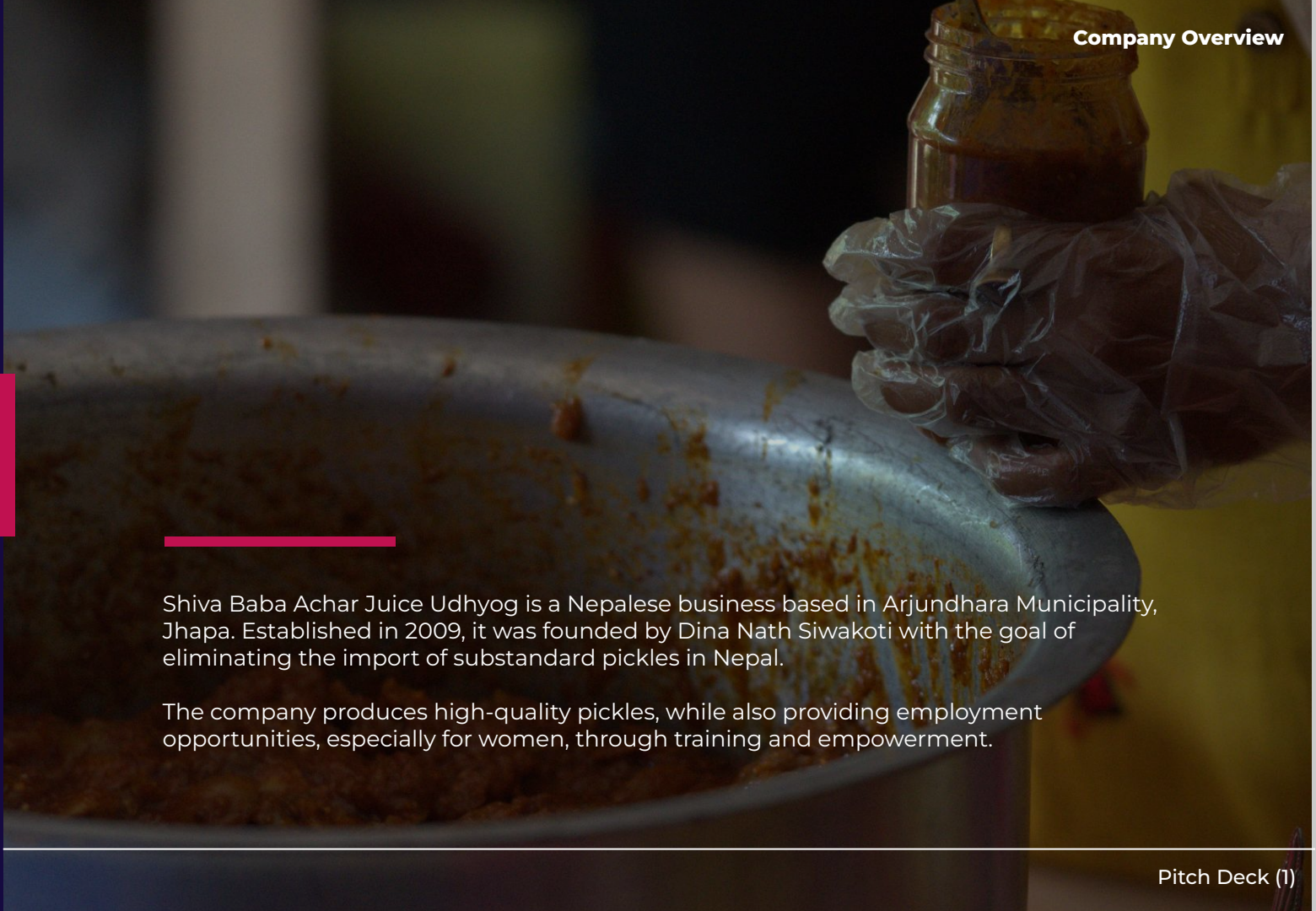




SHIVA BABA ACHAR JUICE UDHYOG

Pitch Deck

Company Overview



Shiva Baba Achar Juice Udhyog is a Nepalese business based in Arjundhara Municipality, Jhapa. Established in 2009, it was founded by Dina Nath Siwakoti with the goal of eliminating the import of substandard pickles in Nepal.

The company produces high-quality pickles, while also providing employment opportunities, especially for women, through training and empowerment.

Company
Overview

Problem & Solution

Total
Addressable
Market



Problem

The situation concerning pickle industry encompasses several key points,

- **Import of pickles of inferior quality and those tainted with contaminants,**
- **Constraint in accessing a wide array of pickle varieties,**
- **Individuals in the region face the scarcity of training opportunities and companies experience shortage of skilled workforce**



Solution

The company to eliminate majority of the problems of the pickle industry is focusing on solutions like,

- **By ensuring strict quality control measures and sourcing pure raw materials directly from farmers**
- **By conducting market research and incorporating customer feedback, the company has a wide range of 21 pickle varieties**
- **By providing training and support programs to marginalized individuals to become self-sufficient**

Problem &
Solution

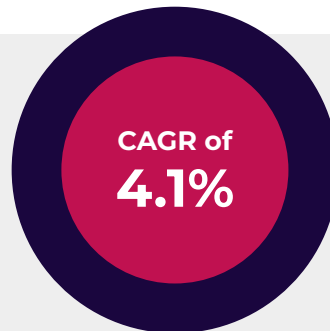
**Total
Addressable
Market**

Market
Approach

Global Market

Pickle market is projected to
grow by
USD 12.3 billion by **2027**

CAGR of **4.1%** during
2022-2027



From 2022 to 2027, the **Asia-Pacific region** is expected to undergo **significant growth**, particularly **driven by the widespread consumption of pickles within South Asian households**.

These pickles **hold substantial cultural value**, contributing to this surge in growth.



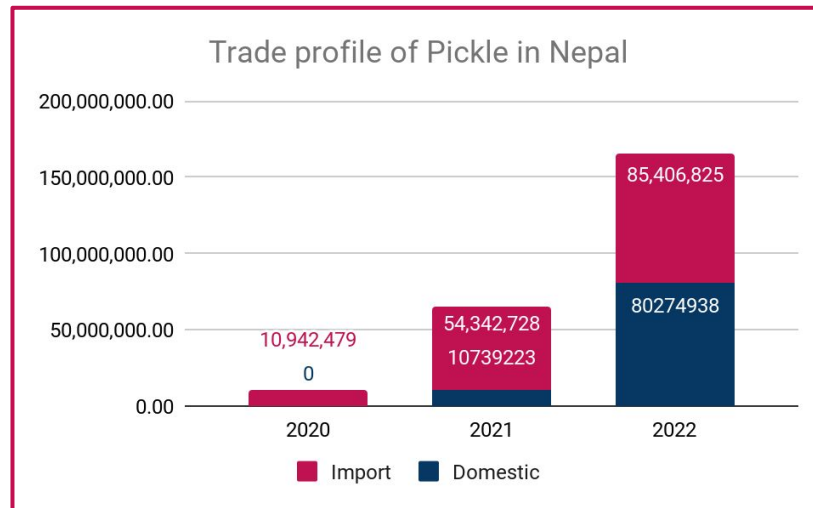
Problem &
Solution

**Total
Addressable
Market**

Market
Approach

Market Insights

The market size in Nepal experienced significant growth over the years.



In **2020**, the **domestic market** was essentially **zero**, while imports amounted to \approx NRs 10.9 million.

By 2021, the domestic market expanded to \approx NRs 10.7, while imports increased to \approx NRs 54 million.

The most remarkable growth occurred in **2022**, with **an increase of almost 647%**.

This growth demonstrates a growing interest and consumption of pickles in the Nepalese market.

Total
Addressable
Market

Market Approach

Product Portfolio

Methi Pickle
Jackfruit Pickle
Kiwi Pickle
Tamatar Masala Pickle
Karunda Pickle
Jalpai Pickle
Cauli Pickle
Kurilo Pickle

Mix Achar Pickle
Mango Pickle
Lemon Pickle
Karela Pickle
Amala Pickle
Mushroom Pickle
Apple Pickle



Akabare Dana
Akabare Paste
Akabare Timur Lasun Paste
Akabare Masala Pickle
Akabare Tama Pickle
Timur Akabare Chop

*The collection of akbare achar is the
best selling out of the entire portfolio.*

Market Approach

Entrepreneur
Profile

Unique Value Proposition



Diversified growth



Elevated standards of quality and hygiene



Community development

Market
Approach

Entrepreneur Profile

Competitive
Landscape



DINA NATH SIWAKOTI

Shivababa Achar Juice Udhyog

Dina Nath Siwakoti, founder and CEO of Shivababa Achar Juice Udhyog, realized the need for high-quality and authentic pickles in Nepal. He envisioned establishing a brand synonymous with excellence, aiming to eradicate the import of substandard and tainted pickles from foreign sources.

To fulfil his vision, he started working in a pickle manufacturing company for 20 years and gained experience and knowledge of the trade. With his experience, he started working on his own and started from a small room.

Despite facing challenges in perfecting his pickles, he persevered and completed trials 4-5 times before finally perfecting his recipes. Dina Nath's journey was not just about creating quality pickles, but also about empowering disadvantaged people, especially women, in his community. He provides them with training and opportunities to become self-sufficient workforce in Nepal. Today, Shiva Baba Achar Juice Udhyog is an established company that offers 21 varieties of pickles and caters to regions like Dharan, Biratnagar, Jhapa.



Entrepreneur
Profile

Competitive Landscape

Financial
Outlook



**Namuna Achar
Udhyog**



**Sara Food
Udhyog**



**Kritiz Achar
Udhyog**



**Lotus Products
Nepal**

Financial
Outlook

Capital Requirement

Resource Allocation Plan



6,500,000

Storage Capacity
Enhancement



2,000,000

Supply Chain
Improvement -
Vehicle



500,000

Pouch Packing
Machine



1,000,000

Automatic Packing
Machine

TOTAL: NPR 10,000,000

Competitive
Landscape**Financial
Outlook**Capital
Requirement

Particulars	FY 79/80	FY 80/81	FY 81/82	FY 82/83	FY 83/84	FY 84/85
Proprietor's Capital	326,800	326,800	326,800	326,800	326,800	326,800
Reserve and Surplus	92,589	332,452	716,739	1,348,646	1,766,934	2,433,088
Secured Loan	-	9,545,198	8,936,197	8,249,960	7,476,690	6,605,351
Other Liabilities	624,221	1,486,419	1,462,707	1,134,381	978,682	1,014,775
Fixed Assets	85,738	8,652,164	7,458,197	6,457,815	5,614,712	4,900,129
Other Assets	957,873	3,038,705	3,984,246	4,601,972	4934395	5,479,885
Revenue	3,591,360	7,454,402	10,056,552	10,877,957	11,789,466	12,799,058
Less: Cost of sales	3,001,766	3,675,397	6,065,410	6,778,708	7,456,579	8,202,237
Gross Profit/ (loss)	589,594	3,779,005	3,991,142	4,099,249	4,332,887	4,596,821
Administrative Expenses	659,992	1,125,661	1,300,237	1,428,001	1,568,541	1,723,135
Financial Expenses	-	979,907	1,112,651	1,035,414	948,382	850,312
Depreciation	4,513	1,433,574	1,193,966	1,000,382	843,103	714,583
Total Expenses	664,505	3,539,142	3,606,854	3,463,797	3,360,027	3,288,030
Net Profit/ (loss)	(74,911)	239,862	384,288	635,451	972,860	1,308,792