



Indian Story™ WHO WE ARE

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BACKGROUND & OBJECTIVES



1. Background

GMH Trade Links (GTL) recently launched **Indian Story**, a brand of frozen ready-to-eat (RTE) food products.

Indian Story supplies RTE frozen non-vegetarian and plant based (vegetarian) foods. Our products are manufactured and packaged with one straight-forward objective: '**Simply heat and eat**'.

2. Problem Statement

Singapore's frozen food market is worth USD 113.4M and is expected to grow significantly over the next 5 years. GTL had identified a major **gap** in the frozen food market, namely, a lack of **authentic, healthy** and **convenient** ready-to-eat (RTE) food products. Understanding this market need, the Indian Story brand was born.

3. Indian Story Value Offering

Indian Story is a **premium** B2B food brand with a vision to provide **high quality** Indian and Asian food products to the Singapore and international markets. We are **unique** in having a **varied product line** of genuine, healthy and convenient foods that can be **produced at scale**. All food products are manufactured in our factory, **without the use of any preservatives**, and are **frozen for freshness**.

WHY US?

HOW WE DO IT



- ✓ High R&D to find the **perfect recipes**
- ✓ Frozen for **freshness**
- ✓ Zero (0) **preservatives**
- ✓ 100% **natural** ingredients
- ✓ High quality ingredients **carefully sourced** from our suppliers
- ✓ Ready to **heat** and **eat**

OUR MANUFACTURING & CARE



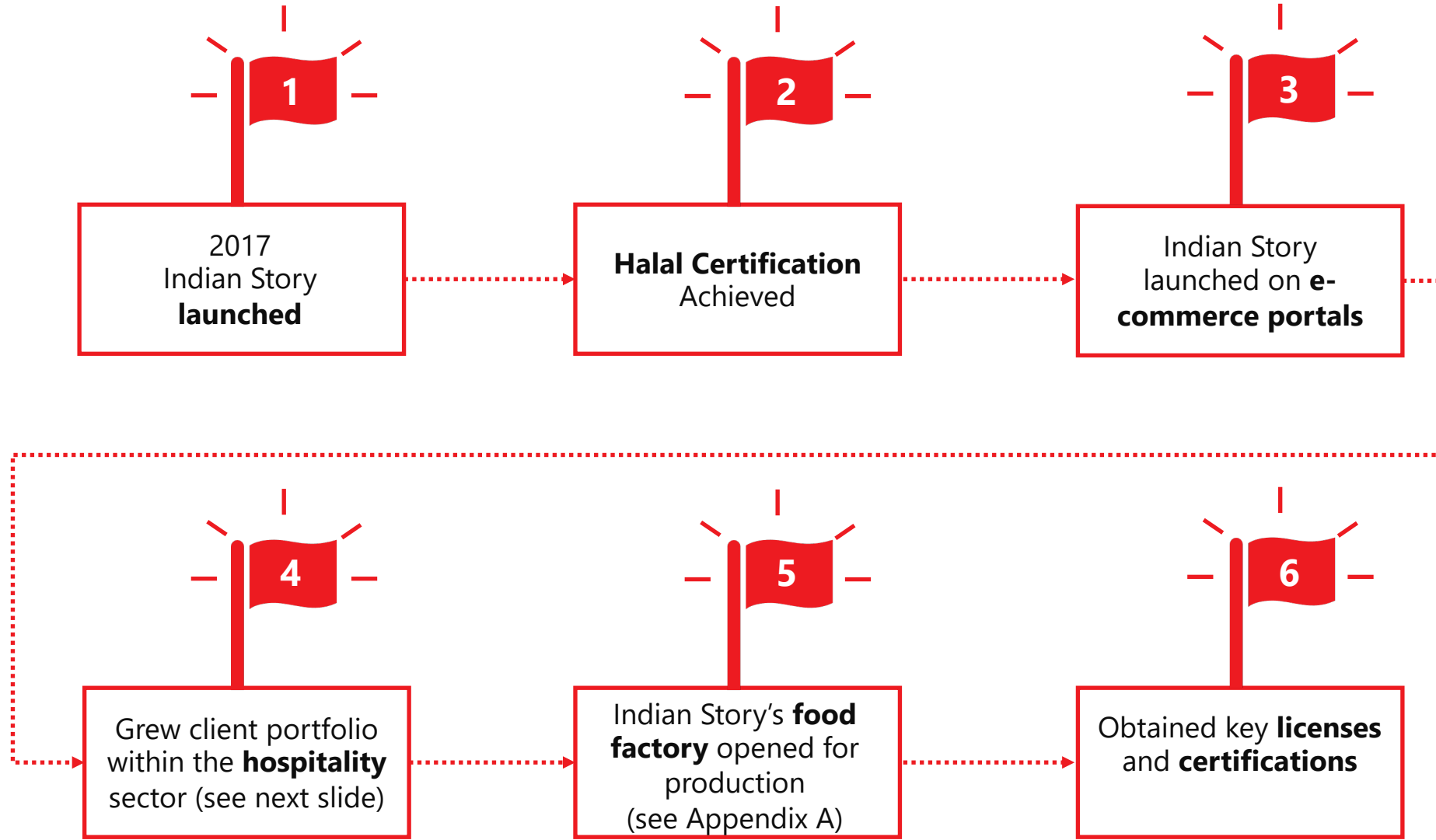
- ✓ State-of-the-art food **manufacturing facility**
- ✓ Highest **hygiene** controls implemented
- ✓ Premium **quality ingredients** regularly
- ✓ Implement **global standards of compliance**
- ✓ Enforce regular internal and external **stringent checks**

CERTIFICATIONS & ACCREDITATIONS



- ✓ **Halal** Certified
- ✓ **ISO22000** Certified
- ✓ **HACCP** Certified
- ✓ **GMP**

OUR JOURNEY & ROADMAP



Portfolio of Clients



Owing to our two unique selling points – our products' **authentic** taste and the use of **natural** ingredients, Indian Story has gained popularity and prominence across Singapore's **finest hotels, restaurants, catering & event companies , retail outlets and e-commerce platforms**

CROWN GROUP OF HOTELS
PARK HOTELS
HOTEL MIRAMAR
INTERCONTINENTAL SINGAPORE
SHERATON HOTELS
GRAND MERCURY HOTELS
FRASER HOSPITALITY GROUP
CONCORD ORCHARD HOTEL
CHANGI COVE
CAPRI BY FRASER
HOLIDAY INN HOTELS

PARKWAYS HOSPITAL SINGAPORE
COMMONWEALTH CONCEPTS PTE LTD
NATIONAL UNIVERSITY SINGAPORE

MUSTAFA PLAZA

OBJECTIVES & GROWTH



With the recent completion of our **manufacturing facility**, as well as gaining **the accreditation of key certifications**, our immediate key objectives for propelling the **Indian Story** brand further is threefold:

1



Establish leading **market share** in **Singapore & Malaysia** within **Hospitality** and **Catering** sectors

2



Increase production of **premium RTE foods** through our very **own food factory** (see Appendix A) and **leverage** our established **food distribution channels**

3



Expand our **global reach** by **exporting** our RTE frozen products to overseas markets including the **UK, EU and Middle East**

Sustained implementation of best practices and food safety methods

OUR OPPORTUNITY



The Opportunity

- ✓ To fuel our upward growth trajectory, we seek to associate with **Food Distribution Companies**, and **Event & Catering companies** that **serve Institutional or Corporate establishments, Hotel chains and Restaurants**; all who share our values, and integrity.
- ✓ Together, we aim to widen our collective **customer reach** and cater to **varied dietary requirements** (Halal, Vegetarian, Non-Vegetarian) by providing **affordable**, **preservative-free** and **convenient food options**.

The Bigger Picture

- ✓ To cater to **rapidly-evolving market dynamics**, our key offering is **stability** achieved via a diversified supply chain, reliable manufacturing, and in-house cold storage.
- ✓ We endeavour to build and maintain a **long-term partnership** by taking responsibility of **'Good Manufacturing Practices'** for our associates' success.

Terms and Conditions

- ✓ We are **open** to **discuss** the modalities, terms and conditions with our partners who can distribute our products **quickly** and **efficiently** to meet the growing **demand** for **Ready to Eat (RTE) food**.

Summary



- ✓ Indian Story is a food brand that manufactures and supplies Asian, North and South Indian vegetarian, non-vegetarian and Halal certified food products
- ✓ All our products are frozen **for freshness, Ready-to-Eat (RTE) and preservative-free.**
- ✓ Having built trusted relationships with Singapore's most well-known Hotel-chains and On-line Delivery companies, '**Indian Story**' is now looking to develop a long-term partnership with:
 - Food Distribution Companies
 - Event and Catering companies (that provide services to Institutional or Corporate establishments)
 - Hotel chains
 - Restaurants.
- ✓ Our food products cater to **varied dietary requirements** without compromising on taste, nutrition and convenience. Therefore in turn our partners can meet **diverse customer needs** and widen their customer reach.
- ✓ Within a rapidly evolving market, we offer stability through **our stress-tested supply chains** and **our manufacturing facility**, to meet growing demand for RTE food.



Thank you.

For more information, please contact:

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Website: Indian-Story.com

Appendix A – Food Factory*

Our manufacturing facility is fully equipped with but not limited to the following:

- Hygiene points
- Air showers
- Separate processing areas for each of our different Vegetarian products, as well as separate processing areas for our Non-Vegetarian products:
 - Seafood,
 - White meat
 - Red meat
- Separate cooking zones for Boiling, Frying & Grilling.
- Chilling areas including designated areas for blast chiller, chiller, freezer, packaging
- Unloading-bay and Loading-bay
- Highly secure premises

