

PREMIUM WELLNESS BEVERAGE

FITBASICS KOMBUCHA

Gut-Friendly Functional
Wellness Drink

Happy Gut. Happy You.

PROBIOTIC RICH

NATURALLY FERMENTED

LOW SUGAR

RAW & UNPASTEURISED

7 UNIQUE FLAVORS • 330ml • INVESTOR & DISTRIBUTOR DECK

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



Who We Are

FIT BASICS Kombucha is crafted for the modern health-conscious consumer seeking refreshing functional beverages that support gut wellness naturally. Born from a passion for clean living and honest ingredients, FIT BASICS bridges the gap between everyday refreshment and purposeful nutrition.

OUR MISSION

Naturally fermented kombucha crafted for daily gut wellness

OUR VISION

Build India's most trusted functional beverage brand

OUR CRAFT

Traditional SCOBY fermentation with modern precision

OUR PROMISE

No artificial additives. Pure, honest ingredients

FUNCTIONAL BEVERAGE CATEGORY

Kombucha is India's fastest-growing functional wellness beverage. FIT BASICS leads with authentic fermentation, premium flavors, and retail-ready packaging designed for modern trade.

Why Kombucha?

A naturally fermented probiotic tea beverage with centuries of wellness heritage



NATURALLY FERMENTED

Crafted through authentic SCOBY fermentation process



PROBIOTIC RICH

Live cultures that support a healthy gut microbiome



SUPPORTS DIGESTION

Enzymes and organic acids aid smooth digestion



LOW SUGAR

Significantly lower in sugar vs conventional beverages



RAW & UNPASTEURISED

Preserves live cultures and natural bioactivity



FUNCTIONAL WELLNESS

An everyday beverage built for a healthier lifestyle

Kombucha is brewed by fermenting sweetened tea with a live SCOBY culture — producing a tangy, effervescent drink rich in probiotics, B-vitamins, antioxidants, and organic acids. Refreshing. Functional. Natural.

THE COLLECTION

7 FLAVORS. ONE WELLNESS MISSION.

Each bottle crafted with purpose — refreshing, functional, and naturally fermented.



APPLE CIDER

MANGO CIDER

JAMUN MINT

GINGER LEMON

ROSE HIBISCUS

PINEAPPLE MINT

BLUEBERRY TULSI



FIT BASICS KOMBUCHA

APPLE CIDER

KOMBUCHA

Crisp. Refreshing. Revitalising.

A beautifully balanced kombucha with the crisp, familiar notes of fresh apple cider. Light on the palate with a clean fermented finish, Apple Cider is the perfect everyday wellness companion.

FLAVOR NOTES

- Crisp Apple
- Light Fermentation
- Refreshing Finish

GUT-FRIENDLY

NATURALLY FERMENTED

LOW SUGAR

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

MANGO CIDER

KOMBUCHA

Tropical. Vibrant. Sun-kissed.

Experience the tropics in every sip. Our Mango Cider Kombucha blends sun-ripened mango notes with the tangy depth of live fermentation — a truly indulgent yet gut-friendly refreshment.

FLAVOR NOTES

- Tropical Mango
- Smooth Profile
- Golden Sweetness

SUMMER WELLNESS

TROPICAL REFRESH

PROBIOTIC RICH

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

JAMUN MINT

KOMBUCHA

Bold. Indian. Deeply Refreshing.

Jamun — India's beloved superfruit — meets the cool lift of fresh mint in this richly hued kombucha. Deeply refreshing, uniquely Indian, and packed with functional goodness.

FLAVOR NOTES

- Indian Superfruit
- Mint Freshness
- Rich Purple Depth

SUPERFRUIT POWER

MINT COOL

FUNCTIONAL REFRESH

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

GINGER LEMON

KOMBUCHA

Zesty. Warming. Immunity-Inspired.

The fiery warmth of ginger meets the bright lift of fresh lemon in this gut-boosting blend. Ginger Lemon Kombucha is crafted for those who take their wellness seriously.

FLAVOR NOTES

- Spiced Ginger
- Citrus Brightness
- Warming Finish

DIGESTIVE WELLNESS

IMMUNITY BOOST

CITRUS ZING

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

ROSE HIBISCUS

KOMBUCHA

Floral. Elegant. Botanical.

An artisanal blend of rose and hibiscus — two revered botanicals — creates a kombucha of rare elegance. Perfect for premium café menus and wellness-forward retail environments.

FLAVOR NOTES

- Delicate Rose
- Hibiscus Depth
- Floral Sophistication

BOTANICAL WELLNESS

CAFÉ PREMIUM

FLORAL LUXURY

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

PINEAPPLE MINT

KOMBUCHA

Tropical. Cool. Active Living.

The bold sweetness of tropical pineapple balanced by the cooling freshness of mint — this is the ultimate active-lifestyle kombucha. Energising, refreshing, and deeply functional.

FLAVOR NOTES

- Tropical Pineapple
- Mint Cooling
- Effervescent Lift

TROPICAL FRESH

ACTIVE LIFESTYLE

COOLING EFFECT

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised



FIT BASICS KOMBUCHA

BLUEBERRY TULSI

KOMBUCHA

Antioxidant. Sacred. Modern.

Blueberry's powerful antioxidant richness meets the sacred adaptogenic quality of Tulsi (Holy Basil). A sophisticated functional kombucha for the mindful modern consumer.

FLAVOR NOTES

- Rich Blueberry
- Tulsi Earthiness
- Antioxidant Power

ANTIOXIDANT RICH

TULSI WELLNESS

FUNCTIONAL DEPTH

Gut-Friendly

Naturally Fermented

Low Sugar

Raw & Unpasteurised

WHAT MAKES FIT BASICS DIFFERENT

KEY BENEFITS

Every bottle is a step toward a happier, healthier gut.



SUPPORTS GUT HEALTH

Live probiotics nourish
your gut microbiome
for daily wellness



PROBIOTIC RICH

Billions of live cultures
in every refreshing
bottle



NATURALLY FERMENTED

Authentic SCOBY
fermentation, no
shortcuts



LOW SUGAR

Enjoy the fizz without
the guilt — low in
added sugar



RAW & UNPASTEURISED

Maximum bioactivity
preserved through
gentle processing



FUNCTIONAL WELLNESS

Designed for everyday
wellness-forward
lifestyles



CRAFTED FOR DAILY USE

Light, refreshing, and
perfect as your daily
drink

"Happy Gut. Happy You."

Target Market & Consumer Segments

FITNESS ENTHUSIASTS

Pre/post workout
hydration with
gut benefits

YOUNG PROFESSIONALS

Healthy alternatives
to soda at work
and social settings

WELLNESS CONSUMERS

Health-first shoppers
seeking functional
beverages

CAFES & RESTAURANTS

Premium menu option
with strong
margin potential

GYMS & STUDIOS

On-site retail for
recovery and
hydration

PREMIUM RETAIL

Modern trade, organic
stores, premium
supermarkets

WHY FIT BASICS STANDS OUT

✓ Authentic
fermentation process

✓ Premium retail-ready
packaging

✓ 7 distinct functional
flavor variants

✓ India-first flavors
with global appeal

EVERYDAY WELLNESS.

Refresh Naturally.

FIT BASICS Kombucha fits seamlessly into every moment — morning rituals, mid-day refreshment, post-workout recovery, or a mindful evening wind-down.

Each sip delivers not just hydration, but a conscious choice toward a healthier, more balanced lifestyle.

MORNING RITUAL

POST WORKOUT

DESK WELLNESS

MINDFUL LIVING

DAILY REFRESHMENT



The Business Opportunity

India's functional beverage market is expanding rapidly. FIT BASICS is positioned to lead.

RETAIL READY

Premium packaging designed for high-visibility shelf placement in modern trade

FAST GROWING CATEGORY

Functional beverages grow 3× faster than conventional soft drinks

PREMIUM SHELF APPEAL

Distinctive branding drives impulse purchase and repeat buying

WELLNESS TREND ALIGNMENT

Perfectly positioned at the intersection of health, taste, and convenience

CAFÉ & GYM COMPATIBLE

Ready for HoReCa, QSR, and wellness channel distribution

STRONG BRANDING

Consistent identity across all 7 variants with clear consumer messaging

Partner With Us to Bring India's Best Kombucha to Every Shelf

FIT BASICS KOMBUCHA

REFRESH NATURALLY WITH EVERY SIP.

Discover the FIT BASICS Kombucha Lineup



RAW & UNPASTEURISED

NATURAL INGREDIENTS

CRAFTED FOR WELLNESS

CONTACT US

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DISTRIBUTION & PARTNERSHIP ENQUIRIES

We welcome retail, café, gym, modern trade and investor partnerships across India.

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