



It's all.  
Slack

the Chase  
chase.com

THOMSON REUTERS

ASE

AT&T

AT&T

fruitoholic  
Just Orange  
100% VS. Natural Orange  
COLD-PRESSED  
No Added Anything

STRAIGHT FROM THE FRUIT.  
NO ADDED ANYTHING.

THOMSON REUTERS

fruitoholic

fruitoholic

fruitoholic

fruitoholic

ESPRESSO

TRAFFIC LIGHTS

←

U.S. MAIL



  
**THE SUNDAY TIMES**

CREAMIEST • FRUITIEST  
No Artificial Anything



CREAMIEST • FRUITIEST  
NO ARTIFICIAL ANYTHING



fruitoholic

fruitoholic  
WOOD

FRANKLIN & MARSHALL

福袋

Fububako

元旦り時 START

11-13

fruitoholic

BY CHOICE



TOPMAN



A Specialist Fresh-Fruit Brand!

fruitoholic

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BY CHOICE



Despite the widely acknowledged health benefits,  
**People are not consuming enough fruit.**

The average Indian consumes only 100 grams per day,  
**far below the recommended 450 grams!**

**WHY?**

Fruit is **Complicated**

fruitoholic makes it **EASY**



Fruit is **Boring**

fruitoholic makes it **Interesting**



Fruit is **Unavailable**

fruitoholic makes it **Available**



Fruit is **Expensive**

fruitoholic makes it **Affordable**

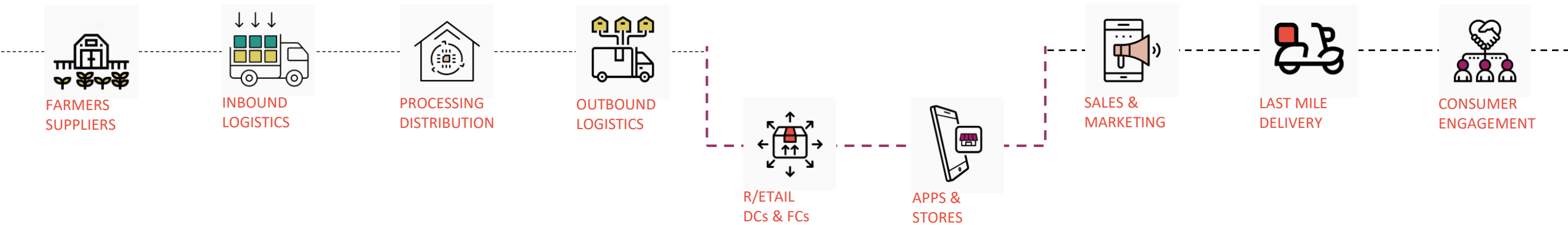


Fruit is **Unsafe**

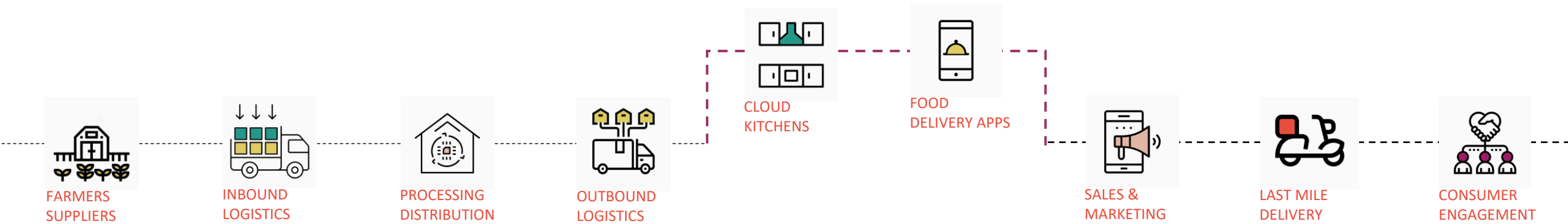
fruitoholic makes it **Safe**



# Conventional **RETAIL** Value-chain

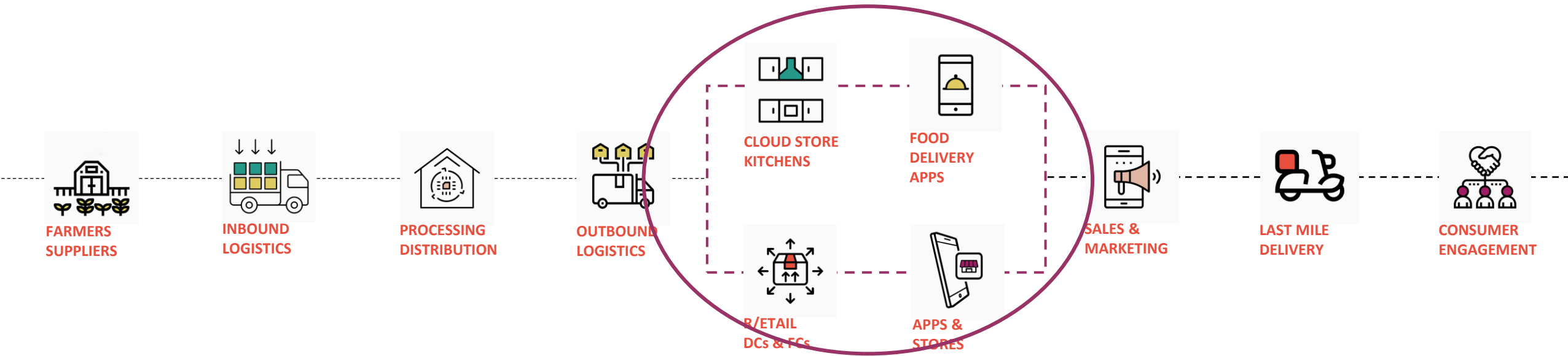


# Conventional QSR Value-chain





# Differentiated *fruitoholic* Business Model



- ✓ Logistics Advantage
- ✓ Procurement Advantage
- ✓ Processing Advantage
- ✓ Value-addition
- ✓ Customer Experience



Sourced from the  
Best Farms



# PROCESSING DISTRIBUTION CENTER

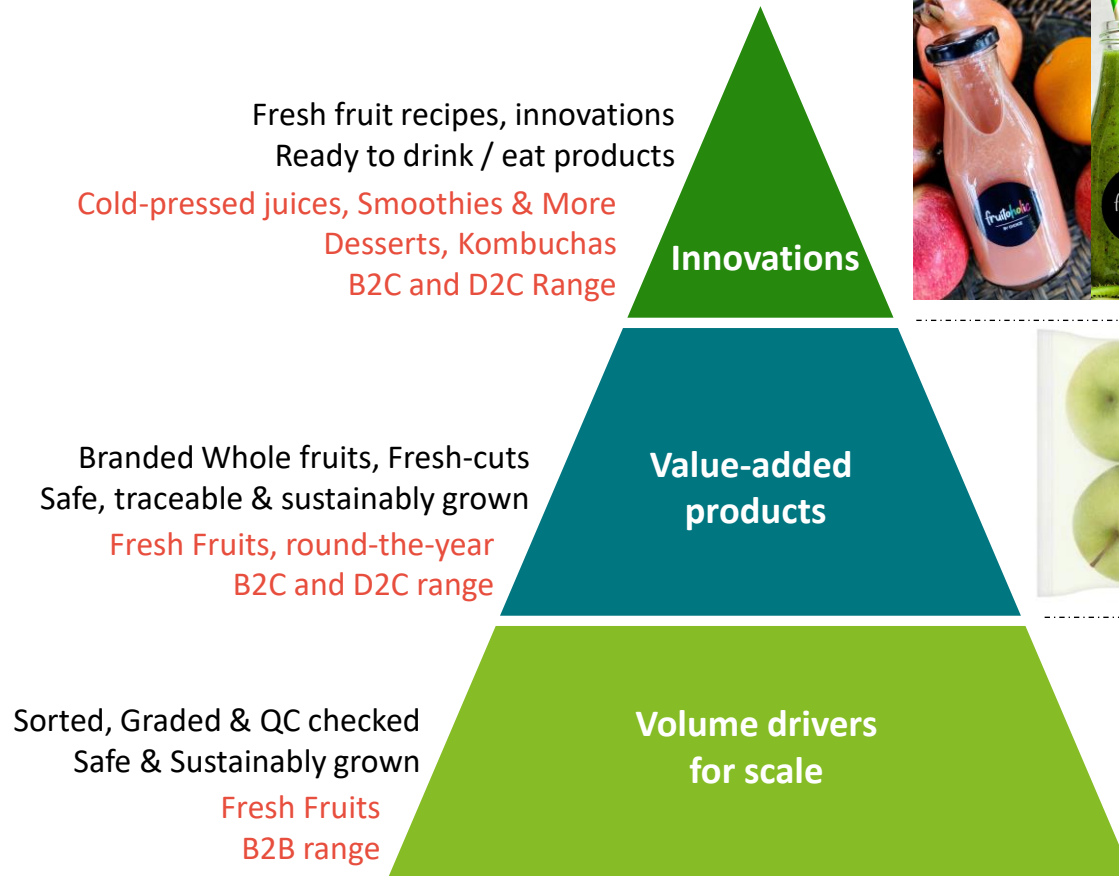


# CLOUD STORE KITCHENS





# The Product Pyramid



# Fruitoholic vis-à-vis Competition



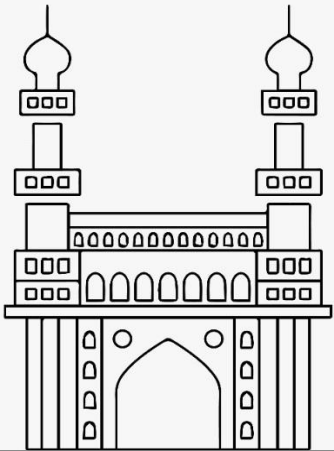
BY CHOICE

Key Success Factors	Fresh Press	Thick Shake Factory	Raw Pressery	Fresho	Naturals Ice cream	Local Fruit Sellers	Local juice sellers	Fruitoholic
Presence	Mumbai, Delhi, Pune & Bhopal	South India (15 cities, 85+ outlets)	Mumbai	Pan-India (F&V own label of Big Basket, Retail outlet)	Pan-India (165+ outlets across various cities in 15 different states in India)	Ubiquitous	Ubiquitous	Hyderabad (15 CSKs)
Business Model	B2B, B2C	B2C	B2C	B2B, B2C	B2C	B2C	B2C	B2B, B2C
One-Stop Solution	●	●	●	●	●	●	●	●
Consistency	●	●	●	●	●	●	●	●
Purity & Hygiene	●	●	●	●	●	●	●	●
Affordability	●	●	●	●	●	●	●	●

● Low ● Moderate ● High

fruitoholic

Hyderabad's TOP rated  
Fresh Fruit Brand.



Congratulations fruitoholic!  
Your restaurant has been nominated.



Only the top 1% restaurants  
made the cut. All the best!

**zomato**



Key Metrics	Industry Average	Fruitoholic
Swiggy Rating	~4.2	<b>4.7</b>
Zomato Rating	~4.0	<b>4.5</b>
CAC (% Sales)	15% - 20%	<b>&lt; 9%</b>
Repeats	33% - 35%	<b>~45%</b>
Orders per Month	12,000	<b>25,000</b>
AOV	INR 250	<b>INR 350</b>

# The Financials & Future Outlook

*(USD Mn)*

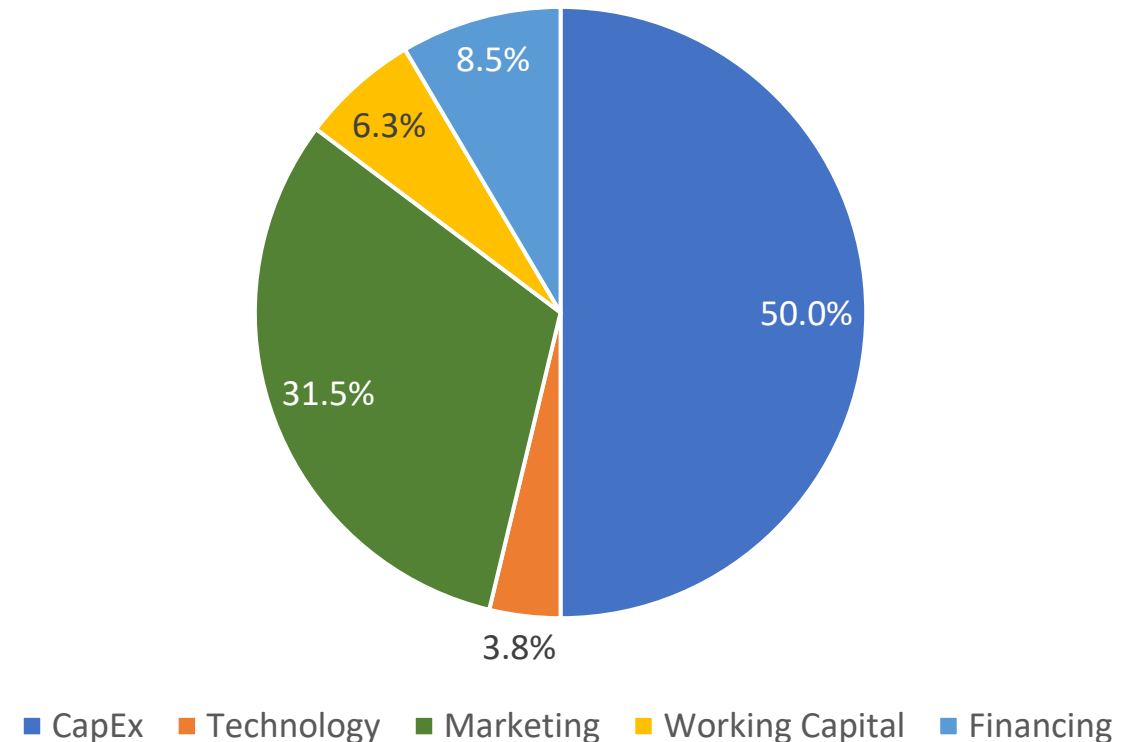
Particulars	FY 24 E	FY 25	FY 26	FY 27	FY 28
<b>Revenue</b>	<b>2.41</b>	<b>5.1</b>	<b>8.3</b>	<b>14.0</b>	<b>18.0</b>
EBITDA (Pre- Marketing)	0.4	1.0	1.7	3.4	4.6
EBITDA	0.2	0.5	1.0	1.9	2.9



# Investment Opportunity & Fund Utilisation

Utilisation	Amount
Processing Units CapEx*	0.8
Cloud Store Kitchens CapEx	1.8
Technology	0.2
Marketing	1.6
Working Capital	0.3
Debt Reduction	0.3
Early Investors Exit	0.1
	<b>5.0</b>

*\*High-end manufacturing will be outsourced (Ice Creams, HPP Juices etc.)*



# Founding Team



**Praveen Nagamalla**

FOUNDER

**Overall Business Strategy,  
Culture and Balance Sheet  
Strength.**

Previously: Founding member & CEO - Indus Fresh, ESSAR.  
Experience across all the key food categories.

Founded Fruitoholic in 2008 and been a serial entre/intrapreneur.

MBA from BIM, Trichy.



**Rahat Achanta**

FOUNDER

**Business Development,  
Customer Obsession and Overall  
Growth.**

Worked in BFSI sector before Co Founding an IoT based startup.

Built the E-Commerce business at Indus Fresh, ESSAR.

MBA from NMIMS, Mumbai.



**Praveen Reddy**

CO-FOUNDER

**Process Discipline, Consumer  
Experience and Operational  
Excellence.**

Currently serving as COO for KFC MENAPakT region.

Previously, served as COO for KFC Africa, and KFC India.

3TP Middle Management from IIM-A Hotel Management from SSCHM.

# The **CRED** Culture

**CARE**; More than others think wise

**RISK**; More than others think safe

**EXPECT**; More than others think possible

**DREAM**; More than others think practical

Discover the joy of being a

fruitoholic!