



where affordability meets sustainability !!



Addressing the Clash Between Excess and Need

- Every day, millions of tons of consumable food are wasted worldwide, while countless individuals struggle to afford nutritious meals.
- Further if we talk about India the total food wasted is around **68.7 million tonne per year** which has been valued at around `92,000 crores
- The amount of food wasted in India is so much that it is equivalent to feed the whole **BIHAR**
- One of the major generators of the food wastage in India is Hotels, Hostels, Restaurant, Cafes, Supermarkets.

The **FSSAI** (Food Safety and Standards Authority of India) reported that **1/3rd** of all food produced in India gets wasted or spoilt before it is even eaten. This is a very serious concern as it comes to show that people not only waste the food deliberately but aren't even aware of it



Introducing Budget Bowl's Innovative Approach



Selling food at discounted price :



At Budget Bowl, we've come up with a simple and effective solution.

Instead of allowing perfectly good food from restaurants to go to waste, we plan to sell this food to our consumers at a discounted price on our platform .



Discounted price for grocery :

We plan to not only connect restaurants through this platform but also to connect supermarkets, retailers enabling them to sell their soon-to-expire groceries at reduced prices, ensuring affordability for consumers while reducing food waste.

Grocery Expiry date tracker :

In addition to selling grocery at discounted price we desire to add Food Expiration Date Tracker which record, track and alert expiration date information minimising unintentional food waste.



BUSINESS MODEL

REVENUE STREAM

- * Joining fees from restaurants, cloud kitchens
- * Per order commission (10%)
- * From Delivery charges



VALUE PROPOSITION

- * Definitive solution to food waste in restaurants & cloud kitchens.
- * Exclusive QR-based expiry date tracker.
- * Educational platform for food sustainability.



TARGET CUSTOMER AND MARKET

- * India's online food delivery market to reach US\$43.78bn by 2024, growing annually at 17%
- * Our Target customers are Middle-class individuals seeking affordable and convenient home dining options
- * 61% increase in home delivery preference among middle-class families post-COVID.

PRICING

- * Discount ranges from 40-60 %
- * On a food item of Rs 400 we will sell at an average price of Rs 160-240
- * Depending on the time the discount will vary
- * Minimum order requirement will be Rs 150

THEM V/S US



Zomato /Swiggy

Funding raised - \$1Billion+
Keeps customer data with itself
Has its own delivery partner
Operate nationwide across India

Business Model :

Inflate the prices in menu
Charge commission ranging from 15-25%

Thrive/ Waayu

Launched in 2020
Funding raised from Coca Cola at 15% stakes
Shares data of customer with restaurant
Uses third party logistics i.e. Dunzo
Operates mainly around Mumbai

Thrive's business model :

Monthly subscription fees - Rs500 to 2500
Charges commission of 3% per order

Waayu's business model :

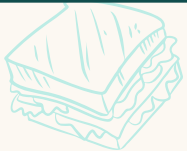
Monthly subscription and set up fee
High monthly subscription without set up fee
(They charge no commission)

Budgetbowl

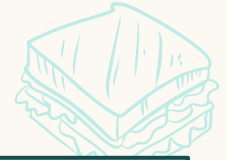
Bootstrapped (2024)
No inflated price
Will not share any data of customer with restaurant
For initial phase we will use third party logistics

Business model

Monthly subscription fee
10% commission of the total order value



COMPETITORS



SaveEat INDIA

SaveEat India is an app based platform that tackles the issue of food surplus in India by providing users to buy and eateries to sell their perishable food items.

Karma

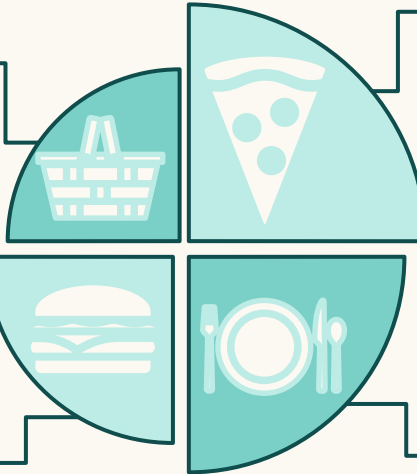
Sweden based startup which connects surplus food suppliers to consumers for a lower price

TOO GOOD TO GO

A UK based startup which operates in European and the US, which have partnered up with various food chains to sell their food as 'magic bags' at discounted price.

eXPr

eXPr will notify you when your food's expiration date is getting closer, preventing food waste.



POTENTIAL IMPACT

Social Impact and Global Collaboration

Regular food donation initiatives with NGOs, retailers, and hotels.

Encouraging broad participation for social impact.

Partnering with global organisations like CHAMPIONS 12.3 (UN SDG TARGET 12.3) to reduce global food waste by 50% by 2030.

Environmental and Educational impact

Reducing carbon emissions and minimising waste through sustainable practices

Educating households on creative methods to minimise food waste through diverse blog content

Economic impact

Restaurants can cut costs. by minimising food wastage.

Consumer will have access to more affordable food options, enabling them to stretch their budgets further.

OUR TEAM



Aryan Mittal

CEO



Rohit Kumar

CFO



Devansh Mangal

CMO





**Be a part of the solution, not the pollution-
reduce food waste**