

**Welcome**

# **Project - NATSMILE**

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**WHY**

**HOW**

**&**

**WHAT**





# NATSMILE

## Problem Statement or Why this Project

- 1. Rising Prices of Kitchen** (Rising prices of cooking oil, spices, ingredients, gas cylinders etc.)
- 2. Time & Cost in Domestic & Commercial Kitchen** (Manpower is much costly now a days. In domestic & commercial both places it take much time to prepare food & cost too.)
- 3. Less food Variety for Vegetarians** (Vegetarians do not have much options for eating. They don't have variety of food as non-vegetarians have.)
- 4. Closing Restaurants due to Loss** (Due to rising prices & manpower, not having proper management & processing, Lack of marketing, Strategies & Technology.)

## **Solution of problems or How the project will help**

**1. Rising Prices of Kitchen** - Develop cost effective products which will save money of consumers.

**2. Time & Cost in Domestic & Commercial Kitchen** – Develop products which require minimum processing so that cost & processing time can be reduced

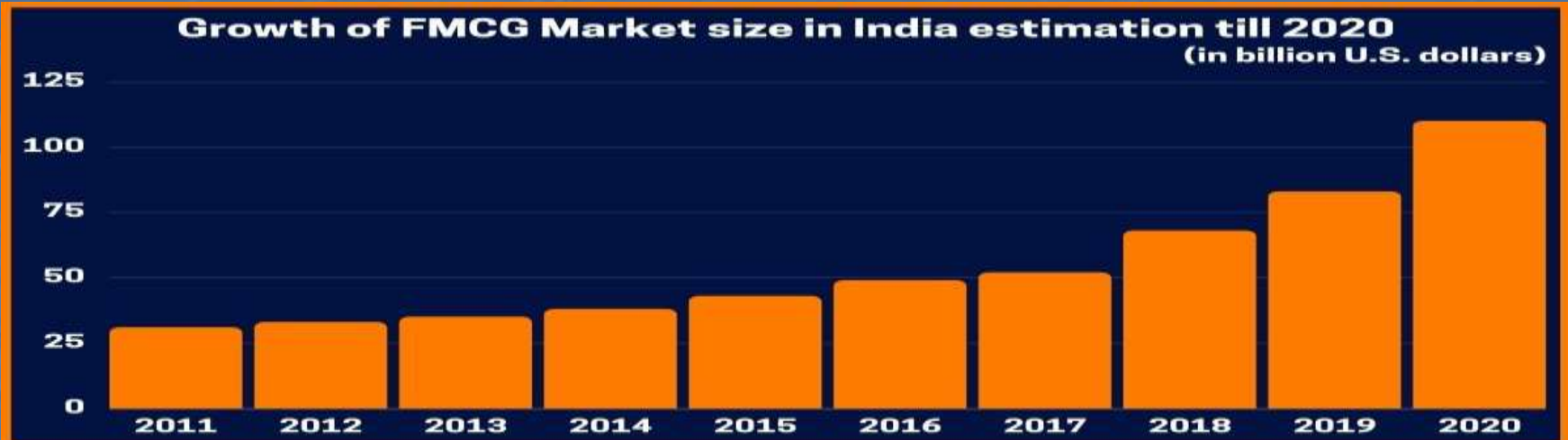
**3. Less food Variety for Vegetarians** – Develop variety of food items for vegetarians which are not only taste good as non-veg but also have more nutrition value & better texture too.

**4. Closing Restaurants due to Loss** – Provide a proper technology based processing & management system, range of items based on locality likings, proper marketing & strategies for business. Create a series system of Restaurants so that every loss making restaurant can adopt the system and make it profitable.

## What we are Doing

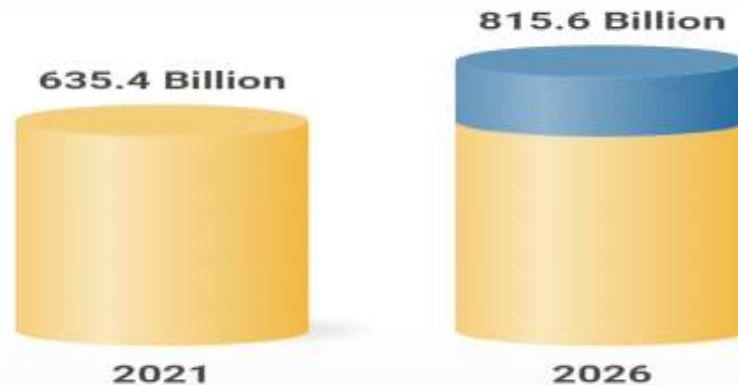
- 1. Rising Prices of Kitchen** – Our first product will be the Inside Oil & Ingredients having cooking Spice. So people will not require oil or other ingredients, it will also require less time to cook food. It will also taste better and will be healthier. There will be more product in future like multi flavor processed vegetables and food.
- 2. Time & Cost in Domestic & Commercial Kitchen** – Our cooking product (spice) will save money & processing time as it almost already processed and have all the ingredients inside. In future our more products will be introduced on same concept.
- 3. Less food Variety for Vegetarians** – We are developing food which not only have better taste but also better texture & nutrition value and also it will require very less time to cook. We will introduce variety of flavored pre-processed vegetable & food in future.
- 4. Closing Restaurants due to Loss** – We will provide a proper technology based processing & management system. We will design the menu of items based on locality likings, Provide proper marketing & strategies for business. We will create a service providing system which any restaurant can adopt and make profit.

# Market Size



## Global Quick Service Restaurant (QSR) Market

Market forecast to grow at a CAGR of 5.1%





# Market Size

## Spices Business

### INDIA

The India spices market reached a value of **INR 142,569.3 Crores** in 2021. Market to reach **INR 270,928.4 Crores** by 2027

**Source –**

<https://www.imarcgroup.com/india-spices-market>

### GLOBAL

The global seasoning & spices market size was valued at USD **35.38 billion** in 2021 and is expected to expand at a compound annual growth rate (CAGR) of **5.6%** from 2022 to 2030

**Source -**

<https://www.grandviewresearch.com/industry-analysis/seasonings-spices-market>

# Market Size

## Plant Based Meat Business

### INDIA

The country's plant-based meat market is estimated at **\$30-40 million**. India's plant-based meat market likely to touch **\$500 million** in three years

#### Source –

[https://www.business-standard.com/article/companies/india-s-plant-based-meat-market-likely-to-touch-500-mn-in-three-years-122012001745\\_1.html](https://www.business-standard.com/article/companies/india-s-plant-based-meat-market-likely-to-touch-500-mn-in-three-years-122012001745_1.html)

### GLOBAL

Plant-based Meat Market Size Worth **\$24.8 Billion** By 2030: Grand View Research, Inc.

#### Source -

<https://www.prnewswire.com/news-releases/plant-based-meat-market-size-worth-24-8-billion-by-2030-grand-view-research-inc-301472227.html>



# Market Size

## Restaurant / QSR Business

### INDIA

The market value was about **4 Trillion INR**, year 2020. While the restaurants and food service market in the country is divided into two segments - organized & unorganized. Nevertheless, the organized sectors, grew at a strong rate between 2014 and 2020. The value of the chain segment, including quick service restaurants (QSR), **more than doubled**.

#### Source –

<https://www.statista.com/statistics/1252722/india-yearly-value-of-restaurants-and-food-service-industry-by-segment/>

### GLOBAL

Full-Service Restaurants estimated at **US\$1.2 Trillion in the year 2020**, is projected to reach a revised size of **US\$1.7 Trillion by 2027**, growing at a CAGR of **4.7%** over the period **2020-2027**. Fine Dining, one of the segments analyzed in the report, is projected to record **4.4%** Compound Annual Growth Rate and reach **US\$672.8 Billion** by the end of the analysis period.

#### Source –

<https://www.researchandmarkets.com/reports/5140000/full-service-restaurants-global-market>

# Business Model

## 1. Designing and manufacturing the product –

At first the operation will be done at few major big cities of U.P. India. There will be 1 or 2 Small manufacturing plant will be situated with minimum cost and maximum efficiency for the production of special spices , flavored food plant based meat, Veg eggs & beverages etc.

## 2. Finding the right customers to selling and distributing the product –

With all the help of marketing agencies, social media influencers, affiliate marketing we will target the right customers. With the best price among the competitors , with our marketing & strategies we will provide the most economic service in the market. We will open multiple stores(5) & QSR(5) for the operations. Their will be multiple ways for business –

**a. D2C** (Manufacturer/producer will sells its products/produce directly to consumers through e-commerce)

**b. B2B** (Manufacturer/producer will sells its products/produce to Business i.e. – Stores, QSR, Franchise, Retailers)

# Business Model

## 3. How the customer will pay and how the company will generate income -

1. E-Commerce sites
2. QSR
3. Franchise
4. Online food delivery System
5. Direct Stores & Retailers
6. Consultancy Services

Initially we will start from e-commerce, 5 QSR, 5 Stores and by the time we will implement all.



# COMPETITION

Though there are many players in the market but our product & strategies are very different from them.

1. In case of spices there is no company which manufactures No-oil & cost reduction based spice which we do. The spice we are developing will doesn't require any oil or ingredients to cook food. It will save 30% of money & 30% of time
2. In same way there are companies which manufactures plant based meat but our product will be totally different from them because it will not only have good taste and nutrition but also same texture as meat (bones, Fat, Shape & texture).
3. Our Franchise system will provide complete solution from start to end like processing, management, staffing, supply, marketing etc.
4. Our Strategies contains nature care concept which will attract more customers.

# TRACTION

Our company is developing products which reduces almost 30% cost & 30% time of fast food Industry. We need business partner or Investors to expand our business & introduce our products in market.

1. We already have 2 Outlets & 2 are under construction,
2. We have 2 semi constructed factories.
3. Android applications under development.
4. E-Commerce site under development.

Business Location - India State - U.P.

Our Goal :

1. Promote Plant Based Meat
2. Promote Healthy Ready to eat Fast Food
3. Promote Organic Farming
4. To build Nature friendly Eco-System food chain.
5. Reduce Manpower & financial expenses of food Industry by our products.
6. Create a technology base food Industry.

# FINANCIALS

Fund Requirement – Approx 2 crores INR (Approx 250000 USD)

Area of Implementation –

Machinery, Marketing, Material, Manpower & Management.

Return – Expected ROI – between 15-25%

Scope Reasons -

India's quick-service restaurant (QSR) market is expected to clock a compound annual growth rate of 23% between now to financial year 2025 as large food services chains such as McDonald's, Burger King, Domino's, among others deepen their reach in India's smaller cities, and benefit from a younger demographic, a report by Edelweiss Securities.

Almost every family in our country use spices, oil & ingredients to cook their daily food. The spice we are developing will doesn't require any oil or ingredients to cook food. It will save 30% of money & 30% of time.

Market has great potential for Meat substitution Products. High Protein Plant Based Meat products in economic budget are in demand. Ready to eat processed healthy food which saves almost 30% of manpower and finance. There is great potential for fast food business industry. Instant ready to eat plant based meat products also are in huge demand in domestic use. We started with 1 outlet. Now we have 2 out let and 2 more outlet is under construction. We have semi constructed factory. We are growing day by day. With the investment we are seeking to boost our progress.



# TEAM

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(Director)
2. Manish Kumar Verma  
(Founder)
3. Deepak Verma  
(Manager)

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**Thank You**

**For your valuable time**