

JunglRise

www.jungrise.com

India's Yeast Revolution **Starts Here**

JunglRise is pioneering high-quality, locally-produced baker's yeast, tapping into a massive, high-growth market dominated by imports. We're not just making yeast; we're building a self-reliant India.

Join the Revolution

Meet the Visionary Founder



Shubham

Founder & CEO, JunglRise

JunglRise was founded by Shubham, a 22-year-old CS graduate and fermentation entrepreneur from Dantewada, to decentralize India's yeast supply. He blends modern biotech with native substrates to produce better, faster, and cleaner yeast strains.



B.Tech Computer Science Graduate



22 years old, driven by innovation



Deeply passionate about fermentation processes



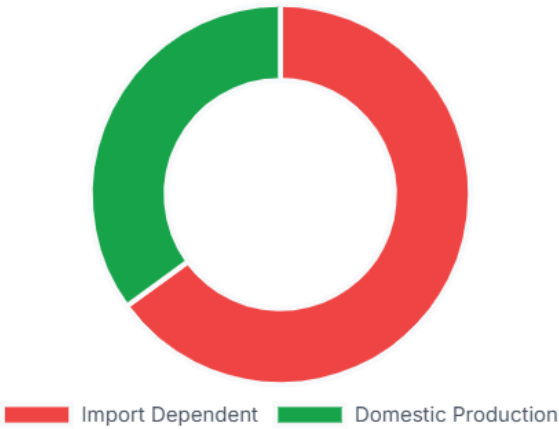
Committed to localizing biotechnology and empowering communities

"Indians are said to consumers, I want to make them creators of their own products. I want to decentralize the supply chain and make biotechnology accessible to all."

The Critical Problem India Faces

India's ₹1,500+ Cr yeast market suffers from over 60% import dependency, creating supply vulnerabilities and massive opportunities for domestic manufacturing

Import Dependency Crisis



Over **60-65% import dependence** creates supply vulnerabilities, price volatility, and quality inconsistencies for India's growing bakery sector.

Pain Points Matrix



Supply Delays

30-45 day lead times



Price Volatility

40-60% fluctuations



Limited Strains

No India-specific variants



Freshness Loss

Degraded activity levels

Annual Economic Impact

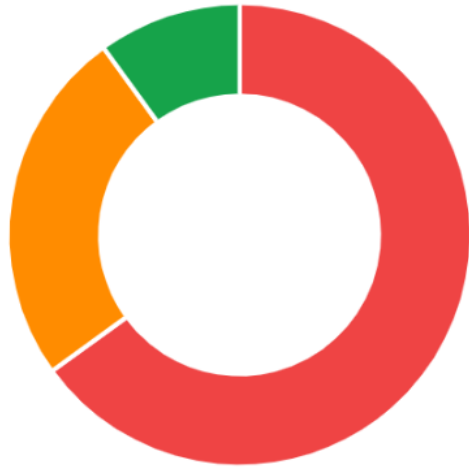
₹400+ Cr

Lost due to import inefficiencies

The Untapped Market Opportunity

India's appetite for baked goods is soaring, yet the market heavily relies on foreign suppliers. This creates a clear and immediate opening for a domestic champion.

India's Yeast Dependency (2024)



- 65% Imported Yeast (China + Europe)
- 25% Foreign companies (local production)
- 10% Indian-origin companies

Massive opportunity for domestic substitution

Domestic Growth Potential



- Current: 35% Domestic
- Opportunity: 65% Import Replacement

₹650+ Cr

Market opportunity for domestic players

500 Cr

IDY Market Size

₹450-550 Cr in 2024, our focus segment

1750 Cr

Total Yeast Market

₹1,500-2,000 Cr total addressable market

16.5%

Market CAGR

15-18% sustained growth

62%

Import Dependence

60-65% from China & France



JUNGLRISE: Built for Indian Baking Conditions

Performance-engineered fermentation designed for Indian flour, Indian temperatures, and Indian tastes. Where global brands offer generic solutions, we deliver precision-crafted yeast optimized for every Indian baking scenario.



Osmotolerant Formulation

Thrives in high-sugar doughs (brioche, milk bread, festive bakes) — outperforming many imported yeasts.

✓ Standard across all SKUs vs limited import options



Low Sugar Adaptability

Works reliably in low-sugar Indian breads (roti, kulcha, naan) without underproofing.

✓ Highly effective vs moderate import performance



High Viability Strains

Yeast cells with >98% activity at delivery — compared to 85–90% for long-distance imports.

✓ 98-100% vs 85-90% import viability



Temperature Robustness

Works excellently in ambient conditions (25–32°C) common in Indian kitchens and tandoors.

✓ Minimal temperature-controlled proofing needed



Flexible Packaging

Fresh yeast in 500g vacuum bricks, IDY in 10g/25g sachets with 12–18 month shelf life.

✓ Small & large user optimization vs bulk-only imports



Neutral Profile

No sour aftertaste or chemical notes — preferred by local chefs and bakeries.

✓ Better dough expansion & proof control

JunglRise vs Global Giants

How we outcompete international players on metrics that matter to Indian bakers

Comparison Metrics	JunglRise	Angel Yeast (China)	Lesaffre (France)	AB Mauri (UK)
Delivery Time to Customer	2-5 days	30-45 days	35-50 days	28-42 days
Product Freshness (Activity %)	98-100%	85-92%	88-95%	87-94%
Price Competitiveness	15-25% lower	Baseline	20-30% higher	25-35% higher
Indian Recipe Optimization	✓ Specialized	× Generic	× Generic	× Generic
Local Technical Support	24/7 Hindi/English	Limited	Regional only	Limited
Overall Value Score	9.2/10	6.8/10	7.1/10	6.9/10



The Bottom Line

"JUNGLRISE isn't just yeast — it's performance-engineered fermentation designed for Indian flour, Indian temperatures, and Indian tastes."

98%+

Yeast Viability

40%

Cost Advantage

100%

Indian-Optimized

Roadmap to Launch

A full-fledged production facility in just 15 months — built with startup agility and industrial discipline.

From fermentation dream to production reality — here's how JunglRise is building India's yeast revolution, step by step.



Q1 2025

Idea Generation

Launched idea generation and founder research begins on fermentation opportunities in Chhattisgarh



Q2 2025

Technical Deep Dive

Initiated technical research, market analysis, and vision development for indigenous yeast production



Q3 2025

Legal Foundation

Built government land lease application, business registration, and initial legal framework setup



Q4 2025

Project Documentation

Rolled out detailed project report (DPR) completion and subsidy applications submitted



Q1 2026

Infrastructure Development

Initiated civil work, equipment procurement and pilot strain trials



Q2 2026

Factory Completion

Built factory setup completed and test batch production commenced



Q3 2026

Commercial Launch

Launched commercial plant operations and first batch rollout to market



Plant Location

Dantewada secured



R&D Complete

Osmotolerant strains



Regulatory Ready

FSSAI compliance



Funding Round

₹2 Cr target

All milestones are based on current internal planning and subject to minor shifts due to approvals or infrastructure dependencies.

Strong Unit Economics from Day One

Our dual-product strategy delivers strong contribution margins: Fresh Yeast (60% volume) at ₹45/kg CM1 for B2B, and Instant Dry Yeast (40% volume) at ₹580/kg CM1 for retail. This 60:40 FY:IDY production ratio targets ₹77.7L monthly gross contribution at full capacity, with realistic ramp-up over 3 years.

77.7 L

Monthly CM1 Target

At 30 tons/month capacity (Year 3 target)

5 Months

Breakeven Timeline

70-75% capacity utilization target

2 Cr

Total CapEx Required

Lean setup, excluding land costs

1.17 Cr

Monthly Revenue Target

₹1.17 Cr at full 30-ton capacity

10 Cr

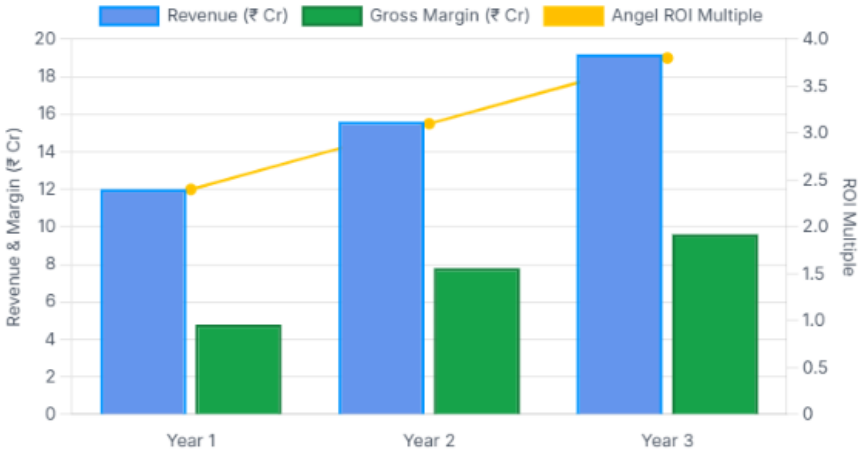
Post-Money Valuation

20% equity for ₹2 Cr investment

Realistic ROI Projections

Conservative returns analysis based on verifiable market penetration and capacity utilization assumptions. Based on Year 3 EBITDA and a 5x multiple, projected valuation = ₹26-28 Cr → giving 4-4.5x return on ₹2 Cr investment.

Year 1-3 Revenue & Margin Growth



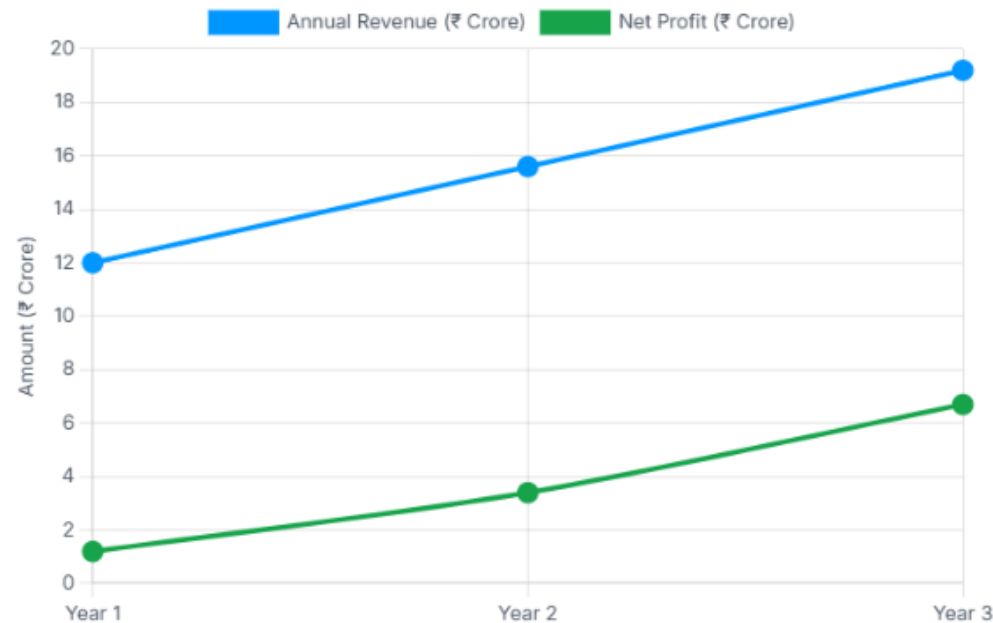
EBITDA Projection Timeline

Year	Revenue	EBITDA Margin	EBITDA (₹)
Year 1	₹9.5 Cr	30%	₹2.85 Cr
Year 2	₹12.5 Cr	35%	₹4.38 Cr
Year 3	₹14 Cr	38%	₹5.32 Cr
Steady State	₹14 Cr	38-40%	₹5.3+ Cr

Disclaimer: These projections assume realistic capacity ramp-up: 68% in Year 1, 90% in Year 2, 100% in Year 3. Expected breakeven by Month 5, with monthly fixed costs of ₹25-30L including labor, utilities, and overheads.

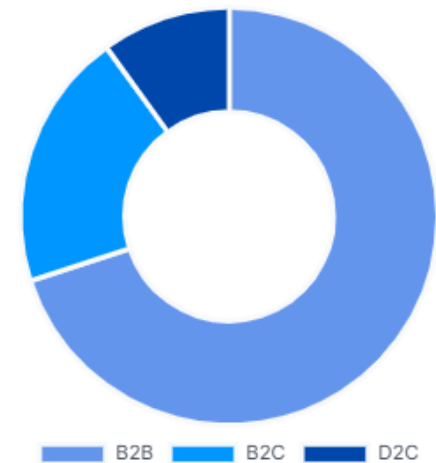
Product-wise Revenue Analysis (Monthly)

Realistic ramp-up strategy: Starting with 70% capacity in Year 1 (₹82L monthly revenue, ₹54L gross profit), scaling to 90% in Year 2 (₹1.05 Cr monthly revenue, ₹70L gross profit), reaching full capacity in Year 3 (₹1.17 Cr monthly revenue, ₹77.7L gross profit).



Channel Mix Evolution

Strategic shift from B2B to high-margin retail channels over 3 years.



Angel Investment Terms

20%

Equity for ₹2 Cr

Post-money valuation: ₹10 Cr

Realistic Unit Economics & Channel Strategy

Dual-product approach optimizing both volume and value: Fresh Yeast (60% volume, ₹45/kg margin) targeting B2B bakeries, and Instant Dry Yeast (40% volume, ₹580/kg margin) for retail consumers. Conservative 3-year ramp-up plan ensures sustainable growth.

Key Business Ratios



Product-wise Unit Economics

Metric	Fresh Yeast (FY)	Instant Dry Yeast (IDY)
Input + Ops Cost/kg	₹75	₹220
Selling Price/kg	₹120	₹800
Gross Contribution Margin (CM1)	₹45 (37%)	₹580 (72%)
Volume Share	60% (18,000 kg)	40% (12,000 kg)
Monthly Gross Profit	₹8.1 L	₹69.6 L
Target Market	B2B Bakeries	Retail Consumers

Note: Fresh Yeast in 500g vacuum packs for cold chain B2B distribution. IDY at ₹800/kg represents retail pricing (25g/10g sachets) with premium positioning for home baking market. These projections assume full capacity utilization, realistic pricing, and a 60:40 FY:IDY production ratio.

Fresh Yeast (B2B)

₹45/kg

37% margin • 500g vacuum packs

Instant Dry Yeast (Retail)

₹580/kg

72% margin • 25g/10g sachets

Combined Portfolio

₹77.7L

Monthly CM1 target (Year 3)

Equity Structure & Investment Terms

Founder-friendly cap table with clear ₹10 Cr post-money valuation for 20% equity stake

Current Cap Table



Founder Angel Round Employee Pool

Founder	75%
Angel Round	20%
Employee Pool	5%

Investment Terms

Angel Round (Current)

Amount Seeking:
₹2 Crore

Equity Offered:
20%

Post-Money Valuation:
₹10 Crore

Use of Funds:
Plant setup

Series A (Projected)

Timeline:
24-30 months

Valuation:
₹40-50 Crore

Amount:
₹8-12 Crore

Use Case:
Scale production

Founder Control

55%+

Post Series A

Board Seats

2+1

Founder majority

Liquidation Pref

1x

Non-participating

Anti-Dilution

Weighted

Average protection

Exit Strategy & Returns Projection

Multiple strategic exit pathways with realistic returns across 3-5 year investment horizons

Strategic Acquisition

3-5 Years

Timeline

Potential Acquirers: Godrej, AB Mauri
Exit Multiple: 2-3x Revenue
Angel Returns: 3-5x

Large FMCG players seeking backward integration into ingredients

PE Rollup

4-6 Years

Timeline

Target Firms: Regional PE
Exit Multiple: 5-8x EBITDA
Angel Returns: 4-8x

PE consolidation play in fragmented food ingredients market

IPO Path

6-8 Years

Timeline

Revenue Run-rate: ₹50+ Cr
Public Multiple: 2-4x Revenue
Angel Returns: 8-15x

Public markets value food tech companies at premium multiples

Investment Returns Analysis

Exit Scenario	Year 3	Year 5	Year 7	IRR
Conservative (2x Rev)	2x	3x	4x	25%
Base Case (3x Rev)	3x	5x	7x	35%
Optimistic (4x Rev)	4x	7x	10x	45%
Strategic Acquisition	3x	5x	8-12x	40%+

* Returns calculated on ₹2Cr angel investment for 20% equity