

Farmkín



Reintroducing Dates!

Farmkin is a modern dates brand that blends premium quality with innovative flavors, offering nature's pure sweetness as both a healthy everyday essential and a delightful snacking experience.

TABLE DATES SEGMENT



Organized
market
10% approx

Unorganized
market
90% approx

In 2022, the Table Dates segment witnessed a substantial rise in consumption volume, reaching 440 thousand metric tons, up from 362 thousand metric tons in 2020. With consistent growth in recent years, the organized market for dates in India is now valued at approximately INR 7,000 Cr (assuming an average price of Rs. 200/kg). However, when factoring in the unorganized sector, the total market size is estimated to be almost double



LION DATES

Annual revenue of Lion dates as on March 2023 was recorded to be INR 527 Cr out of which INR ~400cr is contributed by whole dates. Other categories from the brand include chopped dates, date syrup, date paste, jams and date-based snacks.



NUTRAJ

Nutraj Dry Fruits, another leading brand in this category had reported revenue of INR 900cr in March 2022 out of which ~10% comes from dates (Nutraj dates is estimated to be ~100 Cr).



HAPPILO

Bangalore based brand, Happilo, which plays in the dry fruits, nuts, and healthy snacks segment clocked revenue of INR 500Cr in FY24. (estimating the revenue from dates to be 50 Cr).



DATE CROWN

Date Crown which caters to the premium category accounts to 80% of this segment. Date Crown's revenue can be estimated to be INR 480Cr (Rs. 200/kg is price considered for calculation).



COMPETITION OVERVIEW

OPPORTUNITY AVAILABLE: GROWING OPPORTUNITY IN THE ~17000CR SPACE

Limited Competition	Lion Dates is the only dedicated player in the dates category, with no strong competitors focusing exclusively on dates and related products. The market leader lacks category creation efforts, advertising, and a clear positioning strategy. Consumer preferences remain underexplored, and distribution is limited to 40-50k stores. Available dates are of average quality, and no QCOM advertising hampers brand visibility. This presents a strong opportunity for new entrants with diversified offerings.
Price Elasticity Available	The current structure of per-pack pricing followed by the category, gives an opportunity to make good contribution margin by making price adjustments. This flexibility provides an opportunity to increase profitability while maintaining the consumer demand.
Positioning Levers Vacant	Dates not positioned as a natural snack and a low calorie dessert substitute. Consumers are not being made aware of the product benefits as an alternative to refined sugars. This can potentially expand the Dates category consumption occasion and usage due to the growing demand for healthier and more natural food options.
Limited Product Innovation	The availability of flavored dates is limited to options like chocolate or dry fruit fillings, which restricts the variety and appeal of dates to the broader audience. Seedless dates, preferred by consumers, are not being marketed effectively, missing a chance to cater to this demand. Category lacks packaging innovation.
Aspiration Value of Dates Missing	The aspiration value of dates is underdeveloped compared to products like chocolates, which are marketed as luxury or indulgent treats. Dates are viewed as a basic, functional food rather than a premium product.

CONSUMER INSIGHTS

PRODUCT CHARACTERISTICS

Likes:

- Soft, juicy, pulpy texture. Natural and balanced sweetness

Dislikes:

- Sticky and chewy nature of the product. Presence of seed interrupting the joyful experience. Unappealing dry and wrinkled skin

PERCEIVED HEALTH BENEFITS

- Good source of iron, giving instant energy and food for digestion as they contain fiber
- Good for pregnant women and for health conscious gym goers to build and also help muscles recover
- Very healthy and natural replacement for sugar

PERCEPTION ABOUT THE CATEGORY

- Dates larger in size are perceived to be of better quality
- Longer the shelf life the better it is.
- 'Nature's chocolate' and natural sweetener
- Must have golden-brown colour
- Imported varieties attract more value as they are perceived to give superior quality and exotic appeal
- Claim/ image of 'Premium' is perceived to be expensive
- Must limit consumption to 2- 3 dates at a time due to their heating potency

MORE

- Limited awareness of brands and variants
- Only brand recalled – Lion. Happilo recalled on probing. Awareness of Ajfan <10%. • Kimia (one of the variant) is considered as a brand
- No knowledge on varieties of dates like Fardh, Zahidi, Kimia, Medjool and Ajwa. Recalled varieties - Chocolate Dates, Dry Dates, Black Dates, Arabian dates, Lion dates, etc.
- Part of monthly shopping cycle with consumers buying 250-500g which last for 30-45 days
- Packaged dates are preferred over loose ones.
- No awareness on the correct

Source: A qualitative study was conducted in December 2024 among consumers in Bangalore to understand the category

Satisfaction Score



OVERALL LIKEABILITY						
Dates	Farmkin Fardh	Lion Dessert King	Farmkin Zahdi (with seeds)	Lion Muscat	Farmkin Zahdi (Seedless)	Lion Qyno Deseeded
SAMPLE SIZE	30	30	30	30	30	30
Liked it very much	50%	50%	43%	43%	66%	23%
Liked it a little	40%	33%	30%	43%	20%	30%
Neither like nor dislike	10%	13%	27%	13%	7%	30%
Disliked it a little	0%	3%	0%	0%	7%	17%
Disliked it very much	0%	0%	0%	0%	0%	0%
Top 2 Box (Net)	90%	83%	73%	86%	86%	53%
Bot 2 Box (Net)	0%	3%	0%	0%	7%	17%
Mean	4.4	4.3	4.2	4.3	4.5	3.6

- Farmkin Fardh dates were preferred by 63% of the consumers as against Lion Dates Desert King preference score of 37%.
- Farmkin Zahidi (with seed) dates were preferred by 60% of the consumers benchmarking to Lion’s Muscat dates which were preferred by only 40% of consumers.
- Farmkin Zahidi seedless dates scored 90% of consumer preference against Lion’s Qyno deseeded variant.

Preference Score

Fardh	Overall Ranking	Zahidi (with seed)	Overall Ranking	Zahidi (seedless)	Overall Ranking
Farmkin Fardh	63%	Farmkin Zahdi with seeds	60%	Farmkin Zahdi Seedless	90%
Lion Dessert King	37%	Lion Muscat	40%	Lion Qyno Deseeded	10%

- All three variants of Farmkin are preferred over competition brand.

Source: From the qualitative study conducted in December 2024 among consumers in Bangalore

PRODUCT QUALITY ASSESSMENT

UNIQUE SELLING PROPOSITION

PRODUCT

Offer superior quality products to Lion Dates

PRICING

At prices that are matched to Lion Dates, with Farmkin being marginally marked up by 5-10%

COMMUNICATION / ADVERTISING

Commence advertising and communication for the category in mainstream media + performance marketing

POSITIONING

Leverage positioning as sugar replacer / nature's chocolate & varied products which are low calorie indulgences

INNOVATION

Bring new / innovative products and packaging solutions. Create product segments for Gen Z (Chatpata dates) & Kids (Chocolate / Berry dates)

DISTRIBUTION

Match distribution reach of Lion Dates in 2 years

PRODUCT PORTFOLIO



Products	Range	Volume (Grams)	Price
Fardh	Economy	250	189
Mazafati	Economy	250	199
Zahidi	Economy	250	99
Zahidi (Seedless)	Economy	250	149
Kimia	Mid	500	280
Deglet Nour	Mid	250	175
Ajwa	Premium	200	399
Medjoul	Premium	200	499
Chatpata	Differentiated	200	99 - 149
Choco	Differentiated	200	399 - 499

Other NPD: Masala Coated Dates, Spicy Stuffed Dates, Chilli Dates, Peri Peri Dates, Mint & Pudina Spice Dates

(NPD) – Innovating with Desi & Classic Flavours

Farmkin is transforming the dates category with a fusion of Desi and Classic flavors, introducing spice-infused and chocolate-coated options. By blending tradition with innovation, we are creating unique, healthier snacking alternatives that cater to evolving consumer preferences.



Farmkin

Launched & Upcoming Flavours

- **Korean Dates** – Tangy & spicy for a bold snacking experience
- **Choco Dates** – A rich, chocolate-infused indulgence
- **Masala-Coated Dates** – A healthy, spicy alternative
- **Spicy-Stuffed Dates** – A fusion of sweet, spicy & savory
- **Chilli Dates** – A fiery, bold twist on traditional dates
- **Peri Peri Dates** – International spice infusion
- **No Added Dates** – More healthier options



Strategic Focus: E-Commerce + General Trade Driven Distribution

Leveraging major quick commerce platforms to reach a tech-savvy audience across regions.

- Convenient
- User-friendly digital channels.
- All price segments on one platform



Scale Up Plan

- 1-3 months: Silent test launch in 20 stores in Bangalore in February 2025 with an aim to get product/packaging feedback and gauge initial response.
- 4-6 months: Scale up to 500 stores in Bangalore in first 6 months and launch in QCOM & ECOM across India.
- 6-12 months: Scale up to 2000 stores in Bangalore in 12 months and commencement of marketing activities.
- Estimated Year 1 turnover of Rs. 3 Cr.



Channel	Focus	Product Strategy	Status / Plan
GT (General Trade)	Stand alone supermarkets & kirana stores	Core SKUs – Everyday Dates (Zahidi, Kimia, Safawi), Masala dates	1500+ GT stores by FY26
MT (Modern Trade)	Supermarkets & hypermarkets (DMart, Lulu, Spar, Reliance)	Full portfolio – 30+ SKUs across categories	100+ by FY26
Q-Commerce	Swiggy Instamart, Blinkit, Zepto	Fast-moving impulse packs – 100g/125g pouches, Flavoured Dates	Pilot in Bangalore
E-Commerce	Amazon, Flipkart, Farmkin.in	Full portfolio – 30+ SKUs across categories	Yet to start

Why this works for us?

- Tailored product portfolio for each channel
- Clear supply chain & partner distribution
- Omni – Channel presence for both reach & recall
- Estimated Year 1 turnover of Rs. 3 Cr+ only from these channels.



PROCUREMENT AND MANUFACTURING SET UP

Farmkin plans to source high-quality products from: **AM SONS FOODSTUFF PRIVATE LIMITED** based in Dindigul, Tamil Nadu. AM Sons has long term existing relationship with one of the co-founders making them a trusted supplier.

50 years into business building trust among their wide clientele

Products and other businesses –

- Nuts, dry fruits, chocolates, homemade chocolates, and more
- AMS Group is a sole importer of premium quality dates in Kerala
- AMS also imports and exports spices to India and abroad
- Dealing in wholesale section of quality rice, including biryani and mandi rice
- One of the leading retailers in Coconut Oil Manufacturing, and exports to GCC and Europe
- Own a supermarket chain - AMS SUPER SHOPPE offering affordable and quality food, grocery, and baking products to its customers
- Own Kerala's first and biggest dates and nuts shop that has now extended to Bangalore to



Category
wise (Unit
Economics)

How we plan to raise Gross margin?

- The prices for raw dates will go down as new crops are coming. We started during the off season. The prices will drop and our raw material cost will go down by 10% - 15% depending on the variety.
- Packaging contributes to almost 6% now due to digital small quality prints, which will come by 60-65% when we move to normal printing

Blended Raw Dates (12 SKUs)	
MRP	226
Discount %	30%
Billing price to retailer	158
GST %	12%
Net Revenue	142
Total COGS per Pack	72
In-Take Margin	70
In-Take Margin %	46%
Return % (Qty)	2%
Cost of Returns % (Value)	1%
Gross Margin	68
Gross Margin %	45%
Direct Cost	
Freight %	2%
Transport %	2%
Contribution Margin	63
Contribution Margin %	41%

Category wise (Unit Economics)

How we plan to raise Gross margin?

- Our own production to speed up and reduce the cost.
- As mentioned in the previous slides both the raw material (dates) & packaging cost reduction will contribute to significant raise.

Target Contribution margin: 60%

Blended Choco Dates (10 SKUs)	
MRP	449
Discount %	30.0%
Billing price to retailer	314
GST %	18%
Net Revenue	266
Total COGS per Pack	266.4
In-Take Margin	162.69
In-Take Margin %	38.9%
Return % (Qty)	2%
Cost of Returns % (Value)	1%
Gross Margin	102
Gross Margin %	38.3%
Direct Cost	
Freight %	2%
Transport %	2%
Contribution Margin	91.38
Contribution Margin %	34.3%

Category wise (Unit Economics)

How we plan to raise Gross margin?

- Our own production to speed up and reduce the cost.
- As mentioned in the previous slides both the raw material (dates) & packaging cost reduction will contribute to significant raise.

Target Contribution margin: 55%

Blended Masala Dates (10 SKUs)	
MRP	449
Discount %	35.0%
Billing price to retailer	85
GST %	12%
Net Revenue	76
Total COGS per Pack	76.0
In-Take Margin	65.00
In-Take Margin %	11.0%
Return % (Qty)	1%
Cost of Returns % (Value)	1%
Gross Margin	10
Gross Margin %	12.0%
Direct Cost	
Freight %	0.5%
Transport %	0.5%
Contribution Margin	8.70
Contribution Margin %	10.1%

RISKS INVOLVED



Maintenance of Consistent Product Quality



- Quality fluctuates due to climate and harvest conditions
- Poor handling or storage can degrade freshness
- Ensuring consistent sorting and quality checks

Entry of a large competitor with greater advertising budgets



- Risk of market share loss through aggressive campaigns
- Price wars
- Brand dominance
- Requiring differentiation through quality
- Need for more creative marketing

MARKETING STRATEGY



- **Brand Positioning:** Dates as “Nature’s Sweet Upgrade” – Blending tradition (health, purity) with innovation and low calorie indulgences/desserts (flavored snacking).
- **Product Portfolio:** Classic (Ajwa, Medjoul, Kimia) + Flavored Innovations (Chatpata, Chilli, Peri Peri, Choco) + Future NPD (Date Bites, Spreads, Syrups).
- **Packaging Innovation:** Resealable pouches, single-serve packs, gifting boxes, wooden picker inclusion.
- **Distribution:** E-commerce, Q-commerce, General & Modern Trade (Bangalore-focused scale-up), Retail Sampling.
- **Digital Marketing:** Health-first messaging, influencer collabs, recipe content, performance ads across Meta, Google, Q-commerce.
- **Seasonal Activations:** Ramadan, Diwali, Eid gifting, Winter immunity push.
- **Key Differentiators:** Quality + Innovation + Health Focus – Dates as a snack and sugar substitute.
- **Offline shop-in-shop stores within supermarkets**



Shop-in-shop Model

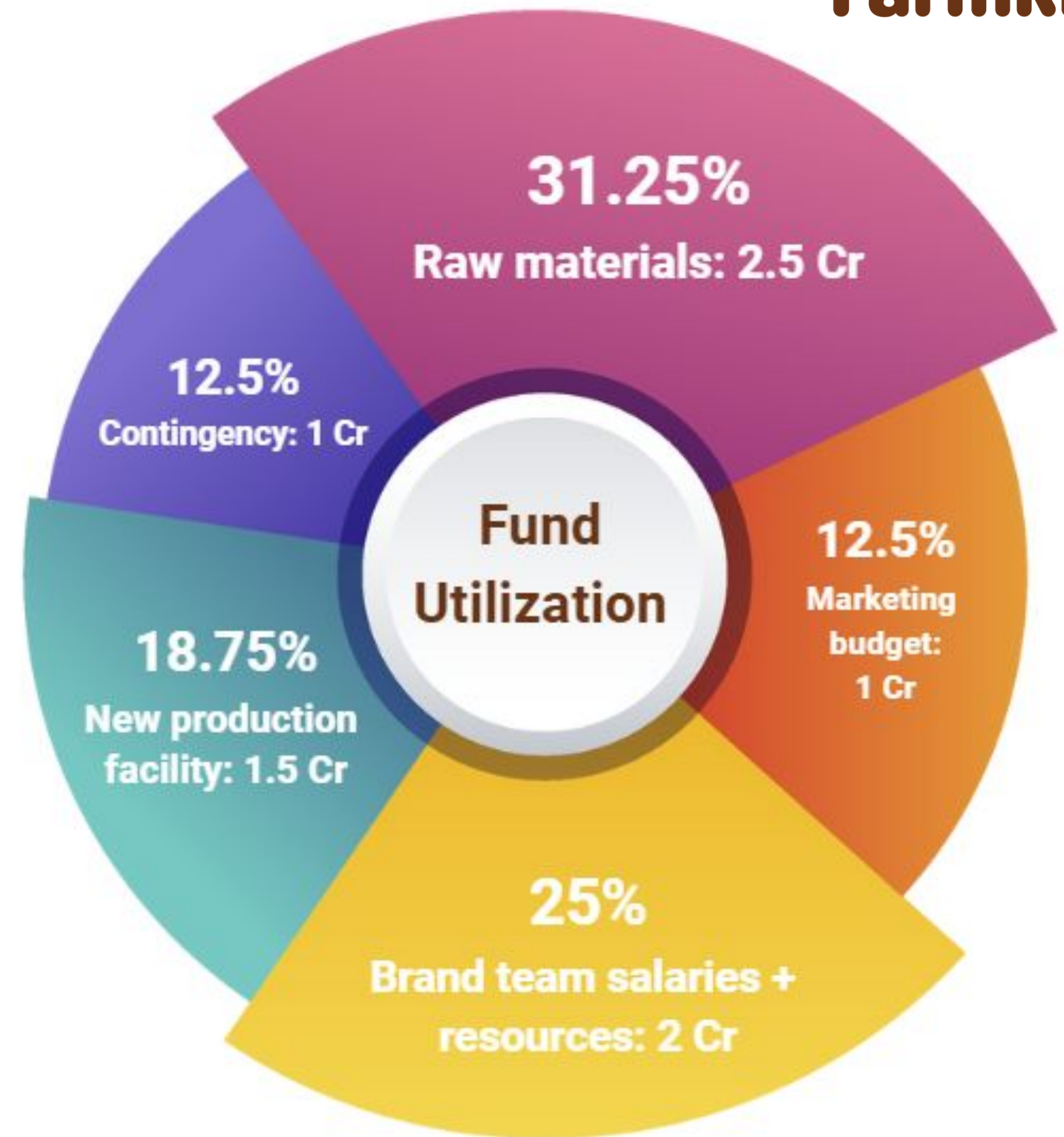
- Already signed MoUs for 6 stores in bangalore with average daily footfall of 2000. Locked for 5 years.
- Interest from 3 other supermarket operators
- Will give us great market insights about other products as this will have 100+ SKUs including other dry fruits, nuts & seeds
- This will add at least 3Cr+ revenue this year.
- Great brand building activity as Farmkin brand highlighted everywhere.

The ask.

We are asking for 8Cr at 40Cr valuation.
The revenue target for this year FY 25-26 is 6Cr.

We are currently at 25L in 3 months, the festival season + Ramzan will help us get 3Cr+ in FY 25-26

Our shop in shops are in works and will get launched by next month and will contribute 3Cr+



Thank You

Goodness in Every Bite

With our commitment to quality, innovation, and market leadership, we are poised to redefine the dates category in India and beyond.

Farmkin

