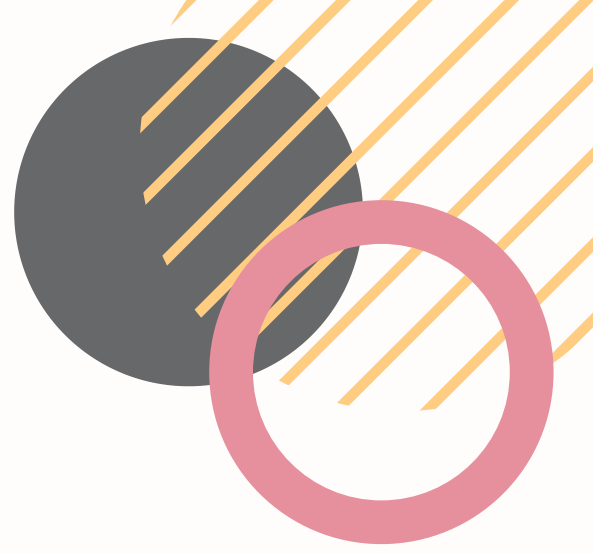


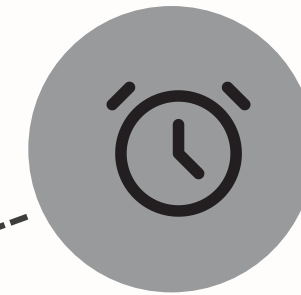
KIN & KEN



PROBLEMS

FOOD

Lack of tasty yet wholesome food options in and around campuses of Indian Universities in Rural and Semi Urban Areas.



INCONVINCE

Inconvenience caused by high rush during peak hours, leading to a degraded dining experience for students.

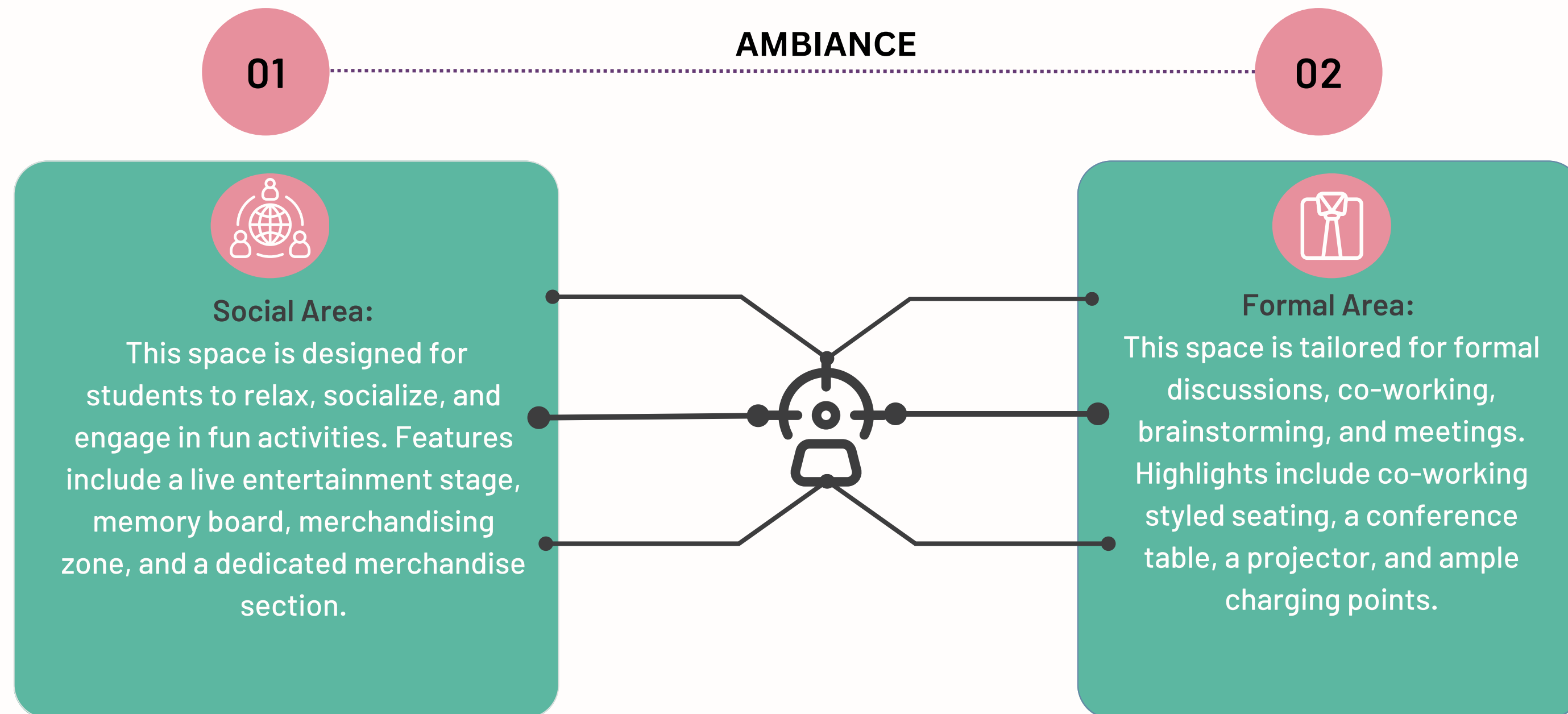
AMBIANCE

Unexplored concept of integrating a work environment with a good ambiance; alongside food, resulting in a diminished student experience.



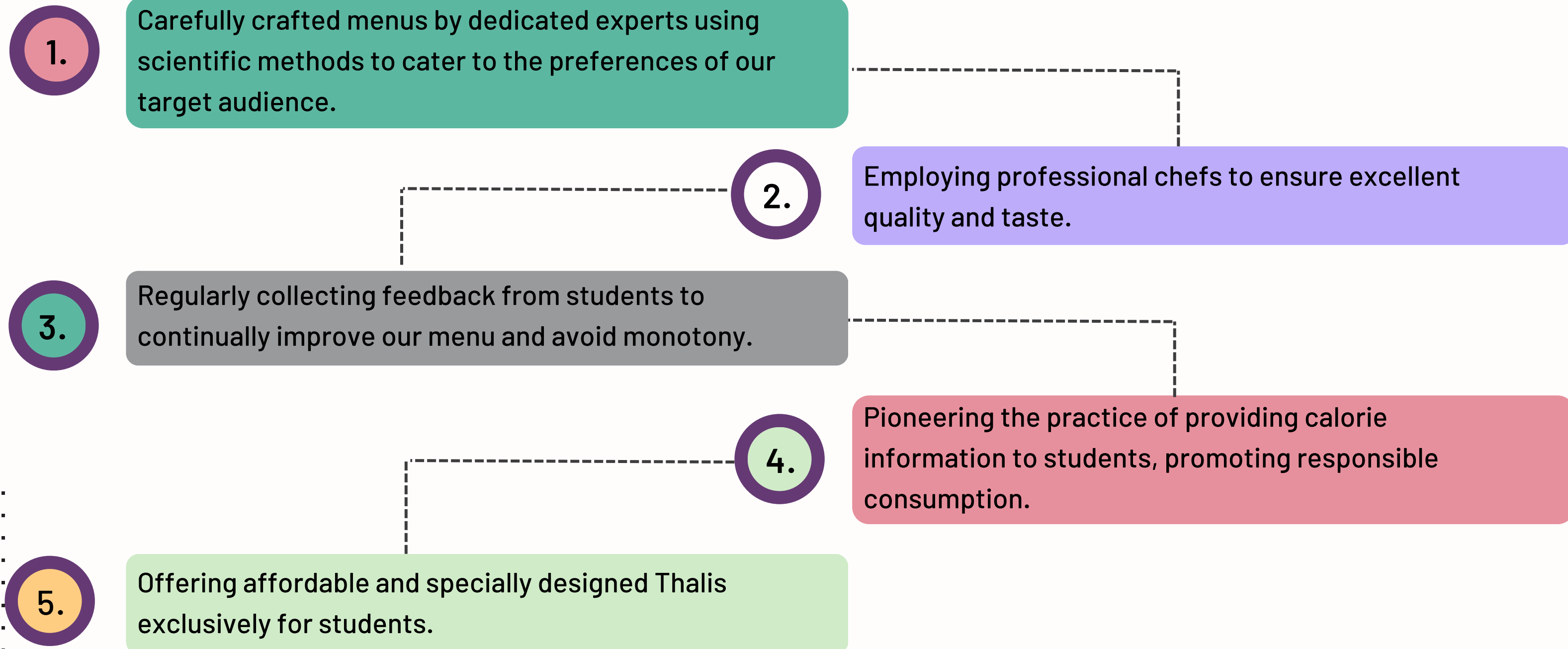
SOLUTION TO AMBIANCE

Kin&Ken offers a state-of-the-art ambiance with a unique layout design, fostering a dynamic environment where students can engage in formal conversations, productive discussions, socialize, and find relaxation.



SOLUTION TO FOOD

Kin&Ken strives to provide high-quality, delicious and nutritious food to students as a solution to the food problem. Our approach includes:



SOLUTION TO INCONVIENCE

To address inconvenience, Team Kin & Ken implements various approaches for a seamless and exceptional experience for our target audience:

STREAMLINED ORDERING

Our easy 3-step Scan-Choose-Order system allows customers to order food effortlessly, eliminating the need to wait in queues.

EXPERTLY CURATED MENU

We offer an expertly curated menu for swift food selection, ensuring a quick and hassle-free process.

ENHANCED COMFORT

Our establishment provides comfortable seating and a state-of-the-art ambience, prioritizing the utmost comfort of our valued customers.

KIN&KIN APP LAUNCH

In the upcoming months, we will be launching the Kin&Kin App to further enhance our operations, guaranteeing 100% comfort and convenience for our target audience.



UNIQUE SELLING PROPOSITION



STRATEGIC LOCATION ADVANTAGE

- Prominent location inside campus.
- Largest space secured among competitors.
- No major competitors outside campus.
- Defined audience of 3000+ students, staff, and faculty.



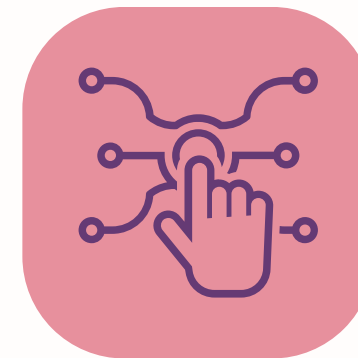
UNIQUE OUTLET LAYOUT

- Dedicated Formal Zone for productive discussions.
- Dedicated Social Zone for relaxation and socializing.
- On-demand conferencing and meeting facilities.



R&D FOCUS ON FOOD





















- Customized menu for university audience.
- Thalís for affordable and satisfying meals.
- Professional chefs for quality and taste.
- Calorie information.
- Timely menu updates to avoid monotony.



CONVENIENT APP AND TECHNOLOGY

- Seamless ordering and payments.
- Timely menu and offer updates.
- Community feature for signed-up members.

COMPETITORS

KIN&KEN and its Competitors	Tasty Food	Wholesome Food	Good Ambiance	Convenience	Value Added Services
Kin&Ken					
Mess & Canteen					
3rd Party Vendors					
Established Chains					

REVENUE MODEL

FOOD

Generating revenue by selling meals and food products.

FORMAL SPACE

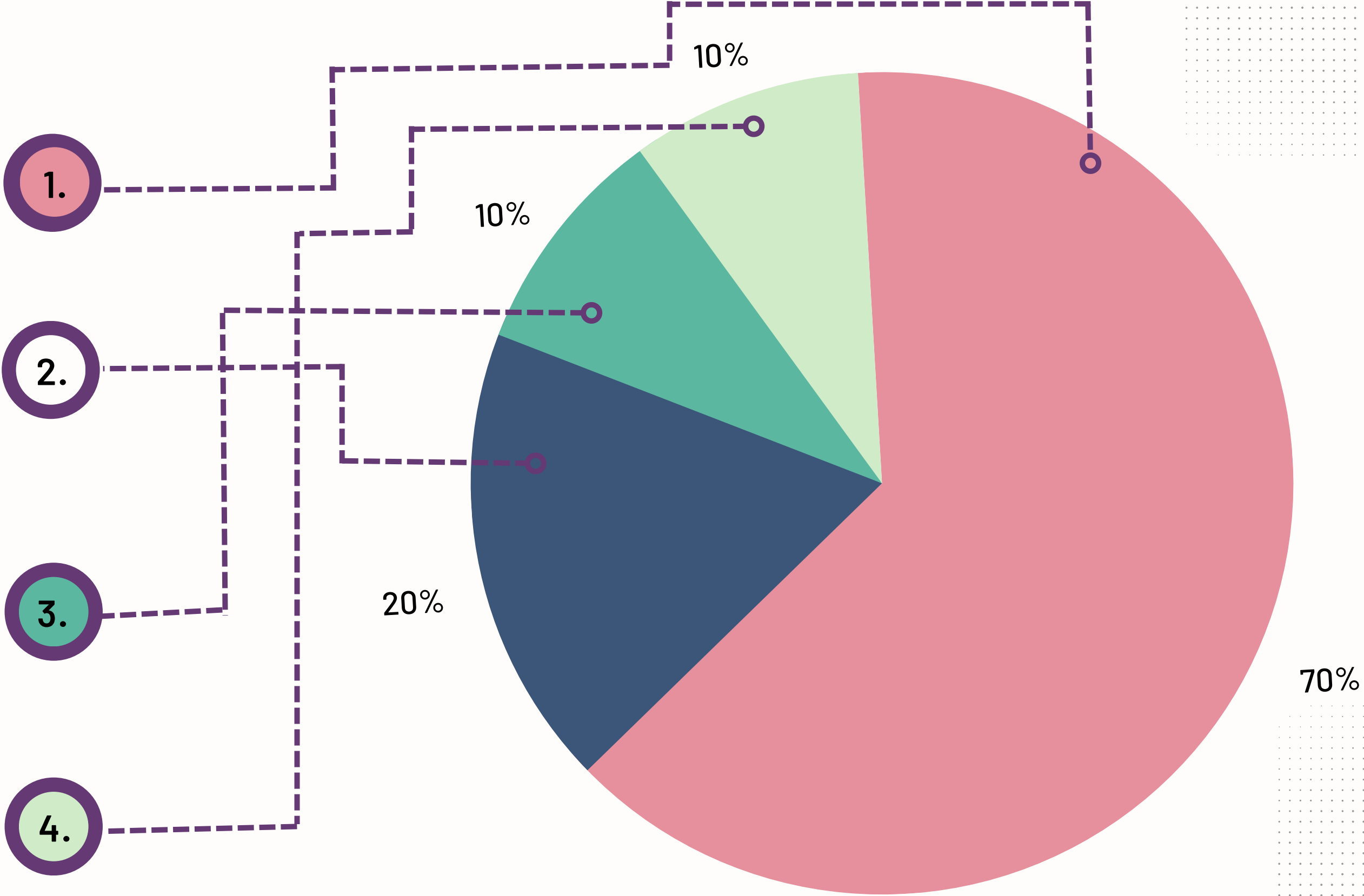
Earning revenue by monetizing our formal space. The space can be used for co-working, conferencing, meetings, workshops etc.

BRAND COLLABORATION

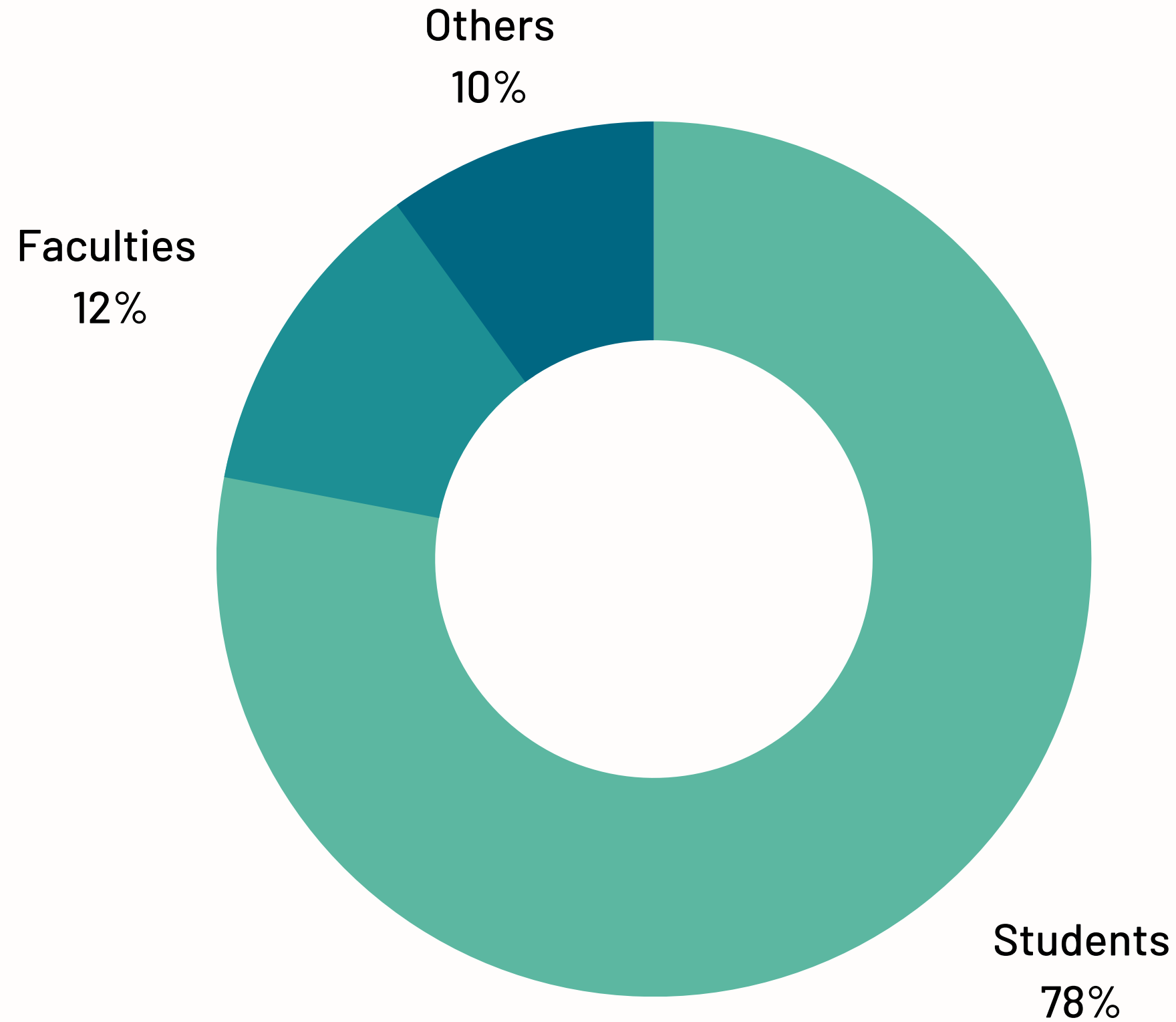
Earning revenue by displaying products of our partner brands in our dedicated display zone of our outlet.

MERCHANDISE SALES

Earning revenue by selling our own merchandise via our dedicated display zone in our outlet.



Target Market

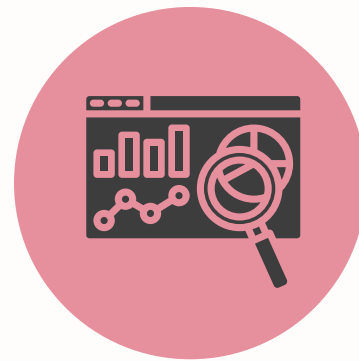


No. Of Colleges in India - 42,343 Atleast 20% of these colleges are well established with good brand value and are located in rural and semi-urban locations. We aim to cater to the food buddies of these colleges.

MARKET SIZE



Food Tech Market Size in India - 289.36 Bn



Exp. Market Size by 2025 - 1868.18 Bn



Compound Annual Growth Rate - 39%



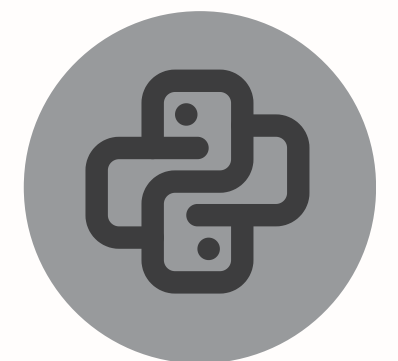
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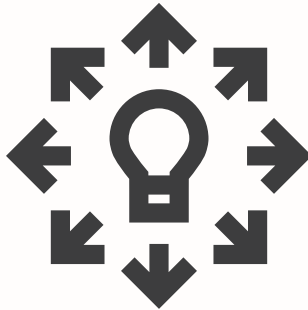
60.56% of these colleges are in rural and semi-urban areas



At least 20% of these colleges are well established with good brand value



SCALABILITY MODEL



1. COCO MODEL

- Establishing initial 2 outlets in BBSR via COCO model before selling franchises.
- Benefits of Direct Control and Quality Assurance

2. TAILORED SCALING MODELS

- Three Scaling Models Based on Allocated Space: 600, 1500, 3000 sq feet.
- Adapting to Diverse Market Needs.

3. IMPLEMENTING SOP AND AUTOMATION.

- Significance of SOP and Automation
- Streamlining Processes and Ensuring Consistency

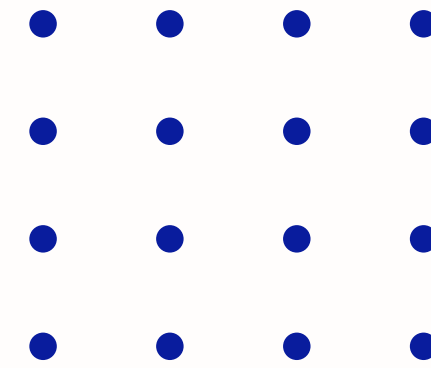
4. LEVERAGING NETWORKS FOR EXPANSION

- Utilizing Jesuit Connections and Personal Networks.
- Collaboration with Strategic Investors for Growth

ACCELERATING GROWTH THROUGH JESUIT UNIVERSITY PARTNERSHIP

- Enhancing Growth Trajectory within Jesuit Community.
- Capitalizing on Jesuit University Partnership for Success

MEET OUR TEAM



ARKAPRABHO GOSH

Founder

- Ex Intern @ Tata Starbucks & Weekday
- Ex Founder @ dXtrez



SAQLAIN ILIYAS

Founder

- Ex Intern @ Zolo
- Ex Intern @ Trivy
- NSS Leader



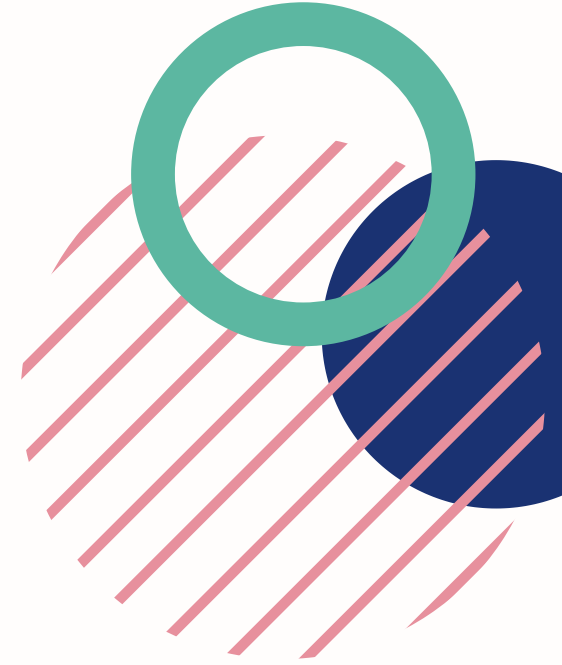
SHRUTI CHOUHAN

Co-Founder

- Ex Intern @ Villamart & Equivaluesearch

“It is often the small steps, not the giant leaps, that bring about the most lasting change”

-QUEEN ELIZABETH II



THANK YOU

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OVERVIEW OF OUR UPCOMING D2C ARM

Elevator Pitch:

In pursuit of business diversification, Kin&Ken is strategically preparing to unveil its Direct-to-Consumer (D2C) arm, dedicated to offering a range of packaged food products. Our inaugural core product will be "Turmeric," sourced directly from the rich and vibrant Kandhamal area of Odisha. Our vision extends beyond mere profitability, as we aspire to establish a D2C arm that is not only financially viable but also sustainable and socially impactful.

Why?

Now the question arises "Why Turmeric" out of all products. Well there are number of reasons that compelled us to choose this ancient superfood.

- ❖ Turmeric, hailed as an ancient magic product, transcends its role as a mere spice. Beyond its culinary applications, it has garnered acclaim for its skincare benefits, body detoxification properties, and a myriad of health advantages, even finding its way into the world of cosmetics.
- ❖ The market dynamics further support our strategic choice. With the Turmeric market estimated at \$4.3 Billion in 2020 and a projected CAGR of 5.7% from 2021 to 2026, the potential for growth is substantial. India's historical dominance, contributing 78% of global turmeric production in 2016, underscores the enduring significance of this spice.
- ❖ Interestingly, turmeric contains curcumin, a potent anti-inflammatory and antioxidant compound, making it not just a culinary delight but a wellness powerhouse. The rising trend of health-conscious consumers seeking organic options positions our venture strategically. The demand for organic turmeric products is soaring both domestically and internationally, and the market lacks ample organic turmeric brands to meet this increasing appetite.
- ❖ In seizing this opportunity, we plan to introduce not just organic turmeric powder but also innovative value-added products like Turmeric candy as our initial offerings.

Now another question arises – Why Kandhamal of Odisha? When there are multiple sourcing grounds available across the country.

Let's explore the rationale behind choosing Kandhamal district in Odisha as our turmeric sourcing destination, a decision grounded in the pursuit of excellence and positive impact.

- Kandhamal is a hidden gem for turmeric cultivation.
- 100% organic production without pesticides.
- GI Tag for fragrance, golden yellow hue, and healing properties.

What adds to the allure is the higher curcumin content found in Kandhamal turmeric.

- Higher curcumin content enhances vibrant color and wellness properties.

Beyond its accolades, the turmeric cultivated in Kandhamal boasts superior grade quality, offering significant export potential.

- Untapped potential faces challenges, with 28% harvest wastage.
- Challenges include hilly terrain, market connection issues, and the presence of middlemen.

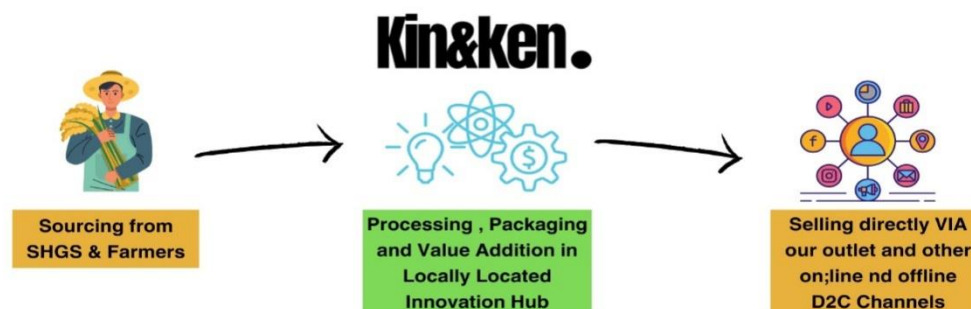
Our decision to venture into this region is not solely driven by the desire to start a business; it is an intentional effort to make a positive impact.

- Aim to empower farmers and SHGs in Kandhamal.
- Business model addresses supply chain inefficiencies, eliminating unnecessary middlemen. (As currently farmers suffer from inability to find profitable market connection and fall in traps of middlemen)

By choosing Kandhamal, we are not only embarking on a journey of business success but also aligning ourselves with a mission to deliver eco-friendly, organically rich products to our customers.

HOW?

We aim to do this in a three-tier process:



A – SOURCING:

We aim to sign contracts with farmers and SHGs from Mundigodo Gram Panchayat and Subarnagiri Gram Panchayat for procuring turmeric from them throughout the year.

B – INNOVATION HUB

Following the sourcing , we aim to to process the raw turmeric into turmeric powder and other value added products in our proposed innovation hub located in Mundigodo and Subarnagiri Gram Panchayat. The entire process will be done involving local community.

C – DISTRIBUTION:

After packaging , we will sell them via our outlet and other online and offline D2C channels.We will also keep our paths option to HORECA industry (B2B) and exports as well.

What is Innovation Hub?

The envisaged Innovation Hub, will be strategically positioned in Kandhamal, serving as a multifaceted centre for several key purposes:

A. Processing Hub for Turmeric Transformation:

- ✓ Act as a processing center to convert raw turmeric into high-quality turmeric powder and various value-added products.
- ✓ Employ advanced techniques to ensure the production of premium and diverse turmeric-based offerings.

B. Empowering Through Skill Training:

- ✓ Facilitate skill development programs tailored for Self-Help Groups (SHGs) with a focus on crafting unique and innovative products from turmeric.
- ✓ Empower local communities with the knowledge and expertise to elevate their craftsmanship and contribute to the creation of distinctive turmeric-based items.
- ✓ Aim to turn unskilled workers into skilled force.

C. Social and Business Awareness Hub:

- ✓ Serve as an educational hub to impart awareness and knowledge on both social and business aspects to SHGs and local farmers.
- ✓ Offer programs that enhance understanding in areas such as sustainable practices, fair trade, and effective business management.

D. Continuous Innovation through Research and Development (R&D):

- ✓ Establish a dedicated Research and Development (R&D) unit within the hub to drive continuous innovation in turmeric-based products.
- ✓ Stay at the forefront of industry trends and consumer preferences by consistently introducing novel and high-quality offerings.

E. Efficient Distribution Channel:

- ✓ Function as a central hub for the seamless transfer of processed turmeric products to various distribution channels.
- ✓ Ensure an efficient and streamlined process for delivering the end products to both local and global markets.

By integrating these elements, the proposed Innovation Hub becomes a dynamic and integral part of our commitment to sustainable and socially impactful practices. It not only transforms raw turmeric into premium products but also serves as an educational and empowerment center, fostering innovation and contributing to the holistic development of the local community.

How it will benefit the 2 key stakeholders – Farmer / SHGs and End Customers?

A - Self-Help Groups (SHGs) / Farmers:

- ✓ **Empowering Through Skills:**

Unskilled individuals will undergo training at the Innovation Hub, transforming into skilled workers eligible for full-time positions within our hub. This not only opens doors to sustainable employment but also extends opportunities for further career growth.

- ✓ **Fair Compensation for Farmers:**

We commit to providing farmers with a minimum crop price, surpassing the rates offered by middlemen. By doing so, we actively contribute to the establishment of profitable market connections for farmers, ensuring they receive fair compensation for their hard work.

- ✓ **Reducing Wastage:**

Our project aims to significantly reduce wastage throughout the entire crop sourcing, processing, and distribution process. By handling these processes comprehensively, we minimize losses and enhance the overall efficiency of the supply chain.

- ✓ **Knowledge Transfer:**

The Innovation Hub acts as a knowledge hub, offering valuable insights into key social and business aspects. SHGs and farmers gain not only technical skills but also knowledge that can elevate their social and economic standing.

B - End Customers:

✓ **Pesticide-Free Superior Quality:**

Our end customers will benefit from access to pesticide-free, superior-quality turmeric products. We aim to prioritize not just the end product but the entire process, ensuring a commitment to organic practices that contribute to healthier living.

✓ **Enhanced Health Benefits:**

The 100% organic nature of our products with **high curcumin content** will ensure enhanced health benefits for our customers. By choosing our offerings, they will embrace a lifestyle that aligns with well-being, free from harmful pesticides and chemicals.

✓ **Affordability Without Compromise:**

We aim to deliver superior quality at a lesser price when compared to other organic brands. Our commitment to affordability without compromising quality will ensure that our customers receive exceptional value for their investment.

In essence, our project is designed to create a positive ripple effect—empowering individuals, supporting farmers, and delivering top-notch products to end customers. This holistic approach reflects our commitment to social impact, ensuring that each stakeholder in the process experiences meaningful benefits.

The initial expected seed expenditure for this project is around 20 Lakh rupees, which will be invested in Four key phases. The detailed financials will be presented in our financials.