

Revolutionizing Advertising with Eco-Friendly Bottled Water



Pitch Deck

Spotfills is an innovative green-tech startup that combines premium biodegradable bottled water with brand advertising and a cashback-enabled app to drive consumer engagement. Our bottles serve as high-visibility ad platforms and promote sustainable living, while the Spotfills app rewards customers with redeemable credits.



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High Advertising Costs → Affordable, eco-friendly branded bottles



01

Brands get direct consumer exposure at a lower cost.

Low Consumer Engagement → Cashback & Rewards



02

Barcode scanning incentivizes repeat purchases and brand interaction.

Expensive Bottled Water → 50% reduce Pricing



03

Ads help keep water prices lower than competitors.

Limited Retailer Profits → Better Margins & Demand



04

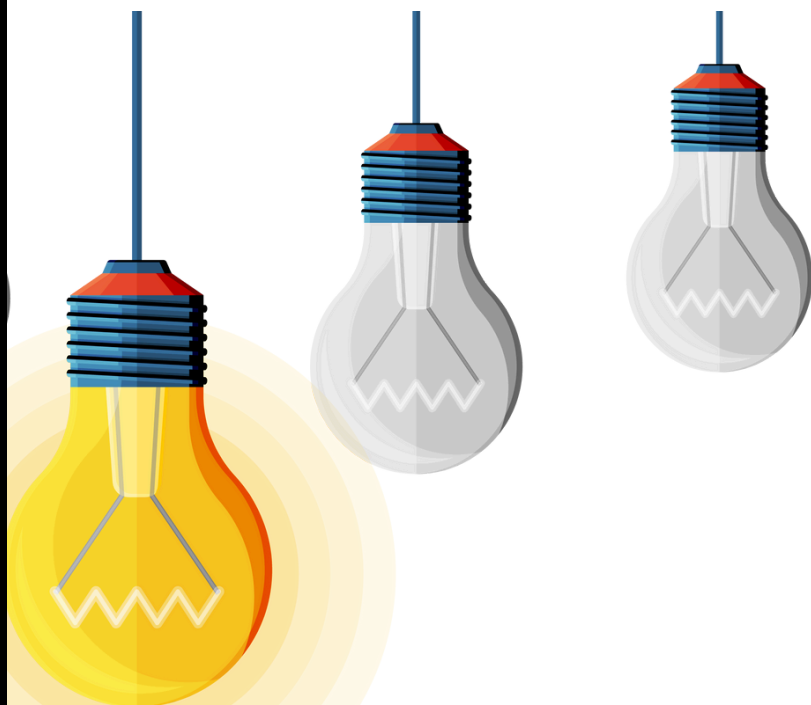
Increased sales and engagement boost earnings for distributors and retailers.

Inefficient Brand Marketing- App affiliate sales for Conversions



05

Cashback drives users to partner brands, ensuring measurable results.



Market Size

Bottled Water Market in India

- 2024 Market Size: ₹79,800 crore (₹798 billion)
- 2033 Projected Market Size: ₹2,497 crore (₹2,497 billion)
- CAGR (2025-2033): 12.45%

Advertising Industry in India

- 2024 Market Size: ₹908.6 billion
- 2033 Projected Market Size: ₹2,118.8 billion
- CAGR (2025-2033): 9.37%
- Digital Media Ad Spend (2023): ₹40,685 crore (₹406.85 billion), 44% of total ad spend

Spotfills Market Potential

TAM (Total Addressable Market)

- Bottled Water: ₹9.5 trillion
- Advertising: ₹908.6 billion

SAM (Serviceable Available Market)

- Bottled Water (30% of TAM): ₹2.85 trillion
- Advertising (20% of TAM): ₹181.72 billion

SOM (Serviceable Obtainable Market)

- Bottled Water (5% of SAM): ₹142.5 billion
- Advertising (5% of SAM): ₹9.086 billion

Service

Overview of Spotfills

- Premium bottled water with integrated advertising & cashback rewards.
- Available in 1lit, 750ml, 500ml, and 250ml for retail & events.
- Biodegradable Bottles

Real-Life Example

- Events & Retailers: Businesses use Spotfills to advertise on bottles, ensuring visibility while consumers get cashback.

Sustainability Impact

- Replacing plastic bottles with biodegradable alternatives
- Reducing plastic waste through distribution at scale
- Promoting circular economy by rewarding eco-conscious behavior

Value to Customers

- Buy spotfills water @ 50% low price.
- Saves 100% money via cashback.
- Boosts brand marketing effectively.
- Encourages repeat purchases through Spotfills app.

Unique Selling Propositions (USP)

- **Dual Revenue Model** – Earns from both bottled water sales & advertising.
- **Cashback System** – Customers get MRP-equivalent cashback, boosting engagement.
- **Low-Cost Premium Water** – 50% lower MRP than competitors with added benefits.
- **High-Visibility Advertising** – Brands get mobile exposure through bottles.
- **App Integration** – Cashback redemption drives app-based sales & partnerships.
- **No Manufacturing Setup Costs** – Uses third-party manufacturers, reducing capital investment.
- **Scalable Business Model** – Expansion planned across major cities & India-wide.

Stage of Spotfills - Early Traction

- **Early Traction** – Successfully launched in four cities (Patna, Hazipur, Muzaffarpur, Darbhanga).
- **Market Validation** – Growing distribution network and consumer adoption.
- **Scaling Plan** – Expanding to major cities in Bihar, Jharkhand, and Delhi next.

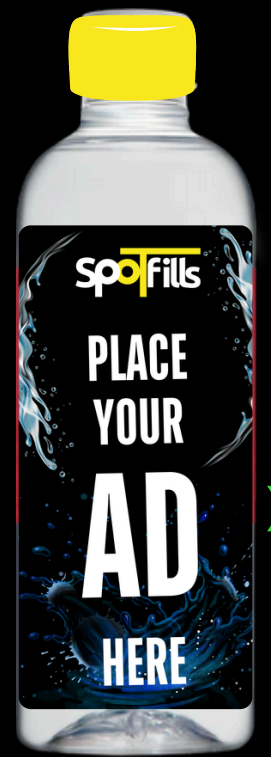
Process Diagram

Example - How spotfills works for brand and branding their company in market



Brand Positioning

"Boost brand visibility with Spotfills—premium water bottles that put your brand in consumers' hands, ensuring maximum exposure and recall."



In Retails store

Branding in Events

Cashback engagement

Competitive Landscape

Competitors:

- **Direct** – Wahter (Advertisement on water bottles)
- **Indirect** – Bisleri, Kinley, Aquafina (Traditional bottled water brands)

What Makes Spotfills Different?

- **Eco-packaging:** Fully biodegradable water bottles
- **Digital Incentives:** Cashback via our app drives interaction
- **Hyper-local Brand Reach:** Bottles distributed via stores, events and expos
- **Cost Disruption:** Water at half the MRP
- **Zero Plastic Commitment**

Market Validation

Survey Conducted with Leading Brands

- Zomato, OYO, Ladyfair, Greenstrak, Shandar Services, Rodbez, Prorider, and others, showing strong market interest.
- MoU is Signing Soon with multiple brands for future collaboration.

Early Adopters & Sales Data

- Already working with Ladyfair & Greenstrak, placing branded bottles in startup events.
- Increasing adoption for event-based advertising through bottled water branding.

Milestones Achieved

- Established brand collaborations.
- Expanding presence in startup events with branded water bottles.
- Growing recognition as an innovative advertising & distribution platform.

Revenue Model

Revenue Generation Framework ----- Spotfills generates revenue through:

1. Advertisement on Water Bottles – Brands pay for ad placements.
2. Water Bottle Sales – Distribution through retailers & events.
3. App Sales Commission – Earns 5-10% commission on partner sales.

Pricing Model & Customer Segments

- 750ml Bottle → ₹10 MRP (Sold to distributors at ₹5)
- 500ml Bottle → ₹5 MRP (Sold to distributors at ₹2.50)
- 250ml Event Bottle → ₹20-30 per bottle charged for event sponsorship.

comparison with competitors

Direct Competitor

Feature	Spotfills	Wahter
Branding Cost per Bottle	₹7- ₹10	₹13-₹18
Consumer Engagement	Cashback via app	No cashback
Biodegradable Packaging	yes	no

Indirect Competitors

Feature	Spotfills	Bisleri, Kinley, Aquafina
Price to Distributors	₹5 (1 lit/ 750ml), ₹2.5 (500ml)	₹10+ (1 lit), ₹7+ (500ml)
Price to customer/Public	₹10 (1 lit/ 750ml), ₹5 (500ml)	₹20 (1 lit), ₹10 (500ml)
Advertising on Bottles	Yes	No
Cashback for Consumers	Yes	No

Market Strategy

Spotfills Approach & Unique Strategy

Target Customer Approach

- **Businesses & Brands:** Offer cost-effective advertising on water bottles.
- **Consumers:** 50% below MRP, Engage users via cashback, encouraging repeat purchases.
- **Retailers & Distributors:** Provide affordable bottled water with additional revenue opportunities.

Unique Strategy vs. Competitors

- Lower branding costs (₹10 vs. ₹18 for Wahter) and 50% below MRP than traditional Brands.
- Consumer cashback model, creating brand engagement.
- app integration for additional revenue streams.
- Wider reach via strategic partnerships & startup event branding.

Spotfills Founding Team

Shashank Shekhar (Founder & CEO)

(B.Tech, MBA), leads Spotfills' strategy, marketing, partnerships, and investor relations.

Prerna (Co-founder & Technology Head)

(BSc IT), leads app development, cashback systems, and digital experience.

Ammad Arif (Operations Head)

leads oversees production, supply chain, quality control, and vendor partnerships.

Key Positions for Spotfills Growth

- Sales & Business Development Manager – Drives branding deals & distributor partnerships.
- Marketing & Growth Lead – Expands consumer awareness & cashback adoption.
- Tech Lead (App & Web Development) – Ensures smooth D2C app functionality & cashback system.
- Operations & Logistics Manager – Manages bottle distribution & supply chain efficiency.
- Finance & Compliance Officer – Handles budgeting, revenue tracking & regulatory compliance.

Sales Forecast

Products & Volumes and Revenue

- 750ml Bottles: 300,000 boxes × 12 bottles = 3,600,000 bottles
MRP: ₹10; Distributor Price: ₹5; Advertising Fee: ₹10; Manufacturing Cost: ₹12
- 500ml Bottles: 300,000 boxes × 24 bottles = 7,200,000 bottles
MRP: ₹5; Distributor Price: ₹2.50; Advertising Fee: ₹10; Manufacturing Cost: ₹7
- 250ml Bottles (Events): 3,500 boxes × 36 bottles = 126,000 bottles
Event Price: ₹20; Manufacturing Cost: ₹4

Sales Forecast (First Year)

Distribution Revenue: ₹38,520,000

Advertising Revenue: ₹110,520,000

Marketplace Net Commission: ₹8,194,500

Total Revenue: ₹15.72345 cr

Featured Partner sales Commissions

Commission Details:

- Average Order Value: ₹300
- Commission Earned: 10% → ₹30 per transaction
- Gross Commission: 1,365,750 × ₹30 ≈ ₹40,972,500
- Customer Incentive: 80% of commission is passed to customers as redeemable benefits
- Net Retained Commission: 20% × ₹40,972,500 ≈ ₹8,194,500

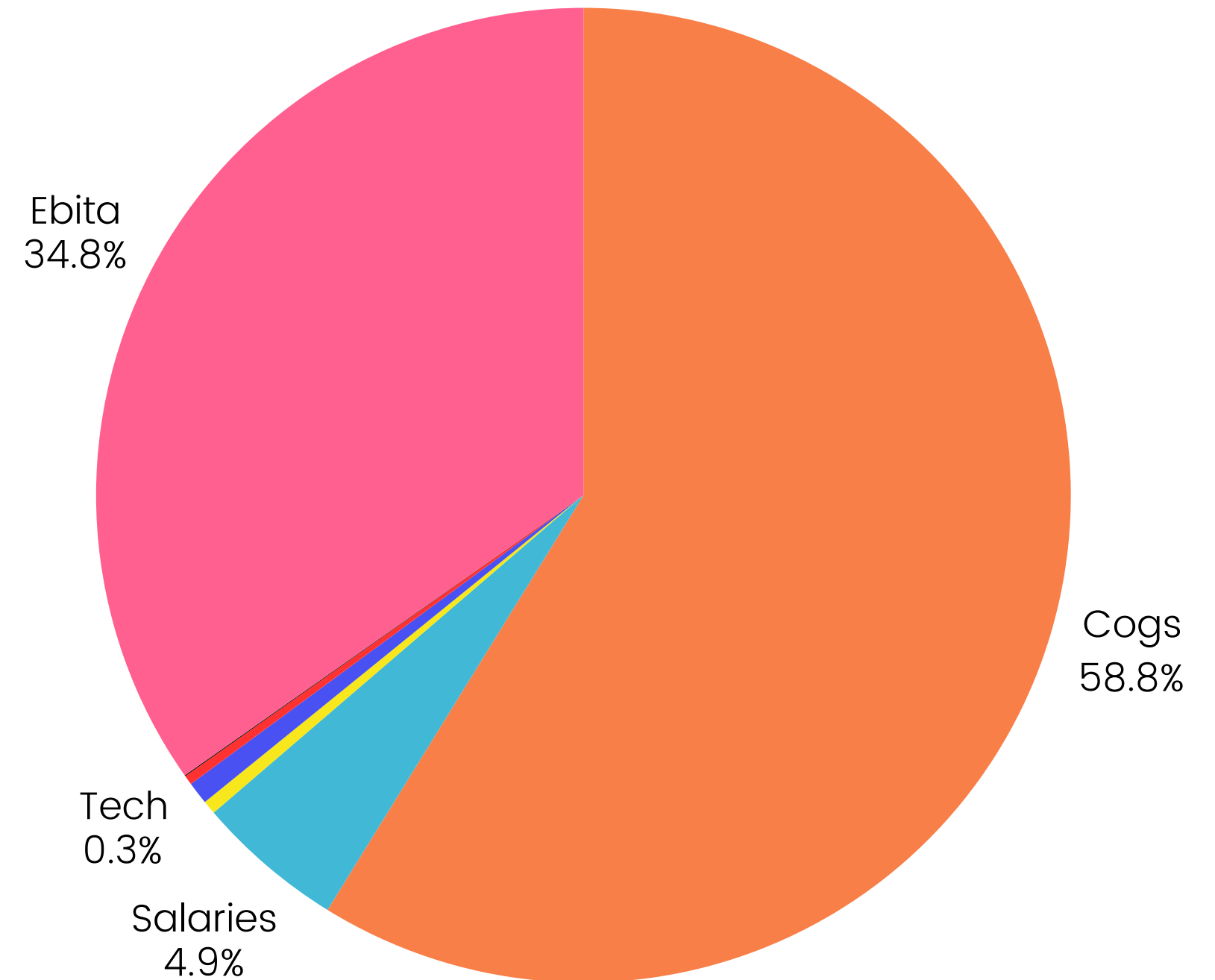
Unit economics

Total Revenue 1st year: ₹15.72345 cr

- Manufacturing Costs: 59.9% of revenue
- Operational & Fixed Expenses: ~4.7% of revenue
 1. Salaries (3.05%)
 2. Sales & Marketing (0.76%)
 3. Logistics (0.46%)
 4. Tech Maintenance (0.32%)
 5. Office Rent (0.11%)

Total Expenses: ~64.6% of revenue

EBITDA: ₹55,680,500 (EBITDA Margin: ~35.4%)



Road Map

Year 1: Launch (Bihar)

- Launch in Patna, Hazipur, Muzaffarpur, Darbhanga
- Build distributor & retailer network Roll out cashback & spotfills marketplace app
- Onboard advertisers & brand partners
- Target 10.9M bottle sales



Year 2: Regional Expansion

- Expand to Jharkhand & Delhi
- Strengthen retail & logistics
- Scale advertising partnerships
- Enhance app features & cashback system



Year 3: Pan-India Growth

- Enter tier-1 & tier-2 cities nationwide
- Boost production & distribution
- Integrate personalized cashback & AI-driven insights
- Establish Spotfills as a market leader



Year 4 & Beyond

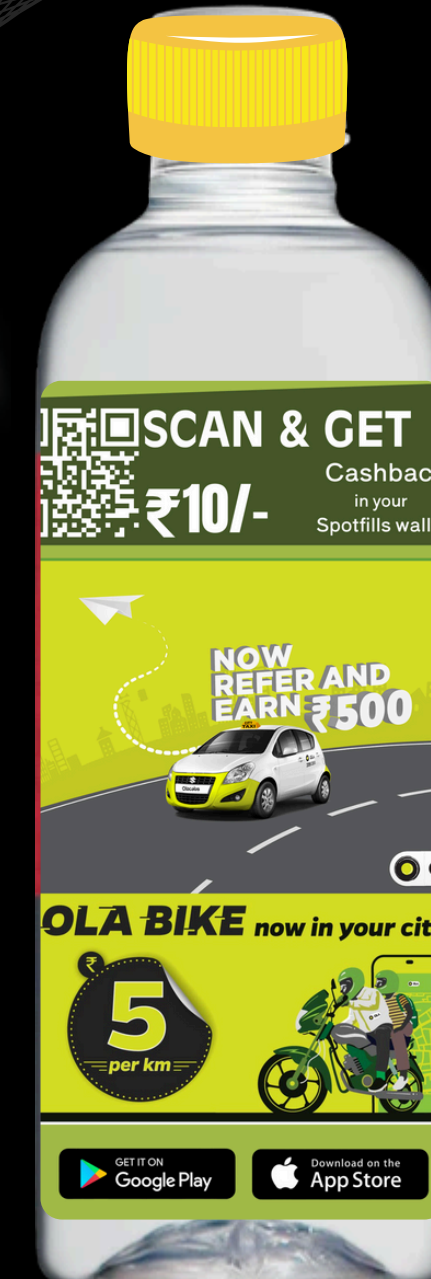
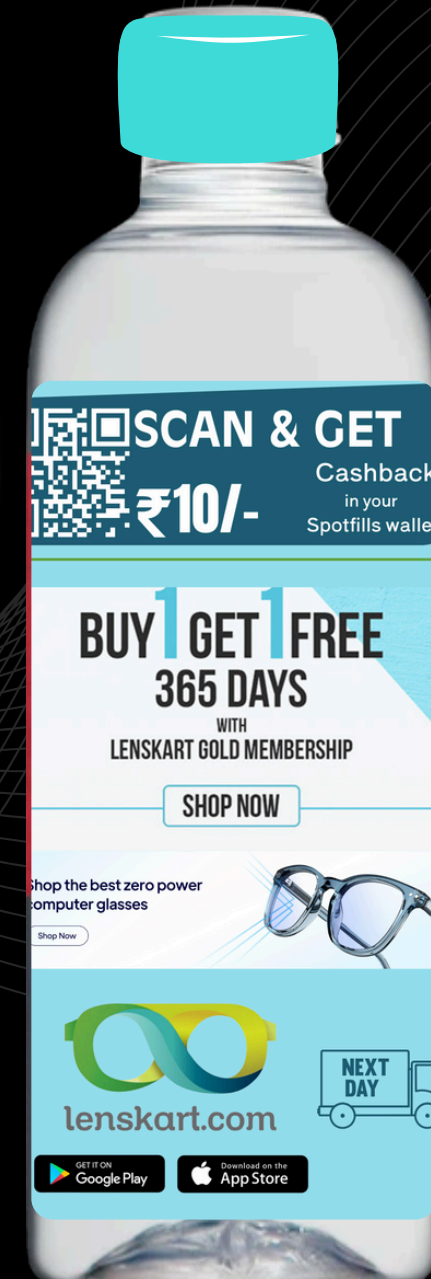
- Explore eco-friendly packaging & new product lines
- Consider international expansion
- Enhance tech with AI & blockchain for cashback tracking

Spotfills



Brands

Pictures of prototypes



Company Details



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