



# Agenda

## 1 Recap

Top 10 points

## 2 Execution Plan



# 1 Re-cap

(Top 10 Points)



# 1: The Indian Coconut Company

We will be a  
**Global Company**  
that specializes in  
**Coconut Products**



## 2: Focus on Food & Beverage with a range of products



**NEERA**

Sports Hydration



**COCONUT SUGAR**

Low GI, Diabetics



**COCONUT VINEGAR**

Superior to Apple Cider Vinegar



**VIRGIN COCONUT OIL**

Oral consumption, dressing, cooking, skin care



**DESSICATED COCONUT**

Bakery, cooking



**COCONUT WATER**

Sports Hydration, aids recovery from various ailments



**COCONUT FLOUR**

Gluten Intolerance



**COCONUT BUTTER**



**COCONUT MILK**



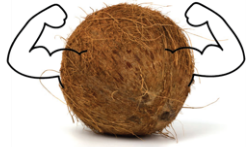
**COCONUT NECTAR**

Vegan / Lactose Intolerance range of products

SEVERAL OTHER COCONUT PRODUCT VARIANTS



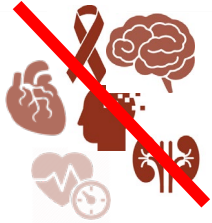
# 3: Why Coconut ?



## SUPERFOOD

INNUNERABLE HEALTH BENEFITS CALLED THE TREE OF LIFE, KALPAVRIKSHA, NATURE'S SUPERMARKET

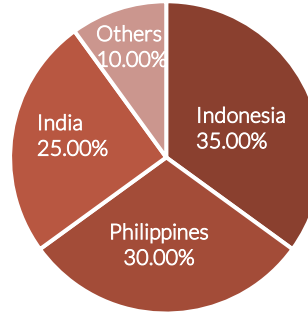
Prevents Alzheimer's  
Prevents Heart Disease & High Blood Pressure  
Treats UTI, Kidney infection & protects liver  
Helping Cancer and AIDS patients



Lauric Acids  
Vita  
Fe C Fe  
Vita  
Ca B Na  
Fatty Acids Mg

## GOODNESS LIES IN UNIQUE COMPOSITION

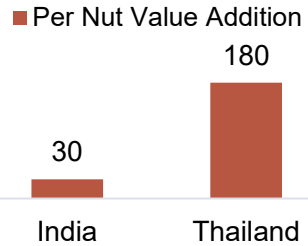
Lauric Acids, Medium Chain Fatty Acids, composite range of Vitamin B, Vitamin C & minerals like Potassium, Magnesium, Calcium, Sodium, Iron



## Strong supply chain

INDIA AMONGST THE LARGEST PRODUCERS OF COCONUT IN THE WORLD

90% of world production in Indonesia, Philippines & India  
India share of world production ~ 25%



INDIA DOES VALUE ADDITION OF ₹30 PER NUT VS THAILAND'S VALUE ADDITION OF ₹180 PER NUT

Thailand production is just 10% of production in India  
Massive potential for Value added products from India for both domestic and export markets.

Coconut Products very popular in the West. Coconut water has grown from 500 MM to 2.4 Billion USD in 2016

(source Euromonitor)



# 4: In a complicated world, we will be the **Innocent** brand archetype

**Goal** - To Be Happy

Desire for Purity,  
Goodness,  
Simplicity,  
Truth



Mystical sense of  
oneness  
derived from  
values & integrity



Positive Renewal,  
Cleansing,  
Entering the  
Promised Land



Earthly Paradise



# 5: Our Launch Products





# 6: All Products Positioned on the Health & Taste Axis



## OUR PILLARS OF ADVANTAGE

THE INNOCENT BRAND WORLD  
( PURITY → PROMISED LAND OF HAPPINESS/  
EARTHLY PARADISE)



SUPER FOOD ; HEALTH BENEFITS



GLOBAL COCONUT BASED PLATFORM



# 7: The core functional benefits and targets

<p><b>6 Key Things</b></p> <p>What are we selling?</p>			
<p>Who is the user?</p>	<p>Health conscious, need high energy</p>	<p>Health conscious, Simple basic values, need for MCTs ( good cardiac health)</p>	<p>Health conscious, simple basic values, need for low GI alternatives</p>
<p>Why will he/ she buy?</p>	<p>Expert recommendation</p>	<p>Expert recommendation</p>	<p>Low GI – 200M pre diabetics, mild caramel taste</p>
<p>What are the key occasions?</p>	<p>Points of sweat, medical recommendations, on the go</p>	<p>AM before breakfast, meal &amp; salads</p>	<p>With coffee, PM post lunch &amp; dinner</p>
<p>Where will those occasions happen?</p>	<p>At home, medical centers</p>	<p>At home</p>	<p>At home, out of home, cafés &amp; bakeries</p>
<p>Reason why he/ she will not consume</p>	<p>Price, not recommended by anyone</p>	<p>Likes other oils, not recommended by anyone</p>	<p>Likes taste of cane sugar, not health conscious</p>



# 8: Strong Pipeline of Products



NEERA-  
ORIGINAL  
(TETRAPACK)



TENDER COCONUT WATER,  
FLAVOURED-NATURAL LEMON, LITCHI,  
POMEGRANATE



COCONUT  
SUGAR



VIRGIN  
COCONUT OIL



COCONUT  
BUTTER



COCONUT  
FLOUR



COCONUT MILK –  
COOKING PURPOSE  
(TETRAPACK)



SKIMMED COCONUT MILK,  
FLAVOURED - BADAM, MANGO, CHOCOLATE,  
COFFEE, STRAWBERRY (BOTTLED)



COCONUT  
CHIPS



COCONUT  
VINEGAR



COCONUT  
NECTAR



COCONUT  
KEFIR



# 9: Go Global with a focus on E-commerce & Modern Trade



	Quarter	City	Channel
YEAR 1	Q1	Bangalore	Ecommerce
	Q2	Bangalore, Delhi, Mumbai	Ecommerce
	Q3	Bangalore Top 10 Cities	Modern Trade Ecommerce
	Q4	Bangalore, Delhi, Mumbai Rest of India UAE- Dubai	Modern Trade Ecommerce Ecommerce
YEAR 2	Q1	PAN India Top 10 Cities Global Rollout	Ecommerce Modern Trade Ecommerce



# 10: First Year Highlights



## Business

- Gross Margin for India **30%**  
(can be improved with volume and supply optimization)
- Target market – **India**
- Test market – **UAE**
- Revenue at the end of Year 1 – **4.5 Cr**
- Breakeven in **Month 10** from start
- Total Investment needed – **1 Cr**

## Key Capabilities

- **'Innocent'** Brand archetype story to be established
- **Content** and **Influencer** marketing
- **Supply chain**
- **Product & Packaging** Innovation
- High performance **team**
- **Playbook** for product development and launch



# | 2 Execution Plan



# Three Phase Execution Plan



## Pre- Revenue

( 12 weeks)

- Organization & regulatory
- Product blend closure
- Shelf life
- Packaging development
- Digital Infrastructure
- Manufacturing readiness

## Launch & Learn

( 13-32 weeks)

- Building the brand (key)
- Key creative Idea
- Building Trial ( Micro-segments)
- Building Go-To-Market

## Proof the Model

( 33-52 weeks)

- Building Trial & Repeat rate
- Meeting Key Metrics ( the right way).



# Supply Chain



## Vijayanagar Food & Nutraceuticals Pvt. Ltd. (VFNPL)

- Supplier for Virgin Coconut Oil
- Integrated plant with capacity for 200,000 nuts per day
- Procurement Lead time – 15 days
- MOQ – 2500 bottles of 250 / 500ml



## Foothill Farmers Company

- Supplier for Coconut Sugar
- Capacity for 2000 kgs / month
- Procurement Lead time – 7 days
- MOQ – 100 packs of 250 gms
- Searching for sachet packing partner



## Palakkad Coconut Producers' Company Limited (PCPCL)

- Supplier for Coconut Neera
- Capacity for 10,000 litres / day
- Procurement Lead time – 60 days
- MOQ – 5000 litres (25,000 packs of 200 ml)





# Pre Revenue activities & timelines

15 days

Company  
Registration

10 days

GST Registration  
FSSAI Registration

Company / Legal / Compliance

30 days

Agency  
& Brand Key  
finalization

30 days

Product  
Development &  
Sensory testing

30 days

Nutritional  
Info and Shelf Life

Product Development

30 days

Packaging Design  
& Development

30 days

Packaging  
Procurement

15 days

RM  
Procurement

Packaging Design Development



# We will target the super premium-premium segment with affordable price packs

India	Virgin Coconut Oil (Rs./Litre)			Coconut Sugar (Rs./Kg)	
		Low	High	Low	High
Super Premium	1200			1070	
Premium	1000		1200	892	1070
Popular	850		1000	744	892
Mass	700		850	620	744



Dubai	Virgin Coconut Oil (AED/Litre)			Coconut Sugar (AED/Kg)	
		Low	High	Low	High
Super Premium	193			NA	
Premium	160		193	NA	NA
Popular	134		160	78	90
Mass			134	NA	NA



# All competition brands don't have a equity, which is coconut based



# Building the Brand

The Innocent Archetype ( Purity, Simplicity)



Building an Online  
Community



Offline  
Community



Food & Beverage  
Events with  
Experiential Sampling



Experts and Real  
People, with Real  
Stories

Strong PR



# Building an Online Community



Seed Content

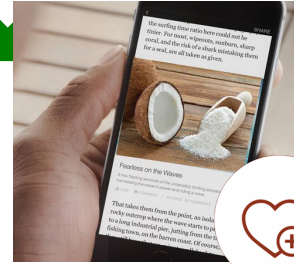


Post events



Key Purpose  
Connect  
Coco-lovers

Spread & Share  
Personal Experience



Build ideas to follow



Sharing with groups examples are



# Building an Offline Community

Health writer  
Workshops & Articles



Tourist Trips  
Coconut Tasting



Key Purpose  
Learn & Share  
(Word of Mouth)

Talks at events

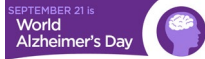


Experience Events  
with Chefs



# Building Food & Beverage Experiences & Key Occasions

Own days & participate day



Create Dishes & Recipe Booklets



On ground signature experiences \ phy-gital sampling

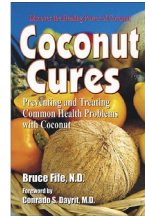
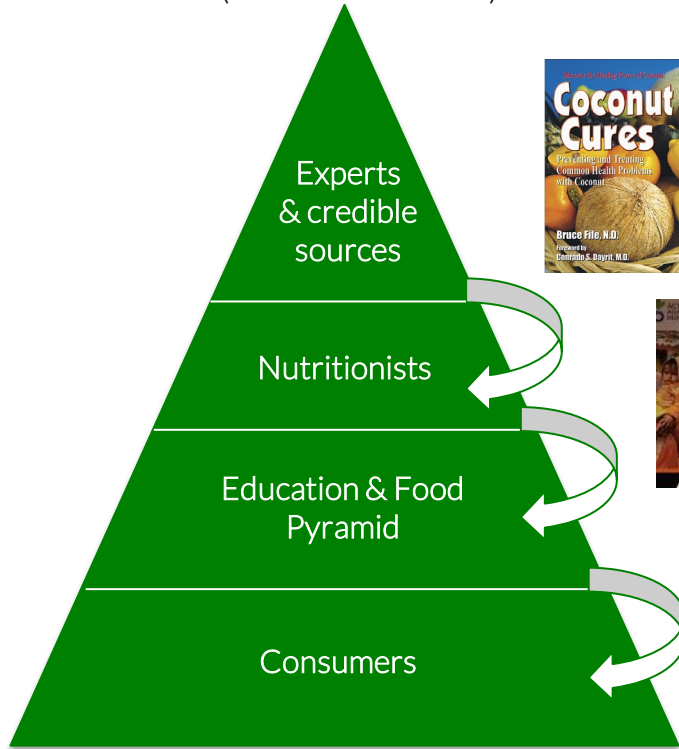


Seed High Profile Consumption points in real life



# Experts with Real People, Real Stories

## Pyramid of Influence (Offline & Online)



*Provide Literature,  
Samples and organize  
seminars*

*Coconut & the super  
food pyramid*

*Real People with Real Stories  
(campaign & call for participation)*





# Building Trial & Early Majority



First 1000

Offline & Online  
Community Building

Events & Sampling

Experts &  
Real People  
Real Stories

Building the model

## Early Adopters

Digital Launch

Digital Visibility

Phy-gital samples

HTH or 1-1 consumer contact

## Foundational Activities

Scaling up Foundation

Investment with Right Partners

Investing behind consumption centres

## Spread Awareness & Trial

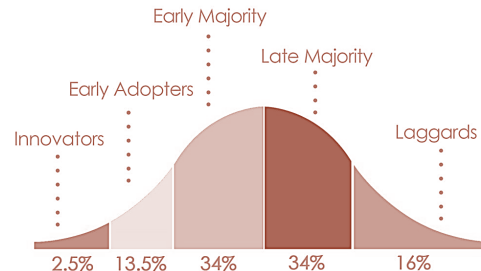
Building Larger Presence

Product Improvement & Performance

Improve Local Relevance ( culture  
integration pack price and consumer  
occasions )

Bonding via Consumer Engagement

Brand & Product Love



# Proof the Model

- Participate in Big Basket accelerate program
- Target to acquire 20,000 customers in 1 year
- Target 50% repeat rate amongst customers
- Target Revenue of 2.5 Cr with average realization of 29%
- Total promotional spend of 20 Lakhs
- Start with sampling, targeted intervention(50K HH), personalized banners



## Brand Website

- Target cost of customer acquisition at Rs. 100 for performance marketing
- Sell subscriptions (e.g., 12+1 Free)
- Target 50% repeat rate
- Target Revenue of 2 Cr

## Test Market - Dubai

- Price realization is 2-3 x
- List on popular platforms like
  - Trolley.ae
  - Instashop.ae
  - Souq.com
- Biz set up cost around 7.5 Lakhs
- Coconut products are already popular due to large Indian population



# Team



SUNIL GOEL

\*\*\*\*\*  
Founder

Supply Side Org

## Procurement

Vendor Dev/Logistics  
Technology - IT / HR  
Finance/Legal/Compliance



VIDUR VYAS

\*\*\*\*\*  
Founder

Customer Facing Org

## Sales

Online / Offline  
Marketing - Digital / Content / Influencer /  
Offline Customer Service  
New Product Development Analytics

