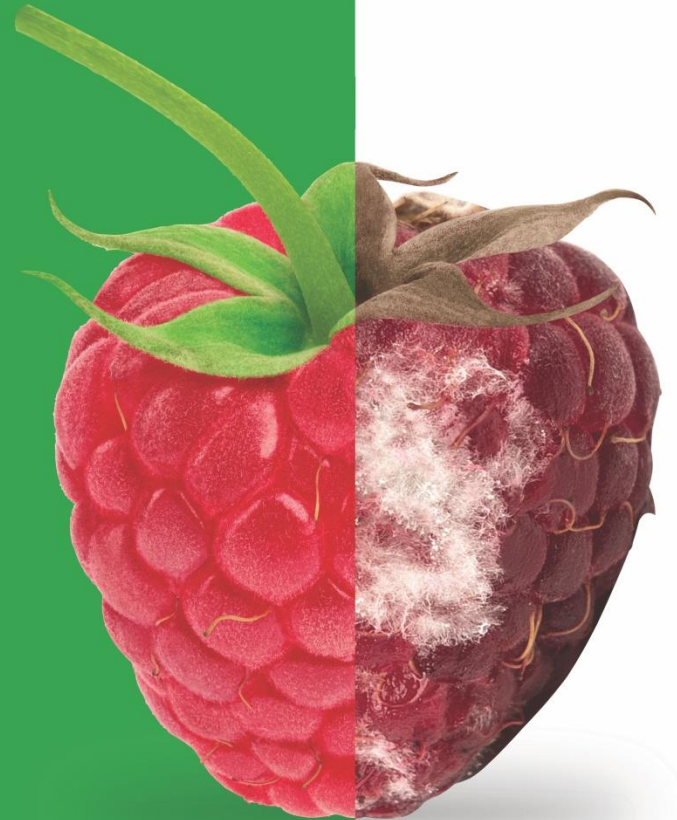




UP TO
5X
LIFE
EXTENSION



Shelf Life Extension Solutions

Reduce Dump from 42 crores to 10 crores in Delhi NCR



Agenda

01

Dump ratio reduction

Reduce dump ratio of Future Group – Big Bazaar supermarkets
PAN India

02

Pressure maintenance of fruits and vegies

Maintain the fruit pressure and hardness for a longer period of time

03

Fungal growth reduction

Improvement in quality of fruits to ensure they do not get
contaminated on the shelf

04

Cost reduction

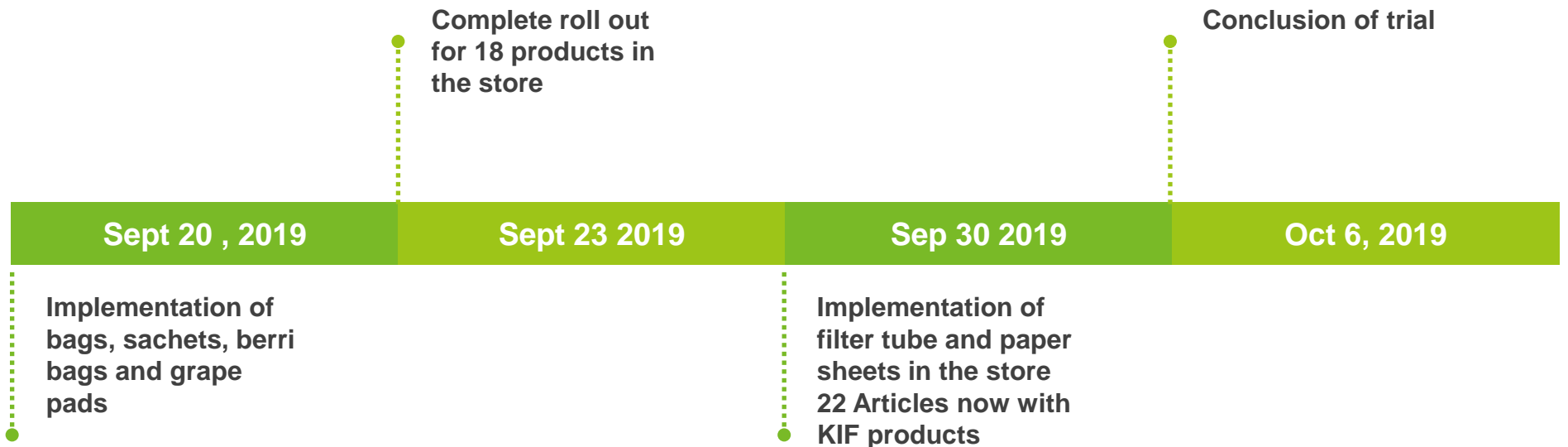
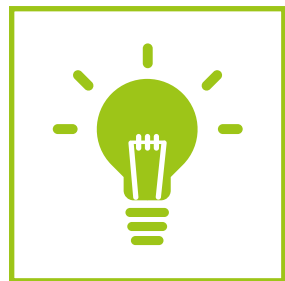
Provide extensive cost reduction based on improvement in shelf
life

05

Pan India Enrollment in all Big Bazaar Stores

Provide a uniform solutions pan India to all 250 + stores of Big Bazaar in 120
cities

Timeline



Timeline



About us

About us

5X Shelf life

Increase fruits,
vegetables
and flowers
life



Global Support

We are
available in 45
countries
globally

Who are we?

Keep-It-Fresh is a registered Start-Up with Govt. of India working on increasing the shelf life of fresh produce. Keep-It-Fresh utilises several packaging technologies in combination for shelf life extension that reduces ethylene levels and lowers the respiration rate

Products

Anti-Microbial Films, Pads and Papers
Ethylene Adsorbers
Moisture Adsorbers
Oxygen Adsorbers
Modified Atmosphere Packaging
Sulfur Dioxide Release Packaging
Ethylene Filters
Ethylene Scrubber Machines

Standard we comply to!

Keep-It-Fresh products are FDA , BRC and Reach compliant
Keep-It-Fresh products are free of any harmful chemicals that are applied on Fresh Produce

Mfg Plants



California, USA



Australia



Lyon, France



Dubai



Italy



Germany

Global Sites



India Sites

Delhi, NCR
Corporate Office



Delhi, NCR



Delhi, NCR



Mumbai



Punjab



Chennai



Compliant



Recyclable



Made from
natural materials



Our India Team

Sid Sareen
Director Technical



Mukul Sareen
Director Business
Development



Priyanka Upadhyay
Manager Technical



Anuj Sharma
Sr Manager Sales



Ajender Updadyay
Manager



Shawn Lohia
Manager



Dump Ratio Analysis

Dump Ratio Reduction



Snapshot of results

An extensive trial was done lasting 14 days for supplies from vendor of Big Bazaar to their store in Ambience Mall, Vasant Kunj Delhi and below results were observed



Before Trial

Dump Ratio

23%

Standard packaging used accounting for heavy losses in dump for 22 articles that were chosen by Big Bazaar (7 weeks Data)

During Trial

Dump Ratio

7.5%

Solutions implemented that resulted in high amount of direct and indirect savings (2 weeks Data)

After Trial

Dump Ratio

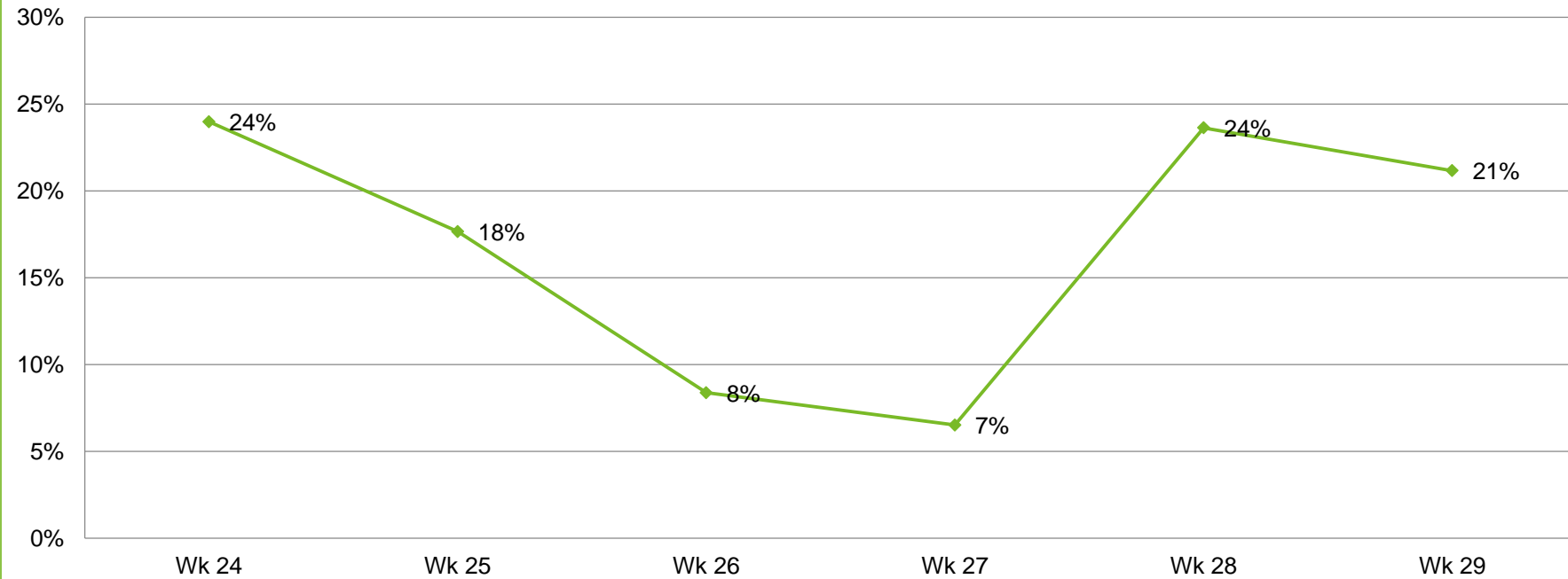
23%

Standard packaging re-introduced that was non KIF trial to re - observe the change in results (2 weeks Data)



Dump Ratio Change

“Dump Ratio change week by week can be observed to see the outstanding performance of Keep It Fresh Solutions ”



Week 24 - 25
Old Packaging

Week 26- 27
KIF Packaging

Week 28 - 29
Old Packaging

Snapshot of Results



KIF Solutions reduced dump rate from **23% to 7% in 3 weeks.**

Produces sales have been increased by during our trial period as the **pressure** of fruits have been maintained especially for kiwi , avocados and tomatoes

KIF has solved condensation / fogging issue in poly bags packing causing **fungal growth**

Shelf life of the produce has been increased by 300% and it has become easier for daily quality assessment and has reduced the time and effort substantially hence increasing **margins**



22 Articles
under trials &
Results



BIG BAZAAR
NAYE INDIA KA BAZAAR

*Ambience Mall,
Vasant Kunj Store*



Packaging Images & Contents

Keep It Fresh reduces ethylene, controls atmosphere inside packaging and increases shelf life.

Currently used technologies utilise single featured product but not with a combination of features like Ethylene Adsorption, Moisture Control, Oxygen Adsorption etc.

Keep-It-Fresh working with exporters in creating a specialized solution for each type of produce which may be a combination of different technologies depending upon the kind of produce and factors affecting its spoilage



KIF Bags



Tomato

Reduced dump rate
from 31% to 2 %.

Maintained hardness
& colour
Controlled fungus &
Condensation



Brinjal

Reduced dump rate
from 26% to 12 %.

Maintained hardness
Condensation reduced



Capsicum

Reduced dump rate
from 12% to 7%.

Maintained Hardness
and Colour
Reduced
Condensation



Green Peas

Reduced dump rate
from 45 – 19 %.

Maintained Colour
Reduced
Condensation



Zuchuni

Reduced dump rate
from 34 % to 14%.

Maintained Hardness
and Colour
Reduced
Condensation



Arbi

Reduced dump rate
from 5% to 1%.

Maintained Hardness,
fungal problems and
Reduced
Condensation



Sachets , Filters & Anti Fungal Pads

Keep It Fresh products like KIF Filters, Anti Fungal Pads, and KIF Ethylene Sachets in use at store level to reduce Dump Ratio

BIG BAZAAR
NAYE INDIA KA BAZAAR

*Ambience Mall,
Vasant Kunj Store*

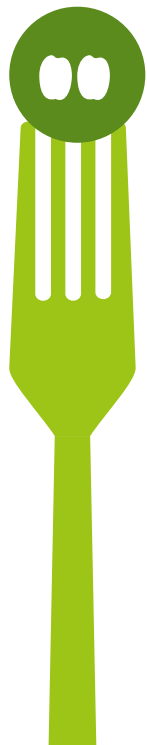
Filter Tubes + KIF Paper



Avocado

Reduced dump rate
from 17% to 2 %.

Maintained hardness,
colour and pressure



Kiwi

Reduced dump rate
from 28% to 4%.

Maintained Hardness,
Colour, Fungus



Pears

Reduced dump rate
from 14% to 3%.

Maintained Hardness
Colour and Weight
loss



Custard Apple

Reduced dump rate
from 28% - 5%.

Maintained Hardness ,
Colour and Reduced
black marks



Apple

Reduced dump rate
from 11 % to 6%.

Maintained Hardness
and Colour



Peach

Reduced dump rate
from 31% to 5%.

Maintained Hardness
Colour and Weight
loss

Anti Fungal Pads



Red Grapes

Reduced dump rate
from 17% to 2 %.

Maintained hardness,
colour and pressure



Green Grapes

Reduced dump rate
from 28% to 4%.

Maintained Hardness,
Colour, Fungus



Dragon Fruit

Reduced dump rate
from 14% to 3%.

Maintained Hardness
Colour and Weight
loss



Mushroom Button

Reduced dump rate
from 28% - 5%.

Maintained Hardness ,
Colour and Reduced
black marks

Cost Savings



1 Store
22 Articles
1 Week

Rs 60,000 Savings
Or
\$ 850



1 Store
22 Articles
1 Year

Rs 31.20 Lac
or
\$ 44,000



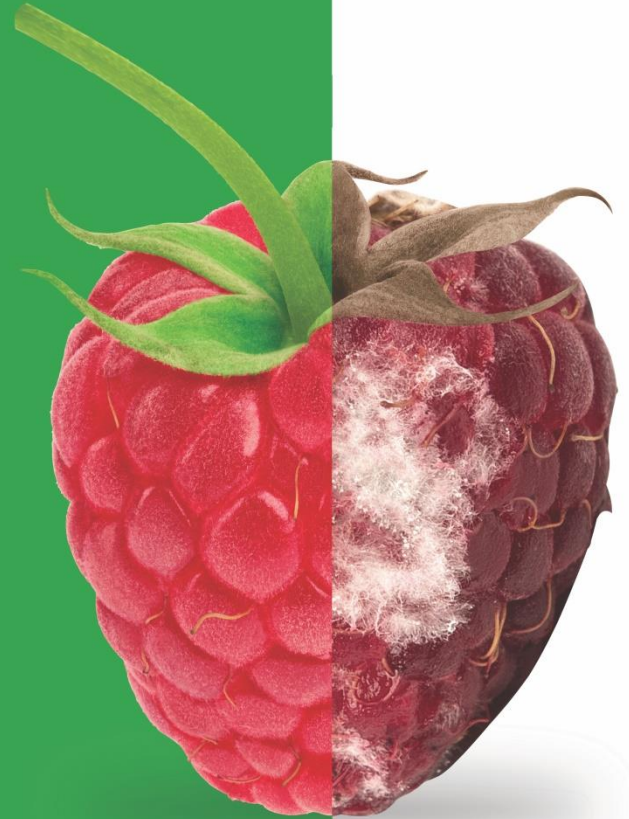
250 stores
22 Articles
1 Year

Rs 78 Crores
Or
\$ 11 million



BIG BAZAAR
NAYE INDIA KA BAZAAR

UP TO
5X
LIFE
EXTENSION



 Keep It
Fresh

Reducing Wastage
Improving Profits

Projected Savings
Rs 10 Crores Delhi NCR
Rs 78 Crores Pan India

Thank You