



# COSMIC POWER PRIVATE LIMITED

## DETAILED PROJECT REPORT

**CIN No : U46307BR2026PTC085787**

**INCORPORATION DATE : 19<sup>th</sup> June, 2026**

**DIRECTOR : JYOTI KUMARI**

**DIRECTOR : CHANDAN KUMAR**

**CITY : PATNA**

**STATE : BIHAR**

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# EXECUTIVE SUMMARY

The proposed project of **COSMIC POWER PRIVATE LIMITED** is focused on establishing a trusted premium FMCG brand that delivers healthy, naturally sourced, and clean-label food products under its flagship brand, Golden Deer. The company specializes in premium roasted makhana and is strategically expanding its portfolio to include dry fruits, organic staples, wellness beverages, and other nutritious food products. By adopting a direct farm-to-pack sourcing model, modern hygienic processing, and stringent quality control measures, the company ensures consistent product quality, authentic taste, and superior customer satisfaction while creating sustainable value for farmers and consumers alike.

The core objective of this project is to build a scalable and integrated healthy food business that addresses the growing consumer demand for premium, preservative-free, and nutritious food products. Through responsible sourcing, innovative processing, premium packaging, and a customer-centric approach, **COSMIC POWER PRIVATE LIMITED** aims to strengthen its position in the rapidly expanding healthy FMCG market. The company is committed to delivering high-quality products while building long-term trust, transparency, and brand loyalty among consumers across domestic and international markets.

To achieve these objectives, the company is developing a robust operational ecosystem supported by efficient procurement systems, advanced processing infrastructure, quality assurance mechanisms, modern packaging facilities, and a multi-channel distribution network. Its business model integrates farmer partnerships, standardized manufacturing practices, digital commerce, retail distribution, institutional sales, and export opportunities, enabling sustainable growth and operational excellence. This integrated approach allows the company to maintain superior quality standards while ensuring efficient supply chain management and broader market reach.

The project aligns with the rapidly growing healthy food and premium FMCG industry, driven by increasing health awareness, changing consumer lifestyles, rising demand for clean-label products, and expanding retail and e-commerce channels. With its strong focus on product quality, innovation, sustainable sourcing, and brand development, **COSMIC POWER PRIVATE LIMITED** is well-positioned to become a leading healthy food brand that creates long-term value for customers, farming communities, business partners, and stakeholders.

## Key Objectives

- To deliver premium-quality, healthy, and clean-label food products including roasted makhana, dry fruits, organic staples, wellness beverages, and other nutritious FMCG products with consistent quality, superior taste, and food safety.
- To establish Golden Deer as a trusted premium healthy food brand by offering naturally sourced products that promote healthier lifestyles while maintaining transparency, authenticity, and customer satisfaction.
- To build a direct farm-to-pack sourcing ecosystem by partnering with trusted farmers, ensuring premium raw material procurement, complete traceability, and sustainable value creation across the agricultural supply chain.
- To maintain consistent product quality through modern hygienic processing, stringent quality control systems, standardized manufacturing practices, and premium packaging that meets the highest food safety standards.
- To provide customers with preservative-free, nutritious, and value-added food products that combine excellent taste, health benefits, convenience, and affordability for everyday consumption.
- To strengthen long-term customer relationships by continuously introducing innovative healthy food products, expanding the product portfolio, and delivering reliable service across multiple sales channels.
- To expand market presence through supermarkets, premium retail stores, e-commerce platforms, quick-commerce channels, institutional sales, and export partnerships, ensuring wider accessibility and sustainable business growth.
- To improve operational efficiency through integrated procurement, advanced processing infrastructure, efficient inventory management, modern packaging facilities, and a robust distribution network.
- To achieve sustainable long-term growth by empowering farming communities, adopting responsible sourcing practices, promoting innovation, and creating lasting value for customers, business partners, employees, and stakeholders.

## Expected Outcomes

- Successful establishment of Golden Deer as a premium healthy FMCG brand delivering clean-label, naturally sourced food products with consistent quality, superior taste, and high consumer trust.
- Improved supply chain efficiency through a direct farm-to-pack sourcing model, ensuring premium raw material availability, better traceability, and enhanced value for farming communities.
- Timely and hygienic production supported by modern processing facilities, standardized quality control systems, efficient inventory management, and reliable packaging operations.
- Strong and sustainable business relationships with farmers, distributors, retailers, e-commerce platforms, institutional buyers, and export partners, resulting in wider market reach and long-term business growth.
- Expansion of market presence across supermarkets, premium retail outlets, digital commerce platforms, quick-commerce channels, and international markets, strengthening the company's competitive position.
- Enhanced operational efficiency through integrated procurement, streamlined manufacturing processes, optimized warehousing, effective logistics, and an efficient distribution network.
- Sustainable business growth by continuously expanding the healthy food portfolio, introducing innovative products, strengthening the Golden Deer brand, and increasing customer satisfaction and loyalty.
- Increased consumer trust and brand recognition through premium-quality products, responsible sourcing, transparent business practices, and continuous focus on nutrition, wellness, and food safety.
- Long-term value creation for customers, farmers, employees, business partners, and stakeholders by building a scalable, profitable, and environmentally responsible healthy food enterprise.

# INTRODUCTION

## About Us

**COSMIC POWER PRIVATE LIMITED** is a rapidly growing FMCG company dedicated to delivering premium-quality, healthy, and naturally sourced food products under its flagship brand, Golden Deer. The company focuses on producing clean-label products that combine superior nutrition, authentic taste, and uncompromising quality while promoting sustainable agricultural practices and supporting farming communities.

The company offers a diverse portfolio of healthy food products, including premium roasted makhana, dry fruits, organic staples, wellness beverages, and other value-added FMCG products. Through its direct farm-to-pack sourcing model, hygienic processing, strict quality control, and premium packaging, **COSMIC POWER PRIVATE LIMITED** ensures consistent product quality, complete traceability, and exceptional customer satisfaction across domestic and international markets.

By integrating responsible sourcing, modern manufacturing practices, innovation, and a robust multi-channel distribution network, the company aims to become a trusted healthy food brand while creating long-term value for consumers, farmers, business partners, and stakeholders.

## Our Mission

The mission of **COSMIC POWER PRIVATE LIMITED** is to provide premium, clean-label food products that promote healthier lifestyles through responsible sourcing, advanced processing, and uncompromising quality. The company is committed to strengthening farmer partnerships, maintaining the highest food safety standards, continuously innovating its product portfolio, and delivering exceptional value to customers through trust, nutrition, and sustainability.

## Our Vision

The vision of **COSMIC POWER PRIVATE LIMITED** is to become one of India's most trusted premium healthy FMCG brands by delivering naturally sourced, nutritious, and high-quality food products. The company aspires to build a sustainable farm-to-consumer ecosystem, expand its presence across domestic and international markets, empower farming communities, and establish Golden Deer as a symbol of purity, wellness, innovation, and excellence.

## Business Background

**COSMIC POWER PRIVATE LIMITED** is a premium FMCG company engaged in manufacturing and marketing healthy, naturally sourced, and clean-label food products under its flagship brand, Golden Deer. The company specializes in premium roasted makhana and is expanding its portfolio with dry fruits, organic staples, wellness beverages, and other nutritious food products to meet the growing demand for healthier lifestyle choices. By adopting a direct farm-to-pack sourcing model, modern hygienic processing, strict quality assurance, and premium packaging, the company delivers products that combine superior nutrition, authentic taste, consistency, and consumer trust.

The company operates with a customer-centric and sustainable business approach supported by responsible sourcing, efficient manufacturing practices, strong farmer partnerships, and an expanding multi-channel distribution network. By integrating innovation, quality, and operational excellence, **COSMIC POWER PRIVATE LIMITED** aims to strengthen its presence across retail, e-commerce, institutional, and export markets while creating long-term value for customers, farming communities, business partners, and stakeholders.

## Purpose & Scope of the Report

This Detailed Project Report (DPR) has been prepared to present the business model, market opportunity, operational framework, growth strategy, financial projections, and implementation plan of **COSMIC POWER PRIVATE LIMITED**. The report highlights the company's vision, mission, product portfolio, target market, manufacturing process, marketing strategy, revenue model, and future expansion plans. It serves as a comprehensive reference for investors, financial institutions, government agencies, and other stakeholders to evaluate the commercial viability, scalability, and long-term growth potential of the company's premium healthy FMCG business.

# BUSINESS OVERVIEW

## Company Description

**COSMIC POWER PRIVATE LIMITED** is an Indian Fast-Moving Consumer Goods (FMCG) company dedicated to manufacturing and marketing premium-quality, healthy, and naturally sourced food products under its flagship brand, Golden Deer. The company specializes in premium roasted makhana (fox nuts) and is progressively expanding its portfolio to include dry fruits, organic staples, wellness beverages, and other clean-label food products that cater to the growing demand for nutritious and preservative-free foods.

Built on the principles of quality, sustainability, innovation, and responsible sourcing, the company follows a direct farm-to-pack business model that ensures complete traceability, hygienic processing, premium packaging, and consistent product quality. By working closely with trusted farmers and adopting modern food processing technologies, **COSMIC POWER PRIVATE LIMITED** delivers products that combine superior taste, nutritional value, and food safety while creating sustainable value across the agricultural supply chain.

## Legal Structure

The company operates through a multi-channel distribution strategy comprising supermarkets, modern retail outlets, e-commerce platforms, quick-commerce channels, institutional sales, and export markets. With a strong focus on customer satisfaction, continuous product innovation, operational excellence, and sustainable business practices, **COSMIC POWER PRIVATE LIMITED** aims to establish Golden Deer as one of India's most trusted premium healthy food brands while creating long-term value for consumers, farmers, business partners, and stakeholders.

**Company Type : Private Limited**

**CIN : U46307BR2026PTC085787**

**Date of Incorporation : 19<sup>th</sup> June, 2026**

**JYOTI KUMARI - DIRECTOR**

**CHANDAN KUMAR - DIRECTOR**

## Stakeholders & Management Team

### DIRECTOR - JYOTI KUMARI

Jyoti Kumari serves as the Director of **COSMIC POWER PRIVATE LIMITED**, bringing valuable experience in business management, sales, customer relationship development, and operational coordination. She plays a key role in shaping the company's strategic direction, strengthening the Golden Deer brand, expanding market presence, and ensuring the delivery of premium-quality healthy food products. Her focus on quality, customer satisfaction, and sustainable business practices contributes significantly to the company's long-term growth and operational excellence.

### DIRECTOR - CHANDAN KUMAR

Chandan Kumar serves as the Director of **COSMIC POWER PRIVATE LIMITED**, with extensive industry experience in business operations, supply chain management, and strategic business development. He leads the company's procurement, production planning, distribution network expansion, and operational efficiency initiatives. His expertise in building strong farmer partnerships, implementing quality-driven processes, and strengthening market presence supports the company's vision of becoming a trusted premium healthy FMCG brand.

## Key Stakeholders

- Farmers & Agricultural Partners - Supply premium-quality raw materials through sustainable farming practices, ensuring consistent quality, traceability, and long-term value creation.
- Consumers - Health-conscious individuals and families seeking premium, nutritious, preservative-free, and clean-label food products for everyday consumption.
- Distributors & Retail Partners - Supermarkets, wholesalers, modern retail stores, and regional distributors responsible for expanding product availability across domestic markets.
- E-commerce & Quick-Commerce Platforms - Digital sales channels that increase product accessibility, customer convenience, and nationwide market reach.
- Institutional & Corporate Buyers - Hotels, restaurants, corporate organizations, healthcare institutions, and other bulk buyers requiring premium healthy food products.

# MARKET RESEARCH AND ANALYSIS

## Industry Analysis

The healthy food and premium FMCG industry is witnessing rapid growth, driven by increasing consumer awareness about nutrition, rising disposable incomes, changing lifestyles, and growing demand for clean-label, preservative-free food products. Consumers are actively shifting toward healthier snacking alternatives, creating significant opportunities for companies offering premium-quality, naturally sourced, and nutritious products. This trend has accelerated the demand for value-added food products such as roasted makhana, dry fruits, organic staples, and wellness foods.

The expansion of modern retail, supermarkets, e-commerce platforms, and quick-commerce services has further strengthened the healthy food market by improving product accessibility and consumer convenience. Growing preference for premium packaged foods, combined with increasing focus on food safety, transparency, and sustainable sourcing, provides an ideal environment for brands like Golden Deer to establish a strong market presence. As domestic and international demand for healthy snacks continues to rise, companies with efficient supply chains, innovative product portfolios, and quality-driven operations are well-positioned for long-term growth.

## Key Growth Drivers

- Increasing consumer awareness regarding healthy eating, nutrition, and clean-label food products.
- Rising demand for premium healthy snacks such as roasted makhana, dry fruits, and value-added wellness foods.
- Growth of supermarkets, modern retail chains, e-commerce, and quick-commerce platforms, improving product availability and market penetration.
- Expanding disposable incomes and changing urban lifestyles, driving higher spending on premium packaged food products.
- Growing preference for preservative-free, natural, and sustainably sourced food products with complete quality assurance and traceability.
- Increasing export opportunities for premium Indian healthy food products in global markets due to rising demand for nutritious and plant-based foods.

## Challenges in the Industry

The healthy food and premium FMCG industry faces several challenges, including fluctuations in the availability and pricing of agricultural raw materials, increasing competition from established national and international brands, and evolving consumer preferences for healthier and innovative food products. Maintaining consistent product quality, food safety standards, hygienic processing, and supply chain efficiency remains essential for building long-term customer trust and sustaining market competitiveness.

Another major challenge is ensuring uninterrupted procurement of premium-quality raw materials while maintaining affordability and product consistency. Rising logistics costs, inventory management complexities, changing regulatory requirements, and the need for continuous product innovation require manufacturers to adopt efficient sourcing strategies, modern processing technologies, and robust quality assurance systems. Companies must also strengthen their distribution networks across retail, e-commerce, quick-commerce, and export markets to achieve sustainable growth.

By leveraging its direct farm-to-pack sourcing model, responsible procurement practices, stringent quality control, modern manufacturing processes, and customer-centric approach, **COSMIC POWER PRIVATE LIMITED** effectively addresses these industry challenges. The company's commitment to innovation, premium product quality, operational excellence, and sustainable sourcing enables it to strengthen brand trust, enhance customer satisfaction, and establish a strong position in the rapidly growing healthy FMCG industry.

## Market Size

The global healthy snacks and premium packaged food market is experiencing significant growth, driven by increasing health awareness, demand for clean-label products, and the growing preference for nutritious, convenient, and value-added food options. Rising consumer focus on wellness, premiumization, and sustainable food choices continues to create substantial opportunities for manufacturers offering high-quality healthy food products.

## Key Market Highlights

- The healthy food and premium FMCG market is experiencing rapid growth due to increasing consumer awareness of nutrition, rising demand for clean-label products, changing lifestyles, and higher spending on premium packaged foods.
- Rising health consciousness, preference for preservative-free snacks, expansion of supermarkets, e-commerce, and quick-commerce platforms, and growing demand for convenient nutritious foods are driving significant market opportunities.

**Based on this, COSMIC POWER PRIVATE LIMITED identifies its market opportunity using the TAM, SAM, and SOM Model.**

### Total Addressable Market (TAM)

The Total Addressable Market (TAM) represents the overall global and domestic opportunity for healthy snacks, premium packaged foods, clean-label FMCG products, roasted makhana, dry fruits, organic staples, wellness beverages, and value-added food products. This market includes health-conscious consumers, families, fitness enthusiasts, modern retail chains, e-commerce platforms, quick-commerce operators, institutional buyers, and export markets seeking premium-quality nutritious food products.

### Serviceable Available Market (SAM)

The Serviceable Available Market (SAM) includes the primary customer segments that **COSMIC POWER PRIVATE LIMITED** can effectively serve through its current product portfolio and distribution capabilities. This comprises urban families, working professionals, fitness and wellness communities, supermarkets, premium retail outlets, e-commerce marketplaces, quick-commerce platforms, hotels, restaurants, corporate buyers, and regional distributors across India. These customers represent the immediate addressable market for the company's Golden Deer branded healthy food products.

### Serviceable Obtainable Market (SOM)

The Serviceable Obtainable Market (SOM) represents the realistic market share that **COSMIC POWER PRIVATE LIMITED** aims to capture through strategic brand building, direct farm-to-pack sourcing, digital marketing, and expansion across retail, institutional, e-commerce, quick-commerce, and export channels. By continuously strengthening the Golden Deer brand and expanding its product portfolio, the company seeks to establish a sustainable and profitable presence in India's rapidly growing healthy FMCG market while gradually increasing its share in international markets.

| Market Type | Description                                                                                                                           | Value                                  |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>TAM</b>  | Global healthy snacks, premium packaged foods, clean-label FMCG, dry fruits, wellness foods, and roasted makhana market.              | <b>USD 110–120 Billion</b>             |
| <b>SAM</b>  | Indian healthy snacks and premium packaged food market served through retail, e-commerce, quick-commerce, and institutional channels. | <b>₹8,000–10,000 Crore</b>             |
| <b>SOM</b>  | Realistic market share targeted by COSMIC POWER PRIVATE LIMITED through the Golden Deer brand over the next 5–7 years.                | <b>USD 100–150 Million (5–7 Years)</b> |

## Export Potential

**COSMIC POWER PRIVATE LIMITED** is well-positioned to expand into international markets by offering premium-quality, naturally sourced, and clean-label food products under its flagship brand, Golden Deer. With increasing global demand for healthy snacks, roasted makhana, organic foods, and value-added wellness products, the company aims to establish a strong presence in export markets through superior product quality, hygienic processing, and international food safety standards.

The growing popularity of Indian superfoods and plant-based nutrition across North America, Europe, the Middle East, Southeast Asia, and other international regions presents significant opportunities for the company. By leveraging its direct farm-to-pack sourcing model, premium packaging, consistent quality, and sustainable supply chain, **COSMIC POWER PRIVATE LIMITED** can build long-term partnerships with international distributors, retail chains, importers, and institutional buyers.

The company plans to strengthen its export capabilities by obtaining global quality certifications, expanding production capacity, enhancing product innovation, and developing an efficient international distribution network. Through strategic collaborations, continuous brand development, and customer-focused innovation, **COSMIC POWER PRIVATE LIMITED** aims to establish Golden Deer as a globally recognized premium healthy food brand while generating sustainable export revenue and long-term business growth.

## Key Growth Factors Contributing to Expansion

- Increasing consumer awareness regarding healthy eating, nutrition, and clean-label food products.
- Rising demand for premium healthy snacks, roasted makhana, dry fruits, and wellness foods.
- Rapid growth of supermarkets, modern retail, e-commerce, and quick-commerce platforms.
- Government support for food processing, agricultural value addition, and export promotion.
- Expansion of domestic and international markets for premium Indian healthy food products.

## Target Market Demographic

**COSMIC POWER PRIVATE LIMITED** primarily targets health-conscious consumers, urban families, working professionals, fitness enthusiasts, modern retailers, institutional buyers, and international customers seeking premium-quality, naturally sourced, and nutritious food products. Through its Golden Deer brand, the company focuses on delivering clean-label products that cater to changing consumer lifestyles while expanding its presence across retail, digital commerce, and export markets.

## Demographic Segments

- **Health-Conscious Families** : Families looking for nutritious, preservative-free, and premium food products for daily consumption.
- **Urban Working Professionals** : Busy consumers seeking convenient, healthy snacks and ready-to-consume premium food products.
- **Fitness & Wellness Community** : Gym-goers, athletes, diet-conscious individuals, and wellness enthusiasts preferring protein-rich and natural foods such as roasted makhana.

## Key Target Segments

**COSMIC POWER PRIVATE LIMITED** focuses on clearly defined customer segments seeking premium-quality, healthy, and naturally sourced food products. Through its flagship brand Golden Deer, the company serves consumers who value nutrition, clean-label ingredients, superior quality, and convenient healthy snacking solutions.

- **Health-Conscious Families** : Families looking for nutritious, preservative-free, and premium food products for daily consumption.
- **Urban Working Professionals** : Busy professionals seeking convenient, wholesome, and healthy snacks that support active lifestyles.
- **Fitness & Wellness Community** : Gym-goers, athletes, and wellness enthusiasts preferring protein-rich, natural, and clean-label food products.

## Competitive Edge

**COSMIC POWER PRIVATE LIMITED** differentiates itself through its direct farm-to-pack sourcing model, premium-quality raw materials, hygienic processing, and commitment to delivering clean-label food products. By maintaining strict quality control, complete product traceability, premium packaging, and responsible sourcing practices, the company consistently delivers products that combine superior nutrition, authentic taste, and customer trust.

The company's competitive advantage is further strengthened by its diversified product portfolio, strong farmer partnerships, customer-centric approach, and expanding multi-channel distribution network across retail, e-commerce, quick-commerce, institutional sales, and export markets. Continuous product innovation and sustainable business practices enable the company to respond effectively to evolving consumer preferences.

With a strong focus on quality, operational excellence, brand development, and long-term customer relationships, **COSMIC POWER PRIVATE LIMITED** is well-positioned to establish Golden Deer as one of India's leading premium healthy food brands while achieving sustainable domestic and international growth.

## Key Competitive Advantages

- **Direct Farm-to-Pack Sourcing** : Strong partnerships with trusted farmers ensure premium-quality raw materials, complete traceability, consistent supply, and better value across the agricultural supply chain.
- **Premium Clean-Label Products** : Naturally sourced, preservative-free food products manufactured through hygienic processing and stringent quality control to deliver superior nutrition, taste, and food safety.
- **Diversified Healthy Product Portfolio** : A growing range of premium roasted makhana, dry fruits, organic staples, wellness beverages, and other healthy FMCG products catering to evolving consumer preferences.
- **Scalable Multi-Channel Distribution Network** : Strong presence across supermarkets, premium retail stores, e-commerce, quick-commerce platforms, institutional sales, and export markets, ensuring wider market reach and sustainable growth.

## Competitive Analysis

The healthy food and premium FMCG industry is becoming increasingly competitive due to rising consumer awareness, growing demand for nutritious snacks, and the entry of numerous domestic and international brands. Consumers today expect products that combine superior quality, authentic taste, clean-label ingredients, food safety, and nutritional value, creating opportunities for companies capable of consistently delivering premium products with strong brand credibility.

**COSMIC POWER PRIVATE LIMITED** differentiates itself through its direct farm-to-pack sourcing model, premium-quality raw materials, hygienic manufacturing processes, strict quality assurance, and customer-centric business approach. The company's focus on naturally sourced, preservative-free products enables it to build lasting consumer trust while maintaining consistent product quality.

With continuous product innovation, sustainable sourcing practices, premium packaging, expanding distribution channels, and a diversified healthy food portfolio, **COSMIC POWER PRIVATE LIMITED** is well-positioned to strengthen the Golden Deer brand, expand across domestic and international markets, and achieve sustainable long-term growth in the premium healthy FMCG industry.

## Strategic Insights

**COSMIC POWER PRIVATE LIMITED** operates in the rapidly expanding healthy food and premium FMCG industry, where increasing consumer awareness, demand for clean-label products, and preference for nutritious foods are driving sustained market growth. The company has positioned itself as a premium healthy food brand through its Golden Deer product portfolio, direct farm-to-pack sourcing model, responsible procurement practices, and commitment to delivering superior quality, nutrition, and food safety.

The company's strategy is centered on strengthening its product portfolio, expanding its domestic and international market presence, building long-term farmer partnerships, and leveraging modern manufacturing and distribution systems. By focusing on product innovation, premium packaging, sustainable sourcing, and customer satisfaction, **COSMIC POWER PRIVATE LIMITED** aims to create a scalable business capable of delivering consistent growth and long-term value.

## Key Strategic Insights

- **Premium Healthy Food Positioning** : Delivering clean-label, naturally sourced, and nutritious food products that meet the growing demand for healthier lifestyle choices.
- **Direct Farm-to-Pack Supply Chain** : Building strong partnerships with farmers to ensure premium-quality raw materials, complete traceability, sustainable sourcing, and consistent product quality.
- **Scalable Multi-Channel Distribution** : Expanding through supermarkets, premium retail stores, e-commerce, quick-commerce platforms, institutional buyers, and export markets to maximize product accessibility.
- **Continuous Product Innovation** : Developing new healthy food products, flavors, and value-added offerings to meet changing consumer preferences and strengthen the Golden Deer brand.
- **Customer-Centric Growth Strategy** : Focusing on quality, food safety, transparency, premium packaging, and exceptional customer experience to build long-term brand loyalty.
- **Sustainable Business Expansion** : Enhancing manufacturing capabilities, operational efficiency, digital marketing, and strategic partnerships to drive profitable and sustainable long-term growth in domestic and global markets.

## SWOT Analysis

### Strengths

- Premium Golden Deer brand offering healthy, clean-label, and naturally sourced food products with strong consumer appeal.
- Direct farm-to-pack sourcing model ensuring premium raw materials, complete traceability, consistent quality, and sustainable farmer partnerships.
- Diversified portfolio including roasted makhana, dry fruits, organic staples, wellness beverages, and other premium FMCG products.
- Robust quality control, hygienic processing, premium packaging, and expanding multi-channel distribution across retail, e-commerce, quick-commerce, and export markets.

### Weaknesses

- Emerging brand competing with well-established national and international FMCG companies.
- High dependence on agricultural raw material availability and seasonal price fluctuations.
- Significant investment required for brand awareness, manufacturing expansion, marketing, and distribution network development.

### Opportunities

- Rising consumer demand for healthy snacks, clean-label products, and premium nutritious food.
- Rapid expansion of supermarkets, modern retail, e-commerce, and quick-commerce platforms.
- Growing export opportunities for premium Indian healthy food products in international markets.
- Increasing government support for food processing, agricultural value addition, and sustainable farming initiatives.

### Threats

- Intense competition from established FMCG brands and new healthy food startups.
- Fluctuations in raw material prices, transportation costs, and supply chain disruptions.
- Changing consumer preferences requiring continuous product innovation and portfolio expansion.
- Evolving food safety regulations, quality compliance requirements, and increasing operational costs affecting profitability.

# PROBLEM STATEMENT

## Problem Statement

The healthy food and premium FMCG industry faces several challenges in delivering high-quality, nutritious, and clean-label food products while maintaining affordability, consistency, and consumer trust. Consumers increasingly demand preservative-free, naturally sourced, and healthy food options; however, many products available in the market contain artificial additives, inconsistent quality, and limited transparency regarding sourcing and processing. In addition, fragmented agricultural supply chains, fluctuating raw material availability, and varying food safety standards create significant operational challenges for manufacturers.

Furthermore, rising competition, changing consumer preferences, increasing distribution costs, and the need for continuous product innovation require companies to adopt efficient sourcing models, modern manufacturing practices, and scalable distribution networks. Traditional supply chains often involve multiple intermediaries, resulting in inconsistent product quality, higher procurement costs, reduced farmer profitability, and limited traceability. These industry challenges highlight the growing need for a sustainable, transparent, and quality-driven healthy food ecosystem.

## Why Do These Issues Matter?

- **Inconsistent Product Quality** : Variations in sourcing, processing, and quality standards reduce consumer confidence and negatively impact brand loyalty.
- **Limited Availability of Truly Clean-Label Products** : Many packaged foods contain preservatives, artificial ingredients, and excessive processing, making it difficult for consumers to find genuinely healthy alternatives.
- **Fragmented Agricultural Supply Chain** : Multiple intermediaries reduce farmer earnings, increase procurement costs, and affect raw material consistency and traceability.
- **Growing Demand for Healthy Foods** : Rising health awareness and changing lifestyles require manufacturers to continuously develop nutritious, premium-quality, and innovative food products.

# SOLUTION STATEMENT

## Solution Statement

**COSMIC POWER PRIVATE LIMITED** addresses the challenges of the healthy food and premium FMCG industry by delivering premium-quality, naturally sourced, and clean-label food products through its flagship brand, Golden Deer. The company follows a direct farm-to-pack sourcing model that ensures complete traceability, superior raw material quality, hygienic processing, and sustainable farmer partnerships. By combining responsible sourcing, modern manufacturing practices, stringent quality control, and premium packaging, the company consistently delivers nutritious products that meet evolving consumer expectations for health, safety, and authenticity.

The company's integrated business model is designed to strengthen product quality, operational efficiency, customer satisfaction, and long-term sustainability. Through continuous product innovation, an expanding healthy food portfolio, efficient supply chain management, and a robust multi-channel distribution network across retail, e-commerce, quick-commerce, institutional, and export markets, **COSMIC POWER PRIVATE LIMITED** is building a scalable healthy food ecosystem that creates value for consumers, farmers, business partners, and stakeholders.

## Why Does This Solution Matter?

- **Ensures Premium Product Quality** : Delivers naturally sourced, preservative-free, and hygienically processed food products with consistent quality, superior taste, and complete traceability.
- **Strengthens Sustainable Sourcing** : Direct partnerships with trusted farmers improve raw material quality, enhance supply chain transparency, and create better value for farming communities.
- **Promotes Healthier Lifestyles** : Offers nutritious, clean-label food products that support the growing consumer demand for healthy and convenient everyday nutrition.
- **Expands Market Accessibility** : Reaches customers through supermarkets, premium retail stores, e-commerce platforms, quick-commerce channels, institutional sales, and export markets.
- **Improves Operational Efficiency** : Integrates efficient procurement, modern processing, quality assurance, inventory management, and distribution systems to ensure reliable product availability.

# BUSINESS MODEL

## Revenue Model

**COSMIC POWER PRIVATE LIMITED** operates through a diversified FMCG business model focused on manufacturing and marketing premium healthy food products under its flagship brand, Golden Deer. The company generates revenue through direct product sales, modern retail distribution, e-commerce and quick-commerce platforms, institutional and bulk orders, and export business. By combining premium product quality, direct farm-to-pack sourcing, strong brand positioning, and an expanding distribution network, the company creates multiple sustainable revenue streams while strengthening its presence in domestic and international markets.

The company's revenue strategy is built around continuous product innovation, expansion of its healthy food portfolio, strategic distribution partnerships, digital commerce, and export growth. Through efficient manufacturing, premium packaging, responsible sourcing, and customer-focused marketing initiatives, **COSMIC POWER PRIVATE LIMITED** aims to establish recurring revenue, increase market share, and achieve sustainable long-term business growth.

## Key Revenue Streams

- **Direct Product Sales** : Revenue generated through the sale of premium roasted makhana, dry fruits, organic staples, wellness beverages, and other healthy FMCG products.
- **Retail & Modern Trade Sales** : Revenue from supermarkets, hypermarkets, premium retail outlets, and organized retail chains across domestic markets.
- **E-commerce & Quick-Commerce** : Sales through online marketplaces, company website, and quick-commerce platforms providing nationwide product accessibility.
- **Institutional & Bulk Orders** : Revenue generated from hotels, restaurants, corporate organizations, healthcare institutions, distributors, wholesalers, and other bulk purchasers.
- **Export Business** : Revenue from international distributors, importers, overseas retailers, and strategic export partnerships for premium Indian healthy food products.
- **New Product Launches** : Additional revenue through continuous expansion of the Golden Deer product portfolio with innovative healthy snacks and value-added food products.

## Key Activities

**COSMIC POWER PRIVATE LIMITED** carries out key business activities focused on sourcing, processing, packaging, marketing, and distributing premium healthy food products under its flagship brand, Golden Deer. The company specializes in premium roasted makhana while continuously expanding its portfolio with dry fruits, organic staples, wellness beverages, and other clean-label FMCG products. Key activities include direct farm procurement, quality assurance, hygienic processing, product innovation, premium packaging, inventory management, brand promotion, and multi-channel distribution. Through these integrated operations, the company delivers high-quality, nutritious, and naturally sourced food products while strengthening customer trust and long-term business growth.

## Key Resources

**COSMIC POWER PRIVATE LIMITED** relies on a strong foundation of strategic resources to support sustainable business growth and operational excellence. Core resources include trusted farmer partnerships, premium agricultural raw materials, modern processing and packaging facilities, quality control systems, skilled workforce, efficient warehousing and logistics infrastructure, product development capabilities, premium brand identity, and an expanding retail and digital distribution network. These resources enable the company to maintain consistent product quality, improve operational efficiency, support innovation, and strengthen its position in the healthy FMCG market.

## Key Partnerships

**COSMIC POWER PRIVATE LIMITED** builds strategic partnerships with trusted farmers, agricultural producer organizations, raw material suppliers, packaging solution providers, logistics partners, supermarkets, premium retail chains, e-commerce and quick-commerce platforms, institutional buyers, distributors, wholesalers, export partners, and food certification agencies. These collaborations enable the company to strengthen its supply chain, expand market reach, ensure consistent product availability, support product innovation, and accelerate sustainable domestic and international business growth.

## Value Proposition: What Makes Us Unique?

**COSMIC POWER PRIVATE LIMITED** stands out as a premium healthy FMCG company committed to delivering naturally sourced, clean-label, and nutritious food products under its flagship brand, Golden Deer. The company combines direct farm-to-pack sourcing, stringent quality control, hygienic processing, premium packaging, and sustainable sourcing practices to provide consumers with food products that offer superior taste, nutrition, and complete transparency. By focusing on product quality, customer satisfaction, innovation, and responsible business practices, the company creates long-term value for consumers, farmers, distributors, and business partners.

The organization's success is driven by its commitment to premium quality, continuous product innovation, efficient supply chain management, and a scalable multi-channel distribution network. Through strategic farmer partnerships, modern manufacturing processes, and an expanding healthy food portfolio, **COSMIC POWER PRIVATE LIMITED** delivers reliable, nutritious, and value-added food products that meet the evolving needs of health-conscious consumers in domestic and international markets.

## Unique Value Propositions

**Direct Farm-to-Pack Sourcing** : Procuring premium-quality raw materials directly from trusted farmers to ensure freshness, traceability, superior quality, and sustainable value creation.

**Premium Clean-Label Products** : Delivering naturally sourced, preservative-free, hygienically processed food products with exceptional nutrition, authentic taste, and uncompromising food safety.

**Diversified Healthy Product Portfolio** : Offering premium roasted makhana, dry fruits, organic staples, wellness beverages, and other nutritious FMCG products designed for modern healthy lifestyles.

**Quality, Innovation & Sustainable Growth** : Combining advanced manufacturing practices, continuous product innovation, premium packaging, responsible sourcing, and customer-centric strategies to build a trusted healthy food brand with long-term growth potential.

| Unique Value Proposition                     | Description                                                                                                                      |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Direct Farm-to-Pack Sourcing</b>          | Ensures premium-quality raw materials, complete traceability, and better value through direct partnerships with trusted farmers. |
| <b>Premium Clean-Label Products</b>          | Delivers naturally sourced, preservative-free food products with superior quality, nutrition, and food safety.                   |
| <b>Diversified Healthy Product Portfolio</b> | Offers roasted makhana, dry fruits, organic staples, wellness beverages, and other premium healthy FMCG products.                |
| <b>Multi-Channel Market Presence</b>         | Expands through retail, e-commerce, quick-commerce, institutional sales, and export markets for wider customer reach.            |

# MARKETING & SALES STRATEGY

**COSMIC POWER PRIVATE LIMITED** follows a customer-centric innovation strategy focused on delivering premium-quality, healthy, and clean-label food products through its flagship brand, Golden Deer. The company continuously enhances its product portfolio by introducing nutritious food options, improving processing technologies, adopting premium packaging solutions, and strengthening sustainable sourcing practices. Through direct farmer partnerships, strict quality control, responsible procurement, and modern manufacturing processes, the company creates innovative products that meet evolving consumer preferences and support long-term business growth.

The company also focuses on expanding its market presence through strategic retail partnerships, digital commerce, export opportunities, and continuous brand development. By investing in product innovation, operational excellence, and efficient supply chain management, **COSMIC POWER PRIVATE LIMITED** aims to strengthen customer trust, increase market share, and establish Golden Deer as a leading premium healthy food brand across domestic and international markets.

## Brand Message

**COSMIC POWER PRIVATE LIMITED** represents purity, nutrition, quality, and sustainability through its premium healthy food brand, Golden Deer. The company is committed to delivering naturally sourced, clean-label, and nutritious food products that promote healthier lifestyles while supporting farming communities and sustainable agricultural practices.

Built on the principles of trust, innovation, responsible sourcing, and uncompromising quality, **COSMIC POWER PRIVATE LIMITED** continuously strives to exceed customer expectations through premium products, hygienic processing, and exceptional service. By combining superior nutrition, authentic taste, and sustainable business practices, the company is creating a trusted healthy food brand that delivers long-term value to consumers, business partners, farmers, and stakeholders while expanding its presence in domestic and international markets.

## Promotion & Advertising Plans

**COSMIC POWER PRIVATE LIMITED** adopts a customer-centric marketing strategy focused on building the Golden Deer brand as a trusted name in premium healthy food products. The company promotes its products through digital marketing, social media campaigns, influencer collaborations, content marketing, search engine optimization (SEO), and performance advertising to increase brand visibility and customer engagement. Marketing initiatives also include participation in food exhibitions, trade fairs, retail activation programs, sampling campaigns, and strategic partnerships with distributors and retailers to strengthen market presence.

The company plans to accelerate business growth through multi-channel promotional activities, including e-commerce campaigns, quick-commerce promotions, institutional marketing, regional branding initiatives, and export-focused business development. By leveraging digital commerce, premium packaging, consumer education, and targeted promotional strategies, **COSMIC POWER PRIVATE LIMITED** aims to increase brand awareness, expand its customer base, strengthen consumer trust, and achieve sustainable long-term growth across domestic and international markets.

## Distribution Channel

| Channel                                          | Purpose                                                                                         |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>Supermarkets &amp; Modern Retail</b>          | Make Golden Deer products easily accessible through organized retail chains and premium stores. |
| <b>E-commerce &amp; Quick-Commerce Platforms</b> | Reach customers nationwide through online marketplaces and rapid delivery platforms.            |
| <b>Distributors &amp; Wholesalers</b>            | Expand market coverage by supplying products to regional retailers and local markets.           |

## Customer Acquisition & Retention Strategies

**COSMIC POWER PRIVATE LIMITED** follows a customer-focused growth strategy aimed at expanding the Golden Deer brand across domestic and international markets. The company acquires customers through supermarkets, premium retail outlets, e-commerce platforms, quick-commerce channels, distributors, wholesalers, institutional buyers, and export partners. Digital marketing, influencer collaborations, product sampling, trade exhibitions, retail promotions, and strategic business partnerships help strengthen brand visibility and accelerate customer acquisition.

### Customer Acquisition

The company acquires customers through integrated online and offline marketing initiatives, including digital advertising, social media campaigns, search engine optimization (SEO), influencer marketing, e-commerce promotions, retail activations, food exhibitions, distributor partnerships, institutional sales, and export business development. These initiatives strengthen brand awareness, expand market reach, and drive consistent sales growth.

Business development is further supported through strategic collaborations with supermarkets, modern retail chains, wholesalers, quick-commerce platforms, corporate buyers, hotels, restaurants, healthcare institutions, and international distributors. These partnerships enable **COSMIC POWER PRIVATE LIMITED** to increase product availability and strengthen the market presence of the Golden Deer brand.

### Customer Retention

Customer retention is driven by delivering premium-quality, clean-label, and naturally sourced food products with consistent taste, nutrition, and food safety. The company focuses on maintaining high product standards, introducing innovative healthy food products, ensuring timely product availability, and providing responsive customer support to build long-term customer trust and satisfaction.

Through continuous customer engagement, loyalty-building initiatives, regular product improvements, quality assurance, and strong after-sales service, **COSMIC POWER PRIVATE LIMITED** enhances customer experience and encourages repeat purchases. This customer-centric approach strengthens brand loyalty, improves retention rates, and supports sustainable long-term business growth.

# OPERATIONAL PLAN

## Business Location and Facilities

**COSMIC POWER PRIVATE LIMITED** operates as a premium FMCG company focused on manufacturing and marketing healthy, naturally sourced, and clean-label food products under its flagship brand, Golden Deer. The company leverages a direct farm-to-pack sourcing model, modern food processing infrastructure, stringent quality control systems, premium packaging facilities, and an efficient supply chain to ensure consistent product quality and customer satisfaction. Its operational capabilities support procurement, hygienic processing, inventory management, warehousing, distribution, and product innovation, enabling sustainable business growth.

The company emphasizes operational excellence through responsible sourcing, advanced processing techniques, food safety compliance, and an expanding multi-channel distribution network. By continuously strengthening manufacturing capabilities, farmer partnerships, logistics, and retail presence, **COSMIC POWER PRIVATE LIMITED** is well-positioned to meet growing domestic and international demand while maintaining high standards of quality, nutrition, and reliability.

## Headquarters

- **COSMIC POWER PRIVATE LIMITED** operates from its registered office, which serves as the central hub for business management, strategic planning, procurement, finance, marketing, customer support, product development, and operational coordination.
- The headquarters oversees sourcing operations, manufacturing coordination, quality assurance, inventory management, logistics, distribution planning, sales operations, digital commerce, export development, and overall business administration to ensure efficient execution across all business functions.

### Registered Address:

C/o 1639, Ganga Chak, Malkana, Gangachak, Masaurhi, Patna, Bihar, India, 804452.

## Integrated Facilities

**COSMIC POWER PRIVATE LIMITED** has developed an integrated operational ecosystem that supports the sourcing, processing, packaging, storage, and distribution of premium healthy food products under its flagship brand, Golden Deer. The company's facilities include direct farmer procurement, hygienic food processing, quality testing, premium packaging, inventory management, warehousing, and efficient logistics operations. These integrated capabilities ensure consistent product quality, food safety, timely deliveries, and complete traceability across the supply chain.

The company's infrastructure is designed to support sustainable business growth through responsible sourcing, modern processing techniques, stringent quality control, efficient warehouse management, and a robust multi-channel distribution network. By continuously strengthening its operational capabilities, **COSMIC POWER PRIVATE LIMITED** ensures reliable product availability, customer satisfaction, and long-term competitiveness in the healthy FMCG industry.

## Technology & Tools Required

**COSMIC POWER PRIVATE LIMITED** utilizes modern food processing equipment and digital business solutions to maintain operational efficiency, product consistency, and food safety. Key technologies include automated cleaning and grading systems, roasting and seasoning equipment, hygienic packaging machines, quality testing instruments, inventory and warehouse management software, barcode and batch traceability systems, logistics management tools, and enterprise resource planning (ERP) software for business operations.

The company also leverages digital marketing platforms, e-commerce management systems, customer relationship management (CRM) tools, sales analytics, and supply chain monitoring solutions to strengthen operational performance and enhance customer experience. These technologies enable **COSMIC POWER PRIVATE LIMITED** to optimize production, improve quality assurance, streamline distribution, and support the scalable growth of the Golden Deer brand across domestic and international markets.

## Key Technologies & Tools

- **Modern Food Processing Equipment** : Automated cleaning, grading, roasting, seasoning, and hygienic packaging systems to ensure consistent product quality and food safety.
- **Quality Control & Food Safety Systems** : Advanced quality testing equipment, batch traceability, laboratory testing, and compliance systems to maintain premium product standards.
- **Inventory & Warehouse Management** : Digital inventory tracking, warehouse management software, barcode systems, and logistics monitoring for efficient stock control and timely deliveries.
- **Digital Business & Marketing Platforms** : ERP, CRM, e-commerce management systems, sales analytics, digital marketing tools, and customer engagement platforms to support business growth.

## Operational Processes

**COSMIC POWER PRIVATE LIMITED** follows a structured and quality-driven operational process designed to deliver premium healthy food products with consistency, safety, and efficiency. Operations begin with the procurement of high-quality raw materials directly from trusted farmers, followed by cleaning, grading, hygienic processing, roasting, seasoning, quality inspection, premium packaging, warehousing, and distribution. Every stage is monitored through strict quality assurance protocols to ensure superior taste, nutrition, and food safety.

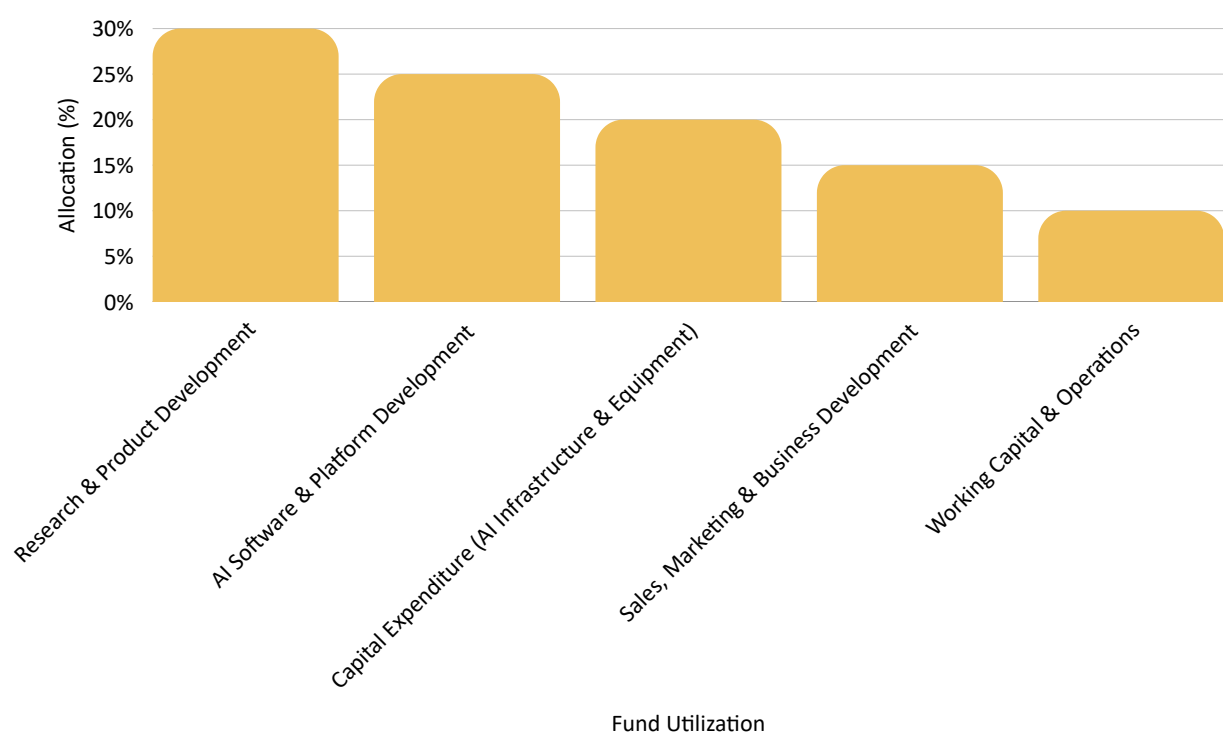
## Key Operational Processes

- **Raw Material Procurement & Quality Inspection** : Source premium agricultural produce directly from trusted farmers and conduct rigorous quality checks before production.
- **Processing & Manufacturing** : Perform cleaning, grading, roasting, seasoning, hygienic processing, and premium packaging using modern food processing technologies.
- **Quality Assurance & Compliance** : Ensure food safety through continuous quality testing, standardized manufacturing practices, and regulatory compliance.
- **Warehousing & Inventory Management** : Maintain organized storage, inventory control, and efficient stock management to ensure uninterrupted product availability.

# FINANCIAL PLAN

Fund Utilization Table:

| Fund Utilization                                    | Allocation (%) |
|-----------------------------------------------------|----------------|
| Research & Product Development                      | 30%            |
| AI Software & Platform Development                  | 25%            |
| Capital Expenditure (AI Infrastructure & Equipment) | 20%            |
| Sales, Marketing & Business Development             | 15%            |
| Working Capital & Operations                        | 10%            |



## Cash Flow Statement:

| CashFlow Statement                      |       |                   |                   |                    |                    |                    |
|-----------------------------------------|-------|-------------------|-------------------|--------------------|--------------------|--------------------|
| Particulars                             | Notes | 2026              | 2027              | 2028               | 2029               | 2030               |
| Cash from Operations                    |       |                   |                   |                    |                    |                    |
| EBIT                                    |       | 4,34,320          | 56,32,098         | 74,10,384          | 1,21,95,313        | 2,00,91,396        |
| Change in Working Capital               |       | -5,76,158         | -17,91,183        | -10,23,731         | -17,95,518         | -27,54,808         |
| Depreciation                            |       | 5,10,000          | 4,51,000          | 4,29,500           | 4,61,430           | 5,53,191           |
| Interest                                |       | -                 | -                 | -                  | -                  | -                  |
| Tax                                     |       | 1,12,923          | 14,64,345         | 19,26,700          | 31,70,782          | 52,23,763          |
| <b>CashFlow from Operating Activity</b> |       | <b>14,07,555</b>  | <b>64,09,935</b>  | <b>69,36,915</b>   | <b>1,12,81,480</b> | <b>1,81,75,632</b> |
| Cash from Finance                       |       |                   |                   |                    |                    |                    |
| Long-Term Debt                          |       | -                 | -                 | -                  | -                  | -                  |
| Unsecured Debt                          |       | -                 | -                 | -                  | -                  | -                  |
| Share Capital                           |       | 1,00,000          | -                 | -                  | -                  | -                  |
| Share Premium                           |       | -                 | -                 | -                  | -                  | -                  |
| <b>CashFlow from Financing Activity</b> |       | <b>1,00,000</b>   | <b>-</b>          | <b>-</b>           | <b>-</b>           | <b>-</b>           |
| Cash from Investment                    |       |                   |                   |                    |                    |                    |
| Investment in PPE                       |       | 47,00,000         | -                 | -                  | -                  | -                  |
| <b>CashFlow from Investing Activity</b> |       | <b>-47,00,000</b> | <b>-</b>          | <b>-</b>           | <b>-</b>           | <b>-</b>           |
| <b>Total CashFlows</b>                  |       | <b>-31,92,445</b> | <b>64,09,935</b>  | <b>69,36,915</b>   | <b>1,12,81,480</b> | <b>1,81,75,632</b> |
| <b>Opening</b>                          |       | <b>-</b>          | <b>-31,92,445</b> | <b>32,17,489</b>   | <b>1,01,54,404</b> | <b>2,14,35,885</b> |
| <b>Closing CashFlows</b>                |       | <b>-31,92,445</b> | <b>32,17,489</b>  | <b>1,01,54,404</b> | <b>2,14,35,885</b> | <b>3,96,11,517</b> |

## CAPEX Summary:

| Capital Expenditure                             |           |                  |                  |                  |                  |                  |
|-------------------------------------------------|-----------|------------------|------------------|------------------|------------------|------------------|
| Particulars                                     | Unit Cost | 2026             | 2027             | 2028             | 2029             | 2030             |
| Makhana Roasting & Seasoning Machine            | 15,00,000 | 1                | 1                | 1                | 1                | 0                |
| Automatic Nitrogen Packaging Machine            | 15,00,000 | 1                | 1                | 1                | 0                | 1                |
| Quality Control & Food Testing Equipment        | 3,00,000  | 1                | 0                | 1                | 0                | 0                |
| Cold Storage & Warehouse Racking Infrastructure | 6,00,000  | 1                | 1                | 1                | 1                | 1                |
| Material Handling Equipment (Pallet Truck)      | 2,00,000  | 2                | 1                | 1                | 1                | 1                |
| Office IT Infrastructure & ERP System           | 4,00,000  | 1                | 1                | 0                | 1                | 0                |
| <b>Total Investments</b>                        |           | <b>47,00,000</b> | <b>42,00,000</b> | <b>41,00,000</b> | <b>27,00,000</b> | <b>23,00,000</b> |
| <b>Additions</b>                                |           | <b>47,00,000</b> | <b>-</b>         | <b>-</b>         | <b>-</b>         | <b>-</b>         |
| <b>Opening Block</b>                            |           | <b>-</b>         | <b>41,90,000</b> | <b>37,39,000</b> | <b>33,09,500</b> | <b>28,48,070</b> |
| <b>Depreciation</b>                             |           | <b>5,10,000</b>  | <b>4,51,000</b>  | <b>4,29,500</b>  | <b>4,61,430</b>  | <b>5,53,191</b>  |
| <b>Closing Block</b>                            |           | <b>41,90,000</b> | <b>37,39,000</b> | <b>33,09,500</b> | <b>28,48,070</b> | <b>22,94,879</b> |

## Assumptions

- **Growing Demand for Healthy & Clean-Label Foods** : It is assumed that increasing consumer awareness of health, nutrition, and wellness will continue to drive demand for premium, naturally sourced, and preservative-free food products.
- **Expansion of Retail & Digital Commerce** : The company assumes sustained business growth through supermarkets, modern retail chains, e-commerce platforms, quick-commerce channels, institutional sales, and expanding export opportunities.
- **Increasing Preference for Premium Healthy Snacks** : Rising demand for roasted makhana, dry fruits, organic staples, wellness beverages, and other nutritious FMCG products is expected to support long-term revenue growth and market expansion.
- **Strong Farmer Partnerships & Efficient Supply Chain** : The company assumes that direct farm-to-pack sourcing, responsible procurement, modern processing infrastructure, and strategic partnerships with distributors, retailers, logistics providers, and export partners will strengthen operational efficiency, ensure consistent product quality, and support sustainable business growth.

## Operating Expenses:

| Operating Expenses                       |                  |                    |                    |                    |                    |
|------------------------------------------|------------------|--------------------|--------------------|--------------------|--------------------|
| Particulars                              | 2026             | 2027               | 2028               | 2029               | 2030               |
| Revenue                                  | 1,41,05,000      | 4,02,22,170        | 5,91,52,696        | 8,70,21,563        | 12,80,62,884       |
| Sales & Marketing Expenses               | 14,10,500        | 40,22,217          | 59,15,270          | 87,02,156          | 1,28,06,288        |
| Freight & Distribution Expenses          | 11,28,400        | 32,17,774          | 47,32,216          | 69,61,725          | 1,02,45,031        |
| Warehouse & Storage Expenses             | 16,92,600        | 48,26,660          | 70,98,324          | 1,04,42,588        | 1,53,67,546        |
| Repairs & Maintenance                    | 8,46,300         | 24,13,330          | 35,49,162          | 52,21,294          | 76,83,773          |
| Utilities & Factory Overheads            | 14,10,500        | 40,22,217          | 59,15,270          | 87,02,156          | 1,28,06,288        |
| Administrative & Office Expenses         | 28,21,000        | 80,44,434          | 1,18,30,539        | 1,74,04,313        | 2,56,12,577        |
| Professional, Compliance & Miscellaneous | 2,82,100         | 8,04,443           | 11,83,054          | 17,40,431          | 25,61,258          |
| <b>Total Operating Expenses</b>          | <b>95,91,400</b> | <b>2,73,51,076</b> | <b>4,02,23,834</b> | <b>5,91,74,663</b> | <b>8,70,82,761</b> |

## Assumptions

- **Growing Demand for Defence & Homeland Security Technologies** : It is assumed that increasing investments in Artificial Intelligence (AI), cybersecurity, defence modernization, homeland security, and digital transformation will continue to drive demand for advanced DefenceTech solutions.
- **Business Expansion & Strategic Market Growth** : The company assumes sustained growth through government defence projects, strategic partnerships, technology innovation, and expansion into domestic and international defence and security markets.
- **Increasing Need for AI-Powered Operational Intelligence** : Rising demand for mission planning, predictive maintenance, cybersecurity, geospatial intelligence, drone technologies, and real-time decision support is expected to accelerate platform adoption and long-term revenue growth.
- **Strong Technology & Partnership Ecosystem** : The company assumes that collaborations with defence organizations, government agencies, public sector undertakings (PSUs), OEMs, research institutions, cloud providers, system integrators, and strategic technology partners will strengthen innovation, market reach, and sustainable business growth.

| Depreciation Details                        |                 |                 |                 |                 |                 |
|---------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Particulars                                 | 2026            | 2027            | 2028            | 2029            | 2030            |
| Makhana Roasting & Seasoning Machine        | 15,00,000       | 15,00,000       | 15,00,000       | 15,00,000       | -               |
| Additions                                   | 15,00,000       | -               | -               | -               | -               |
| Opening Block                               | -               | 13,50,000       | 12,15,000       | 10,93,500       | 9,84,150        |
| Depreciation 10.00%                         | 1,50,000        | 1,35,000        | 1,21,500        | 1,09,350        | 98,415          |
| Closing Block                               | 13,50,000       | 12,15,000       | 10,93,500       | 9,84,150        | 8,85,735        |
| Automatic Nitrogen Packaging Machine        | 15,00,000       | 15,00,000       | 15,00,000       | -               | 15,00,000       |
| Additions                                   | 15,00,000       | -               | -               | -               | 15,00,000       |
| Opening Block                               | -               | 13,50,000       | 12,15,000       | 10,93,500       | 9,84,150        |
| Depreciation 10.00%                         | 1,50,000        | 1,35,000        | 1,21,500        | 1,09,350        | 2,48,415        |
| Closing Block                               | 13,50,000       | 12,15,000       | 10,93,500       | 9,84,150        | 22,35,735       |
| Quality Control & Food Testing Equipment    | 3,00,000        | -               | 3,00,000        | -               | -               |
| Additions                                   | 3,00,000        | -               | 3,00,000        | -               | -               |
| Opening Block                               | -               | 2,70,000        | 2,43,000        | 4,88,700        | 4,39,830        |
| Depreciation 10.00%                         | 30,000          | 27,000          | 54,300          | 48,870          | 43,983          |
| Closing Block                               | 2,70,000        | 2,43,000        | 4,88,700        | 4,39,830        | 3,95,847        |
| Cold Storage & Warehouse Racking Infrastr   | 6,00,000        | 6,00,000        | 6,00,000        | 6,00,000        | 6,00,000        |
| Additions                                   | 6,00,000        | -               | -               | -               | -               |
| Opening Block                               | -               | 5,40,000        | 4,86,000        | 4,37,400        | 3,93,660        |
| Depreciation 10.00%                         | 60,000          | 54,000          | 48,600          | 43,740          | 39,366          |
| Closing Block                               | 5,40,000        | 4,86,000        | 4,37,400        | 3,93,660        | 3,54,294        |
| Material Handling Equipment (Pallet Trucks, | 4,00,000        | 2,00,000        | 2,00,000        | 2,00,000        | 2,00,000        |
| Additions                                   | 4,00,000        | -               | -               | -               | -               |
| Opening Block                               | -               | 3,60,000        | 3,24,000        | 2,91,600        | 2,62,440        |
| Depreciation 10.00%                         | 40,000          | 36,000          | 32,400          | 29,160          | 26,244          |
| Closing Block                               | 3,60,000        | 3,24,000        | 2,91,600        | 2,62,440        | 2,36,196        |
| Office IT Infrastructure & ERP System       | 4,00,000        | 4,00,000        | -               | 4,00,000        | -               |
| Additions                                   | 4,00,000        | -               | -               | 4,00,000        | -               |
| Opening Block                               | -               | 3,20,000        | 2,56,000        | 2,04,800        | 4,83,840        |
| Depreciation 20.00%                         | 80,000          | 64,000          | 51,200          | 1,20,960        | 96,768          |
| Closing Block                               | 3,20,000        | 2,56,000        | 2,04,800        | 4,83,840        | 3,87,072        |
| <b>Total Depreciation</b>                   | <b>5,10,000</b> | <b>4,51,000</b> | <b>4,29,500</b> | <b>4,61,430</b> | <b>5,53,191</b> |

# **RISK ANALYSIS AND MITIGATION**

## Market Risks

**COSMIC POWER PRIVATE LIMITED** operates in the highly competitive healthy food and premium FMCG industry, where changing consumer preferences, fluctuations in agricultural raw material prices, evolving food safety regulations, and increasing competition can influence business performance. The company's long-term success depends on maintaining premium product quality, strengthening brand recognition, expanding distribution channels, and continuously innovating its product portfolio. Efficient supply chain management, sustainable sourcing, and customer trust remain critical to achieving consistent growth and long-term profitability.

## Key Market Risks

- **Raw Material Price Risk** : Fluctuations in the prices and availability of agricultural commodities such as makhana, dry fruits, and other raw materials may impact production costs and profit margins.
- **Competitive Market Risk** : Intense competition from established FMCG companies, regional brands, and emerging healthy food startups may affect market share and pricing strategies.
- **Changing Consumer Preferences** : Evolving consumer tastes, dietary trends, and demand for innovative healthy products require continuous product development and portfolio expansion.
- **Supply Chain & Logistics Risk** : Disruptions in procurement, transportation, warehousing, or distribution may affect timely product availability and operational efficiency.
- **Regulatory & Food Safety Risk** : Changes in food safety regulations, packaging standards, labeling requirements, export regulations, and statutory compliance may require operational adjustments and additional investments.
- **Brand & Market Expansion Risk** : Building nationwide brand recognition, expanding distribution networks, and entering new domestic and international markets require sustained investments in marketing, product innovation, and customer engagement.
- **Economic & Consumer Spending Risk** : Inflation, economic slowdowns, and changes in consumer purchasing power may temporarily influence demand for premium healthy food products.

## Financial Risks

**COSMIC POWER PRIVATE LIMITED** may face certain financial risks associated with operating in the premium healthy food and FMCG industry. The company's financial performance depends on maintaining consistent product quality, managing raw material procurement costs, expanding market presence, strengthening distribution channels, and achieving sustained customer demand. Effective financial planning, working capital management, inventory optimization, cost control, and strategic investments are essential to maintain profitability, business continuity, and long-term sustainable growth.

### Key Financial Risks

- **Revenue Growth Risk** : Revenue performance may be influenced by market demand, consumer purchasing behavior, seasonal sales fluctuations, product acceptance, and expansion into new domestic and international markets.
- **Customer Retention & Brand Loyalty Risk** : Long-term revenue depends on maintaining customer trust through consistent product quality, competitive pricing, continuous product innovation, and exceptional customer satisfaction.
- **Raw Material & Procurement Risk** : Fluctuations in the prices and availability of makhana, dry fruits, packaging materials, and other agricultural inputs may impact production costs and overall profit margins.
- **Working Capital Management Risk** : Adequate working capital is required to support raw material procurement, inventory management, manufacturing operations, logistics, marketing activities, and business expansion.
- **Market Competition Risk** : Competition from established FMCG brands and emerging healthy food companies may influence pricing strategies, customer acquisition costs, market share, and overall profitability.

## Operational Risks

**COSMIC POWER PRIVATE LIMITED** may encounter certain operational risks associated with sourcing agricultural raw materials, manufacturing, quality assurance, inventory management, logistics, and product distribution. The company's operational performance depends on maintaining consistent product quality, ensuring uninterrupted raw material availability, optimizing production processes, and managing an efficient supply chain. Effective operational planning, stringent quality control, modern processing infrastructure, and skilled workforce management are essential to support sustainable business growth and customer satisfaction.

### Key Operational Risks

- **Raw Material & Supply Chain Risk** : Fluctuations in the availability and quality of agricultural raw materials or disruptions in procurement and logistics may affect production schedules and timely product delivery.
- **Manufacturing & Quality Risk** : Equipment breakdowns, production delays, or failure to maintain food safety and quality standards may impact operational efficiency and customer confidence.
- **Inventory & Distribution Risk** : Inefficient inventory management, warehousing challenges, or transportation delays may result in stock shortages, increased costs, and delayed market supply.
- **Technology & Process Risk** : Failure of inventory management systems, ERP software, or operational processes may affect production planning, order fulfillment, and business efficiency.

### Regulatory & Compliance Risks

**COSMIC POWER PRIVATE LIMITED** operates in a regulated food manufacturing and FMCG industry where compliance with food safety standards, statutory regulations, packaging norms, labeling requirements, taxation laws, and export guidelines is essential. Maintaining compliance with applicable regulatory authorities ensures product quality, consumer safety, and uninterrupted business operations.

The company continuously monitors changes in food safety regulations, quality certification requirements, environmental standards, and industry guidelines to ensure compliance across all operational activities. Regular quality audits, process improvements, employee training, and documentation help minimize regulatory risks while supporting long-term sustainable growth and business continuity.

## Key Regulatory & Compliance

- **Food Safety & FSSAI Compliance** : Ensuring compliance with FSSAI regulations, food safety standards, hygiene protocols, manufacturing practices, and applicable food processing guidelines to maintain product safety and consumer confidence.
- **Quality Management & Product Compliance** : Maintaining standardized quality control systems, batch traceability, laboratory testing, ingredient verification, packaging standards, and labeling compliance to ensure consistent product quality.
- **Manufacturing & Operational Compliance** : Adhering to statutory requirements related to food processing, workplace safety, environmental protection, waste management, equipment maintenance, and operational best practices.
- **Corporate Governance & Financial Compliance** : Ensuring compliance with the Companies Act, GST regulations, income tax provisions, financial reporting standards, statutory audits, corporate governance requirements, and other applicable legal obligations.
- **Export & International Trade Compliance** : Complying with export documentation, international food safety standards, customs regulations, packaging requirements, product certifications, and destination-country import guidelines for global business operations.
- **Supply Chain & Procurement Compliance** : Maintaining responsible sourcing practices, supplier verification, procurement transparency, inventory traceability, and compliance with agricultural sourcing and supply chain quality standards.
- **Operational Records & Documentation Compliance** : Maintaining accurate production records, procurement documents, inventory registers, quality reports, statutory filings, audit records, and compliance documentation to support business continuity and regulatory requirements.

# **SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY (CSR)**

## Environmental Sustainability

**COSMIC POWER PRIVATE LIMITED** recognizes the importance of sustainable business practices and responsible food manufacturing. The company is committed to minimizing environmental impact by promoting responsible sourcing, efficient resource utilization, hygienic manufacturing processes, and environmentally conscious packaging solutions. Through its direct farm-to-pack sourcing model, the company supports sustainable agricultural practices while ensuring premium-quality products and long-term value creation for farmers, consumers, and stakeholders.

The company continuously focuses on reducing operational waste, optimizing energy and water consumption, improving production efficiency, and adopting eco-friendly business practices across its operations. By integrating sustainable procurement, efficient manufacturing, optimized logistics, and responsible packaging, **COSMIC POWER PRIVATE LIMITED** aims to contribute to environmental conservation while supporting sustainable business growth.

### Key Environmental Sustainability Initiatives

- **Responsible Farm-to-Pack Sourcing** : Building long-term partnerships with farmers who follow sustainable agricultural practices, ensuring quality raw materials while supporting rural livelihoods.
- **Efficient Manufacturing & Resource Utilization** : Optimizing production processes, energy consumption, water usage, and operational efficiency to minimize waste and maximize productivity.
- **Eco-Friendly Packaging Solutions** : Promoting the use of recyclable, food-safe, and environmentally responsible packaging materials to reduce environmental impact.
- **Waste Reduction & Quality Management** : Implementing effective waste management, quality control systems, and process optimization to minimize production losses and improve resource efficiency.
- **Sustainable Supply Chain & Logistics** : Strengthening procurement, warehousing, inventory management, and transportation systems to reduce operational inefficiencies and environmental impact.
- **Continuous Improvement & Green Practices** : Encouraging innovation, responsible business operations, regulatory compliance, and sustainable growth initiatives that support long-term environmental protection and business sustainability.

## Social Responsibility & Community

**COSMIC POWER PRIVATE LIMITED** is committed to promoting healthier lifestyles, supporting sustainable agriculture, and creating long-term value for society through its premium healthy food products under the Golden Deer brand. The company works closely with farming communities by encouraging responsible sourcing practices, improving agricultural value creation, and ensuring fair and transparent partnerships. Through its commitment to quality, nutrition, and sustainability, the company contributes to consumer well-being while supporting rural economic development.

The company also focuses on responsible business operations by maintaining food safety standards, promoting environmentally conscious manufacturing practices, generating employment opportunities, and strengthening local supply chains. By combining innovation, quality, and sustainable growth, **COSMIC POWER PRIVATE LIMITED** aims to create a positive social impact while delivering long-term value to customers, farmers, employees, business partners, and stakeholders.

### Key Areas of Social Responsibility

- **Farmer Empowerment & Rural Development** : Building long-term partnerships with farmers, promoting responsible sourcing, improving agricultural value, and supporting sustainable livelihoods.
- **Employment Generation & Skill Development** : Creating employment opportunities across procurement, manufacturing, quality assurance, logistics, sales, marketing, and business operations while encouraging workforce development.
- **Health, Nutrition & Consumer Well-Being** : Delivering premium-quality, clean-label, and naturally sourced food products that promote healthier lifestyles and improve consumer nutrition.
- **Sustainable Business & Environmental Responsibility** : Encouraging responsible manufacturing, efficient resource utilization, eco-friendly packaging, waste reduction, and sustainable supply chain practices to support long-term environmental and social well-being.

## Long-Term Sustainability Plan

**COSMIC POWER PRIVATE LIMITED** has developed a long-term sustainability strategy focused on becoming a trusted leader in the premium healthy food and clean-label FMCG industry through its flagship brand, Golden Deer. The company emphasizes responsible sourcing, product innovation, operational excellence, sustainable agricultural partnerships, quality-driven manufacturing, and continuous market expansion.

By strengthening its direct farm-to-pack sourcing model, modern processing capabilities, and multi-channel distribution network, the company aims to deliver nutritious, premium-quality food products while creating long-term value for consumers, farmers, business partners, and stakeholders.

The organization plans to expand its customer base, diversify its healthy food portfolio, strengthen strategic partnerships, and enhance domestic and international market presence through retail, e-commerce, quick-commerce, institutional sales, and export opportunities.

Continuous investments in manufacturing infrastructure, premium packaging, digital marketing, supply chain optimization, and product development will enable **COSMIC POWER PRIVATE LIMITED** to improve operational efficiency, strengthen brand recognition, and achieve sustainable long-term growth.

Strategic growth priorities include expanding manufacturing capacity, introducing innovative healthy food products, strengthening quality assurance systems, enhancing distribution capabilities, improving customer engagement, adopting environmentally responsible business practices, and building long-term relationships with farmers, distributors, retailers, and export partners. These initiatives will support consistent business expansion while maintaining the company's commitment to quality, nutrition, sustainability, and customer satisfaction.

# CONCLUSION

**COSMIC POWER PRIVATE LIMITED** represents a forward-looking premium FMCG company committed to delivering healthy, naturally sourced, and clean-label food products through its flagship brand, Golden Deer. The company focuses on providing premium roasted makhana, dry fruits, organic staples, wellness beverages, and other nutritious food products that promote healthier lifestyles while maintaining the highest standards of quality, food safety, and sustainability. Through its direct farm-to-pack sourcing model, modern processing infrastructure, premium packaging, and customer-centric approach, the company consistently delivers products that combine superior nutrition, authentic taste, and long-term consumer trust.

Through strategic farmer partnerships, responsible sourcing, continuous product innovation, and operational excellence, **COSMIC POWER PRIVATE LIMITED** addresses the growing demand for premium healthy food products while supporting sustainable agricultural development and rural livelihoods. By leveraging efficient manufacturing systems, quality assurance processes, digital commerce, and a strong multi-channel distribution network, the company enhances operational efficiency, strengthens brand recognition, and creates long-term value for customers, business partners, and stakeholders.

The company's emphasis on innovation, quality, sustainability, and customer satisfaction establishes a strong foundation for sustainable long-term business growth. Through continuous expansion of its product portfolio, strengthening domestic and international market presence, and adopting environmentally responsible business practices, **COSMIC POWER PRIVATE LIMITED** is committed to becoming one of India's most trusted premium healthy food brands. The company remains dedicated to delivering nutritious products, supporting farming communities, generating employment, creating value for investors, and contributing positively to society through responsible and sustainable business practices.