



The Hunar Studio

X Healthy Me

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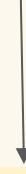
Thinking of business ideas



We came up with two!



The Hunar Studio



Healthy - Me



Origin Story -The Hunar Studio

- The demand for personalised home space rose during Covid Times.
- Online classes and professional meetings became the norm and this created a need for home decors that could reflect our personality on video calls.
- We decided to cater to this need and that is how 'Hunar (Skill) Studio was born'





Origin Story - Healthy Me!

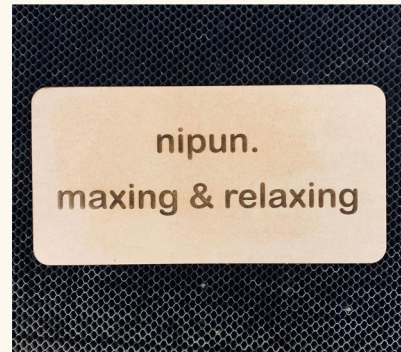
During the initial days, we used to see people struggling to get lunch in College.

- We faced the issue as we wanted healthier food options for lunch that don't pinch on our pockets as well.
- We reached out to one of the vendors in Gurgaon who is already running a cloud kitchen and provides healthy and keto options to its customers.
- But they were providing items priced at 120-180 per salad/brown rice & gravy combination. We negotiated and got the prices to half in exchange for bulk orders everyday for lunch.



MASTERS' UNION

Our Products





Our Products



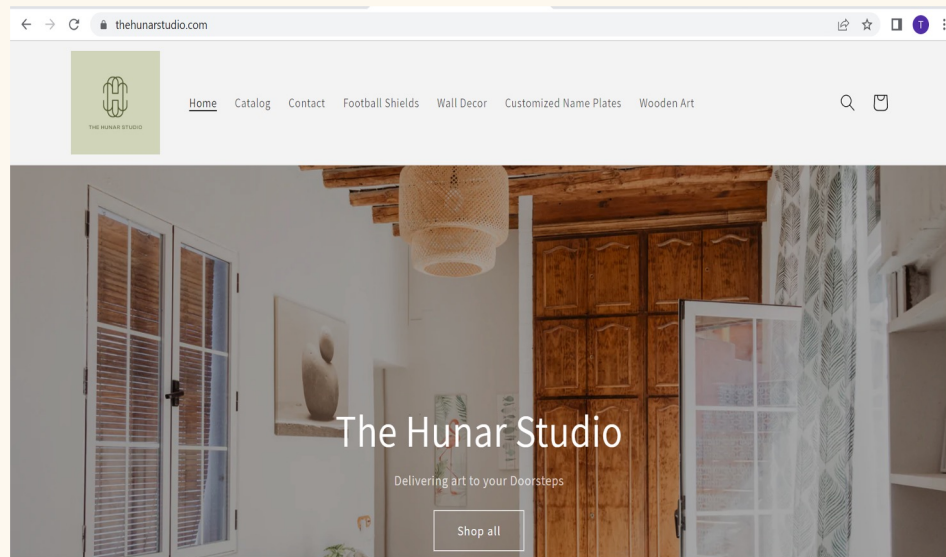
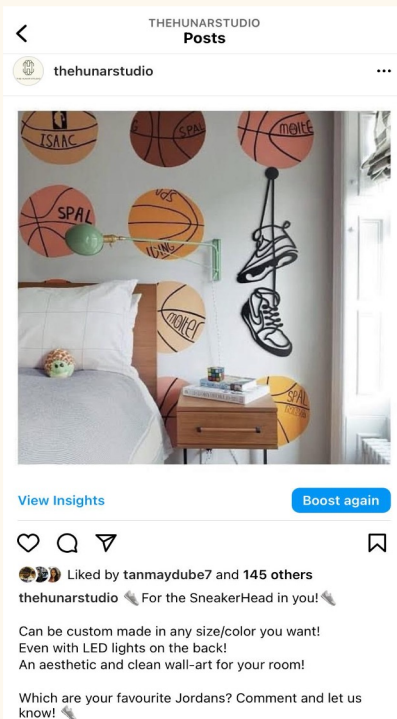
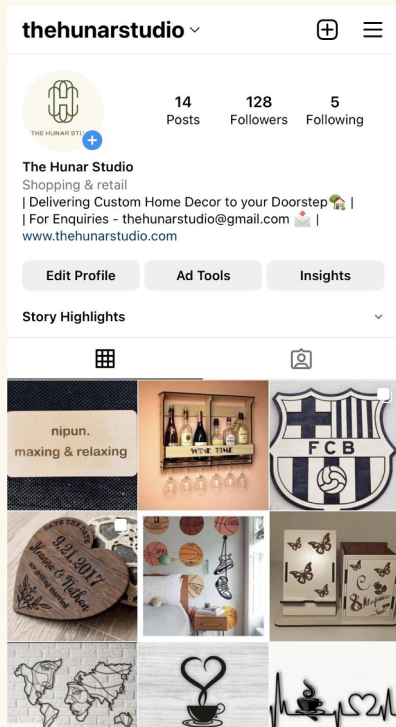


MASTERS' UNION

Sales Channels

Instagram

Website



Offline Sales

Healthy Me !



Marketing Strategy

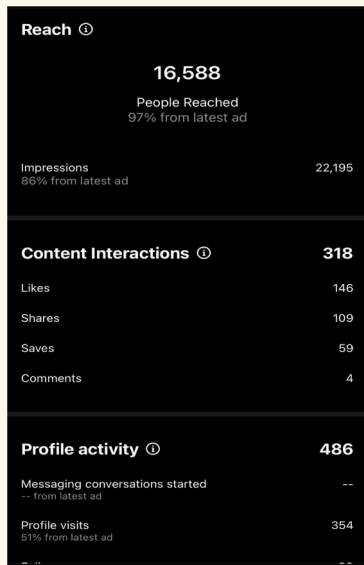
- We decided to use various marketing strategies to position our brand as something premium and targeted users who were interested in .
- First channel we used create awareness of our existence was by creating an Instagram page and asking our friends and family to follow and share our new venture.

Link: [Instagram](#), [Website](#).

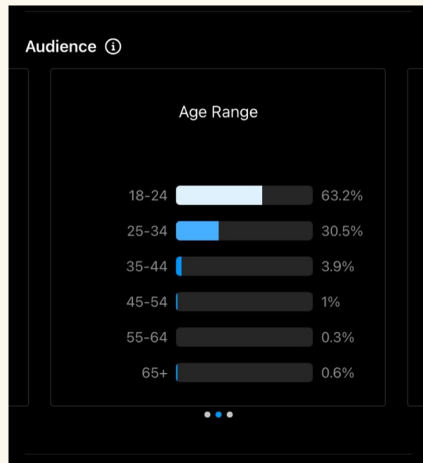
- The idea behind Healthy-Me came up after the cohort complained about feeling sleepy post lunch; we came up with the idea of keto meals and portion meals with a variety of options to choose from by identifying a need gap analysis.
- We also contacted some influencers to promote our post. Where we got over 5000 views on the story and got, 400 views on the post itself.



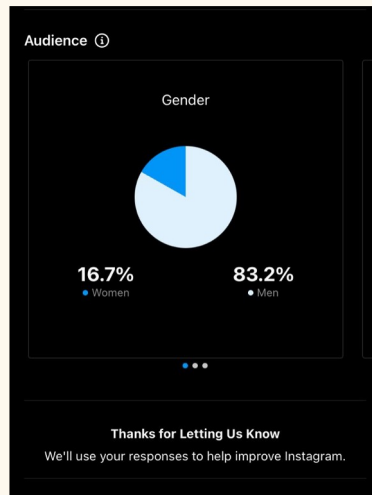
THS - Instagram Ad Analytics



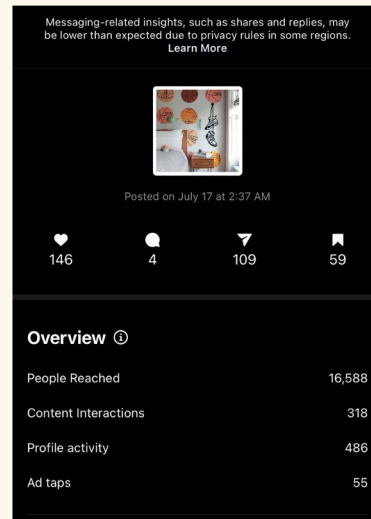
22,195 impressions with, 16k unique impressions.



Millennials engaged maximum with our posts.



83% men engaged with our ads, which was backed up by the amount of DMs received



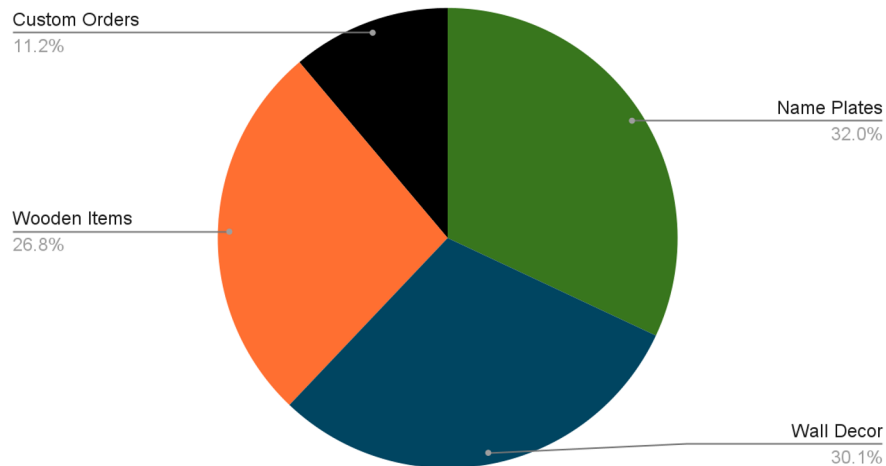
109 people shared our hot-selling item with 59 people saving it to view later



Financials

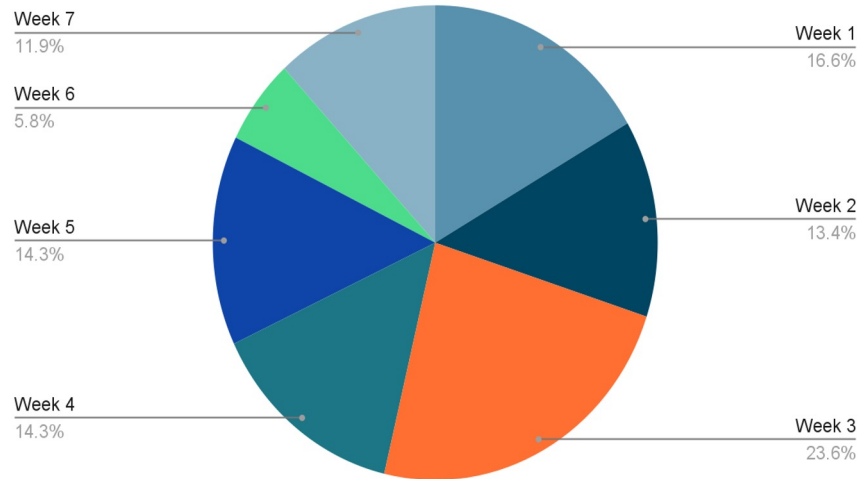
The Hunar Studio (Gross Profit - ₹ 16,264)

Total Revenue : 44818



Healthy Me - (Gross Profit - ₹5875)

Total Revenue (Healthy Me) - ₹ 58,750



Total Revenue (The Hunar Studio + Healthy Me) = ₹ 1,03,568



Key Learnings

- When we did market research on our products on how much people are willing to pay for our products, on the contrary to build trust you need a very active and a credible Instagram Account with honest reviews by people.
- As this is a personalised product and this enters their personal space, unless the customer is clear in their head what they want, it takes a lot of persuasion for us to sell this product.
- We also tried to run some ads for the Hunar Studio in Tier-2 cities where in we could get any noticeable traction.
- The Hunar Studio (CAC): **Rs. 558 per user.**
- We also got a lot of feedback from our users about feedback about the portion of the food and we increased the portion by 20%.



Vision Ahead

- With the key learnings from our mistakes we strive to take this brand forward.
- We wish to expand to B2B clients particularly interior designers as we have customized products that can cater to the needs of these designers.
- We are going to add some low ticket items in our catalogue to gain traction towards our website and towards our brand.
- We need to identify our potential clients for our big ticket items and create a sales strategy to increase our revenue thereby increasing our profits.



THANK YOU