

MERCURY FOODS PVT.LTD





INTRODUCTION

Marcury Foods Pvt. Ltd. was founded with a vision to cater to the rising demand for healthy, hygienic, and flavorful food products. The company's inception came from the realization that the food industry in India was lacking high-quality, hygienically packaged products that could be trusted for health-conscious consumers. The founders, Ninad Vishwas Suryawanshi and Vishwas Rajaram Suryawanshi, both with years of experience in the food industry, decided to establish a company that would bring the finest food products to the market while ensuring quality, safety, and taste. Starting with a manufacturing unit, Marcury Foods quickly expanded by focusing on maintaining high standards of hygiene, healthy, quality products and quality service.





ABOUT US

Description About Company



Marcury Foods Pvt. Ltd. is a prominent food manufacturing company focused on producing a wide variety of food products, including bakery items, snacks, pasta, frozen foods, roasted products, and dry fruits. The company's vision is to provide healthy, hygienic, and tasty food products to customers not just within India but also to international markets as per demand. The company ensures that all its products are packaged under hygienic conditions to guarantee freshness and safety.



OUR PRODUCTS



Marcury Foods offers a wide range of food products, including:

- **Bakery Products:** Freshly baked bread, cakes, pastries, and cookies.
- **Namkins:** A variety of savory snacks like chips, bhujia, and mixtures and so many other quality products
- **Pasta:** Various shapes and types of pasta, including whole grain options.
- **Frozen Foods:** Ready-to-eat frozen meals, vegetables, and snacks.
- **Roasted Foods:** Roasted nuts, seeds, and grains.
- **Dry Fruits:** Freshly sourced and packed dry fruits like almonds, cashews, and raisins.



MISSION AND VISION



MISSION

To provide our customers with a wide range of nutritious, high-quality, and hygienically packaged food products that cater to diverse tastes, ensuring health and well-being for all.

VISION

To become one of India's most trusted and leading manufacturers of healthy and hygienic food products, with a strong presence in both domestic and international markets.



PROBLEMS



- **Lack of Hygienic Food Processing Units:** Many small food manufacturers compromise on hygiene during food processing, leading to unsafe food products in the market.
- **Health-conscious Consumer Needs:** There is a growing demand for healthy, chemical-free, and fresh food, but very few companies focus on these essential aspects..
- **Inconsistent Quality in Food Products:** There is a lack of standardization in terms of food quality across the industry, leading to customer dissatisfaction.
- **Limited Availability of High-Quality Packaging:** The absence of reliable and hygienic packaging solutions in the food industry often compromises the freshness and quality of the product.

SOLUTIONS

- **Hygienic Manufacturing Standards:** We ensure strict adherence to food safety and hygiene standards at every stage of production, with standard lab testing from procurement to packaging.
- **Health-Conscious Products:** We focus on producing nutritious and chemical-free food items that appeal to health-conscious consumers.
- **Standardization of Quality:** Our quality control measures ensure that every product is consistent in taste, texture, and freshness, offering a reliable experience to customers.





The growing demand for healthy, hygienically packed food products makes it the ideal time for Mercury Foods to expand its offerings. With increasing consumer awareness around health, hygiene, and sustainability, the food industry is experiencing a transformation, and Mercury Foods is well-positioned to capture this market.

WHY NOW ?





Marcury Foods provides high-quality, healthy, and hygienically packed food products to health-conscious consumers, ensuring superior taste and freshness in every product. With a commitment to customer satisfaction, we offer reliable, affordable, and safe food choices.



VALUE PURPOSITION

Unique selling points



Hygienic Packagings

All products are packed in safe, hygienic, and eco-friendly packaging that preserves freshness.



Healthy Ingredients

Our focus is on using only the best quality ingredients, free from harmful chemicals.



Wide Product Range

A diverse portfolio catering to various consumer needs, from snacks to healthy meals.



TARGET MARKET

Health-Conscious Consumers: Individuals seeking chemical-free, healthy food options.

Households: Families looking for quick and nutritious meal options.

Retailers & Supermarkets: Grocery stores and chains selling packaged food.

Export Markets: International demand for healthy, quality food products



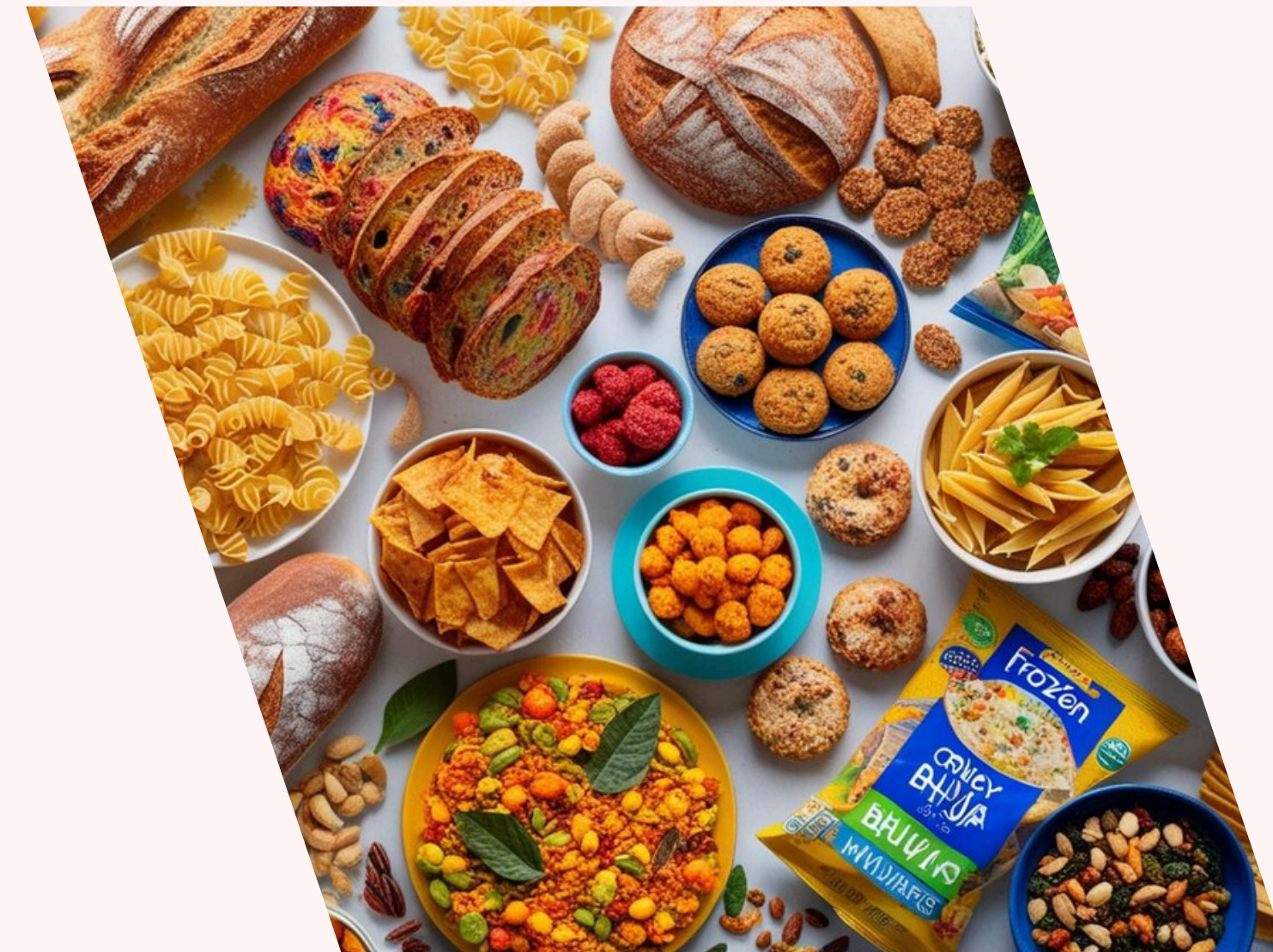
COMPETITIVE LANDSCAPE

Unbranded Local Manufacturers: Competing with smaller, unbranded food manufacturers on pricing.

Large Food Corporations: Facing competition from well-established food giants in the market.

Online Food Platforms: Competing with e-commerce platforms selling packaged foods.

Niche Health Brands: Competing with other niche health-focused food brands that appeal to the health-conscious demographic.



COMPETITIVE ADVANTAGES

Strong Focus on Hygiene: Our manufacturing units comply with international food safety standards.

Quality Control: Every product undergoes rigorous quality checks to ensure uniformity.

Innovative Packaging: We use modern, eco-friendly packaging that maintains freshness.

Experienced Leadership: With a leadership team possessing years of experience, we ensure efficient operations and strategic growth.



EXPANSION PLAN



Phase 1: National Expansion

Expanding distribution to all major cities across India and increasing retail presence in supermarkets.

Phase 2: International Market Penetration

Starting with exports to select countries, particularly in the Middle East and Southeast Asia.

Phase 3: Diversification

Introducing new product lines, such as organic food items and health-focused ready meals.

Phase 4: Brand Building

Developing a strong brand identity and increasing market share in the health-conscious segment.



SOCIAL IMPACT

Promotion of Healthy Eating: Encouraging consumers to choose nutritious, chemical-free food options.

Sustainable Practices: Commitment to eco-friendly packaging and sustainable sourcing of ingredients.

Employment Opportunities: Providing jobs in food production and packaging, contributing to local economies.



REVENUE MODEL

Direct Sales: Revenue from sales of food products directly to consumers through retail outlets.

Online Sales: Selling products via online food platforms.

Wholesale Distribution: Revenue from selling in bulk to supermarkets and grocery chains.

Export Revenue: Earnings from international markets for health-focused food products.



WHY INVEST IN US ?

Innovative and Reliable Products: Mercury Foods is at the forefront of the healthy food revolution.

Scalable Business Model: Our expansion plans target high-growth areas, both domestically and internationally.

Experienced Leadership: The company is guided by leaders with extensive expertise in the food industry.

Market Demand: The demand for healthy and hygienically packed foods is on the rise, offering huge growth potential.

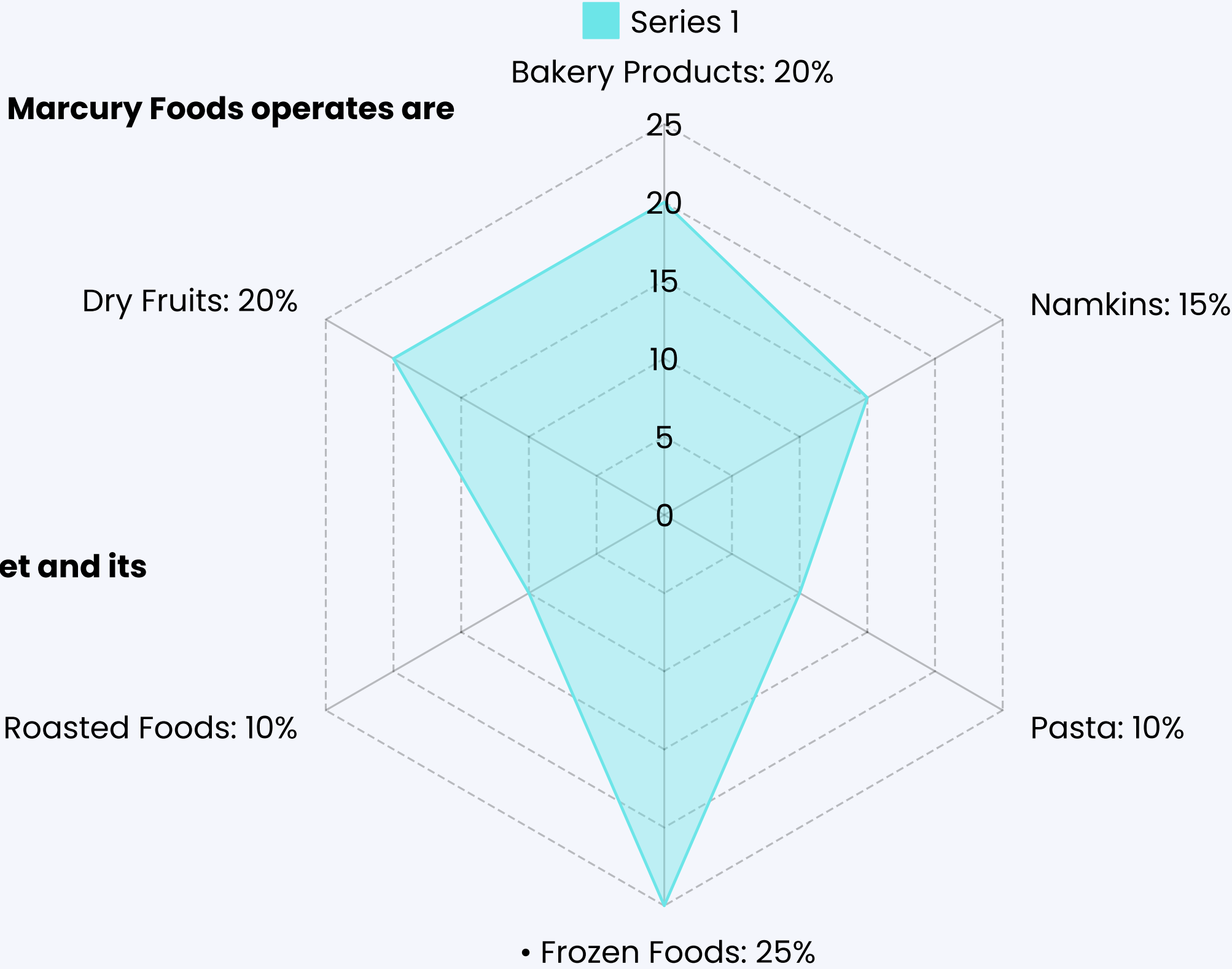


MARKET SHARE

The food industry is highly competitive, but the sectors in which Mercury Foods operates are growing rapidly. Market share is distributed as follows:

Bakery Products: 20%
Namkins: 15%
Pasta: 10%
Frozen Foods: 25%
Roasted Foods: 10%
Dry Fruits: 20%

These segments reflect the current size of the company's market and its expected growth trajectory in each sector.



FUND REQUIREMENT UP TO 5CR

We are excited to present our funding utilization plan, which outlines the strategic allocation of funds over the next 6 months to your fund department. our goal is to achieve key milestone that will position us for sustainal growth and success.

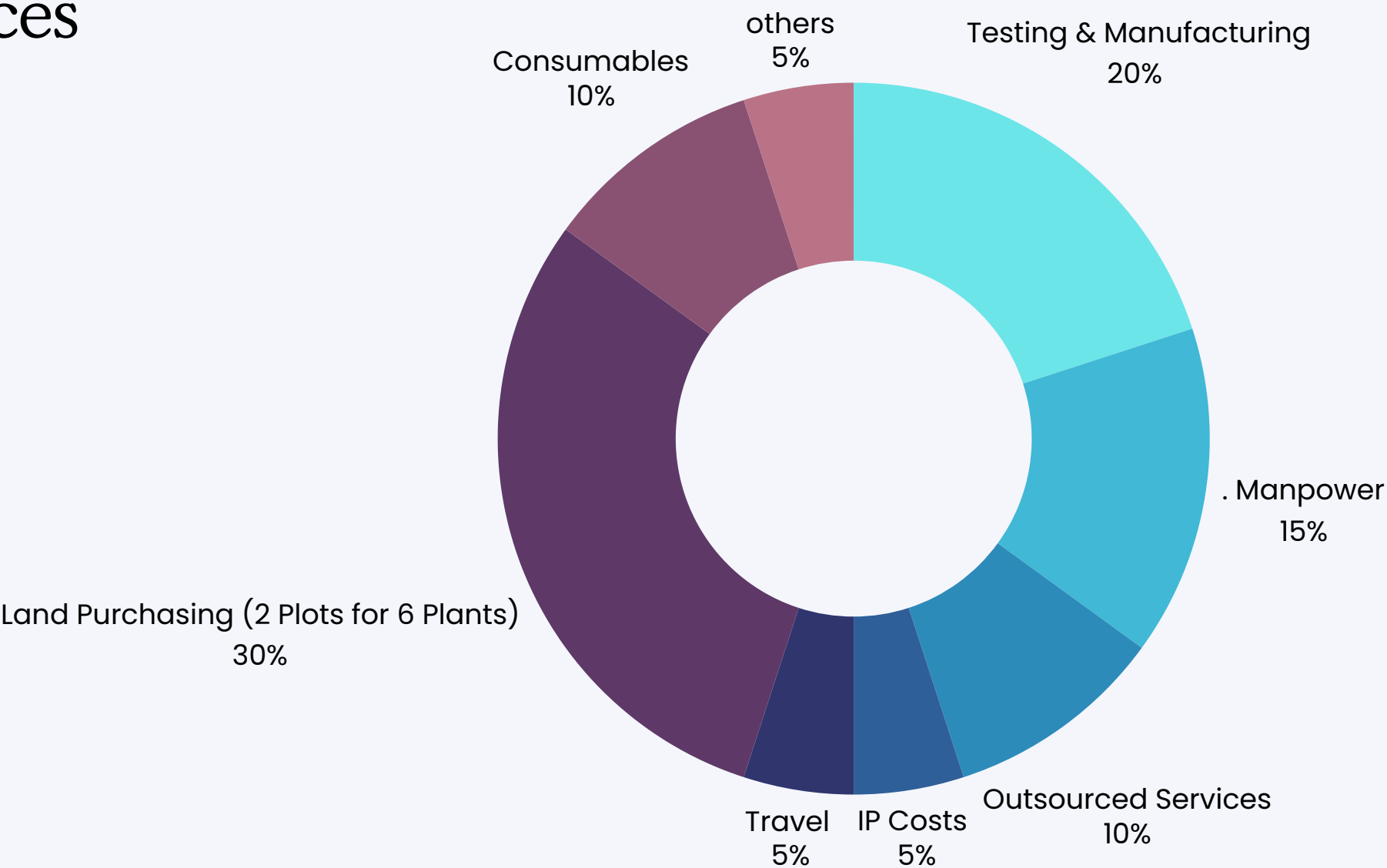
Company Name: MERCURY FOODS PVT.LTD

Total Fund Required:. 5,00,00,000

Here Presenting Your Impact Of Fund Investment On The Growth And Development Of The Company Or Organization.

Fund Utilization of your Resources

- Testing & Manufacturing
- Manpower
- Outsourced Services
- IP Costs
- Travel
- Lands for plants setup
- Consumables
- Others



FUND REQUIREMENT STATEMENT

Total Fund Required: ₹5,00,00,000 (5 Crores)

The following is the proposed breakdown of the fund required and its deployment across different sectors. This allocation takes into account the immediate and long-term needs of the project, with consideration for various expenses such as manpower, infrastructure, and operations.

Sector	Percentage of Fund	Amount (₹)	Duration
1. Testing & Manufacturing	20%	₹1,00,00,000	12 months
2. Manpower	15%	₹75,00,000	12 months
3. Outsourced Services	10%	₹50,00,000	6-12 months
4. IP Costs	5%	₹25,00,000	Ongoing
5. Travel	5%	₹25,00,000	12 months
6. Land Costing (2 plots for 6 plants)	30%	₹1,50,00,000	12-18 months
7. Consumables	10%	₹50,00,000	6-12 months
8. Others	5%	₹25,00,000	Ongoing





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Thank You

