

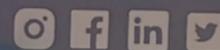
WE BRING THE MOUNTAINS CLOSER TO YOU



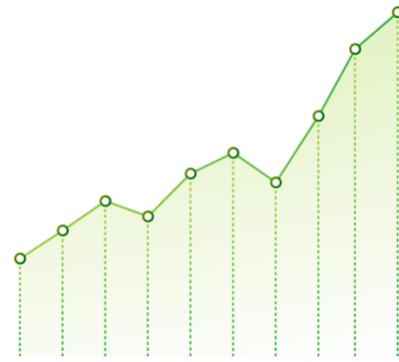
MY PAHADI DUKAN

From mountains to your doorstep!

www.mypahadidukan.com



Massive market opportunity:



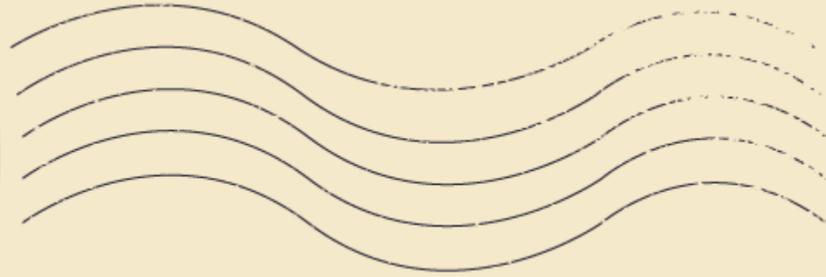
108 MN → **176 MN**
FY20 FY26

- Large millennial population with high **disposable incomes** who are willing to spend on health
- **70% Indians** say they will focus on improving overall health post-COVID by prioritizing dietary changes



Health & Wellness (H&W) focused F&B market in India will be **USD 30 Bn** by 2026 growing at **CAGR of 20%**

Food and Beverage in Health and Wellness



Pure. Authentic. From the Mountains.

We are building the world's first
Premium Himalayan Wellness FnB Brand
that makes high-quality and
authentic products accessible to the world.

Our Range



Ladakhi Shilajit



LADAKH

Seabuckthorn Pulp



LADAKH

Seabuckthorn Oil



LADAKH

SBT Dried Berries



HIMACHAL PRADESH

Our USP

- ◆ Naturally Grown
- ◆ Authentic & Pure
- ◆ Lab-Certified
- ◆ Minimally Processed
- ◆ Sustainably & Locally Sourced

Kashmiri Saffron



J and K

Kashmiri Walnuts



J and K

Kashmiri Almonds



J and K

Seabuckthorn Leaves



HIMACHAL PRADESH

Buransh Squash



UTTARAKHAND

Lakadong Turmeric



MEGHALAYA

Validation

about [Pure Ladakhi Shilajit \(Shilajeet\) | My Pahadi Dukan](#) 10/06/2024
★★★★☆ Vipul Johari Verified
Great product
Improves my recovery and sleep

about [Pure Ladakhi Shilajit \(Shilajeet\) | My Pahadi Dukan](#) 11/05/2022
★★★★☆ Viral Parikh Verified
Quality Product
I did take this and would like to tell that the...

about [Pure Ladakhi Shilajit \(Shilajeet\) | My Pahadi Dukan](#) 10/11/2024
★★★★★ Augene Pinheiro Verified
Amazing Product Amazing Service
I can't believe it but I found something what I was looking for....the perfect product and I could not be more happier that it got delivered so quickly as well. It came with the lab result as well. Wow....Thanks to the whole Pahadi Dukhan team....you have found a customer for LIFE 🙏

Female Review after 10 days
I'm a female almost 30, been taking this empty stomach in warm water everyday for past 10 days. Fatigue has reduced, I have more stamina while exercising, and I sleep well. they even provided me with their lab reports, and it's pure and clean of any heavy metal impurities or contamination. SO WORTH THE MONEY. HIGHLY RECOMMEND. they've definitely found a loyal customer in me!

works!
The Seabuckthorn is amazing... It literally works! My skin has cleared up, I also suffer from Sebo psoriasis that has eased up and I feel like I can breathe more easily.

11/06/2024
Ahmataj Verified

Purchased Jun 2024
My Pahadi Dukan Himalayan Sea Buckthorn Pulp Concentrate 300ml | Rich in Omega 3, 6, 7, ...
seabuckthorn
4.4 ★★★★★ (254)
1K+ bought in past month
₹749 (₹249.67/100 ml)
M.R.P: ₹999 (17% off)
Save 5% with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

Previously viewed
My PAAHADI DUKAN (MPD) Buransh Sanjivni Flower Juice 300ml | No Sugar Added | No...
No Added Sugar
4.2 ★★★★★ (36)
100+ bought in past month
₹549 (₹183/100 ml)
Save 5% with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

Previously viewed
My Pahadi Dukan (MPD) Sea Buckthorn Oil 10ml | CO₂ Extracted | Rich in Omega 3, 6, ...
5.0 ★★★★★ (13)
50+ bought in past month
₹899 (₹89.90/millilitre)
M.R.P: ₹999 (10% off)
Save ₹30 with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

My Pahadi Dukan Vitamin C Himalayan Sea Buckthorn Pulp Juice 300ml | Rich in Vitamin ...
Sea Buckthorn Juice
4.5 ★★★★★ (15)
200+ bought in past month
₹749 (₹249.67/100 ml)
M.R.P: ₹999 (17% off)
Save 5% with coupon
prime
FREE delivery Sat, 12 Jul

My Pahadi Dukan Kashmiri Walnuts 500g | Premium Akhrot Giri | Without Shell | Freshly...
4.3 ★★★★★ (12)
₹1,099 (₹219.80/100 g)
M.R.P: ₹1,299 (15% off)
Save 5% with coupon
prime
FREE delivery Sat, 12 Jul

Previously viewed
MY PAAHADI DUKAN 100% Pure Ladakhi Shilajit 40g | Authentic Himalayan Shilajit for Enhance...
Resin
4.3 ★★★★★ (117)
₹1,798 (₹4,495/100 g)
M.R.P: ₹3,996 (55% off)
Save 5% with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

Previously viewed
My Pahadi Dukan (MPD) Sea Buckthorn Oil 10ml | CO₂ Extracted | Rich in Omega 3, 6, ...
5.0 ★★★★★ (13)
50+ bought in past month
₹899 (₹89.90/millilitre)
M.R.P: ₹999 (10% off)
Save ₹30 with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

Sponsored
MY PAAHADI DUKAN (MPD) Combo Pure Ladakhi Shilajit 20g | Ladakh Original Shilajit + ...
Syrup
₹1,448 (₹482.67/100 ml)
M.R.P: ₹1,998 (28% off)
Save 5% with coupon
prime
FREE delivery Sat, 12 Jul
Add to cart

Sponsored
My Pahadi Dukan Vitamin C Himalayan Sea Buckthorn Pulp Juice 300ml | Rich in Vitamin ...
Sea Buckthorn Juice
4.5 ★★★★★ (15)
200+ bought in past month
₹749 (₹249.67/100 ml)
M.R.P: ₹999 (17% off)
Save 5% with coupon
prime
FREE delivery Sat, 12 Jul

Purchased Dec 2023
MY PAAHADI DUKAN (MPD) 100% Pure Ladakhi Shilajit 20G | Authentic Himalayan Shilajit f...
Resin
4.3 ★★★★★ (117)
50+ bought in past month
₹898 (₹4,490/100 g)
M.R.P: ₹1,699 (47% off)
Save 5% with coupon
prime Overnight
FREE delivery Tomorrow 8 am - 12 pm

1500+ REVIEWS ON THE WEBSITE

4.2 AVG RATING ACROSS AMAZON



Himanshu on Ice Stupa Project with Sonam Wangchuk



Himanshu's Himalayan Farmstays project at HIAL



Rohan & Shubham exploring remote regions of the Himalayas on their bikes



Anas working on environmental awareness in the Darjeeling District



Our SHG Partner in Haldwani





My Pahadi Dukan at Naropa Impact Summit

Founders with 20+ years of combined work experience with the Himalayan communities



Himanshu Dua

Operations

BSc. Botany, MSc. Forensic Science



University of Delhi,
Naropa Fellowship



The Ice Stupa Project and
Himalayan Farm stays
at HIAL



Green Trails Fellow in social
entrepreneurship and waste
management in the Himalayan
Region



Shubham Tandon

Finance & Accounts

CA Finalist, B.Com.



Panjab University
Naropa Fellowship



Worked as a Senior
Accounts Associate at CA
Sunil Tandon & Associates



Co-founder The Himalayan
Nutrition Co., a premium
healthy snacking brand



Mohd Anas Zubair

Technology

B.Tech Computer Science



Integral University
Naropa Fellowship



Freelance Web Developer,
Front-end, Shopify Expert



Worked as a Research
Assistant in TATA TRUSTS,
Ladakh



Green Trails Fellow in social
entrepreneurship and waste
management in the Himalayan
Region



Rohan Sehgal

Marketing & CRM

B.Tech Mechanical Engineering



IIIT Chennai
Naropa Fellowship



Ex - Associate
Product Manager,
Saint-Gobain India



What makes us unique:

World's first **Premium Himalayan Brand** that makes high-quality and authentic produce accessible to the world.



Unparalleled sourcing



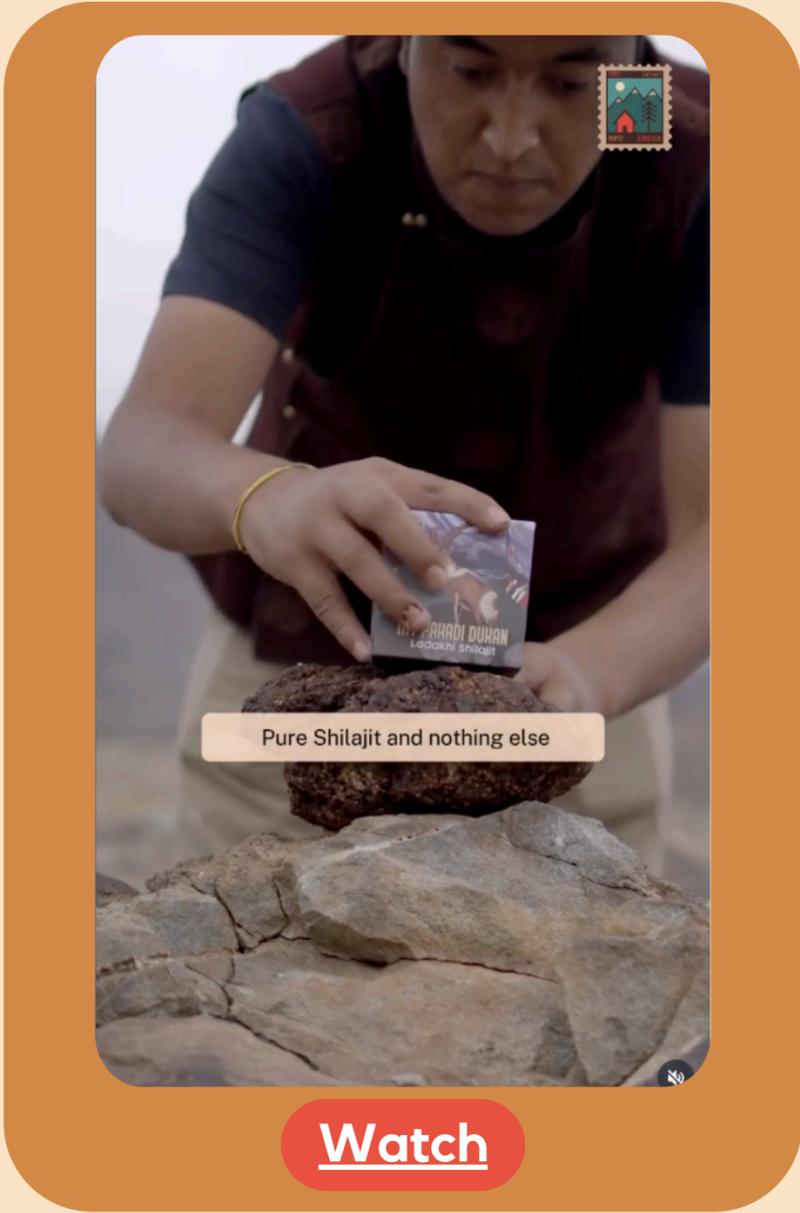
Deep-rooted connections with the local community



What makes us unique:



Unique packaging to evoke strong brand recall



Unique Storytelling

BRANDS	SIZE	PRODUCTS	QUALITY	CATEGORY	COMPETITION
	Small	Kashmiri Products	Non- Standardized	All	Saffron, Dry Fruit
	Small	Uttarakhand Products	Non- Standardized	All	Buransh
	Small	Kashmiri Products	Non- Standardized	All	Saffron, Dry Fruit
	100 Cr+	Modern Ayurvedic Wellness	Ultra Processed/ Diluted	Health and Wellness	Shilajit
	40Cr+	Modern Ayurvedic Wellness	Ultra Processed/ Diluted	Health and Wellness	Shilajit
	50 Cr+	Natural Wellness MLM	Ultra Processed	Health and Wellness	Seabuckthorn

Regional Basis

Product Basis

No Direct Competitor in Himalayan Health and Wellness

Unit Economics



Top Regions/Cities

NCR

Mumbai

Bangalore

Hyderabad

	Website	Amazon
Revenue:	100	100
Cost of goods sold COGS:	-33	-33
Gross Margin:	67	67
Courier:	-6	0
Channel Margin:	0	-15
CM1 (Contribution Margin 1):	61	52
Ads Spends:	-16	-18
CM2 (Contribution Margin 2):	35	34

Snapshot

60000+
Customers

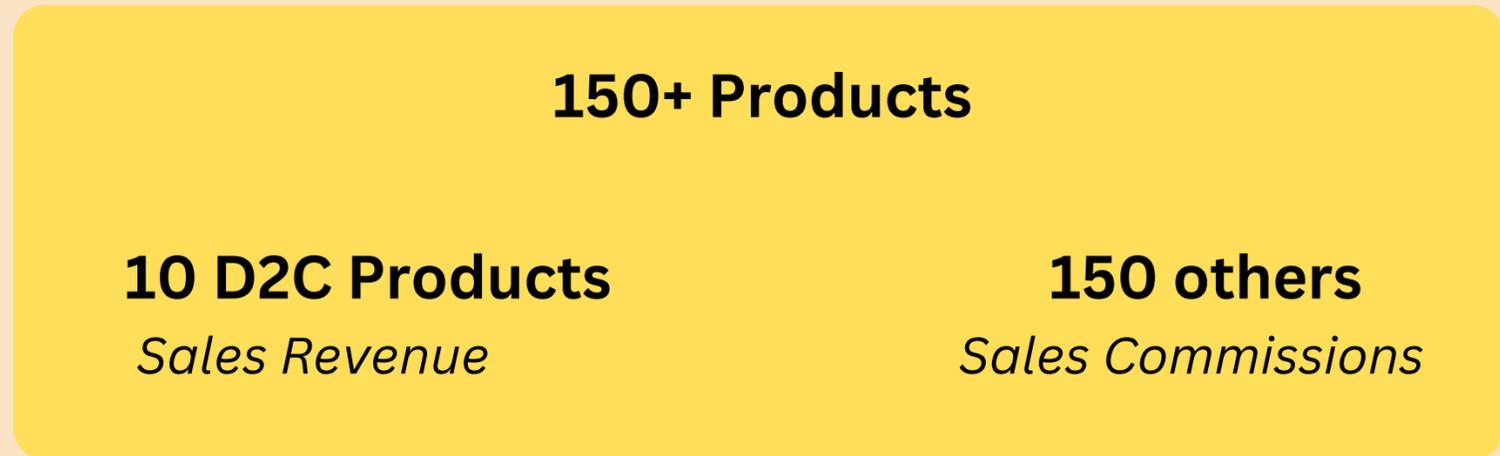
100000+
Orders

INR 1100
AOV

Business Model

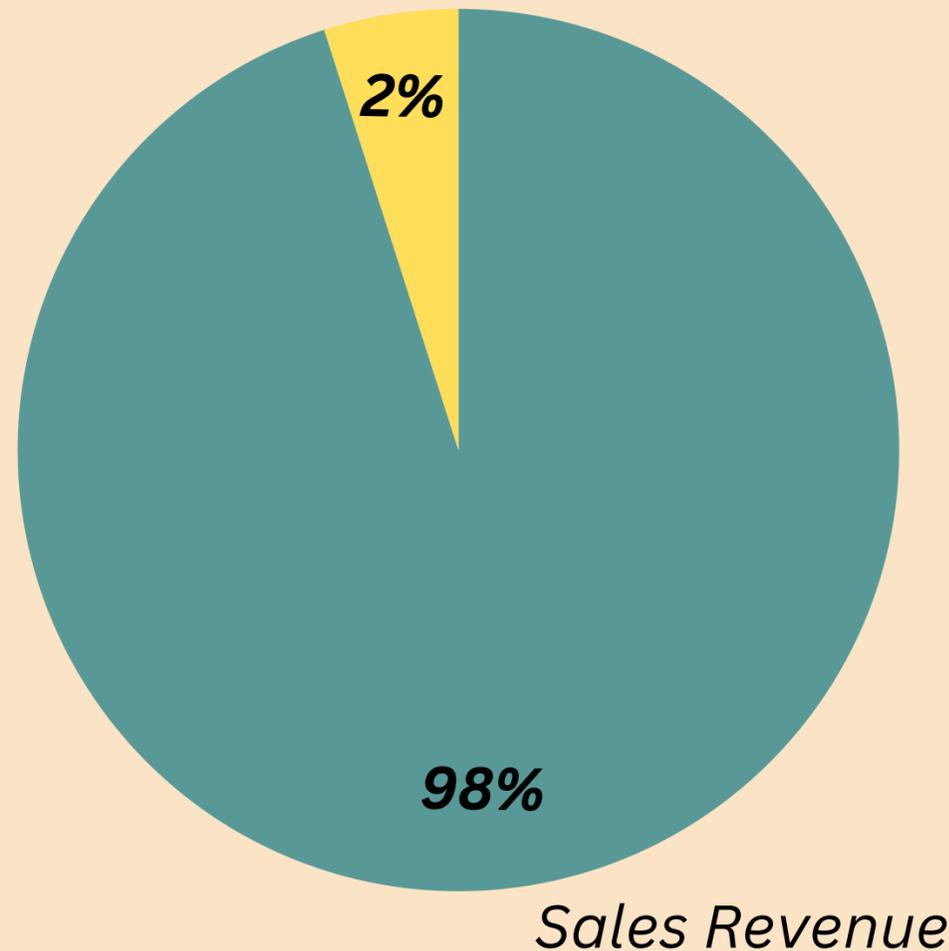
B2C via Website and Amazon

Our website (www.mypahadidukan.com) is a hybrid marketplace:

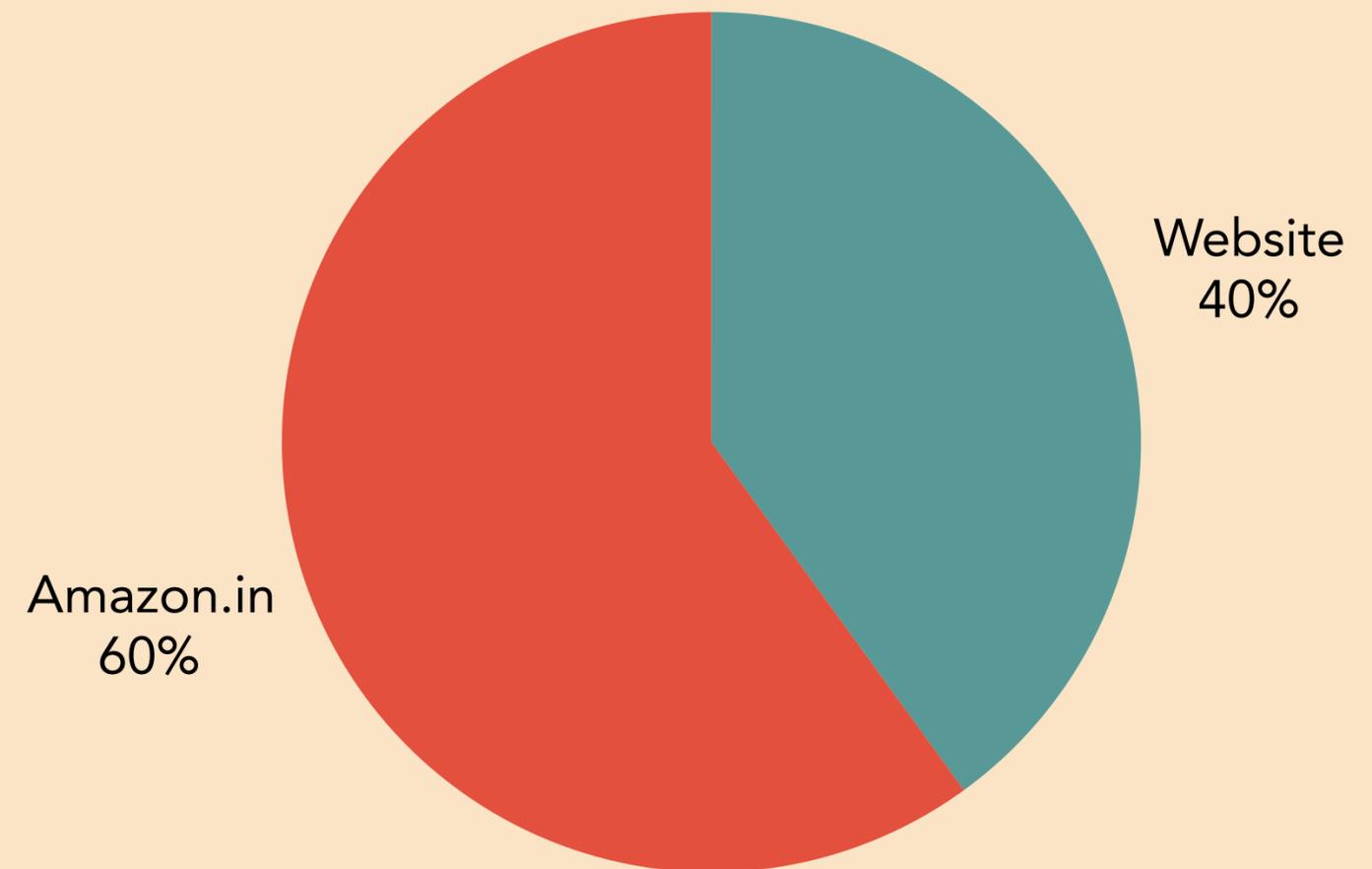


Net Revenue Split

Sales Commissions

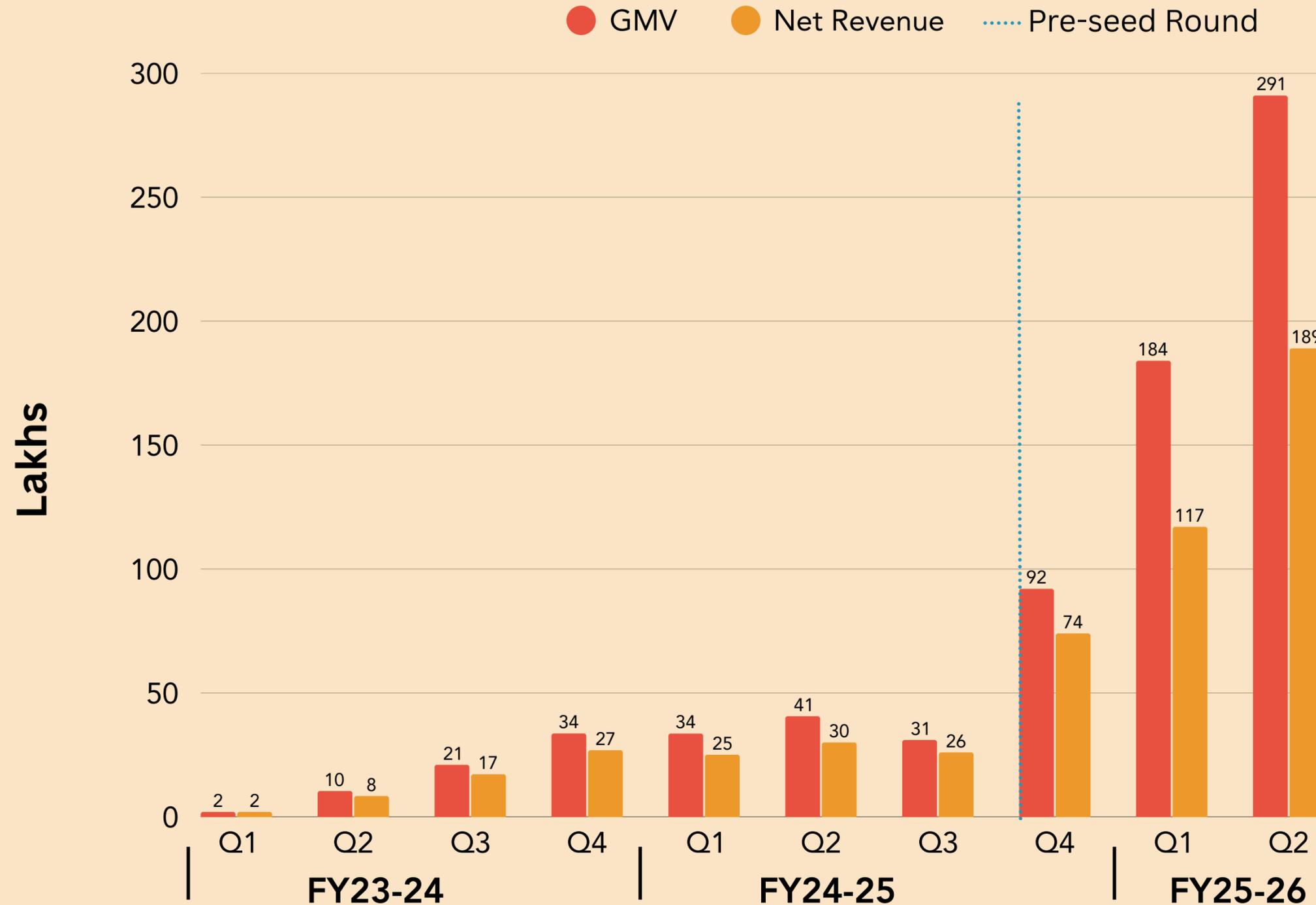


Channel Split



Traction

Q on Q GMV and Net Revenue

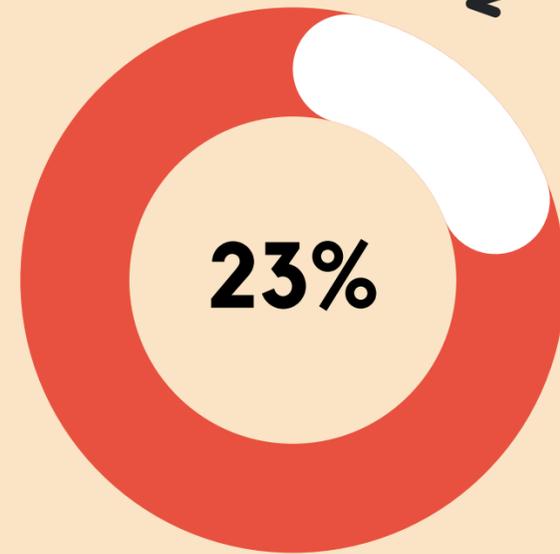


- Q2 to Q1 Net Revenue Growth of **62%**
- Q2 MoM growth **15%** on avg
- QoQ growth of **89%** in number of orders in FY 25-26
- Daily Avg Sales 2.48 Lakhs in Q2 - **56%** growth over Q1
- Current MRR (Nov 25)- **1.23 Cr**



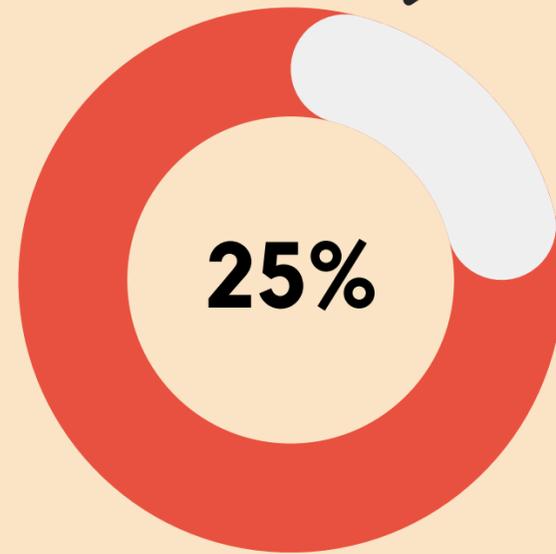
Our Ask:

4 Crore INR



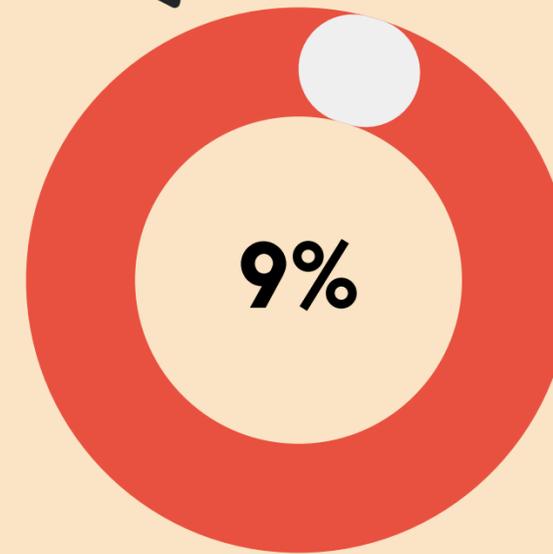
MARKETING

- Omnichannel Brand Awareness.
- Scaling up digital acquisition funnel.
- International Markets - D2C Order fulfillment from website.



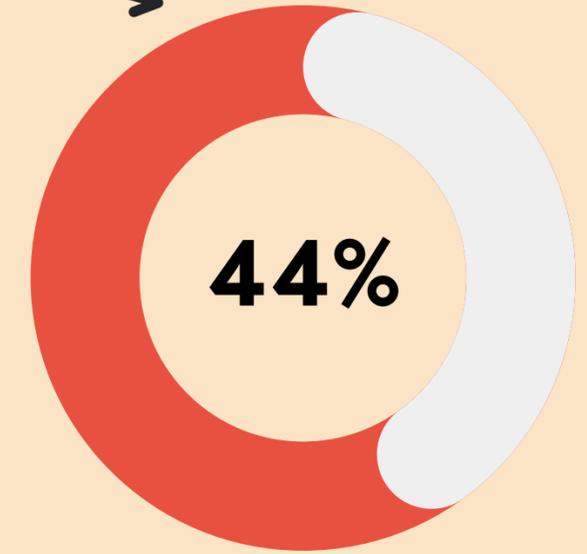
INVENTORY

- Product portfolio expansion.
- Inventory procurement.



OPERATIONS

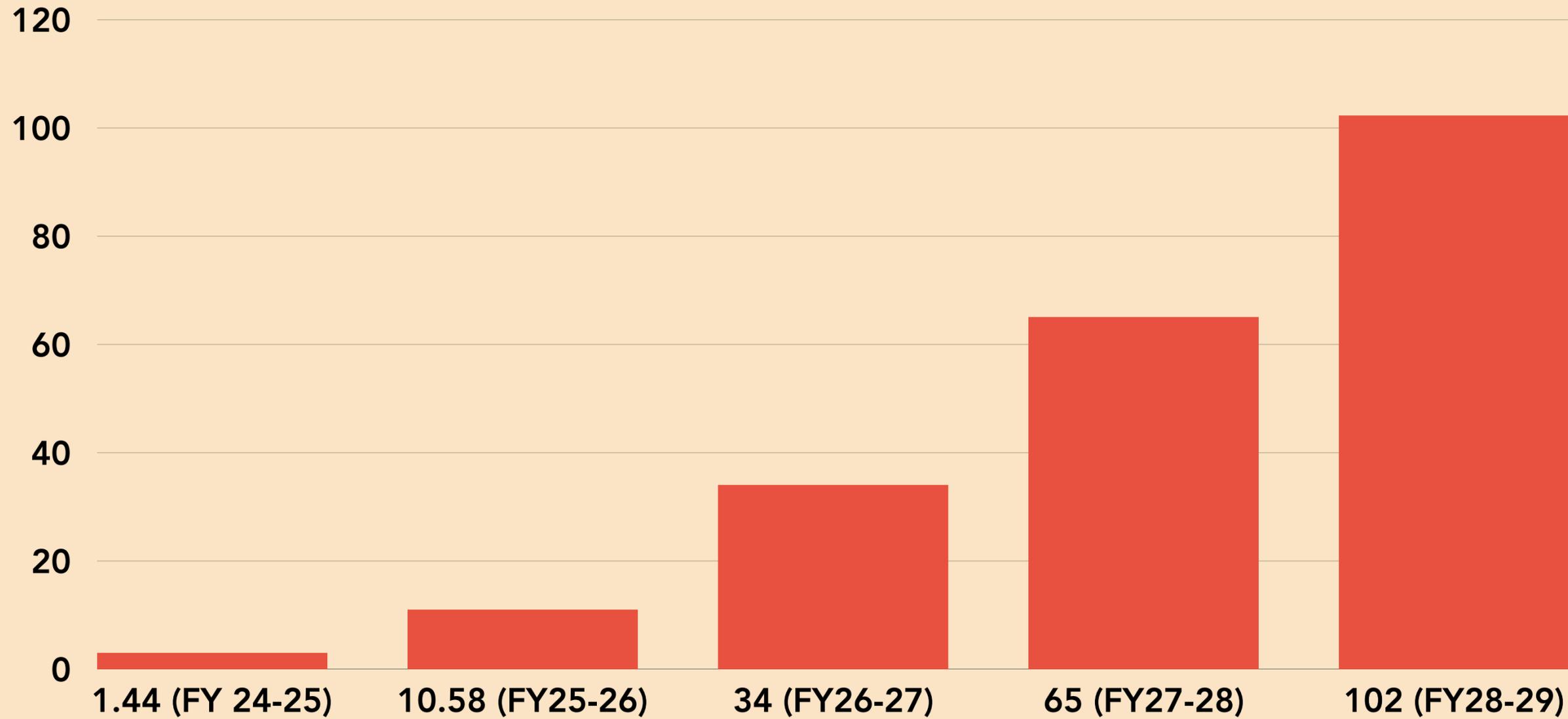
- Team expansion.
- Machinery.
- Centralized Inventory Management.



CAPITAL EXP

- Product Development R&D
- Digital Supply Chain
- Infrastructure:
 - Packaging Facility
 - Internal QC Lab

Financials & Projections (Cr)



100 Crore +
in 3 Years

Our Supporters



Received an equity-free grant of **INR 5 lakhs** from **Ritesh Aggarwal, Founder, OYO**



Received **INR 3 lakhs** from the **Ministry of Electronics and Information Technology** under the Tide 2.0 scheme



Won the **RKVY Raftaar Grant** from the **Ministry of Agriculture** worth **INR 25 Lakhs**



Raised **INR 19 Lakhs** against equity from **HDFC Parivartan** via **IIT Mandi Catalyst**



Raised **INR 1.38 Crores** against equity from **IPV** in pre-seed



MY PAHADI DUKAN



We invite you to join us,
in our journey to bring the best of the Mountains to the world.

Find us on:  mypahadidukan  mypahadidukan  mypahadidukan