

**Funds to be raised:
INR 200 Mn**

Shareholding Pattern

Promoters	82%
ESOPs	5%
Investors	13%

Greenday Kisan ki Dukan addresses India's widespread dietary nutrition gap by commercializing biofortified grains naturally enriched with key micronutrients like zinc, iron, protein, and calcium, enabling consumers to improve their nutritional intake without altering traditional eating habits. Leveraging a network of over 20,000 farmers and rural micro-entrepreneurs, the company combines sustainable sourcing with social impact, enhancing farmer incomes while making nutrient-dense staples accessible and affordable across Indian households. Its vision is to bridge the nutrition gap in everyday meals, underpinned by a mission to mainstream nutrient-rich grains and create a future where better nutrition is both natural and attainable for all.

Better Nutrition, the consumer brand of Green Day, is strategically positioned to capitalize on the expanding INR 15,000 crore biofortified staples market. As an early mover in addressing widespread micronutrient deficiencies through nutrient-enriched crops, the company offers a differentiated and socially relevant product portfolio. Its integrated supply chain, strong institutional linkages, and scalable operating model underpin its ability to deliver sustained growth. With a clear roadmap toward INR 1,000 crore topline by FY30, Better Nutrition presents a high-conviction investment case driven by market tailwinds, execution strength.

Business Model: Better Nutrition markets and sells biofortified staples (e.g., atta, rice, millets, pulses) produced by Green Day, its agricultural arm. Green Day collaborates with 20,000 farmers across 100 procurement centers to produce biofortified crops, enhancing nutrient density (zinc, iron, calcium, protein, vitamin A) through agricultural interventions like cross-breeding, soil fortification, and seed priming.

Outlook: Better Nutrition, the consumer arm of Greenday Kisan ki Dukan, is well-positioned to disrupt India's INR 15,000 crore biofortified staples market with a differentiated, science-backed product portfolio addressing the country's nutritional deficiencies. With strong growth momentum—monthly revenues growing 10x post-Shark Tank—and a lean digital-first model delivering ~65% gross margins and positive early EBITDA, the company offers a scalable and capital-efficient growth trajectory. Backed by marquee investors and a robust farm-to-fork supply chain, Better Nutrition targets INR 1,000 crore topline by FY30 and a clear IPO roadmap by FY30. The business offers compelling upside for early-stage investors amid rising demand for health-forward, value-added staples.

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Targeting INR 1,000 Crore Revenue with Clear IPO Path : Better Nutrition aims to become an INR 1,000 crore brand by the end of the decade, focusing on value-added staples backed by science, quality, and health. With growing demand from health-conscious consumers willing to pay a premium, the brand is well-placed in an INR 15,000 crore category where it currently holds less than 1% share. This leaves ample room for scale. The company plans an IPO in the next five years, offering strong growth potential for early-stage investors in this fund round.

Rapid Scale-Up with High Margin Profile: The brand has scaled significantly post-Shark Tank, growing from INR 6–7 lakh in monthly sales to INR 65 lakh currently, with a near-term target of INR 2 crore/month by FY25-end and INR 8 crore/month in FY26. This lean distribution model, paired with a high gross margin of ~65%, contribution margin of 25%, and early EBITDA margin of 5% (expected to expand with scale), supports a highly profitable growth trajectory.

Better Nutrition is backed by credible investors, including Namita Thapar (Emcure), Shantanu Deshpande (Bombay Shaving Co.), Apurva Chamaria (Google VC), and Arjun Vaidya (V3 Ventures), with PV Sindhu also holding equity and endorsing the brand at no cost. The company raised INR 3.1 crore in 2022 from IIM Ahmedabad alumni at an INR 25 crore valuation, followed by INR 4 crore in 2023–2024 at a valuation range of INR 56–88 crore, and recently secured INR 15 crore via convertible notes. **The company also secured investment currently at a valuation of INR 77–95 crore, with the next institutional round planned at an INR 140 crore valuation by FY26-end. Proceeds will support inventory, marketing, R&D, and regional expansion.**

Revenue Stream: Better Nutrition derives its revenue primarily from consumer sales, with approximately 65% coming through quick commerce platforms, 25% via e-commerce marketplaces, and the remaining 10% through its own website.

Market Positioning: As the first brand in India to commercialize biofortified staples, Better Nutrition targets health-conscious urban consumers in the premium value-added staples segment, competing with organic and multigrain products.

Revenue (INR Cr)	FY25	FY26E	FY27E	FY28E	FY29E
Revenue from Agri Inputs	9.1	12.5	15.6	19.5	24.4
Revenue from Better Nutrition	2.1	14.2	45.5	118.7	279
Total Revenue	11.2	26.7	61.1	138.2	303.4
Gross Margin %	37%	48%	56%	62%	65%
EBITDA Margin %	-9.00%	-8.70%	-3.50%	2.90%	7.70%

The company received funding from Namita Thapar on Shark Tank at a valuation of INR 60 crore. PV Sindhu is the brand ambassador and investor in Better Nutrition, while MasterChef Pankaj Bhadouria is an investor and culinary advisor leading product development.

Better Nutrition plans to expand its range of biofortified staples like atta, rice, and millets, with new products coming soon, while staying focused on core nutrition for the next 1–2 years.

Their products are available on most major quick commerce platforms.

Launch Ready



Robust Pipeline

Pulses

Masoor Dal

Moong Dal

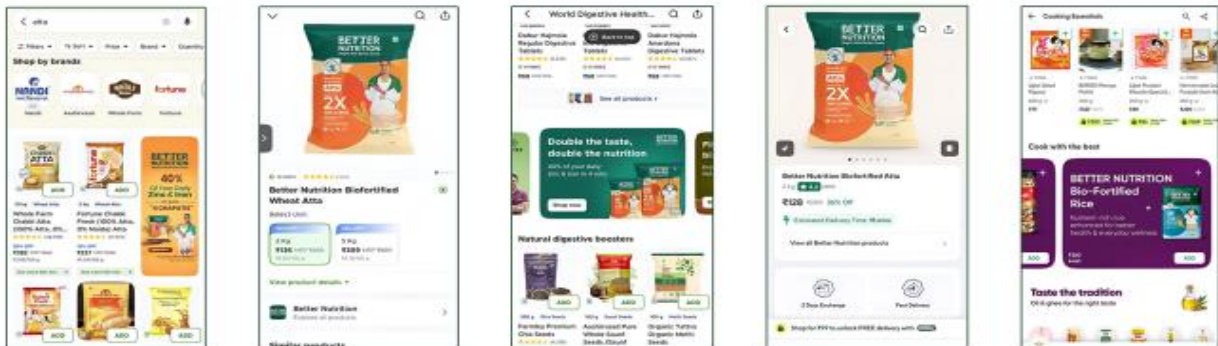
Urad Dal

Atta

Jowar Atta

Makka Atta

Dominant QCommerce Footprint & High Consumer Satisfaction



blinkit

SWIGGY
instamart

amazon

Flipkart

zepto

bigbasket

AS SEEN ON
**SHARK
TANK
INDIA**



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Stock Rating Scale	Absolute Return
BUY	>20%
ACCUMULATE	12% to 20%
HOLD	5% to 12%
NEUTRAL	-5% to 5%
REDUCE	-5% to -12%
SELL	<-12%

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