

PITCH DECK

Making quality home food and traditional dishes accessible to India.



#Empowering India
#Empowering women

For us every day is an independence day as we aim to make at least one woman financially independent every day....

kolkata- Gurgaon-Delhi
600+ women entrepreneurs

EMPOWERING WOMEN, EMPOWERING INDIA
HAPPY INDEPENDENCE DAY!



500+ MOM-CHEFS | 12+ CUISINES
10000+ DISHES | 35000+ CUSTOMERS

DOWNLOAD APP NOW >

Homemade Office Meals | Daily Essential Food | Mom-Chef Specials | Covid Meals

CALL US AT
6289961646 or 6289909399

VISIT US AT
www.nanighar.com

📍 KOLKATA
📍 GURGAON
📍 DELHI

FOLLOW US ON
f i y t

DOWNLOAD OUR APP FROM
Google play App Store



#13ReasonsWhy



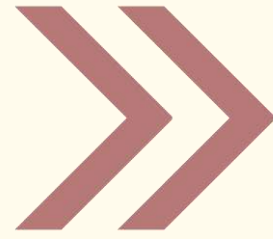
Increasing job pressure, nuclear family, has made us miss the traditional dishes.

At the same time Nanighar has opened a plethora of opportunities for home stay women and giving an opportunity for time starved families to taste fresh home made food.



The famous
Dudh puli

With millions of working professionals depending on third-party food providers for their food needs... are they happy?



Restaurants



Tiffin Services



Cooks



Limited/No time to cook regularly

..and these services not solving all the food needs for them and their families...



NEEDS

Food prepared on time as per schedule



Nutritious, fresh, hygienic & tasty food



Healthy diet following health regulations



Not good for daily use

No control on fresh ingredients

No customisations as per diet

Hard to find, unreliable and irregular

Market for Nanighar?

The disruption in the average Indian household has begun

\$60 Billion

Housewives' Income from internet by 2023

30% CAGR

Expected growth in Housewives' Income from internet



...the food gig economy is the next big disruption in Indian households

50 M+

Stay-at home women
in Tier 1,2,3 cities

Source: Census Data

**Home
Cooked
Food**

\$ 4.9 B+

Food delivery market

Source: Money control

In the next 2-3 years, we are targeting 8-10 metros and tier-1 cities in India as the demand for home-cooked food is much higher amongst the time-starved urban dwellers.

The target demography would be office-going nuclear families and old couples. India's total food consumption market is \$607bn, of which Food Services i.e., non-home cooked food or restaurant food, comprise only 8-9%. On the other hand, 50-55 million users order food online and this segment is likely in double digits (or high single digits).

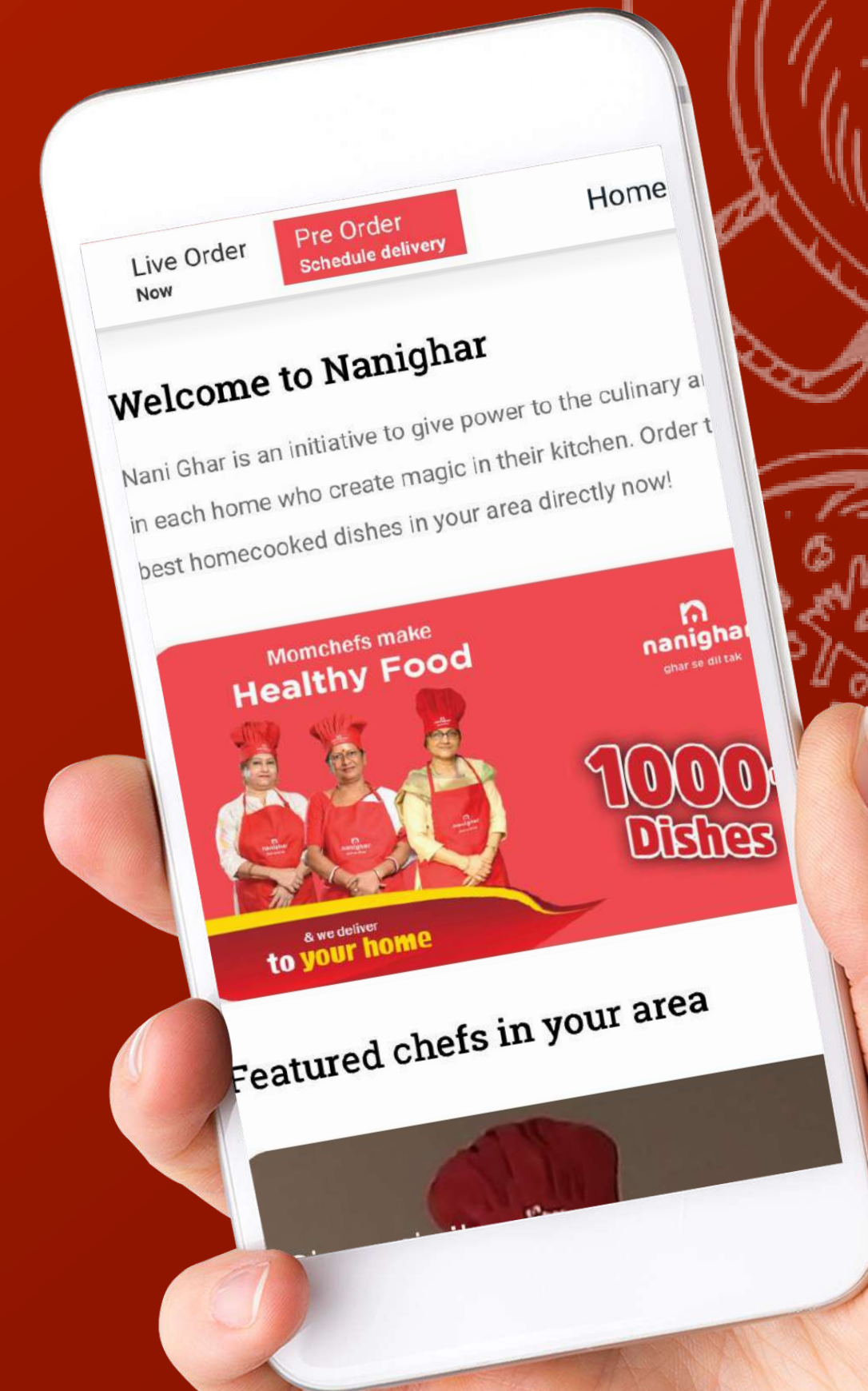
Unlike the US and China, where the restaurant food to food consumption ratio is 0.50%, India continues to be a traditional market that loves home-cooked food and hence we believe that home-cooked food will contribute significantly to the growth in online food delivery market.

Source: Zomato IPO Prospectus dated July 2021



nanighar

Tasty & healthy home cooked food delivered at your doorstep!



How does Nanighar work?

How it works

Chooses food choices available within 7km radius

Please keep quantity of salt to minimum

Giving the flexibility of customisation according to the taste and health preferences

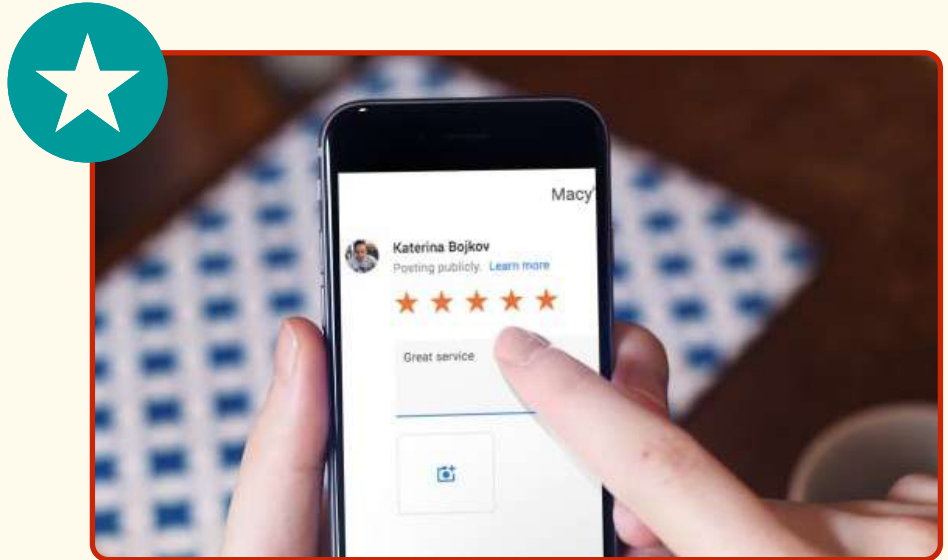
Food gets prepared



Rider gets a notification for picking up the food



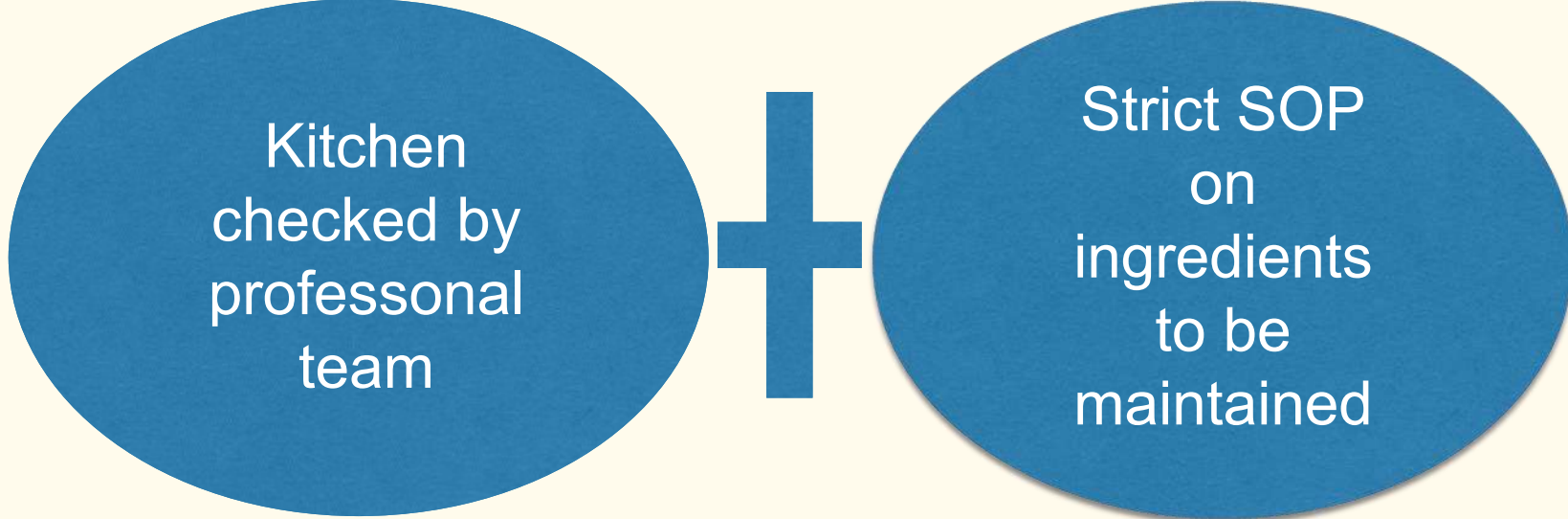
Writes a review!



Customer receives fresh homemade food!



Registering & mentoring skilled mom-chefs on the platform



Passionate Homechef Sends Sample



MasterChef & Team Tests Sample



Kitchen checked by professional team

Official Documentation including FSSAI



Registered Chef With Nanighar



Post Registration



Packaging and presentation



Hygiene, quality control



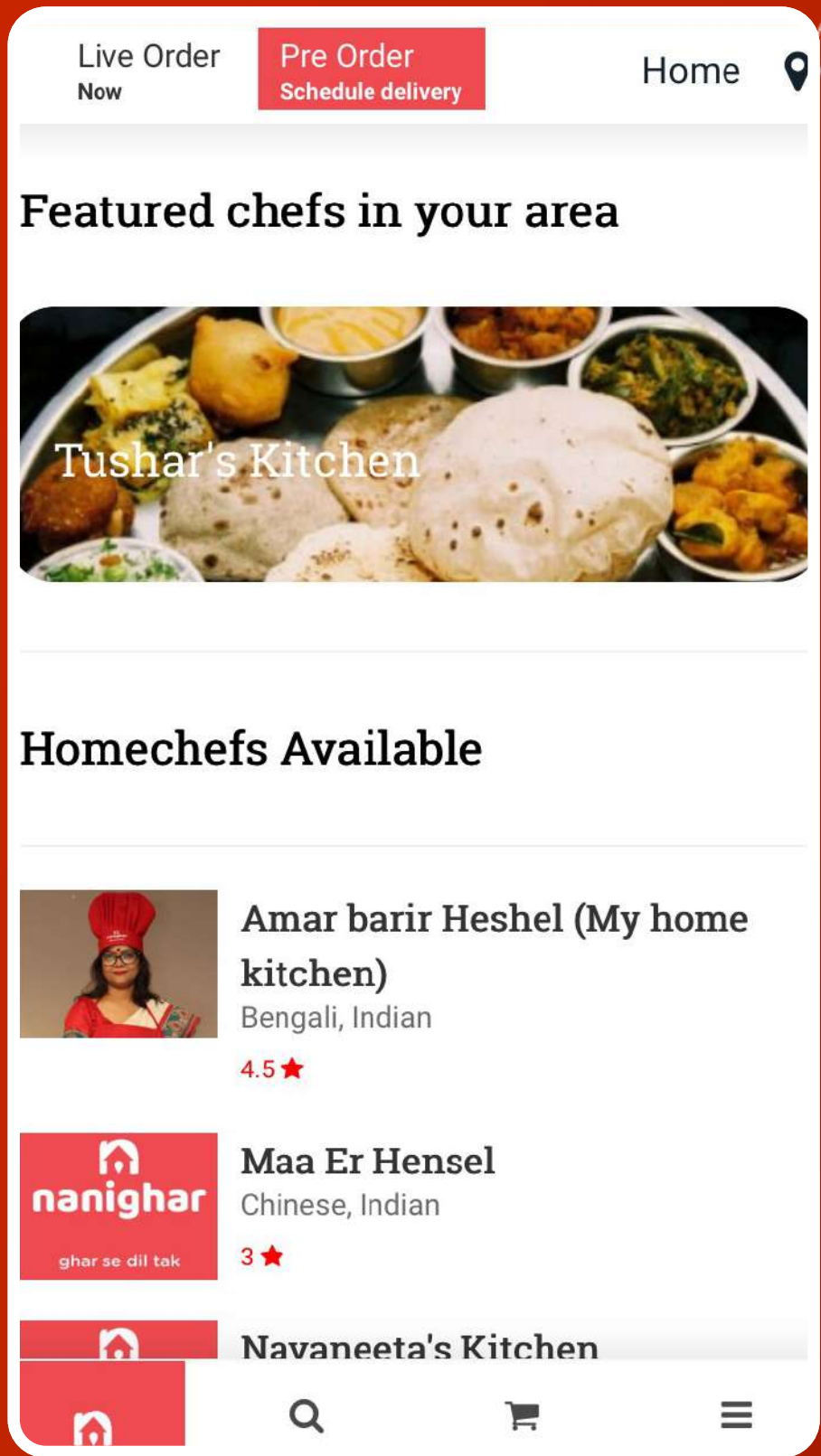
Portioning and fixing menu

Mentoring by MasterChef & Team



Providing a complete set of food based services...

Home Cooked Meals

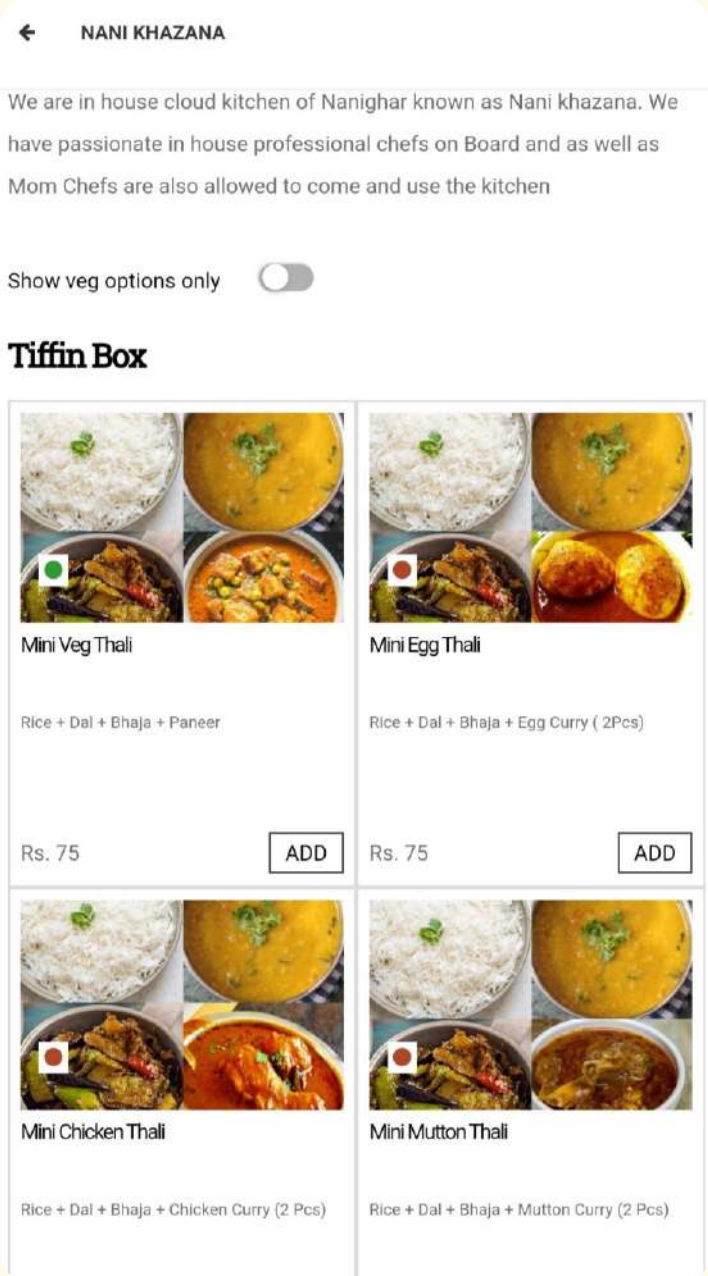


Live orders
Live Deliveries

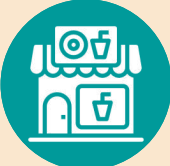


Pre-orders
Scheduled Deliveries

Professional Chef Cooked Meals



Mom chef Led
Cloud kitchen



Cloud kitchen
Zomato, Swiggy



Outdoor catering
25% Profit Percentage

...and an ever expanding menu including a variety of authentic, regional cuisines



..while easing people's insecurities around safe and clean food in the Post-Covid reality

Fear Of Contamination



No more domestic help



No more social dining & eating out



Increasing job insecurities & hectic WFH schedules

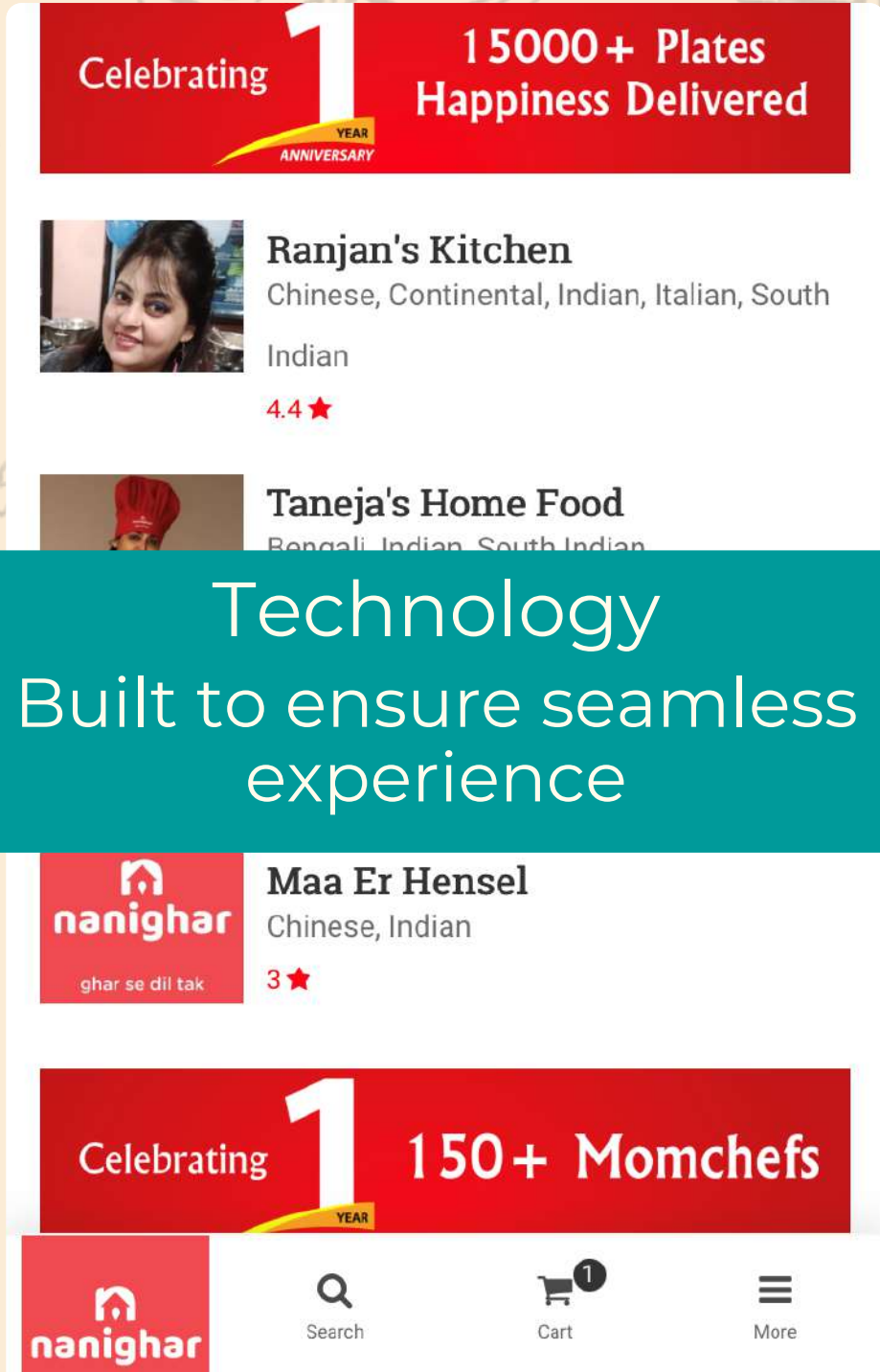


Hygienic, safe and home cooked meals from Nanighar

Nanighar is building a strong brand loyalty by controlling brand experience across all aspects...



Mom-chefs
Trained on delivering customer delight



Technology
Built to ensure seamless experience



Drivers
Trained to deliver last-mile experience



...while empowering women by building a strong community of mom chefs...

Homemaker



Entrepreneurs



Engaging Online Meetings



Motivational Guest Speakers



Specialised Training Sessions



Magazine Showcase



Promotional Digital Food Blogs

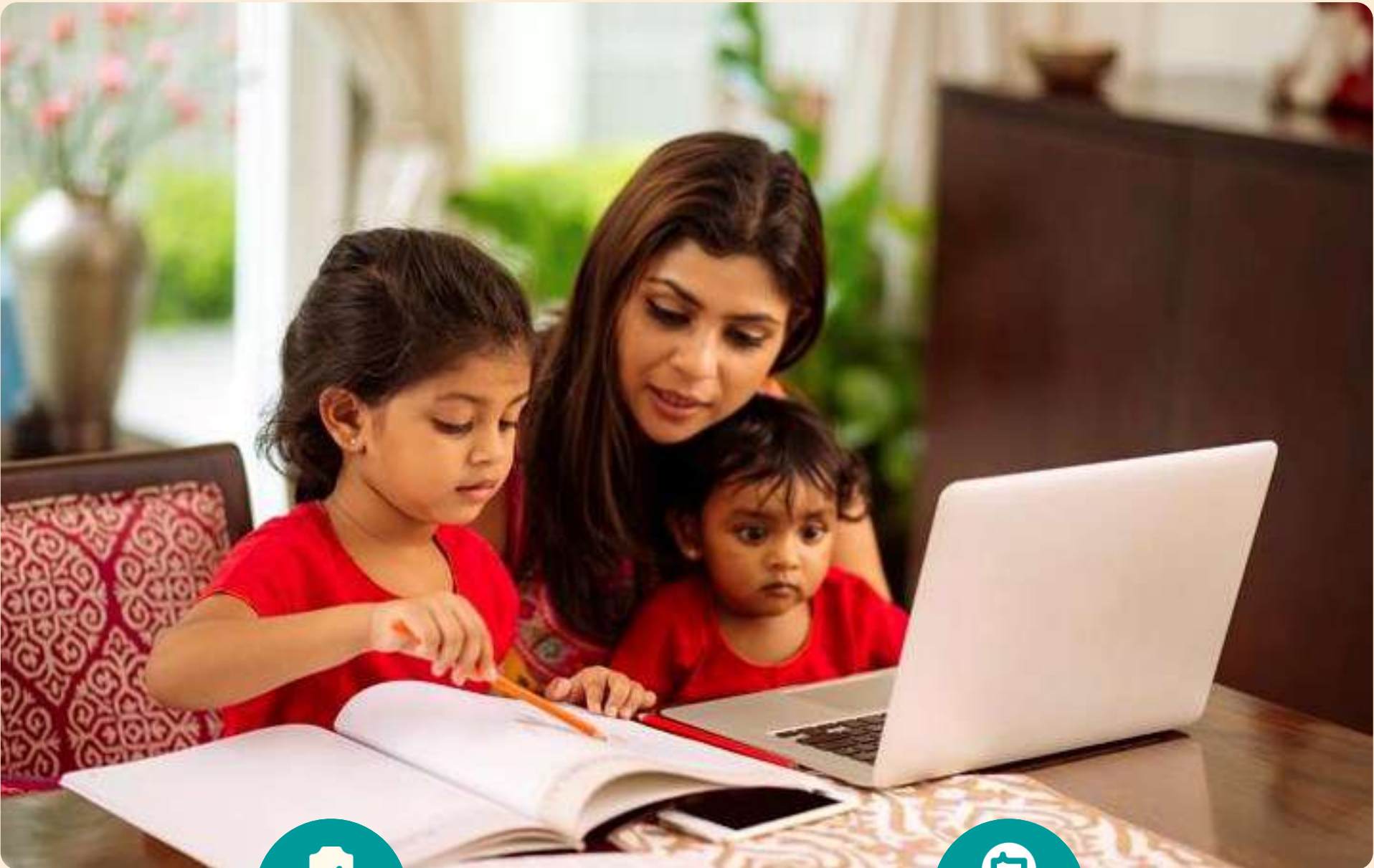


Monthly Rewards



...and helping them contribute in the eco-system

Value-add for working mom



Family security



More time for job



Value-add for Mom-Chef



Pursuit of passion



Entrepreneur



Appreciation



Extended family

True Entrepreneurship by leading a cloud kitchen

...and making them true entrepreneur by owning their own dark kitchens...



Download the App Now

Google Play

nanighar
ghar se dil tak

Empowering
Woman,
Empowering Nation

The advertisement features two women wearing red chef hats and aprons with the Nanighar logo. The background is a vibrant red with a green and orange brushstroke effect. The text includes a call to action to download the app, the Nanighar logo and tagline, and a slogan about empowering women and the nation.



The own tech team for which we are proud of Nanighar App Specifications

Top Feature Highlights

Technology used

React
Laravel
Redux
Firebase

Security Features


CSRF Protection & JWT
Authentication
Cross Site Scripting (XSS) Protection
SQL Injection Protection
Bcrypt Password Hashing
GDPR Compliance

- Location based Browsing system.(Without Registering)
- Admin, Chef, Delivery Boy & Customer interface
- Autofill Delivery Location with Google MAP APIs.
- Google Distance Matrix API for Dynamic Delivery Charges.
- GPS & Operation Radius based chef Listing. (Can be individually customized).
- Live Order Tracking (GPS Based Track Delivery Live Location)
- Multiple order placing functionality.
- NB, CC/DC, UPI via RazorPay Payment Gateways.
- Virtual Wallet System .

Native Admin Dashboard

A Powerful admin dashboard to manage locations, categories, Kitchens, Items, Coupons, Orders, Pages, Notifications, site settings and more.

Multiple revenue generating models along with Mom chef led cloud (FOCO model)



Home Cooked Food
Revenue sharing

25% + Delivery charge 75%



Mom chef led dark/cloud kitchen
Bulk Corporate Booking for
Pre-schools, Hospitals,
Canteen, Offices



Advertising
by
Corporates



Nanikhazana
Cloud Kitchen



Nanikhazana
Outdoor Catering



Supply, Training &
Education
Tying up by Institute like
IIHM Kolkata



More comprehensive food services than the competition

The Competition

 **SWIGGY**

GRUBHUB



Cloud Kitchen

zomato

foodpanda



Home Delivery

VS





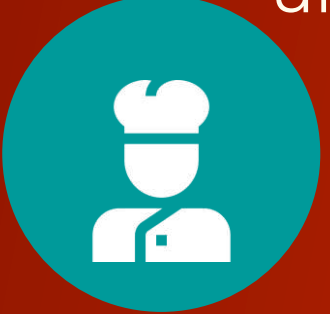
Freshly made Home food Delivery



Community of Home Chefs, different cuisines under one roof



Cloud Kitchen



Mom chef led Cloud (Franchise mode)



Outdoor Catering



Organic growth fueled by customer satisfaction

Active Users



100% Organic Growth in last 24 months

40K+
Orders

30K+
Users

20K+
Downloads

Funds Needed & Allocation

Valuation done by KPMG at 3.3 to 4.6 million dollar

Raising 16 crs in next 2 years..
At present 3 crs for 10% equity dilution

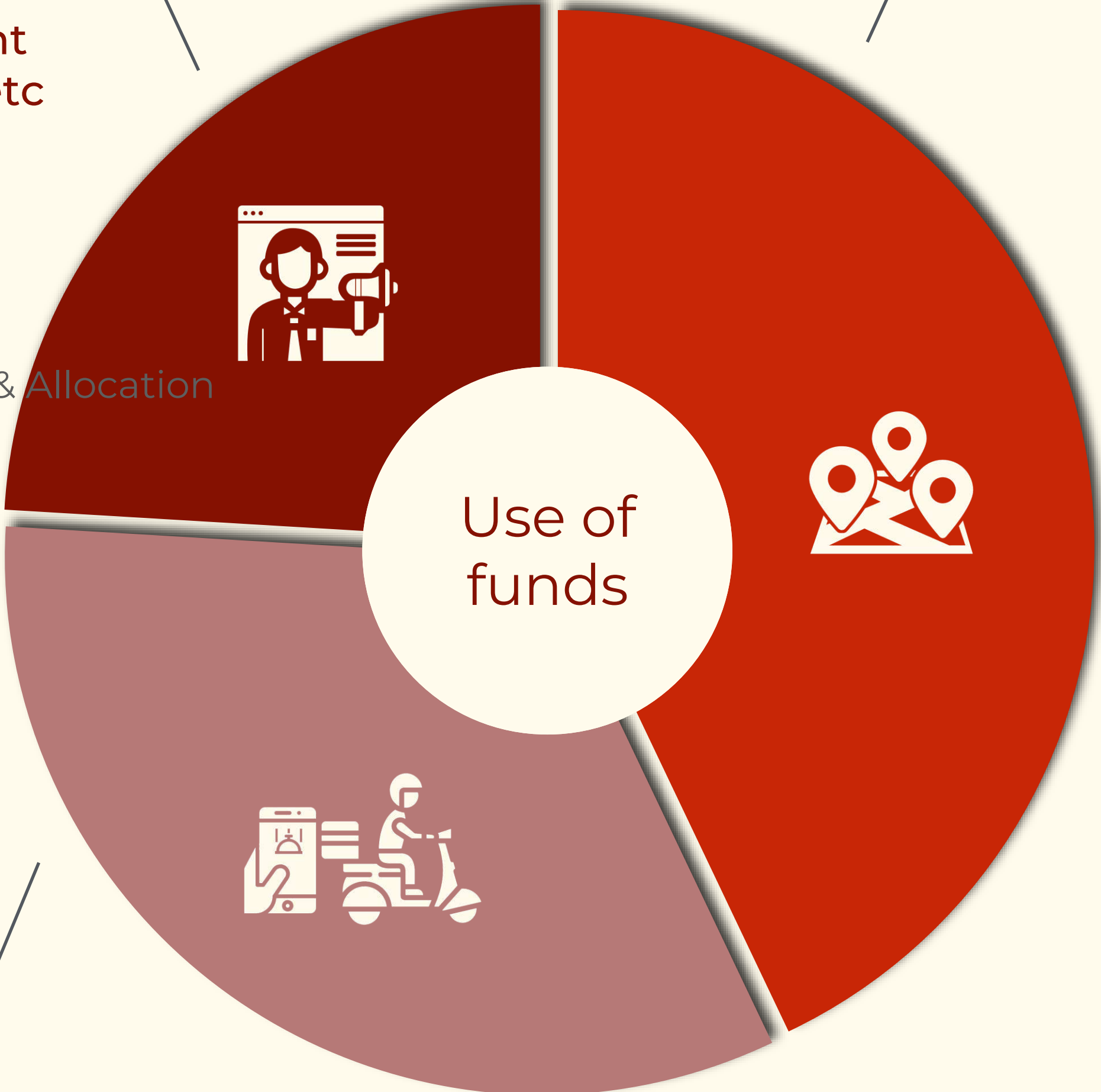
Brand awareness , Marketing in different channels, Research etc

Geographical Expansion & growth hacking

Funds Needed & Allocation

Use of funds

Building Team, online channel



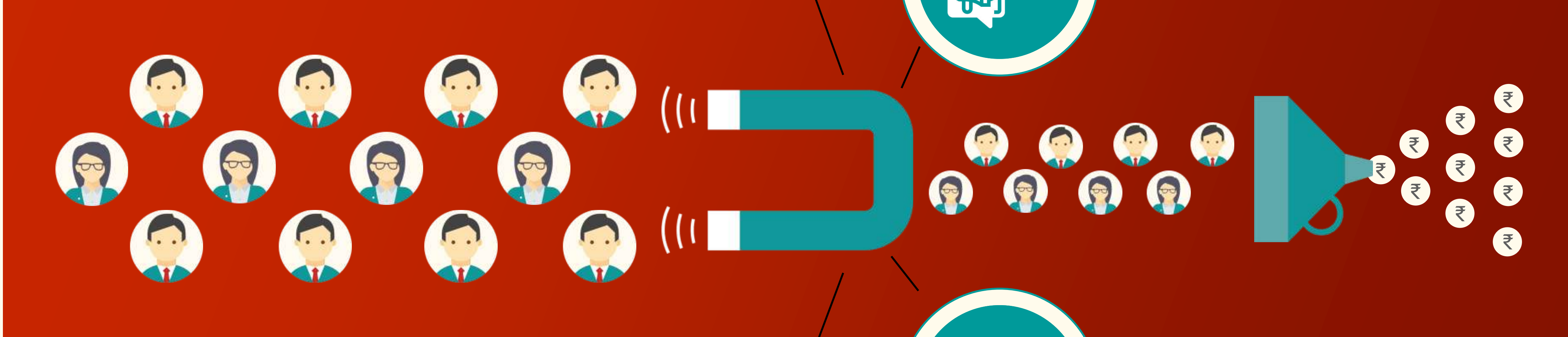
Diverse & scalable Go-To-Market strategies



Ad Campaigns



Referral Campaigns



Food Events



Food Blogger Collaborations






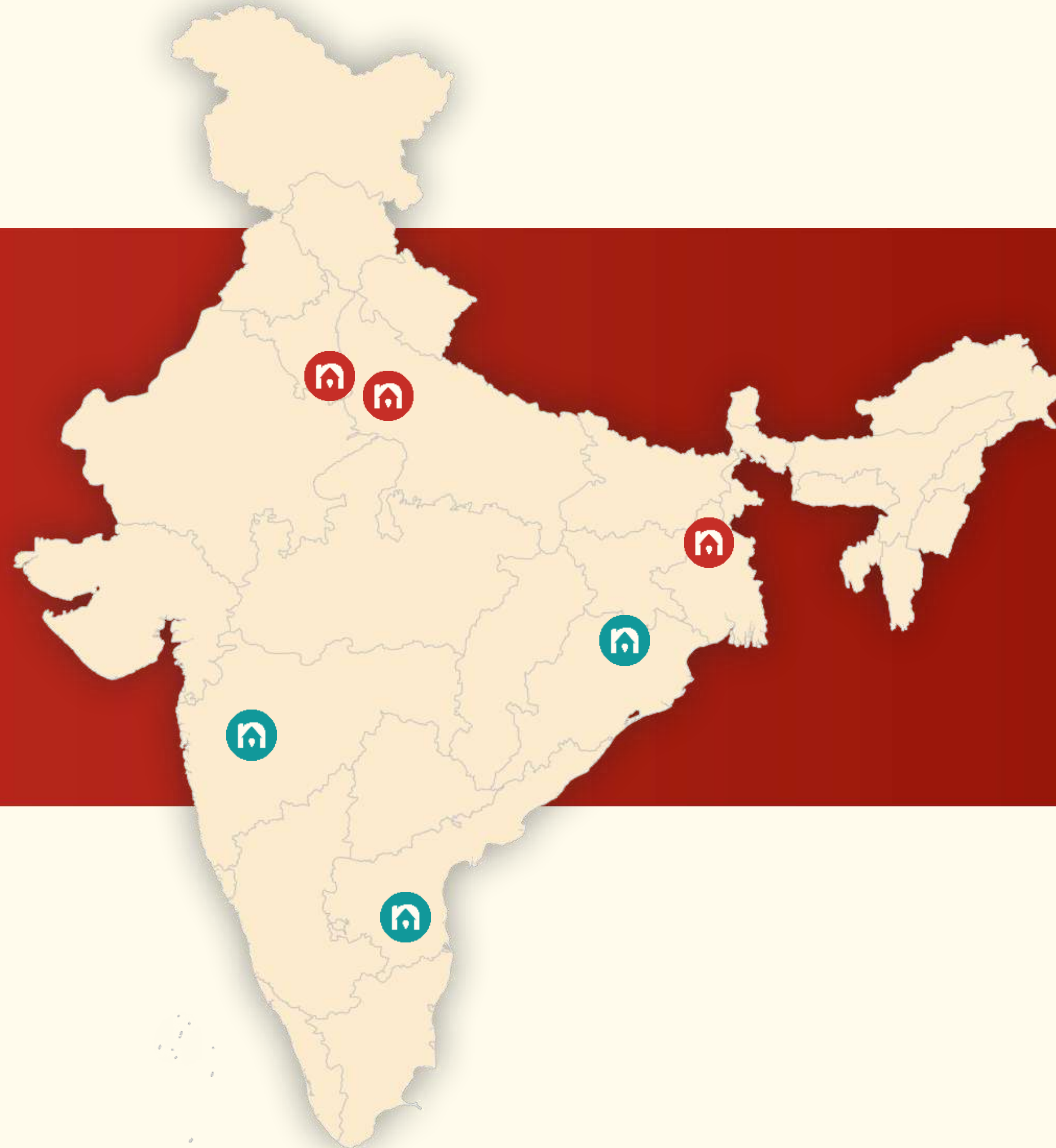
Geographical Expansion

|| Planned to launch soon ||

-  Bhubaneswar
-  Bangalore
-  Hyderabad
-  Pune

|| Current City ||

-  Kolkata
-  Gurgaon
-  New Delhi



@FREEFLOW LUNCH

THESE FRESHLY HOME MADE DISHES
WERE MADE BY JHUMA DI
(HATA KHUNIT)WHO HAS SERVED MORE
THAN 1000 DISHES TILL DATE AND A 5
STAR CHEF FROM NANIGHAR.

MENU (VEG)

JEERA RICE , BENGALS SPL
SUKTO,ALOO DAM ,
MOCHA CHOP,
YELLOW DAL, CHUTNEY

SWEETEST ENDINGS

PAYESH



Fresh home
made food
Packed with
love from a
MOM



Increasing Interest & Popularity



THE HINDU

“With the growing popularity of apps like Nanighar, it is quite clear that people will prefer to have food delivered instead of queuing up at restaurants”



THE NEW INDIAN EXPRESS

Lockdown special: Kolkata's Nanighar is delivering delectable meals to senior citizens' doorsteps



millenniumpost

Empowering homemakers to become entrepreneurs
Empowering homemakers to become entrepreneurs



The Telegraph

Nanighar app to satiate your home food cravings



Customer Reviews



Shampa Chakraberty

“Delivery schedule is excellent. Food has variety. Timings are very suitable for office going people”



Dianne Jordan

“Excellent and tasty home cooked meals, cooked to perfection, reasonable priced & presented well”



Luna Chatterjee

“If you want authentic home made food delivered at your doorstep then this is the app for you”



Simanti Chatterjee

“Very tasty and fresh home cooked food... amalgamation of taste and health”

Experienced Team with deep industry knowledge



Debjani Mookherjee
Founder

Marketing and PR expert.
23+ years of experience
in making successful
Brands.



Arijit Chatterjee
Director

20+ years of experience
in distribution network
& sales



Dr. Indranil Mitra
Advisor

21+ years of H/O
experience



Ayan Ghosh
CTO



Anuradha Basu
F & B - Head

10+ yrs experience in
food and hospitality
industry

Rest of the Team:

Operations - Manager

Operations - Executives

CFO

Corporate
Marketing

Riders

Professional
Kitchen
Team