

Nova Agro Foods Private Limited

Millet-Based Ready-to-Eat & Healthy Snack Manufacturing

Investor Pitch Deck - Prepared for illustrative presentation purposes

The sample demonstrates how business opportunity, financial highlights, use of funds and investor story can be structured into a professional pitch deck.

INVESTMENT STORY

Opportunity

Financials

Funding Ask

ProjectReportBank.com

CA Manish Gugliya | FCA, DISA (ICAI)

Investment Snapshot

Illustrative summary of the proposed opportunity. All information and figures are fictional.

Business	Healthy millet snacks and ready-to-eat food products
Stage	Commercial production started; expansion proposed
Current Capacity	1,200 MT per annum - illustrative
Proposed Capacity	3,600 MT per annum - illustrative
Funding Ask	INR 5.00 crore - illustrative
Use of Funds	Plant expansion, branding, working capital and distribution

Note: This slide is intended to show how an investor summary can be presented. Actual metrics depend entirely on the real company and agreed scope.

INR 18 Cr
Projected Year 5 Revenue

22%
Illustrative EBITDA Margin

14 States
Distribution Target

Why Investors May Evaluate This Opportunity

- 01 Large and growing demand for healthier packaged food alternatives
- 02 Manufacturing-led expansion model with scope for operating leverage
- 03 Retail, institutional and online distribution opportunities
- 04 Clear proposed deployment of investor capital

Disclaimer: This sample uses fictional company information and illustrative figures only. It is not investment advice, valuation advice, financial assurance or an offer document.

Problem & Market Need

The deck should explain why the business opportunity exists.

Customer Pain Points

- 01 Health-conscious consumers seek convenient alternatives to fried snacks.
- 02 Urban households want ready-to-eat and ready-to-cook products with better ingredients.
- 03 Retailers need differentiated packaged food products with shelf stability.
- 04 Traditional products often lack modern packaging and consistent quality.

Investor Relevance

A strong pitch deck does not only state the problem. It connects the problem with market behaviour, customer willingness, product opportunity and the company's ability to serve the demand.

Opportunity Signal

Consumers are shifting from unorganised and traditional options toward branded, hygienic and convenient packaged food formats.

Business Implication

A focused manufacturer can build product depth, distributor relationships and brand recall in a specific category.

A clear problem slide helps investors understand why the business may deserve attention before they review the solution and revenue model.

Solution & Product Portfolio

Explain what the company offers and how it solves the stated problem.

Nova Agro Foods proposes a millet-based product portfolio designed around convenience, better ingredients, modern packaging and wider retail distribution.

Ready-to-Eat Snacks

Baked millet snack mixes, roasted bites and portion packs for retail shelves.

Breakfast & RTC Mixes

Ready-to-cook millet breakfast mixes for urban households and institutions.

Institutional Packs

Bulk supply packs for hotels, cafeterias, quick-service food outlets and B2B channels.

Private Label

Contract manufacturing opportunities for retailers and emerging food brands.

How to present this slide in a real deck:

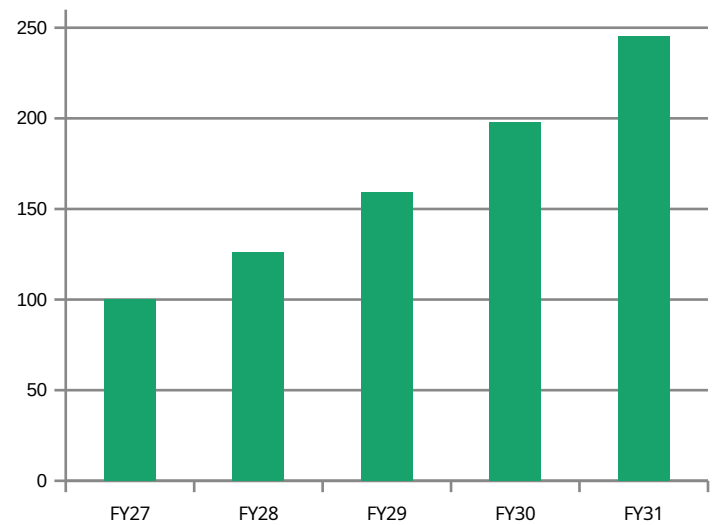
Use simple product grouping, not every SKU. Investors need to understand the product strategy, target customer and revenue potential quickly.

Market Opportunity

Show the addressable opportunity without overloading the slide with research.

Market Direction

- Health-oriented packaged foods
- Convenience-led consumption
- Traditional grains in modern formats
- Retail and D2C growth channels



Illustrative demand index - not market data

How this slide helps investors

It connects macro trends with the specific customer segment the company wants to serve. The real pitch deck can include researched market references where available within the engagement scope.

3

Target Customer Segments

4

Primary Channels

Business & Revenue Model

Investors need to understand how the business makes money.



A real deck should explain the business model in a way that is commercially understandable, not only in accounting or technical terms.

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Traction & Validation

Show what has already been achieved and what proves the model is moving forward.

28

Retail distributors onboarded

410+

Retail touchpoints reached

3

Institutional pilot customers

8

Products commercialised

Illustrative Milestones

-  **FY24** Pilot batch production and initial retail testing
-  **FY25** Commercial production and distributor onboarding
-  **FY26** Expansion proposal and investor presentation preparation

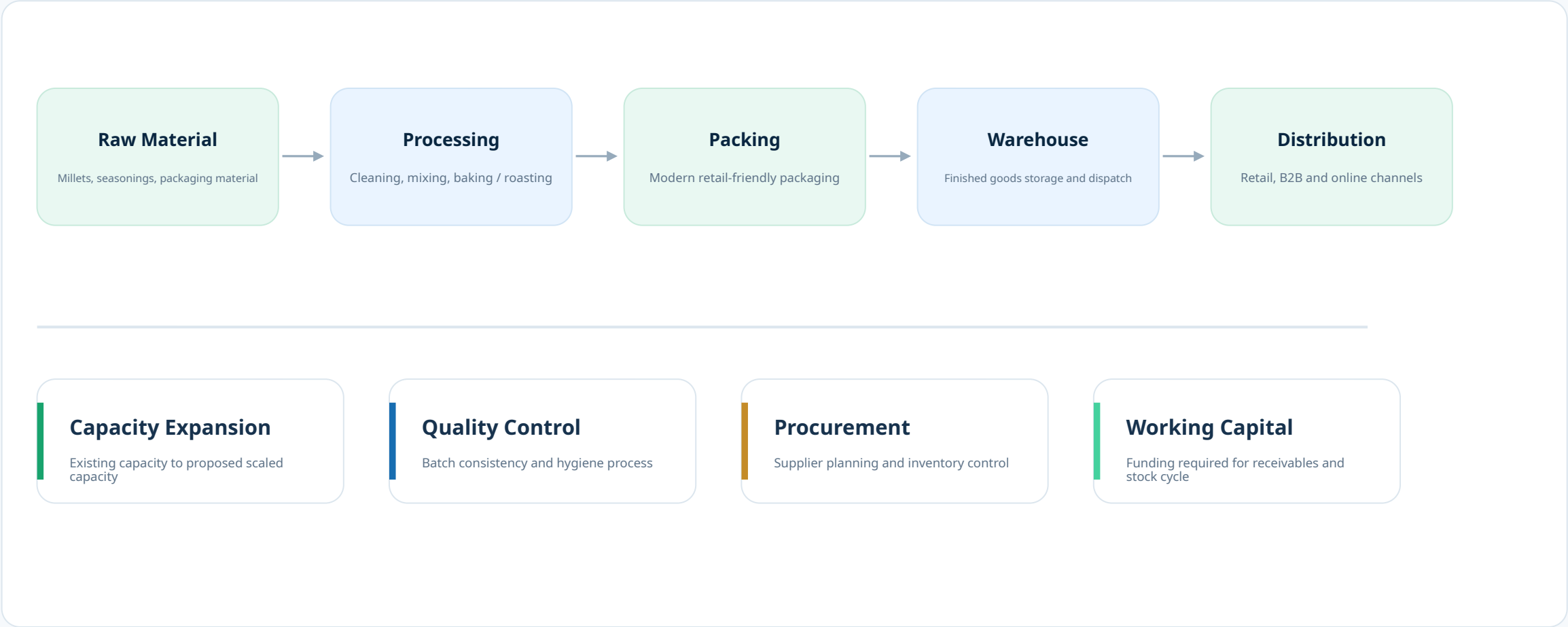
Investor Reading

Traction is not limited to revenue. Depending on the business, it may include customers, pilots, capacity installation, regulatory progress, partnerships, orders, repeat demand, unit economics or distribution access.

The slide should select proof points that support the investment story.

Manufacturing & Operations Plan

For manufacturing and MSME opportunities, operations must be explained clearly.

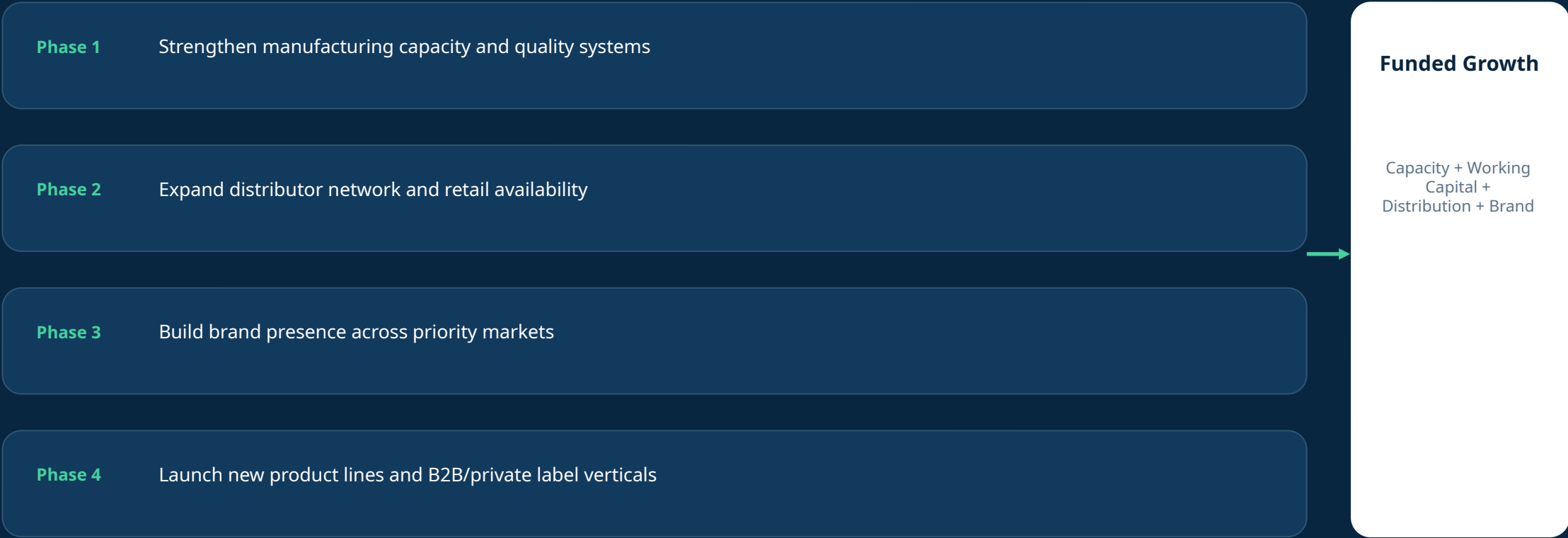


In a real pitch deck, operations should be simplified enough for investors while still showing that the expansion plan is practically thought through.

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Growth Strategy

Connect funding with the next stage of business growth.



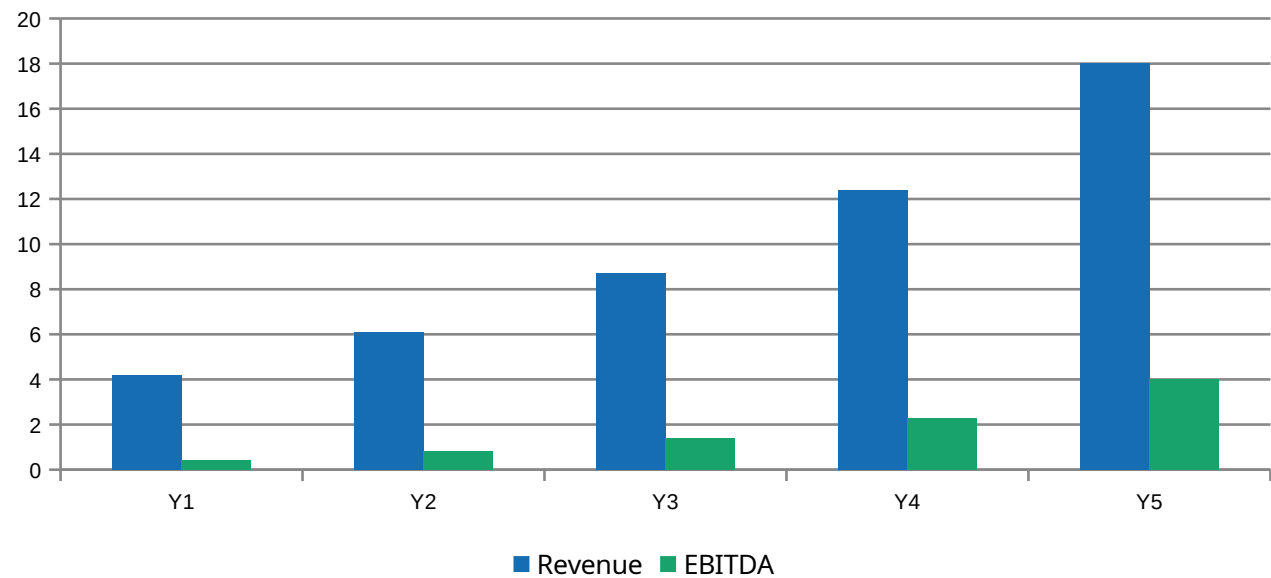
The growth strategy slide should make it easy to understand how investor capital is expected to move the business to the next stage.

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Financial Highlights

Illustrative financial summary for presentation format demonstration only.

Projected Revenue & EBITDA - Illustrative



Figures are fictional and only demonstrate how financial highlights may appear in a pitch deck.

INR 18 Cr

Illustrative Year 5 Revenue

22%

Illustrative EBITDA Margin

38%

Illustrative Revenue CAGR

Y3

Illustrative PAT Break-even

Financial slide objective

Summarise the financial story without turning the pitch deck into a spreadsheet.

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Funding Requirement & Use of Funds

Show why capital is required and how it will be deployed.

Illustrative Funding Ask

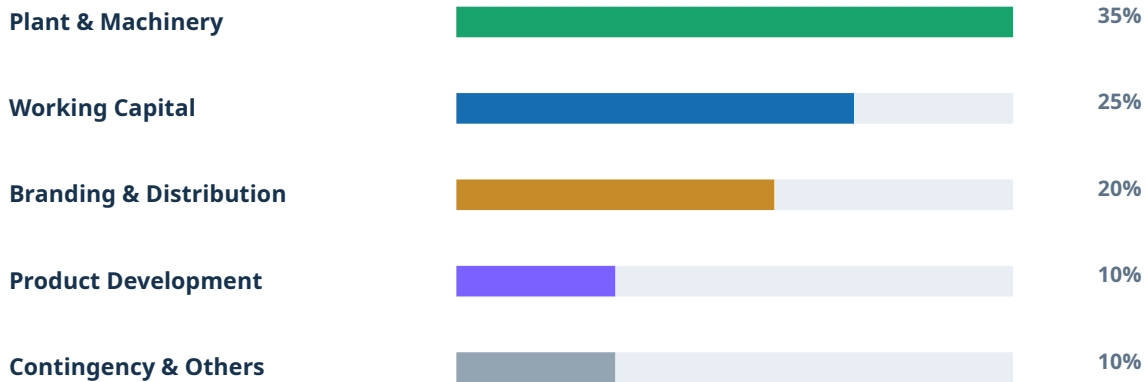
INR 5.00 Cr

Proposed growth capital for capacity expansion, branding, distribution and working capital.



Actual funding structure, terms and legal documents require separate professional evaluation.

Use of Funds - Illustrative



This slide should link the amount requested with specific business requirements. Vague funding asks reduce investor confidence.

Promoter Profile & Next Steps

The deck should close with credibility and a clear next stage of discussion.

Illustrative Promoter Profile

- 01 Founder & Managing Director**
15+ years in food distribution and retail supply
- 02 Operations Head**
Manufacturing, quality control and plant operations
- 03 Finance Lead**
Business planning, controls and working capital management

Suggested Investor Next Steps

- 01** Review detailed financial model / DPR
- 02** Discuss transaction structure and investor expectations
- 03** Conduct business, financial and legal due diligence
- 04** Agree commercial terms through appropriate professional documentation

Prepared by ProjectReportBank.com

CA Manish Gugliya | FCA, DISA (ICAI) | www.projectreportbank.com
For a customised Investor Pitch Deck: ProjectReportBank.com | WhatsApp: +91 73897 36441

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This is a sample presentation only. For your business, the pitch deck structure, sections and financial presentation will depend on the actual facts, documents and agreed scope.