



**RÚ
STICKS**

by
Sacho

Presented by aditya, sanya, aagrah & khushbu



Chopsticks Are More Than Dining Tools

For centuries, chopsticks have symbolized:

- Balance
- Precision
- Cultural heritage

Yet in India, they are treated as cheap disposable utilities.

Despite the rise of Asian cuisine, the experience remains incomplete and unbranded.

A cultural ritual deserves better design.



The Problem

Each restaurant wastes chopsticks worth ₹1,08,000 EVERY YEAR because they rely on disposable chopsticks.

CHOPSTICKS
MARKET
INDIA

TODAY:

- RESTAURANTS RELY ON LOW-QUALITY DISPOSABLE IMPORTS.
- NO PREMIUM BRAND EXISTS IN INDIA.
- DINING EXPERIENCES LACK AUTHENTICITY.

DISPOSABLE CHOPSTICKS
MADE IN CHINA

The Opportunity

Asian Cuisine in India Is Exploding

India has seen rapid growth in:

- Sushi
- Ramen
- Pan-Asian dining
- Asian fusion restaurants

Estimated:

- **20,000+** Asian restaurants in India
- **Premium dining culture** growing rapidly

Yet the tableware ecosystem is still commoditized.

RÚ Sticks aims to build the premium layer of this category.



Our Solution

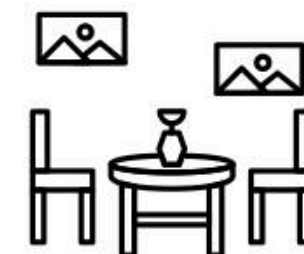
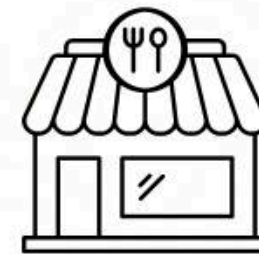
RU Sticks transforms chopsticks from
utilities into design objects.

RÚ Sticks by Sacho

Thoughtfully designed premium chopsticks that combine:

- Traditional craftsmanship
- Modern minimal aesthetics
- Sustainable alternatives to disposables

Premium chopsticks designed for:
Restaurants | Home dining | Premium gifting



Product



Thoughtfully Designed Chopsticks

Features:

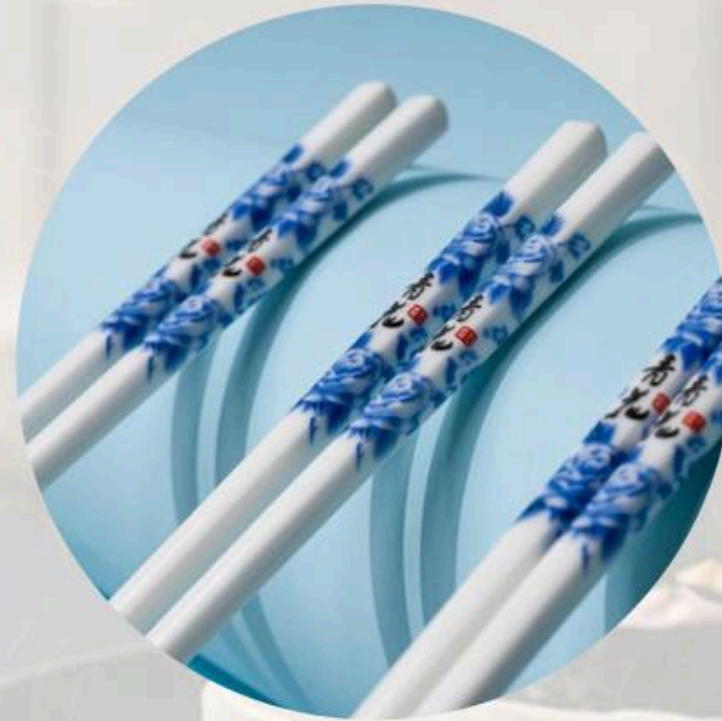
- Imported craftsmanship
- Premium materials and finishing
- Perfect balance and ergonomics
- Designed for restaurants and homes

Materials:

- Durable premium wood
- Smooth lacquer finish
- Designed for repeated use

Functionality

- Comfortable grip for beginners and experienced users
- Balanced tip for precision while eating
- Designed for both restaurant and home dining



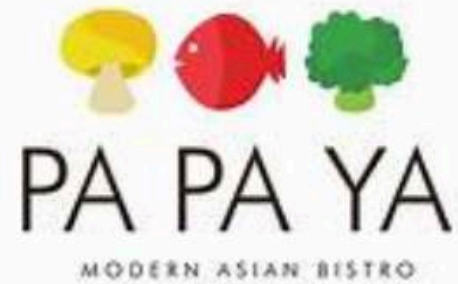
We Own a Defensible Niche: The India-Focused Premium Specialist



Early market validation



IF IT'S CHINESE, IT'S
MAINLAND
CHINA



B2C Sales
₹40,000+

B2B Partnerships
₹1.2L+ revenue

Current restaurant partners

- Pa Pa Ya
- Mainland China (2 outlets)
- Gong
- Powder House
- Chin Chin Chu
- Sahara Star

Pipeline:

15–30 restaurants currently in discussions

This traction proves strong demand from restaurants.

Tam sam som

TAM (Total Addressable Market)
Asian dining + tableware market in India
~ ₹3,000+ crore

SAM (Serviceable Market)
Asian restaurants + premium consumers
~ ₹600 crore

SOM (Initial Target)
Asian restaurants in major metros
~ ₹60 crore opportunity

Business Model



Two Revenue Streams

B2B Restaurants, weddings & experiential dinner pop ups

- Bulk chopstick supply
- Custom branding opportunities
- Repeat purchase cycles

B2C Consumers

- Online sales
- Premium dining accessories
- Gift sets

Future expansion:
Premium Asian tableware.





Vision

Beyond Chopsticks

Next 12 months:

- Expand to 200+ restaurants
- Strengthen D2C brand presence
- Launch Asian dining kits

Future product lines:

- Sushi plates
- Ramen bowls
- Asian dining kits
- Premium gifting sets

Long-term ambition:

Premium tableware for experiential dining in India

Mood Board



Why Now?

The Perfect Cultural Moment

Three trends are converging

Asian cuisine is mainstream in India

Consumers value premium dining experiences

Sustainability is replacing disposable culture



RÚ Sticks sits at the intersection of
Culture × Design × Dining.

Our Philosophy

The Act of Harmony

RÚ Sticks is built around a simple idea:
Dining should be **intentional**.

We believe in:

- Slowing down
- Savoring the moment

Turning everyday rituals into meaningful experiences

RÚ Sticks exists to bring authenticity, beauty,
and balance to the table.



The Ask

We are raising **30-60L pre-seed** to scale RU Sticks and Sacho

Capital will be used for:

- Inventory and manufacturing
- Expanding restaurant partnerships
- Brand building
- E-commerce growth

Our goal:

To make RU Sticks India's **premium Asian tableware brand.**



How ₹40L Would Be Used

How ₹40L Would Be Used

Inventory & manufacturing — ₹12L

Large stock

Cost reduction per unit

Restaurant expansion — ₹8L

Sampling

Sales team

Partnerships

Brand building — ₹10L

- Instagram
- D2C website
- Influencers

Operations — ₹5L

- Logistics
- Packaging

Buffer — ₹5L

- Working capital



Bringing authenticity, beauty, and balance to the table.
One pair at a time.

Team RU Sticks
Thank You