

# Meet Tempayy, the better protein

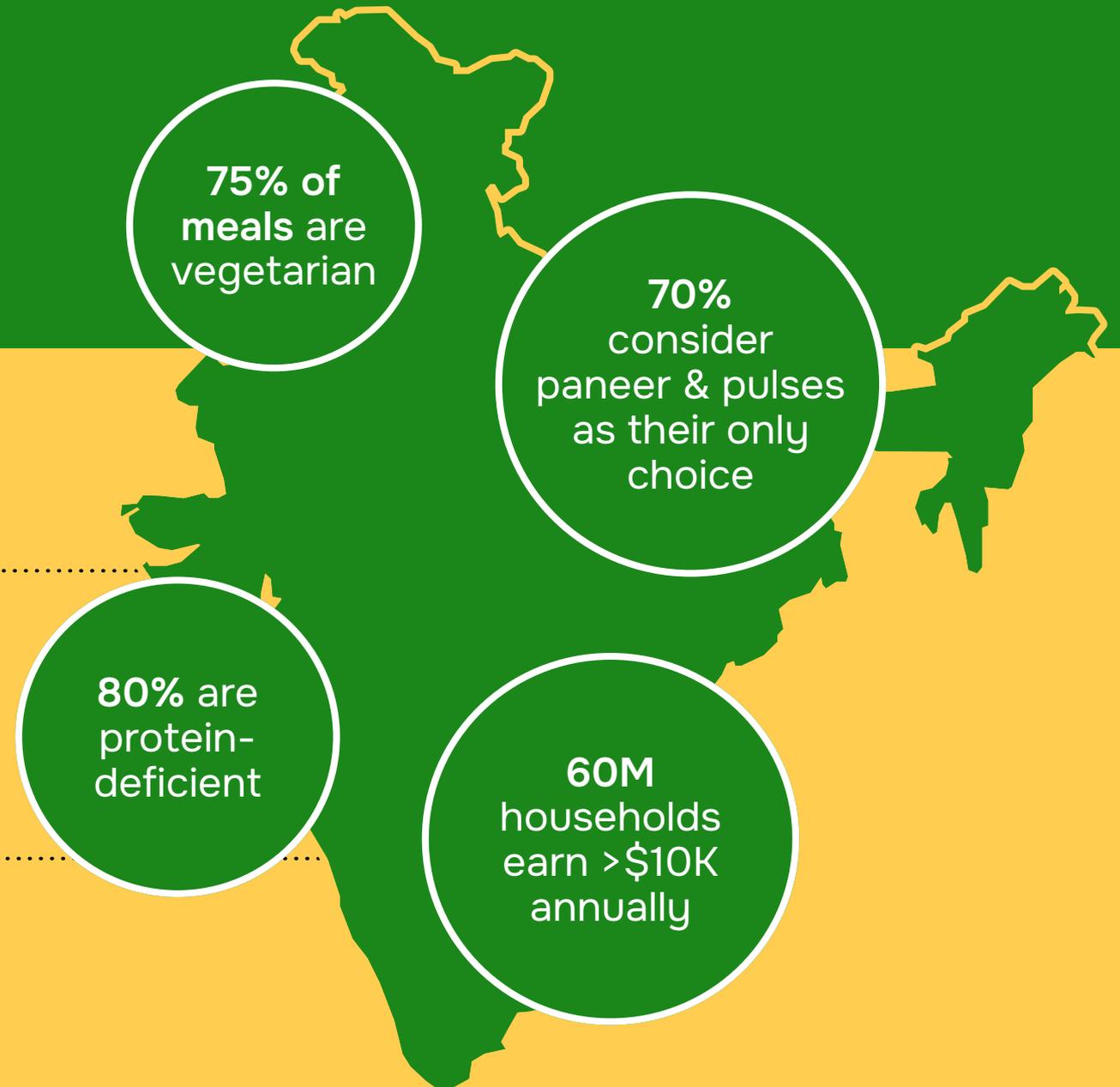


# Bridging the protein gap

India has **the largest affluent vegetarian market.**

Protein on the vegetarian plate is **severely underserved.**

Rising per-capita income correlates with **rising protein consumption.**



Source: Goldman Sachs Group Inc Report & MOSP, Cornell University, and Proprietary research.

# \$8B Indian market opportunity

Paneer + Plant Protein

**A new food choice, not a replacement**

**Flavours and use-cases for regular usage**

**Natural, not ultra-processed**

**Demand for convenience**



# Our vision

A global protein food brand that will make a dramatic impact on people's lives by providing **delicious, highly versatile and nutritious protein-first, tempeh products** that people can embrace into their everyday meals

The world's best-kept gut-friendly protein secret:

# Tempeh

Tempeh is a whole-food made by fermenting non-GMO soybeans, which are then crafted into cubes and slabs.

It is versatile, absorbs flavours and can slide into most dishes and cuisines.

## Breakfast

Tempayy Sandwich



## Lunch

Tempayy Curry



## Snacking

Tempayy Slider



## Dinner

Tempayy Pasta



## Late-night

Tempayy Pizza



**We took tempeh and  
made it Hello Tempayy.**

# What makes it a powerhouse?

More protein & fibre than paneer & tofu

10x less saturated fat than paneer

10x less net carbs than pulses



19g complete protein

Fibre-rich

Gut-friendly

Easy-to-cook

Clean ingredients

(per 100g of Tempayy)

# World's most innovative Tempayy products

**Singular focus on spice  
mixes and texture**

---

**State-of-the-art facilities  
in Pune & Bangalore**

---

**World's first ambient Tempayy  
developed in 12 months**

---

**Market-responsive NPD cycle with  
proprietary consumer feedback**



# The Hello Tempayy product range

## Tempayy Cubes

Ready-to-cook versatile ingredient



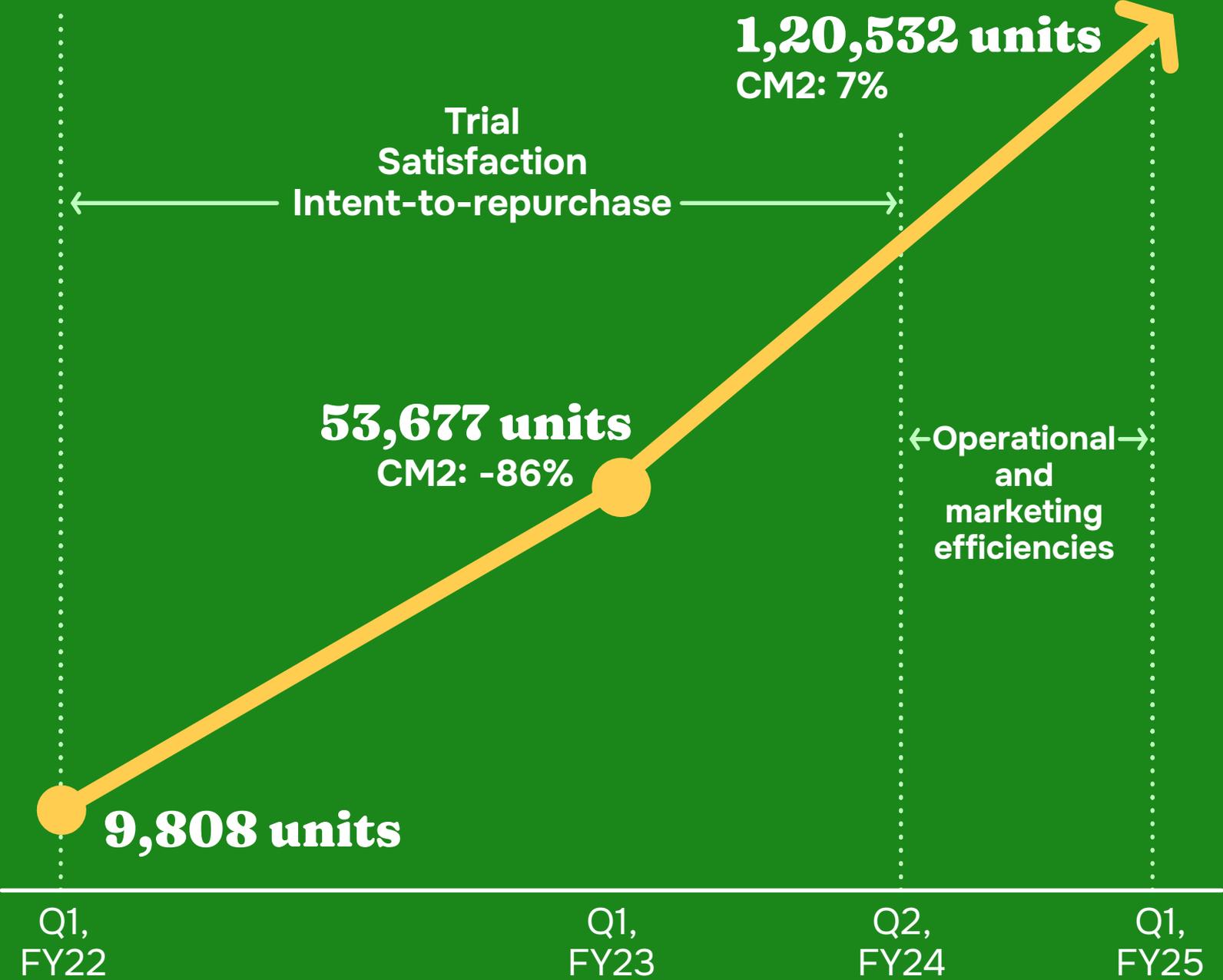
## Tempayy Thins

An ambient heat-and-eat snack



# Our performance

**12x growth**  
in units sold over  
the past three years



**“People I trust recommend it”**

800+ ambassador posts

257 tasting and sampling events

1,100+ recipes shared

600+ posts recommending us

370+ nutritionist endorsements



**“People like me eat it”**

23M+ views

48,000+ customer interactions

500K+ website visits

29k+ Instagram followers

4,700+ organic Instagram Story shares

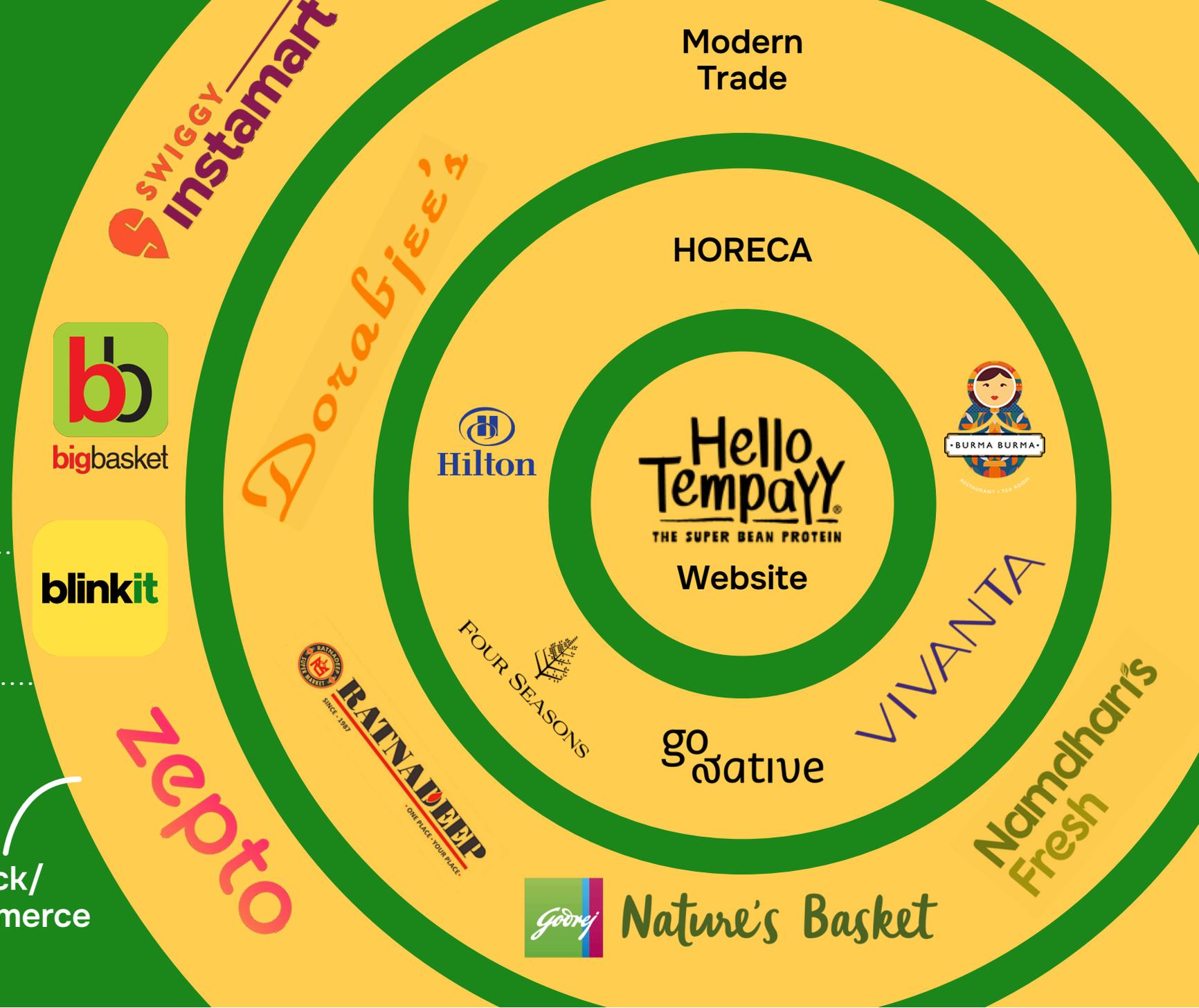
# Winning with an **omni-channel** approach

7+ digital channels

370+ retail stores

50+ HORECA partners

Quick/  
E-commerce



# Foundation set to propel future growth



**~1M**  
units delivered  
in the last  
three years



**370+**  
nutritionists  
recommend us



**₹9 Cr**  
annualised  
revenue  
run rate



**54%**  
likelihood to  
repurchase and  
recommend



**1,200**  
recipe posts



**CM2**  
Positive in  
Q1, 2025

# Hello Tempayy's innovative products are getting noticed globally.

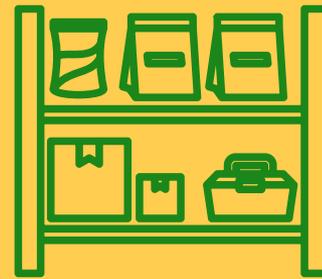
Hello Tempayy will supply its existing ambient range and pilot new ambient plant-protein RTE meals for the US



**6 of 10**  
households buy  
plant-based foods



**21%**  
of plant-based  
sales are meals



**2%**  
of plant-based meals  
are shelf-stable



**\$47B**  
US ready-to-eat  
meals market

# The US pilot

Hello Tempayy can bridge the shelf stable plant-based meal gap

## Partners

---

amazon

schouten

TASTEL

## Phase I

---

Use Amazon US as a test bed for Tempayy Thins and the upcoming ready-to-eat product range.

## Phase II

---

Hello Tempayy to launch in premium grocery retail chains exclusively in California

# A seasoned team

With experience in F&B/hospitality, ready-to-eat, D2C, and international markets



## Led by visionary founder Siddarth Ramasubramanian

- 20+ years in global hospitality and real estate
- CEO, Sobha Developers Dubai
- CEO, Star Hotel & Casino Sydney
- CMO, MGM Mirage & Boyd Gaming Las Vegas
- BSc, University of Massachusetts
- Masters of Management, Cornell University



## Rajit Malhotra, Board member

Former Managing Partner, McKinsey;  
Co-founder, Shantha Biotech



## KS Narayanan, Advisory board

Former MD, McCain Foods &  
VKL Seasoning



## Guru Neelakandan, E-commerce head

Previously in sales for Ashok Leyland

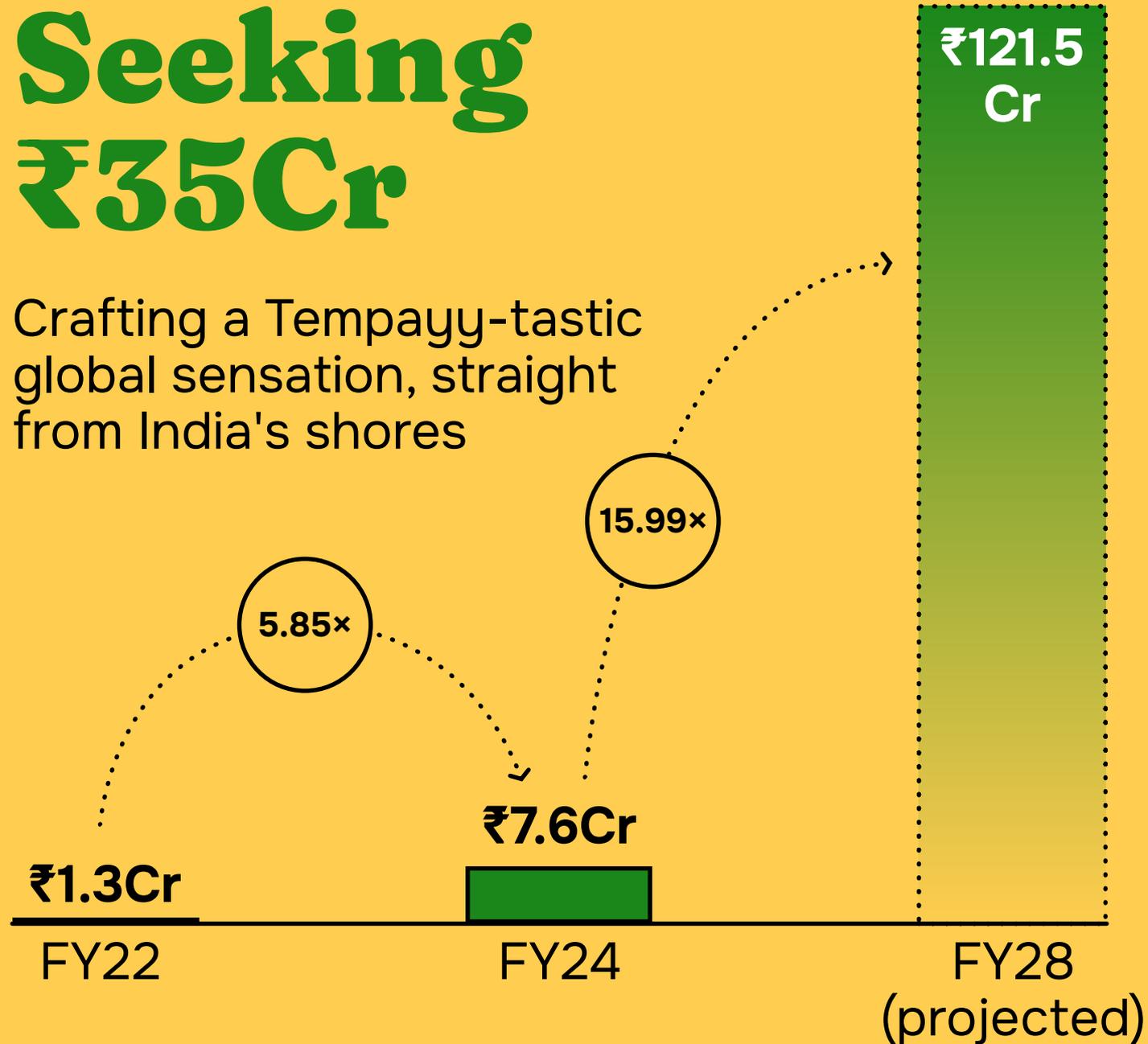


## Rajesh Devtalla, Retail head

Former sales head,  
Wingreens & Raw Pressery

# Seeking ₹35Cr

Crafting a Tempayy-tastic  
global sensation, straight  
from India's shores



## 3.6x

return on ad spend in  
Mar '24; 1.7x over Mar '23

## 6%

product return rate in FY24

## 10.1L+

lifetime units sold

## ₹24Cr

funds raised