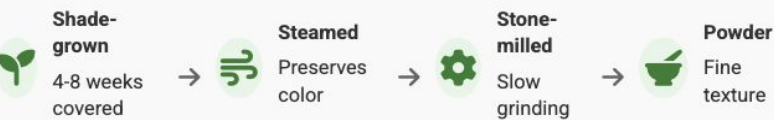


PRODUCTION PROCESS



Shade-grown • Steamed • Stone-milled • Preserves nutrients and flavor

KEY BENEFITS

-  **Calm Energy** - Caffeine + L-theanine synergy
No jitters or crash compared to coffee
-  **Antioxidants** - "Drink-your-greens"
137x more EGCG than regular green tea
-  **Flavor Profile** - Sweet-grassy, umami
Complex taste with distinctive character
-  **Gradual Caffeine Release** - Sustained focus
3-6 hour energy without crash

"So much to clean?!
I just want my
caffeine without
the hassle."

"Why is it always
lumpy? I follow
every step but still
get clumps."

"Good matcha is
delicious...but bad
matcha tastes like
sock sweat."

"I love the energy
but can't deal with
the prep each time
I want some."

Ceremonial Grade

- **Appearance:** Vibrant emerald green
- **Flavor:** Smooth, delicate, complex
- **Usage:** Straight drinking, traditional ceremonies
- **Production:** First harvest, youngest leaves
- **Price point:** Premium (₹2,000-5,000/100g)

Culinary Grade

- **Appearance:** Duller green, sometimes yellowish
- **Flavor:** Earthier, stronger, slightly bitter
- **Usage:** Lattes, baking, smoothies, cooking
- **Production:** Later harvest, mature leaves
- **Price point:** More affordable (₹800-2,000/100g)

PREPARATION CHALLENGES

-  **Complex Process:**
Sift → Bloom paste → 70–80°C water → Whisk zig-zag → Drink fast
-  **Required Tools:**
Bowl (chawan), bamboo whisk (chasen), scoop (chashaku), sieve, thermometer
-  **Time Commitment:**
5-10 minutes preparation time + cleanup

COMMON FAILURES

-  **Texture Issues:** Clumps → chalky mouthfeel
-  **Temperature Problems:** Too hot → extreme bitterness
-  **Separation:** Grit/settling → muddy final sip
-  **Inconsistency:** Varying ratios/temp/whisking technique
-  **Maintenance:** Cleanup hassle, fragile whisk care



Ananya Sharma, 28

Bengaluru • Startup Marketing Manager

Gym-goer

Blinkit/Zepto user

Health-conscious

- **Jobs:** Calm focus for work, grab-and-go convenience, clean-label trust
- **Barriers:** Messy prep, distrust RTDs (sugar/preservatives), chai cheaper
- **WTP:** ₹150–₹250 if authentic, low sugar, preservative-free, specifies matcha grams/can
- **Switch trigger:** Café-grade taste, clean feel, omni-channel availability

KEY PAIN POINTS

- 🔪 **Preparation Tedious** → Clumps, bitterness, inconsistency
Traditional preparation requires multiple tools, precise temperatures, and expertise
- 🔪 **RTD Skepticism** → Stale taste, sugary formulations, artificial ingredients
Existing RTD options fail to deliver authentic matcha experience
- 📍 **India Market Challenges** → Scarce supply, pricey imports, tea stigma
Limited awareness and availability of quality matcha products

NGA STEPS



Need

Healthy steady energy,
but prep fussy & RTDs
fake



Want

Authentic, clean, easy
RTD matcha



Value

Benefits ↑ (time, taste,
health) – Costs ↓ (price,
sugar)



Demand

Unlocked with café taste
+ clean label + omni-
channel



Desire

3-pm calm ritual → hard
to replace



Loyalty

Repeat buys, fridge
staple

WHY NOW

Wellness Wave Post-2022

Increased health consciousness and functional beverage demand

Gen Z Income + Café Culture + Quick-Commerce

Rising disposable income with delivery infrastructure

Coffee Fatigue → Smooth Alternative

Consumers seeking alternatives to high-acid coffee

Global Proof (Japan/US/UK RTD matcha)

Established markets showing strong growth trajectories

OPPORTUNITY STATEMENT

"Give me authentic matcha energy that's easy, healthy, consistent—not sugary green tea with flavor."

Launch clean-label, preservative-free RTD matcha targeted at India's wellness professionals

- Authentic matcha experience with café-quality taste
- Minimal ingredients: matcha, filtered water, natural sweetener
- Transparent labeling with matcha content per can (1.5-2g)
- Multi-channel distribution: DTC, quick-commerce, premium retail

Competitive Landscape

Direct Competitors - India

Brand/Company	Product Offering	Price Range	Notes on Positioning	Profitability/Feasibility
Blue Tokai / Third Wave	Matcha lattes (café-based, not RTD)	₹250–₹350 per cup	Premium café culture, urban metros	Limited scalability beyond cafés
Kimino Japanese Organic Tea (imported niche)	Bottled matcha drinks	₹300–₹500	Imported, niche, limited shelf presence	Pricey, low accessibility in India
Urban Platter / Tea Trunk	Matcha powders (DIY)	₹700–₹1200 / 30g	Specialty D2C brands; wellness-driven buyers	DIY prep barrier; high margins but limited reach
Noon	Premium ceremonial & culinary matcha powders (Japanese origin)	₹900–₹1500 / 30g	Instagram-first lifestyle branding; wellness-focused	High margins, aspirational, RTD absent
Glow Glossary	Skincare + wellness D2C brand also retailing Japanese matcha	₹800–₹1200 / 30g	Cross-over of beauty + superfoods, holistic wellness	Lifestyle-led niche, not scaled, RTD absent
Matcha Maiden India / Imports	Matcha powders (DIY)	₹1000+	Wellness-driven, global community positioning	Pricey, boutique, limited volumes
Starbucks India (Tata JV)	Matcha latte (in-store, no RTD)	₹280–₹350	Lifestyle badge, consistent taste	RTD absent, restricted to cafés

Direct Competitors - Global

Brand	Product Offering	Price	Positioning
Ito En (Japan/Global)	Matcha Love RTD bottles/cans	\$2–\$3 (₹160–₹250)	Mass retail, functional green tea leader
Suntory / Kirin (Japan)	Canned teas, matcha blends	\$1–\$2 (₹80–₹160)	Everyday vending machine beverages, high penetration
Taika (US)	Adaptogenic matcha lattes in cans	\$3.5–\$5	Premium wellness + functional mushrooms
PerfectTed (UK/EU)	RTD canned matcha energy drinks	£2–£3	Youth-friendly, "clean energy" positioning
MatchaBar (US)	Hustle Matcha energy RTD	\$3–\$4	Startup-led, D2C-first, now retail
Starbucks Global	Bottled matcha lattes (select markets)	\$3.5–\$5	Convenience-driven, lifestyle badge loyalty
Coca-Cola (Ayataka, Japan & SE Asia)	Ayataka Café Matcha Latte / Rich Matcha Latte (PET bottles, cans)	¥150–¥180 (~₹90–₹110)	Shelf-stable latte style, Kyoto Uji matcha sourcing

Indirect Competitors - India

Category	Examples	Price Range	Notes
Tea	Paper Boat iced teas, Lipton RTD teas	₹40–₹60	Affordable, mass-market reach
Coffee	Starbucks frappuccino bottles, Blue Tokai cold brews	₹150–₹300	Premium, lifestyle-driven
Energy Drinks	Red Bull, Monster	₹100–₹150	Dominant "on-the-go energy"
Functional/Health	Raw Pressery juices, Kombucha (Atmosphere, Mountain Bee)	₹120–₹200	Wellness-led, metro-focused, niche

Market Opportunity Summary:

- No established RTD matcha can products in Indian market
- Price point opportunity between mass tea (₹40-60) and premium coffee (₹150-300)
- Growing wellness and functional beverage category awareness
- Potential for first-mover advantage in RTD matcha segment

Competition, Customer and Context

Porter's 5 Forces

Force	Impact	Explanation
 Threat of New Entrants	Moderate	RTD tea/coffee market is crowded, but authentic matcha sourcing + cold-chain know-how are strong barriers. Startups may enter, but scale is limited by sourcing quality.
 Substitution	High	Coffee, kombucha, iced teas, and energy drinks are abundant; consumers can easily switch.
 Rivalry	Growing	India has no RTD matcha leader yet. Kombucha/cold brew players can pivot into this niche quickly.
 Supplier Power	High	Japanese ceremonial-grade matcha is expensive, sourced from limited suppliers, vulnerable to import duties and currency swings.
 Buyer Power	Moderate	Urban Gen Z/millennials are willing to pay ₹150–₹250 for wellness drinks, but remain anchored by chai/coffee at ₹20–₹50.

PESTEL Analysis

 **Political**
Import duties on Japanese matcha; FSSAI regulation of functional beverages.

 **Economic**
Rising disposable income; premium beverage CAGR 15–20% in India; inflation pressures margins.

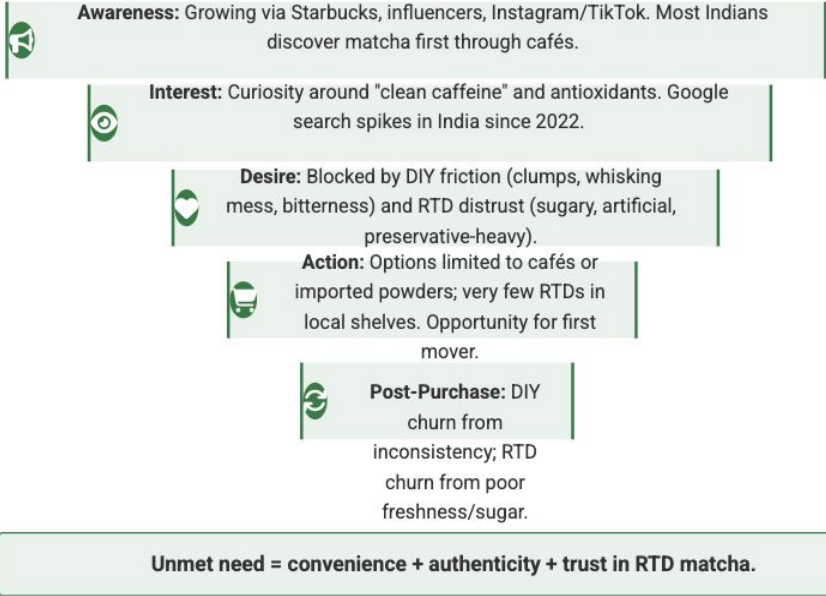
 **Social**
Gen Z wellness-driven, café culture expanding. Older generations skeptical ("mehendi-like powder").

 **Technological**
Cold-chain & aseptic/UHT processes enable preservative-free RTDs. Quick-commerce makes distribution easy.

 **Environmental**
Sustainability resonates with Gen Z. Recyclable cans + nitrogen flushing improve freshness.

 **Legal**
Strict labelling laws for sugar, caffeine, and matcha grams; restrictions on "energy drink" claims.

AIDA / Consumer Decision-Making



SWOT & Risk/Opportunity

SWOT ANALYSIS

★ Strengths

- ✅ White space in India for authentic RTD matcha
- 🚀 Quick-commerce adoption supports trial & repeat
- 👤 Gen Z/millennials open to functional drinks
- 🌐 Global RTD matcha models to adapt from

💡 Opportunities

- 🍷 Position as "clean-label, café-grade RTD"
- 🍓 Flavors (matcha + mango/berry/adaptogens)
- 💰 Rising incomes + functional beverage adoption
- 🏠 Transparent labelling → consumer trust

⚠️ Weaknesses

- 🏢 High sourcing costs for Japanese ceremonial matcha
- 😬 Consumer skepticism about bottled freshness
- 🔪 Low awareness of proper matcha taste, adoption curve
- 🕒 Shelf-life, oxidation, settling challenges

⚡ Threats

- ☕ Coffee chains extending into RTD
- ⚡ Energy drinks dominate functional energy shelves
- 🏢 Tea/coffee incumbents could pivot to matcha
- 👤 Risk of being seen as elitist/metro-only

RISK/OPPORTUNITY MATRIX

↗️ Opportunities

- 🌟 First mover in India RTD matcha
- 🚚 Quick-commerce & office fridges → natural distribution
- 🏆 Differentiate as "clean energy, no jitters"
- 🌱 Functional blends add wellness appeal
- 📱 Social-driven Gen Z adoption

⚠️ Risks

- 🏢 High input costs for imported matcha
- 😬 Consumers unfamiliar with authentic taste
- 🏆 Strong incumbents in RTD coffee & energy drinks
- 📢 Need for continuous consumer education
- 🚧 May be dismissed as a metro fad in Tier-2/3 India

📌 Key Takeaway

- Strengths + Opportunities point to clear white space in India for authentic RTD matcha
- Weaknesses + Risks highlight challenges in sourcing costs, consumer education, and competition
- The whitespace lies in balancing authenticity with convenience → an early mover can capture young urban professionals before global incumbents scale locally

STP – Segmentation, Targeting, Positioning

Segmentation Variables

Variable	Degrees
 Decision Role	Purchaser / Consumer / Influencer
 Usage	High (daily) / Medium (2–3x weekly) / Light (occasional)
 User Status	Novice / Aware / Enthusiast
 Occasion	Regular / Festive / Special
 Willingness to Pay	High (₹200–250) / Medium (₹150–200) / Low (≤₹100)
 Attitude	Wellness-driven / Trend-driven / Functional convenience
 Attitudinal Loyalty	High / Medium / Low
 Need/Benefit	Clean caffeine / Antioxidants / Lifestyle badge / Convenience
 Demographics	Age 22–40, All genders, Income ₹50k+, Tier 1 metros + early Tier 2

Segmentation Profiles

Urban Wellness Optimizers

 Fitness-first, kombucha/protein users, wellness influencers
24–35 yrs, Tier 1 metros, high income
High usage, Enthusiast, High WTP
Needs: Clean caffeine + antioxidants
Loyalty: ★★★★★ High

Trend-Driven Professionals

 Café culture, Instagram lifestyle, Starbucks appeal
22–30 yrs, students/young professionals, Tier 1 & 2
Medium usage, Novice/Aware, Medium WTP
Needs: Social badge + occasional energy
Loyalty: ★★★ Medium

Functional Energy Seekers

 Coffee/energy drink switchers, want focus without jitters
28–40 yrs, IT/startups, Tier 1 & 2
Medium usage, Novice, Medium WTP
Needs: Convenience + alertness
Loyalty: ★★ Moderate

Curious Lifestyle Experimenters

 Try kombucha/smoothies, low stickiness
20–26 yrs, students, early earners
Light usage, Low WTP, Trend-driven
Needs: Novelty, trial
Loyalty: ★ Low

Target Segment

Target Chosen: Urban Wellness Optimizers

-  Willingness to Pay: High (₹200–250 per can)
-  Distribution: Quick-commerce, gyms, boutique cafés, modern retail

Secondary Segment: Trend-Driven Professionals → important for virality & aspirational halo.

-  Strong repeat loyalty → fridge-stocking, subscriptions
-  Global Alignment: Mirrors global early adopters (Japan/US/UK RTD matcha pathways)

STP – Targeting (Market Sizing for RTD Matcha in India)

Market Sizing Funnel



Scenario Analysis

Capture Year	MRP (₹)	Revenue (₹ cr)	Units/year	Approx Buyers*
Yr-1 (5% SAM)	179	13.0	727,058	~30k (2 cans/month)
Yr-1 (5% SAM)	199	13.0	653,986	~27k (2 cans/month)
Yr-1 (5% SAM)	219	13.0	594,262	~25k (2 cans/month)
Yr-3 (12% SAM)	179–219	31.2	1.42–1.74M	~40–48k (3 cans/month)

*Buyer counts assume stickiness: 2–3 cans/month.

(FX: \$1 = ₹83.68, 2024 average)

Key Insights – TAM, SAM, SOM

TAM (₹29,288 cr): Huge RTD beverage headroom.

SOM (₹13–31 cr): Realistic early market capture → small in absolute value, but strategic for first movers.

SAM (₹260 cr): Matcha is a small but fast-rising niche (~0.9% of Indian tea).

Focus on Urban Wellness Optimizers as core early adopters → repeat buyers sustain revenue.

Mirrors the adoption curve seen in Japan, US, UK → café entry → RTD scale.

STP – Positioning (India RTD Matcha)

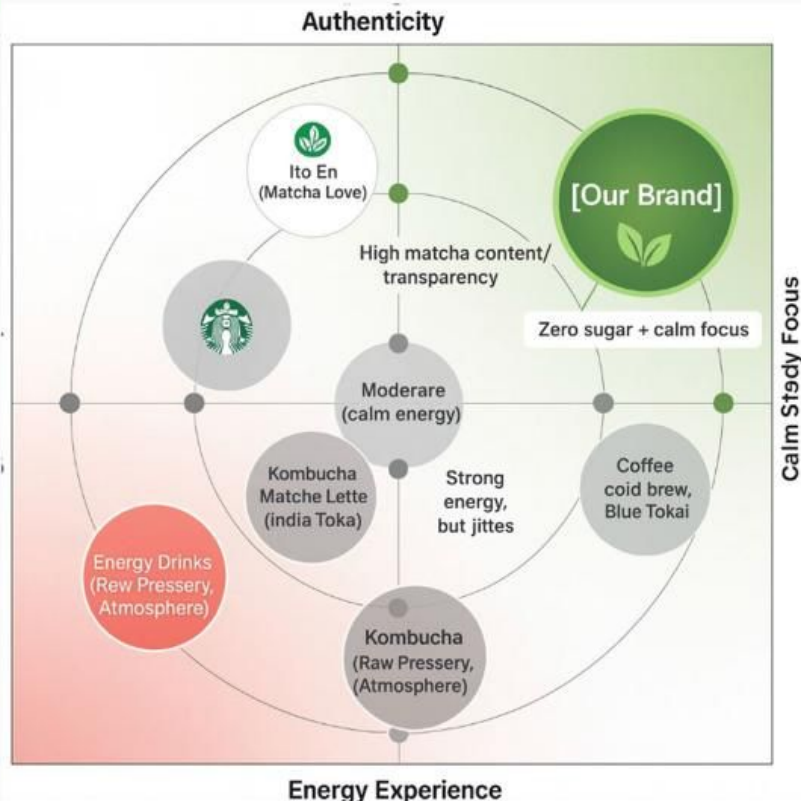
POSITIONING STATEMENT

For Indian professionals and students seeking focus without jitters, Our Brand's RTD Matcha provides authentic Japanese matcha in a ready-to-drink can, with zero sugar (naturally sweetened using monk fruit, agave, or honey), and no preservatives. It delivers calm, steady energy and café-quality taste—grab-and-go without compromise.

UNIQUE VALUE PROPOSITION (UVP)

-  **Calm Focus, No Jitters**
caffeine balanced with L-theanine
-  **Zero Sugar Promise**
monk fruit, agave, honey only
-  **Authenticity**
Japanese ceremonial matcha, grams printed
-  **Convenience**
smooth, preservative-free, grab-and-go
-  **Trust & Transparency**
clean-label, clear origin

PERCEPTUAL MAP



Category PoP

Belongs to RTD beverage category (ready-to-drink, convenient cans)

Competition PoP

Matches premium café beverages on taste and lifestyle badge

Point of Difference (PoD)

Only zero-sugar, natural-sweetener RTD matcha in India with grams printed & preservative-free authenticity

WHY WE WIN



Calm, steady focus vs coffee jitters



Zero sugar, natural sweeteners only



Authentic Japanese matcha with grams printed



Preservative-free grab-and-go convenience

Marketing Mix – Product (Mami Matcha)

PRODUCT

Level	What it means	For Mami Matcha
Core Benefit	Fundamental value delivered	Calm, steady energy (caffeine + L-theanine), authentic matcha taste, zero mess
Generic / Expected (PoP)	Bare minimum expected by consumer	RTD canned drink (200–250ml); consistent taste; FSSAI compliant label
Augmented (PoD)	Differentiators creating edge	Zero sugar (monk fruit, agave, honey variants); grams of matcha printed (2.0 g straight, 1.5 g latte); nitrogen flush + UHT freshness; QR code to sourcing/education
Potential	Future expansion	Seasonal SKUs (yuzu, mango, lychee, strawberry, blueberry); functional boosts (adaptogens, electrolytes); café collabs

FORMULATION & TASTE GUARDRAILS

Straight Matcha:	2.0 g, pH 6.0–6.6, tiny foam head
Lightly Sweet:	1.8 g, Brix 2.5–3.0 (monk fruit / agave)
Latte-style:	1.5 g, optimized for plant milk dispersion
All SKUs:	12–15 months ambient life
	shake-to-wake icon
	no preservatives

PACKAGING & DESIGN

- Primary:** 200–250ml slim aluminum cans, matte finish, color-coded by SKU
- Back-of-Pack:** QR code → sourcing & lab tests; storage: cool & dry
- Front-of-Pack:** "Mami Matcha" logo + "Zero Sugar Real Japanese Matcha (2.0 g) • No Preservatives"
- Secondary Packs:** 4-pack / 12-pack cartons (e-comm), slimline fridge trays (retail)



Marketing Mix – Price (Mami Matcha)

PRICING MODELS

Model	Relevance	Notes
Value-Based	Core strategy	Premium justified by authenticity, zero sugar, Japanese ceremonial matcha.
Penetration	Launch	Intro price at ₹199; 4-pack and 12-pack bundles for trial.
Skimming	Seasonal SKUs	Premium limited flavors (yuzu, mango) at ₹229.
Psychological	Pack pricing	₹199 single; 4-pack ₹749; 12-pack ₹2,099.
Two-Part Pricing	Retail + Q-commerce	Single can aspirational, multi-pack affordable.

PRICING & GROSS MARGIN

SKU	Price (₹)	COGS (₹)	Contribution (₹)	GM %
Straight Matcha	199	48	151	76%
Flavored SKUs	199–210	52	147–158	72–75%
Latte-style	210–220	55	155–165	73–75%
Seasonal Premium	229	55	174	76%

COST BREAKDOWN

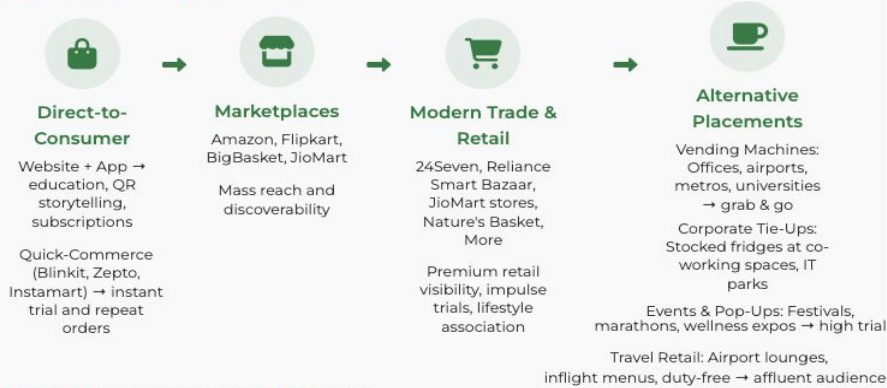
Cost Component	Description	₹ per Can
Matcha Powder	Imported ceremonial-grade (1.5–2 g)	14–16
Natural Sweeteners	Monk fruit, agave, honey	3–4
Other Ingredients	Flavor extracts, stabilizers	5–6
Can & Printing	Slim 200–250 ml matte finish	9–10
Processing & Filling	Contract manufacturing, UHT	4–5
Packaging	Cartons, shrink wrap	2
Logistics & Distribution	Warehousing, last mile	6–7
Total COGS	—	45–55

BREAKEVEN & CONTRIBUTION MARGIN

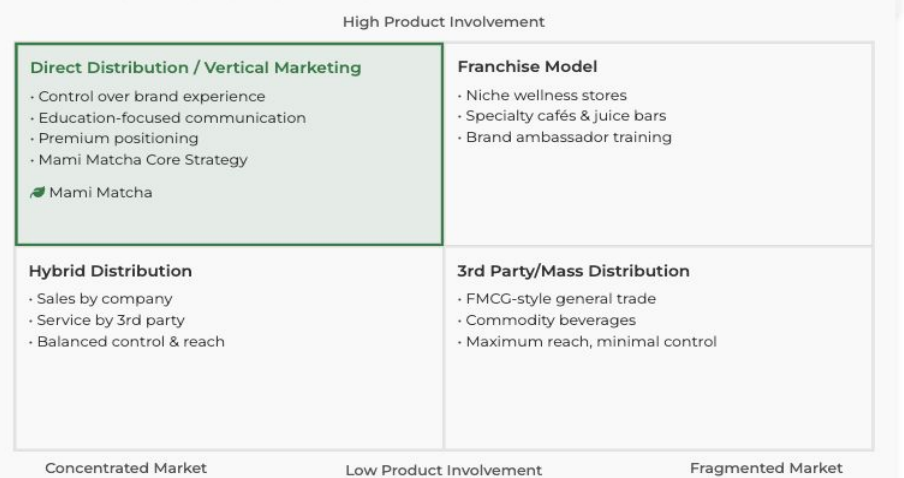
Contribution Margin: Average per can: ~₹150 Gross margin range: 72–76%	Fixed Costs (Year 1): Marketing & branding: ~₹50–70 lakh Staff & operations: ~₹30–40 lakh Misc. (compliance, R&D): ~₹20 lakh Total Fixed Costs: ~₹1.2 Cr annually
Breakeven Volume: Formula: Fixed Costs ÷ Contribution Margin (~₹150) 8 lakh cans annually (~70k cans/month)	Scalability Insight: Achievable with Q-commerce (Blinkit, Zepto), metro modern trade, cafés, and e-commerce packs.

Marketing Mix – Place (Mami Matcha)

DISTRIBUTION CHANNELS



OPTIMAL DISTRIBUTION STRATEGY



✓ D2C + Quick-Commerce = Control + Speed

✓ Premium Retail = Lifestyle Fit

✓ On-the-Go Channels = Everyday Accessibility

ONLINE VS OFFLINE TRADE-OFFS

Factor	Online (D2C / Marketplaces)	Offline (Retail / Vending / Events)
Reach	Pan-India, scalable	Metro-focused, impulse-driven lifestyle fit
Margins	Higher (D2C), medium (marketplaces)	Lower (30–35% retailer margin)
Trial Speed	Instant adoption via quick-commerce	Shelf discovery & impulse sampling
Control	High (D2C), medium (marketplaces)	Low (retailer-driven placement)
Consumer Behavior	Planned + repeat orders	Impulse-first, lifestyle association

CHANNEL PRIORITY & IMPACT

Primary Channels (Year 1):

- ☆ D2C website with subscription model
- ☆ Quick-commerce platforms (urban coverage)
- ☆ Premium modern trade (limited SKUs)

Secondary Channels (Year 2+):

- ★ Marketplaces with brand store
- ★ Corporate partnerships
- ★ Events & Travel retail (for sampling)

Channel KPIs:

- 🕒 Conversion rate: 4–6% (D2C)
- 🕒 Repeat purchase: >40% (Quick-commerce)
- 🕒 Average basket: 3–4 units (Online)
- 🕒 SKU velocity: 8–10 units/day/store (Retail)

Marketing Mix – Promotion (Mami Matcha)



Launch Campaign Plan

- Influencer-led campaign (#FocusWithMami)
- SEO + Paid ads (Google, Insta, YT Shorts)
- Events (yoga fests, gym activations, co-working)
- Sampling at Cult.fit, 24*7, Nature's Basket, Modern Bazaar
- PR mentions in lifestyle/fitness media

Channels

Digital

- Instagram
- YouTube
- LinkedIn
- Paid Media
- SEO

Offline

- Retail (24*7, Modern Bazaar, Nature's Basket)
- Cafés (Blue Tokai, Third Wave)
- Gyms

6M Model

Market: Urban millennials & Gen Z (18-35), Tier 1-2 India, gyms, cafés, creators

Message: Emotional – Focus without jitters | Rational – Real matcha, functional health

Money: 60% digital-first, 20% sampling, 20% offline POS

Mission: Establish Mami Matcha as "Zero sugar, calm focus, authentic matcha"

Media: Instagram Reels, YouTube Shorts, SEO, UGC, gyms, cafés, pop-ups

Measurement: Awareness (reach/PR), Trial (samples), Repeat (subscription)

Creative Ad Formats



GUERRILLA ADS
Unconventional and surprising



AMBIENT MEDIA
Blending with the surroundings



AMBUSH TACTIC
Piggybacking competitor event

GTM Launch Plan – Timeline & Tactics



Phase 1: Pre-Launch

Month 0–1

- Landing page + waitlist with incentives (early packs, discounts)
- Teaser QR campaigns in metros, gyms, cafés → "Calm Energy is Coming"
- Calm Box PR kits to influencers (cans + wellness add-ons)
- Campus sampling before exams (trial sachets, cans)
- Gamified waitlist referrals (leaderboard for rewards)



Phase 2: Soft Launch / Pilot

Month 2–3

- Limited SKU launch on Blinkit/Zepto with priority placement
- Café activations: Matcha Latte Days at Blue Tokai/Third Wave
- Gym/cult.fit fridge placements
- Vending machine pilots in offices, co-working spaces
- Subscription Founders Club with early access
- Feedback via QR-linked surveys on cans



Phase 3: Full Launch

Month 4–6

- Retail expansion: 24*7, Modern Bazaar, Nature's Basket
- Vending expansion to large offices, IT parks, gyms
- Sampling trucks in parks, youth hubs, fests
- Event ambushes: yoga fests, marathons, college/music fests
- Co-branded bundles with oat milk/plant-based food brands
- Ambient installations: calming green light effects



Pre-Launch Tactics

- Calm Box PR kits to key influencers
- Gamified waitlist referral system
- Whisper posters (#Don'tFollowTheJitters)
- Teaser UGC challenge ("Calm focus?")
- Geo-targeted teaser QR campaigns
- Campus outreach before exam season



Post-Launch Tactics

- Referral program (Give 1 Can → Get 1 Free)
- Loyalty program (every 5th order free)
- Subscription club exclusive perks
- UGC challenge (#FocusWithMami)
- Corporate wellness packs for HR gifting
- Co-branded partnerships with aligned brands

GTM Launch Plan – Growth Strategy & KPIs

Growth Strategy

-  Digital-first push: 60% budget to performance + creator-driven campaigns
-  Mass sampling: gyms, cafés, universities (focus on exam season)
-  Retail POS innovation: glowing green fridge trays
-  Creator tie-ins: wellness influencers, productivity coaches, esports creators
-  Community campaigns: hashtags like #CalmEnergy, #FocusWithMami

High-Impact GTM Ideas

-  Ambient ads: calm green lighting in gyms/cafés
-  Student push: "Swap your chai before exams" sampling drive
-  Experiential pods/pop-ups in campuses & co-working hubs
-  Smart vending activations with free first 500 cans daily

KPI Dashboard

Product

Repeat Rate	35%
SKU Sales Mix	Top 3 SKUs ≥70%
NPS	>40

Price

AOV	₹350–400
Gross Margin	~75%
Contribution Margin	~₹150/can

Place

POS Reach	500+
Online Split	60%
Offline Split	40%

Promotion

CAC	< ₹250
Referral-driven Orders	15%
Engagement Rate	>5%



 Breakeven: ~70,000 cans/month at CM ~₹150/can, GM ~75%



GTM Strategy for RTD Matcha Energy Drink presented by

Uditi Taneja (PGP2026_26298)

Aagrah Nigam (PGP2026_26243)