

## **Preparation of a Financial Model, a Valuation, pitch book preparation and identification of an equity investor (2 Mn INR) for the Manufacturing of a Protein-Rich Snack in Maharashtra.**

### **Company overview:**

**The Maharashtra based company started in 2019 manufactures healthy ready to eat roasted and baked packaged food products.**

The customers can enjoy guilt free snacking experience with variety of Tasty snacks with different nutritional combination to cater to each customer's individual need such as:

- 1) Low calorie product for people with coronary disease and obesity.
- 2) Products will have high calories for athletes, youngsters and slim people.
- 3) Sugar free products for diabetics
- 4) Specially planned meal combos for kids to meet their taste and complete nutritional requirements.
- 5) Specially designed beverages and snacks for patients of high blood pressure, cough and cold.

### **Global market overview:**

- The global healthy snacks market size was valued at INR 78.13 billion in 2019 and is projected to reach INR 108.11 billion by 2027, exhibiting a CAGR of 4.2% during the forecast period.
- The global snacking industry is witnessing progressive growth owing to the constant evolution in consumption patterns and inclination towards healthy food products.
- Consumers nowadays look for quick, affordable, and indulgent snacking solutions that will suffice to daily nutritional needs.
- The food industry is rapidly evolving with raw material use, processing, and preservation advancements and novel packaging techniques.