

eatables

HEALTH WEALTH CARE

HEALTH • WEALTH • CARE

Nourishing Lives, One Fresh Bite at a Time

Pitch Deck for Investors, Incubators & Technology Partners

Eatables — a brand by Entails Retail Pvt. Ltd.



Founder: Imtiyaz Husain
CIN: U46301UP2025PTC223845



Healthy Eating Is Still Hard in Urban India



Trust Gap

Urban India lacks access to trustworthy, hygienic, ready-to-eat health food.



Rising Demand

Growing demand for natural, preservative-free, wellness-focused alternatives.



Time, Quality & Freshness

Consumers struggle with time, quality assurance and freshness.

The food paradox: fruits, dry fruits, pickles, spices and snacks come from different places — and customers are treated only as buyers, never as participants in the value they create.

OUR SOLUTION

eatables: Daily Nutrition, Made Convenient



50+

curated products

Cold-chain

enabled cut-fresh

RTE + RTC

ready-to-eat & cook



Cold-chain enabled cut-fresh fruits, sprouts, dates, dry fruits, dried fruits, spices, oils, pickles & more.



Ready-to-eat and ready-to-cook items designed for modern, busy lifestyles.



Premium gifting and snacking ranges that build brand, not just baskets.

Vision & Mission



VISION

To become a household brand in healthy eating and daily wellness by 2028.



MISSION

Deliver hygienic, ready-to-consume health foods with transparency, freshness and convenience — and build an ecosystem where “Wealth” means earning rewards through a simple, purchase-based referral program.



Seven Categories, 50+ Products



Cut-Fresh & Ready-to-Eat

Fruits, vegetables, sprouts (incl. fenugreek & dry fruit + seed combos)



Dry Fruits & Superfoods

Almonds, cashews, raisins and daily-nutrition staples



Dates & Sweeteners

Dates and natural sweeteners



Whole Spices

Sourced and quality-checked



Oils

Including sunflower oil



Pickles & Gourmet

Amla Murabba, Bel Murabba, Guava Candy/Barfi, etc.



Honey & Jams

Natural sweetening staples

50+

curated products
and growing

Premium Dry Fruits in Signature Jars



Almonds

Whole premium almonds



Cashews

Creamy whole cashews



Raisins & Dried Fruits

Golden, red and black

PREMIUM GIFTING

Festive & Corporate Date Gift Boxes



Nut-Stuffed Dates — Emerald

Almond, cashew and pistachio fills



Signature Dates Gift Box

Chocolate, rose and fruit-stuffed dates



Chocolate Dates — Cocoa

Dark, white-chocolate and gold-leaf finishes

SMART SNACKING

BOLD: Five Flavours, Two Nuts



Cashew range

Almond range

Lime 'n Chilli • Wasabi & Soy Sauce • Habanero BBQ • Salt 'n Vinegar • Sriracha Smokehouse

Single-serve packs built for impulse buying and Q-commerce shelves.

GIFFT: Many Flavors, in Single Box



Spices Gift Box

Complete Spices in One Box



Dry Fruit Gift Box

• Awesome Gifting Item



Dried Fruit Gift Box

• Taste with long Self Life



Dates Gifting Range

• Home made taste & healthy Dates

Who We Serve



Urban health-conscious consumers

Age 25–50 looking for trustworthy, ready-to-consume healthy food.



Working professionals & fitness enthusiasts

Busy lifestyles that need convenience without compromising on nutrition.



B2B clients

Hospitals, cafeterias, gyms, hostels and schools — recurring institutional demand.

Three Channels, One Brand



D2C

Own website + app with subscription & combo offers. Direct customer relationship and first-party data.



B2C

Online marketplaces and Q-commerce: Blinkit, Zepto, Swiggy Instamart, Spencer's.



B2B

Bulk supply to modern trade and leading Q-commerce players: Blinkit, Zepto, Swiggy Instamart, Spencer's, Flipkart Minutes, Amazon Now, etc.

Also layered in: subscription baskets • premium gifting • private label • institutional supply

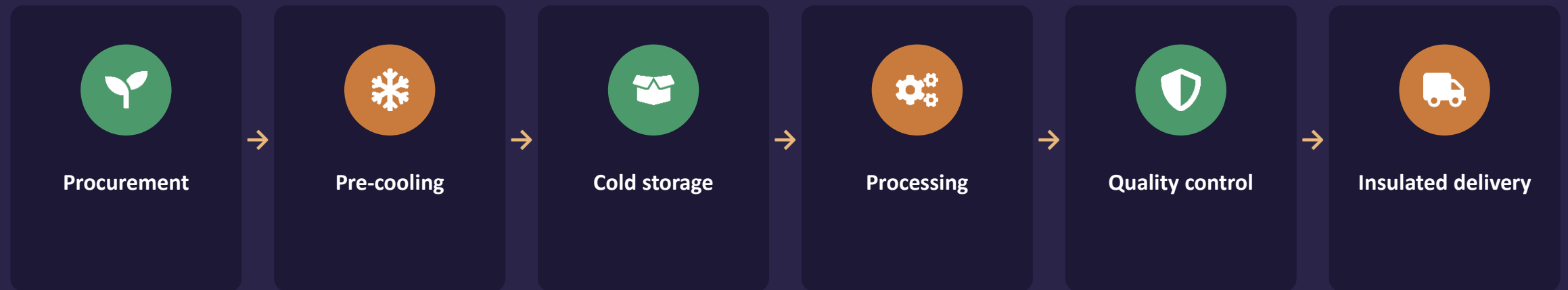
One Supply Chain — Three Revenue Engines



Freshtables powers our supply chain; eattables owns the consumer relationship, IMPEX getting worldwide brand positioning

Cold Chain: Our Physical Backbone

Fresh food cannot be scaled by an app alone.



“Technology is our brain; cold chain is our physical backbone.”

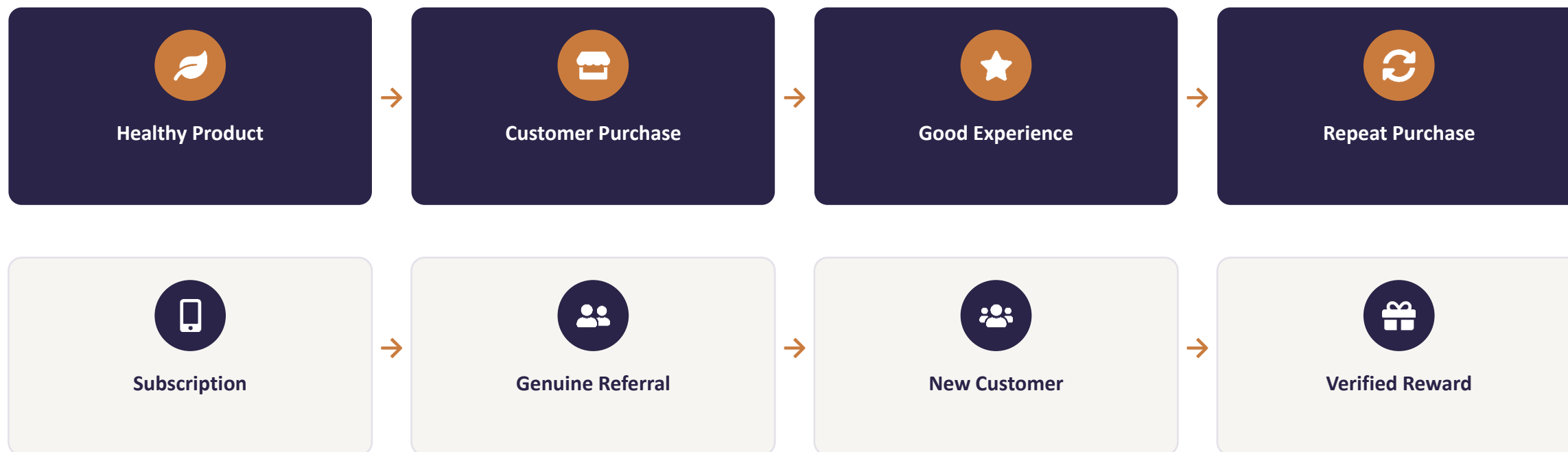
Government’s Integrated Cold Chain scheme targets an uninterrupted chain from farm gate to consumer — the same infrastructure we are building.

A Different Layer of the Food Ecosystem

TYPICAL MARKET	EATTABLES
Product selling	A food ecosystem
One-off transaction	Ongoing relationship
Price discounting	Loyalty & rewards
Customer acquisition	Customer advocacy
Gig delivery workforce	Women-inclusive delivery opportunity
Fresh food only	Fresh + long-shelf-life basket
Marketplace dependency	Direct consumer relationship

The eattables Growth Flywheel

“Wealth” = rewards earned from genuine, verified product purchases — never from recruitment.



Built-in guardrails: no joining fee, no investment, no recruitment payment, no guaranteed income. Structure subject to legal review.

eatables Womenpreneur Network



Delivery Partners

Neighbourhood delivery on predictable subscription routes.



Community Ambassadors

Introducing eatables to societies, schools and offices.



Customer Success Partners

Helping customers manage subscriptions and reorders.



Community Sales

Local representatives where legally appropriate.



Skill Development

Digital commerce, food knowledge, sales, financial literacy.



Economic Inclusion

Micro-opportunities around every customer community.

"We are not only creating customers — we are creating micro-opportunities around every customer community."

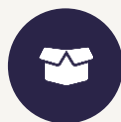
Where AI Creates Value

Not “we will use AI” — six specific, measurable use cases.



Demand Forecasting

What will sell, how much, where and when.



AI Procurement

Recommended purchase quantities.



Inventory & Waste Prediction

Flag slow movers and likely expiry before it happens.



Subscription Prediction

Predict when a household needs replenishment.



Personalised Recommendations

“You bought dates 25 days ago — your regular pack?”



Dynamic Pricing

Demand, seasonality, competition and margin.

Data moat: every order captures customer, product, frequency, location, basket, subscription and referral signals — showing what Indian households actually consume.

What We Want to Build Together



Consumer App & Web

D2C storefront, subscriptions, combos, order tracking.



ERP & Inventory

Procurement, batch/expiry, cold-chain and warehouse flows.



CRM, Loyalty & Referral Engine

Verified-purchase reward ledger, health points, customer profiles.



Marketplace & Q-Commerce Integrations

Catalogue, orders and B2B portals for Blinkit, Zepto, Instamart and others.



Analytics & AI

Forecasting, waste prediction, recommendations, pricing.

WHAT WE BRING

Live B2B supply operations via Freshtables, a 50+ product catalogue, premium brand assets and a clear referral-and-subscription model to digitise.

OPEN TO

Co-development, build-and-scale partnerships and mentorship. Commercial structure to be discussed.

How We Reach Customers



Instagram & WhatsApp-first marketing

Content, catalogues and reorders where customers already are.



SEO + Google Ads + Health Influencers

Intent capture plus trusted wellness voices.



Subscription combos + loyalty rewards

Recurring baskets and referral-based rewards.



Community activation

Gyms, yoga studios and housing societies.

Where We Are, Where We're Going

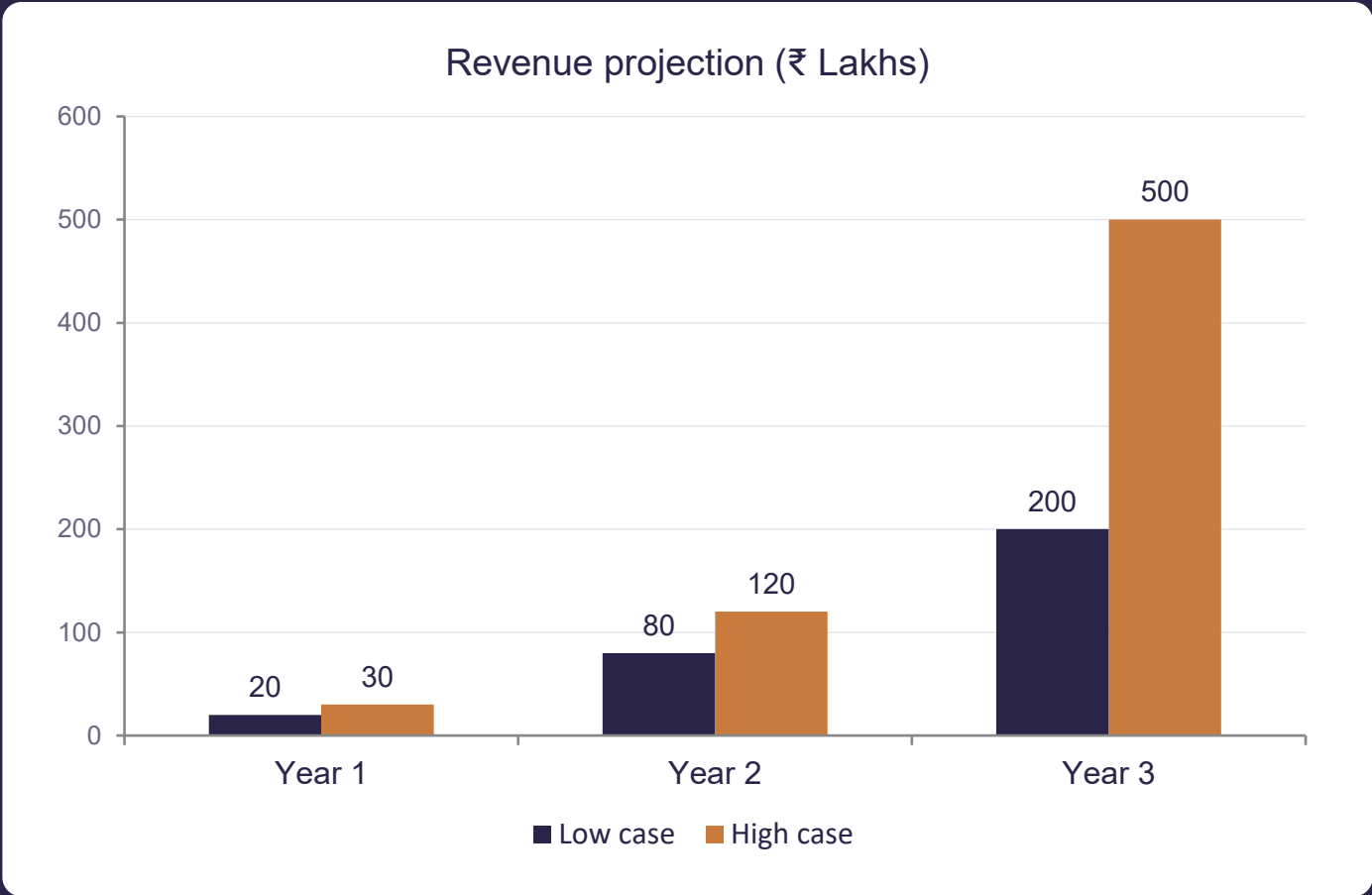
TRACTION

- Product & packaging R&D complete
- Registered — CIN: U46301UP2025PTC223845
- Pilot launch in a metro city #Lucknow
- Target: 5K customers by January 2027

5-YEAR ROADMAP

- Y1** **Validate** Lucknow-focused; validate subscription and referral model
- Y2** **Dominate Local** Multiple Lucknow clusters; Mobile delivery network
- Y3** **Regionalize** Lucknow, Kanpur, Prayagraj, Varanasi, Noida/Ghaziabad
- Y4** **Multi-State** North India; regional distribution centres
- Y5** **National Platform** Health + food + community commerce

Projections and Investment Ask



INVESTMENT ASK

**₹50 Lakhs
for 10% equity**

Implies a ₹5 Cr post-money valuation.

*2028 goal: ₹10–15 Cr revenue, multi-city presence
and a franchise-ready model.*

Founder & Team



Imtiyaz Husain

Co-Founder, Entais Retail Pvt. Ltd.

MBA IT (2015) • 15+ years in business across retail, distribution, fresh food, real estate and EV charging Industry.



Khalid Azmi

Director, Entais Retail Pvt. Ltd.

25+ years in business of construction, food chain, real estate in Dubai UAE, London UK & India.



Shimmi Bano

Director, Entais Retail Pvt. Ltd.

MA, M.Lib, MSW, experience in IIT Kanpur (2016) • 10+ years in Import business across retail Import/Export Section, distribution, Man Power Management.

TEAM, Infra & SUPPORT

What We're Looking For

- Technology mentorship — AI, ERP, CRM and consumer app
- Cold-chain and last-mile infrastructure support
- Private-label product development and food technology
- Market access — corporate and institutional partners
- Investor connect and government scheme guidance





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HEALTH WEALTH CARE

Nourishing Lives, One Fresh Bite at a Time

Thank You

Entails
RETAIL

Entails Retail Pvt. Ltd. • Imtiyaz Husain, Founder