

Purekin

ADKROFT INDUSTRIES
PRIVATE LIMITED



ABOUT OUR COMPANY

THE STORY

Adkroft Industries Private Limited is building India's next premium FMCG brand in essential foods, offering high-quality, wood-pressed oils and premium ghee. We're tapping into a massive, underserved market of consumers willing to pay more for purity, hygiene, and real quality. No heritage, no shortcuts, just modern, premium products made for today's buyers. With a scalable business model, strong margins, and rising demand, Adkroft is positioned to lead the premium essentials category in India.



VISION



OUR VISION

WE ENVISION ADKROFT AS A TRUSTED NAME IN EVERY PREMIUM KITCHEN, NOT JUST IN INDIA, BUT ALSO IN GLOBAL MARKETS WHERE QUALITY AND PURITY MATTER MOST. BY CREATING A COMPLETE PORTFOLIO OF PREMIUM OILS, GHEE, HONEY, AND ATTA, WE WILL POSITION OURSELVES AS THE GO-TO CHOICE FOR CUSTOMERS WHO VALUE BOTH WELLNESS AND MODERN LIFESTYLE NEEDS.

REDEFINING PURITY FOR THE MODERN KITCHEN.



MISSION

PURE PROMISE

TO DELIVER HONESTLY-SOURCED, NUTRITION-RICH KITCHEN ESSENTIALS USING THE BEST OF TRADITIONAL PROCESSES AND MODERN FOOD SAFETY STANDARDS, CREATING PRODUCTS THAT CUSTOMERS CAN TRUST EVERY DAY.

REDEFINING EVERYDAY FOOD

TO BUILD A PREMIUM FMCG BRAND THAT SOLVES REAL PROBLEMS IN THE FOOD INDUSTRY REMOVING ADULTERATION, BRINGING TRANSPARENCY, AND MAKING PURITY A STANDARD, NOT A PREMIUM EXCEPTION.

CREATING INDIA'S MOST TRUSTED
PREMIUM KITCHEN BRAND.



VALUES



CUSTOMER FIRST, ALWAYS

EVERY DECISION WE MAKE WILL START WITH
ONE QUESTION: DOES THIS DELIVER REAL
VALUE TO OUR CUSTOMER?

BUILDING FOR TOMORROW

WE ARE CREATING A BRAND THAT WILL
STAND THE TEST OF TIME, EARNING TRUST
ACROSS GENERATIONS.



**BUILT ON PURITY
DRIVEN BY TRUST.**

PROBLEM



ADULTERATION & IMPURE INGREDIENTS

A large portion of oils and ghee in the market are blended with cheaper substitutes or additives, making it difficult for consumers to access products that are genuinely pure.

Impact: Consumers are often paying for premium but receiving inferior quality.

MISLEADING BRANDING & CLAIMS

Many brands use terms like “cold-pressed,” “wood-pressed,” or “A2 ghee” without proper testing or certifications to back these claims.

Impact: This leads to confusion and loss of trust among consumers who want real quality but can't verify it.

COMPROMISED NUTRITIONAL VALUE

High-temperature processing and unhygienic production practices reduce the nutritional value of oils and ghee.

Impact: Products that should promote health often deliver low or no real health benefits.

OUR SOLUTION

AT ADKROFT, WE ARE SOLVING A CRITICAL GAP IN THE
EVERYDAY FOOD ESSENTIALS MARKET.

WHILE CONSUMERS ARE WILLING TO PAY MORE FOR
QUALITY AND PURITY, THEY ARE CONSTANTLY LET
DOWN BY COMPROMISED PRODUCTS AND
MISLEADING CLAIMS. OUR APPROACH IS SIMPLE BUT
POWERFUL

DELIVER WHAT OTHERS ONLY PROMISE.



REAL SOLUTIONS TO REAL PROBLEMS

TAPPING A PREMIUM, UNDER-SERVED MARKET SEGMENT, WHILE MOST BRANDS COMPROMISE ON QUALITY TO COMPETE ON PRICE, WE FOCUS ON HEALTH-CONSCIOUS, PREMIUM BUYERS READY TO PAY FOR PURITY.

NO ADULTERATION. NO MISLEADING CLAIMS. NO OUTDATED PRACTICES. JUST HONEST, PURE, FOOD PRODUCTS.

CLEAN-LABEL, NUTRITIONALLY-RICH PRODUCTS MADE FOR BUYERS WHO DEMAND BOTH QUALITY AND CONVENIENCE.

PACKAGED IN FOOD-GRADE, LEAK-PROOF CONTAINERS WITH MODERN, PREMIUM DESIGNS.



PREMIUM PRICING, HIGHER AVERAGE ORDER VALUE, STICKIER CUSTOMERS THIS IS NOT A LOW-MARGIN, COMMODITY BUSINESS; IT'S A BRAND-LED PREMIUM FMCG PLAY.

Purekin



ADULTERATION & FAKE A2 CLAIMS IN THE MARKET→

WE WILL PROVIDE VERIFIED A2 COW GHEE WITH DOCUMENTED SOURCING AND LAB-TESTED PURITY, RESTORING TRUST IN A CATEGORY FULL OF FALSE CLAIMS.

NUTRITION LOSS IN INDUSTRIAL PROCESSING→

WE WILL PRODUCE GHEE USING THE BILONA METHOD (CURD-CHURNED) TO RETAIN FULL NUTRITIONAL BENEFITS—UNLIKE MASS-MARKET, CREAM-BASED GHEE.

UNHYGIENIC PRODUCTION ENVIRONMENTS→

WE WILL OPERATE IN FULLY REGULATED, HYGIENIC, FSSAI-CERTIFIED FACILITIES TO ENSURE PREMIUM QUALITY FOR PREMIUM BUYERS.

OUTDATED, UNAPPEALING PACKAGING→

WE WILL USE MODERN, FOOD-GRADE, TAMPER-PROOF PACKAGING THAT INCREASES SHELF LIFE, BUILDS SHELF APPEAL, AND CATERSTO PREMIUM, URBAN MARKETS.

NO TRUSTED BRAND FOR HEALTH-FOCUSED ESSENTIALS→

WE WILL BUILD A TRUSTED, PREMIUM HOUSEHOLD BRAND OFFERING OILS, GHEE, AND OTHER ESSENTIALS ALL UNDER ONE STRONG, CREDIBLE IDENTITY.

CORE



PRODUCT RANGE



WOOD PRESSED OIL

WOOD-PRESSED FOR MAXIMUM NUTRIENT RETENTION OUR OILS ARE EXTRACTED USING TRADITIONAL WOODEN GHANIS AT LOW TEMPERATURES, WHICH PRESERVE NATURAL VITAMINS, ANTIOXIDANTS, AND FLAVOR.

WE OFFER A FULL WOOD-PRESSED OIL RANGE:

YELLOW MUSTARD OIL — HIGH IN MUFA FATS, KNOWN FOR DIGESTIVE AND SKIN BENEFITS.

BLACK MUSTARD OIL — TRADITIONAL AND PUNGENT, GREAT FOR PICKLING AND AYURVEDIC USE.

GROUNDNUT OIL — HEART-FRIENDLY, RICH IN PROTEINS AND VITAMINS.

SESAME OIL — EXCELLENT FOR BONE HEALTH, RICH IN CALCIUM AND ZINC.

COCONUT OIL — IMMUNITY BOOSTING, GOOD FOR SKIN AND COOKING.

OLIVE OIL — IMPORTED QUALITY FOR URBAN, HEALTH-FOCUSED BUYERS.

SUNFLOWER OIL — LIGHT AND HEALTHY, FOR EVERYDAY COOKING.

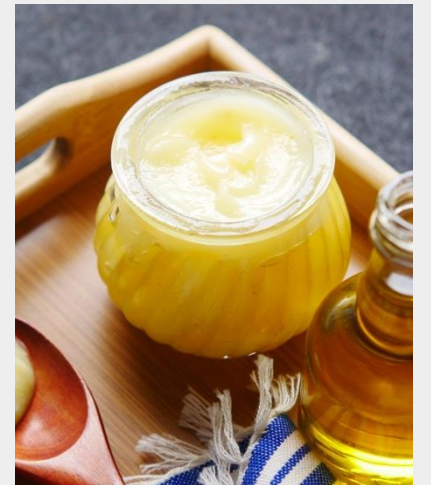




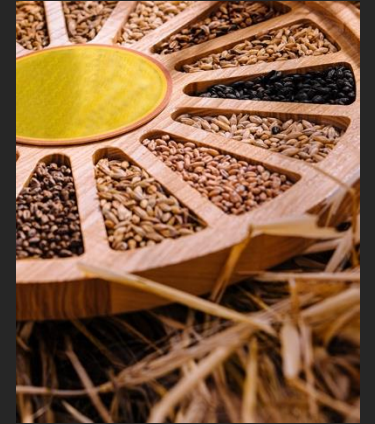
A2 COW GHEE

HANDCRAFTED NUTRITION

WE ARE INTRODUCING A2 DESI COW GHEE, SOURCED EXCLUSIVELY FROM INDIAN INDIGENOUS (DESI) COW BREEDS KNOWN FOR PRODUCING A2 BETA-CASEIN PROTEIN MILK, WHICH IS EASIER TO DIGEST AND RECOGNIZED FOR ITS SUPERIOR NUTRITIONAL AND MEDICINAL VALUE. THE GHEE IS MADE USING THE SLOW-COOKED METHOD FROM CURD, NOT CREAM, TO RETAIN NATURAL CLA, OMEGA-3S, AND ESSENTIAL VITAMINS (A, D, E, K).



MULTIGRAIN SUPER ATTA MIX



**A NUTRIENT-DENSE BLEND OF GRAINS
AND SEEDS MADE TO MIX WITH REGULAR
ATTA FOR STRONGER, HEALTHIER ROTIS.**

A POWERFUL BLEND OF WHOLEGRAINS, MILLETS, AND SEEDS DESIGNED TO MIX WITH ANY REGULAR ATTA. RICH IN FIBRE, PROTEIN, AND MICRONUTRIENTS IT ENHANCES DIGESTION BUILDS STRENGTH AND SUPPORTS DAILY ENERGY. EASY TO USE NO COMPROMISE ON TASTE OR TEXTURE.

RAW FOREST HONEY

RAW FOREST HONEY - WILD HARVESTED UNFILTERED AND UNHEATED PRESERVES NATURAL ENZYMES, POLLEN, AND MEDICINAL POTENCY. LAB TESTED FOR ZERO SUGAR OR ADDITIVES HONEY IN ITS PUREST, MOST POTENT FORM



INFUSED WELLNESS

INFUSED WITH NATURAL INGREDIENTS LIKE TULSI, GINGER, AND CINNAMON FLAVOURED HONEY COMBINES WELLNESS WITH TASTE EACH VARIANT IS CRAFTED TO ENHANCE IMMUNITY DIGESTION AND DAILY ENERGY WITHOUT ANY ARTIFICIAL ADDITIVES OR FLAVOURS

HEALTH IS THE NEW LUXURY

NEARLY 73% OF URBAN INDIANS NOW PREFER HEALTHY FOOD OPTIONS OVER CHEAPER ALTERNATIVES. HEALTH-CONSCIOUS BUYERS ARE ACTIVELY REPLACING REFINED, PROCESSED PRODUCTS WITH CLEAN-LABEL, NUTRIENT-DENSE FOODS.

GEN Z & MILLENNIAL BUYERS LEAD THE SHIFT

MORE THAN 60% OF GEN Z AND MILLENNIAL CONSUMERS IN INDIA HAVE STARTED PRIORITIZING INGREDIENT LABELS, SOURCING PRACTICES, AND BRAND HONESTY WHEN BUYING DAILY KITCHEN ESSENTIALS.

PREMIUM SPENDING POWER

URBAN TIER-1 AND TIER-2 HOUSEHOLDS, PARTICULARLY DOUBLE-INCOME FAMILIES, ARE INCREASING THEIR BUDGETS ON PREMIUM FOOD BRANDS, WITH 50% WILLING TO PAY MORE FOR PURITY, CLEAN INGREDIENTS, AND SAFE PROCESSING.

THE TRUST GAP

HEALTH-CONSCIOUS BUYERS NO LONGER TRUST MASS BRANDS OR GENERIC OPTIONS. TRANSPARENCY, ORIGIN TRACEABILITY, AND HONEST PACKAGING HAVE BECOME ESSENTIAL FOR BRAND CHOICE.

MARKET SIZE & POTENTIAL

INDIA'S FOOD SEGMENT IS GROWING AT A CAGR OF 20-25%, DRIVEN BY RISING LIFESTYLE DISEASES, FITNESS CULTURE, AND SOCIAL MEDIA AWARENESS.

MARKET OPPORTUNITY



MARKET TRENDS

INDIA'S PREMIUM KITCHEN ESSENTIALS MARKET IS BOOMING, DRIVEN BY HEALTH-CONSCIOUS URBAN BUYERS. A2 GHEE IS GROWING AT 25% CAGR, AND COLD-PRESSED OILS ARE REPLACING REFINED OPTIONS. CONSUMERS ARE PAYING 2-3X MORE FOR PURITY, TRANSPARENCY, AND PREMIUM PACKAGING.



NUTRITION-FIRST CHOICES

INDIA'S OILS AND FATS MARKET REACHED NEARLY US\$49 BILLION IN 2025, GROWING AT A 6.5% CAGR. PREMIUM, COLD-PRESSED & ORGANIC OILS ARE IN DEMAND, DRIVEN BY SOCIAL MEDIA, URBAN NUTRITION TRENDS & PLANT-BASED LIFESTYLES.



HEALTH MEETS CONVENIENCE

URBAN HOUSEHOLDS SPEND ~2½ TIMES MORE ON PACKAGED FOODS THAN STAPLES, WITH PROCESSED FOOD SPENDING AVERAGING ₹1,142/MONTH IN TELANGANA HIGHLIGHTING A BROADER NATIONAL TREND IN PACKAGED, HEALTH-FOCUSED CONSUMPTION



A2 GHEE BOOM

THE INDIA A2 GHEE MARKET IS GROWING RAPIDLY, PROJECTED AT APPROXIMATELY 25-27% CAGR THROUGH 2028-2032, AS HEALTH-CONSCIOUS CONSUMERS SHIFT TOWARD EASIER-TO-DIGEST AND NUTRITION-RICH PRODUCTS

MARKET STRATEGY

WHERE THEY ARE

Tier 1 Metros: Delhi NCR, Mumbai, Bangalore, Pune Quick commerce: Zepto, Blinkit, Instamart. Premium modern trade: Nature's Basket, Modern Bazaar. NRI + Export (Phase 2)



Urban, upper-middle and high-income families Health-conscious women (age 30–55) making kitchen & wellness decisions Millennial parents and conscious buyers seeking clean-label staples

WHO WE TARGET



Prefer traceable, slow-made, non-industrial products Ready to pay premium for lab-tested, functional daily essentials Loyal, repeat buyers of oil, ghee, honey, flour with strong word-of-mouth value

WHY THEY BUY

HOW WE REACH THEM

Presence on trusted daily-use platforms (Zepto, Instamart) ensures easy trial Strategic in-store placements, society activations, and gifting drive real-world discovery



High trust in purity, consistent product experience, and strong brand credibility Repeat behavior driven by visible health benefits, gifting potential, and customer service responsiveness

WHY THEY STICK



GO TO MARKET STRATEGY (GTM)

DISTRIBUTION-LED ROLLOUT WITH TRUST-FIRST BRANDING

MULTI-CHANNEL ENTRY DESIGNED FOR HIGH TRUST AND LOW CAC

We're taking a focused, capital-efficient approach to market entry, prioritizing fast-moving, high-visibility channels that match our premium positioning. Rather than burning on mass marketing, our strategy is to place Adkroft where credibility is built in trusted stores, quick commerce platforms, and high-LTV consumer touchpoints.

BUILT FOR SCALE WITHOUT DEPENDENCE ON HEAVY MARKETING SPEND

By aligning early availability with existing consumer behavior, we seed discovery through Zepto, Blinkit, and modern retail, while building a D2C engine driven by product experience, not ad spend. Strategic gifting, hyperlocal trials, and genuine storytelling form the foundation of a brand built to last.



GTM



QUICK COMMERCE FIRST FOR FAST DISCOVERY

Launch priority SKUs on Zepto, Blinkit, and Instamart to reach high-intent health-conscious urban buyers. Focus: 1L mustard oil, 500ml ghee, 250g honey Advantage: Rapid trial at scale without ad spend — riding existing app traffic.

SELECTIVE RETAIL ENTRY FOR TRUST & FOOTFALL

We want to increase our brand's visibility by securing media coverage and collaborations with influential fashion bloggers, magazines, and online publications

D2C WEBSITE BUILT ON DISTRIBUTION MOMENTUM

Instead of pushing D2C upfront, launch once consumers encounter the brand offline/online. Focus: Story-led homepage, bundles, gifting. Low CAC Model: QR on packaging, repeat-driven revenue, WhatsApp-first CRM

HYPERLOCAL TRIAL AT KEY HOUSING SOCIETIES

Smart penetration into top housing clusters via society associations and Zepto order inserts. ROI Focus: High lifetime value audience, zero CPL targeting through community ops.

GO-TO MARKET PRIORITIES

OUR GOAL IS TO BUILD A COMPREHENSIVE PORTFOLIO OF PREMIUM, DAILY KITCHEN ESSENTIALS WITH A STRATEGIC FOCUS ON HIGH-GROWTH, HEALTH-CONSCIOUS CATEGORIES.



WOOD-PRESSED OILS (40%)

A COMPLETE RANGE OF WOOD AND STONE-PRESSED OILS LIKE MUSTARD, GROUNDNUT, COCONUT, SESAME, AND OLIVE RETAINING NATURAL NUTRIENTS AND FLAVOR FOR HEALTHIER COOKING.

A2 COW GHEE (30%)

PREMIUM, AUTHENTIC A2 DESI COW GHEE SOURCED FROM TRUSTED FARMS EASILY DIGESTIBLE, NUTRITION-RICH, AND MADE FOR DAILY HEALTH-CONSCIOUS USE.

NATURAL SWEETENERS & GRAINS (15%)

OUR HONEY AND ATTA MIX BLEND IS DESIGNED FOR THE HEALTH CONSCIOUS HOUSEHOLD. DAILY STAPLES REIMAGINED TO DELIVER CLEAN ENERGY, BETTER DIGESTION, AND NUTRIENT DENSITY.

SPICES & SNACKABLES (2025-26 ROLLOUT 15%)

CLEAN-LABEL SPICES AND TRADITIONAL SNACKABLES CRAFTED FOR MODERN PANTRIES. PURE INGREDIENTS, NO ADDITIVES FLAVOURFUL, FUNCTIONAL, AND READY TO SCALE.

UNIQUE SELLING POINTS



DIRECT FARM SOURCING, FULL CONTROL

Adkroft eliminates middlemen by directly sourcing ingredients from trusted farmers and producer families. This not only ensures better prices for them but also lets us maintain total control over quality from the source.

BATCH-WISE LAB TESTING, NOT JUST CLAIMS

Every batch we produce is tested in our in-house, certified lab checking for purity, FFA, moisture content, and harmful residues. It's not just traceability, it's scientific proof of purity.

PREMIUM PACKAGING, DESIGNED FOR MODERN INDIA

Unlike mass market brands, Adkroft handles packaging in-house, using hygienic, food-grade materials tailored for a luxury, boutique feel. It's what makes us the brand of choice for gourmet stores and high-end hotels.



LOCALLY MADE, RURALLY EMPOWERING

Adkroft works with village-based micro-entrepreneurs and women led producer units, creating real income opportunities in rural India. Every purchase directly uplifts a family not a factory.

TECH ENABLED FARM TO FORK MONITORING

From sourcing to delivery, our supply chain is digitally tracked to monitor hygiene and performance. Internal dashboards and lab data help us maintain precision-level consistency batch after batch.

SLOW, CRAFTED PROCESSING FOR MAXIMUM NUTRITION

Our oils are wood pressed at low temperatures in small batches, ensuring natural nutrients, aroma, and flavor remain intact. We focus on purity over production speed every drop is made with precision, not shortcuts.

USP



Our omnichannel model—website, retail, and quick-commerce—maximizes reach, speed, and customer retention.

OMNICHANNEL SALES THROUGH D2C,
RETAIL & QUICK COMMERCE.

REVENUE MODEL



OWN PLATFORM

Sales through our official website for direct customer engagement and loyalty-building.

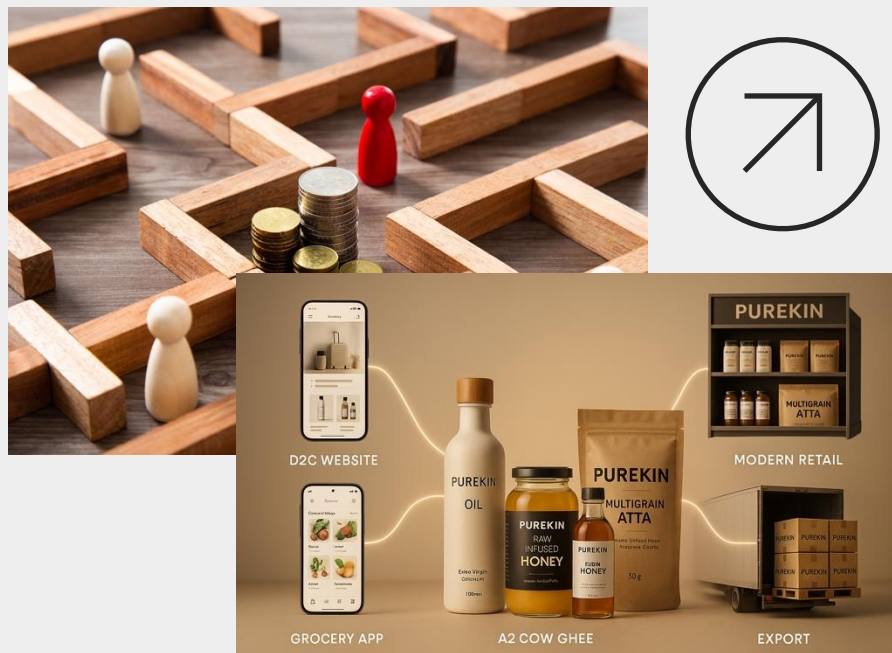
RETAIL STORES

Placement in premium grocery and organic stores across urban markets.

QUICK COMMERCE

Strategic tie-ups with Zepto, Blinkit, Instamart, BigBasket, and others for fast delivery to meet instant consumer demand.

REVENUE MODEL



We drive revenue through bulk B2B supply, global exports, and new product categories, ensuring scale and strong margins.

REVENUE VIA B2B, EXPORTS & CATEGORY EXPANSION.

B2B SUPPLY

Supplying to wellness brands, gourmet outlets, and premium hospitality chains, including 5-star and 7-star hotels.

GLOBAL EXPORTS

Targeting NRI markets and premium global food stores for authentic Indian products abroad.

CATEGORY EXPANSION

Future additions, such as healthy snacks, masalas, and honey, will increase customer spend and expand the brand footprint.

INDUSTRY COMPETITORS



FMCG GIANTS

Tata Sampann, Patanjali, Dabur

Large players expanding aggressively into cold-pressed oils, atta, and ghee with strong distribution.



D2C STARTUPS

Anveshan, Kapiva, Nutty Yogi

Online-first, clean-label brands targeting urban health-conscious consumers.



FARMER BRANDS

Two Brothers Organic Farms, Praakritik, Satmya

FarmsRooted in traceability and farm-direct sourcing with a strong artisanal appeal.



BOUTIQUE RETAIL

Nature's Basket, local wellness grocers, Ayurvedic shops

Premium outlets, independent store owners cater to quality-focused, niche buyers.

LONG-TERM VISION



**TO BECOME INDIA'S MOST TRUSTED
PREMIUM BRAND FOR CLEAN, EVERYDAY
KITCHEN ESSENTIALS.**

We will expand to national distribution, focus on digital-first marketing, and establish strategic partnerships in retail and wellness. Our goal: making purity mainstream and setting new standards for quality in India's FMCG sector.

FUND ALLOCATION

35% OF FUNDS GO TO TESTING AND MANUFACTURING, ENSURING TOP PRODUCT QUALITY THROUGH STRICT STANDARDS AND EFFICIENT PRODUCTION.

20% IS INVESTED IN MANPOWER AND TALENT, BUILDING A SKILLED TEAM THAT DRIVES INNOVATION.

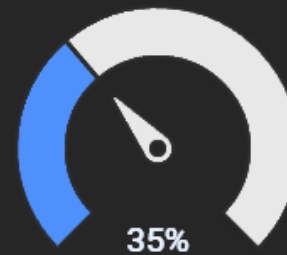
10% SUPPORTS BRANDING, CONTENT, AND PR, SHAPING A STRONG, MEMORABLE BRAND THROUGH STRATEGIC STORYTELLING.

10% COVERS CONSUMABLES, INCLUDING HIGH-QUALITY RAW MATERIALS, BOTTLES, AND PACKAGING FOR A PREMIUM PRODUCT.

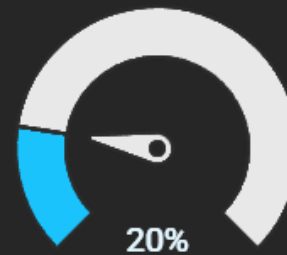
10% OF FUNDS GO TO OUTSOURCED SERVICES, USING EXPERT PARTNERS FOR TESTING, LOGISTICS, AND TECH.

5% IS SET ASIDE AS CONTINGENCY FOR UNFORESEEN NEEDS OR RISKS. 5% SUPPORTS TRAVEL, AIDING EXPANSION AND VENDOR ENGAGEMENT.

5% COVERS IP AND LEGAL COSTS, PROTECTING BRAND ASSETS AND ENSURING COMPLIANCE.



Testing & Manufacturing



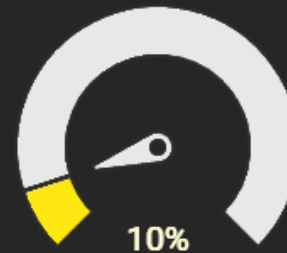
Manpower & Talent



Others



Consumables



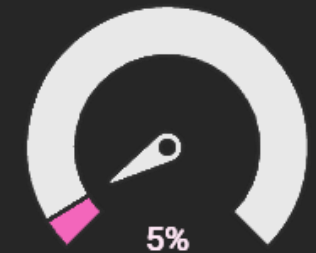
Outsourced Services



Contingency



Travel



IP & Legal Costs

OUR TEAM

DEEPAK GUPTA

Chief Operating Officer

B.Tech, Computer Engineering

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Manages daily operations, supply chain, and execution. Focused on efficiency, consistency, and scale.

ADITYA PRABHAKAR

Chief Executive Officer

B.Tech, Computer Engineering

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Leads overall strategy, product development, and growth.
Responsible for building the brand and driving new initiatives.



ADITYA PRABHAKAR

CEO



DEEPAK GUPTA

COO





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THANKYOU



FOR THOSE WHO DON'T COMPROMISE.
PUREKIN

