



A **JOURNEY** of **D2C** Startup



Mitra's Unique **Business** Model



Mitra operates on an asset-light model, directly purchasing products from farmers and partnering with local manufacturing facilities. The company currently procures products from two plants in **Alwar** and **Ghaziabad**, with a third facility in **Nasik** focusing on rice and millet-based products. This strategy allows Mitra to maintain flexibility and scale efficiently.



Alwar



Ghaziabad



Nasik

INNOVATIVE

Product Offerings

Mitra's product lineup includes staples like **flour, oil, pulses, and oats**. But what sets them apart?



Inclusive and Gender-Neutral: Mitra recognizes the diverse needs of modern consumers. Their products are designed to be gender-neutral, catering to everyone's well-being.

Drawing inspiration from our grandparents' wisdom, Mitra incorporates multigrain flours and lesser-known nutrients like **Bajra and Sattu**. These ingredients were once staples in Indian households but fell out of favor. Now, they're **making a comeback!**



The brand has over **40 variants of products**. Mitra is actively catering to Tier I, II, and III markets, with a focus on Tier III markets, which have been largely ignored in terms of **organic, healthy, and vegan food**.



Mitra's Growth Story

In **September**, Mitra ventured into white-labeling **mustard oil**. The response was phenomenal, with sales reaching around **20,000 liters per month**.

International Ambitions: Abhishek Kaushik envisions expanding Mitra beyond Indian borders, targeting markets in Nepal, Bhutan, and beyond.





Smart **PACKAGING** and **Quality** Assurance

Mitra believes that health should be accessible to all. Their "**massy more classy**" approach ensures that everyone can enjoy **high-quality products**.

Mitra's **no-human-touch packaging**, coupled with single-breed isolation technology, preserves product freshness. With an **11% moisture retention rate**, their products have an extended shelf life.

Strong Investor **Backing**

Mitra has robust support from notable investors such as **BestVantage Investments**, **ah Ventures**, **Soonicorn Ventures**, **1000 Unicorns**, and Beej Network. Recently, the company secured **₹4.51 crore** out of a **₹5 crore** investment round, demonstrating investor confidence in Mitra's **vision and potential**.



Product Expansion

Mitra isn't stopping at staples like flour and oil. They're venturing into exciting new categories

Mitra's lifestyle nutrition **brand, Groccers, caters to diverse dietary preferences.** From gluten-free flour to keto-friendly options, they've got it all.

MITRA Beverages: Capitalizing on the healthy beverage trend, Mitra plans to introduce a range of refreshing drinks.

Beyond staples, Mitra now offers Soya oil, oats, spreads, sauces, pulses, rice, and spices. Their discerning customers have plenty of choices.



Mitra has strategically positioned its products in the **mid-price segment**, appealing to health-conscious consumers in tier 1 rural areas and tier 2-3 cities.

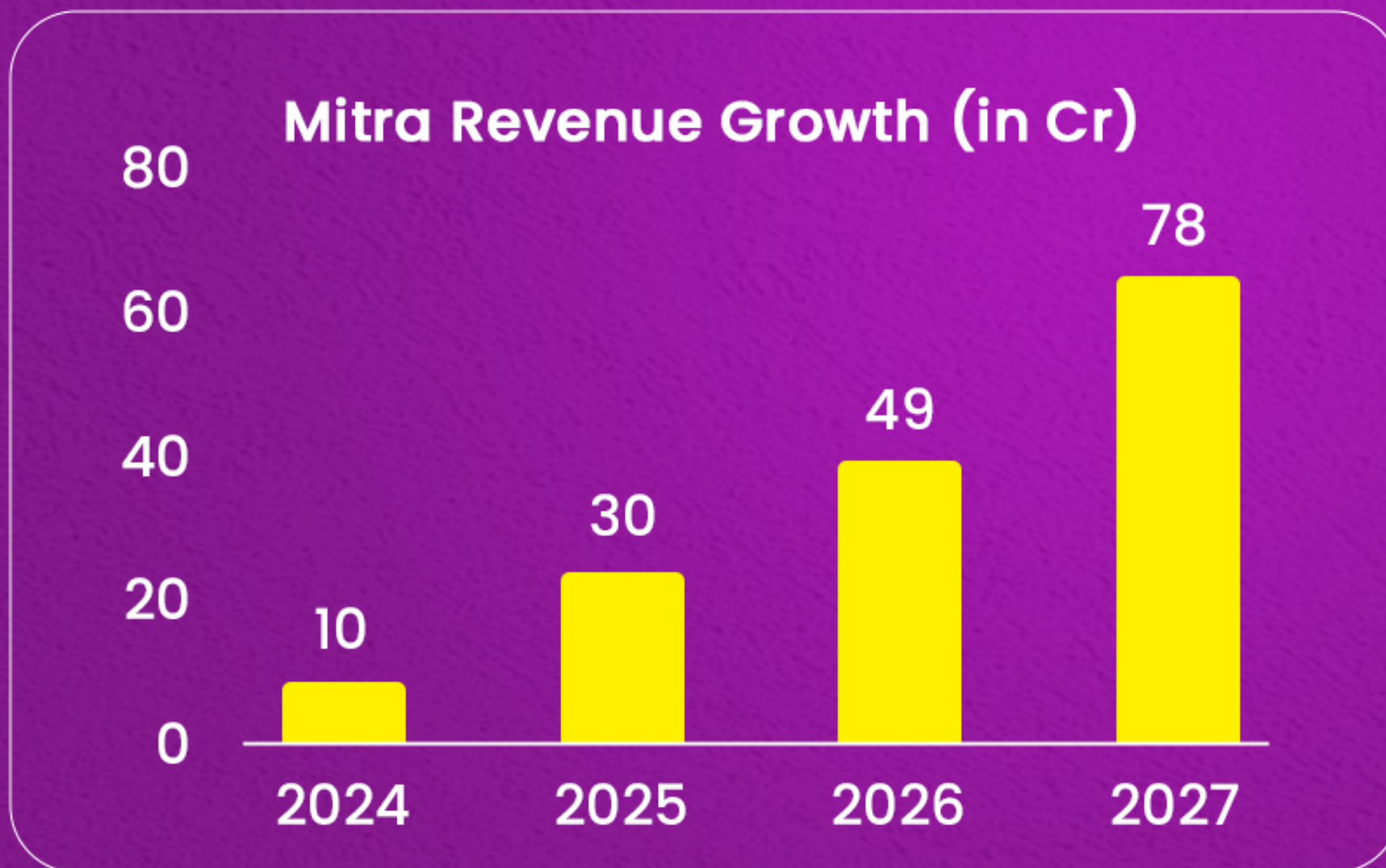
With a repeat purchase rate of **74-78%**, Mitra's offerings resonate well with its target market. Currently, **75% of sales come from offline channels**, while the remaining 25% are generated online.

Mitra has experienced remarkable growth, with a **3200% increase** in market penetration.





In FY24, Mitra reported a GMV of **₹10.2 crore** and a PAT of **₹80 lakhs**. The company expects 40% of its revenue to come from modern trade and online portals, with the remaining **60%** from its distribution network. Mitra is on track to reach half of Pan India within two years and aims to produce **5200+ tons of flour and 40+ lakh liters of oil by FY27**.



G r o w t h i n %

58.66%

1 Year

97.11%

3 Year

193.52%

4 Year

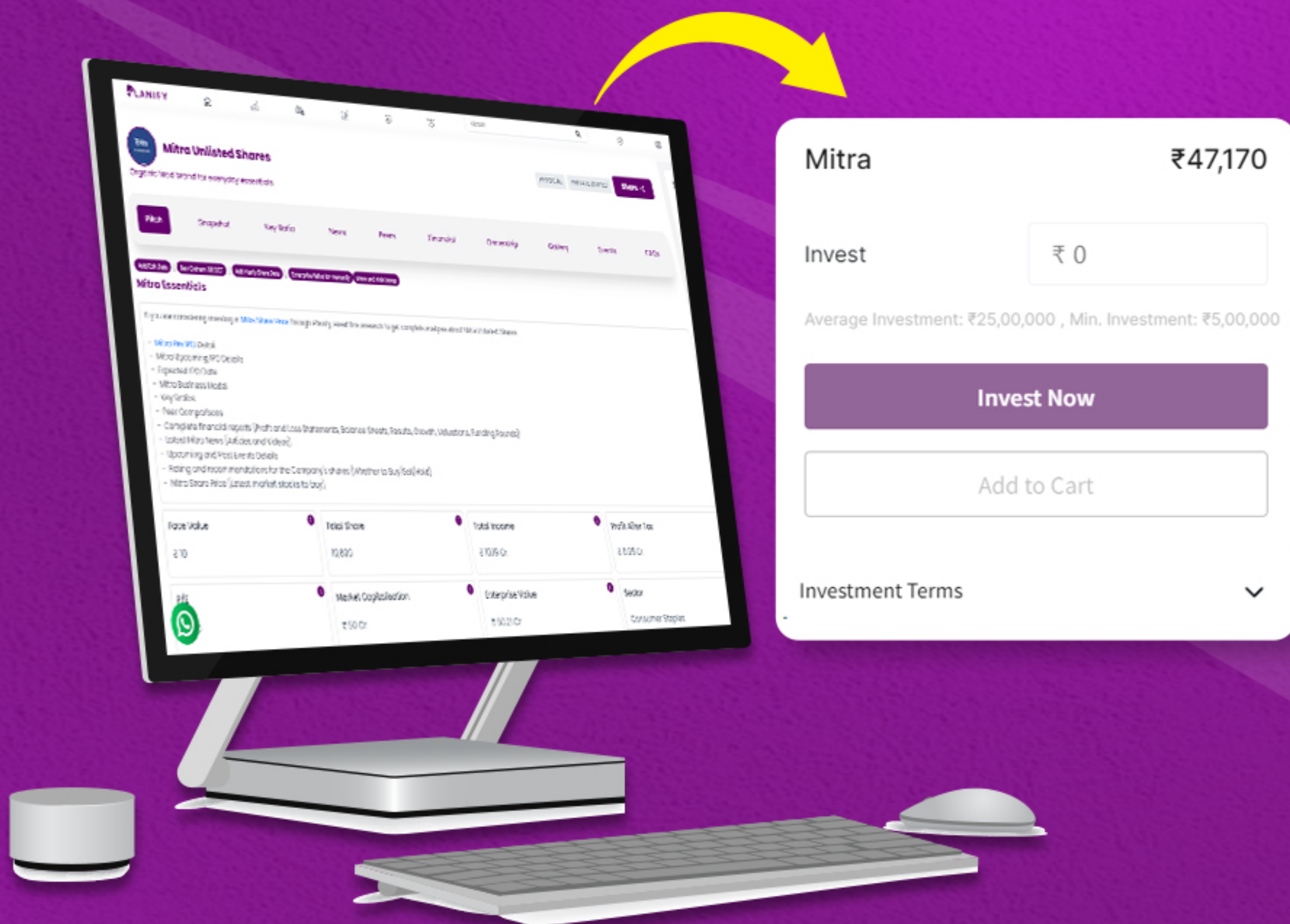
Mitra targets a revenue of **₹28.2 crore** in FY25, projected to reach **₹69.2 crore** by FY27 with a CAGR of 57%. The PAT is expected to grow from **₹2.9 crore** in FY25 to **₹8.5 crore** by FY27, with a CAGR of 70%. The company maintains robust margins with a 16% gross margin, 8% EBIT margin, and **8% PAT margin**.

Extensive **DISTRIBUTION NETWORK**



Mitra boasts a wide distribution network spanning **14 cities**, supported by **over 8500 distributors and retailers**. With a diverse product range of 14 Stock Keeping Units (SKUs), the company has successfully fulfilled orders worth **₹12.8 crore within just two years**. This extensive reach ensures that Mitra's products are accessible to a broad audience.

Mitra Share Price and IPO



The face value of each Mitra share is ₹10, with the current share price at **₹47,170 per share**. While the **IPO** price band has not been disclosed yet, the strong performance and investor confidence in Mitra suggest a promising outlook for its public offering.

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