



# AGNISUMUKH

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05<sup>th</sup> June 2017 | ADB, Manila



## *Energy Efficient Radiant Heat Applications On Gas Fuels*



*Transforming lives... Reducing carbon footprint*

# What is creating the problem?

*Agnisumukh Innovation is the solution*



## **Blue flame commercial burners on gas:**

- ❖ **Pressurised heat at the centre of cook pot**
- ❖ **Moisture depletes, food burns**
- ❖ **Heat loss due to low thermal efficiency**

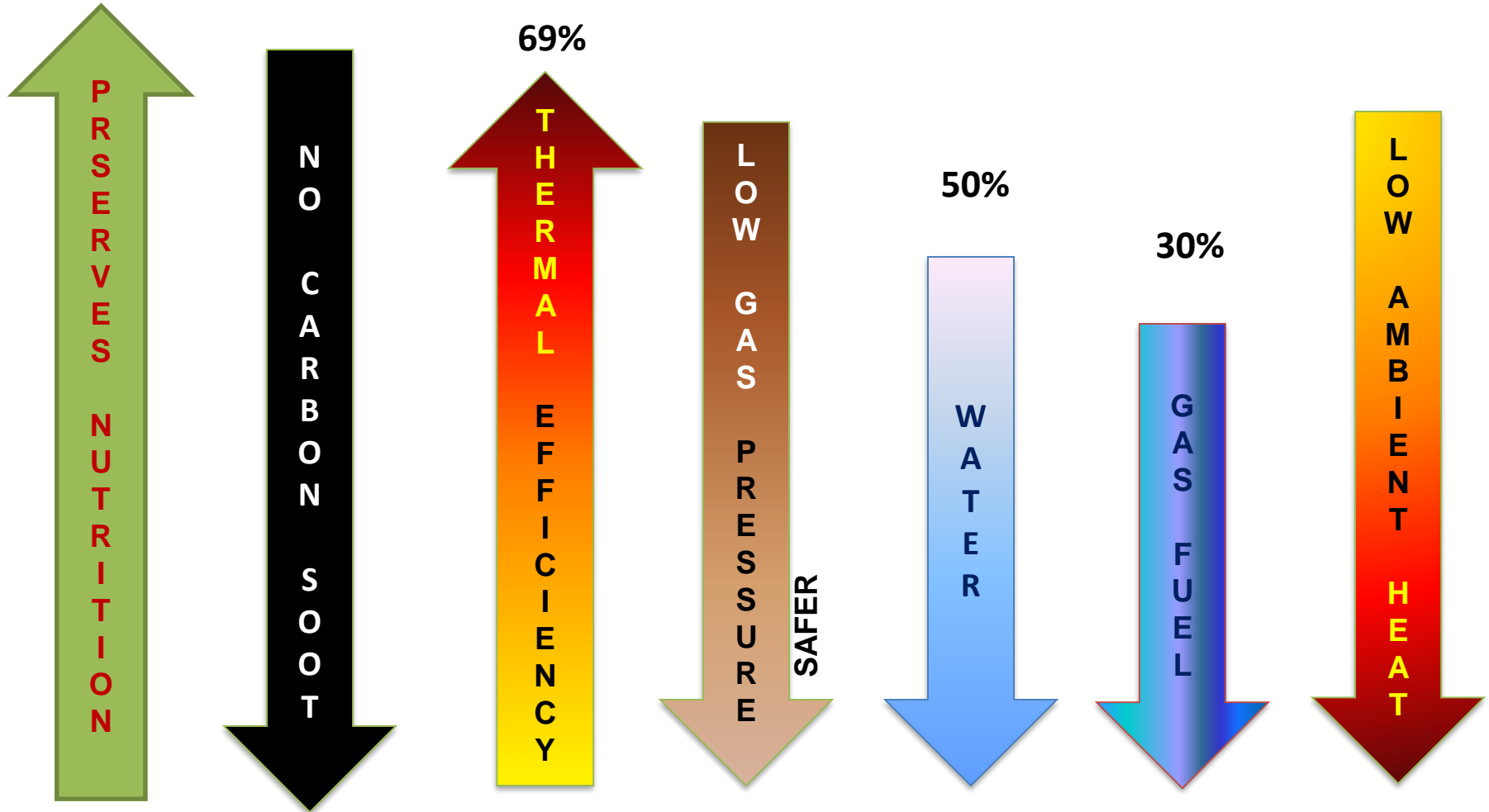


## **Agnisumukh burners**

- ❖ **Spread gas evenly as a thin blue flame**
- ❖ **Flameless, smokeless, noiseless uniform radiant heat with high thermal efficiency**
- ❖ **Food cooked is tastier, healthier & faster**

# Impact of Agnisumukh Innovation

*Results of innovation in commercial Kitchen*



# Agnisumukh Business

## *Introduction to Agnisumukh*

**Agnisumukh is an award winning startup from Bangalore, India with a path breaking innovation of commercial gas burner based on radiant heat across gas fuels.**



***Cooking Range***



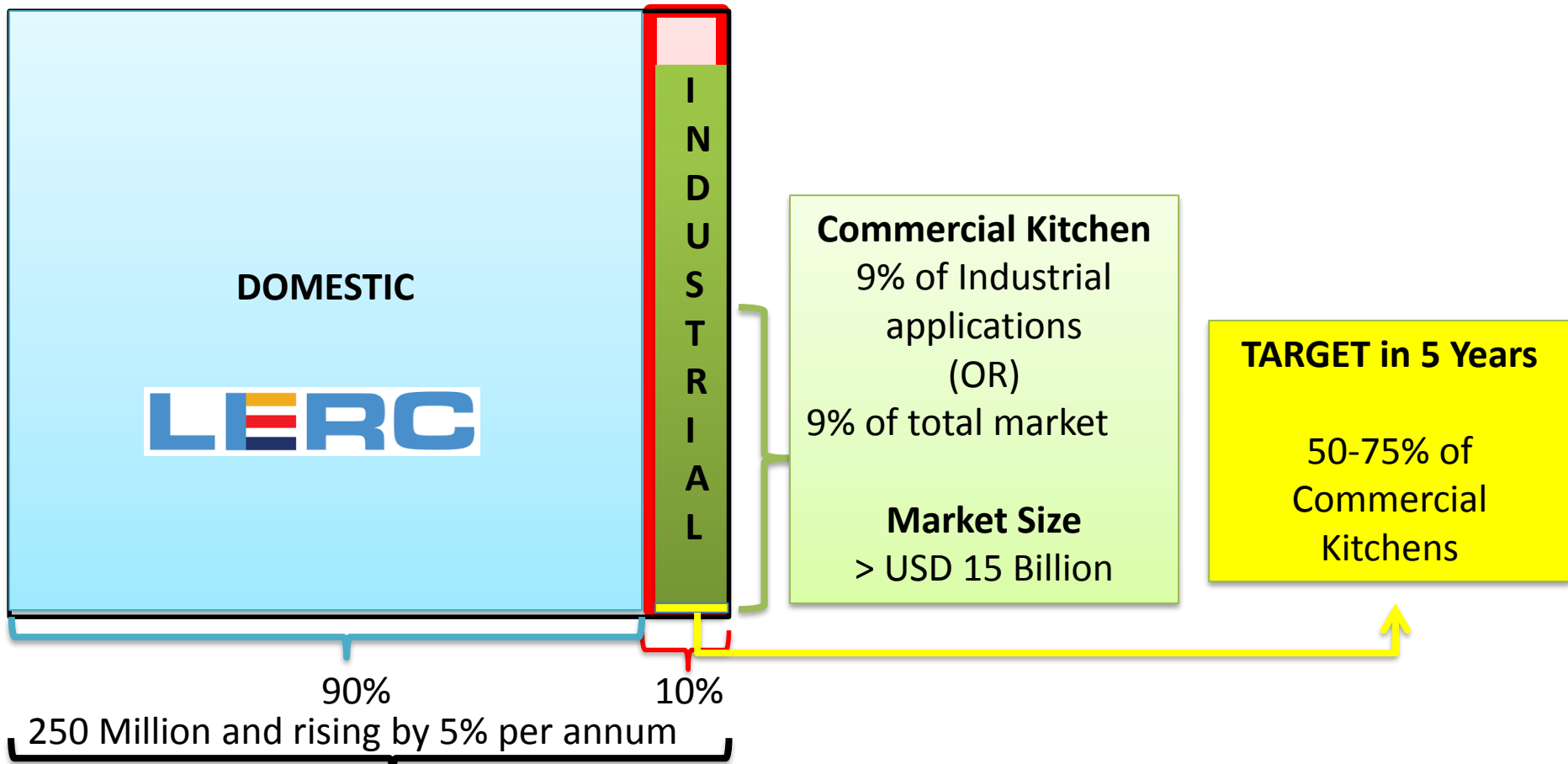
***Hot Plates***



***Steam Boiler***

# Market Size and Growth

Horizon of Indian Market on LPG




250 Million and rising by 5% per annum  
16 TMT of LPG cons, 40% is imported  
2% saving can lead to saving of more than \$ 1 Bn

# Reversing Gas Fuel Science

*Agnisumukh a disruptive innovation*

## Journey beyond cooking application

	<p><b>Horizontal</b> <b>Convection cum radiation</b> <b>Linking platform</b> <b>Low gas pressure</b> <b>For all heat application</b></p>
<p><b>Commercial</b> <b>Disruptive</b> <b>Gas Burner</b> <b>Technology</b></p>	<p><b>High thermal efficiency</b> <b>No carbon soot</b> <b>Maintenance free</b></p>

# Reversing Gas Fuel Science

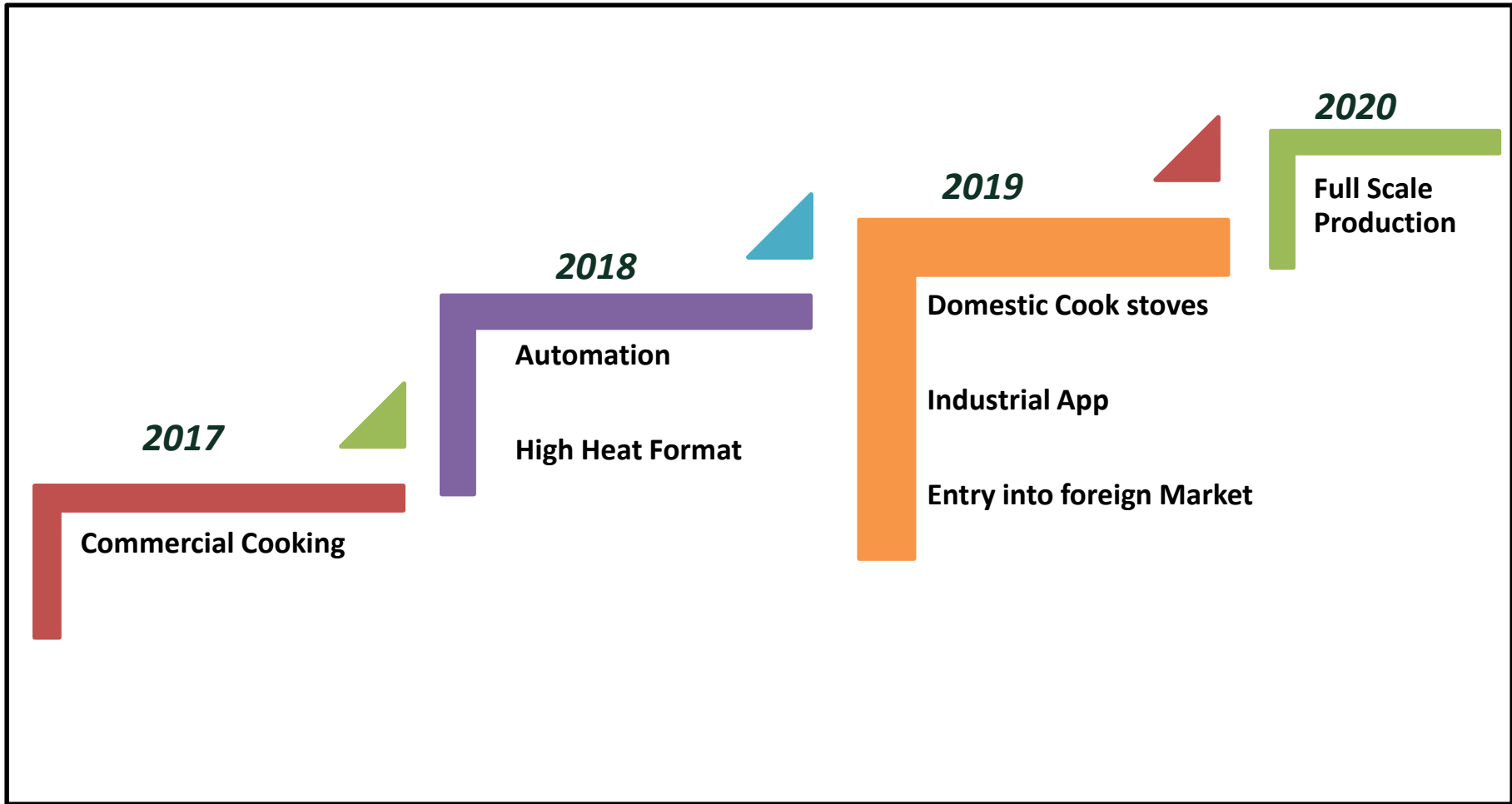
*Agnisumukh a disruptive innovation*

**Journey  
beyond  
cooking  
application**

Under R&D			
Product Description		Current Status	
		Month	Year
Commercial Kitchen	Warmer	AUG	2017
	Idly Steamer		
	Teppanyaki Range		
	Braising Pan-New Model		
	Pizza Oven		
	Multipurpose BBQ	OCT	
	Bakery Oven	DEC	2018
	Combi Oven		
Stoves	2017		
Domestic Kitchen	Multi Purpose BBQs		2018
	Furnace - 1000 °C	DEC	2017
Heat Treatment Booth			
Dehydraters/Dehumidifiers			
Incinerator			
Boilers			
Thermic Fluid Heaters			
Paint Booth	2018		
Autoclave			
Water Heaters			
	Central Heating System		



*Agnisumukh a disruptive innovation*



# Recognitions and Achievements

## Awards



**Gold Medal  
IIGP 2015**



**GCIP 2015  
National Winner**



**Roundtable with Ash Carter  
Top Ten Technology by FICCI**



**DICCI  
Business Excellence Award**

# Team Agnisumukh

Professional line-up



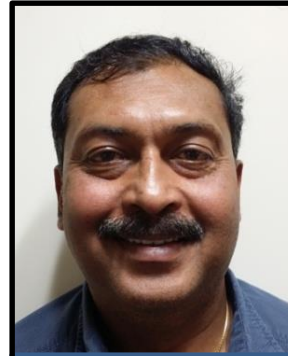
Tirumala  
Rekha  
CMD

*Hospitality*



Hari Rao  
Mentor: R&D

*Innovator-Founder*



Samson J  
CEO  
Mentor  
Marketing

*Energy, Co-Founder*



Supriya C  
Head: Project  
Implementation

*Co-Founder*



Pooja Amuri  
Head:  
Marketing

*Zen Securities*



Sandeep  
Head: Finance

*London Business School*



Anupama  
Head: HR

*Oracle*

# Business Model

*Manufacturing*



**Kitchen Equipment - 95%**

**Radiant Heat Burners - 5%**

# Business Model

*Marketing and Sales*

The image is a collage of logos and graphics. On the left, there is a 3D logo where the word 'MARKETING' is written horizontally and 'SALES' vertically, with each letter on a black block. In the center, the 'LERC' logo is displayed in large blue letters with a stylized world map background. To the right of the LERC logo is the logo for the 'International Advanced Research Centre' (IARC), which features a globe with a red arrow and text in Hindi and English: 'इंटरनेशनल एडवांस्ड रिसर्च सेंटर', 'INTERNATIONAL ADVANCED RESEARCH CENTRE', 'FOR POWDER METALLURGY AND NEW MATERIALS', and 'फॉर पाउडर मेटलर्जी एंड न्यू मेटेरियल्स'. Below this is the text 'ए आर सी आर्द'. On the far right is the 'k Plaza' logo, which includes a stylized 'k' icon and the text 'k Plaza' and 'els & Resorts'.

# Business Model

Finance



# Business Model

Research & Development

# R&D



Better Connected Research

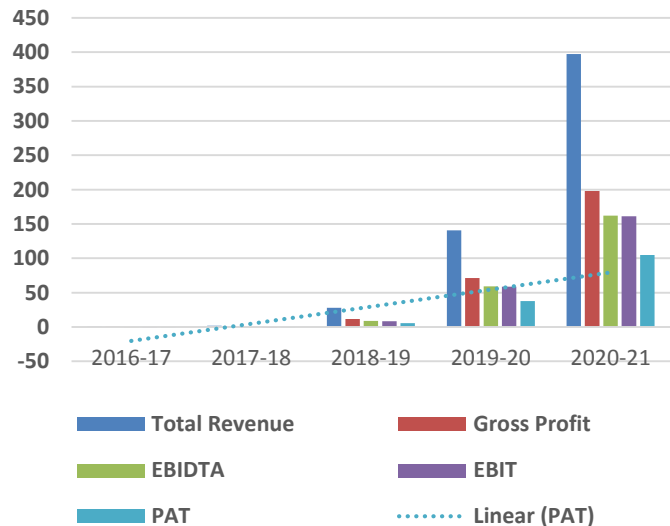


**Non-Internal Steam Boilers**  
**52% 70% Savings**  
**Market Potential**  
**> \$ 1.2 Billion India**

# Financials

## Financial Projections

Financial Metrics



In USD (Millions)	2016-17	2017-18	2018-19	2019-20	2020-21
<b>Topline</b>	<b>0.60</b>	<b>1.72</b>	<b>27.81</b>	<b>140.91</b>	<b>397.56</b>
<b>EBIT</b>	<b>0.30</b>	<b>0.56</b>	<b>11.75</b>	<b>71.57</b>	<b>198.21</b>
<b>Bottomline</b>	<b>-0.24</b>	<b>-0.09</b>	<b>5.47</b>	<b>37.95</b>	<b>104.90</b>
<b>Interest Cover Ratio</b>	<b>Nil</b>	<b>-4.78</b>	<b>58.19</b>	<b>134.44</b>	<b>Nil</b>
<b>Debt Service Cover Ratio</b>	<b>Nil</b>	<b>-4.57</b>	<b>44.50</b>	<b>11.68</b>	<b>Nil</b>

### In commercial equipment business:-

**We realize 50% advance with Purchase order**

**Balance on installation of the equipment**

**AMC is charged at 10% after completion of one year from the date of installation**

**Direct Cost of producing 1 commercial kitchen equipment is \$ 750, selling at \$ 2200**



# Associated Risk

*Risk Mitigation*



# Associated Risk

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# Associated Risk

*Risk Mitigation*



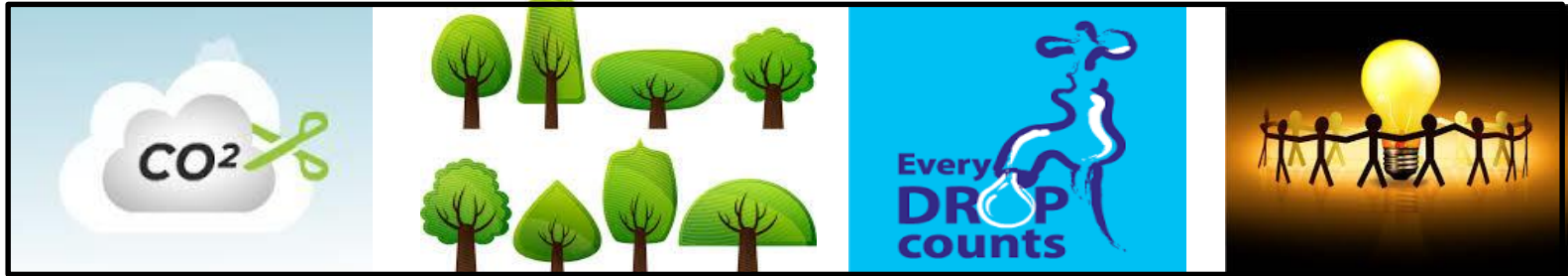
# Project Impact

*Transforming Lives*



**Decline in the death rate**

## Environmental Impacts



**Deep social impact**

- Natural Gas
- LPG
- CNG



# Project Summary

*Disruptive Technology*

<b>Year Founded</b>	<b>2014</b>
<b>Product</b>	<b>Energy Efficient Radiant Heat Burners</b>
<b>Category</b>	<b>Energy Efficiency</b>
<b>Funding stage</b>	<b>Growth stage</b>
<b>Total Investment</b>	<b>\$ 7.5 million</b>
<b>Ask Amount</b>	<b>\$ 5 million in Debt</b>
<b>Application of Funds</b>	<b>Production Facilities, Working Capital, Sales and Service Infrastructure</b>
<b>Term of Debt</b>	<b>5 years</b>



# Team Agnisumukh

