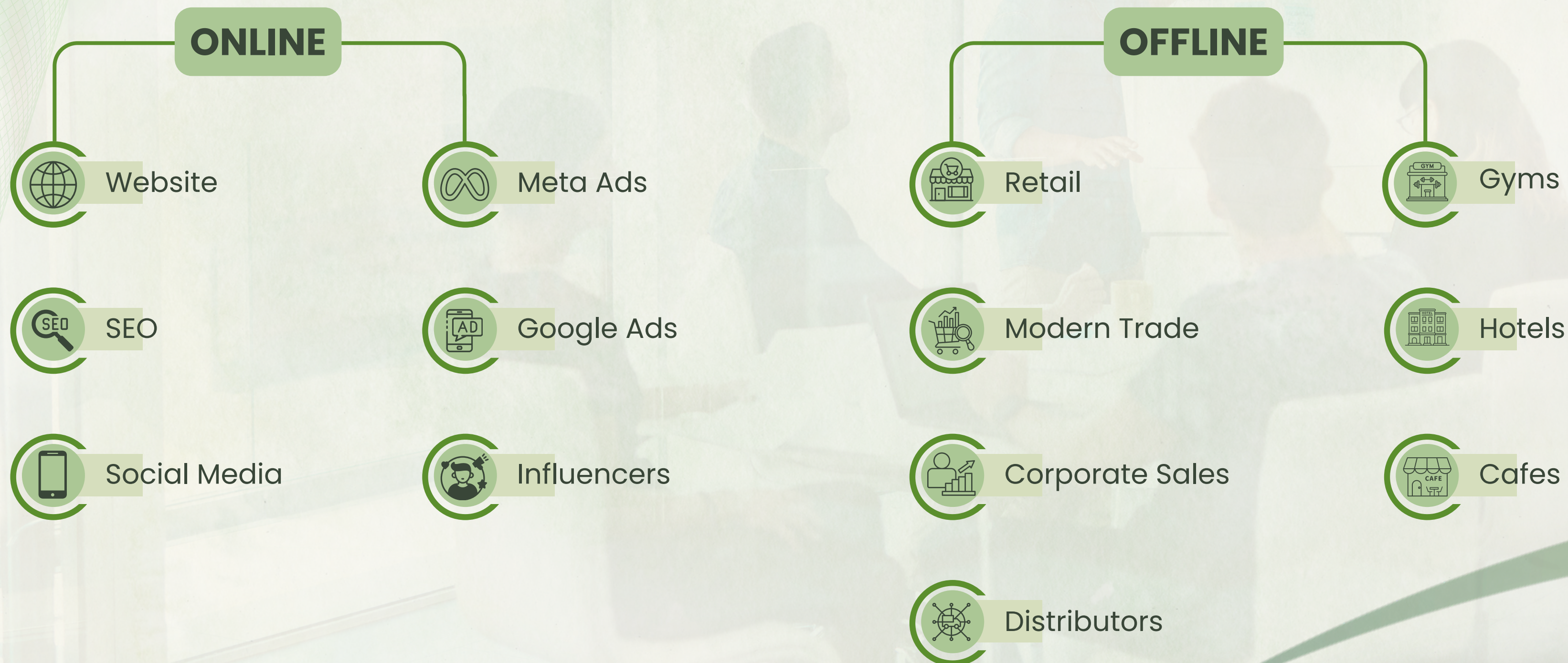


TARGET AUDIENCE

- Health-conscious consumers (18–55 years)
- Working professionals looking for healthy on-the-go snacks
- Fitness enthusiasts and gym-goers
- Families seeking nutritious snacks for children
- Millennials and Gen Z preferring better-for-you snack options
- Corporate offices for pantry and gifting
- Modern retail shoppers
- Premium grocery buyers
- International consumers through exports
- HoReCa (Hotels, Restaurants & Cafés)



GO-TO-MARKET STRATEGY



COMPETITOR LIST

(Direct Competitors)

- Farmley
- Open Secret
- Too Yumm!
- Yoga Bar
- Happilo
- Cornitos
- The Whole Truth
- Mr. Makhana

INDIRECT COMPETITORS

- Haldiram's
- Bikaji Foods International
- ITC
- PepsiCo India

PRICING STRATEGY

- Premium yet affordable positioning.
- Value-based pricing highlighting superior ingredients and quality.
- Competitive pricing against leading healthy snack brands.
- Different price points for different customer segments:
- Regular packs (**₹120-225**)
- Family packs (**₹285-750**)
- Bulk and institutional packs for B2B customers.
- Offer bundle discounts, subscription plans, festive gift packs, and marketplace promotions to increase average order value.



DISTRIBUTION NETWORK

ONLINE (D2C):

Nutbloom website

MARKETPLACES:

Amazon, Flipkart

QUICK COMMERCE:

Blinkit, Zepto, Instamart

MODERN TRADE:

Reliance Retail, DMart, Nature's Basket

GENERAL TRADE:

Supermarkets, grocery stores and premium kirana outlets

DISTRIBUTORS:

Regional and state-level FMCG distributors across India

CORPORATE SALES:

Offices, institutions, and corporate gifting

EXPORTS:

Middle East (UAE, Saudi Arabia, Qatar), Singapore, Europe, North America through importers and distributors

FUTURE PLANS

Expansion Strategy

- Expand distribution across all major metro cities in India within the next 2 years.
- Strengthen presence on quick-commerce platforms, modern retail, and traditional trade.
- Appoint super stockists and distributors in key states.
- Increase brand awareness through digital marketing, influencer collaborations, and in-store promotions.
- Scale manufacturing capacity to meet growing domestic and international demand.
- Establish Nutbloom as a leading premium healthy snacks brand in India.



PRODUCT ROADMAP

2026–2027

- Expand the roasted makhana range with new Indian and international flavors.
- Launch premium dry fruits and trail mixes.
- Introduce healthy breakfast and snacking products.

2027–2028

- Launch protein-rich snacks and millet-based innovations.
- Introduce gift packs, festive hampers, and family value packs.
- Develop children's healthy snack range.

2028 ONWARDS

- Launch functional foods (high-protein, low-calorie, diabetic-friendly products).
- Introduce ready-to-eat healthy meals and international product lines.
- Continue investing in product innovation based on consumer trends.

EXPORT PLANS

- Expand exports to the UAE, Saudi Arabia, Qatar, Oman, Singapore, Malaysia, the UK, Canada, and the USA.
- Build partnerships with international distributors and retail chains.
- Participate in major global food exhibitions such as Gulfood, SIAL, and Anuga.
- Obtain international certifications as required for target markets.
- Position Nutbloom as a trusted Indian healthy snack brand with global reach.



HIRING PLANS

- Over the next 3–5 years, Nutbloom plans to build a strong leadership and execution team by hiring:
- Sales & Distribution Managers
- Export Business Manager
- Marketing & Brand Manager
- Digital Marketing & E-commerce Specialists
- Key Account Managers (Modern Trade & Quick Commerce)
- Operations & Supply Chain Professionals
- Quality Assurance & Food Technologists
- Finance & Compliance Professionals
- Customer Success Team
- Research & Product Development Team

SALES DATA

- **Monthly Revenue -**

From April and May 2026 3.75 Lacs done including amazon and offline market

- **Annual Revenue -**

Last year did 6.75 lacs from October 2025 to March 2026

- **Orders Per Month -**

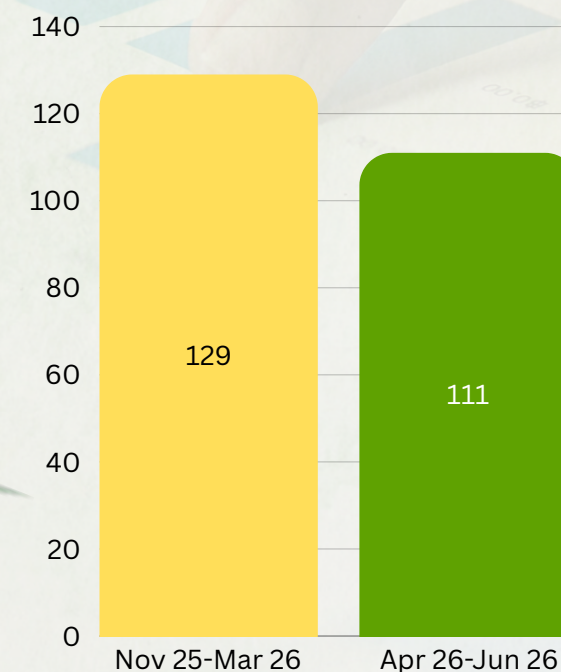
From November 2025 to march 2026 did 129 orders and from April 2026 to June 2026 did 111 orders on amazon and Offline order from October 2025 to march 2026 was 40 and from April 2026 to June 2026 is 51

- **Customer Count**

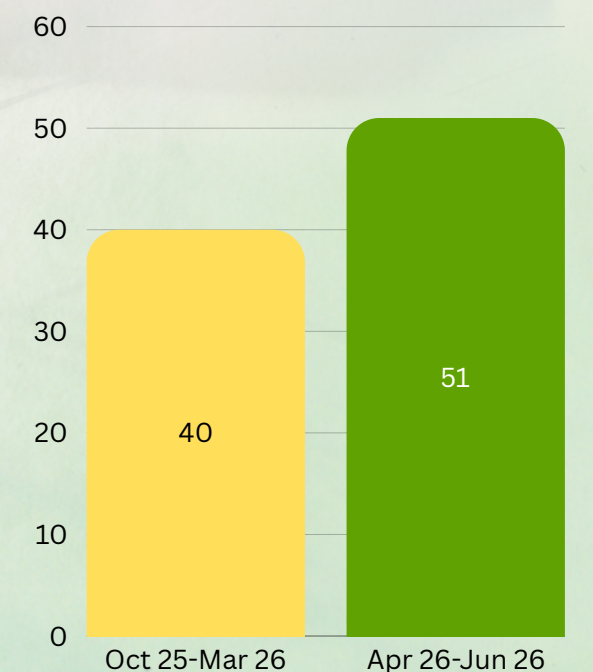
- **Repeat Customer Percentage -**
Offline repeat rate is around 30%

- **Sales by Channel -**
Amazon and offline super stores

Amazon Orders



Offline Orders



OPERATIONS & SUPPLY CHAIN

Asset-light production through trusted manufacturing partners, ensuring consistent quality and scalability.



Dedicated warehouse in Vasai with inventory capacity of **₹5–7 Lakhs.**

Nationwide order fulfillment through Amazon Shipping for fast & reliable delivery.



A 3-member team (including partners) managing operations, sales, marketing and business development.

USE OF FUNDS

Investment
₹49 Lakhs

Valuation
₹1 Crore

Equity Offered
49%

Growth Milestones

- Introduce new product categories
- Scale customer acquisition through digital channels
- Increase production & inventory capacity
- Expand retail presence across key markets
- Strengthen the Nutbloom brand nationwide



Investment proceeds include a partial promoter stake buyout of ₹30 Lakhs as part of the company's restructuring, with the remaining capital invested into business growth initiatives.

FOUNDING TEAM

Mr. Pawan Kumar Saini

(Founder & Managing Director)

Business Strategy

- Product Innovation
- Brand Growth
- Partnerships

Mr. Ramchandra Rajadhyaksha

(Director)

Operations

- Manufacturing
- Supply Chain
- Finance



Founder's Quote

"Our vision is to make healthy snacking accessible across every Indian household."

THANK YOU

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 nutbloom.com

 [nutbloom.snacks](https://www.instagram.com/nutbloom.snacks)

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