



CORPORATE PROFILE · 2025

ARVAANA VENTURES

PRIVATE LIMITED

*Building Consumer Brands
for Better Living*

A house of purpose-led consumer brands across health foods, everyday FMCG and premium natural products — built for trust, distribution and long-term growth.

OUR BRANDS



Prasad Konda
FOUNDER & DIRECTOR

Who We Are

Arvaana Ventures Private Limited is the parent company and brand-building platform under which multiple consumer brands are being developed across health foods, mass-market FMCG and specialised natural products.

Our larger vision is to build a scalable house of brands focused on better living, strong distribution and long-term national and global growth. Arvaana follows an **asset-light operating model** — we own the brands, the products and the route to market, while manufacturing is undertaken through trusted manufacturing partners.

WHAT ARVAANA OWNS & OPERATES

- Brand Creation
- Product Development
- Packaging
- Sales
- Distribution
- Marketing & Expansion

3

Consumer brands across distinct market segments

Asset-Light

Operating model focused on brand & distribution

National

Multi-channel reach with global ambition

THE ASSET-LIGHT MODEL



Arvaana Ventures

Brand IP · Product · Go-to-market



Manufacturing Partners

Trusted, quality-controlled production



Distribution & Retail

National multi-channel reach



Consumers

Better products for everyday living

Capital-efficient by design — investment concentrated in brand, demand and distribution rather than fixed manufacturing assets.

Vision, Mission & Business Model



VISION

To build a diversified portfolio of consumer brands that improve everyday living through better products, stronger distribution and sustainable long-term growth.

- ◆ Diversified house of brands
- ◆ Better everyday products
- ◆ Sustainable long-term growth

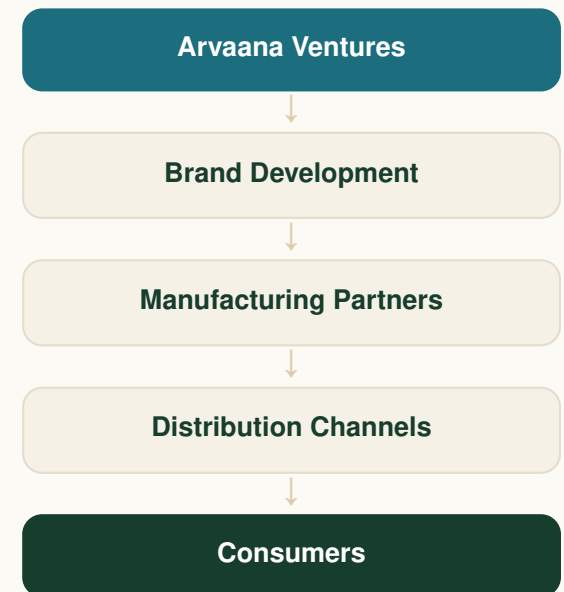


MISSION

To develop and scale category-leading brands across health foods, FMCG and premium natural products through innovation, strategic partnerships and market expansion.

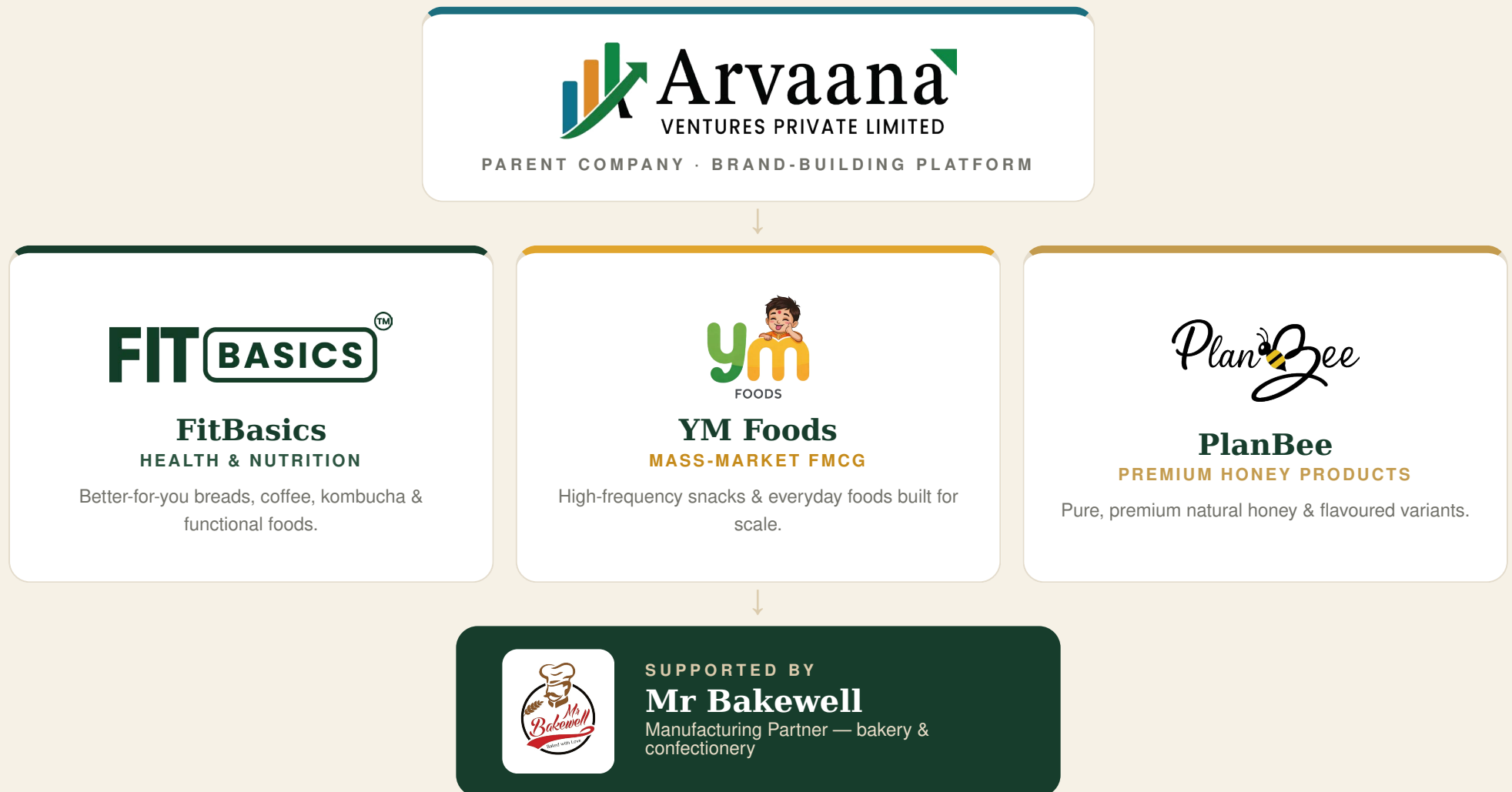
- ◆ Innovation in better-for-you products
- ◆ Strategic manufacturing partnerships
- ◆ National & global market expansion

BUSINESS MODEL



Our Brand Ecosystem

A focused architecture of complementary consumer brands — each built for a distinct segment — supported by a trusted manufacturing backbone.





FITBASICS · HEALTH & NUTRITION

Nutrition Made Practical

FitBasics is Arvaana's health-focused food and beverage brand, developed for consumers seeking healthier alternatives to everyday foods — meaningful nutrition that stays convenient, accessible and genuinely enjoyable.

CORE BRAND PHILOSOPHY

• No Maida Formulations

• Higher Protein

• Higher Fibre

• Better Ingredients

• Controlled Sugar

• Functional Nutrition

• Active Lifestyle Relevance



The FitBasics Bread Family

Whole Wheat · No-Maida Milk · High-Protein · Super Multigrain · Mumbai Pav

A Functional Range For Every Part **FIT****BASICS**TM of the Day

From healthier everyday staples to functional beverages, FitBasics spans five connected categories — all built on the same promise of practical, better-for-you nutrition.



Healthy Breads

No-maida, high-protein & multigrain loaves and pav.



Protein Cookies

High-protein, high-fibre better-for-you snacking.



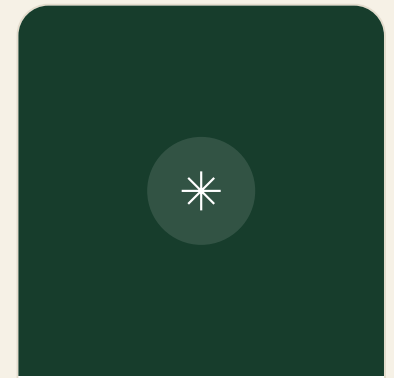
Instant Coffee

Five flavour profiles in convenient sachets.



Kombucha

Naturally fermented, gut-friendly beverages.



Future Functional Foods

An expanding pipeline of nutrition-led products.

5

Product categories live & in pipeline

0g

Maida in core bread formulations

7+

Healthy bread variants

100%

Better-for-you positioning

The Healthy Bread Range

Designed to deliver improved nutrition versus conventional bakery products — through better ingredients and cleaner, no-maida formulations.



Super Multigrain
No Maida · High Fibre



Whole Wheat
Zero Maida



No-Maida Milk Bread
Soft & Wholesome



Brown Bread
Everyday Fibre



High-Protein Bread
54g Protein · No Maida



Mumbai Pav
No Maida



Millet Rusk
Baked · Crunchy

RANGE HIGHLIGHTS

- ✓ Whole Wheat options
- ✓ No-Maida choices
- ✓ High-Protein formulations
- ✓ High-Fibre benefits
- ✓ Everyday nutrition

FITBASICS · BEVERAGES

Instant Coffee Collection

FitBasics Coffee is designed for consumers seeking convenience without compromising on flavour — premium instant coffee, ready in moments, in modern single-serve sachets.

THE CURRENT RANGE — 5 FLAVOURS

Plain Jane

Dark Horse

Nutty Professor

Smooth Talker

Caramel Latte

WHY IT WORKS

⚡ Instant Preparation

🚩 Multiple Flavour Profiles

■ Convenient Format

📦 Modern Packaging



FIT BASICS[®]

GUT-FRIENDLY KOMBUCHA

Happy Gut. Happy You.

PROBIOTIC RICH • NATURALLY FERMENTED • LOW SUGAR • RAW & UNPASTEURISED



SUPPORTS
GUT HEALTH



PROBIOTIC
RICH



BOOSTS
DIGESTION



NATURALLY
FERMENTED



LOW
SUGAR



FUNCTIONAL
WELLNESS DRINK

REFRESH NATURALLY WITH EVERY SIP

DISCOVER THE **FIT BASICS** KOMBUCHA LINEUP

RAW & UNPASTEURISED | NATURAL INGREDIENTS | CRAFTED FOR WELLNESS

FITBASICS · FUNCTIONAL BEVERAGES

Naturally Fermented Wellness

FitBasics Kombucha combines traditional fermentation with modern, wellness-focused consumption — lightly sparkling, refreshing and crafted with live cultures.

AVAILABLE FLAVOURS

Apple
Cider

Mango
Cider

Rose
Hibiscus

Jamun
Mint

Ginger
Lemon

Blueberry
Tulsi

Pineapple
Mint

FUNCTIONAL BENEFITS

Naturally Fermented

Probiotic Rich

Gut Friendly

Functional Wellness

FITBASICS · INNOVATION

Future Product Roadmap

FitBasics continues to expand into nutrition-focused categories — extending the brand's better-for-you promise into new everyday formats.



Protein Cookies



High-Protein Biscuits



Healthy Breakfast Mixes



Better-For-You Sweeteners



Low-Carb Alternatives



Functional Nutrition

NEXT TO LAUNCH

FitBasics Protein Cookies





YM FOODS · MASS-MARKET FMCG

Built For Scale

YM Foods is Arvaana's mass-market FMCG and distribution-focused brand. Where FitBasics leads on nutrition, YM Foods is built to serve high-frequency food categories and drive deep retail penetration.

PRODUCT CATEGORIES

Cookies

Cakes

Muffins

Chocolates

Chips

Snacks

DISTRIBUTION FOCUS

General Trade & Kirana

Wholesale Networks

Tier 2–4 Markets

Modern Trade & Quick Commerce



The distribution engine of the group — designed for volume, velocity and broad national reach across modern and traditional retail.



PLANBEE · PREMIUM NATURAL PRODUCTS

Nature's Sweetness, Reimagined

PlanBee is Arvaana's specialised honey and honey-based products brand — focused on purity, quality sourcing, premium packaging and flavour innovation.

PRODUCT PORTFOLIO

- ✓ Forest Honey
- ✓ Wild Honey
- ✓ Tulsi Honey
- ✓ Lemon Honey
- ✓ Multiflora Honey
- ✓ Flavoured Variants

TARGET CHANNELS

- Premium Retail
- Hospitality & Airlines
- E-Commerce
- Corporate Gifting
- Export Markets



Why Arvaana Ventures

Three complementary brands, one platform — a balanced FMCG ecosystem spanning health-conscious, mass-market and premium segments, built on brand expertise, scalable distribution and strategic manufacturing.



FitBasics
NUTRITION & HEALTH

- ✓ Better-for-you breads, coffee & kombucha
- ✓ No-maida, high-protein formulations
- ✓ Premium health-conscious positioning
- ✓ Expanding functional-foods pipeline



YM Foods
DISTRIBUTION & SCALE

- ✓ High-frequency mass-market categories
- ✓ Deep general & modern trade reach
- ✓ Tier 2–4 & quick-commerce penetration
- ✓ The group's volume & velocity engine



PlanBee
PREMIUM NATURAL PRODUCTS

- ✓ Pure, premium honey portfolio
- ✓ High-margin, gift & export ready
- ✓ Hospitality, airlines & e-commerce
- ✓ Flavour-led premium innovation



Together, these brands create a balanced FMCG ecosystem serving health-conscious, mass-market and premium segments. The combination of brand-building expertise, scalable distribution and strategic manufacturing partnerships positions **Arvaana Ventures for long-term growth.**



Prasad Konda

FOUNDER & DIRECTOR · ARVAANA VENTURES

FOUNDER'S MESSAGE

A Vision For Sustainable Brand Building

At Arvaana, we set out to build more than products — we are building a diversified house of brands designed to improve everyday living. Our asset-light model lets us focus on what matters most: creating brands consumers trust, developing better products, and reaching people through strong, scalable distribution.

From FitBasics in health and nutrition, to YM Foods at mass-market scale, to PlanBee in premium natural products — each brand is a deliberate step toward a balanced, resilient and growing FMCG group with national and global ambition. We invite investors, distributors, retailers and strategic partners to build that future with us.

— *Prasad Konda*



EMAIL
prasadkonda@arvaanaventures.com



PHONE
+91 99081 91614
+91 89773 75511



WEBSITE
www.arvaanaventures.com



ADDRESS
1st Floor, Shruthi Pride, Vijay Vihar Colony,
Bolarum, Hyderabad, Telangana – 500010