

# BK ENVIRONMENTAL INNOVATIONS PVT LTD



Presentation by

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Innovator and Chief Promoter

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# BK ENVIRONMENTAL INNOVATIONS PVT LTD



A Company with a mission to provide innovative and *effective* alternatives to growing environmental problems



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## ***EDIBLE CUTLERY***

***an alternative to environmentally detrimental plastic and wood cutlery (spoons/forks/knives/chopsticks)***



**Patent pending**



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# Why Edible Cutlery?

- Plastic contains toxic and even carcinogenic substances - can leach into food
- Plastic cutlery manufacturers – unorganized small units – cost cutting – compromises on hygiene
- Recycling in unhygienic ways
- When discarded adds to plastic garbage
- Chopsticks – wood - felling trees/bamboo – environmental concerns

# Why Edible Cutlery?



- Made of flours – food product – stringent safety norms – Hygiene ensured
- Nutritive content – rich in proteins, fiber, calcium, phosphorous, iron, vitamins
- Low in fat and calories - Healthy
- Single use only – not recyclable – degrades naturally - strong environmental benefit
- Not expensive

# BAKEY'S Use and Eat



**A superior alternative to existing disposable  
cutlery**  
**Hygienic, healthy and environment friendly**



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# Product positioning

Hygiene

Health

Environment



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# MARKET OPPORTUNITIES

- 50 billion per annum of plastic cutlery sales in India
- Growth at 20 – 30%
- Disposable chopsticks in Japan is 24 billion; China is 35 billion
- Edible Cutlery aims to replace these made of environmentally detrimental materials. Hence this size is BAKEY'S market size

# Entry Barriers

Blend – knead – roll – cut – mould – bake - pack

- ✓ First comer
- ✓ Patent
- ✓ Flour combination and kneading process
- ✓ Mould design
- ✓ R&D on designs, shapes to keep up innovativeness of product

# Marketing and Sales Strategies

• Awareness

• Interest

• Test

• Accept

• Adopt (New habit)



- ← Media
- ← Pamphlets/innovative promos
- ← Free samples
- ← Canteens/caterers
- ← Exhibitions/symposia/events
- ← Railways/airlines/tourism
- ← Retail sales through medical shops, departmental stores, etc

# Planned Sales

Time Line	Daily sales	Institutional sales	Retail sales
Month 4	10K	100%	
Month 5	20K	100%	
Month 6	30K	100%	
Month 7	40K	75%	25%
Month 8	50K	60%	40%
Month 9	75K		
Month 10	100K	33%	67%
1 year			
2 year			

**Website**

**E- Selling, Exports**



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# Organization and Personnel

## Shareholding Functional Directors

– **Narayana Peesapaty** – Innovator and Chief Promoter

Research background, innovative

– **Rama Devi Rayapudi** – Chief Executive

Economist

– **Bakshish Mucchal** – Technical support and marketing

From biscuit making family; Mechanical Engineer, MD of Biscuit making machines company.

– **Kantibala Peesapaty** – Media research

Media monitoring experience



# Organization and Personnel

## Nominated Directors

- Prof R.Bhaskar Rao- **Former Technical Director, Britannia Industries, Chairman, Uttam biscuits**
- Mr Tadinada Krishnamurty- **Advisor, Industries, GoAP**
- Dr Veena Shatrugna — **Deputy Director, National Institute of Nutrition (ICMR)**



# Projected Profitability PBDIT

**MRP – Rs 60/ Pk of 50 : Ex-factory price - Rs 35**

Year	Av. daily sales	Sales (Rs Lakhs)	PBDIT (Rs Lakhs)
2006-07	50,000	126	14.85
2007-08	100,000	252	67.69
2008-09	150,000	378	116.00
2009-10	200,000	504	159.22

**Profitability enhances exponentially with introduction of additional products and export markets through adequate investment support**



# Investment

• Plant and machinery	Rs 30 lakhs
• Office furniture	Rs 7 lakhs
• Admn	Rs 7 lakhs
• Promo & Brand building	Rs 50 lakhs
• Working capital (2.5 months)	Rs 56 lakhs
• TOTAL PROJECT COST	Rs 150 lakhs

# Corporate Perspective Plan

Year 1

**Hyderabad market**

Year 2

**National market, preparatory works for export**

Year 3

**Export market development  
Public issue of shares**

Year 4

**Market expansion**



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# Thank You



*Be the change  
you want to see*

**Mahatma Gandhi**



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