



Shandi's unique patented technology and products are environmental-friendly, healthy, GMO-free and with no added additives, making them convincing meat alternatives.

Overview

- Shandi Global was founded on the premise of creating **truly sustainable, affordable, and nutritious alternatives to meat: the product should taste good and be accessible to all.**
- The food-tech company uses a **5-patent process** that uses only **natural**, non-genetically modified ingredients such as **pea protein, chickpeas, quinoa, flax seeds, brown rice, and coconut oil**, to develop and manufacture their **plant-based chicken**.
- It is run by **two highly experienced food scientists** from Givaudan (leading flavouring business) and Callebaut (world leading chocolate producer).
- Shandi's plant-based chicken is the only one in the world that has a **protein content count of 30%**, on par with the protein content of actual chicken meat.
- Shandi's fast growth has been largely self-funded, however, with the growth and success in exports the company now needs to increase its working capital as well as the size of its team to manage this growth adequately.

"I am very impressed at how Shandi convincingly replicates the flavour and texture of chicken with their product. Absolutely delicious!"

Simon Hopkins, Milltrust CEO

What Sets Shandi Apart?

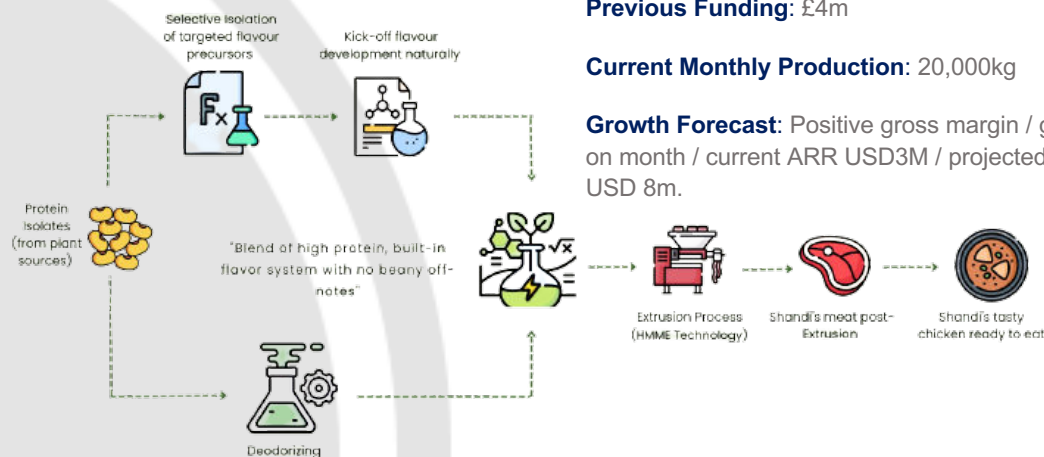
- **Highly Competitive:** Shandi has low production costs, enabling it to compete not against alternative proteins but also against real chicken. Successful B2B strategy is providing business volume as well as important growth opportunities.
- **No additives:** Apart from being a healthy alternative, it keeps costs low.
- **Market Traction:** Thanks to its partnership with a major catering company, Shandi is selling product to 22 outlets in Singapore, as well as serving 2,000 school meals daily, is consumed in 12 Corporate HQs and 2 Hospitals.
- **Product tastes like real chicken.** Shandi's key patent revolves around successful extraction of "beany" taste of their product, which enables them to produce a product that convincingly replaces chicken in flavour and texture.
- **Fast growth:** Expanding to new markets, including Australia.

Currently launching in Australia, gaining important traction in the vegetarian sector, with a pricing strategy that is competitive that it is quickly gaining market, with 2 distributors signed up. This is leading to fast growth that has enabled the company to generate enough profits to self-fund its growth so far.

Current ARR of about \$3M is expected to reach \$8M by year end due to Australian demand, with current production below 50%,

Manufacturing

- Shandi operates the plant-based chicken manufacturing facility from **Singapore**.
- This high moisture extrusion facility** produces proprietary plant-based products such as **patties**, **shreds**, and **minced**.
- The state-of-the-art facilities** are equipped with the latest technology and staffed by a team of experienced professionals who are dedicated to creating the highest quality products.
- As a result, Shandi's product is similarly **price** to conventional meat.



The Details

The Raise: USD 10 million at a pre-money value of USD 30 million.

Geography: Distribution of products throughout Southeast Asia and wholesale food distribution into Australia and Canada.

Previous Investors: Tolaram Group, Brinc, Innovate 360, Evolution Trustees, GNG Partners, Artesian and SparkLabs Cultiv8.

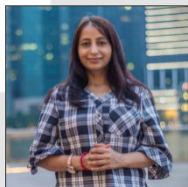
Stage: Series A

Previous Funding: £4m

Current Monthly Production: 20,000kg

Growth Forecast: Positive gross margin / growing 22% month on month / current ARR USD3M / projected ARR in Dec 2023 of USD 8m.

Team



Dr. Reena Sharma

Co-Founder & CEO

18 Years in Scientific Research and Business Development Expertise-Molecular Biology, B2B Business Development



Dr. Gaurav Sharma

Co-Founder & Advisor

Doctorate in Chemistry with 16 years of experience with leading Food & Beverage industries in the capacity of regional technology leader.

Board of Advisors



Monila Kothari

Board Advisor



Simmarpal Singh

CEO – COFCO India



Deepak Singhal

CEO - Tolaram