



Minimum Amount per investor:

₹5,00,000



### Company Overview

RASKIK is a Gurgaon based Natural Fusion Beverages company incorporated in 2019 and founded by a team of IIM, JBIMS, Harvard alumnus. Vikas Chawla, Abhay Parnerkar and Satyajit Ram who have combine 50+ Years of experience in Creating, Scaling and Running the Global Beverage company. Raskik is a millennial-centric brand, delivering a portfolio of unique natural fusion beverages at affordable prices. The startup at the moment is present in six cities at over 15K+ outlets serving five variants of coconut water and fruit juice fusions through general trade, local MT chains and e-grocers such as MilkBasket and BigBasket.

Raskik aims to be consumer centric, innovative, agile, authentic, and become largest homegrown brand in India and ensure they create such a brand that help people live better through the goodness of tasty, healthy & affordable beverages.

There has always been a challenge of creating great-tasting, high-quality nutritional alternatives without compromising quality or taste while maintaining cost-effectiveness. Market leaders like Paperboat, Raw have tired repeatedly to disrupt but failed as the product have low shelf life of 7 days, require Multi locational manufacturing CAPEX model which needs to have its own production & refrigerated fleet, end to end cold chain facility and they also have complex SKU product portfolio.

Raskik has created asset-light operating model by outsourcing, manufacturing, logistics & warehousing and non-core functions like legal, HR, and finance by partnership model for R&D infrastructure which helps in bringing innovative product, . Fruits are sourced from all over the country. These fruits are harvested with care by the most experienced farmers at Jain Farm Fresh Food and they have partnered with Farm fresh as contract packer which will allow them to create deep alignment values and highest focus on quality.

Raskik has created product by combing real fruits and super-tender-coconut water with natural ingredients with no preservatives, no artificial color which has Clutter-breaking shelf presence, Sturdy bottle & wide mouth lends superior consumption experience with 6 months ambient shelf life and reach to consumers at affordable price of INR 30.

Raskik sells product through distributor model which has certain criteria that they must be in experience of launching startup brand. Typically, not the largest distributors but needs to have deep connections in the trade market and Raskik would be able to provide 10-20% commission to the distributors.

Raskik plans to acquire users with help of social media influencers which would use reels, stories jingles which has allowed to achieve 6+million views and 1.8 million impression in 3 months and soon launching an exciting portfolio of products for its D2C- 'Click 2 Sip' where they will introduce the products in different sizes, their new product 'Coco-Energy' which is inspired by coconut water fuelled energy drink which will allow them to grow their market size and expanding geographically at a 6X rate.

### Traction & Impact -

Incorporated in: 2019 | Headquartered in Gurgaon | Founders Contribution: INR 2.5 CR



ARR  
INR 25 CR



Cash Burn:  
INR 13 Lakhs



MRR  
INR 40 Lakhs



15000+ Outlets  
across 5 Cities



Repeat Orders -  
68%



Gross Margin-  
42%

Available in 5 Fusion Flavors-

Coco-Mango | Coco-Apple | Coco-Gauva | Coco-Litchi | Coco-Mix Fruit

Shelf Life of 6 Months

## Market Potential in Indian Market:

» The global beverages market size was valued at USD 919.13 Bn in 2019 & is projected to reach USD 1,257.77 Bn by 2027, exhibiting a CAGR of 8.20% during the forecasted period.

Global Revenue in the Juices segment amounts to USD 1960 Mn in 2022. The market is expected to grow annually by 2.99% (CAGR 2022-2026).

» The beverage market in India is poised and is expected to grow by USD 72.15 Mn during 2022-2026, growing at a CAGR of 10.35% during the forecast period.


» India Food & Beverages industry is emerging as high profit sector. It accounts for over 3% of India GDP and around 2/3rd of total retail market in India. In fact, the revenue of food & beverages business segment is estimated to show a CAGR growth rate of 14.2% from 2020-2024, also the projected volume is USD 1264 Mn by 2024.

## Business Model:

B2B2C Marketplace & Offline Stores


### Founding Team

#### Vikas Chawla | CEO & Founder




Vikas Chawla has 25 years of diverse experience in general management, sales, operations, M&A, strategy and consulting in industries including beverages, technology and consulting and worked across multiple companies like Coco Cola, Aruthur Anderson etc. Vikas has extensive experience in stakeholder management and engaging constructively with governments across India, South Asia and European countries. He has completed his MBA in Finance from University of South Carolina and Advanced Management Program from Harvard.

#### Abhay Parnerkar | COO & Co-Founder



Abhay has completed his MBA in Marketing from JBIMS and has 17+ years' experience with companies like Coca-Cola, Dabur, Hindustan Coco-cola beverages across Asia, Africa, & Europe as a business operator, franchise operator, business development, Sales Manager.

#### Satyajit Ram | CMO & Co-Founder



Satyajit has completed his MBA in marketing from IIM Lucknow, B.E in Mechanical engineer from NIIT Karnataka and has 20 years of diverse, international experience with The Coca-Cola Company across multiple functions including bottling operations, marketing, and franchise leadership. Deep experience of leading teams and delivering growth in emerging markets across Asia & Africa

## Why to Invest

**1 Massive opportunity of USD 200mn in beverages industry:** The Indian packaged juices market is valued at Rs 1,100 CR and is projected to grow at a CAGR of 15 % in over the next three years as It has been observed that consumers are making healthy choices in their beverage consumption, therefore, fibre-enriched juices, sugar-free juices are more in demand and Consumers are seeking unique fruit flavours apart from the usual mango, orange, or lime-based fruit juices. The packaged fruit juices market can be divided into three sub-categories: fruit drinks, juices, and nectar drinks. Fruit drinks, which have a maximum of 30 percent fruit content, are the highest-selling category, with a 60 percent share of the market. Frooti, Jumpin, Maaza, etc.

**2 High scalable business model which has significant Geographical presences in India:** The brand has its presence in more than 15000 outlets spread across Delhi, Mumbai, Patiala, Amritsar, Chandigarh and Pune due to engaging influencer program on social media that drives awareness and consideration. The brand had received 6 million views, with 1.8 Million impressions in 3 months by partnering with 60+ influencers who have created reels, stories and Jingle (by Yashraj Mukhate) which allowed them to reach ARR of INR 25 CR. They have 68% repeat orders showing that their product has high rate of acceptance amongst trade and with consumers.

**Effective growth in revenue & expansion plan:** Raskik has "Asset Light Operating Model" with recipe/product formulation under its control which has achieved monthly GMV of INR 70 Lacs with 40% Gross Margin with 9 months of launch since Dec20 and has grown 2.85x with MRR INR 2 CR in FY22. The brand plans to expand its distribution to various cities in India with help of partners for R&D infrastructure ( Firmench & Givadun), Retail Partnership ( big basket, 24 seven), Contract Packers (Farm fresh) and will curate exciting portfolio of products under "Click 2 Sip" for D2C direct to consumer which will allow them grow revenue from INR 22 CR FY22 to INR 205 CR FY27.

**Backed by strong founding team and marquee Investors:** Raskik founders have combine 50+ years of experience of creating, scaling & running Indian & global business with companies like Coco-cola, Dabur etc and has sales leaders, who have 10+ relevant working experience with top FMCG brands like HUL, Pepsi, Dabur, Lays, Nestle etc. Raskik is backed by Marquee Investors like 9Unicorns/Venture Catalyst, Syed Safawi (ex-CEO, Reliance Communications), Santosh Desai (MD & CEO, Future Brands), Amit Jain (CEO, Loreal India) & Kunal Bahl & Rohit Bansal (Snapdeal), Atul Singh (ex-chairman APAC Coke).

## YTD (April'21-March'22) (INR CR)

Particular	Q1'22	Q2'22	Q3'22	Q4'22
<b>Gross revenue</b>	0.92	0.88	1.04	1.88
Less: GST	0.10	0.09	0.11	0.20
Net Revenue	0.82	0.78	0.93	1.67
Less: Cost of Goods sold	0.63	0.47	0.78	1.53
Less: Stock Consumed	(0.10)	0.09	0.02	(0.52)
<b>Gross Margin</b>	0.28	0.23	0.13	0.67
1. Marketing	0.56	0.90	0.49	0.96
2. Sales & distribution	0.90	0.93	1.19	1.35
3 Supply Chain	0.20	0.27	0.33	0.42
4. Innovation, Product, Pack Development	0.02	0.03	0.02	0.02
5. Leadership, HR, finance, admin OHS	0.36	0.32	0.36	0.52
Total expenses	2.03	2.44	2.39	3.27
<b>Operating income / (Loss)</b>	(1.75)	(2.21)	(2.26)	(2.61)

## Financial Projections (INR CR)

Particular	FY23E	FY24E	FY25E	FY26E
<b>Net sales revenue</b>	35.42	87.23	177.69	205.35
Direct cost / COGS	21.01	49.72	99.50	104.73
Gross margin	14.41	37.51	78.18	100.62
1. Consumer & shopper marketing	12.58	26.80	44.18	39.76
2. Sales & distribution	9.51	19.72	37.14	37.88
3. Strategic supply chain	4.90	10.12	14.69	16.43
4. Innovation	0.78	1.77	2.88	0.78
5. Leadership team, service providers & admin overheads	2.53	3.89	5.98	6.10
<b>Total indirect cost</b>	30.31	62.30	104.87	100.95
<b>EBITDA</b>	-15.90	-24.80	-26.69	-0.33

## Fund Requirement

Fund Requirement	Commitment Received	Name of the Investors committed for this round	Pre Money-Valuation	Balance Funds Sought from Hem Angels
INR 10 CR	INR 5 CR	9 Unicorn Accelerator Fund, Fluid Ventures, Venture Catalysts and other Marquee Investors	CCD - Floor & Cap of 75 CR & 92 CR	INR 5 CR
Usage of Funds: Marketing-44%, S&D-24%, Supply Chain & Innovation -20%, Admin & Others-10%				

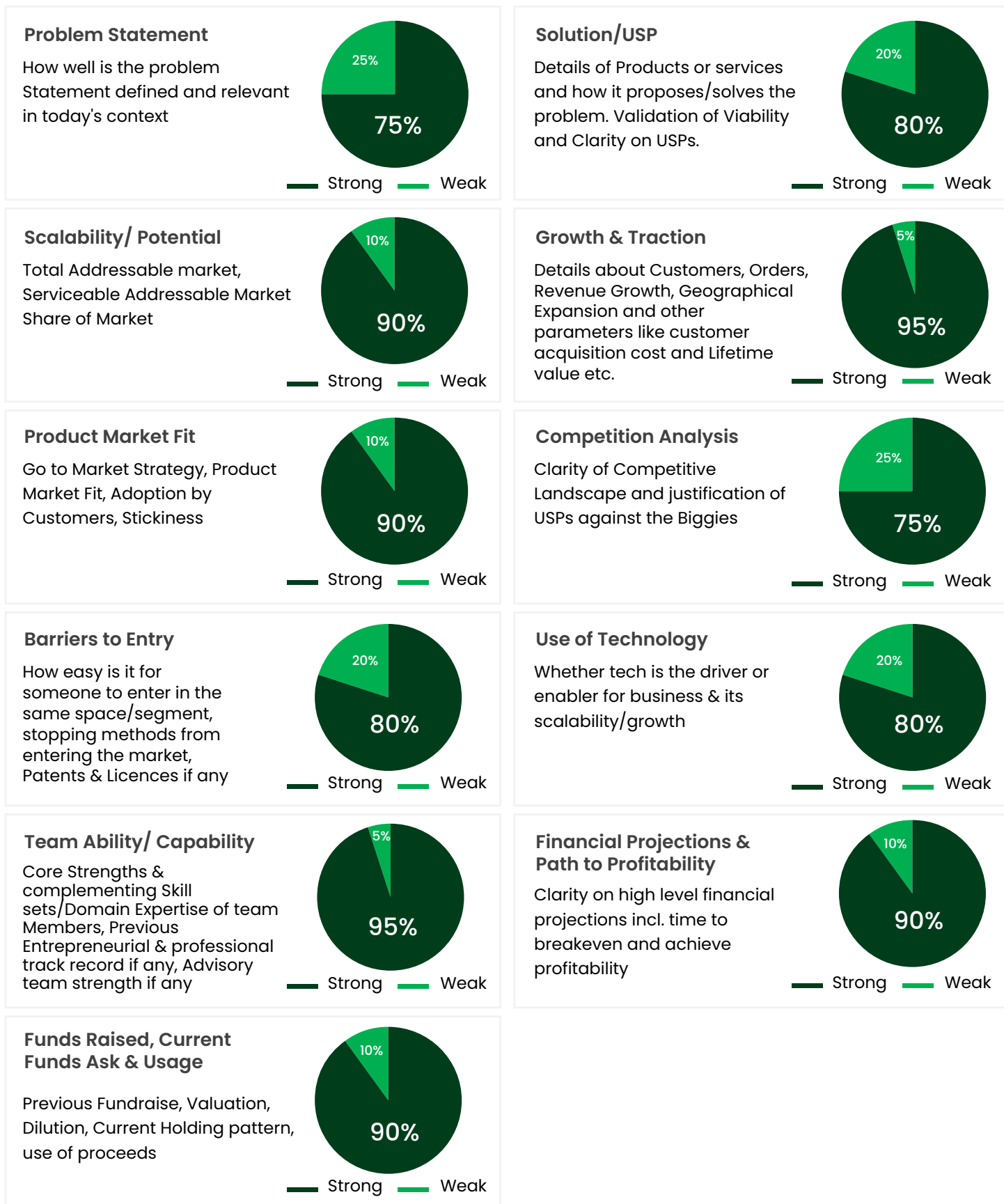
## Previous Funding

Date of Funding	Name of the Investors	Valuation	Amount of Funding
November 2020	Venture Catalysts, 9 Unicorn Accelerator Fund, Evolvx Advisory LLP, Kunal Bhal - Founder of Snapdeal & Other Marquee Investors	INR 36.5 CR	INR 8.2 CR

## Cap Table

Cap Table	% Holdings
Founders	67.03%
ESOP	5.49%
Investors	22.63%

# Internal Assessment



Disclaimer: Investment in startup involve high degree of risk. Though we provide you with our own internal assessment & diligence, we cannot give you all the information necessary to make investment judgment. The views in the documents represent personal views of the respective Hem Angels lead, co leads and experts based on the past financial performance, future projections and estimate shared by startup. Each investing member should apply their own reasonable judgment based on their risk appetite and individual understanding of the concerned business before taking the investment decision.

