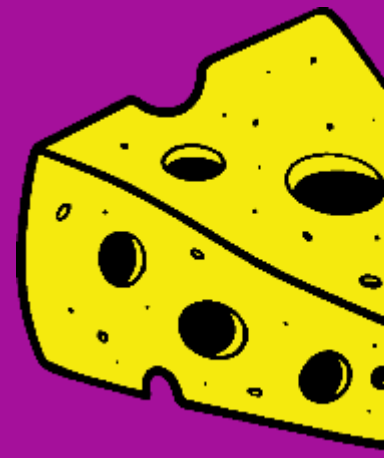
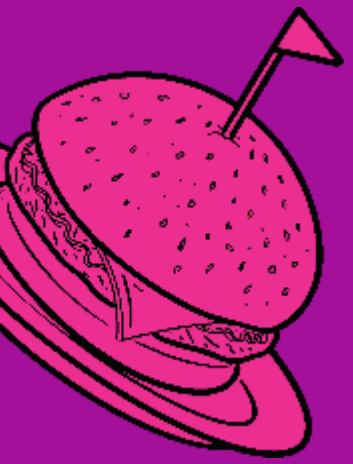




HyFun

Most disruptive category creation and innovation






INDIANS
LOVE
PIZZAS

India moving towards aspirational foreign foods, available with convenience



Source: Swiggy Report'25

PIZZA IN INDIA ₹17000 CR IN 2023*

Source: *IMARC & Zomato 2023

Pizza, at Home is the most favourite!

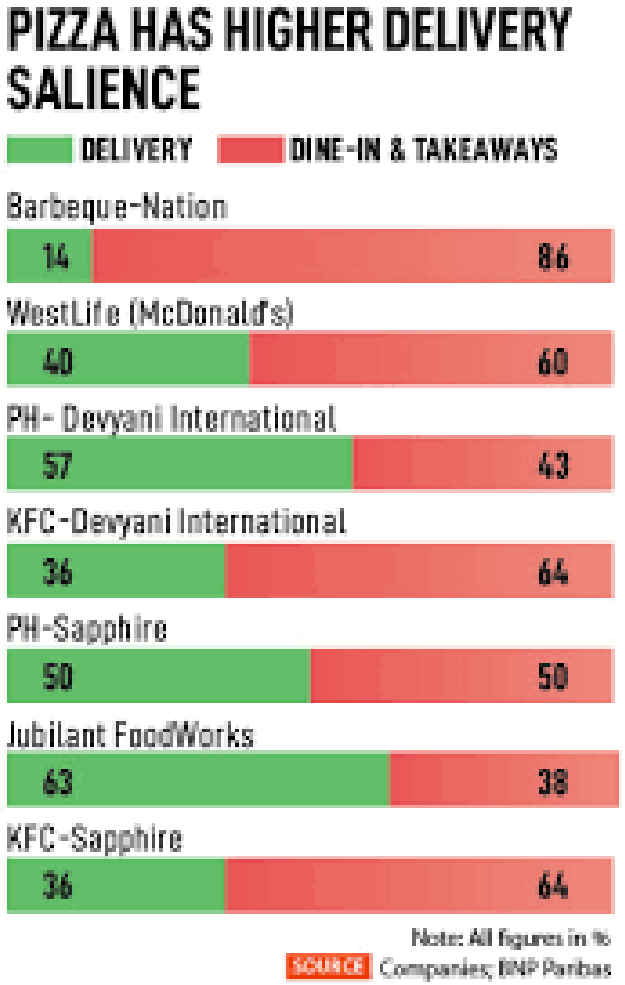
India ordered **34 million pizzas in the last 12 months** across different cities enough to cover the distance between Delhi and Mumbai approximately 7 times.



Source: Restaurant India

In-home beats in-restaurant consumption

This set the road for potential demand of creating an in-home category



But Life's too short to wait 30 mins for a pizza!

Presenting the fastest solution for restaurant style pizza cravings @ home

HyFun Frozen Pizzas

Creating disruption in at home pizza consumption by offering restaurant style frozen pizzas that cooks in just 9 mins



Ready @ Home in just 9 mins!

No oven? No problem!

HyFun Frozen Pizzas

Cook without an OTG/Oven,

needs just on a pan!







The penetration of ovens in India is low compared to developed economies. **In 2023, the penetration of microwaves in India was less than 4% of households.**

In Urban India, this was ~8.3% including OTG.

A pan-friendly innovation that removes OTG/Oven dependency and expands in-home pizza consumption.

Source: https://www.maximizemarketresearch.com/

THE DISRUPTIVE CATEGORY INNOVATION




Regular Base
HyFun
Mazaa aa gaya!
Ready In 9 MINS
TANDOORI PANEER PIZZA
Pan Friendly

Democratizing Pizza for Indian Homes

The only pan friendly frozen pizza that is ready to eat in just 9 mins

Frozen using advanced Individual Quick Freezing (IQF) technology, HyFun Pizzas have the longest shelf life of 18 months*

Trusted by 7 lakh Indian households within just 2 years of launch!



* When stored in frozen condition

First-of-its-kind category creation in frozen foods

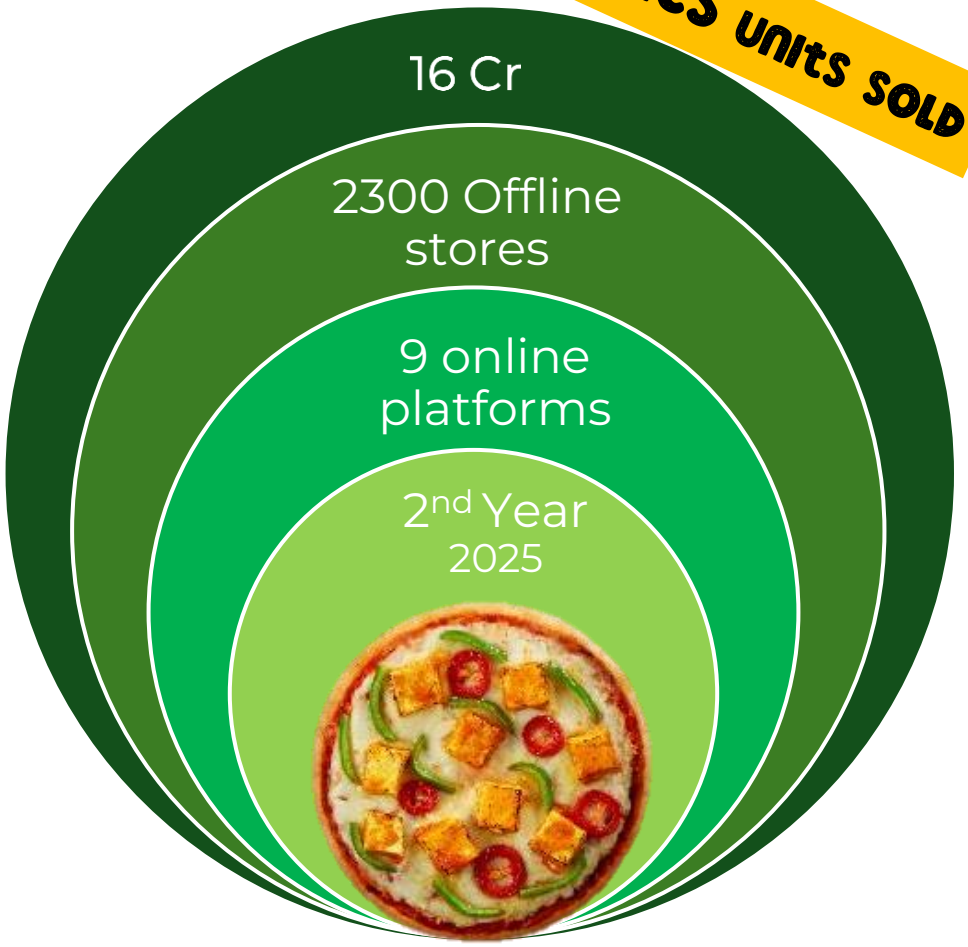
9.5 lacs units sold



With 133% YOY growth

HyFun Pizza

created a new category - frozen pizzas



Driving the frozen pizza category with 90% market share

Overcoming Category Adoption Challenge

Driving Awareness Through Product Usage

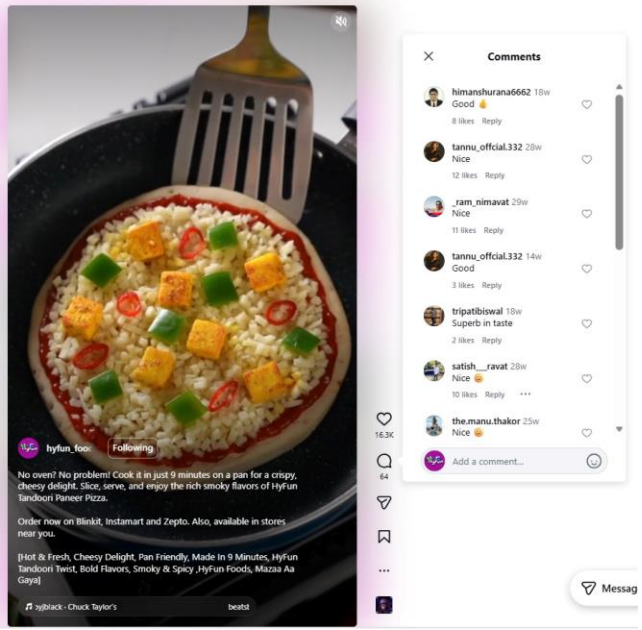
Pan Friendly

Ready in 9* Mins

On Pack Communication



Social Media





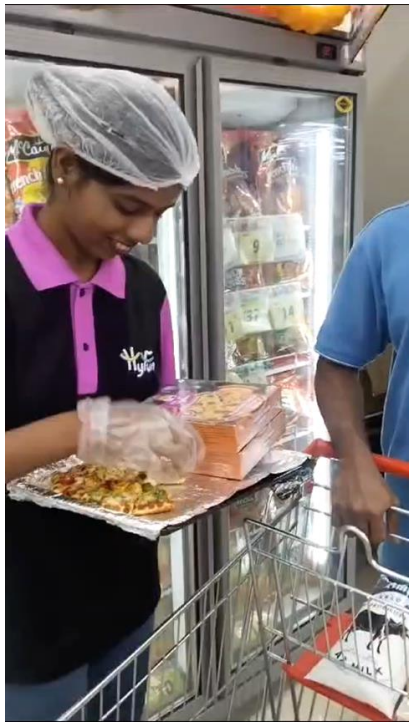
In-Store Branding



Overcoming Category Adoption Challenge

Encouraging First-time Purchase through Trail Generation Initiatives

Product tasting via wet sampling at modern trade & GT stores with high footfalls



Regular promotional offers like **BOGO to generate trails for multiple variants** and induce repeat purchase.



Penetration drives at modern trade stores and Ecom platforms on selected big days: HyFun Pizzas @ **Rs. 49**



WHO WE ARE?

We are India's Leading Manufacturer and Exporter of French Fries

HyFun®

HyFun

15+ Product Categories

2015

Inception of HyFun

Manufacturing of French Fries & other potato based frozen products

2023

Retail presence

Establishing presence in all top metros with offline and online presence

2024

Investing in scale & innovation

Fueling the next level of growth

India is known as the 'Food Basket of the World', and we manufacture for the world

Change is in the air
Making life easy with convenience foods

Growing Nuclear Families

As per census 2021- 70% of Indian HHs have only one couple

Rise in no. working women

34% of the HHs have a working woman

Less time to cook

44% Indians admitted to not having much time to cook

Higher disposable income

23% Indians felt ready meals were affordable

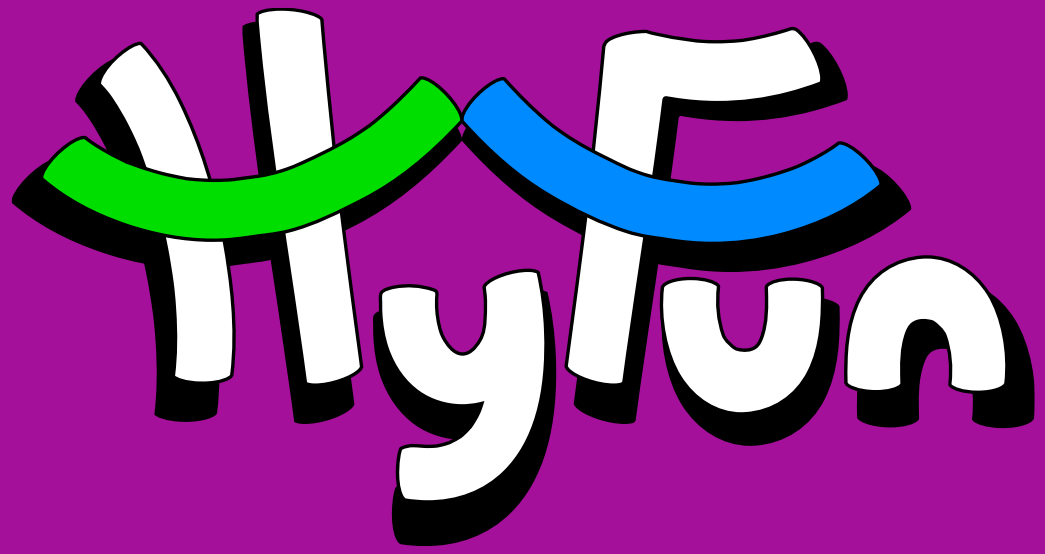
Change in Mindset

Convenience & variety takes preference over home cooked & fresh



Factors influencing growth of convenience foods

Source: Kantar



THANK-YOU