

Venture Studio, Ahmedabad University

Nutri Olea

Harnessing Moringa for Natural Health



The Gap

Indian consumers are becoming more health-conscious, but most wellness products are:

- expensive,
- chemically formulated,
- difficult to trust,
- or unpleasant to consume.

Moringa products in India are largely commoditized powders with poor taste and weak branding.



How We **Solve** Problems



Innovative Solutions

Expanding into moringa-based essentials like podi and sambhar masala

Functional chocolates combining taste and nutrition

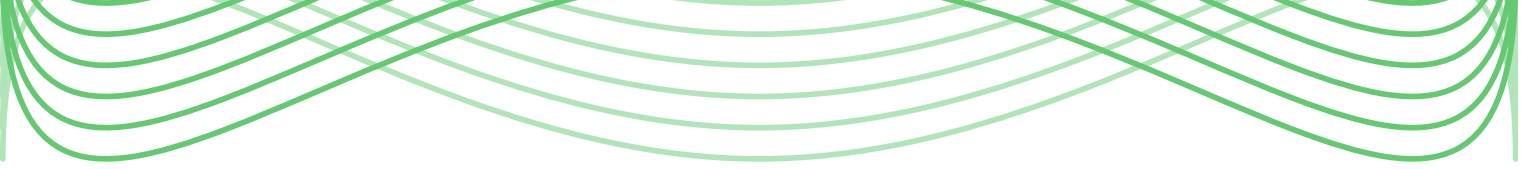
Our Approach

We create accessible, taste-driven wellness products that blend traditional nutrition with modern consumer needs.

A close-up photograph of a moringa tree branch. The leaves are bright green, oval-shaped, and arranged in clusters. In the center, there is a cluster of small, green, unopened moringa pods. The background is slightly blurred, showing more of the tree and some yellow flowers.

WHY NUTRI OLEA?

Farm fresh M



Powered by Nutri Olea

Moringa

Superfood

Underlying Magic

Moringa is a nutritional powerhouse, offering exceptional benefits.

'OUR FARM HAVE NOT USED ANY PESTICIDES SINCE LAST 28 YEARS'

7x

7x more Vitamin C
than oranges

10x

more Vitamin A
than carrot

17x

17x more calcium
than milk

15x

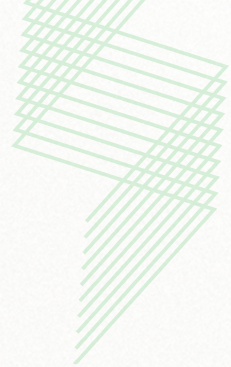
more potassium
banana

9x

more protein
than yogurt

25x

more iron than
spinach



Market Size

\$15B+ Global Moringa Products Market by 2030

Driven by rising demand for natural nutrition, functional foods, and plant-based wellness products.

Target Audience

- India supplies 80% of global moringa demand
- Functional nutrition market growing at 11%+ CAGR

Unlocking Market Potential





@NUTRIOLEA.IN

ucg. · sweet tooth

A glimpse of Nutri Olea

All our products are lab tested.

We have applied for the fssai licensing as well.



How we'll reach out



Retail Distribution

Partnering with health stores, wellness shops, supermarkets, and organic product retailers to sell Nutri Olea products directly to consumers.



Direct-to-Consumer Sales

Selling through online platforms, social media, and our own website to build a strong digital wellness brand.



Expanding Product Range

Generating revenue through innovative wellness products including functional chocolates, moringa podi, sambhar masala, and future nutrition-based essentials.



Why we stand out!!



Traditional branding, limited snack innovation, medicinal positioning



High dependence on supplements, less emotional branding, limited premium snack category



Nutri Olea offers modern lifestyle branding and taste-focused formats making moringa more appealing to younger consumers



Our Finances >

We sold 65 boxes of choco bites at BK Campus and the expo held at SEAS, Ahmedabad University

<i>Metric</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>
<i>Revenue</i>	₹12 Lakh	₹50 Lakh	₹1.5 Cr
<i>Active Customers</i>	800	3,500	10,000
<i>Repeat Purchase Rate</i>	15%	25%	35%
<i>Gross Margin</i>	55%	60%	65%
<i>CAC</i>	₹650	₹550	₹450
<i>EBITDA</i>	-₹4 Lakh	₹5 Lakh	₹30 Lakh

Visionaries Behind Nutri Olea

Meet the Founders

Dhruvi Kothari

*Brand Strategy & Product
Innovation*

- *Leads marketing, branding & consumer positioning*
- *Focused on product formulation and wellness innovation*

Yash Dalsania

Technology & Operations

- *Manages website, digital systems & documentation*
- *Handles technical execution and backend operations*

Let's Connect

Thank You



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