



Ranco's Natural Spring, Alkaline & Packaged Drinking Water



Introduction

- Incorporated in Aug '05 in Mumbai
- Integrated Services for Project Approval & Last-mile Implementation
- Oil & Gas ,Telecom OFC, Education & Packaged Water
- Consolidates Multiple Last-mile Execution Platforms
- Packaged Drinking Water (PDW) & Natural Spring Water (NSW) to be marketed & distributed under “Ayzill”

Our Mission

To commit continuous change in providing drinking water to our customers through innovation & sustainability

Our Vision

We want to adopt & be adept in providing the most advanced & feasible solutions for delivering highest quality drinking water consistently



Plant Locations (5 Nos.)



- Khairpada, Vasai East, Dist. Palghar Maharashtra (Kaner Hills)
- Bamnoli Road, Mangaon, Dist. Raigad Maharashtra
- Balaji Indl Park, Village Tondregaon, Near MIDC, Raigad, Maharashtra
- 838, Village Kambe, Bhiwandi, Dist. Thane, Maharashtra
- Silla Gharat, Chamba, Himachal Pradesh (for Natural Spring Water)
 - 6 locations
- 2 more locations namely Malad in Mumbai City and Olpad, Dist. Surat, Gujarat are under planning

PDW Market in India



| Current Market | Rs 400 Billion |
|----------------------------------|-------------------------|
| CAGR | 5% – 6% |
| Packs Sold | 3 Billion Packs/Year |
| Total Packs sold/ day | 8 Million Packs per day |
| MMR/NCR | 4 Lakh Packs/day each |
| Estimated Indian Market by 2027. | Rs. 510 Billion. |

Major Competitors



Trends and Market Drivers



- Bottled in 1 l, 2 l, 0.5 l, 0.25 l bottles & 20 l
- 1l mkt. share of 42% followed by 0.5 l & 0.25 l
- Flavored-water with fruit essence & sweeteners
- B2C-B2B on digital marketplace
- India:: per-capita income growing
- Increased awareness about water quality
- Foreign tourists growing at 6.7% y-o-y

Mangaon (MMR)



Surat (Gujarat)



Taloja



Bhiwandi



Distribution Hub, Kandivali (MMR)

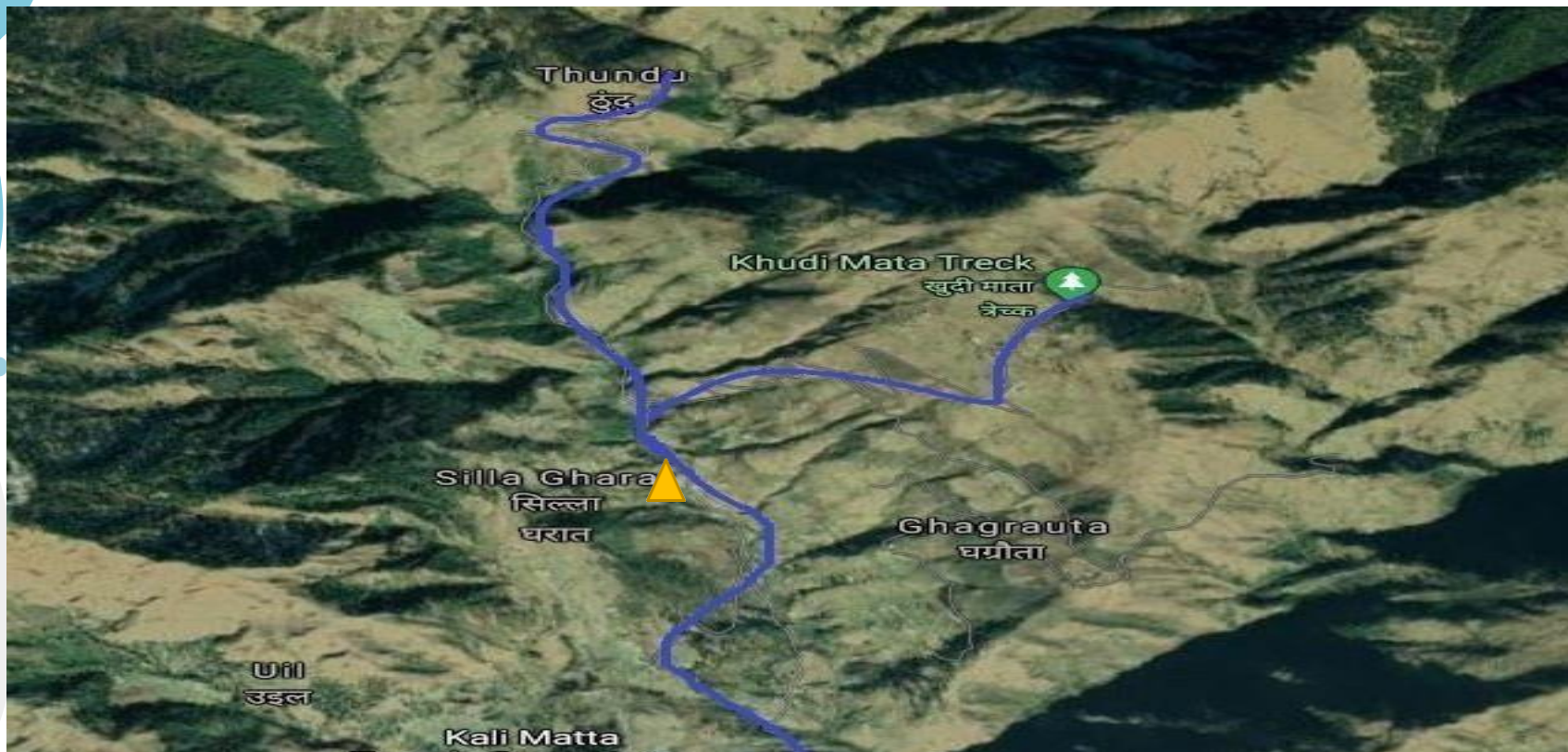


AYZILL Natural Spring Water, Chamba, HP



- Glacial streams-fed underground aquifer
- Land: 21,000 sf at Silla Gharat, Chamba
- 6,800 sf already acquired; located at 6,600 ft above msl
- Above the banks of river Ravi
- 21 km from Chamba, 60 km from Dalhousie
- 25,000 lpd plants as per IS:13428
- Sourcing at 7,100 ft.: confluence of Dhauladhar & Pir Pinjal
- MOU with govt. of HP; excellent road connectivity & abundant power

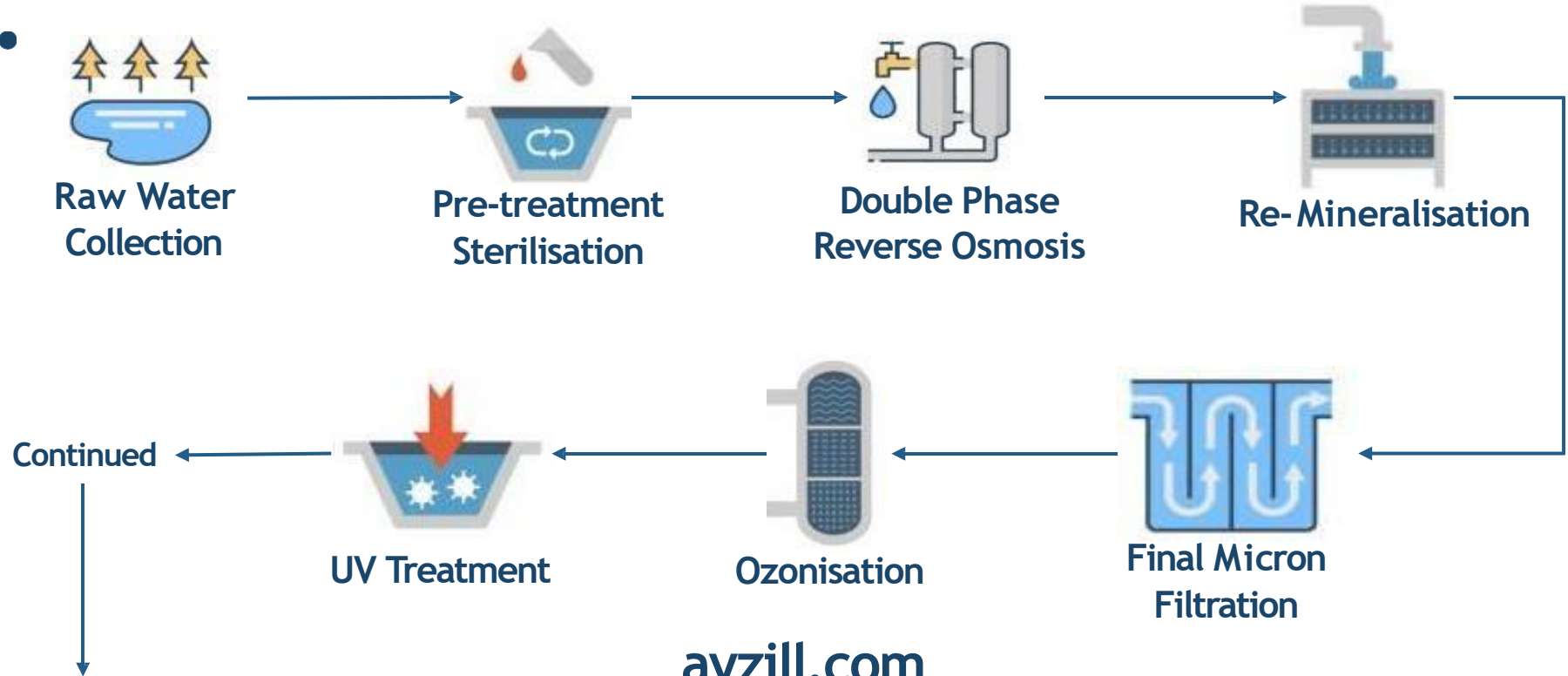
Location Map in HP

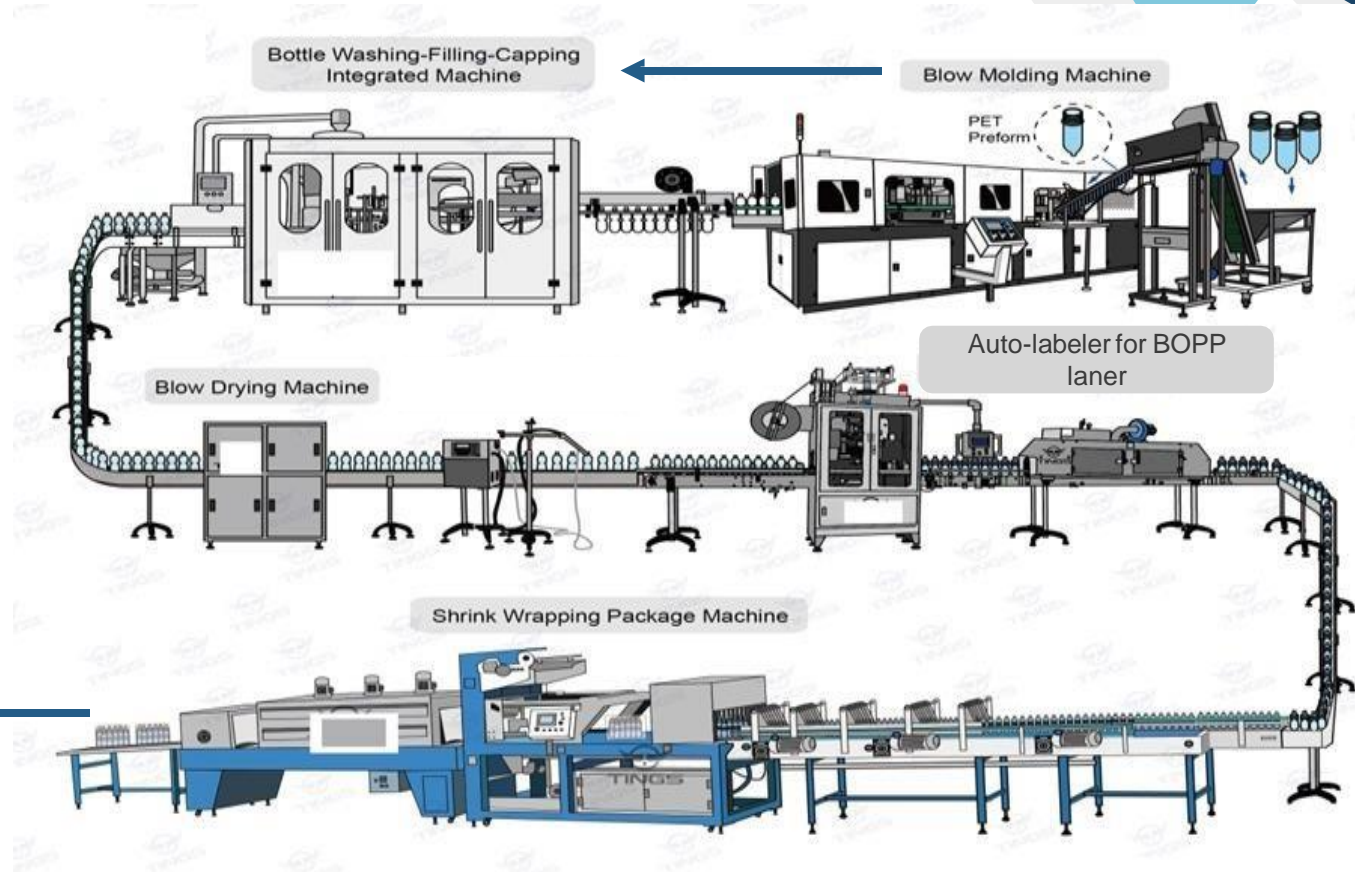


Actual Land Location



Our Production Process





Delivery

Our Variants



Volume: 200ml

1 Box: 48 Bottles

M.R.P: Rs. 288



Volume: 500ml

1 Box: 24 Bottles

M.R.P: Rs. 240



Volume: 1Litre

1 Box: 12 Bottles

M.R.P: Rs. 240



Volume: 20Litre

M.R.P: Rs. 100

STRENGTH

- ✓ Dependable and high quality ground-water
- ✓ Well established distribution channel
- ✓ Bottles are more durable, tamper free with anti-slip grip.
- ✓ Growing Sales Velocity
- ✓ State of the art machines and manufacturing facilities - automated process untouched by hands.

- ✓ High initial production costs
- ✓ Brand recall not as high yet
- ✓ Pan India rollout still under progress

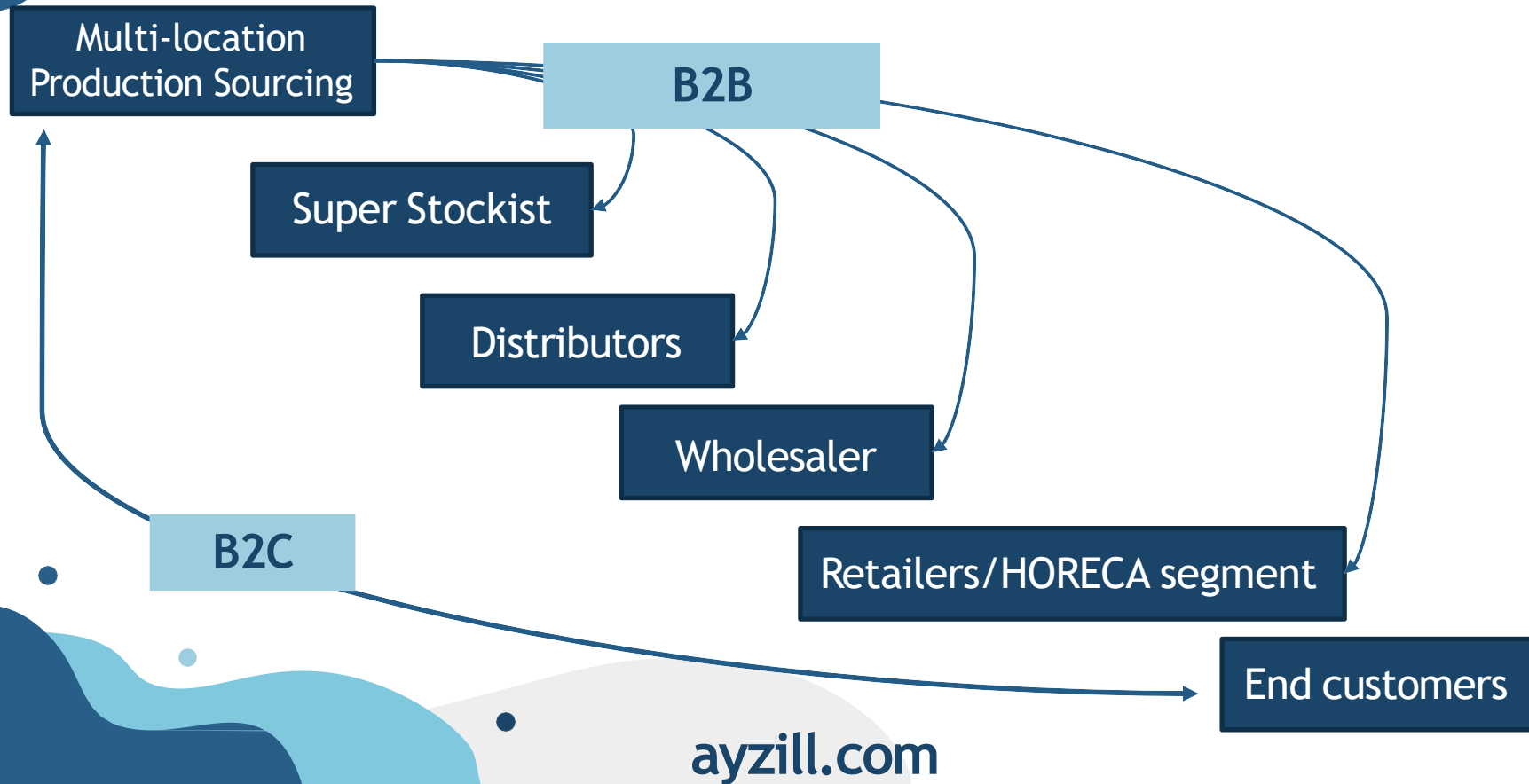
OPPORTUNITIE

- ✓ Rapidly growing market
- ✓ Increasing production through 3rd party alliances (hybrid model)
- ✓ App to support e-commerce platform for ordering our products and variants

- ✓ Multiple brands & Fragmented market
- ✓ Competition's ability to invest larger resources
- ✓ Price Sensitivity

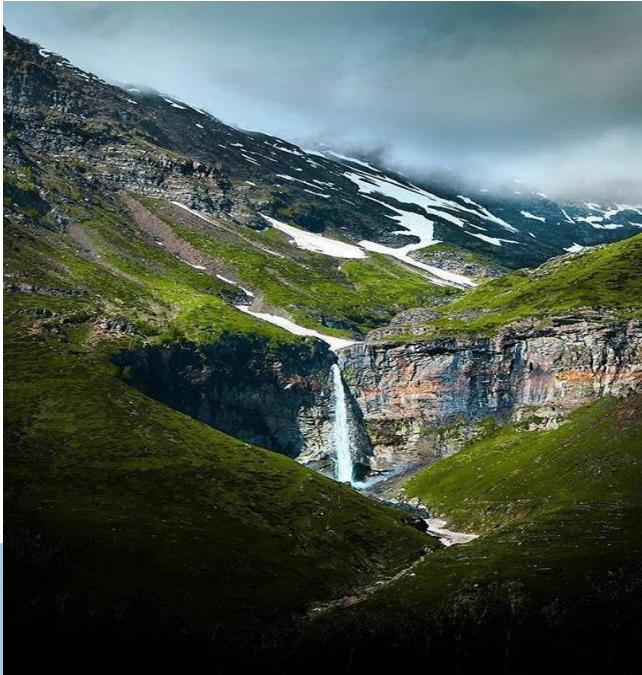
THREATS

Distribution Channel

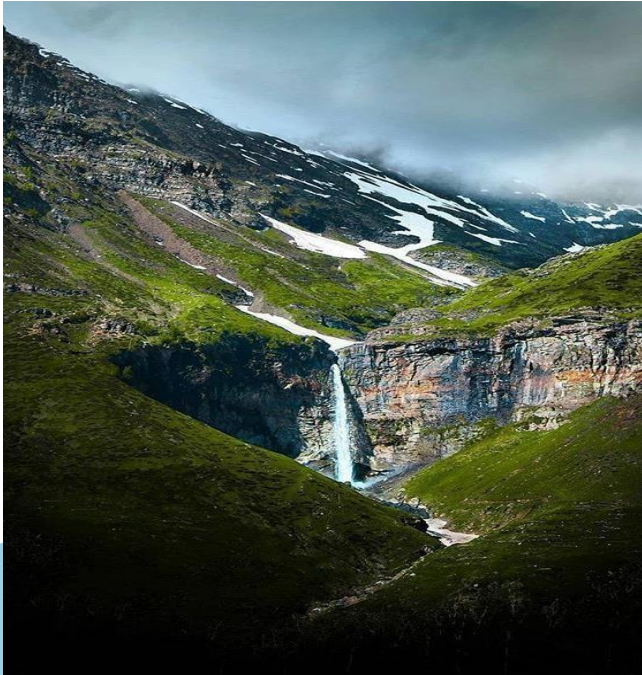


Summary

- Commercial Packaged Drinking water production since August '22 in MMR & Gujarat
- Pan-India 10 Production Sourcing Facilities planned by March '24 & 40 by March '25 covering 10 states
- 5 NSW Production locations in HP; in subsequent phases Uttarakhand & Sikkim
- Cumulative 1,00,000 litres/day by Mar '24. Around 3,00,000 Litres/day by Mar '28



Cont'd..



- Initially packaging in 100% R-PET
- Future: 100% compostable bottles & plant-based bioplastic resins
- Zero-impact on environment
- 100% Compostable bottle, cap & label
- incineration & breakdown at compost facilities
- Certification::bottle, cap & label as per BIS standards

Thank You

www.ayzill.com