

THE INSTANT COFFEE COLLECTION

FIVE FLAVOURS. 100% INSTANT.

All the fuel.



Everyday essentials, raised to a *higher* standard.

FIT BASICS is a modern FMCG brand focused on delivering everyday essentials with better quality, better ingredients and better consumer experiences. We build dependable products people reach for daily — and make each one feel considered, premium and effortlessly good.

Instant Coffee is where that promise meets a daily ritual: café-style taste, made convenient, in a format built for modern life.

01

Modern FMCG Brand

Contemporary essentials built for how people live and consume today.

02

Consumer-First Innovation

Every product begins with a real need and a genuinely better answer.

03

Premium Everyday Products

Accessible price, elevated quality — no compromise on either.

04

Growing Product Portfolio

A widening range across categories, led by a fast-scaling coffee line.



Instant coffee is entering its *premium era*.

≈6%

CATEGORY CAGR

Sustained growth in instant & mixes across emerging urban markets.

50%+

SHARE INSTANT

Instant formats lead coffee volumes in fast-growing markets.

Under 35

CORE AUDIENCE

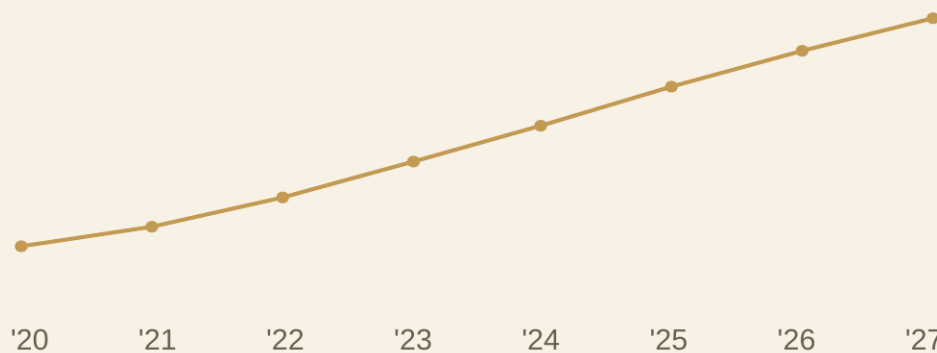
Young professionals and students drive premium, on-the-go demand.

#1

CONVENIENCE

Speed and consistency rank as the top reasons consumers switch.

CATEGORY MOMENTUM — INDICATIVE TREND



Figures are indicative of category direction and shown for discussion purposes only.

WHAT'S DRIVING THE SHIFT

Premiumization

Consumers trade up to better taste, format and brand story.

Convenience-led living

Busy routines reward products that are ready in seconds.

Young, urban demand

A digital-native cohort that discovers and buys premium

On the-go formats

Single-serve sachets fit travel, work and home equally.

Five characters. *One signature.*

INSTANT COFFEE · 2G · HOT OR COLD



01

PLAIN JANE PURE BLACK

Strong. Black. Seriously underrated.



02

NUTTY PROFESSOR HAZELNUT

Hazelnut, with a high IQ.



03

DARK HORSE MOCHA

Mocha that means business.



04

SMOOTH TALKER VANILLA

Vanilla, smooth as a daydream.



05

CARAMEL LATTE CARAMEL

Creamy caramel. Coffee first.



— THE FIT BASICS ADVANTAGE

Why consumers keep *coming back*.



100% Instant

Just add water — a full-bodied cup with zero brewing, zero mess, in seconds.



Ready in Seconds

From sachet to cup in moments — at home, at work, on the move, anywhere.



Travel Friendly

Light, sealed single-serve sachets that move as fast as you do.



Consistent Taste

The same dependable cup, every single time — precision-portioned for reliability.



Premium Flavour Experience

Five distinctly crafted flavours that make everyday coffee worth coming back to.

— THE ASSORTED PACK

Five flavours. One box. *Endless moments.*

The FIT BASICS assortment brings the full range together in one considered pack — built for discovery, gifting, and the shelf. Ten single-serves, five signatures, zero decisions to regret.

10

SACHETS PER BOX

5 × 2

FLAVOURS × SERVES

2 g

NET PER SACHET

HOT / COLD

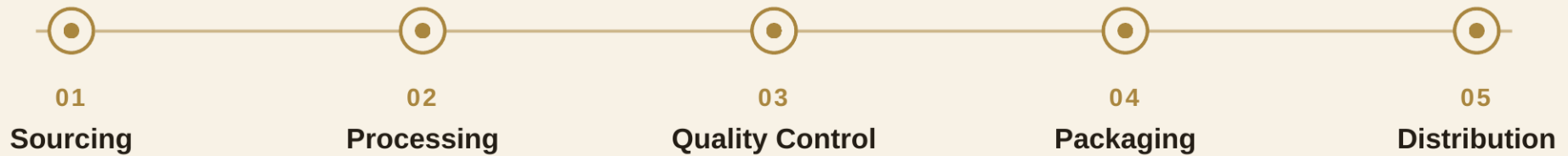
ENJOY IT ANY WAY



Built to a *standard*, made at scale.

From sourcing to sealed sachet, every FIT BASICS product is made through controlled, audited processes —engineered for consistency today and the volume to scale tomorrow.

THE PRODUCTION FLOW



01

Quality Processes

Standardised, repeatable procedures govern every production run.



02

Food Safety Standards

Hygiene and compliance protocols applied at each critical step.



03

Reliable Supply Chain

Vetted sourcing and inventory discipline keep shelves stocked.



04

Scalable Production

Capacity designed to grow with demand without losing consistency.

One product, *many doorways.*

FIT BASICS is built to travel across channels — from the daily shop to the boardroom gift to the global container. One format, many routes to the consumer.



01

Retail & Modern Trade

Branded presence across organised retail and neighbourhood stores.



02

Supermarkets

Shelf-ready formats and assortments tuned for high-footfall aisles.



03

Corporate Gifting

Premium assorted packs for clients, teams and seasonal gifting.



04

Online Marketplaces

Direct-to-consumer and marketplace listings for digital demand.



05

Export Opportunities

Long-life, compact sachets ideal for international distribution.



06

And Beyond

HoReCa, travel retail and private label as the range expands.

A house of modern consumer *brands*.

FIT BASICS is built and backed by Arvaana Ventures — a multi-brand FMCG company driven by innovation and a consumer-first mindset. We create dependable, well-made brands across everyday categories, and scale them with discipline.

Multi-Brand FMCG

A portfolio spanning food & everyday consumer goods.

Innovation-Focused

New formats and better products, developed in-house.

Consumer-Driven

Every decision starts with the person who buys and uses it.

THE ARVAANA BRAND ECOSYSTEM





Prasad Konda

DIRECTOR • ARVAANA

— LEADERSHIP

"Building modern consumer brands that combine quality, accessibility, and long-term value."

Under Prasad's direction, Arvaana Ventures builds dependable, well-made brands across everyday categories — and FIT BASICS Instant Coffee reflects that approach: premium taste, made accessible, and engineered to scale responsibly.

Vision

Build enduring consumer brands that make everyday choices better.

Brand-Building Philosophy

Own the brand, product and route to market; partner for manufacturing.

Consumer-First Approach

Every product starts from a real need and a genuinely better answer.

FMCG Perspective

Hands-on expertise in product, packaging, sales and distribution.

Commitment to Quality

An uncompromising standard for taste and consistency, cup after cup.

Long-Term Growth

An asset-light, multi-brand model built for sustainable expansion.



FUTURE ROADMAP

Scale FIT BASICS Coffee across modern & general trade, quick commerce, gifting and export — and extend the FIT BASICS promise into new better-for-you categories.

Let's build the everyday, *together.*

We're inviting partners who share our standards to grow the FIT BASICS range across markets and channels — with dependable margins, marketing support and a product people come back to.



Distributor Partnerships

01

Regional and national distribution with dependable margins and support.



Retail Expansion

02

Shelf placement and assortments across modern and general trade.



Private Label Opportunities

03

Manufacture-to-spec programmes leveraging our formats and quality.



Export Partnerships

04

International listings backed by long-life, travel-ready packaging.

Let's talk partnership.

Premium taste, dependable supply — ready to scale across India and the world.

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BASICS NEVER TASTED BETTER.

Let's bring better everyday coffee to more people, in more places.

PLAIN JANE

NUTTY PROFESSOR

DARK HORSE

SMOOTH TALKER

CARAMEL LATTE

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