

DABBA40

40g protein. Ghar ka khana. ₹149.

A weekday lunch subscription for young urban professionals who train. Built on idle partner kitchens and dense 3-km delivery clusters.

₹30

contribution per meal

₹780

per subscriber, per month

359

subscribers to break even

₹18L

the ask, for one cluster

One customer, one impossible choice.

Rahul, 26, product analyst in HSR Layout. Trains 4x a week. Eats lunch at his desk 22 days a month.

₹100

Office tiffin

12-15g protein. Rice, dal, one sabzi. He hits maybe 40% of his protein target and knows it.

Nutritionally poor

₹350

Healthy bowl on Swiggy

15-20g protein. ₹7,700 a month if he eats it every working day — more than his phone EMI.

Financially unsustainable

?

What he actually wants

35-40g of protein, food that tastes like home, at a price he can pay 22 days a month without thinking about it.

Nobody sells this

This is a structural value gap: today you choose between cheap protein-poor tiffins and expensive healthy meals. There is nothing in between.

40g protein. Ghar ka khana. ₹149.

A fixed weekday lunch box on a prepaid subscription. 40g is what a trainer prescribes at lunch.

Office tiffin

₹80-100

12-15g protein

Carb-heavy, inconsistent, no accountability.

Healthy bowl on Swiggy

₹300-450

15-20g protein

25-35% of what you pay goes to the platform.

DABBA40

₹149

40g protein

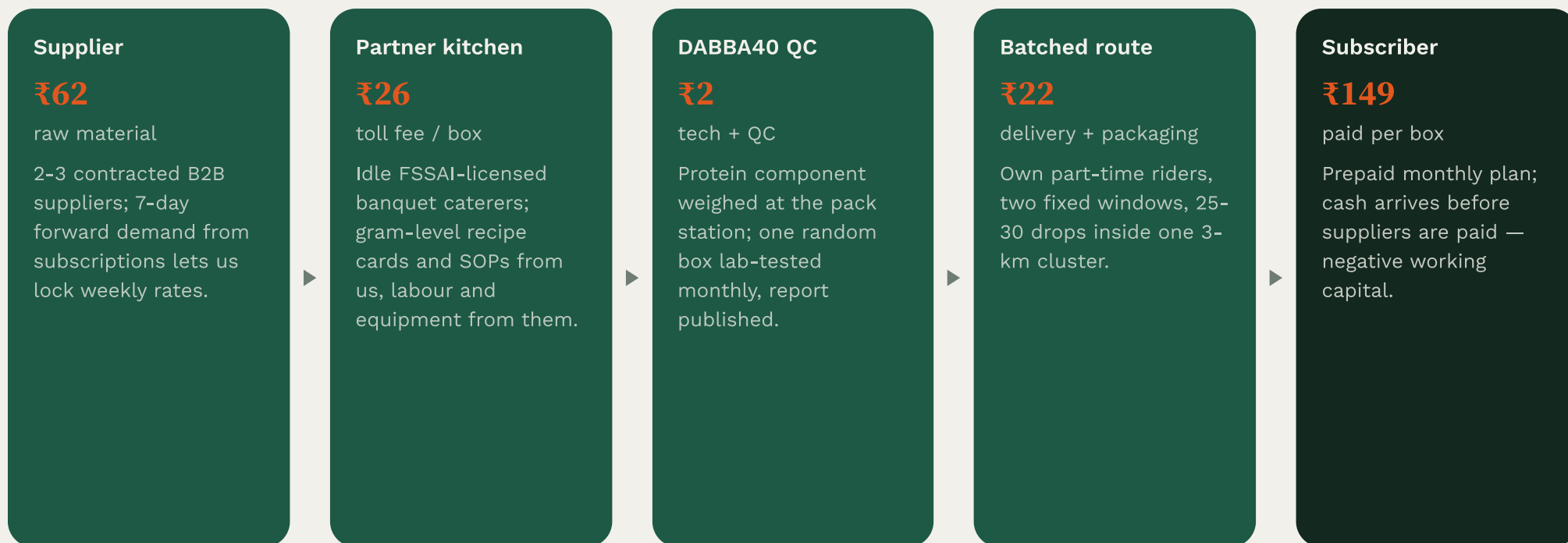
Weighed at the pack station, lab-tested monthly.

Not cheaper because we subsidise the meal.

Cheaper because we removed the aggregator's 25-35% cut, we batch 25-30 drops onto one route instead of paying for single-order dispatch, and we cook in kitchens that were sitting idle on weekdays. That saving goes back into the box as protein — raw material is 42% of our revenue.

How ₹149 is possible: the supply chain.

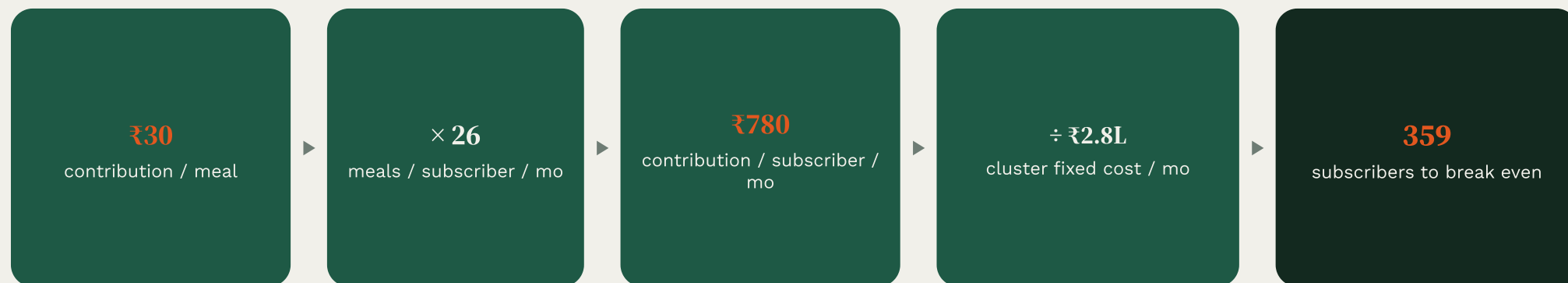
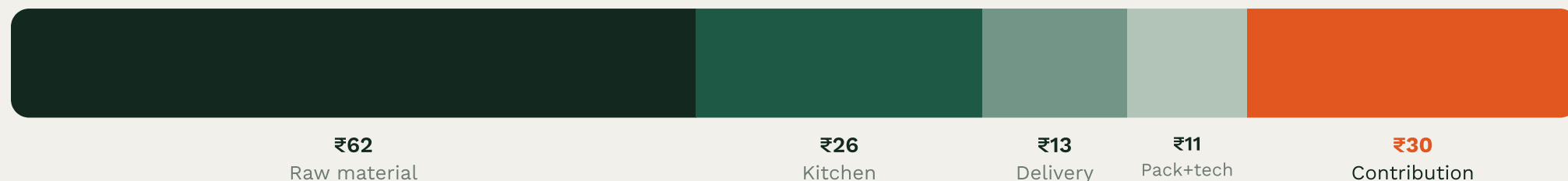
We own the demand, the recipe and the standards. We rent the stoves.



Zero kitchen capex at launch. We take a kitchen in-house only when a cluster passes ~1,200 boxes a day and the toll fee costs more than running our own — not before.

Every meal makes money.

₹149 customer price, net ₹142 after 5% GST.



CAC ₹600 · payback 23 days · LTV ₹4,680 · LTV/CAC 7.8x

Assumes a 6-month average subscriber life. The whole model is sensitive to this one number.

Lunch alone works.

Breakfast boxes, ₹49 protein top-ups, corporate plans and private-label SKUs are LTV expansion — none of them is load-bearing for break-even.

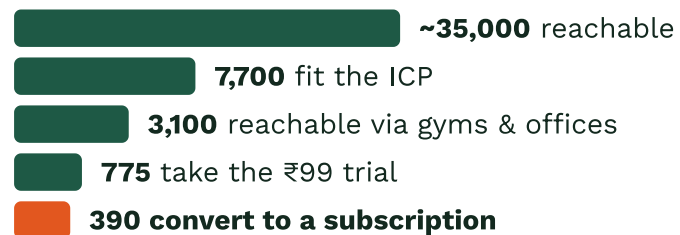
Who buys it first, and how we reach them.

HSR Layout, Bengaluru — a single 3-km radius.

The customer

22-35, working, living away from family, no cook, no time. Already spends ₹6,000-9,000/mo eating out. Trains 3x+/week — a behaviour, not a demographic.

Demand map for one cluster



359 subscribers = 4.7% of the ICP inside one neighbourhood. The cluster does not need to be won — it needs to be dented.

Month-2 retention is the number the whole business lives on, and taste is what drives it — not macros. Target: **65% M2 retention, 6-month average life.**

The marketing engine, as a loop

Acquire

Gyms and trainers — they prescribe the diet, we deliver it.

Convert

₹99 for three days, instead of a ₹3,874 commitment.

Retain

28-day non-repeating menu, protein-streak report, unlimited skip and pause.

Refer

One free week both sides; inside a cluster your referral is your neighbour.

Densify

More drops/route → lower delivery cost → better price → easier to acquire.

density feeds acquisition

What gets better as we grow.

Cluster 1 costs ₹18 lakh. Cluster 2 costs ₹8 lakh, because the recipes, SOPs and supplier contracts already exist.

M0-M6

Cluster 1

359 subscribers, M2 retention above 65%.

M7-M18

6 clusters

One city, central procurement, shared menu.

M19-M36

4 cities

24 clusters, own kitchens where volume justifies.

M36+

Product layer

Private-label protein SKUs into a zero-CAC base.

Not IP. Density.

A tiffin service can copy 40g. Swiggy can add a protein filter. A cloud kitchen can price aggressively for a quarter. None of that is what we are betting on.

Dense subscribers

Predictable demand

Batched routes

Lower cost / box

Better price

More subscribers

A competitor with the same 359 customers spread across a city pays roughly 3x our delivery cost per box.

How big this gets, and what we're asking for.

₹46,500 = what one subscriber pays us a year. Every number below is that, multiplied by real people.

TAM

₹32,500 Cr

7.0M pros, top 8 metros

SAM

₹1,750 Cr

375,000, 4 launch cities

SOM

₹77 Cr

24 mature clusters

The real ceiling is not the size of food delivery. It is how many clusters exist — an estimated 200 in India's top 8 metros, each doing ₹3.2 Cr revenue at maturity, so roughly ₹640 Cr.

₹18 lakh for one cluster in HSR Layout, Bengaluru.

₹8.4L

3 months of cluster fixed cost

₹4.0L

Acquisition — trials, gym rev-share, referrals

₹2.6L

Working capital and packaging float

₹1.8L

Kitchen deposits, cold chain, rider assets

₹1.2L

Tech, ordering stack, QC and lab testing

The milestone: **359 paying subscribers and 65% month-2 retention** in one cluster by month 6. That is the whole thesis, proven at the smallest possible scale.