

# GOONDA™

live the goondalife

# AT GOONDA™ WE ARE BUILDING AN INDIAN INTERNATIONAL LIFESTYLE BRAND

## GAME ON GOONDA™

Goonda. Always the first one to get their game face on. The one that makes the best entry. Takes to the dance floor first. Is always up for a challenge. On any field, on every occasion, in every situation. The one that gets the show on the road!

## THE VOICE OF GOONDA



Unfiltered Energy

Limitless Fun

Effortless Confidence

The guy that is forever ready for action. Just needs that one prod. One word, one reaction and he is ready to take on the world. He is the one that is always wired.

behaviour - takes the lead, sets the mood, is always active, self starter personality - fun, bindaas, creative, talented relationship - stimulant or catalyst actions - sings the first song, first on the floor, enjoys the attention

## THE GOONDA LEXICON

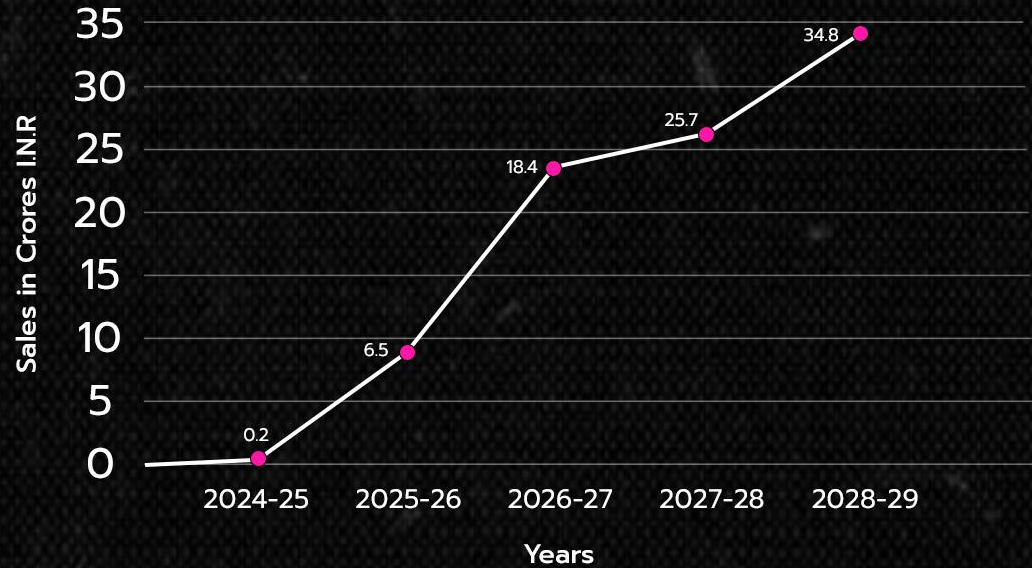
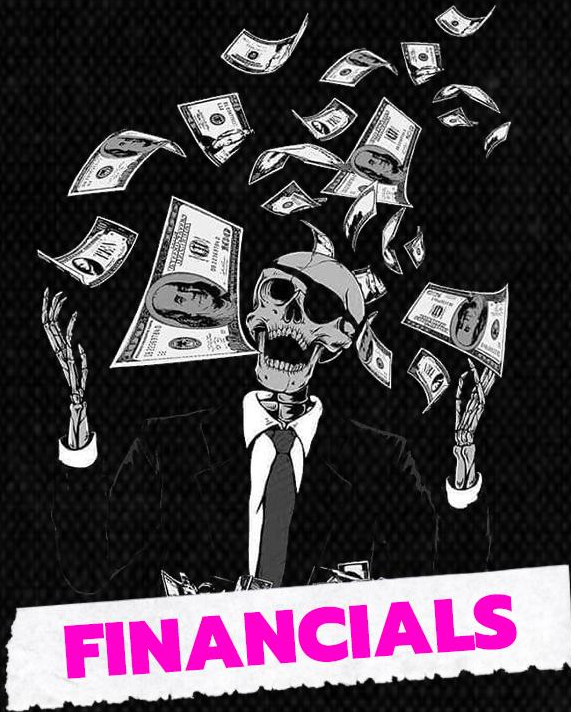




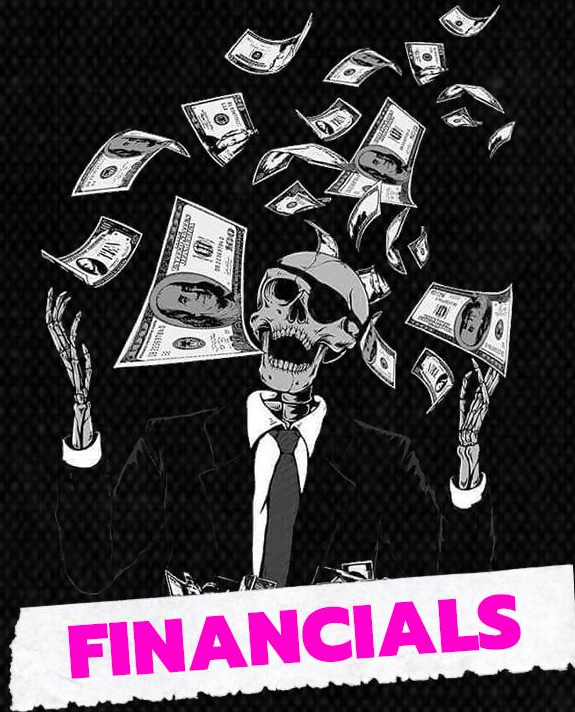
**WE BUILD ON A**  
**MONOLITHIC STRUCTURE – CREATING ALL THINGS**

**GOONDA™**









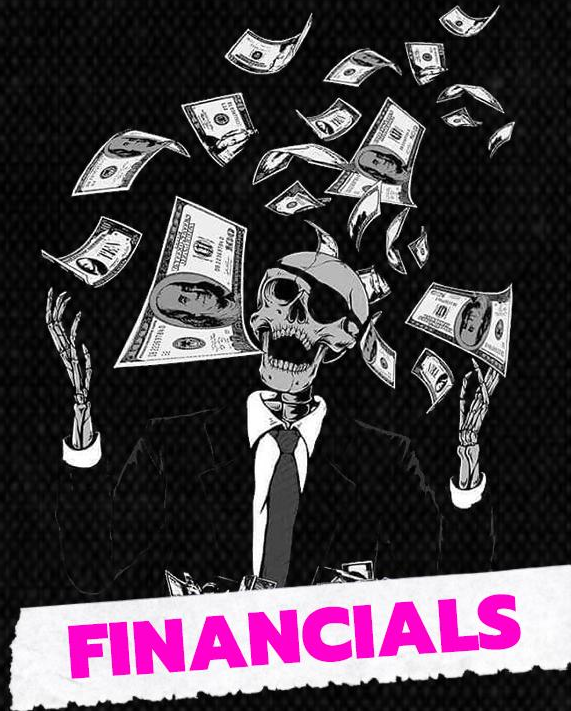
## ENTERPRISE VALUE - DISCOUNTED CASH FLOW & REVENUE MULTIPLE

### DISCOUNTED CASH FLOW METHOD

Particulars	Amount (Rs. In Lakhs)
$\Sigma$ OF DISCOUNTED CASH FLOWS ( $\Sigma$ DCF)	₹ 4,855
Perpetual Growth Rate (g)	7.00%
Terminal Value (TV) =	₹ 7,796
<b>ENTERPRISE VALUE (TV + <math>\Sigma</math>DCF)</b>	<b>₹ 12,651</b>

### REVENUE MULTIPLE METHOD

Particulars	Amount (Rs. In Lakhs)
Revenue (2027-28)	₹ 2,568
Revenue Multiple (Industry)	5
<b>ENTERPRISE VALUE (EV)</b>	<b>₹ 12,838</b>



## ENTERPRISE VALUE

The Enterprise Value has been calculated by taking a simple average of two valuation methods being the Discounted Cash Flow Method and the Revenue Multiple Method as below:

Particulars	Amounts (Rs. Lakhs)
Enterprise Value as per DCF Model	12,651
Enterprise Value as per Revenue Multiple Model	12,838
<b>ENTERPRISE VALUE</b> Simple Average of Value as per DCF Model and Value as per Revenue Multiple Model	<b>12,744</b>
<b>(-) Adjusted for uncertainties and contingencies</b>	<b>44</b>
<b>CALCULATED ENTERPRISE VALUE</b>	<b>12,700</b>
<b>CALCULATED ENTERPRISE VALUE (in words)</b>	<b>Rupees One Hundred Twenty-Seven Crores Only</b>



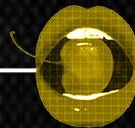
# TIMELINE

**2023**  
**GOONDA™**

Trademark &  
Logo Registration

**April**  
**2024**

Tasting Panels +  
Formulation for Agave  
& Energy Drinks



**July**  
**2024**

Aging Commenced  
with Ex-Bourbon Brels  
from USA



**March**  
**2025**

Digital Marketing  
& Social Media Presence  
Established

**Feb**  
**2025**

Label Registrations and  
Permissions secured for  
Goa Operations



**Jan - Feb**  
**2025**

Bottling, Sourcing, and  
Distribution Contracts Secured

**Dec**  
**2024**

Proprietary Blends for  
Agave Spirits & Formulations  
for Energy Drinks devised

**March**  
**2025**

Launch in Goa with  
Sale of 250 Cases  
in the first month



**April**  
**2025**

Seed Investment  
Harshil Vithlani

**July**  
**2025**

Launch in  
Maharashtra



**Oct**  
**2025**

Launch in  
Karnataka & Haryana

**Dec**  
**2025**

Launch of  
RTD Shots





GIGGLES



UNIQUELY DIFFERENT



LEGENDS



SHITS





# The GOONDAs'



**Karan Tacker**  
CO-FOUNDER  
MKTG & PR DIRECTOR

Karan brings to the table much more than his 15 years+ experience on leading Television, OTT platforms and of course very soon the big screen. He is the driver on marketing and PR strategy that puts the sting in our operations. Blessed with extremely evolved olfactory sense he is spearheading the taste panel for our products to arrive at our most delectable offerings.



**Amol Sethi**  
FOUNDER &  
HEAD OF DISTRIBUTION

With over 2 decades of extensive experience in the alcohol retail and distribution industry, Amol's entrepreneurship has been defined by a deep understanding of retail operations, strategic leadership, and a robust network within the distribution channels across India.



**Ashish Jasuja**  
FOUNDER &  
HEAD OF PRODUCTION

Ashish is a seasoned professional with over 18 years of experience in a number industries including consumer activation within the alco-bev & processed food products. In addition to their hands-on experience he has a deep interest in alco-bev production and has authored several articles on beer and brewing.



**Bhushan Khandelwal**  
FOUNDER,  
HEAD OF FINANCE

A seasoned entrepreneur in the field of international trade in the architectural and interior product segment Bhushan has established an operation trading in over 15 countries worldwide. He has a solid hands-on understanding in finance, cash flow and before his entrepreneurship venture has worked for a decade with leading logistic and supply companies such as Maersk, Damco amongst others.



**Prasad Iyer**  
CO-FOUNDER,  
HEAD OF DIGITAL

An evangelist in Brand, Marketing, Digital & eCommerce professional with a Masters degree in Business Administration and eBusiness Marketing with over 22 years of experience in senior management positions with International brands like Marriott International Inc, Indian Hotels Company Ltd (Taj Hotels), Lemon Tree Hotels. Proficient in leading efforts to provide key insights into the development of Online & Offline Sales and Marketing strategies, Revenue Management & Distribution support.



**Harshil Vithlani**  
CO-FOUNDER INVESTOR  
HEAD OF INTERNATIONAL SALES

Harshil is an experienced shipping and supply chain expert with 22+ years in international trade and operations, especially in the food & beverage sector. Known for backing and building companies from the ground up, he drives strategy and growth with a hands-on approach and a belief in vision before market validation—an approach that has shaped several successful ventures.





# THANK YOU

Lunchmoney Private Limited

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