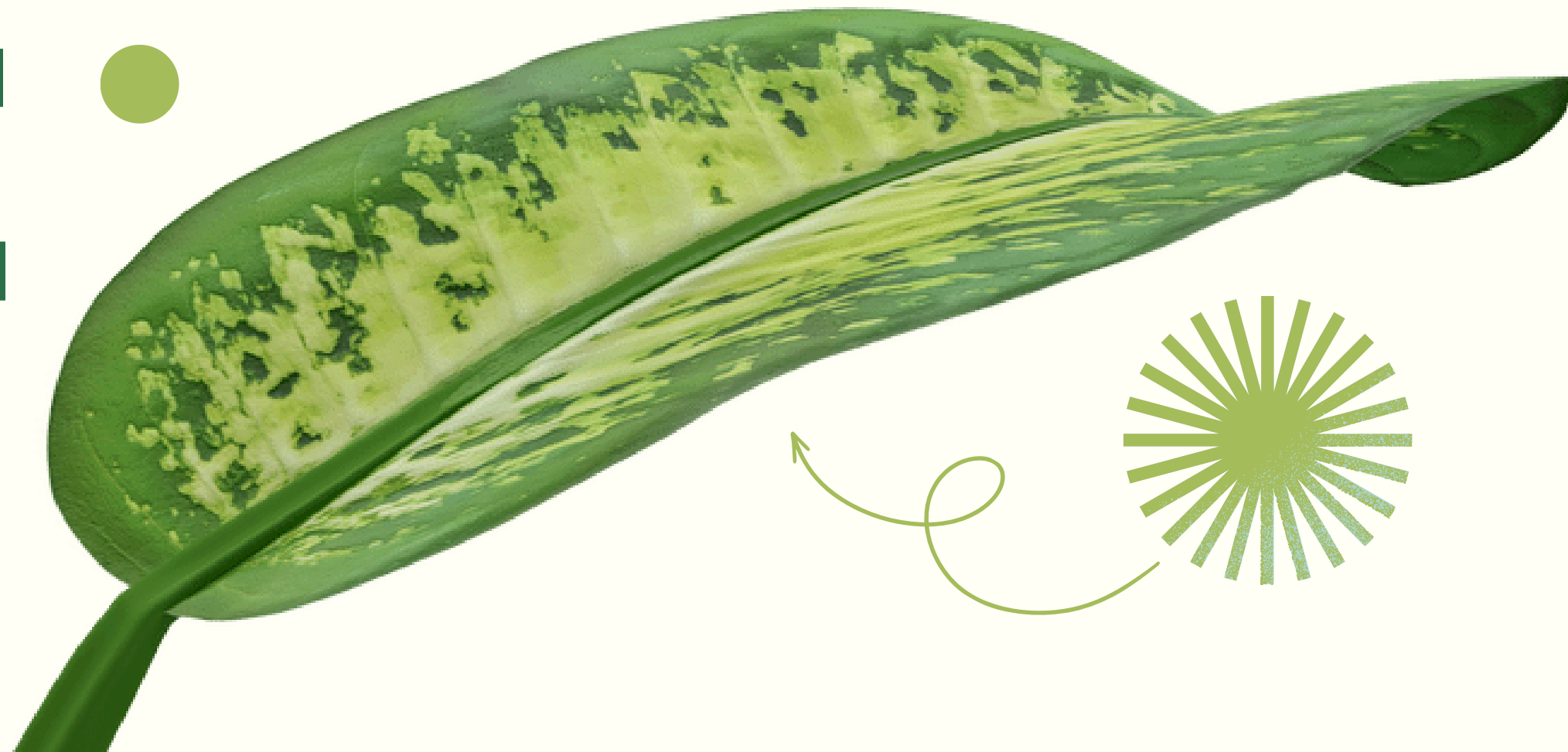


BIG IMPACT FOR A SUSTAINABLE FUTURE

A Call to Action for Everyday Sustainability



Guilt Free Hydration



Terra



Water Bottle

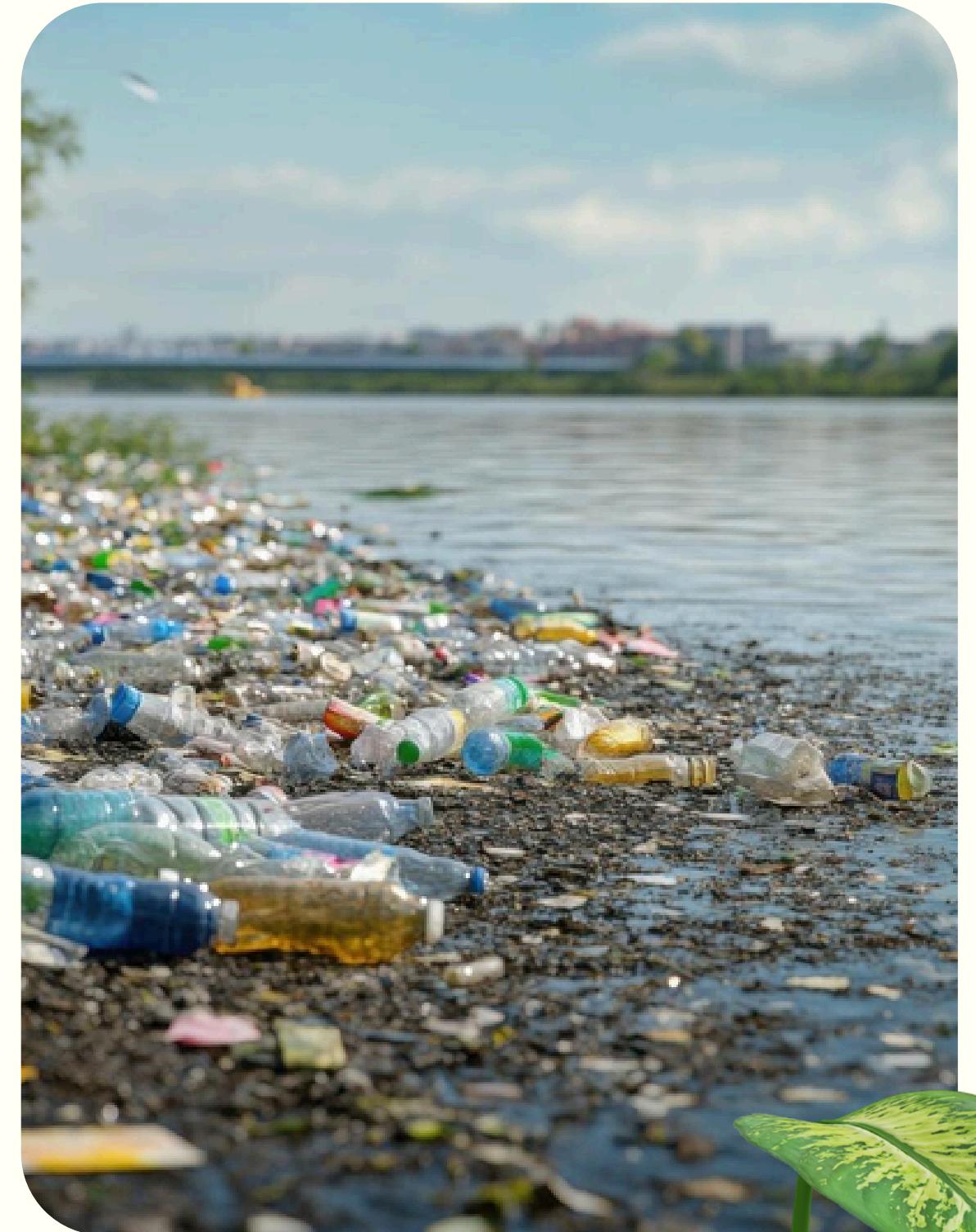
AT THE PRICE OF PLASTIC.

<https://terra-bottles.lovable.app/>

THE ENVIRONMENTAL & CONSUMER DILEMMA

Millions of single-use plastic bottles are discarded daily, severely polluting rivers and urban streets.

- Consumer Dilemma: People need pure drinking water on the go but face a choice between convenient yet harmful plastic, or inconvenient reusable bottles.
- The "Green Premium": Existing eco-friendly options (Tetra packs, boxed water) cost Rs. 40–60, have poor availability, and feel unfamiliar.
- The Gap: The market lacks an affordable, sustainable solution that doesn't force a behavioral change.



THE SOLUTION: BIO-PLANT BOTTLE

A Biodegradable bottle that looks and functions like a traditional bottle but decomposes naturally, returning to the earth in just 180 days.

Composition: Made from a starch/corn-based bio-polymer, reinforced with a paper-based outer support, and an inner bio-coating to ensure a 100% leak-proof seal.

The Breakthrough: Guilt-free disposal without the green premium. Accessible to everyone at just Rs. 20.



HEALTH IMPACTS OF PLASTIC POLLUTION



- Plastic waste can break down into microplastics
- Microplastics may enter the human body through air, water, and food
- Reducing plastic use can help protect both human health and the environment



Why Terra? The "No Compromise" Value Prop

"Guilt-free disposal without forcing behavioral change."



Zero "Green Premium"

Priced at exactly **Rs. 20**. We eliminate the **Rs. 40–60** premium of typical eco-brands, making sustainability an accessible impulse buy for the mass market.



Microplastic-Free

100% plant-based materials mean **zero risk** of harmful microplastics leaching into drinking water—even when exposed to **45°C+** heat in Indian logistics.



Zero Behavior Change

Consumers get the familiar convenience of a classic bottle shape. No carrying heavy metal flasks, and no awkward "drinking from a milk carton" experience.

Competitive Landscape

Brand / Category	Price (1L)	Pros	Cons
Standard PET (Bisleri, Kinley)	Rs. 20	Cheap, ubiquitous, highly trusted	Massive environmental damage, microplastics
Premium Eco (Boxed Water, Aava)	Rs. 40–60+	Sustainable status symbol	Expensive, unfamiliar “milk carton” feel
Reusable Bottles (Steel, Copper)	N/A (Free Refill)	One-time cost, very durable	Inconvenient to carry, unhelpful in emergencies
Terra (Bio-Plant)	Rs. 20	Guilt-free, cheap, familiar shape	New market entrant

Target Market Sizing

\$303B

Total Addressable Market

Global Bottled Water Market size, indicating massive long-term potential for disruption.

\$5B

Serviceable Available Market

Indian Packaged Drinking Water Market (approx. ₹40,000 Crore), specifically the 1L segment.

₹20L

Serviceable Obtainable Market

Year 1 Beachhead target in the Ahmedabad Institutional Market (Campuses & Events).



Unit Economics & Revenue Strategy

The **Rs. 20** Value Chain Breakdown



Rs. 12.0
TARGET COGS (60%)

Rs. 2.0
DISTRIBUTOR
(10%)

Rs. 6.0
RETAIL MARGIN (30%)



Healthy Margins

Our D2C2C model ensures a massive **30% retail margin** (vs. industry **15–25%** standard), have predictable returns on sales. Costs optimized across cost (**Rs. 12 + GST**).



Ultra-Low CAC

Customer Acquisition Cost sits at just **Rs. 0.9 – 1.0**, by targeting institutions & volume-driven markets; we capture captive and stable segments.

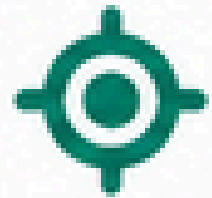


High-Frequency Repeat

Water is a daily necessity. A single institution can generate **Rs. 6,000+** category revenue/week on our bottle-before-refill model for repeatable cycles.

Go-to-Market Strategy

A phased B2B2C rollout focusing on captive audiences and institutional mandates.



Phase 1: Land

MONTHS 0 - 3

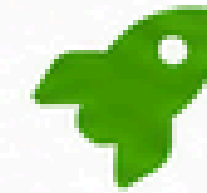
- ✓ **Hyper-Local Launch:** Target closed campuses in Ahmedabad (IIM, NID) and local event organizers.
- ✓ **"30-Day Detox" Pilots:** Exclusive campaigns replacing standard plastic in canteens.
- ✓ **Closed Loop Waste:** Easy internal collection to validate the composting lifecycle.



Phase 2: Expand

MONTHS 6 - 12

- ✓ **Institutional B2B:** Target HoReCa (Hotels/Restaurants) and major corporate offices.
- ✓ **Leverage Mandates:** Help corporates achieve ESG goals at zero extra cost.
- ✓ **Waste Partnerships:** Tie-ups with local waste management for certified disposal.



Phase 3: Scale

YEAR 2+

- ✓ **Mass Market Retail:** Transition to formal FMCG Distributor-Retailer networks.
- ✓ **Gujarat-Wide Presence:** Expand operations to Surat, Vadodara, and Rajkot.
- ✓ **Direct Competition:** Sit side-by-side with Bisleri and Kinley on shelves.

Product Roadmap & Goals

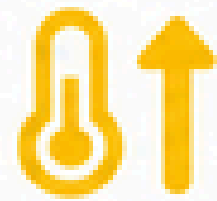
Key milestones to deliver a market-ready, 100% biodegradable bottle.



1. Composition

MONTHS 1 - 4

- ✓ **Plant-Based Mix:** Use 80–90% natural materials like corn starch.
- ✓ **Eco-Friendly:** Ensure the bottle naturally breaks down within 180 days.
- ✓ **Smart Sourcing:** Keep manufacturing costs strictly under Rs. 12 per bottle.



2. Durability

MONTHS 4 - 8

- ✓ **Heat Resistance:** Built to withstand 45°C+ Indian summers during transport.
- ✓ **Strength Testing:** Ensure zero leaks or melting even in tough weather conditions.
- ✓ **Pure Taste:** Use a bio-coating to keep the water tasting fresh and neutral.



3. Compliance

MONTHS 8 - 12+

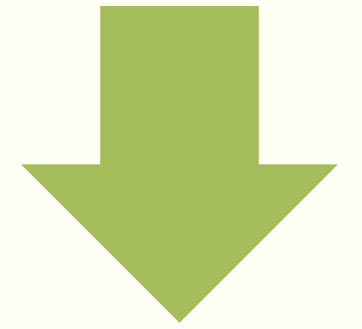
- ✓ **Food Safety:** Secure FSSAI approval for safe drinking water packaging.
- ✓ **Quality Standards:** Meet all national food-grade regulations.
- ✓ **Eco-Certifications:** Gain official credentials for being 100% compostable.



↑
DAY 1

- **Bottle is completely transparent in Day 1**
- **No visible Degradation**
- **It is in its original shape and form**

DAY 15



- **Soil particles observed around the bottle**
- **Slight loss of transparency**
- **Structure remains Unchanged still**

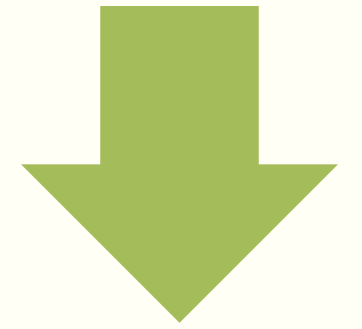


↑
DAY 30

- Increased soil adhesion
- Surface appears dull
- Slight signs of material breakdown

- Soil coverage on the bottle
- Surface roughness increases
- Indicates towards biodegradation

DAY 60





The Founding Team Of Terra

Ishita Mali

- Leading B2B Sourcing
- Viability
- Supply Chain
- Product Management
- Finance & Viability
- Expert in bulk supplier negotiations and corporate client onboarding.



Mahi Jadeja


- Logistics,
- Product Management
- Feasibility
- Marketing
- Social Media Handling
- Desirability



THANK YOU!

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