



TRANSFORMING THE PICKLE GAME, ONE JAR AT A TIME!



www.thelittlefarm.co.in





OUR STORY

Niharika, A Digital Marketeer & a passionate foodie turned Entrepreneur. Once her grandmother passed away, she recognised the lack of availability of homestyle pickles in the market. She handles Marketing , D2C & Product Development.

Joined by **Aditya**, who comes from a rich experience in modern, general trade & retail account management. He handles Distribution, Operations and Account Management.

THE FOUNDER DUO + A TEAM OF 8 EXPERTS!



Niharika Bhargava, CEO

- MSc in Marketing Strategy & Innovation
- Women Astitva Award, PHD Chamber of Commerce



Aditya Bhargava, COO

- MSc. Management (Future Funds Scholar)
- Ex Senior Key Accounts Manager - **JIMMY'S** Cocktails





PRODUCT INSIGHTS

Lemon Khatta Meetha Pickle



Mango Pickle



Mango Chutney



**CORE
FLAVOURS**

Gaajar Gobhi Shalgum Pickle



Chilli Pickle



Garlic Pickle





BRAND PERSONALITY

What's available in the market:

- Class II Preservative
- Food Stabilisers
- Permitted colours, machine drying, etc.

Homemakers Dilemma:

- The spices are adulterated
- No Access to quality ingredients
- Customer reach & business scalability

As the millennial population takes charge and move away from home, they are realising the lack of **good quality home made products**,
Pickle making is a dying art.



WATCH HERE



CUSTOMER PERSONA



Shalini, 43 years old, A small business owner from Gurgaon, married with 2 kids

Background

Due to her busy schedules, she is unable to make pickles from scratch and prefers to buy healthy, preservative-free, and traditional achar

Personality

A hard worker and family oriented woman that priorities health and well-being of children

Frustrations

Lacks detailed knowledge of traditional recipes & craves pickles that she enjoyed in childhood

Goals

To give the best to the family while maintaining a healthy work-life balance

Her kind words: "Consumer of the pickles since the brand started, buys 5-6 jars every 3 months and even gift to friends and family"

Mohit, 28 years old, A Marketing manager in a MNC from Mumbai, single



Background

Living away from home, in his quest for comforting food options

Personality

Social, outgoing, a foodie, shops from platforms like Big Basket, Blinkit

Goals

To excel in his career & make a home away from home in a new city

Frustrations

Misses home food, leads a busy life, hardly cooks, mostly orders in

His kind words: "Came across Little Farms garlic pickle on Blinkit, been a consumer since"



13K
followers



amazon

4 ★

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**ORGANIC
BRAND
COVERAGE**

The Indian **EXPRESS**

Forbes **VOGUE**

94.3 **RADIO ONE** INTERNATIONAL

TEDx

दैनिक जागरण

दैनिक भास्कर



**4M
VIEWS**

+ 50 ARTICLES , & 10+ AWARDS

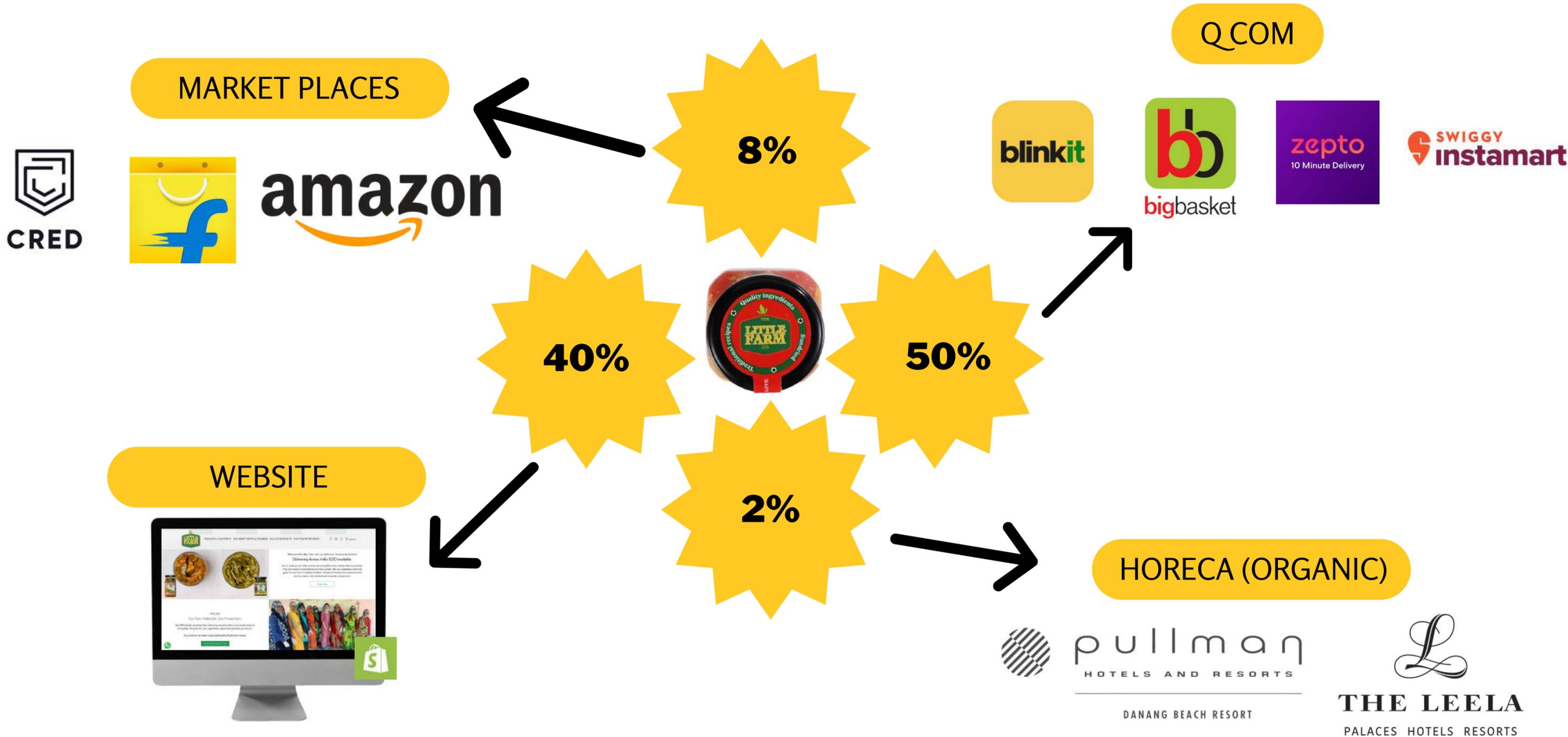


COMPETITIVE ANALYSIS

				
No preservatives				
Home-ground spices				
Gravy based pickle all of same color				
Farmer sourced high quality vegetables				
Cold pressed mustard oil				
Brown sugar				
Premium packaging				
Homestyle recipes at scale				



CURRENT BUSINESS CONTRIBUTION





BUILD AN OMNI CHANNEL BRAND USING A 360° APPROACH



TOT closed with most chains **



PRODUCT PIPELINE - SHORT TERM



Oct ' 22

Standard well consumed pickle flavours - **Mango, Chilli, Garlic & Lemon**



May '23

Launch of a regional delicacy - **Mango Chutney** (Gujarat)



Oct ' 23

More regional delicacies like **Gaajar Gobhi Shalgum Pickle** (North), **Amla Pickle & Murabba**



March '24

Product development of more regional chutneys in the mix - **Kolhapuri Techa** (Maharashtra), **Kara Chutney** (Tamil Nadu), **Tomato Pahadi Chutney**



June ' 24

As we expand down south, we introduced Southern pickles like - **Banana leaf, Gangoora, Avikai** to the mix



OUR FUTURE PRODUCT MILESTONES



To become the number 1 new age Pickles & Chutneys brand



Traditional yet youthful-
Thecha Mayo, Korma Mayo with innovative packaging.



A go-to condiments & spices brand that stands for innovation ie traditional yet youthful

OUR ULTIMATE GOAL

Introduce in different packaging sizes & expand PAN INDIA (pet/pouch)



Our customer survey indicates a huge need in spice mixes in the meal enhancement & preparation space



CONNECT WITH US



Aditya Bhargava
CO Founder & COO
+91 8800484727

Niharika Bhargava
Founder & CEO
+91 9910772088

founders@thelittlefarm.co.in