

D3&CO

Premium Mutton, Perfected.

Investor Pitch Deck

Building India's most trusted premium mutton brand through focused sourcing, hygienic processing, quick-commerce reach and premium offline stores.

Mutton-first launch

Omnichannel growth

Profit-focused model

August 2026



The mutton category is valuable, but trust is broken

01 Inconsistent quality

Unpredictable freshness, cuts, smell, fat ratio and weight accuracy.

02 Low hygiene confidence

Modern households want cleaner handling, packaging and temperature control.

03 High price, low transparency

Mutton is premium, but customers rarely see sourcing or quality proof.

D3&CO converts a fragmented purchase into a branded, trusted habit.

The first opportunity is not to sell every protein. It is to win one high-value category deeply: premium mutton.



D3&CO: a specialist premium mutton brand



Start narrow. Win mutton. Expand after trust is established.

A mutton-first model lowers operational complexity, strengthens brand recall, simplifies procurement and creates clear premium positioning.

1 category

Initial focus
mutton only

8-12

Launch SKUs
hero products

Lean hub

Model
not heavy chain

- Ethical supplier network and grade-based procurement
- Expert cuts: curry cut, biryani cut, boneless, keema and chops
- Hygienic processing, vacuum / chilled packing and visible quality proof
- Own direct channel plus Zepto, Blinkit, Instamart and premium stores

Launch portfolio: 8–12 hero SKUs, not a scattered



SKU	Customer job	Strategic role
Curry Cut	Daily household cooking	High frequency
Biryani Cut	Weekend/family occasions	Higher basket
Boneless	Urban convenience	Premium margin
Keema	Quick cooking	Repeat demand
Chops	Premium celebration	Brand builder
Marinated Mutton	Ready-to-cook	Highest value-add

Product principle

Raw cuts drive habit. Premium and ready-to-cook products drive margin.

Omnichannel, but with each channel doing a different



A Own WhatsApp / website

Highest margin, subscriptions, repeat purchases.

B Quick commerce

Zepto, Blinkit, Instamart for discovery and urgent needs.

C Apartment communities

Low acquisition cost, dense delivery routes and trust building.

D B2B supply

Restaurants, cloud kitchens and caterers for baseline volume.

E Premium stores

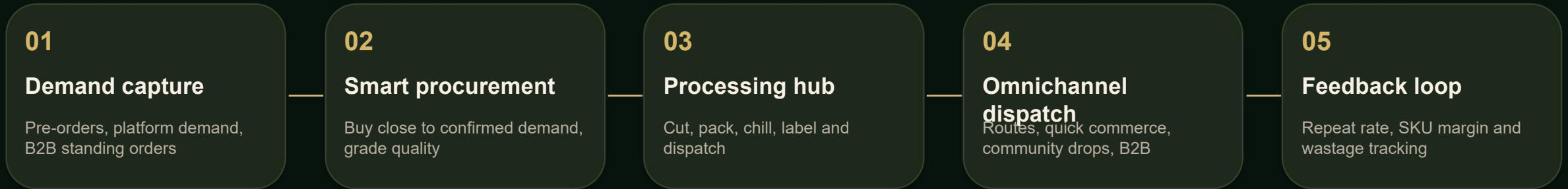
Trust, experience, walk-ins and local fulfilment hub.

F Subscriptions

Weekly/fortnightly mutton packs for loyal families.

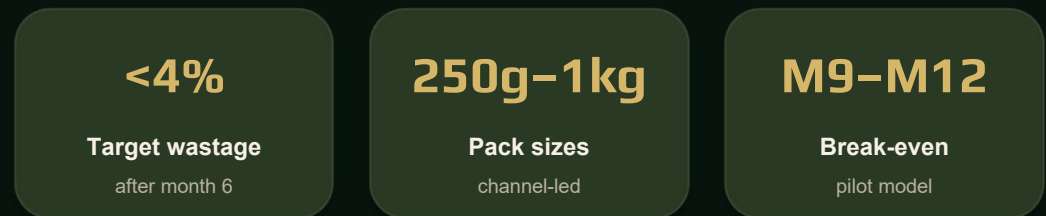
Quick commerce acquires reach. Direct channels retain value.

Lean operating model designed for early profitability



Core advantage: demand-led inventory

Mutton is perishable and expensive. The model limits unsold stock through pre-orders, community drops, B2B baseline demand and a narrow SKU launch.



Offline stores become premium showrooms + micro-



Not a butcher shop. A premium mutton boutique.

- 300–700 sq ft format in premium residential zones
- Glass-front chilled displays and visible hygiene standards
- Acts as click-and-collect, walk-in sales and local dispatch hub
- Supports higher-margin products: chops, boneless and ready-to-cook
- Creates offline trust for online repeat orders

Trust

Store role
brand proof

2–4 km

Hub radius
local dispatch

Phase 2

Launch
after demand proof

90-day launch plan: prove one micro-market before scaling

Days 1–30

Setup & supply

Supplier tie-ups, FSSAI compliance, hub setup, packaging, 8–12 SKUs, first communities.

Goal: first 250 repeat users

Days 31–60

Demand engine

WhatsApp ordering, apartments, influencer chefs, B2B pilots, samples and subscriptions.

Goal: ₹10L monthly run-rate

Days 61–90

Channel scale

Quick-commerce onboarding, repeat packs, daily dashboards, wastage control and first offline-store shortlist.

Goal: ₹20L+ monthly run-rate

Scale rule: replicate only after unit economics are visible.

Unit economics: protect contribution before chasing volume

Illustrative model for a 500g premium mutton pack sold direct vs quick-commerce. Actuals depend on city, cut mix, supplier price and platform terms.

Line item	Direct	Quick-commerce	Comment
Average selling price	₹430	₹450	Premium branded mutton pack
Procurement + trimming	₹265	₹265	Includes yield loss assumption
Processing + packing	₹38	₹38	Vacuum/chilled pack and labour
Delivery / platform cost	₹35	₹85	Direct route cost vs platform economics
Gross contribution	₹92	₹62	Before fixed overheads
Contribution margin	21%	14%	Quick commerce is volume/discovery, not only profit

24–30%

Target blended GM
by Year 3

Direct

Best channel margin
subscriptions

Quick
commerce

Discovery channel
high reach

Channel discipline matters

A product that works on direct may not work on quick commerce. D3&CO will push only margin-safe hero SKUs to platforms.

3-year financial projections: mutton-first, capital-efficient scale

Illustrative investor model in INR. Assumes one city launch, then expansion to more micro-markets after unit economics are proven.

Metric	Y1	Y2	Y3	Y4	Y5	Notes
Revenue	₹2.4Cr	₹7.8Cr	₹18Cr	₹34Cr	₹55Cr	Category + city expansion
Gross margin	24%	27%	30%	31%	32%	Better mix + procurement scale
EBITDA	-₹18L	₹55L	₹2.5Cr	₹5.4Cr	₹9.6Cr	Turns profitable after launch base
Stores / hubs	1	3	7	12	20	Micro-fulfilment + retail
Monthly orders	6k	19k	44k	78k	125k	Direct + QC + B2B
Repeat customers	1.2k	4k	9k	16k	28k	Subscriptions/community

Projection highlights

M9–M12

Break-even target

pilot stage

₹18Cr

Y3 revenue

mutton-first

₹2.5Cr

Y3 EBITDA

after expansion

₹55Cr

Y5 revenue

20 hubs/stores

32%

Target GM

by Y5

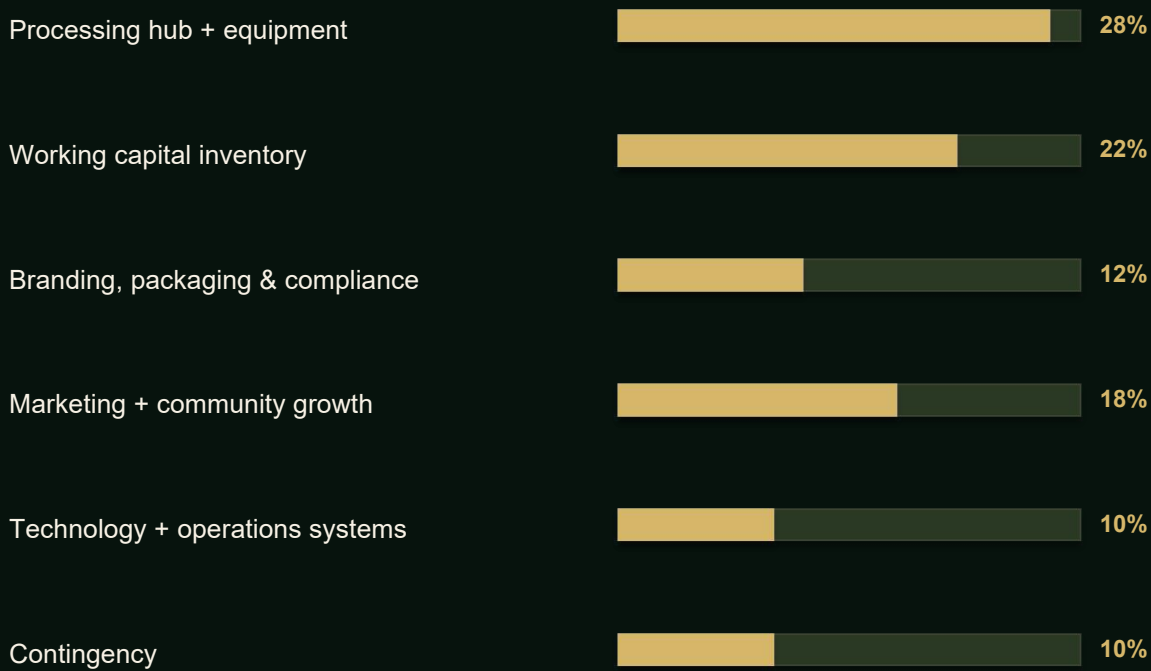
Note: Projections are planning estimates; validate with supplier quotes, platform commissions, rent, labour and city-level demand.

Investment use: build the first profitable operating template

Suggested seed requirement: ₹1.5Cr–₹2.5Cr

The raise should fund a disciplined pilot and first replication, not a wasteful city-wide burn model.

Use of funds	Share
Processing hub + equipment	28%
Working capital inventory	22%
Branding, packaging & compliance	12%
Marketing + community growth	18%
Technology + operations systems	10%
Contingency	10%



Milestones funded

Launch hub • onboard 5–10 apartment communities • sell on quick-commerce channels • hit ₹20L+ monthly run-rate • open/lock first flagship store.

D3&CO

The focused path to India's premium mutton brand.

- Single-category focus creates a sharper launch story
- Omnichannel model balances reach, margin and trust
- Premium stores become fulfilment hubs and brand proof
- Financial plan targets break-even after the pilot stage

**Start with mutton. Build trust.
Then own protein.**

Investor discussion deck • projections are illustrative and should be validated with local procurement, platform and lease quotes.