

FUND RAISING PROPOSAL



DECEMBER 3

DAILY NEEDS DELIVERY LLP (DND)

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Daily Needs Delivery LLP (DND)

Delivering Daily Comfort at Your Doorstep - DND: Your Daily Needs, Our Priority!

Dear Investor,

We hope this letter finds you well. We are writing to present an exciting investment opportunity in Daily Needs Delivery (DND), an innovative startup in the rapidly growing dairy products sector in India. DND has demonstrated significant potential for growth and success, backed by robust market trends, a customer-centric business model, and strategic solutions to current challenges.

Executive Summary:

DND, founded in 2020, has quickly become a prominent player in the Indian dairy market. As the largest producer of milk globally, India's dairy sector presents a lucrative opportunity. DND's focus on seamless daily needs services through an app-based platform positions it strategically to capitalize on the anticipated growth of the Indian dairy market, projected to reach Rs 30 trillion by 2027.

Business Model:

DND's core offerings include a daily need delivery service with a product range comprising milk, paneer (cottage cheese), and curd. The company operates in three major cities—Bengaluru, Delhi, and Hyderabad—and boasts an innovative app-based ordering system, a subscription model for monthly deliveries, and customizable delivery schedules. The business model prioritizes customer convenience, reliability, and a commitment to delivering daily comfort.

Challenges and Solutions:

While DND has experienced commendable growth, certain challenges have surfaced. The company has identified these challenges and proposed effective solutions, including QR code/OTP-based delivery verification, enhanced feedback mechanisms, improved quality control, technology integrations like machine learning for demand prediction, and innovative product diversification to minimize perishable product losses.

Budget Allocation:

To overcome challenges and implement strategic solutions, DND has allocated a budget of INR 6.52 Crores for the next fiscal year (2023-24). This budget is distributed across Marketing, IT & Business Analysis, Human Resources, Operations, and Research & Development departments, each with a specific focus on addressing key areas of improvement.

Financial Projections:

DND's financial projections indicate substantial growth, with a 70% increase in revenue for the next fiscal year. The investment is strategically aligned with the anticipation of a 2x growth in revenue by FY 2024-25, justifying the expanded marketing budget from 33.6 lakhs to 2.65 crores.

Your Investment:

To achieve our outlined goals and implement the proposed solutions, we are seeking an investment of INR 8 Crore from strategic investors like yourself. Your investment will contribute to technology enhancements, marketing initiatives, and operational optimization, ensuring DND's continued success in the competitive dairy market.

Daily Needs Delivery LLP is on a trajectory of significant growth and is poised to capitalize on the immense opportunities in the Indian dairy sector. Your partnership in this journey would not only be a strategic investment but a valuable collaboration contributing to the success of a pioneering company.

We look forward to the opportunity to discuss this proposal further and explore how your investment can play a pivotal role in the success story of Daily Needs Delivery.

Thank you for considering this opportunity.

Best Regards,
Daily Needs Delivery LLP
(Team Agile Strategists)