

माँम का नुस्खा

Mom Ka Nuska

Authentic Indian Homemade. Maa ke haath ka swaad, farm se seedha aapki kitchen tak.

Seed Round

Raising **₹25 Lakhs** for **5%** equity at a **₹5 Crore** pre-money valuation.

Presenter: Vibhor Singh | Est. 2026



THE MASS MARKET

Dominated by factory giants (MTR, Mothers Recipe).

Produced by machines, relies on preservatives (sodium benzoate) and artificial colors.

“Ghar jaisa swaad” is just marketing copy.

“Ghar jaisa swaad”
NO AUTHENTICITY

50M+

urban Indians living away from home, craving authentic nostalgia.



The Gap: A digital-first brand combining real homemade authenticity + rigorous food safety + content-driven storytelling.

THE UNORGANIZED MARKET

WhatsApp groups and local sellers.

No FSSAI certification, no traceability, inconsistent hygiene.

Zero brand trust or scalable packaging.

~~Handshake icon~~ **fssai**
NO TRUST OR SCALE



Anjula ji: Head Chef. 30+ years of home cooking in every jar.

Zone 1: FSSAI Kitchen (400 sqft) - Commercial stove, SS tables, strict batch tracking. (Cost: ₹1.2L)


Zone 2: Dryer Area (500 sqft) - Retractable rain covers, raised mesh platforms for spices.


Zone 3: Content Studio (200 sqft) - Natural light setup for daily Reels.


Zone 4: Storage & Packaging (500 sqft) - Moisture control, FIFO labeling, dedicated dispatch zone.


Not a factory. Not a worker. A mother and a real kitchen.


Zero-CAC Content Engine

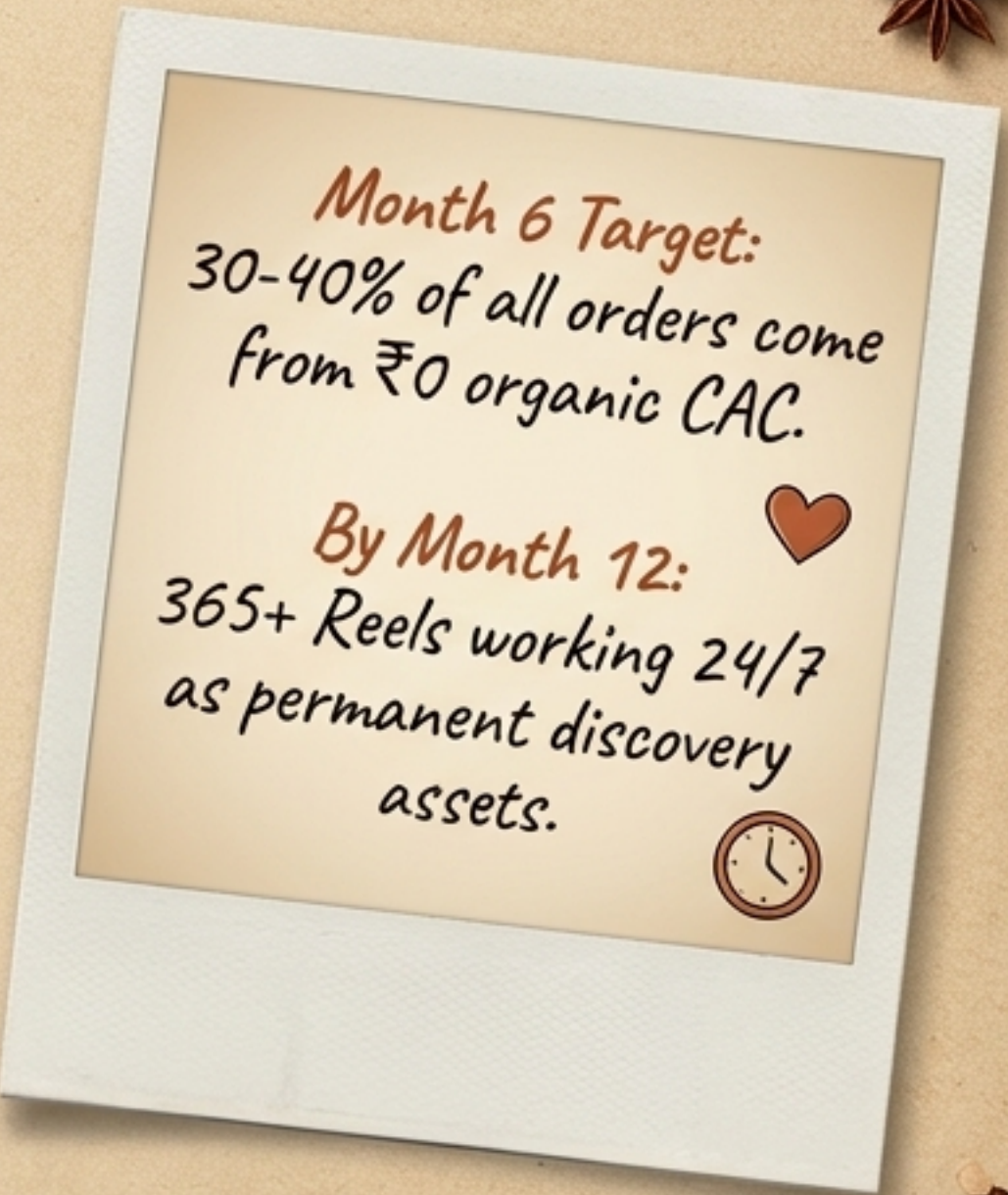
1. Daily Farm Diary Reels: 
Shot organically in the Zone 3 farm studio.

2. Pre-Sold Trust: 
Audience watches the meticulous process before they buy.

3. Compounding Reach: 
Cross-promotion with @stresss_tea & @pahadansteam warm audiences.

4. Lower Acquisition Cost: 
CAC drops from ₹150 (cold ads) to ₹80 (Month 10).

5. Reinvestment: 
Saved marketing dollars fund higher ingredient quality.



Phase 0 & 1: Pickles & Chutneys



Format: Premium Hexagonal Glass Jars (250g at ₹199-₹279).

Highlights: Mango, Lemon, Garlic, Pudina.

Economics: 72-75% Margins.
Highest gifting value, highest trust builder.

Phase 2 (Month 9): Regional Snacks



Format: Kraft Stand-up Pouches (lighter, ₹5-8 packaging cost).

Highlights: Mathri, Namak Para, Mixture.

Economics: 77% Margins.
Perfect for quick-commerce impulse buys; no sun-drying dependency.

Phase 3 (Month 12): Pre-Cook Meal Kits



Format: Flat zip-pouches with video QR codes (100-150g).

Highlights: Dal Makhani, Rajma Masala.

Economics: 72-75% Margins.
Ultra-light shipping.

Minimum AOV optimized to ₹500 via a 'Free Shipping Above ₹499' mechanic.

The Trust Matrix

	MTR (Mass Factory)	Jhaji (Village Collective)	FarmDidi (Network)	FirstBud (Young Founder)	Mom Ka Nuska
Handmade	No	Yes	Yes	Partial	Yes
Zero Preservatives	No	Yes	Yes	Yes	Yes
Content Moat	None	Strong	Moderate	Weak	Unmatched (Daily Reels)
Personal Story	None	Weak	Moderate	Good	Exceptional (Mother)
Own Farm	No	No	No	Partial	Yes (100% Owned)
Margin	30-40%	~65%	~60%	~65%	72-77%

Key Insight: Competitors sell the idea of a village or a network. We sell a **specific, trusted relationship with one mother**, yielding superior margins.

D2C Order Economics

Average Order Value (AOV): ₹500 (2-3 jars)

COGS (27%): ₹135

Gross Profit: ₹365 (73%)

Shipping/Packaging/Gateway: ₹95

Contribution Margin: ₹270 (54%)

Blended CAC: ₹100–150

Net Contribution per Order: ₹120–170
(LTV:CAC Ratio = 10-15x)

B2B Corporate Gifting Economics

Average Box Price: ₹800 (Premium Tier)

COGS + Custom Packaging: ₹265

Gross Profit: ₹535 (67%)

Shipping + Bulk Discount: ₹110

Net Contribution per Box: ₹425

The B2B Playbook:

69x ROI on sending free sample boxes to HR admins 2 months before Diwali.



1. Una Production

High-margin production at the 2-acre farm.



2. Shared 3PL (Delhi NCR)

Weekly bulk stock transfers to Shiprocket/WareIQ starting Month 7.



3. Quick-Commerce Hubs (Month 9+)

Stock flows directly to Blinkit, Zepto, and Swiggy Instamart dark stores.

The Quick-Commerce Economics

We list the 4-6 highest-velocity hero SKUs (*mostly pouch snacks and top pickles*).

Platform Commission: 15-20%.

Net Realization: ₹183-195 *per unit*.

Bottom Line: *We retain a massive 65-70% margin even after Zepto/Blinkit cuts, enabling profitable impulse-buy scale. Projected ₹75L/month from QC by Year 3.*

Maa Ka Network माँ का नेटवर्क

Phase 1 (Year 1):

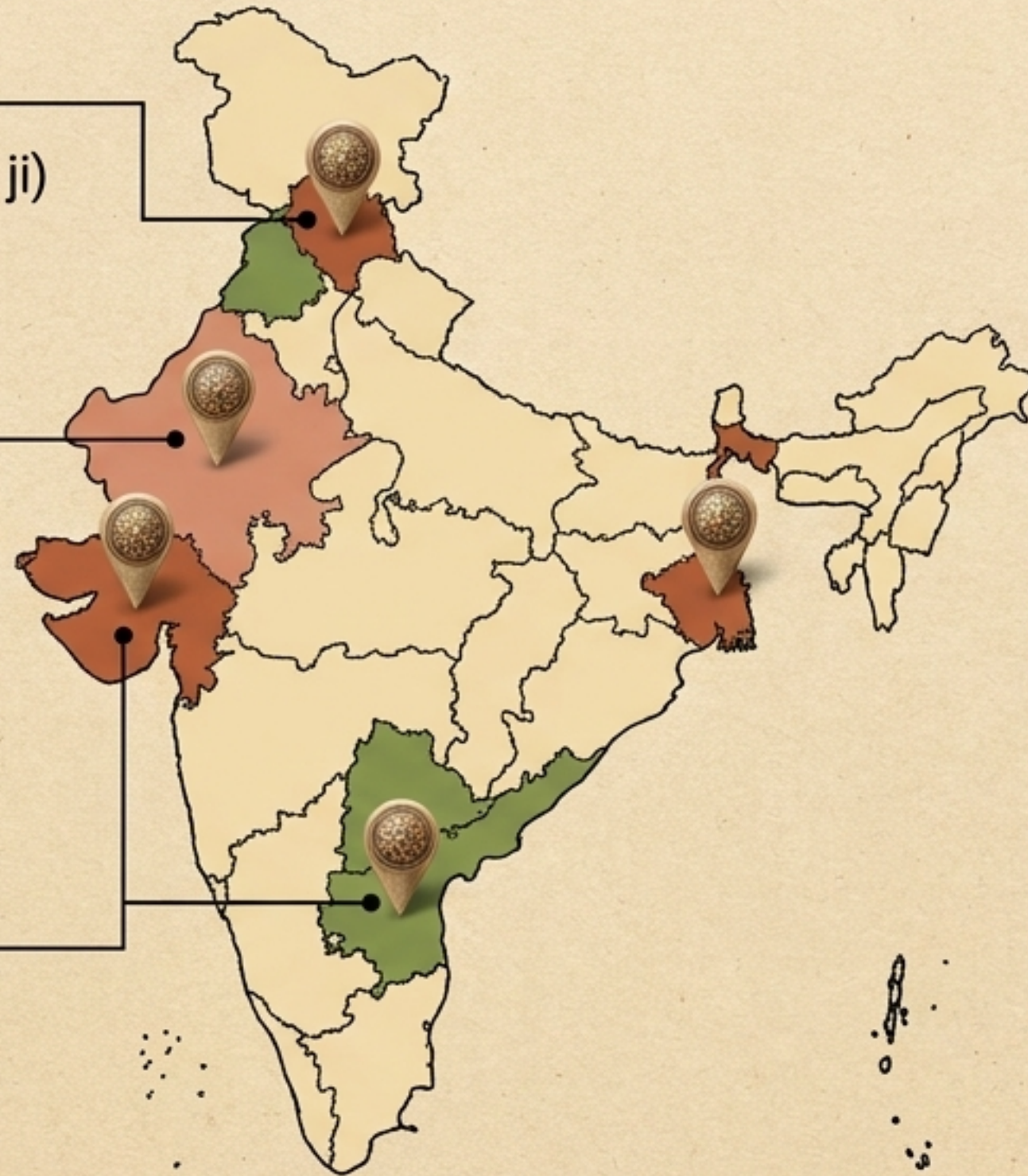
Himachal Pradesh (Anjula ji)
— Mango, Mixed,
Pahadi Chutneys.

Phase 2 (Post-Round 1):

Rajasthan (Ker Sangri,
Mathri) & Bengal (Aam
Kasundi).

Phase 3 (Year 3):

Gujarat, Punjab, Andhra
Pradesh.



The Economics per Mother

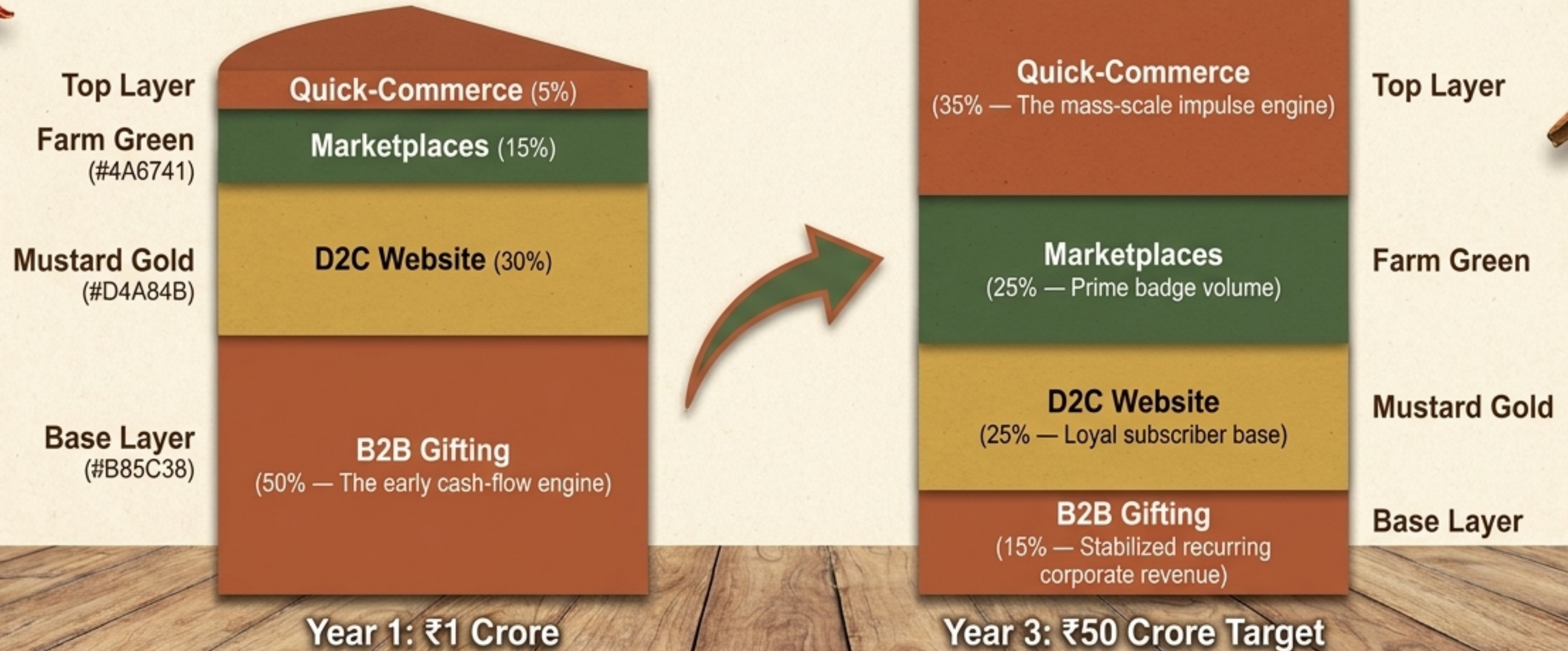
Investment: ₹1.7-2.2L/year per mother (includes ₹10-15K monthly retainer, filming, travel, packaging).

Return: 3-5 new native SKUs generating ₹15-25L in revenue.

ROI: 7.5x to 12.5x.

Content Multiplier: YouTube documentary series 'India Ki Maayein' captures regional pride and unlocks entirely new state-based audiences.

Revenue Layer Cake



Takeaway: B2B funds the early days; Quick-Commerce drives the empire. Year 3 EBITDA target is a healthy **12-15%**.

इआईना रिक कग्रबिर

Internal Risk Register



Risk

Financial Burn: Ad spend depletes runway.



Founders take ₹0 salary in Year 1. D2C model achieves cash-positive status by Month 8 natively.



Risk

Product Consistency: Taste varies across batches.



Anjula ji strictly controls QC. Video SOPs created for every recipe. Lab-tested 6-month shelf life.



Risk

Supply Chain / Weather: Mango/ingredient shortages or farm power loss.



60-day raw material buffer. Solar backup power + borewell + rainwater harvesting installed on the farm.



Risk

Asset Protection: Downside risk for early capital.



₹12L of the seed raise builds physical, resellable farm infrastructure. Total downside is heavily protected.



Vibhor Singh
(CEO - Tech & Business)

Role: Strategy, Digital Ads, B2B Sales, Ops, Logistics.

Why him: Tech founder, systems thinker. Solves the exact digital/logistics bottlenecks that traditional food brands fail at.



Anjula Singh
(CPO - Product & Authenticity)

Role: Recipe R&D, Farm Management, Production, QC.

Why her: 30+ years of cooking. The beating heart of the brand. Ensures every jar maintains the 77% margin without losing the 'Maa' touch.



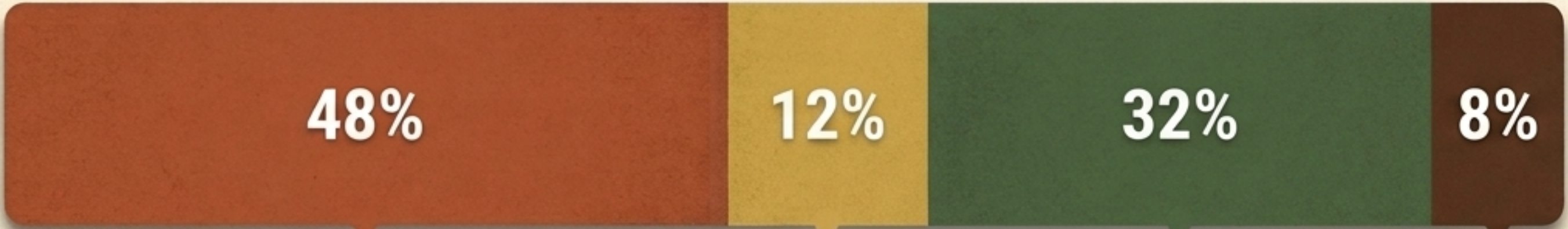
Srishti Singh
(CMO - Brand & Content)

Role: Content Creation, Video, Influencer Outreach.

Why her: Runs existing audience page @stresss_tea. Solves the CAC problem by owning the content production in-house.

Takeaway: Son + Mother + Sister. Absolute trust, 100% execution coverage. Backward hiring plan scales team from 3 to 52 by Year 3.

Note:
Founder salaries = ₹0.
Office rent = ₹0.



Terracotta
Farm Setup (₹12L):
FSSAI Kitchen equipment (₹1.2L), solar/water infrastructure (₹2L), content studio, and secure land lease. Creates a tangible asset.

Mustard Gold
12% Inventory & Packaging (₹3L):
Bulk raw materials, premium glass jars, gold lids, and B2B sample boxes (which drive 69x ROI).

Farm Green
32% Marketing & Ads (₹8L):
Targeted Meta/Google ads leveraging the zero-CAC organic content. Zero spent on branding agencies.

Brown
Working Capital (₹2L):
Contingency buffer, courier setup, tech tools (self-hosted WooCommerce = zero Shopify fees).

The Shark Tank De-Risking Funnel

Gate 1: Round 1 (Month 8-10)

Secondary sale opportunity
(Target: 1-1.6x return).

Gate 2: Shark Tank Accelerator (Season 4/5)

Anjula ji's emotional story on national
TV. Expected 5-10x valuation spike
(Reference: FirstBud ₹10Cr valuation).

Gate 3: FMCG Acquisition (Year 3-4)

Reaching ₹50Cr ARR makes MKN an
acquisition target for ITC, Tata, or
Marico (typical 3-5x revenue multiple
= 30-50x seed return).



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Recipe Card

Aapka vishwaas, humari maa
ka nuskha — saath mein
kuch khaas banate hain.

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