

Relive Foods

Presenter :- Boddula Hema Thejavantha

Problem statements:-

- High and varying prices of fruits and vegetables.
- People can't "choose and pick" vegetables by themselves in case of online delivery
- Less availability or uncertainty of freshness of fruits and vegetables.
- According to farmer's bill, farmers can sell their yeild but they lack a platform to do so.

Our Solution :-

- ✓ Affordable prices
- ✓ Opportunity to “choose and pick”
- ✓ Ensure freshness
- ✓ Farmers will get the platform to sell their yield.
- ✓ Connecting farmers to customers
- ✓ Traditional + digital selling

Our Services/ Product



Loaded carts in markets

Carts or small tempos loaded with variety of fruits and vegetables will be installed in local markets and mandis.



Loaded cart at door step

Vegetable loaded vehicles will be delivered at customer's door step giving them opportunity to choose and pick their food.

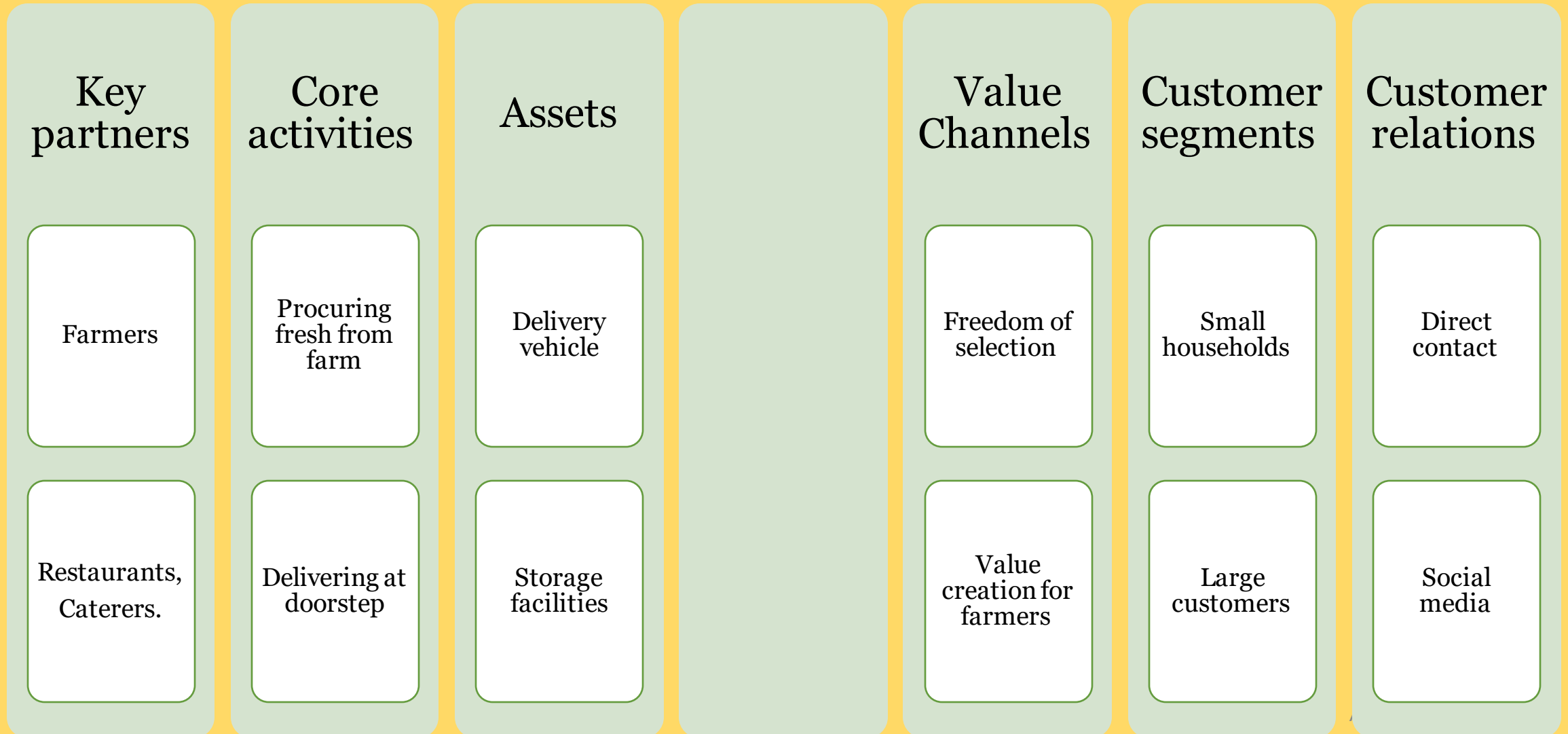


Farmer's platform

Farmers will be given an opportunity to sell their yield on our vehicles.

Business model

Customer channels



Target market

How will we get them?

- Word of mouth
- Social media
- Approaching restaurants and caterers



Homeowners/ People



Caterers and hostels



Restaurants and Dabbawalas



Local and street food sellers

Revenue Streams



Subscription based selling
platforms for farmers

20% profit margins

Advertisement streams
and platforms

Value Proposition

*Choose and
pick
opportunity
at doorstep*

*Selling
platform
for
farmers*

Competition and barrier to enter:-

- Grofers
- Big basket
- Jiomart
- Local mandis

They have the market size of approx 2k- 2.5k crore, largely in the unorganised sector.

Edge over others:-

The ideation is different from their ecommerce model.

Our customers get the freedom to choose and pick ensuring quality.

Unique selling proposition

**Loader carts
installed in
markets**

**Online delivery of
orders**



**People will come
across and become
familiar with the
company.**

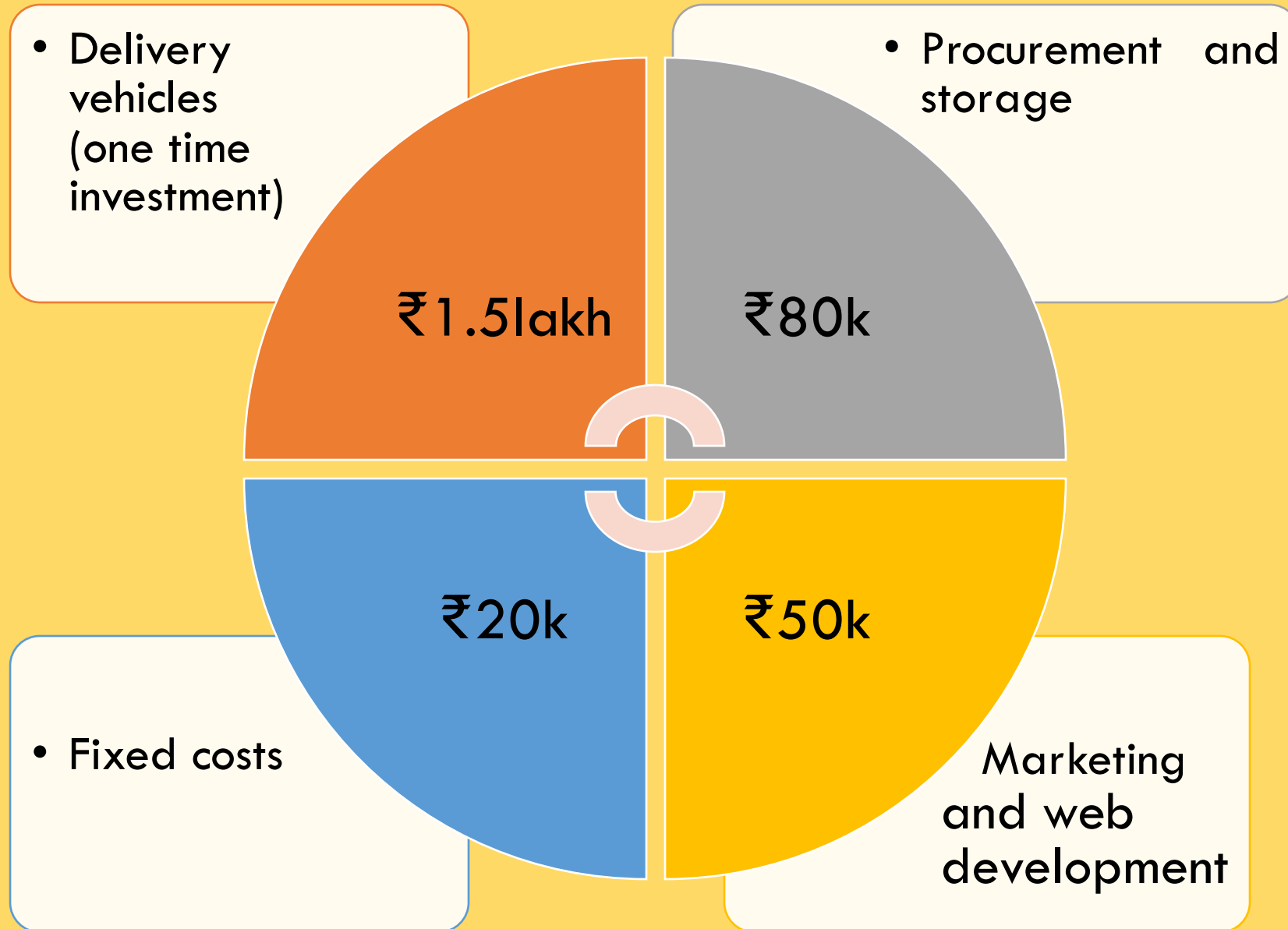
**Online delivery of
carts at customer's door
step**

**Affordable prices as
intermediate steps
are eliminated**

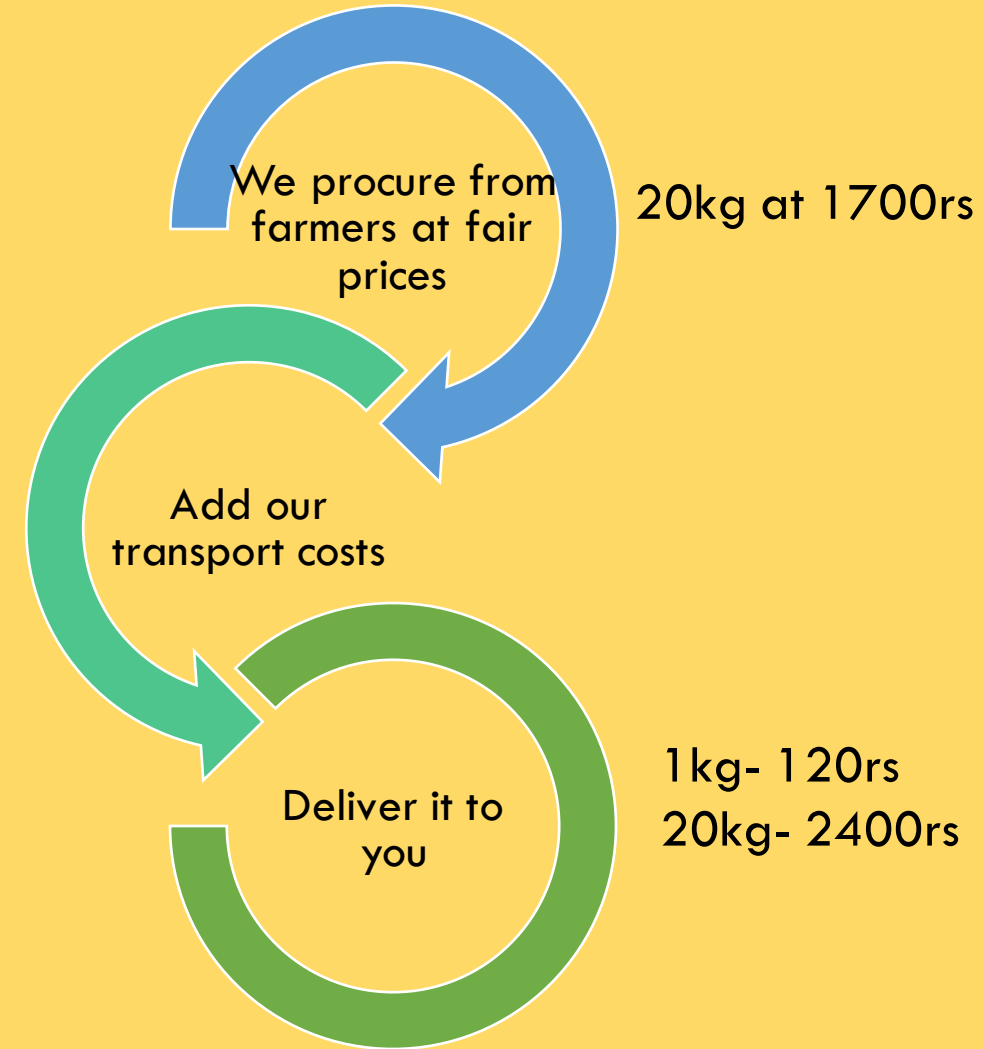
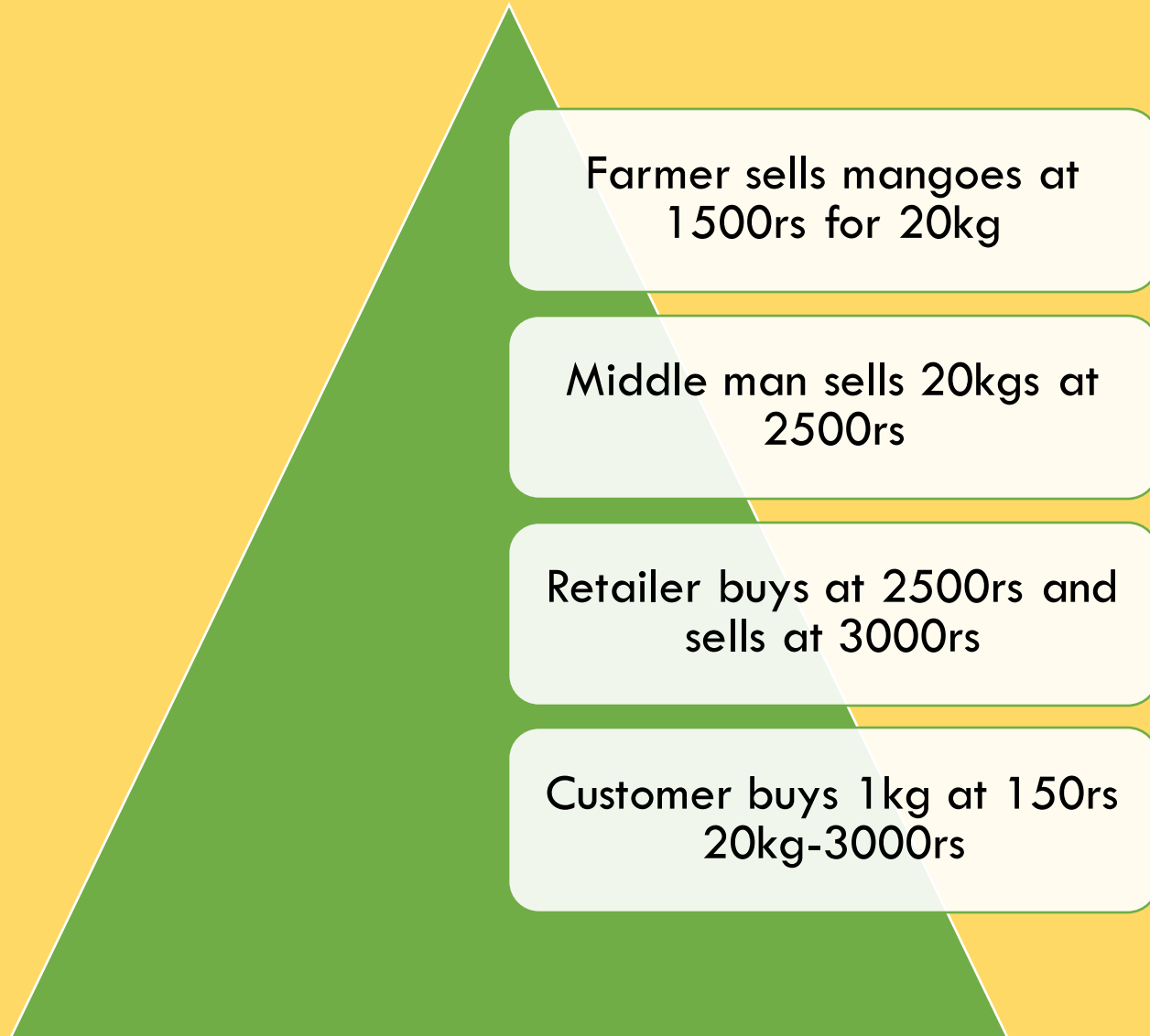


**Customer gets
opportunity to choose
and pick vegetables.**

Cost structure (For One month)



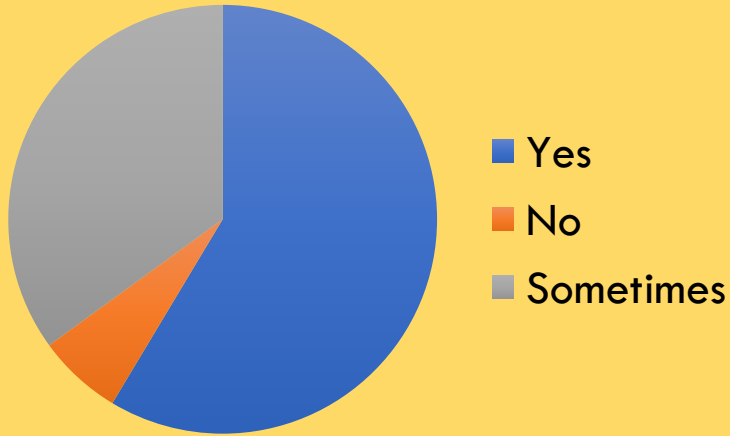
Cost effectiveness



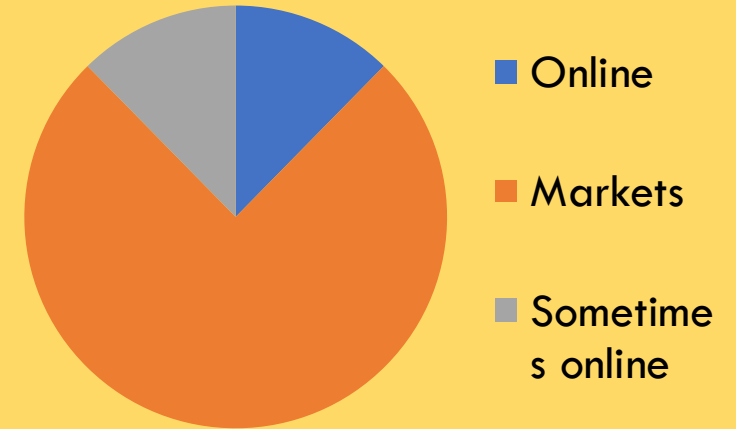
Survey details

Survey size:- 140 people

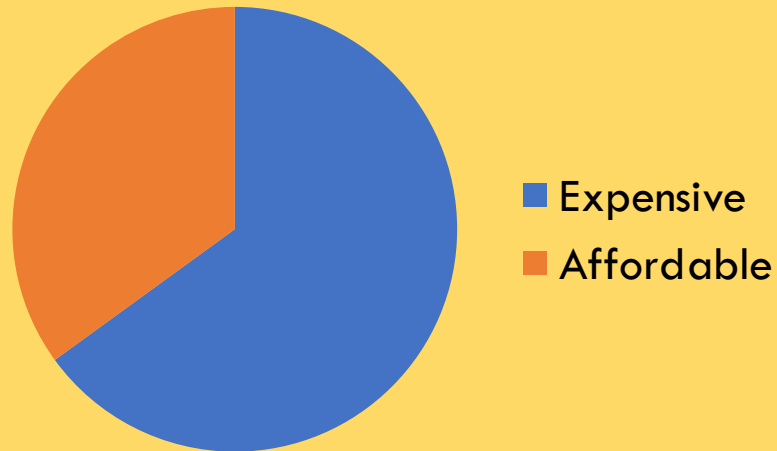
Availability of fresh fruits and vegetables



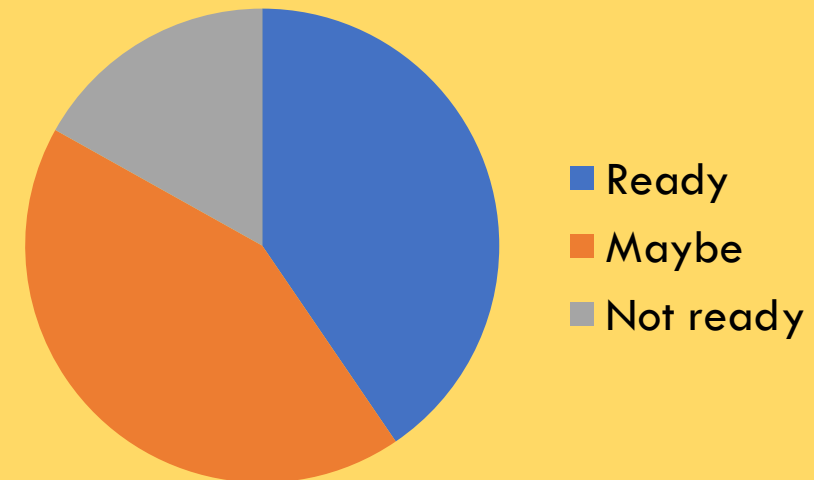
People who buy online



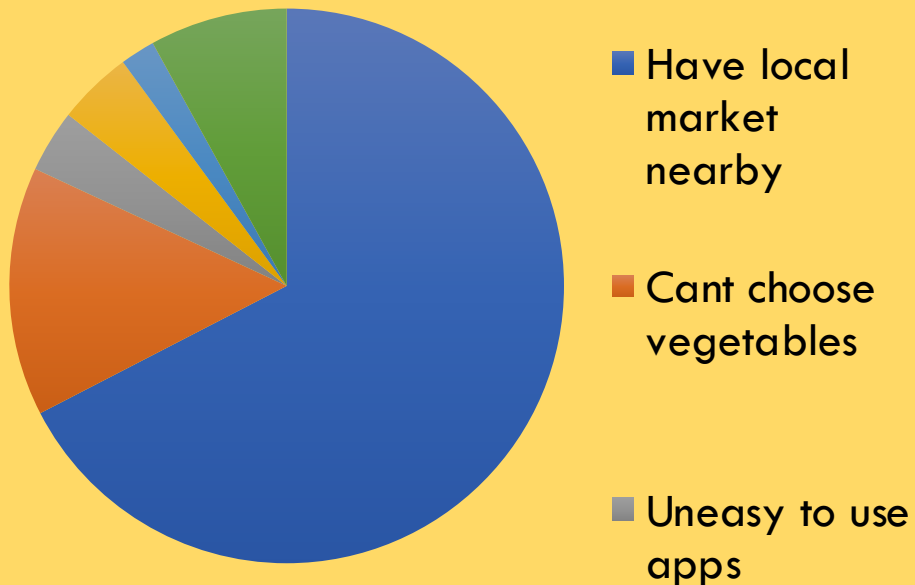
Prices of fresh fruits and vegetables



People ready to buy online if they can choose and pick themselves



Reason for not buying online



Summary



Our Team Members



Hema Boddula Thejavantha

An idea artist with hunger for challenges with a very successful track record.

Currently pursuing Pharm.D



Vatsalkumar Patel

A budding entrepreneur with a farming background.

Currently pursuing Pharm.D

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THANK YOU