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BOOMERANG DEAL

The Naturik Co.™

The Breakfast Brand That Got All SHARKS On Board!

DEAL DONE BY ALL 5 SHARKS

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ABOUT NATURIK

Tasty and **Healthy**
Desi breakfast brand.

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PRODUCT PORTFOLIO

Masala khichdi

Pancake

Cheela

Sprouts

Almond Bytes

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What Naturik Sets Apart

A Strong Product USP – Unlike many packaged food brands, Naturick's products contain no maida, **no sugar, no palm oil, are high in protein and are ready to eat in 3 minutes** a perfect combination of health and convenience.

Mix, Cook, Eat (Spices premixed)

Recipe by award winning chefs

Over 20% Protein per serving

0% Preservatives, 100% Natural

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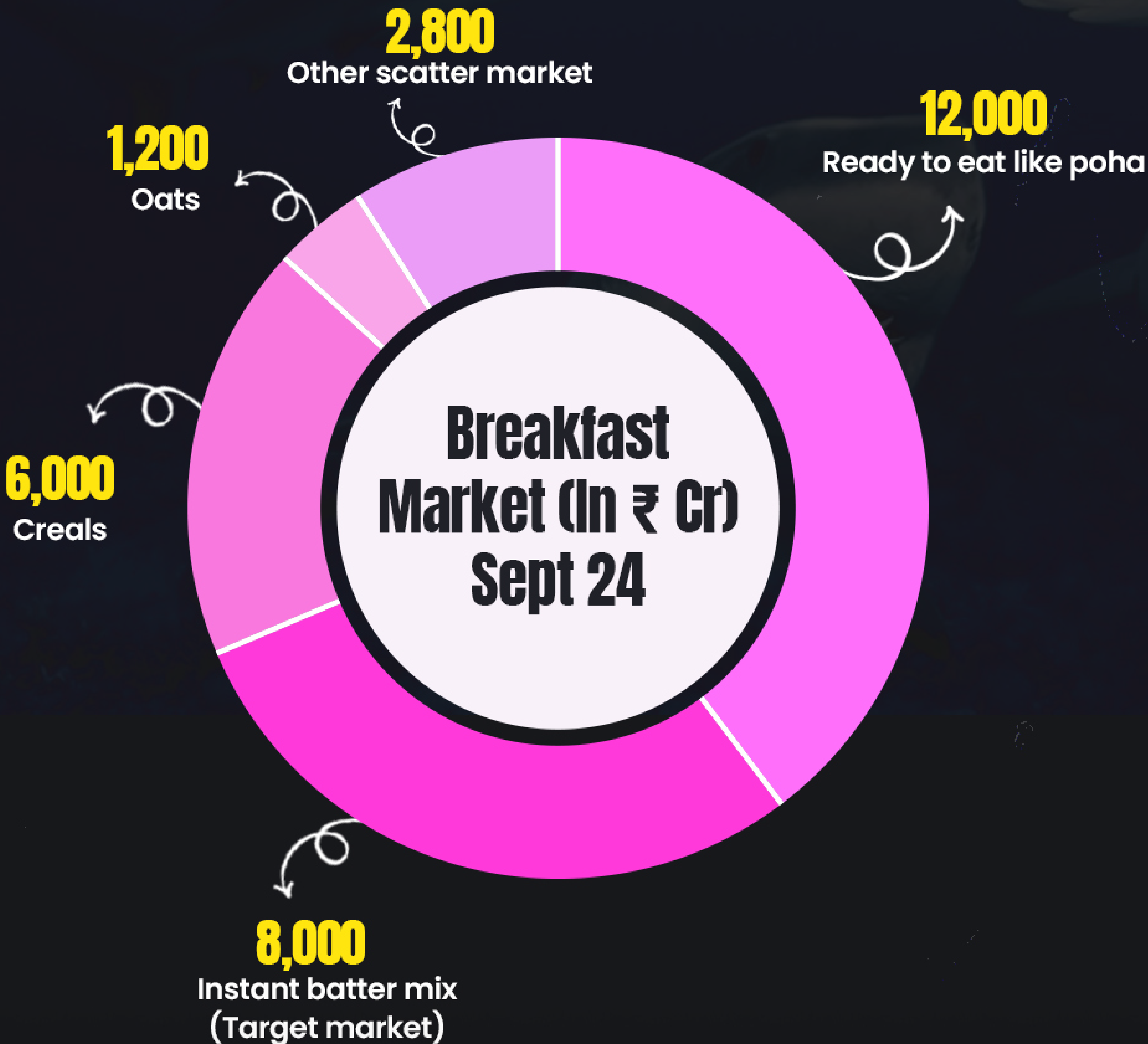
Market Opportunity



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Naturik's Unit Economics

Sales 100%

Raw Material cost **-23%**	Dsc, Margins & Com **-27%**	Salaries **-8.80%**
Packing cost **-4.50%**	Onward Shipping **-12%**	Travel Cost **-1.40%**
Inward Shipping **-3.25%**	Marketing **-25%**	Fixed Expenses **-0.70%**
Gross Margin **69.25%**	Contribution Margin **5.25%**	EBITDA **-6%**

With a 69% gross margin, one of the highest in this industry and plan to **achieve profitability soon.**

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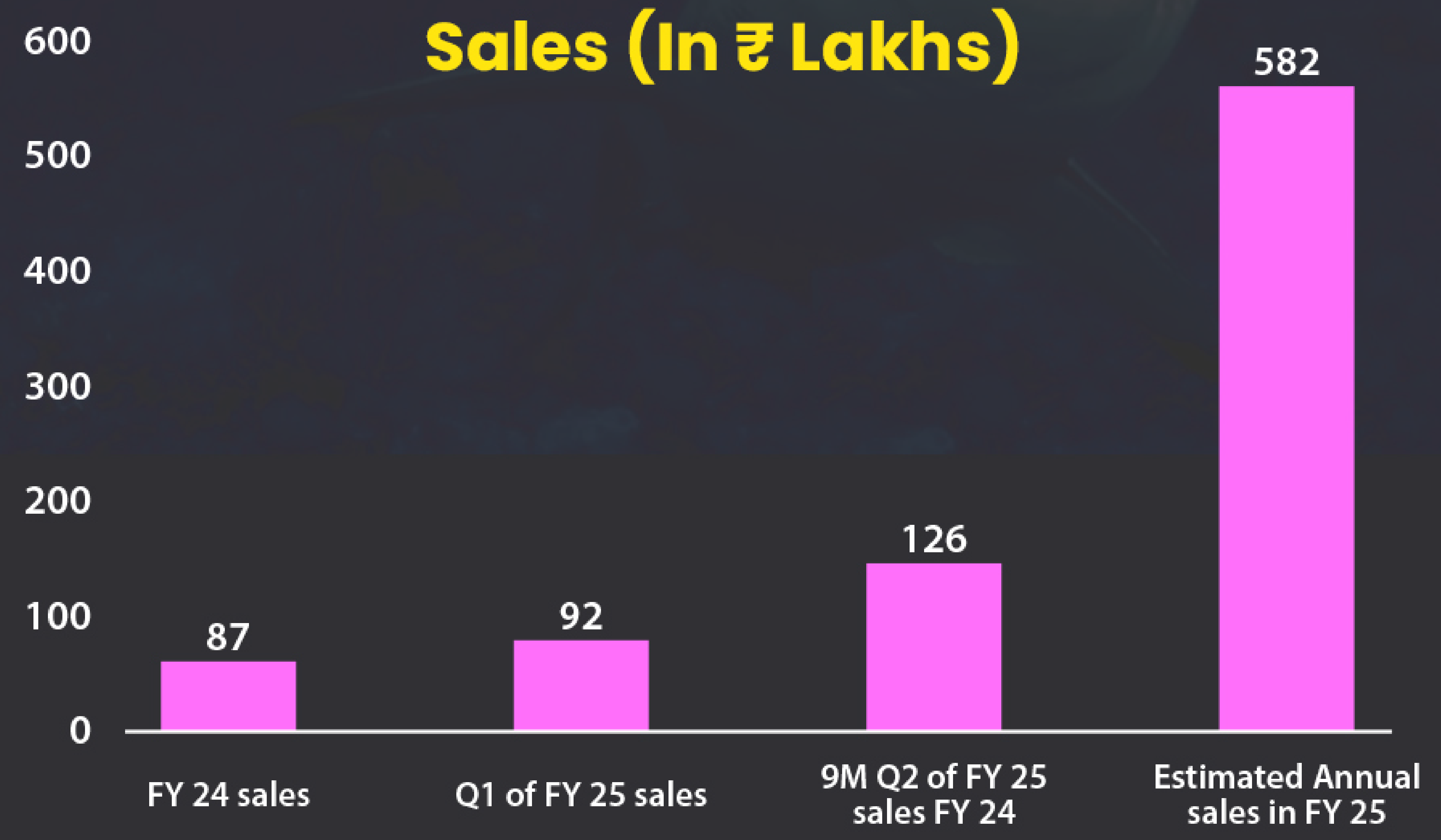
Growth Trajectory & Sales Milestone

The company launched the product on March 30, 2023, Naturick's sales have skyrocketed, reaching **₹1.26 Cr in Q2 of FY25.**



Funding Rounds

Date	Funding Round	Investors	Valuation
30 Jan 2025	Angel	Aman, Vineeta, Peyush, Kunal, Anupam	₹4 Cr at ₹18 Cr
11 May 2024	Seed	100X, Nitin Kaushal, Sahil Vohra	₹1.25 Cr at ₹8.33 Cr

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The Shark Fight
Who Offered What?

Original ask - ₹50L for 2% Equity at ₹25 Cr valuation

Aman & Anupam: ₹1 Cr for 5% Equity at ₹20 Cr valuation.

Vineeta & Peyush: ₹50L for 2.5% Equity at ₹20 Cr valuation.

Kunal Bahl: Two aggressive offers - ₹2 Cr for 10% or ₹4 Cr for 20% equity at ₹20 Cr valuation.

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The Final Deal

₹4 Cr for 22.22% Equity at
₹18 Cr valuation – **ALL SHARKS IN!**

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With the backing of **all five sharks,** Naturick is set to disrupt the desi breakfast industry by making healthy and convenient food accessible to every household in India.

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