

# DOSA BLENDZ

Where tradition blends with nutrition.

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# What is DOSA ?

- A savory, crispy crepe that originated in South India.
- Vegan and Gluten free
- Dosa serving restaurants in US: 8,492+
- Grocery stores selling Dosa Batter in US: 2,036+
- US Dosa Batter market : \$500M
- Growth: 4% CAGR



# Problem

- Long preparation time
- Low shelf life
- Less nutritious value



# Our Approach

- Instant flour that saves your preparation time and has a Shelf life of 1 year
- Easy food which does not cost health



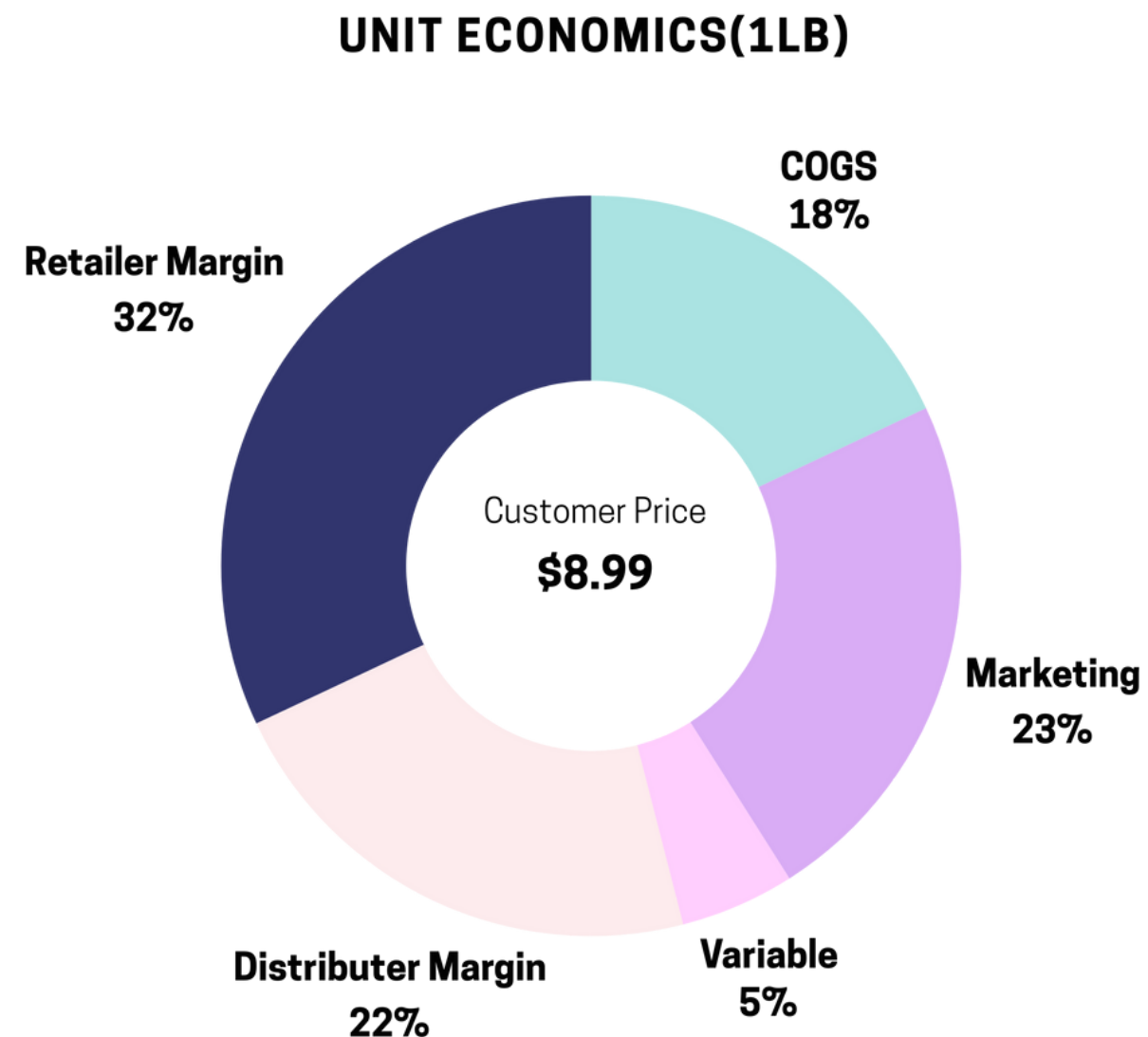
Variety of instant healthy dosa mixes. Made out of millets, cereals, in traditional ways to secure vital nutrients.

**Preparation : Mixing Flour with Water**

# Production Strategy and Cost Analysis



- Importing Raw Materials from India
- Partnering with Food Processing Industries to process grains into flour
- Retail price of Product per lb: \$8.99
- Manufacturing cost per lb : \$1.35



# Business Model

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- **Key partners** - Retail stores, Suppliers, Food Processing Industries and Restaurants.
- **Channels** - Retail Distribution through Supermarkets, D2C through marketplaces & online sales.
- **Revenue Streams** - Sales from Retail stores, Direct sales through e-commerce.
- **Target Customers** - People looking for quick and healthy meal options, food enthusiasts interested in Indian cuisines, People looking for Vegan options.

# Marketing Strategy

- Initial Stage: Distributing product samples to 100 Indian grocery stores and eateries aiming to potentially convert them into customers.
- Estimated Cost: \$5000
- Offline: Launching promotional campaigns via street food trucks
- Online: Promoting the product on online retail websites



# Our Vision

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- Revolutionize instant food market.
- Re-engineer traditional 'unhealthy' choices into healthy meals
- Ensure no compromise on flavor and ease of preparation



Waffle



Pizza Dough



Crepe



Pancake



# Know us Better

website: [dosa-blendz.vercel.app](https://dosa-blendz.vercel.app)



Tharun



Divya



Charitha



Himavanth

JOIN US TO SAVE TIME AND EAT- TASTY & HEALTHY



# References

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Information Source 1 - Market size of fresh instant food

Information Source 2 - Research of Dosa Consumption

Information Source 3 - Dosa Batter empire in US

Information Source 4 - Number of Indian Restaurants in US