

GOOAT

Balancing Health, Taste, and Convenience For You



Vision

The GoOAT Sweet Spot: Merging Health, Flavor, and Ease



HEALTHY FOOD CONSUMPTION IS ON THE RISE

INCREASE IN
DISPOSABLE INCOME

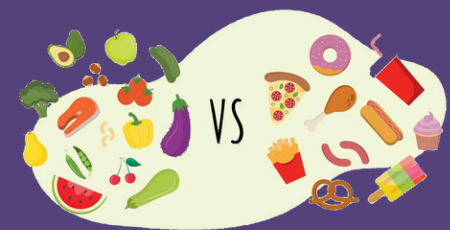
RISE OF
AWARENESS

80%+ India's consumes
Nutritionally deficit food

70% Urban Population is
Obese or Overweight

There's still a huge part of India who **WANTS TO EAT HEALTHY** but

HEALTH



Uncertain about **meal choices**



supplements are too **Overwhelming**



Don't Know where to start

TASTE



Monotonous meals get boring quickly



Healthy = Bland



Hard to **sustain long-term**

CONVENIENCE



Time-consuming prep



Expensive to order-in



Requires **too much effort**

Solution

Prep time
> 30 secs

100% Natural

Variety of Flavors

No Refined
Sugar



Complex Carbs

Spoon-free

24g Protein
Per Serving*

High Fiber

HIGH PROTEIN



MANGO MADNESS

RS 99.00



CHOCO-NUT CRUNCH

RS 99.00



MOCHA MARVEL

RS 99.00

STANDARD PROTEIN



CHOCO HAZELNUT

RS 69.00



STRAWBERRY SWIRL

RS 69.00

We are entering with **BREAKFAST** as a category.

Indians are traditionally specific about their main meals. In breakfast, there's a growing trend of experimentation & innovation.

To support a healthy lifestyle, breakfast plays a crucial role as the first meal sets the tone for the day and establishes a foundation.

WHY:

Enter **MULTIPLE CATEGORIES**—in sync with our Vision, like

**ENTERING LUNCH,
DINNER & SNACKING**

Such as:

**MEAL ADD-ONS,
MEAL REPLACEMENTS
QUICK BITES**

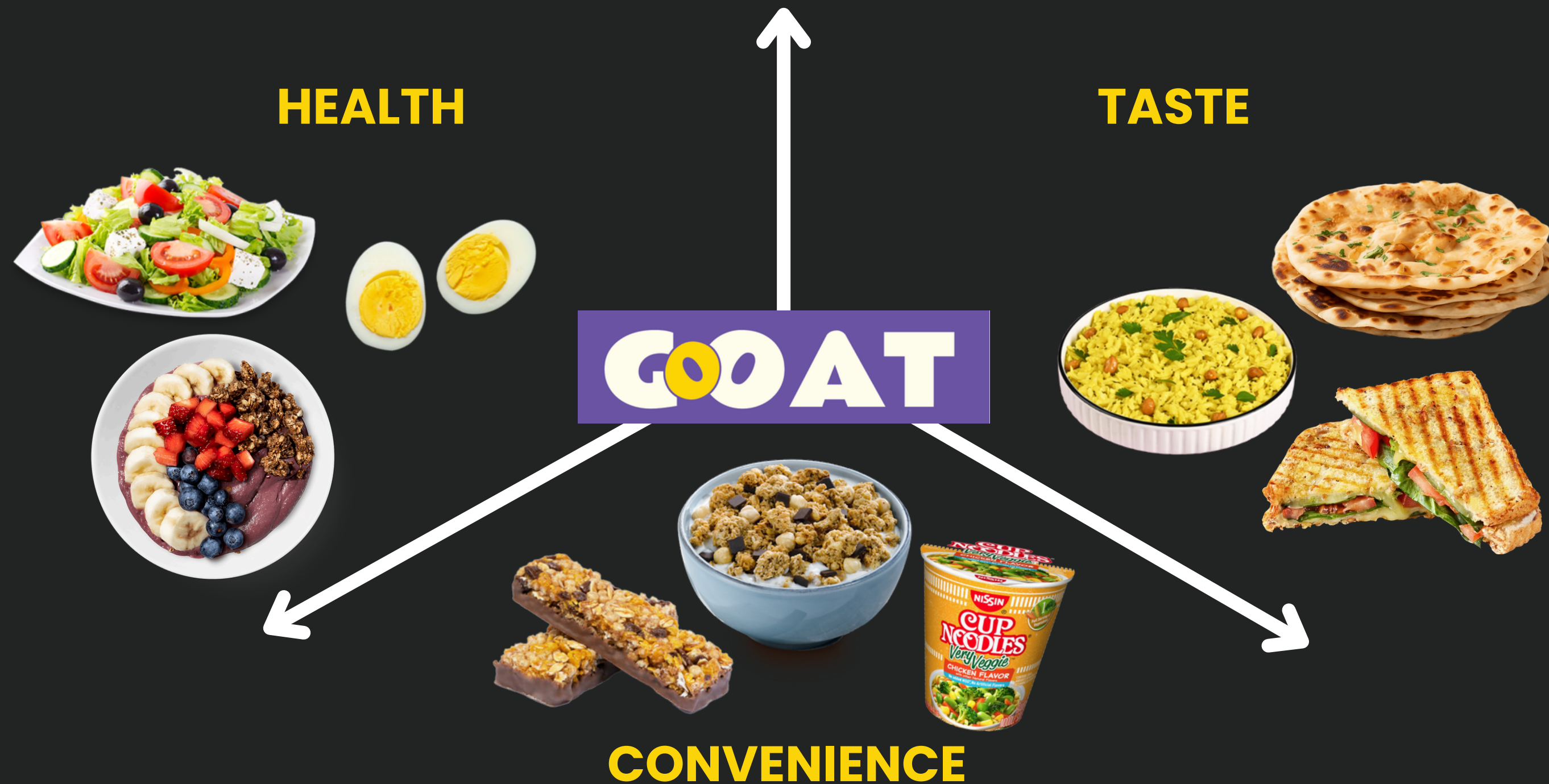
1st YEAR

5th YEAR

Close Competitors

GoOat **doesn't have direct competitors** given our product is one-of-a-kind.

However, the following fall into either one or two but not all categories of health, taste, and convenience.



Investment so far

8,000,000

(INR)

23,00,000+
Revenue

85+ Pop ups
and Events

Product
Development

Served
35,000+ Packets

PRODUCTION FACILITY
(30k Packets/month)

Consumer Persona



Chirag Sapra, 28

Investment Banker, Mumbai

- Often skips meals due to time constraints.
- Just joined Gym, Workout 3-4 times a week
- Often looks for healthy options
- Tries to avoid Sugar



Tarrannum, 22

Student, Gurugram

- Busy days mostly at college
- Often looks for high protein options
- Prioitizes Workout and eating clean
- Carries her meals to college



Bhumika , 34

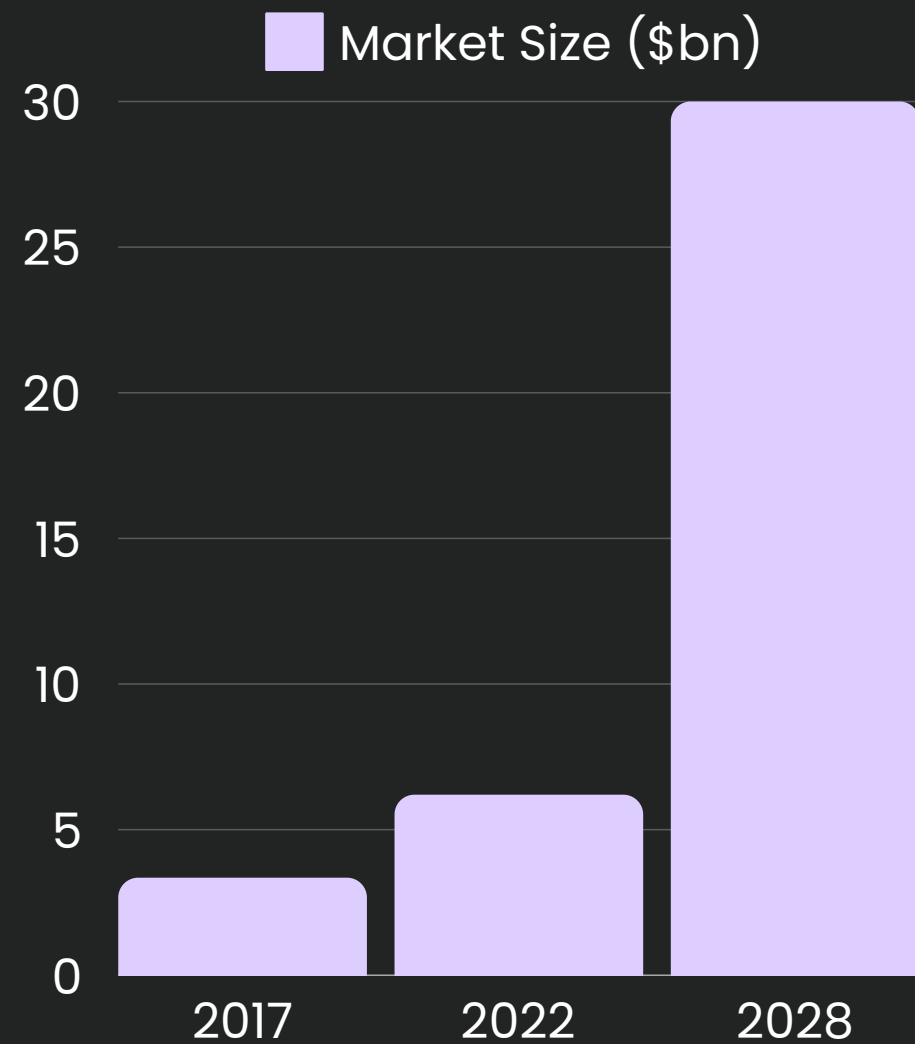
Homemaker, Kota

- Tries to maintain a healthy lifestyle
- Always looks for clean and natural options
- Tries to avoid sugar and carbs
- Does Yoga and workout

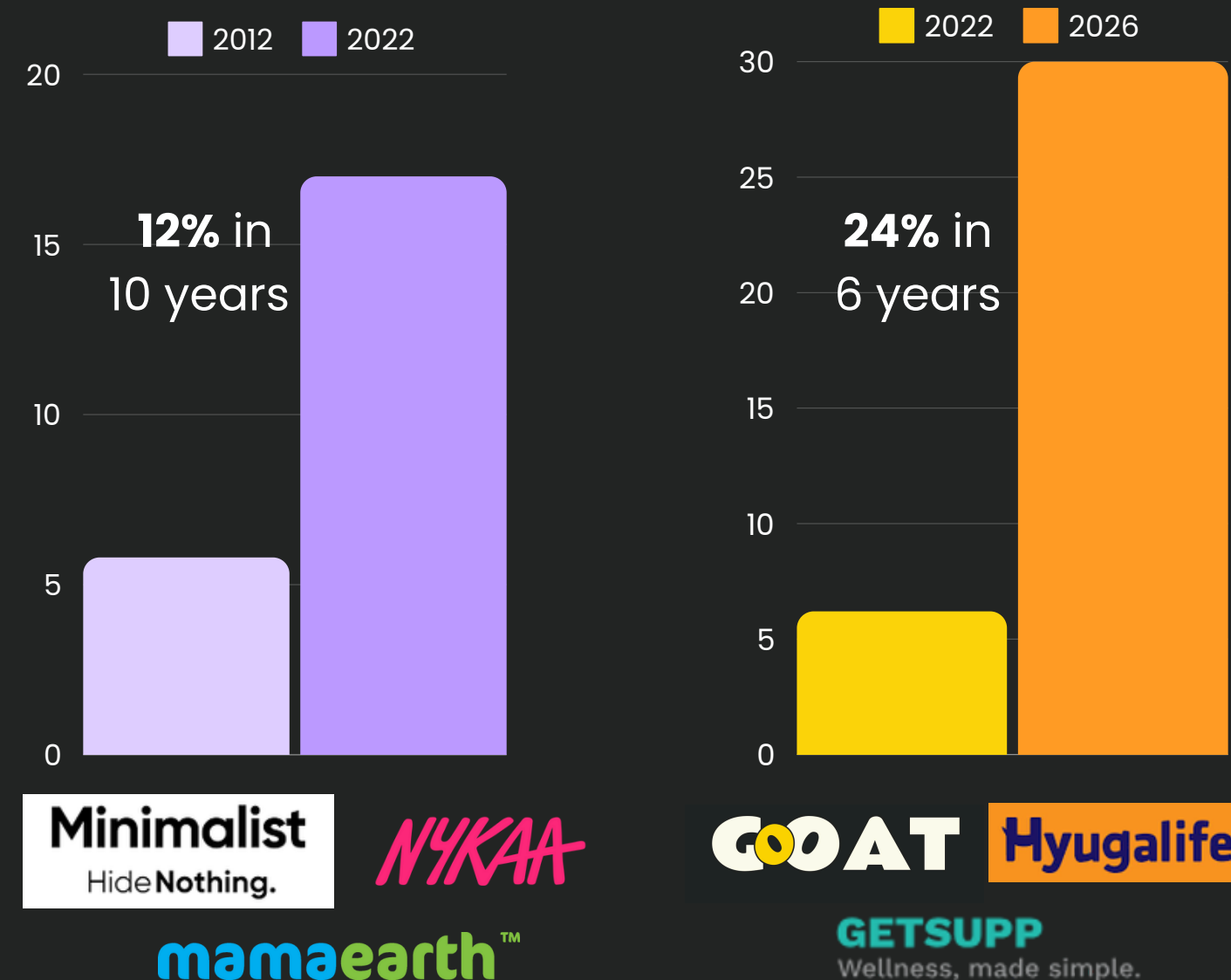
Market Potential

The Market shows projected growth due to the **INCREASE IN DISPOSABLE INCOME** and **AWARENESS ABOUT HEALTHY LIFESTYLE and FOOD**

Market Growth to Reach \$ 30bn

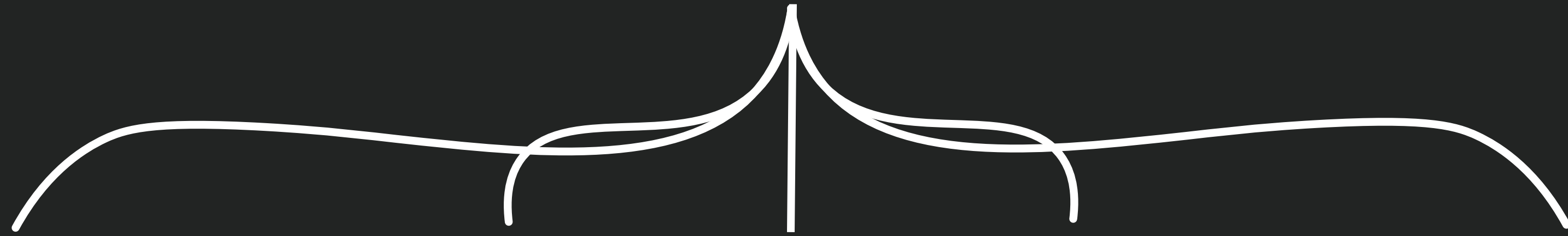


Growth Comparison:
Beauty vs. Health Food Industry



*Source: Avendus "India Unjunking: A USD 30 Bn appetite for Health Food" report

Distribution Strategy



WEBSITE

● **GOOAT**

QUICK COMMERCE

● **SWIGGY**
instamart
zepto

10 Minute Grocery Delivery

blinkit

E-COMMERCE

● **amazon**
Flipkart 

b) bigbasket

Hyugalife

● **GETSUPP**
Wellness, made simple.

OFFLINE

●  **cult.fit**
●  **ANYTIME FITNESS.**

Supplement Stores,
Vending Machines

B2B COLLABORATION

● **Lo!**
LOW CARB
DELIGHTS

CloudKitchens®

● **AQUATEIN™**

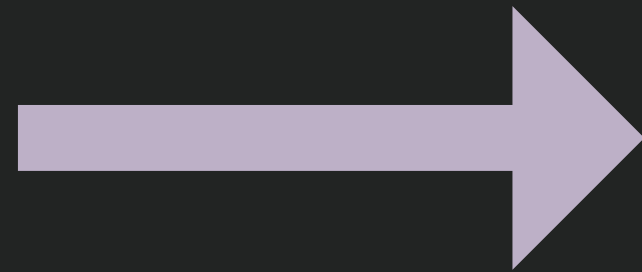
● **Already Live**

Revenue Margin

After reaching the capacity of 10,000 packs a month

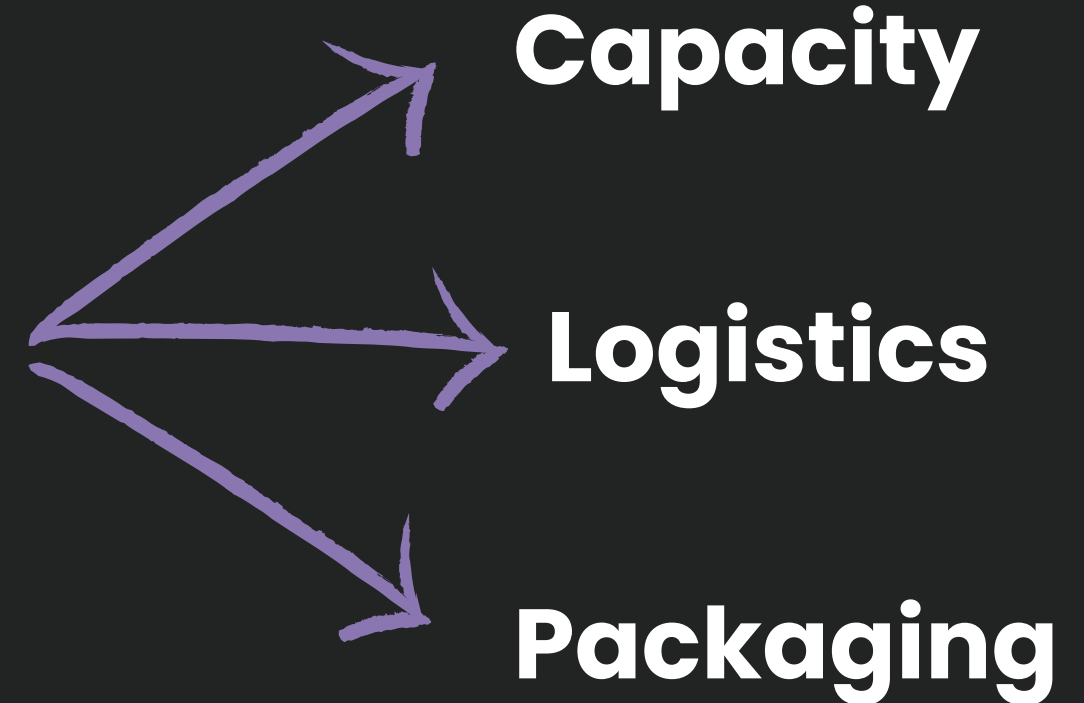
Gross Margin

65%

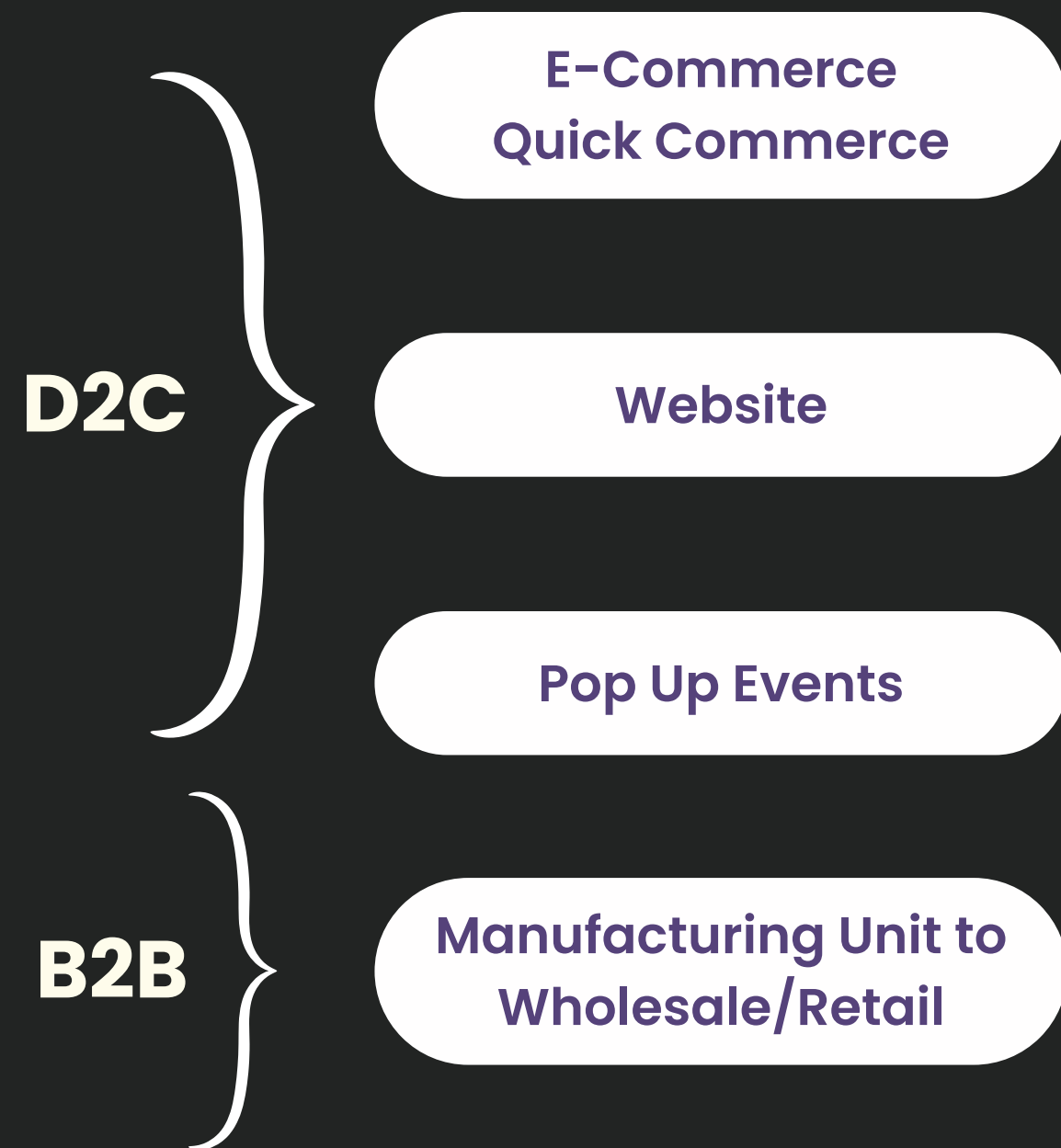


Gross Margin

75%

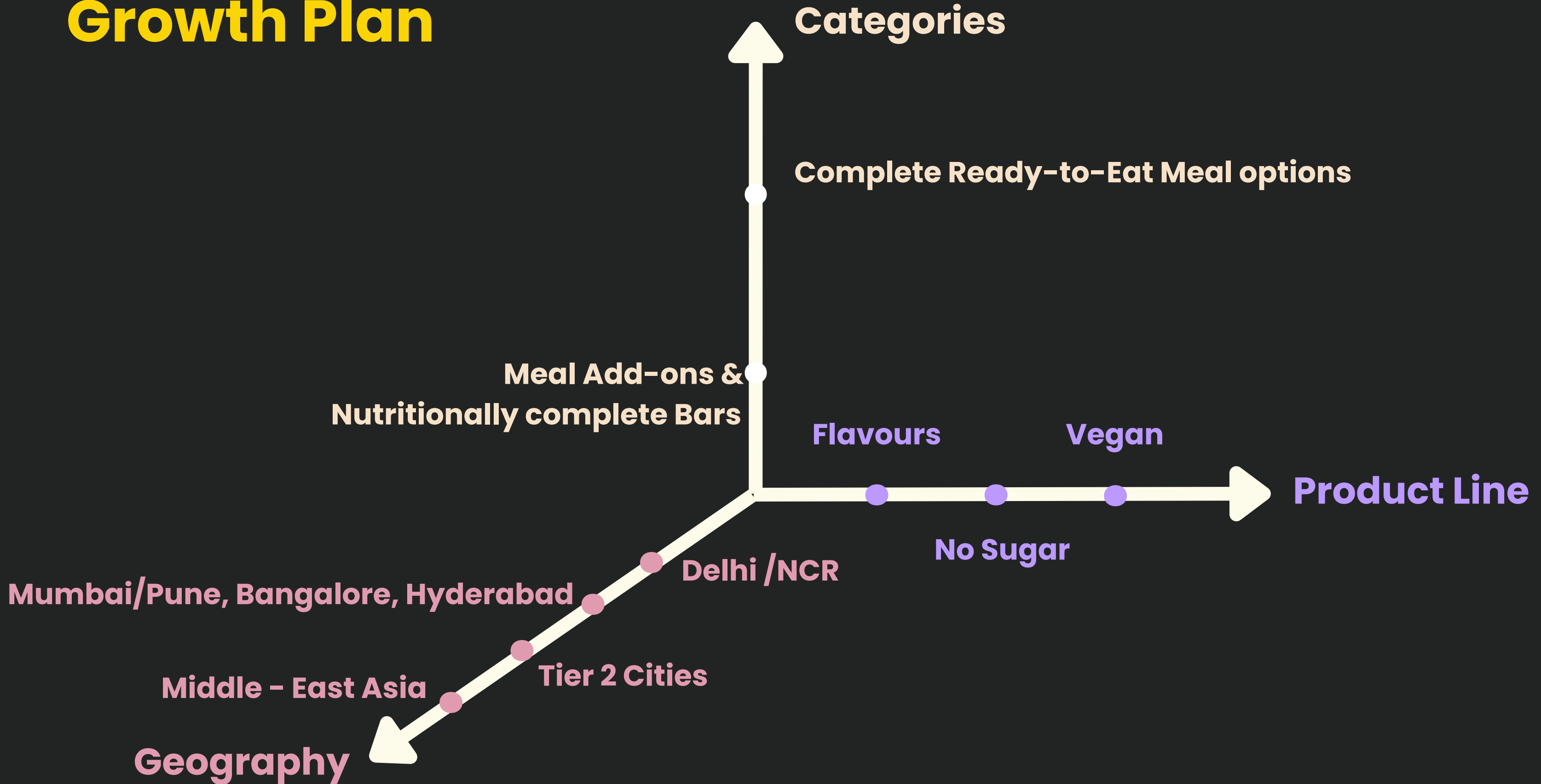


Business Model



Gross Margin	Commission	Delivery+ Discounts	Net Margin
67%	10%	21% + (10-20%)	26%-16%
67%	2%	18% + (10-20%)	37-27%
67%	25-40%		42%-27%
67%	35%		35%

Growth Plan



Customer Reviews

Had it this morning, amazing!!

3:54 PM

Mom approved 10/10 🍷

3:54 PM

Tried the oats today

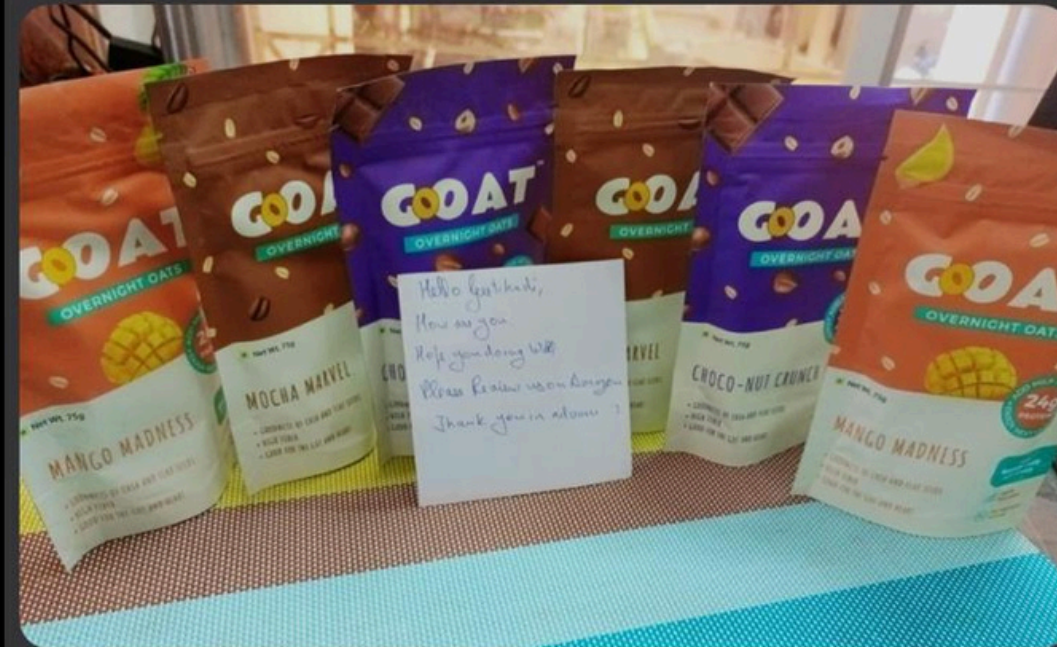
Loved it

The taste and consistency is really good, would love to try more flavours, good to see that a brand from my city giving this much good quality product !



Tap and hold to react

Loved the product! Could be super big for people on the go.



Hi Ritu di....my kids loved GoOats ..and here is our first order....😊 Convey my best wishes to Yash for his amazing and successful journey 👍

1:05 PM

Hey

1:30 PM

I tried strawberry oats Absolutely loved it 😍❤️

1:31 PM

amazing taste 😍

1:38 PM

taste like i'm drinking mango smoothie 😊

1:39 PM

Kudos to Go Oats – A Delightful and Satisfying Experience! ➡

External

Inbox



Priyal Jain 11:00 AM

to support ▾



I loved it 😍

Replied to you

What's the feedback

As you know how much I am fond of oats, so the concept that you have brought of the "SPOON FREE OATS" is really appreciable!

Loved by the Best

Thrilled to have a **stamp of approval** from the best of the best.



Jivraj singh
Investor & Podcaster
Founder : ISV Capital



Sahiba Bali
Actor & Marketeer



Shantanu Deshpande
Founder CEO at
Bombay Shaving Co



Vaibhav Sisinty
Marketeer

Hosted 85+ Popups



Partnerships



Inhouse Manufacturing

We operate a women-powered in-house manufacturing unit in Kota, employing a team of seven dedicated women.



Quality Control



Scalability



Localize Production



An Enthusiastic Founding Team



Yash Kalra

Founder
NPD, Operations & Sales



Namrata Arora

Content Strategy & Communication
Creative Supervisor at Ogilvy
Stand-up Comic



Devansh Kalra

Facility & Supply Chain
Management



Kshitiz Bagla

Masters in Food Technology
7+ years experience
Ex Mom

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+91-9413536772

Mentorship & Strategic Support



Jivraj Singh Sachar

**Founder & General Partner (GP)
ISV Capital
Indian Silicon valley Podcast**

**Linkedin-
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Ripunjay Chachan

**Founder
Wellversed**

**Linkedin
[linkedin.com/in/ripunjaychachan](https://www.linkedin.com/in/ripunjaychachan)**

Raising ₹1 Crore at a ₹6 Crore Pre-Money Valuation

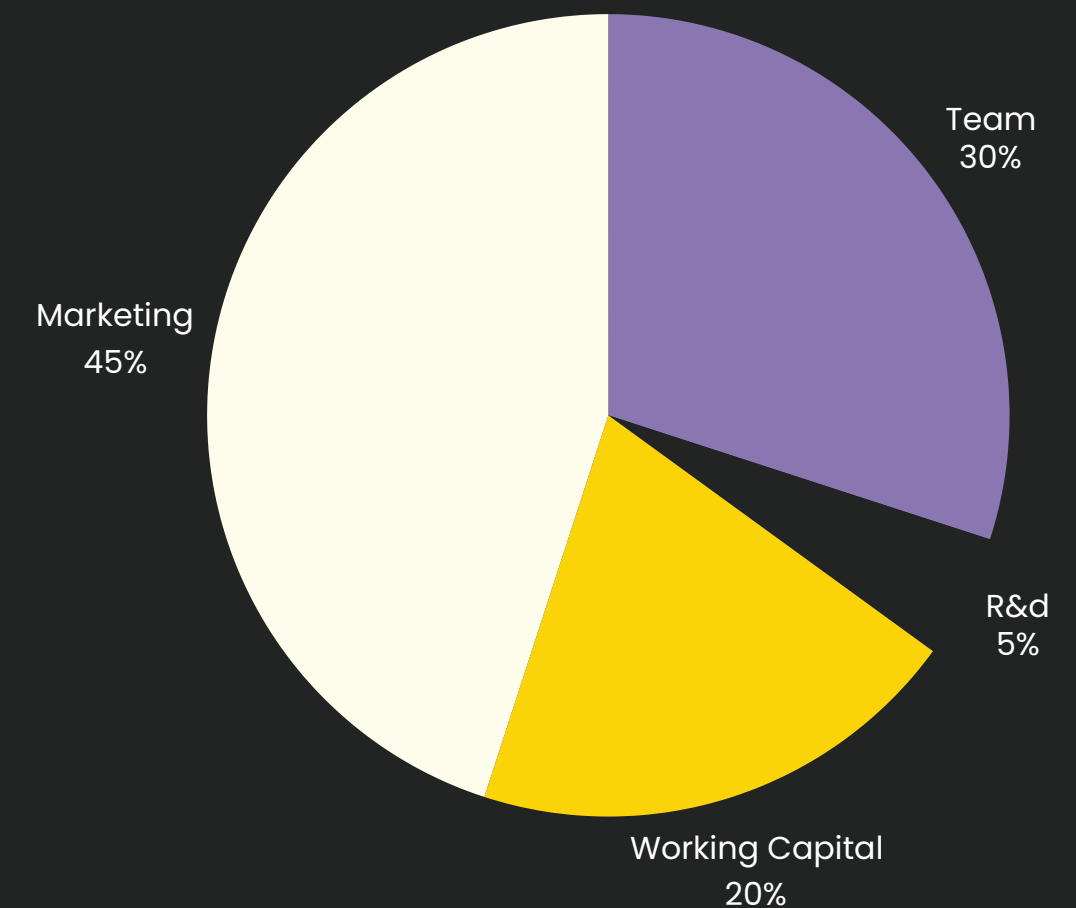
Funding Status – Pre Seed round

65%(subscribed)

35%(available)

Confirmed Investors / Backers

- DEEP BAJAJ – SIRONA GROUP
- DHRUV KOHLI – FOUNDER BOBA BHAI
- UMAIR MOHAMMAD – FOUNDER NITRO COMMERCE
- VIKRAM AHUJA – FOUNDER HOMEGURU
- SAIRAM KRISHNAMURTHY – COO, INSTAMART, SWIGGY



GOO AT = MENTALITY

Imagine you're a G.O.A.T—curious, spirited, and wise in your own way. You see someone taking their first steps towards better health, and your heart swells with empathy and encouragement. You understand the challenges they face because you, too, crave simplicity and sustainability in your own life.

Health should be easy, right? But it's not always that straightforward. That's where we come in. We're not just following market trends; we're responding to a genuine need. We believe in offering more than just the usual options. We want to provide something better—something tastier, more convenient, and above all, sustainable.

Until we offer an alternative that's irresistibly delicious and effortlessly accessible, true change won't happen. And change is what we're all about. We're here to make health a joyful journey, one that starts with a small step and leads to a lifetime of well-being.

Because every step counts, and every choice matters.
Delivering fitness without a fuss!