



# India's First Healthy Soup-Based Meal QSR Brand

Nutritious, Affordable, Scalable for

Hospitals

Corporates

Education Campuses

Airports

Contact for Franchise 7827719099

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# Company History

SoupX was built, scaled, and funded as a cloud kitchen brand, generating strong revenues but the economics of cloud kitchen model didn't work, prompting a deliberate pivot.

## Traction Metrics

**₹1.05 Cr.**  
Year 1 Revenue

**₹1.98 Cr.**  
Year 2 ARR



**₹7 Lakhs**  
Revenue per outlet



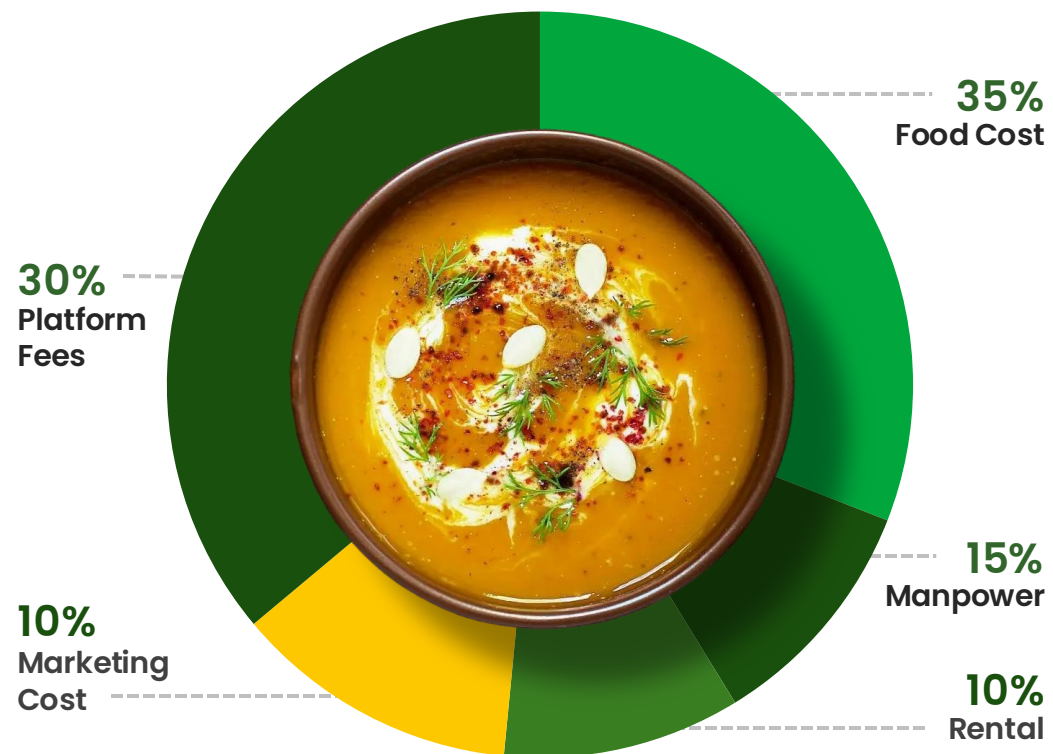
**2,00,000+**  
soups sold, validating repeat product demand



**₹350**  
Average Order Value



## Unit Economics



Leads to 0% EBITDA or Loses

# The Moment That Sparked SoupX

Personal problem that exposed a big gap



## Founder's Story

During a prolonged hospital stay while caring for the Founder's mother, one gap became impossible to ignore.

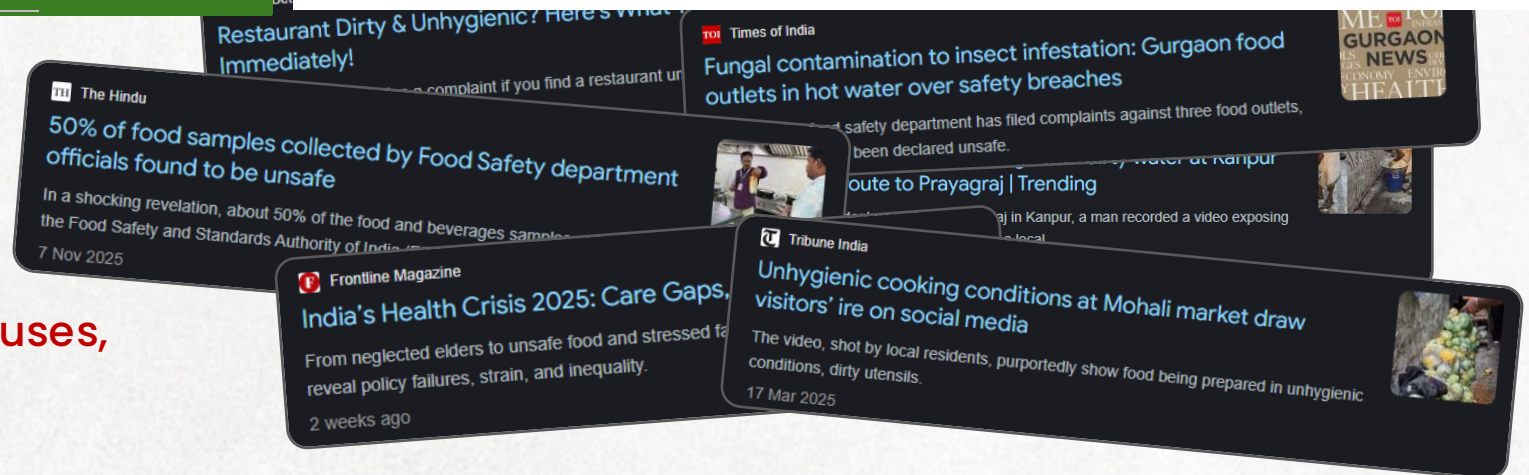
### India's hospitals treat health, but serve unhealthy food.

Doctors on long shifts, OPD patient & attendants staying for days, and families under stress had only one option

- 1 Oily & fried
- 2 Carb-heavy
- 3 Canteen Food

If hospitals exist to heal, why does their food do the opposite?

The same food gap exists across corporate offices and education campuses, places meant for productivity, not junk



# Founder-Led Ground Research

To validate the insight beyond a single hospital experience, the founder personally conducted on-ground research across 50+ locations, including:



## Hospitals

doctors, staff, patient attendants

## Corporate Offices

working professionals, cafeteria operators

## Education Campuses

students, faculty, canteen vendors



Across all institutes, the same pattern emerged



High daily food consumption



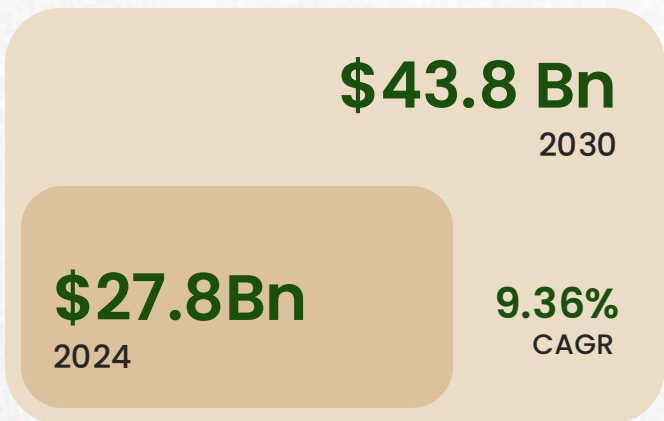
Limited healthy choices



Trade-off between convenience, affordability, and nutrition

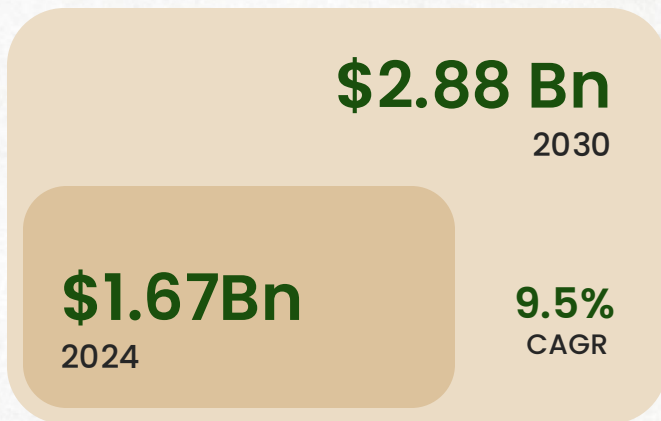
# Market Sizing

## Indian Quick Service Restaurant Market (TAM)



Source: [Mordor Intelligence](#)

## Indian Better For You Snacks Market



Source: [Grand View Research](#)

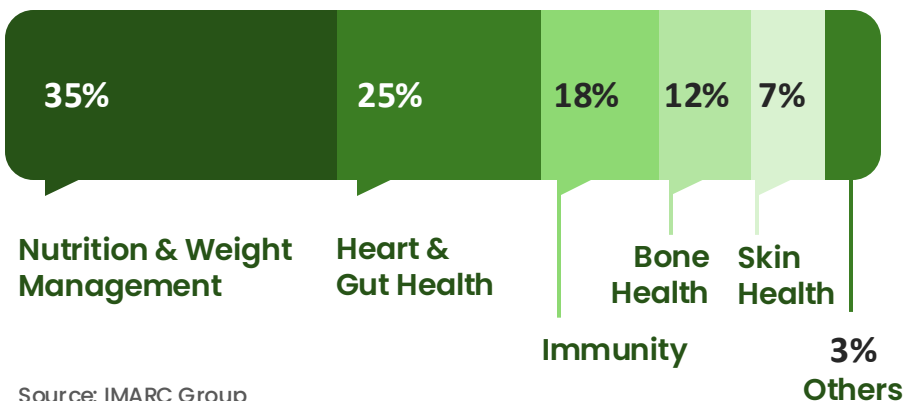
## Healthy & Wellness (H&W) Focused F&B Market



Source: [Worldpanel India](#)

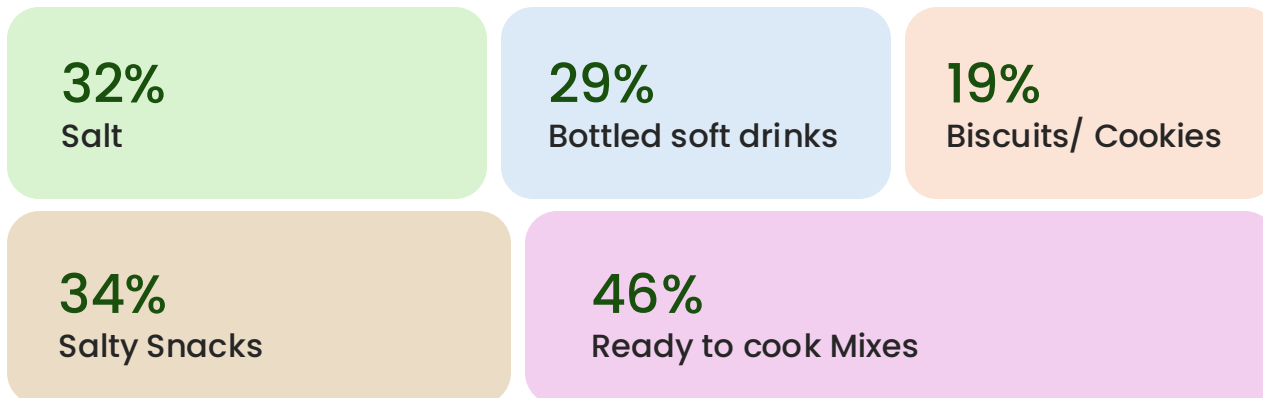
## India Health & Wellness Market

Market Share by Functionality (in %)



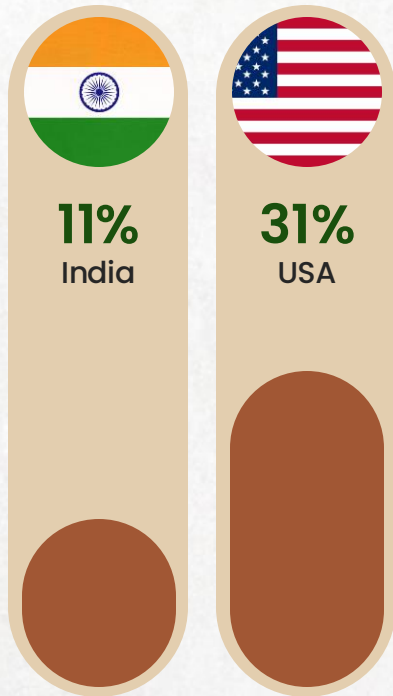
Source: [IMARC Group](#)

## Top Growing Health Categories



# Market Insights

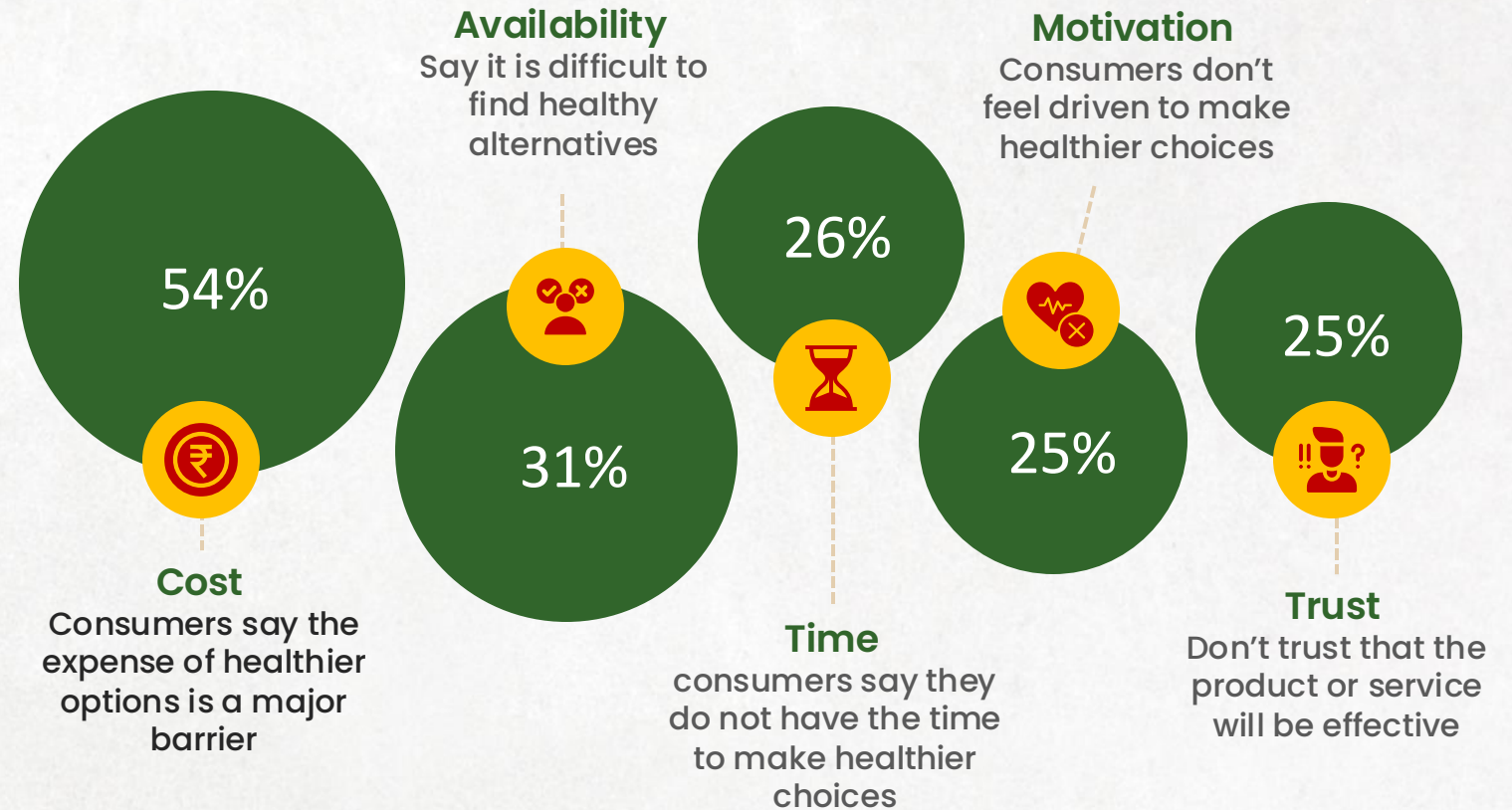
## Healthy Food Penetration %



Large headroom for growth given low health food penetration (1)

1. Health food penetration refers to % of Health F&B market within overall packaged F&B | Source: Avendus Analysis

## Top 5 Barriers Hindering Healthier Life Choices



# Market expansion in India driven by multiple growth levers



Increased Awareness

**108 Mn**

Health-conscious consumers in India

**70%**

Indians say they will focus on improving overall health post-COVID by prioritizing dietary changes

### Insights

Consumers are moving towards mindful eating, foods with specific benefits beyond general wellness and nutrition.



Demand from Millennials



**440 Mn**

Total number of millennials in India currently

### Insights

Large millennial population with higher disposable incomes and a strong willingness to spend on health and wellness.



Increasing Spending Capacity

% of households with disposable income greater than **USD 15,000**

**9% CY20**



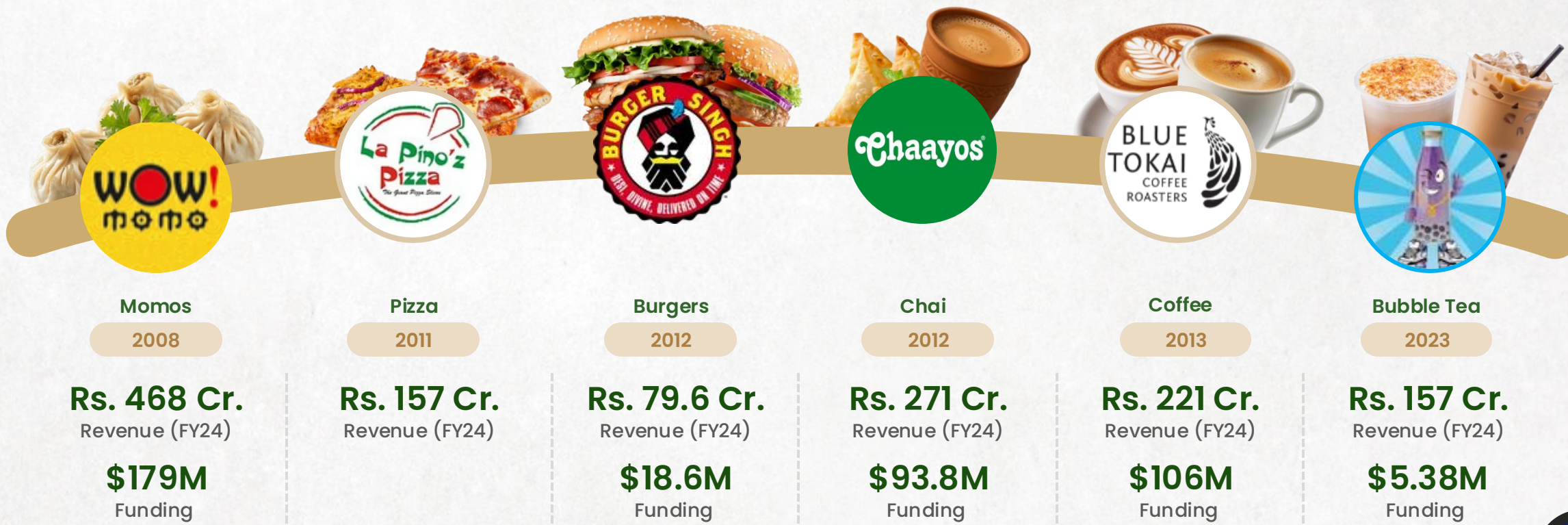
**18% CY26E**

### Insights

With rising disposable income, health-oriented food spending is taking a larger share of household wallets.



# Every QSR Category Has Scaled Chains Except Soups



No scaled, soup-first QSR chain in India



Our Inspiration  
Campbell Soup Company



**\$10+ Bn**  
Revenue  
(Group Company)

**\$1+ Bn**  
Revenue for  
Soups

Introducing

# SoupX

QSR Built for Hospitals, Corporates & Education Institutions



Compact kiosks that fit seamlessly



Nutritious, affordable meals



Fast service with minimal manpower



Fully managed operations



## What we serve?



Fresh, ready-to-serve nutritious soups (core offering)



Salads, sandwiches, wraps & oatmeal as add-ons



Clean-label, lab-tested nutrition profiles

SoupX is built around soup as the core meal, supported by light, complementary formats.

# Our Menu

## WRAPS 8 INCH

- PANNER TIKKA MILLET WRAP 179
- ▣ CHICKEN TIKKA MILLET WRAP 199
- ALOO MASALA MILLET WRAP 159
- ▣ CHICKEN SHAWARMA MILLET WRAP 199



## SMOOTHIES (300 ML) NO SUGAR ONLY HONEY

- STRAWBERRY BANANA SMOOTHIE 199
- MANGO TWISTER SMOOTHIE 179



## FRESH JUICES (200 ML)

- ABC RED NUTRITIONAL JUICE 169
- MIXBERRY JUICE 169
- APPLE CHIA SEEDS JUICE 169



## ADD ONS IN PRODUCT

- BUTTER GARLIC TOAST 4PCS 29
- BREAD STICKS 4 PCS 29
- GARLIC CROUTONS 30 GM 29
- MILLET COOKIES 2 PCS 29

## OATMEALS (300 ML)

- FRUITS AND NUTS OATMEAL 179
- OATMEAL OVERNIGHT MUESLI 199

## Premium Meal Combo

279

### • VEG SOUP MEAL GREEN NOURISH COMBO



1 VEG SOUP & 1 VEG SANDWICH, WRAP, SUB, KHICHDI OR SALAD

279

### • VEG BEVERAGE MEAL FRESH FUEL VEG COMBO



1 SMOOTHIE OR JUICE & 1 VEG SANDWICH, WRAP, SUB, KHICHDI OR SALAD

### ▣ NON VEG SOUP MEAL

### POWER PROTEIN COMBO

1 NON VEG SOUP & 1 NON VEG SANDWICH, WRAP, SUB, KHICHDI OR SALAD

299



### ▣ NON VEG BEVERAGE MEAL

299

### FRESH FUEL PROTEIN COMBO

1 SMOOTHIE OR JUICE & 1 NON VEG SANDWICH, WRAP, SUB, KHICHDI OR SALAD



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HEALTHY FOOD UNDER RS 199/-

# SOUPS

REAL VEGETABLES | NO MAIDA | NO ADDED COLOURS | NO PRESERVATIVES | NO MSG

- ▣ Almond Mushroom Soup 189
- ▣ Carrot Ginger Soup 179
- ▣ Creamy Lauki Soup 179
- ▣ Hot and Sour Soup 169
- ▣ Mutton Paya Soup 199
- ▣ Italian Minestrone Soup 189

- ▣ Lotus Root and Walnut Soup 189
- ▣ Roasted Tomato Basil Soup 169
- ▣ Pot Broccoli Almond Soup 189
- ▣ Spinach and Barley Soup 169
- ▣ Roasted Pumpkin Soup 169
- ▣ Veg Tom Yum Soup 189

- ▣ Smoked Chicken Soup 199
- ▣ Mexican Chicken Bellpepper Soup 199
- ▣ Chicken Manchow Soup 199
- ▣ Dal Shorba Soup 159
- ▣ Veg Manchow Soup 169
- ▣ Veg Sweet Corn Soup 149

## SUBS 6 INCH (AATAA SUBS)

- SPINACH SWEET CORN SUB 179
- PANEER TIKKA SUB 199
- ▣ PERI PERI CHICKEN SUB 199
- ▣ CHICKEN TIKKA SUB 199



## SALADS 500 ML

- GARDEN QUINOA POWER BOWL 189
- ▣ GRILLED CHICKEN POWER BOWL 219
- GRILLED PANEER POWER SALAD 199
- ▣ PESTO HERB CHICKEN SALAD 199
- ▣ PESTO HERB CHICKEN BOWL 219



## CLEAN LABEL AATAA JUMBO SANDWICHES

- ▣ HERBS CHICKEN SANDWICH 199
- SPINACH SWEET CORN SANDWICH 179
- ▣ CHICKEN TIKKA SANDWICH 199
- HERBS PANEER SANDWICH 199



## MILLET KHICHDI (400 GM)

- ▣ HERBS PANEER MILLET KHICHDI 189
- ▣ HERBS CHICKEN MILLET KHICHDI 189
- ▣ MOONG DAL MILLET KHICHDI 149



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## Our Competitive Advantage: Collaborations with Operators

### Jasper Foods

- 30+ year old backend operator
- Manages backend for Rebel Foods, Tim Hortons & Subway
- Provides Manufacturing + Product Development + Quality Assurance
- ₹10 Cr CC / Working Capital depending on Sales
- Enables near-zero backend CapEx and ensures consistency & culinary expertise



Provides Juices/  
Salads/ Smoothies

Provides clean  
label Breads



# Traction So Far

## FOCO Model

### By Feb'26

<b>Hospital</b>	 Aarvy HEALTHCARE SUPER SPECIALITY HOSPITAL Gurgaon, Sec-90	 sarvodaya HEALTHCARE Faridabad
<b>Education Campus</b>	 MANAV RACHNA UNIVERSITY Declared as State Private University vide Haryana Act 26 of 2014 Faridabad	 Faridabad
<b>Corporate Office</b>	 accenture Gurgaon, Sec-21	 Gurgaon, Sec-21

### MOUs Signed

 accord Superspeciality Hospital Faridabad	 Apollo HOSPITALS TOUCHING LIVES Noida, Sec-26	 asian HEALTHCARE Faridabad	 MAX Healthcare Delhi, Patparganj + Noida, Sec-128	 sarvodaya HEALTHCARE Noida
 YATHARTH SUPER SPECIALITY HOSPITALS GET BETTER Faridabad	 Fortis HOSPITAL Faridabad			



## Upcoming B2B Partnerships

Soups as a category listing in Menu



# Competitive Landscape

## Whitespace for Healthy QSR Chains in India

### Direct Competitors Health Meals

**SUBWAY**


Inception: 2001  
Outlets: 900



EST. 2014  
**SALAD DAYS**  
TREAT YOURSELF  
TOSSED GOURMET SALADS

Inception: 2013   
Revenue: Rs. 31.1 Cr. (FY24)  
Funding: \$3.7M


 **EATFIT**

Inception: 2020   
Revenue: Rs. 775 Cr. (FY25)

**MANZ**  
MEXICAN KITCHEN

Inception: 2018   
Revenue: Rs. 44.3 Cr. (FY25)  
Funding: \$3.71M

 **DABBA GARAM**

Inception: 2017   
Revenue: Rs. 27.5 Cr. (FY25)

FRESH  menu

Inception: 2014   
Revenue: Rs. 125 Cr. (FY24)  
Funding: \$45.2  
+ Unorganized Food Stalls

**Lo!**  
LOW CARB DELIGHTS

Inception: 2018   
Revenue: Rs. 23.6 Cr. (FY24)  
Funding: \$97.7M

**EAT CLUB**  
**we fit**  
**BOX8**  
देसी MEALS

Inception: 2012   
Revenue: Rs. 516 Cr. (FY24)  
Funding: \$97.7M


### Ready-to-eat soup category substitutes





Source: Traxcn


# India has a massive opportunity for a healthy QSR


## Why Healthy QSRs Failed in India?

- 

**Price beats virtue**  
Consumers won't pay ₹300 for "healthy" when familiar meals cost half.
- 


**Healthy ≠ crave-worthy**  
QSRs win on taste & dopamine, not calorie counts.
- 


**Habits matter more than nutrition**  
Alien formats (quinoa bowls, lettuce wraps) don't fit Indian eating habits.
- 


**Unit economics don't scale**  
Higher input costs, wastage, and lack of high-margin add-ons hurt profitability.
- 


**Food is emotional comfort**  
Most healthy brands feel like discipline, not indulgence.


## What It Takes to Win a Healthy QSR in India?

- 

**1 Delicious first, healthy second**  
Health should be invisible; taste must lead.
- 

**2 Familiar formats, healthier versions**  
Disguise health inside everyday food habits.
- 

**3 Affordable at scale**  
₹99–₹199 is the real mass-market sweet spot.
- 

**4 Fast & convenient**  
Must be as quick as QSRs and delivery apps.
- 

**5 Gen Z & Millennials first**  
Fitness-aware, convenience-driven, socially influenced.



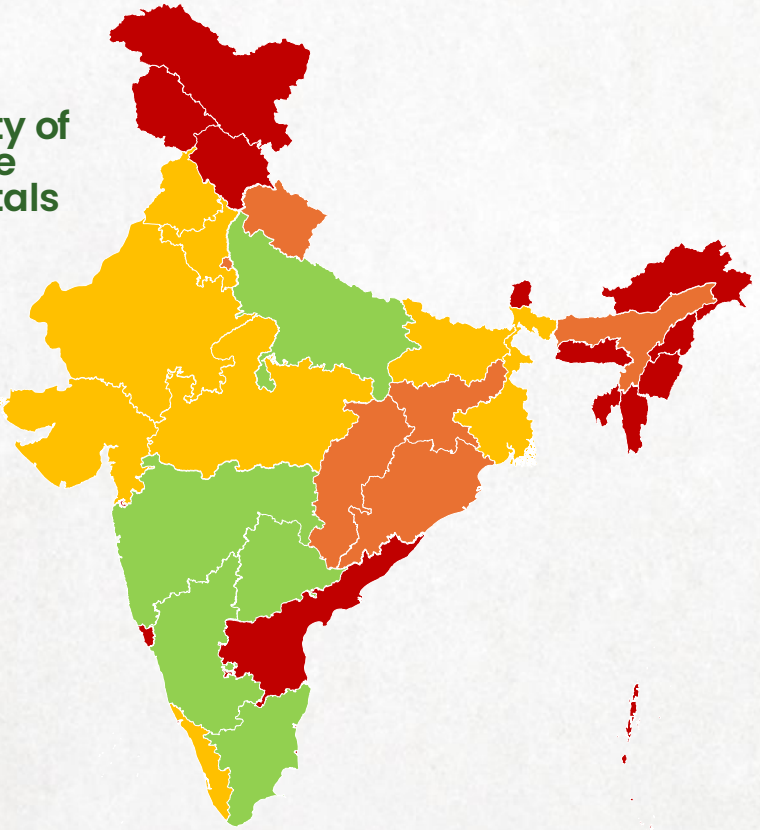


# Hospital Market

**TAM**  
~45000+ Private Hospitals

**SAM**  
~400+ Private Hospital Chains

Density of Private Hospitals



**VERY HIGH** (>3000 Private Hospitals)  
**HIGH** (1500-3000 Private Hospitals)  
**MEDIUM** (500-1500 Private Hospitals)  
**LOW** (<500 Private Hospitals)

## Potential Partners with number of branches



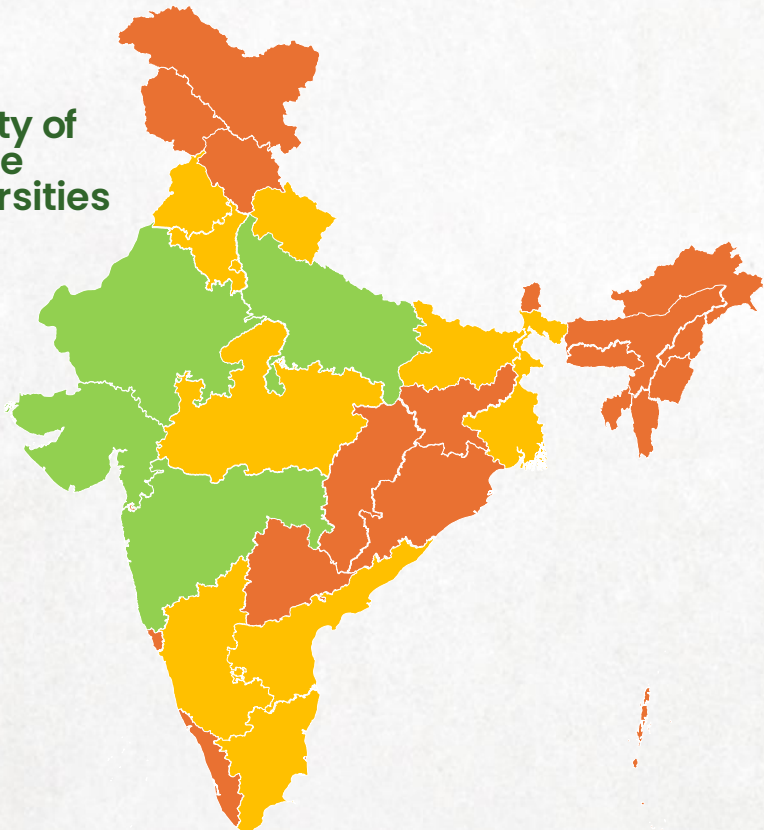


# Education Campuses

**TAM**  
~900+ Private Universities

**SAM**  
~100+ University Campuses

## Density of Private Universities



More than 50 Universities (>50)

20-50 Universities

Less than 20 Universities (<20)

## Potential Campuses with number of branches



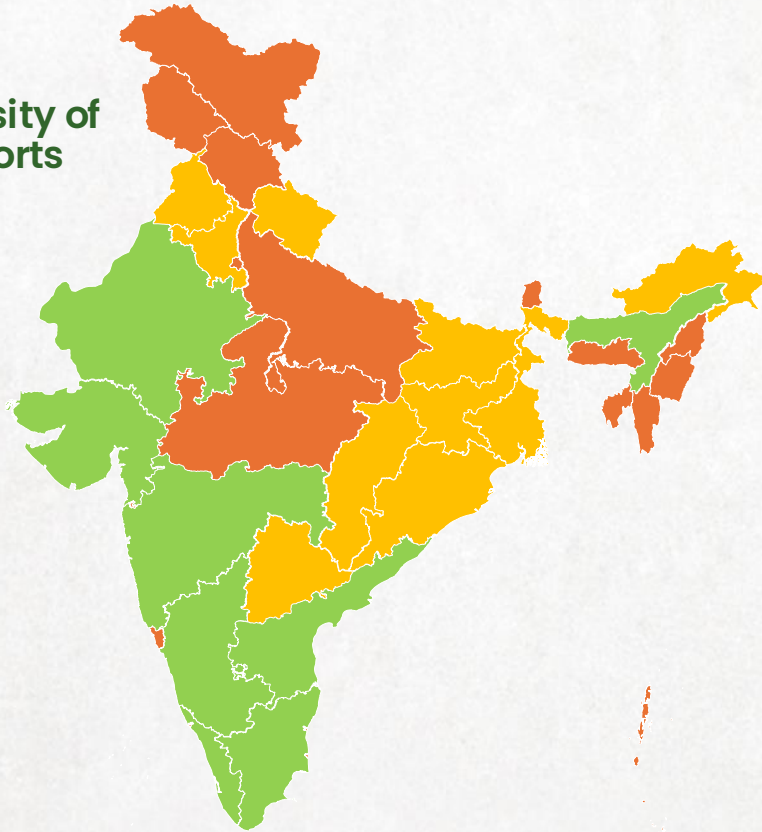


# Airports & Multi-brand spaces

**TAM**  
200+ Airports  
in India

**SAM**  
30+ Airports  
in India

Density of Airports



More than 10

Less than 4  
More than 5

Less than 4

## Potential Partners



Leading player in the  
Travel QSR and Lounge  
Sectors

**35**  
Airport Lounges

**425+**  
QSR Outlets



Large-format, multi-brand diner  
chain operating across major  
Indian cities.

**60**  
Locations

**300+**  
Vendor Ecosystem



# Corporate Offices

**TAM**  
~4,75,000+ Companies in India (w.50+ Employees)

**SAM**  
3150+ Locations in India



Source: Traxcn, Clay

## Potential Partners with number of locations



891



A COMPASS GROUP COMPANY

264



1100



1100



150

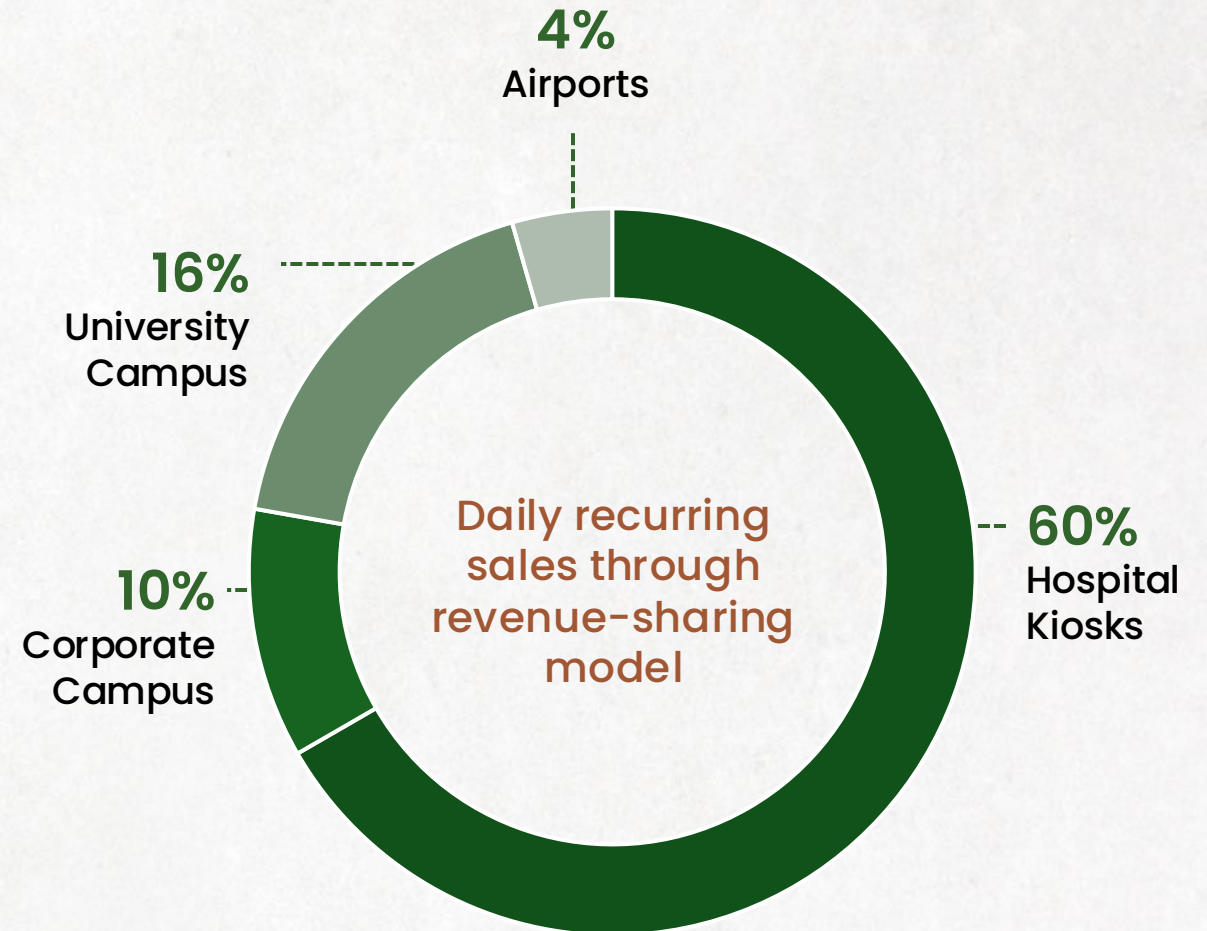


450

# Business Model Post Funding

## 10% B2B Soup Supply

(White-Label & Branded)  
Supplying fresh, ready-to-serve soups to large food brands and QSR chains



How



Will become a

# ₹30 Crore

Revenue company within its second year



Feasible plan  
for partnering with

## 60 New Stores

Within the second year  
following funding



42  
Hospitals



08  
Corporate




03  
Airports



07  
Education Campuses

# Monthly Expansion Plan (Post Funding)

 Hospitals

 Corporates

 Education Campus

 Airports



Month 01  
7 Outlets



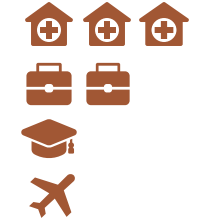
Month 02  
3 Outlets



Month 03  
3 Outlets



Month 04  
7 Outlets



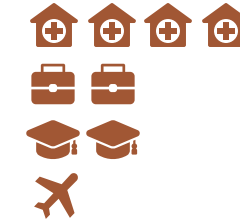
Month 05  
3 Outlets



Month 06  
3 Outlets



Month 07  
9 Outlets



Month 08  
4 Outlets



Month 09  
4 Outlets



Month 10  
8 Outlets



Month 11  
4 Outlets



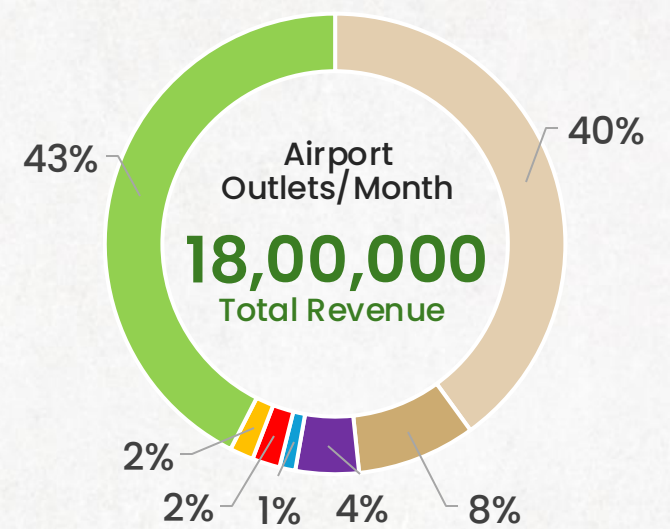
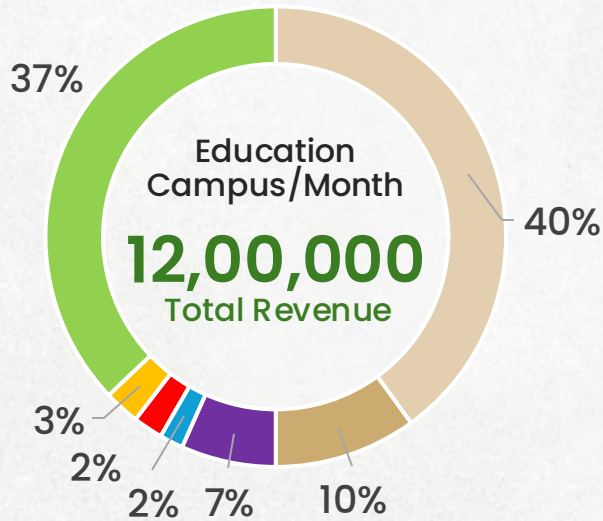
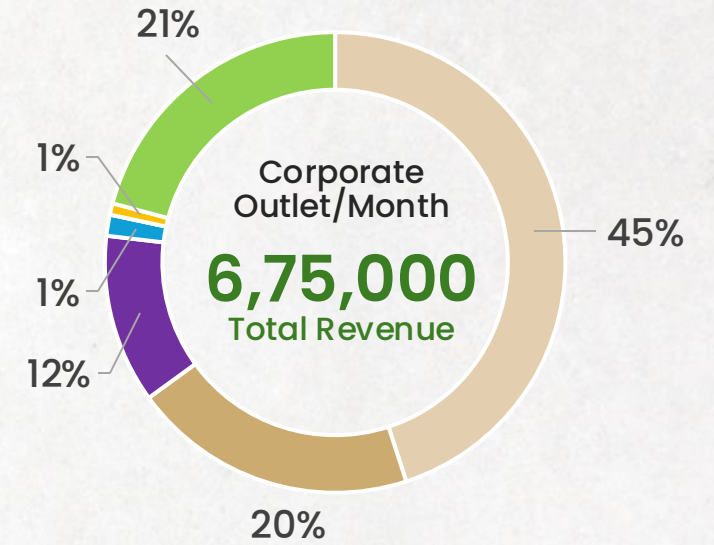
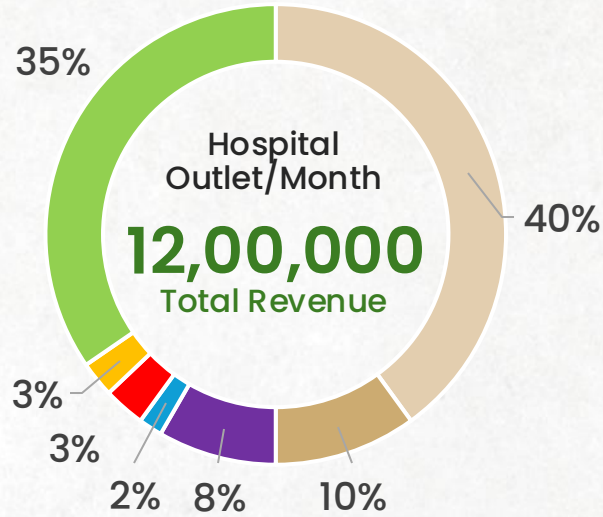
Month 12  
4 Outlets



# Unit Economics

Company Owned Company  
Operated Model

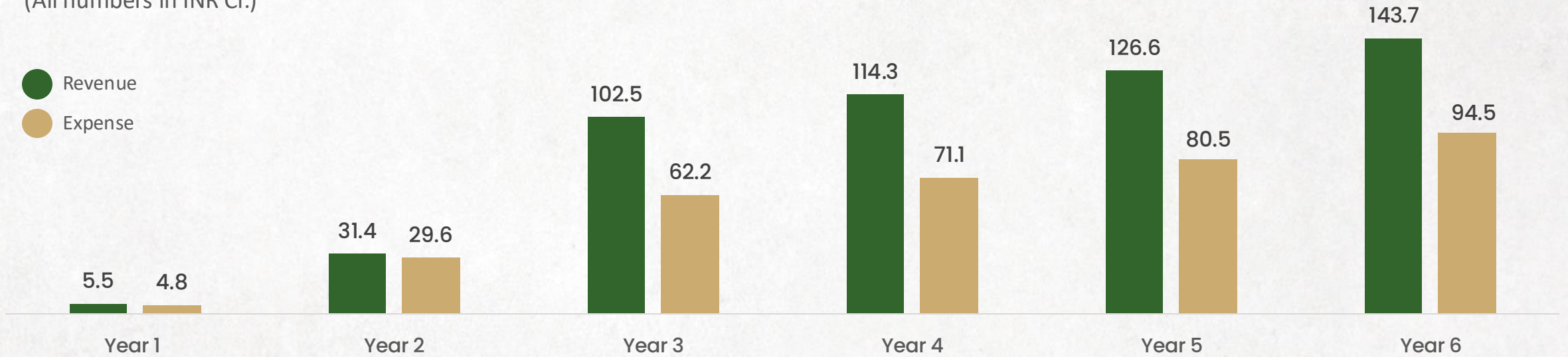
- Food Cost
- Rent
- Manpower
- Logistics
- Utility
- Marketing
- EBITDA



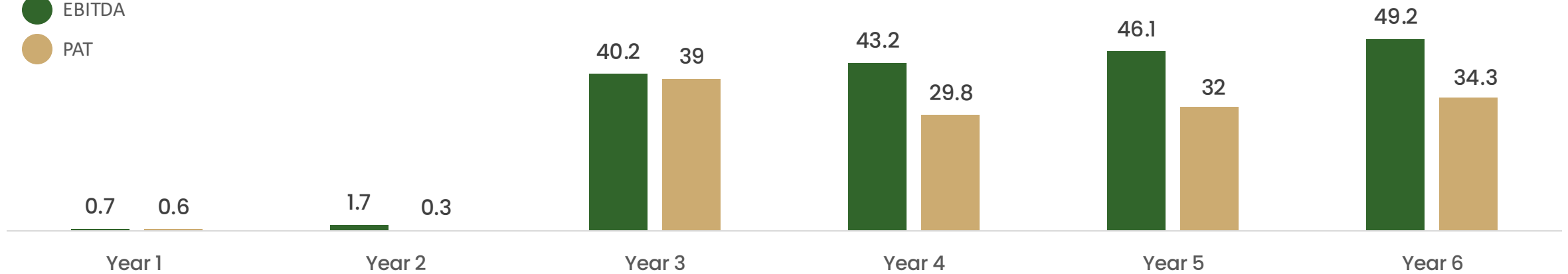
# Financial Projections

(All numbers in INR Cr.)

- Revenue
- Expense



- EBITDA
- PAT



# Founding Team

Built by Operators Who Understand Food, Scale & Institutions



## Uttam Kumar

Founder & CEO

[LinkedIn](#)

6+ years of experience across food operations, institutional partnerships, and business strategy, with hands-on exposure to scaling consumer and B2B food businesses.



## Ajay Tanwar

Core Team – Operations

[LinkedIn](#)

Operations-focused founder and leader with deep experience in scaling food businesses end-to-end, spanning factory operations, cold-chain logistics, and multi-outlet QSR expansion.



## Priyank Jain

Promoter & Advisor

[LinkedIn](#)

Hands-on experience in food manufacturing and backend operations, having led large-scale frozen food production and institutional food setups



## Abhijeet Mehra

CFO

[LinkedIn](#)

CA with over a decade of professional experience, currently a Founding Partner at AMKN & Company.



# Advisors



## Shakti Swami

15+ years of industry experience. Co-Founded India's first all night food delivery & cloud kitchen startup batman Delivers.

Lead enterprise sales for Hyperpure for North India and East India.



## Dr. Sanjay Joshi

CEO Aarvy Hospital  
Driving hospital strategy, P&L, business development, and operational excellence.

Recognized among the Top 100 Emerging Business Leaders in the country.



## Deepak Verma

18+ Year of Experience, in Financial Service, AgriTech, and B2B e-commerce (HoReCa)



## Pushpendra Tiwari

11+ years of experience building and operating across institutional sales, food & grocery retail, platform partnerships, and regulated enterprise ecosystems.  
Co-Founder BlitzGro and PureRoute



# Investors

**Vineeta Singh**  
Founder & CEO  
Sugar  
Cosmetics



**Ashish Mittal**  
Former CEO  
Educomp



**Jasper Foods**  
Strategic  
Investor





*Lighter, Healthier,  
Happier*



**Uttam Kumar**

**Mobile: 91 7827719099**

**Website: [www.franchisebatao.com](http://www.franchisebatao.com)**

