

FruitFuel

HEALTHY DRIED FRUITS

About FruitFuel

- FruitFuel is a Healthy Snacking Brand and provides dried fruits with different indian flavours.
- Currently, focuses on pineapple, strawberry, kiwi and mango dried snacks with a mini sachet of chatpata masalas.
- Our brand claims that it has no chemicals and no preservatives.



Problem

- The Main problem is unhealthy snacking of junk food consumed by Gen Z and Students.
- Snacking is a daily habit of students, and they are forced to eat processed chips and fast food in canteens.
- The Impact on students is long-term as the unhealthy snacking contains sugar, chemicals and preservatives, which affect their health.



Solution

- Our solution is Dried Fruits of FruitFuel, which are affordable, tasty, and easy to carry.
- Our dehydrated fruits will help the students with their cravings as they do not have preservatives.
- It fulfils the desire for an intense flavour profile while delivering energy and real fruit Nutrition.
- I am also solving the food wastage problem while dehydrating them, which increases farmers' value.

Value Proposition

Feature	Fruitfuel	Chips	Fresh Fruits
1. Healthy	✓	✗	✓
2. Real Fruit	✓	✗	✓
3. Long shelf life	✓	✓	✗

Real Fruit



Real Nutrition

Underlying Magic

Farm Fresh Fruits



Slicing & Preparation



Dehydration



Quality Check



Packing + Masala Sachet

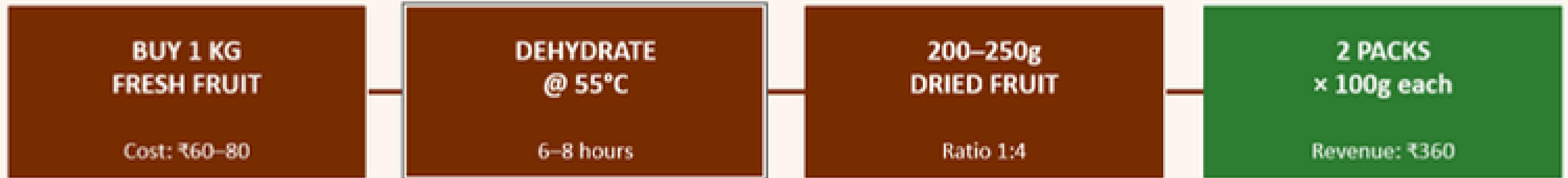


Consumer



Business Model

INPUT → OUTPUT CONVERSION RATIO



Conversion: 1 kg fresh fruit → 200-250g dried (75-80% moisture removed) | NO chemicals | NO preservatives

VALUE ADDITION AT EACH STAGE (Per 1 kg batch)

Stage	Activity	Input	Output	Cost (₹)	Value Added
1. Procurement	Buy fresh fruit from farm	Cash	1 kg fresh fruit	₹60-80	Raw material secured
2. Slicing	Wash, peel, slice uniformly	1 kg fruit	Ready-to-dry slices	₹10	Hygiene + uniformity
3. Dehydration	55°C in food dehydrator	1 kg slices	200-250g dried	₹12	Shelf life + portable
4. Quality Chk	Remove bad, check texture	250g dried	~220g final yield	₹5	Consistent product
5. Packing	100g pack + masala sachet	~220g dried	2 x 100g packs	₹18	Brand + taste twist
6. Transport	Deliver to canteen/customer	Packed goods	Sold product	₹6	Distribution reach
TOTAL COST (per 1 kg batch)	All stages combined			~₹111-131	Avg ₹121/batch

Go-To-Market Plan

- Partnering with influencers and local Gen Z food creators to generate authentic user-generated content (UGC) and drive online conversions.

1. Digital Marketing



2. Instagram & Whatsapp



3. Retail Partnerships



Why Fruitfuel ?

HEALTH

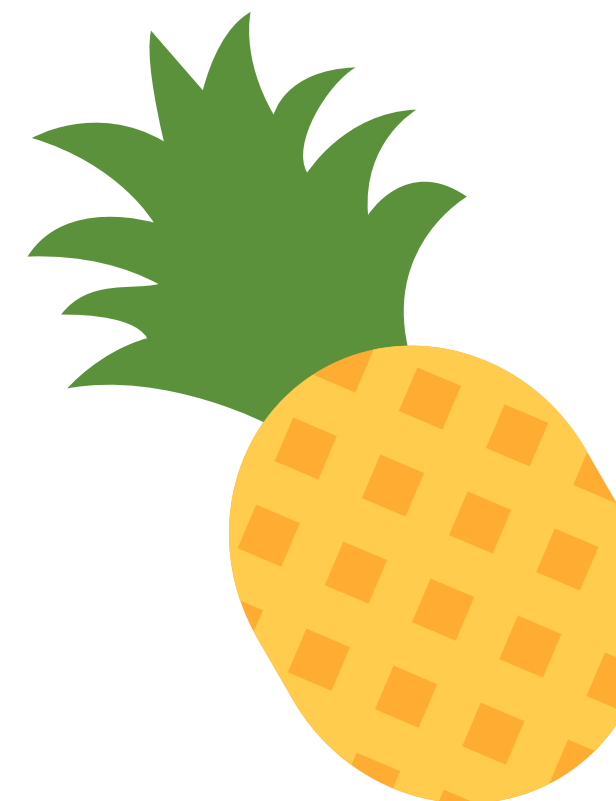
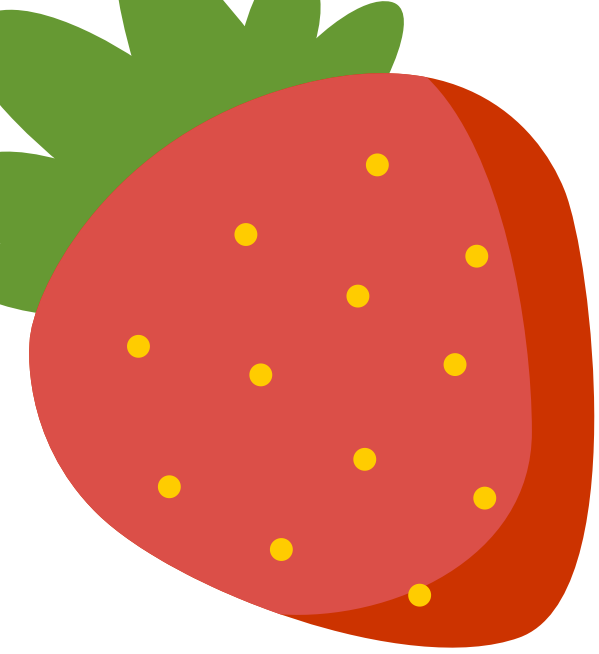
- Real Fruits
- Natural Nutrition
- No Preservatives

TASTE

- Chatpata Masala
- Bold Indian Flavours
- Craving Satisfaction

CONVENIENCE

- Portable Pack
- Long Shelf Life
- Easy on the go



Market Opportunity

**TAM-
₹10 Crore**

SAM- ₹1 Crore

**SOM-
₹2–5 Lakh**




TAM (Indian Healthy Snack Market): ₹10 Crore
Indian Healthy Snack Market
Consumers are seeking healthier snack alternatives.

SAM (Indian Dried Fruit & Fruit Snack Market) : ₹ 1 Crore
Indian Dried Fruit & Fruit Snack Market
Consumers are purchasing fruit-based healthy snacks.

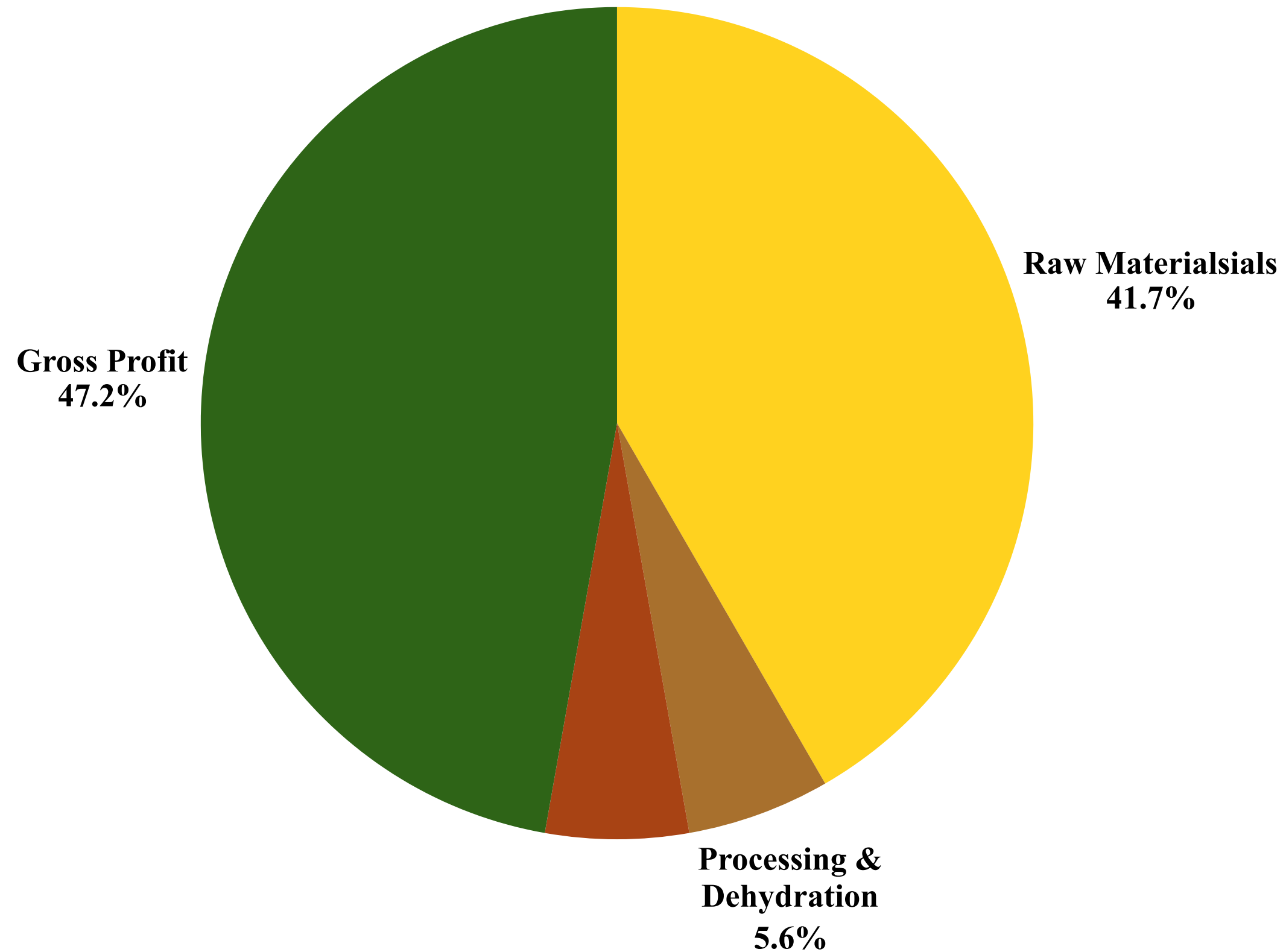
SOM (Ahmedabad Target Market):
₹2.88 Lakh (Year 1 Revenue Target)

Financial Projections and metrics

Revenue till Date: Rs. 2500

Metric	 Year 1	 Year 2	 Year 3
Packs Sold / Month	100–200	400–600	1,000–1,500
Avg Packs / Month	150	500	1,250
Monthly Revenue	₹27,000	₹90,000	₹225,000
Annual Revenue	₹324,000	₹1,080,000	₹2,700,000
Monthly Cost	₹15,750	₹52,500	₹131,250
Monthly Gross Profit	₹11,250	₹37,500	₹93,750
Annual Gross Profit	₹135,000	₹450,000	₹1,125,000
Gross Margin	47.20%	47.20%	47.20%
Sales Channels	Canteen + Online + Retail	+ More colleges + D2C	+ Quick commerce + Pan city
Customers (cumulative)	500	2,000	6,000+

Unit Economics of Fruitfuel



Management Team:

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- Ahmedabad University | IMBA Program

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