



# RAM-BHOG

Ram-Bhog is focused on providing the highest quality, and the most innovative and interesting varieties of sweets & savories to it's customers.

Over the next 5 years, Ram-Bhog will be the most trusted and the largest Indian Sweets brand.







## Indian Sweets & Snacks Market Overview

Market size of Indian sweets & snacks is Rs 55,000 Cr +

Sweets & snacks sector growing YoY at 10%;

Branded Products Market Size 6700 Cr

Branded category growing at YOY 25%

Largest organized player Haldiram owns ~ 8% marketshare





## Consumer Perception

That traditional sweets are highly adulterated

That the packaging of traditional sweets is very poor

That traditional sweets are not made in  
hygienic conditions

Consumers fail to put trust in Halwai Sweets

Prefer to buy branded sealed eatables

(like Chocolates instead of Traditional Sweets)  
when gifting

**A large GAP exists and Ram-Bhog  
can fill that gap with:**

Superior product quality and rapid product innovation

Modern Technology for Production and packaging

Creating Trust & Excitement in customers





## Value Proposition

To consumers having inclination towards Indian meals, we shall offer exhaustive range of Ready-To-Eat high quality Indian sweets.

**Functional Benefits** – Taste, Hygiene, Consistent Quality, Best Packaging, Freshness, Extensive Product Range

**Emotional Benefit** – Authentic Traditional Taste, Competitive Pricing, Smartness of purchase.

Credibility of the brand





## Value Proposition

### **Strengths -**

No compromise quality products

Manufacturing quality & hygiene

Innovative products.

E.g. low calorie / healthy traditional snacks

### **Attributes / Benefits**

Traditional / Authentic Indian taste

Packaging for longer shelf life and freshness

Various price points

State of the art manufacturing technology

Easy availability and ordering. Smart purchase





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## Exciting Range of Products

An enticing range of Indian sweets. Made with love & only pure ingredients!

Shelf life > 3 Months because of our special treatment manufacturing & 5 Layered packing process

Every item rated > 4 Star on Customer reviews and satisfaction





## Exciting Range of Traditional Sweets



Shahi Tukda



Gud Walli Chawal Ki Kheer



Kala Gulab Jamun



Kesar Phirni





## Investment Opportunity

Investors can own a Ram-Bhog Store with an investment of Rs. 7.5 L only

Revenue Potential of the store: Company will manage & operate the store

Revenue sharing arrangement with Investor from 4th month onwards.

ROI ~ 24% per annum on capital





## Investment Opportunity

Over 30 varieties of Indian Sweets

To create over 100 National and Regional flavors of sweets in the next 3 years

Shelf-life > 3 Months; Zero Wastage of raw material

All Trade retail channels to sell the products

Both online & offline





## Investment Opportunity

Ownership Investment per Ram-Bhog Store	7.5 L	INR	The Company will put up the store & operate it
Time to Full Revenue Potential	3	Months	
Revenue Potential	Rs. 5-6 L	Per Months	Walk-ins + Online Orders
Investors Income from Operations	Rs. 15,000 or 5% of revenue whichever is higher	Per Months	From 4th Month onwards





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## Store layout



Store





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## Store layout



Kiosk



# Thank you



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