



pravaahya

The flow of sustainability. The go-to brand for eco-friendly products sourced from agricultural materials.

The Problem

Agricultural waste already gets a second life in India.
The problem is - that second life is still single-use.



What is already happening?

- Agricultural Waste Generated
- Waste Being Collected
- Waste Being Upcycled
- Plastic Alternatives Emerging



What those products actually are?

- Bagasse Food Containers
- Bamboo Disposable Cutlery
- Cornstarch Packaging Products
- Mostly Single-Use



The real problem

- Short Product Lifespan
- Single Use Cycle
- Limited Environmental Impact
- No Lasting Value



What is missing?

- Durable Products
- Reusable Daily Essentials
- Long-Term Sustainability
- Circular Product Design



Our Solution



Outside Sourcing

We will not manufacture it but we will import high-quality and innovative products.



Smart Branding

'Pravaahya' means flow. We are building powerful brand which will provide high quality products to consumers.



Impact at Scale

We will focus to market and distribute our product. We will scale it by adding new products and new domains to it.

Our Products



**Eco Bamboo
Coffee Mug**

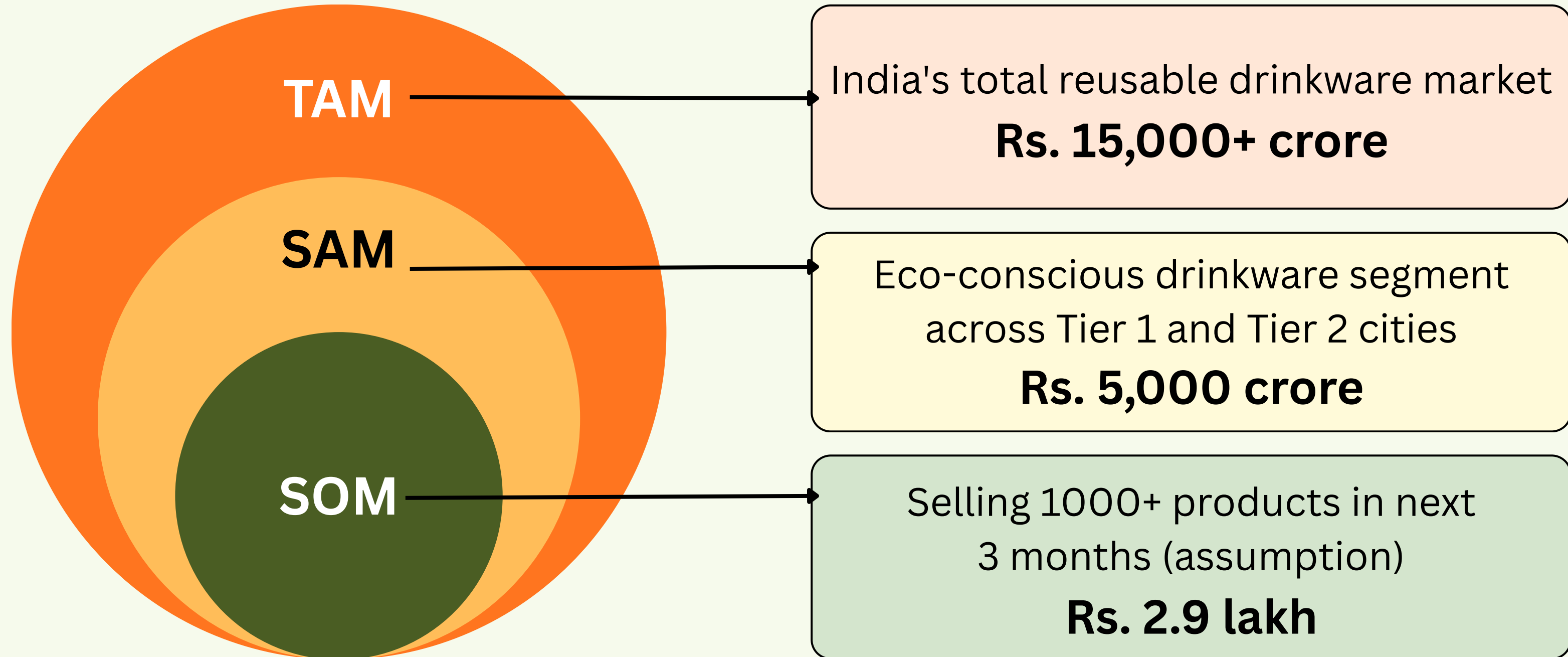


**Eco Bamboo
Travel Tumbler**



**Eco Bamboo
Insulated Bottle**

Market Opportunity



Business Model



B2B Corporate Gifting

Starting with sales to the B2B customer and building trust with the products.



B2C E-commerce

Expanding to the B2C sector by getting trust from the customer with other combos.



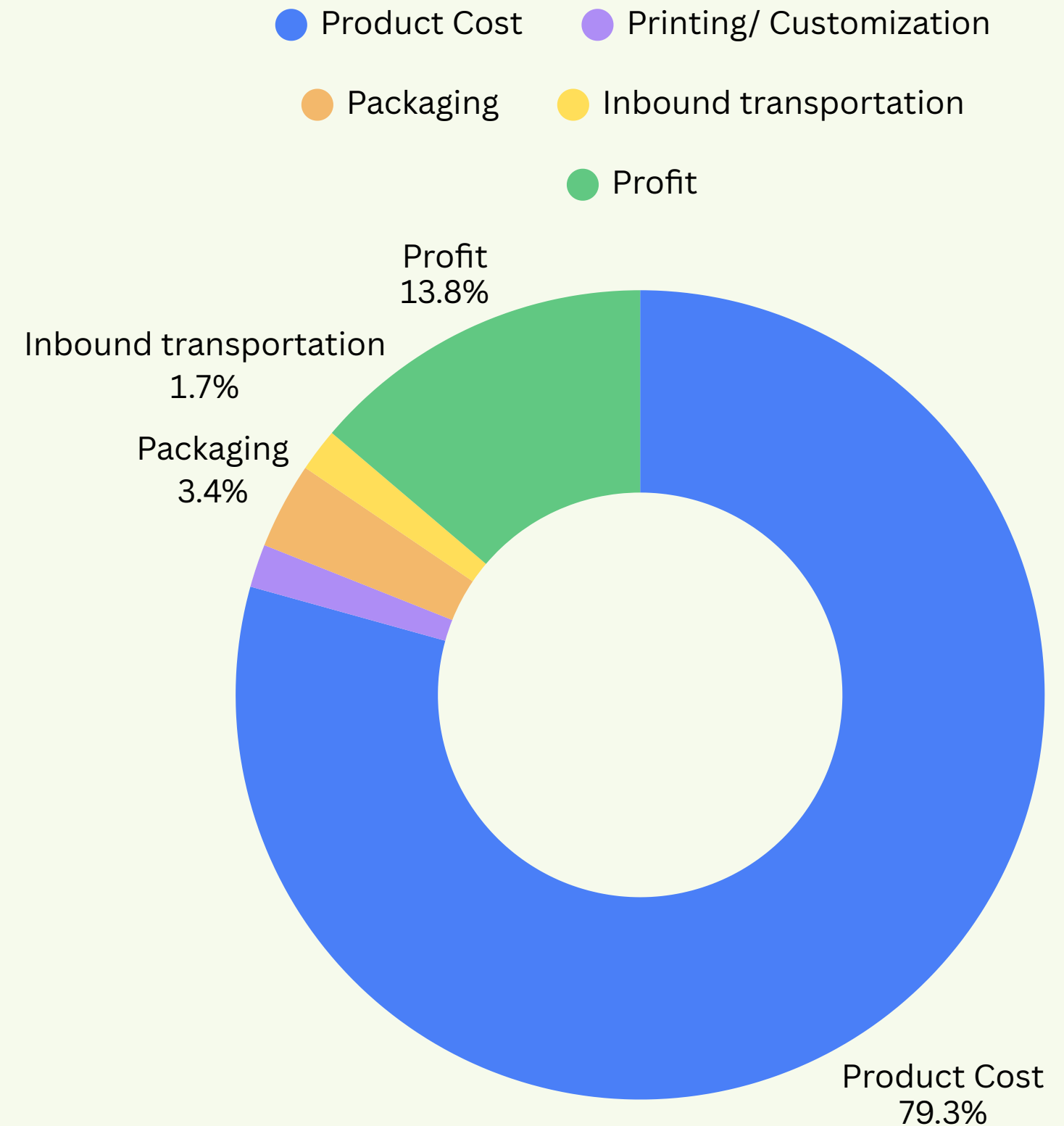
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Curated Eco-Combos

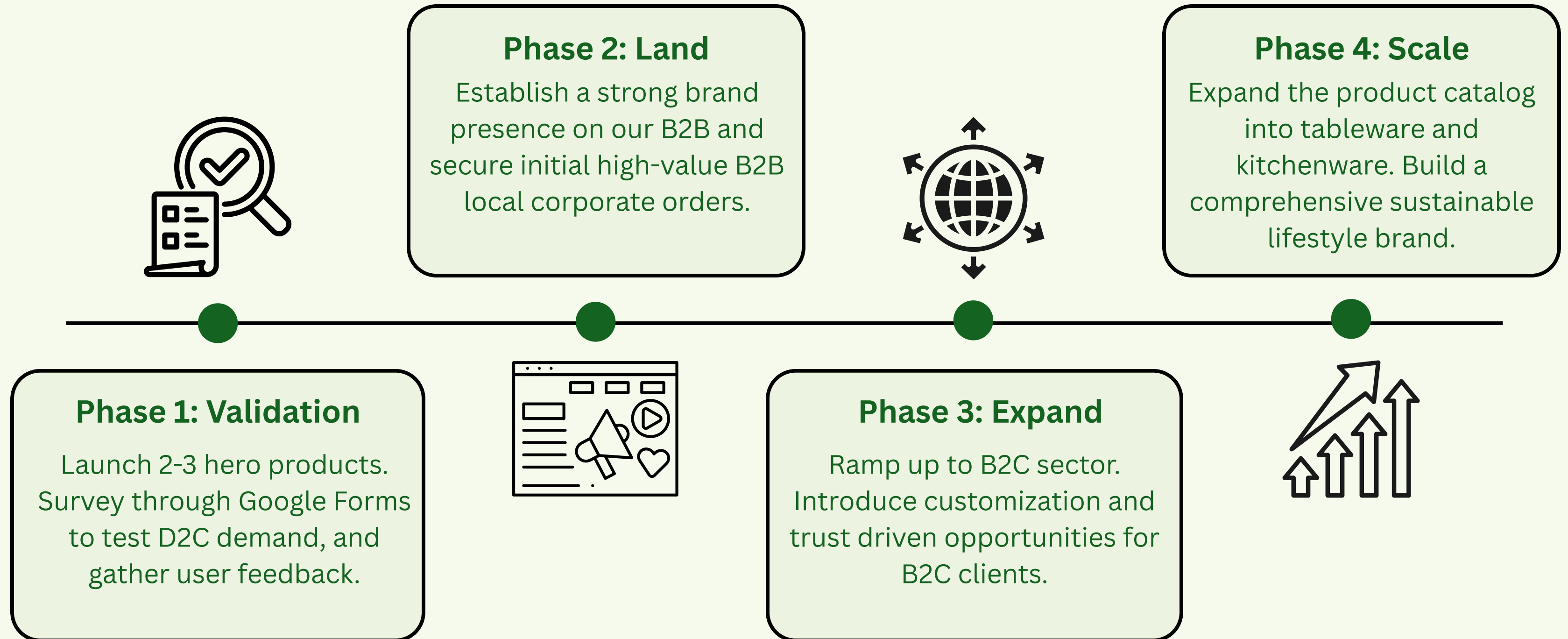
Scaling the business to sell the eco friendly combo giftings set at premium price point.

Unit Economics

Eco Bamboo Insulated Bottle



Go-To-Market Strategy



Traction



Client: VentureStudio,
Ahmedabad University
Product: 50 Ecofriendly
Bamboo Bottles (350ml)
with branding
Status: Delivered

Team



Name: Parth Ubhadiya

Designation: Co-founder

Educational Background: BTech CSE (3rd Year)

Responsible for: Brand strategy, Instagram docuseries, content strategy, community building



Name: Vedant Solanki

Designation: Co-founder

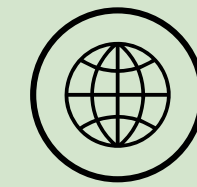
Educational Background: BTech CSE (3rd Year)

Responsible for: Brand identity, Supplier sourcing, financial operations, technical side

Advisors: Prof. Darshana Padia, Prof. Jeremy Fritzhand, Prof. Shuja Ahmed (Mentor), Dhaval Pandya

**Thank
You.**

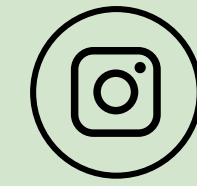

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