



Masale

**A Registered Trademark of Pure and Tasty Foods Pvt
Ltd**

Ranchi, Jharkhand

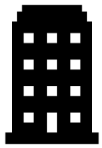
Sadguna

Swad Bhi, Sehat Bhi

www.sadguna.i



Content



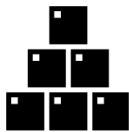
Company

Mission & Vision



Factory

Jharkhand, Ranchi



Products

Spices & Others



USP

Unique Selling Point



Our Team

Org Chart



Sales

PAN India



Sales Plan – CSA/SS/Distributor
Guidelines ,Investment & Margin

Company



PT Foods Pvt Ltd

2019, 2

Acre, Nagri, Ranchi, Jharkhand



Sadguna Masale

Registered Trademark



Vision

Affordable & Loved by all



Mission

Spreading Joy in Kitchen



Values

Quality, Integrity & Customer Satisfaction



Team

Dedicated & Pro Team

Factory



State of the art factory

No 1 in Jharkhand & Bihar



Grinding Capacity

Up to 15 tons per day



Touchless Manufacturing

Fully Automatic Manufacturing
process



S S -304 Plant

Final Product is corrosion free



T & F Technology

Taste and Flavor Lock



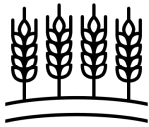
LTG Technology

Low Temperature Grinding
Technology

Products



Powder & Whole Spices
Active - 85 SKUs being Produced



Besan
Active – Running



Makhana
Coming Soon



Papad
Coming Soon



Soyabean
Coming Soon



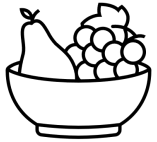
Hing Powder
Coming Soon

To Know More, Visit www.sadguna.in

Why Sadguna Masale ?



Ready in 5- minutes
Pre – roasted before ground



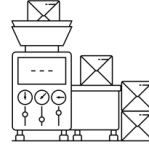
Healthy Spices
No Bloating- 100% Hygienic



Authentic Regional Flavour
Zonewise



No artificial additives
100% Original



Small Batch Production
Customer get fresh masala
every time.



Multi Cuisine Application
Adds Indian Magic to all your
dishes.



Social Impact Initiative
A portion goes to social welfare



No adulteration
Pure and Tasty.

To know more and see product details, Visit

www.sadguna.in

SWOT Analysis

Strengths

- Good Quality and Taste.
- Wide Product Range.
- Loyal Customer Base.
- Local Sourcing.
- Innovation – GTP.
- Scalability.

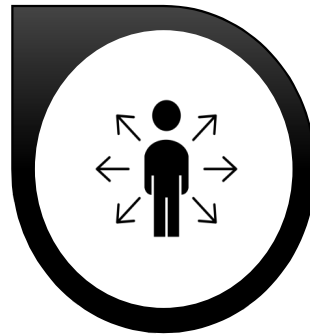


Weaknesses

- New Brand - 4 Yr
- High Competition.
- Marketing and Visibility.

Threats

- Competition.
- Rising Cost.
- Changing Consumer Preferences.
- Regulation and Compliances



Opportunities

- Expansion.
- Increase Online Sales.
- Health & Wellness Trends – NCS.
- Exports.
- Institutional & HORECA.

S.No	Strengths	Action
1	Quality and Taste	Highlight your commitment to providing high-quality spices with exceptional taste through engaging storytelling in marketing materials.
2.	Wide Product Range	Create themed bundles or gift sets to showcase the variety of spices and attract customers looking for comprehensive options.
3.	Loyal Customer Base	Launch a loyalty program to reward repeat customers and encourage referrals.
4.	Local Sourcing	Emphasize the freshness and authenticity of locally sourced spices in your branding and messaging.
5.	Innovation (German Technology Plant)	Promote the innovation in your manufacturing process as a unique selling point, conveying precision and advanced techniques.
6.	Scalability	Develop a growth strategy that highlights how scalability benefits both your company and customers.

S.No	Weaknesses	Action
1	New Brand - 4 Years	Position the company's 4-year presence as a testament to your dedication to quality and customer satisfaction in a relatively short period.
2.	High Competition	Focus on what sets you apart – quality, local sourcing, and innovation. Highlight testimonials from satisfied customers to build credibility.
3.	Marketing and Visibility:	Invest in a comprehensive marketing strategy including social media campaigns, influencer partnerships, and collaborations with local events to increase visibility.

S.No	Opportunities	Action
1	Expansion	Identify untapped markets and create targeted marketing campaigns to introduce your products to new regions.
2.	Increase Online Sales	Enhance your e-commerce platform, offer online exclusives, and optimize your website for a seamless shopping experience.
3.	Health & Wellness Trends	Promote the health benefits of your spices in line with current wellness trends.
4.	Exports:	Develop a strategy to enter international markets, emphasizing the uniqueness and quality of your products.
5.	Institutional & HORECA	Collaborate with institutions, hotels, and restaurants for bulk orders, showcasing your products' versatility and quality.

S.No	Threats	Action
1	Competition	Keep monitoring your competitors and continually innovate your products and marketing strategies to maintain a competitive edge.
2.	Rising Costs	Explore ways to optimize your supply chain and production processes to manage costs without compromising quality.
3.	Changing Consumer Preferences	Stay connected to your customer base through surveys, feedback, and trend analysis to adapt to shifting preferences.
4.	Regulation and Compliances:	Ensure your products meet all necessary regulations and certifications, communicating your commitment to quality and safety.

Overall Strategy

01

Focus on building a strong brand identity around quality, authenticity, and innovation. Always make SS in city town.

02

Create engaging and informative content about your sourcing practices, manufacturing technology, and the people behind Sadguna Masale.

03

Utilize social media, content marketing, influencer partnerships, and targeted advertising to increase brand awareness and drive sales.

04

Regularly gather customer feedback on Website and Google. Adapt your strategies to stay relevant and meet customer needs.

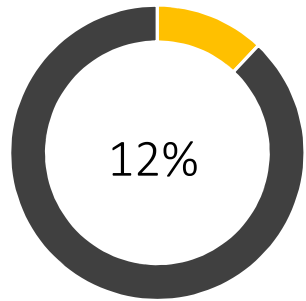
05

Invest in your online presence. Amazon, Flipkart etc.



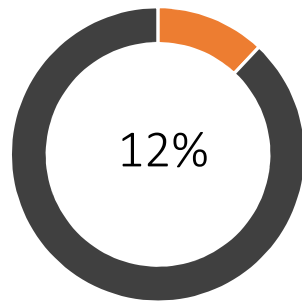
Market Share

All India Basis



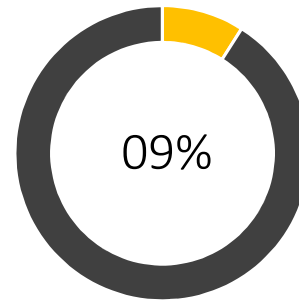
MDH

Revenue - ₹ 5 B



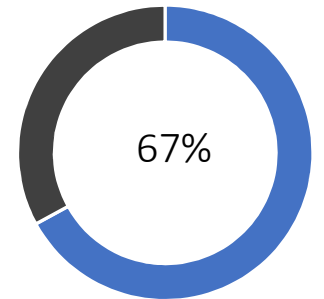
EVEREST

Revenue - ₹ 5 B



CATCH

Revenue - ₹ 3.75 B



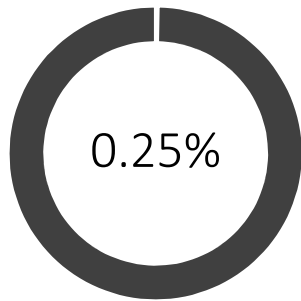
Others

Revenue - ₹ 28 B



Sadguna 5 Year Sales Plan

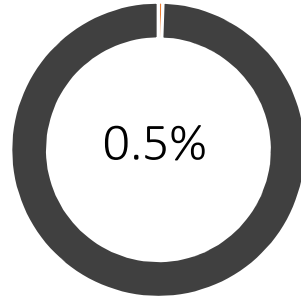
All India Basis



0.25%

2023-24

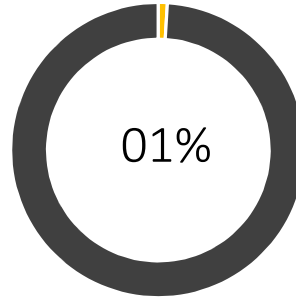
Revenue - ₹ 10 crore



0.5%

2024-25

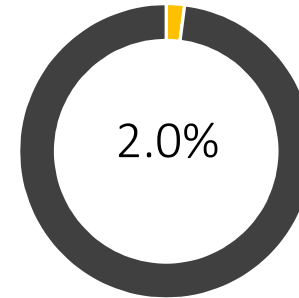
Revenue - ₹ 20 crore



01%

2025-26

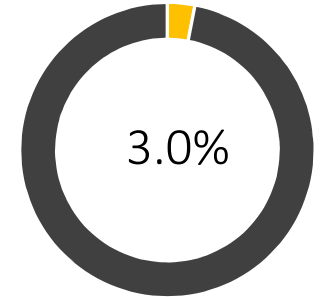
Revenue - ₹ 40 crore



2.0%

2026-27

Revenue - ₹ 80 crore



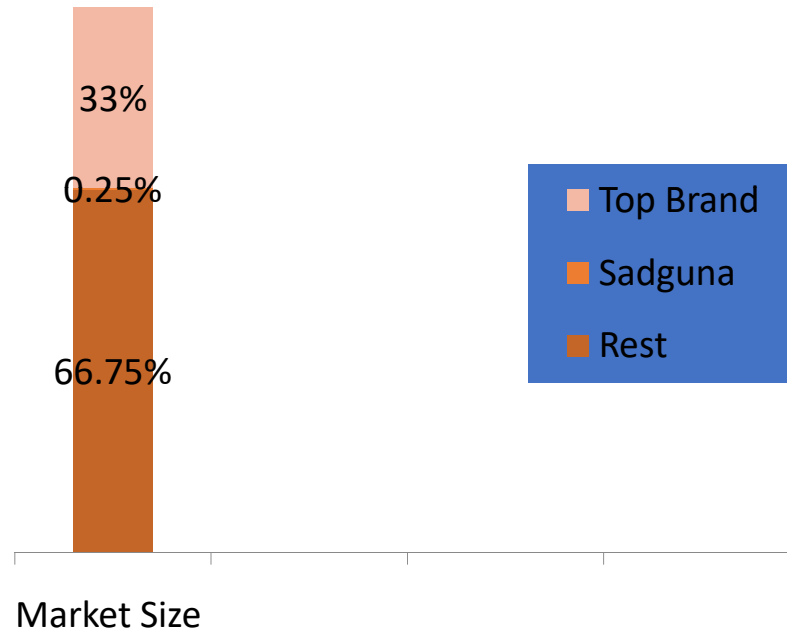
3.0%

2027-28

Revenue - ₹ 1.2B



Sadguna Target Customer



Comparison

	Criteria	Action
1	Quality	Better Than Top Brands
2.	Price	Lower Than Top Brands
3.	Packaging	Same as Top Brands
4.	Manufacturing	100% Hygienic. Touchless Manufacturing. German Technology Plant

MRP Comparison

Aug-23

S.No	Product	SKU(g)	MDH	Everest	Catch	Tata	Sadguna
1	Turmeric Powder	100	34	34	34	37	33
2	Coriander Powder	100	43	41	41	46	39
3	Cumin Powder	50	56	53	53	53	51
4	Chilli Powder	100	64	62	60	62	59
5	Chicken Masala	50	45	45	44	44	39
6	Meat Masala	50	43	41	40	42	38
7	Garam Masala	50	50	62	48	48	47
8	Kitchen King	50	45	44	-	42	30
9	Sabji Masala	100	-	70	70	-	43
10	Kashmiri Mirch	50	56	54	53	-	48



Sales Head to update this slide on monthly basis



Revenue -Bihar

Sales Fig in ₹ Lac &
Rest in Nos.

Sr.No	Month	Channel Partner					Sales Team			Sales						
		SCSA	CSA	DB-R	DB-I	DB-H	ASM	SO	SR	OP	Se	BL	BV	CL	Cu-P	Cu-S
1	Aug-23	0	2	4	0	0	1	2		0	0	0	10	10	10	0
2	Sept-23	0	3	6	0	0	1	3	3	10	6	4	10	14	20	6
3	Oct-23	1	3	10	0	0	1	3	5	16	10	6	20	26	40	16
4	Nov-23	1	4	14	0	0	1	4	7	26	15	11	20	31	60	27
5	Dec-23	1	4	18	0	0	1	4	10	31	21	10	25	35	85	48
6	Jan-24	2	5	24	0	0	2	5	12	35	24	12	35	47	120	72
7	Feb-24	2	5	30	0	0	2	5	15	47	32	15	40	55	160	104
8	Mar-24	2	6	36	0	0	2	6	18	55	39	16	50	66	210	143
9	Apr-24	3	6	20	0	0	3	6	22	66	46	20	60	80	270	189
10	May-24	3	7	22	1	1	3	7	26	80	56	24	65	89	325	245
11	Jun-24	3	7	24	1	1	3	7	30	89	63	26	70	96	395	308
12	Jul-24	3	8	24	6	6	3	8	30	96	68	18	80	98	475	376

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Super CSA, CSA & DB Configuration

Population -12 crore

Districts -38

CSA-138 lakh

CSA- 124 lakh

- Patna - 64
- Bhojpur- 30
- Saran - 44

- Gaya -48
- Nawada -24
- Jehanabad -13
- Nalanda - 31

CSA-97 lakh

- Aurangabad-27
- Rohtas -32
- Kaimur -18
- Buxar-19
- Arwal-8

SCSA- 3.6 crore

CSA-139 lakh

CSA- 136 lakh

- Kishanganj-18
- Araria- 30
- Purnea-35
- Katihar-34
- Madhepura -22

- Darbhanga- 42
- Madhubani -48
- Supaul -25
- Saharsa -21

CSA-110 lakh

- Bhagalpur-34
- Munger-15
- Jamui -19
- Banka -22
- Lakhisarai -12
- Sheikhpura- 8

SCSA- 3.9 crore

CSA-162 lakh

CSA-142 lakh

- East Champ-55
- West Champ-43
- Gopalganj-28
- Siwan -36

- Muzaffarpur-60
- Sitamarhi - 38
- Seohar - 8
- Vaishali -38

CSA- 97 lakh

- Samastipur -47
- Begusarai -32
- Khagaria -18

SCSA- 4.5 crore

ROI- Distributor (B-Type City)

ROI ≥ 24% is Good
Sadguna ROI=40%

ROI - Distributor (B -Type City)															
Month	Op Stock		Billing Value		Retail Sales		Total Retail Sales	Total Whole Sales	Total Sales	Closing Stock		Retail Margin	WholeSale Margin	Total Profit	Total Expense
	FN1	FN2	FN1	FN2	FN1	FN2				FN1	FN2	@10%	@6%		
	A	B=I	C	D	E	F	G=E+F	H	L	I=A+C-E	J=B+D-F				
Month 1	0.00 K	1.20 L	2.00 L	0.00 K	80.00 K	54.00 K	1.34 L	0.00 K	1.34 L	1.20 L	66.00 K	13.40 K		13.40 K	18.00 K
Month 2	66.00 K	66.40 K	1.00 L	1.00 L	99.60 K	83.20 K	1.83 L	0.00 K	1.83 L	66.40 K	83.20 K	18.28 K		18.28 K	18.90 K
Month 3	83.20 K	64.12 K	1.00 L	1.00 L	1.19 L	90.27 K	2.09 L	0.00 K	2.09 L	64.12 K	73.85 K	20.93 K		20.93 K	19.85 K
Month 4	73.85 K	43.46 K	1.00 L	1.00 L	1.30 L	86.08 K	2.16 L	30.00 K	2.46 L	43.46 K	57.39 K	21.65 K	1.80 K	23.45 K	20.84 K
Month 5	57.39 K	45.60 K	1.25 L	1.25 L	1.37 L	1.02 L	2.39 L	33.00 K	2.72 L	45.60 K	68.24 K	23.91 K	1.98 K	25.89 K	21.88 K
Month 6	68.24 K	48.31 K	1.25 L	1.25 L	1.45 L	1.04 L	2.49 L	36.30 K	2.85 L	48.31 K	69.32 K	24.89 K	2.18 K	27.07 K	22.97 K
Month 7	69.32 K	38.86 K	1.25 L	1.25 L	1.55 L	1.07 L	2.62 L	39.93 K	3.02 L	38.86 K	57.35 K	26.20 K	2.40 K	28.59 K	24.12 K
Month 8	57.35 K	41.47 K	1.50 L	1.50 L	1.66 L	1.24 L	2.90 L	43.92 K	3.34 L	41.47 K	67.01 K	29.03 K	2.64 K	31.67 K	25.33 K
Month 9	67.01 K	43.40 K	1.50 L	1.50 L	1.74 L	1.26 L	2.99 L	48.32 K	3.48 L	43.40 K	67.69 K	29.93 K	2.90 K	32.83 K	26.59 K
Month 10	67.69 K	43.54 K	1.50 L	1.50 L	1.74 L	1.26 L	3.00 L	53.15 K	3.53 L	43.54 K	67.74 K	30.00 K	3.19 K	33.18 K	27.92 K
Month 11	67.74 K	53.55 K	2.00 L	2.00 L	2.14 L	1.65 L	3.79 L	58.46 K	4.37 L	53.55 K	88.74 K	37.90 K	3.51 K	41.41 K	29.32 K
Month 12	88.74 K	57.75 K	2.00 L	2.00 L	2.31 L	1.68 L	3.99 L	64.31 K	4.63 L	57.75 K	90.21 K	39.85 K	3.86 K	43.71 K	30.79 K

Investment- ₹ 2 lakh

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ROI- DB(B- Type City)...cont

ROI ≥ 24% is Good
Sadguna ROI=40%

Paid Up Stock			Monthly Paid Up Stock	Market Credit	%Subsidy	Subsidy on Market Credit	Subsidy on Paid Up Stock		Total Subsidy	Total Profit	Gross Profit	Total Expense	Net Profit	Total Investment	ROI
Month	FN1	FN2					FN1	FN2							
	K	J	J+K	L	M		K*M	J*M							
Month1	0.00 K	66.00 K	66.00 K	1.34 L	2.50%	3.35 K	0.00 K	1.65 K	5.00 K	13.40 K	18.40 K	18.00 K	0.40 K	2.00 L	0.20%
Month2	66.00 K	83.20 K	1.49 L	1.83 L	2.50%	4.57 K	1.65 K	2.08 K	8.30 K	18.28 K	26.58 K	18.90 K	7.68 K	3.32 L	2.31%
Month3	83.20 K	73.85 K	1.57 L	2.09 L	2.50%	5.23 K	2.08 K	1.85 K	9.16 K	20.93 K	30.09 K	19.85 K	10.25 K	3.66 L	2.80%
Month4	73.85 K	57.39 K	1.31 L	2.46 L	2.50%	6.16 K	1.85 K	1.43 K	9.44 K	23.45 K	32.89 K	20.84 K	12.05 K	3.78 L	3.19%
Month5	57.39 K	68.24 K	1.26 L	2.72 L	2.50%	6.80 K	1.43 K	1.71 K	9.94 K	25.89 K	35.84 K	21.88 K	13.96 K	3.98 L	3.51%
Month6	68.24 K	69.32 K	1.38 L	2.85 L	2.50%	7.13 K	1.71 K	1.73 K	10.57 K	27.07 K	37.64 K	22.97 K	14.67 K	4.23 L	3.47%
Month7	69.32 K	57.35 K	1.27 L	3.02 L	2.50%	7.55 K	1.73 K	1.43 K	10.71 K	28.59 K	39.31 K	24.12 K	15.19 K	4.29 L	3.54%
Month8	57.35 K	67.01 K	1.24 L	3.34 L	2.50%	8.36 K	1.43 K	1.68 K	11.47 K	31.67 K	43.13 K	25.33 K	17.81 K	4.59 L	3.88%
Month9	67.01 K	67.69 K	1.35 L	3.48 L	2.50%	8.69 K	1.68 K	1.69 K	12.06 K	32.83 K	44.89 K	26.59 K	18.30 K	4.82 L	3.79%
Month10	67.69 K	67.74 K	1.35 L	3.53 L	2.50%	8.83 K	1.69 K	1.69 K	12.21 K	33.18 K	45.40 K	27.92 K	17.47 K	4.89 L	3.58%
Month11	67.74 K	88.74 K	1.56 L	4.37 L	2.50%	10.94 K	1.69 K	2.22 K	14.85 K	41.41 K	56.26 K	29.32 K	26.94 K	5.94 L	4.54%
Month12	88.74 K	90.21 K	1.79 L	4.63 L	2.50%	11.57 K	2.22 K	2.26 K	16.04 K	43.71 K	59.76 K	30.79 K	28.97 K	6.42 L	4.51%
														Monthly Average ROI	3.28%
														Yearly ROI	39.32%

Investment- ₹ 2 lakh

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ROI- Check ?

ROI ≥ 24% is Good
Sadguna ROI = 40%

Investment- ₹ 50000

Month	Op Stock		Billing Value		Retail Sales		Total Retail Sales	Total Whole Sales	Total Sales	Closing Stock		Retail Margin	WholeSale Margin	Total Profit	Total Expense
	FN1	FN2	FN1	FN2	FN1	FN2				FN1	FN2	@10%	@6%		
Month 1	0.00 K	30.00 K	50.00 K	0.00 K	20.00 K	13.50 K	33.50 K	0.00 K	33.50 K	30.00 K	16.50 K	3.35 K		3.35 K	18.00 K
Month 2	16.50 K	26.60 K	50.00 K	0.00 K	39.90 K	13.30 K	53.20 K	0.00 K	53.20 K	26.60 K	13.30 K	5.32 K		5.32 K	18.90 K
Month 3	13.30 K	22.16 K	50.00 K	0.00 K	41.15 K	12.19 K	53.33 K	0.00 K	53.33 K	22.16 K	9.97 K	5.33 K		5.33 K	19.85 K

Paid Up Stock			Monthly Paid Up Stock	Market Credit	%Subsidy	Subsidy on Market Credit	Subsidy on Paid Up Stock		Total Subsidy	Total Profit	Gross Profit	Total Expense	Net Profit	Total Investment	ROI
Month	FN1	FN2					FN1	FN2							
Month1	0.00 K	16.50 K	16.50 K	33.50 K	2.50%	0.84 K	0.00 K	0.41 K	1.25 K	3.35 K	4.60 K	18.00 K	-13.40 K	50.00 K	-26.80%
Month2	16.50 K	13.30 K	29.80 K	53.20 K	2.50%	1.33 K	0.41 K	0.33 K	2.08 K	5.32 K	7.40 K	18.90 K	-11.51 K	83.00 K	-13.86%
Month3	13.30 K	9.97 K	23.27 K	53.33 K	2.50%	1.33 K	0.33 K	0.25 K	1.92 K	5.33 K	7.25 K	19.85 K	-12.60 K	76.60 K	-16.45%

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ROI = -ve

ROI- Check ?

ROI ≥ 24% is Good
Sadguna ROI = 40%

Investment- ₹ 1 lakh

Month	Op Stock		Billing Value		Retail Sales		Total Retail Sales	Total Whole Sales	Total Sales	Closing Stock		Retail Margin	WholeSale Margin	Total Profit	Total Expense
	FN1	FN2	FN1	FN2	FN1	FN2				FN1	FN2	@10%	@6%		
Month 1	0.00 K	60.00 K	1.00 L	0.00 K	40.00 K	27.00 K	67.00 K	0.00 K	67.00 K	60.00 K	33.00 K	6.70 K		6.70 K	18.00 K
Month 2	33.00 K	53.20 K	1.00 L	0.00 K	79.80 K	26.60 K	1.06 L	0.00 K	1.06 L	53.20 K	26.60 K	10.64 K		10.64 K	18.90 K
Month 3	26.60 K	44.31 K	1.00 L	0.00 K	82.29 K	24.37 K	1.07 L	0.00 K	1.07 L	44.31 K	19.94 K	10.67 K		10.67 K	19.85 K

Paid Up Stock			Monthly Paid Up Stock	Market Credit	%Subsidy	Subsidy on Market Credit	Subsidy on Paid Up Stock		Total Subsidy	Total Profit	Gross Profit	Total Expense	Net Profit	Total Investment	ROI
Month	FN1	FN2					FN1	FN2							
Month1	0.00 K	33.00 K	33.00 K	67.00 K	2.50%	1.68 K	0.00 K	0.83 K	2.50 K	6.70 K	9.20 K	18.00 K	- 8.80 K	1.00 L	-8.80%
Month2	33.00 K	26.60 K	59.60 K	1.06 L	2.50%	2.66 K	0.83 K	0.67 K	4.15 K	10.64 K	14.79 K	18.90 K	- 4.11 K	1.66 L	-2.48%
Month3	26.60 K	19.94 K	46.54 K	1.07 L	2.50%	2.67 K	0.67 K	0.50 K	3.83 K	10.67 K	14.50 K	19.85 K	- 5.35 K	1.53 L	-3.49%

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ROI = -ve

Sales Team Configuration

Channel Partners- 1st Phase

- SCSA -3
- CSA - 9
- Distributor – 38

Billing

CSA-15/20 lac
SS-4/5 lac;
DB-1/1.5 lac;

Supervision

- 1 SO per SS
- 1 SR per 2 DB for 1st quarter.
- 1 SR per 3 DB for 2nd quarter.
- 1 SR per 4 DB in 3rd and 4th quarter.

Sales Team

- ASM /ASE-3
- JrSO/SO/Sr SO – 9
- SR -25

Monthly Target

- SR - 2 lac
- SO- 10 lac
- ASM- 25 lac

Margin

- CSA– 4% + 3% (Logistics Claim)+ Rs 5000/- Rent
- DB – 10%
- SCSA – 3%+ Rs 5000+ Logistics Support

TV Advertisement



Dhoni with MD

Market Share \geq 1.5%

**Proposed
Brand-Ambassador**



Manoj Bajpayee

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सद्गुणा खाओ, कार जीतो



**Bumper
Diwali
Dhamaka**

www.sadguna.in

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Customer Feedback

Google Review of Sadguna Products 4.6/5

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Masale

**Swad Ka
Khazana**

Contact Us

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