



VENTiT

THE WORLD'S FIRST
BREATHING PIZZA BOX

Current Challenges with Pizza Delivery

1. Customer Experience

- a. **Food Rating:** Negative ratings due to issues such as soggy or cold pizza can drastically lower a brand's visibility on the aggregator platforms, leading to decreased orders and customer churn.
- b. **Foreign Contaminants:** Incidents of finding foreign ingredients or contaminants severely damage a brand's reputation. On aggregator platforms, such complaints are highlighted in reviews which quickly lead to a loss of trust and orders.
- c. **Pizza Reheating Challenges:** Difficulty in removing the slice from the box and reheating it becomes a challenge as it gets soggy due to condensation.

2. Operational Metrics

- a. **Storage:** It becomes a challenge to store pizza boxes as they occupy space when stacked up and for a kitchen with a smaller area.
- b. **Kitchen Preparation Time (KPT):** During the rush hour in the kitchen it becomes impossible to assemble the boxes leading to higher KPT and Average Delivery Time (ADT).

3. Business Metrics

Loyalty is hard to build and easy to lose, especially in a market with numerous competitors offering similar products.

- a. **User Frequency:** The repeat user frequency reduces due to metrics like high ORS, poor food rating and bad customer experience.
- b. **User Experience:** Chefs put significant effort and hard work into making the perfect pizza. However, high delivery times often result in the pizza becoming soggy, negatively affecting the customer experience and the chef's morale.
- c. **Cost of Acquisition:** The cost of acquiring new customers on aggregators is high due to intense competition. The market is cluttered with numerous pizza options, making differentiation difficult. Without a unique selling proposition (moat), restaurants struggle to stand out.
- d. **Shrinking Margins:** High commission rates charged by platforms, coupled with discounts and promotional offers, further erode margins. Any additional costs from refunds or addressing negative reviews will worsen this issue.

HOW DOES VENTIT SOLVE THE PROBLEM?

VENTIT[®] PACKAGING SOLUTIONS PATENTED.



VENTILATED PIZZA BOX

**Eliminates the steam
build up within the box
by allowing the moist air
to escape hence retaining
the dry heat**



PATENTED TECHNOLOGY

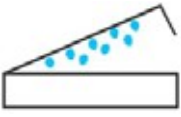
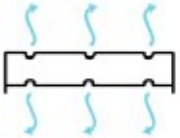
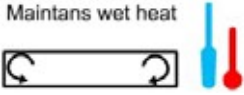
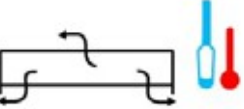

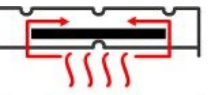


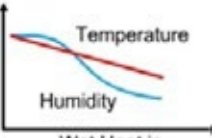
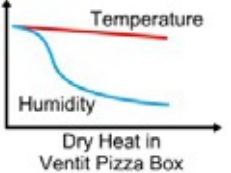
**Uses the structure of
corrugation to provide
ventilating and insulating
tunnels (India Patent # 480243
and USA Patent # US 10,392,153
B2)**



CHOSEN SOLUTION FOR LEADING BRANDS

**Some of the biggest
brands are using our
packaging solution**

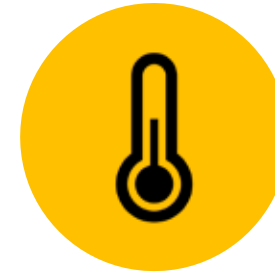
Regular Pizza Box Vs Ventit Pizza Box

	REGULAR PIZZA BOX		VENTIT PIZZA BOX	
TRADITIONAL BOX VS. VENTIT PIZZA BOX	Steam condenses inside at the top & bottom of the pizza box.		Ventit Pizza Box lets excess steam escape, keeping the pizza fresher.	
RELATIVE HUMIDITY VS. TEMPERATURE	Steam is trapped, resulting in wet heat inside the box.	Maintans wet heat 	Ventit Pizza Box lets excess steam escape but maintains the temperature - dry heat.	 Maintans dry heat
GETS REHEATED BETTER	When put in contact with a pre-heated element, the heat is first transferred to the box and then to the pizza.	 Pre -heated element	When put in contact with a pre-heated element, heat is transferred directly to the pizza through the vents.	 Pre -heated element
PIZZA BOX WITH STILTS	No outlet in box to release the steam generated at the base of the pizza.		Ventit Pizza Box has vents & stilts at the bottom to raise the box, allowing steam to escape from below.	
WET HEATS VS. DRY HEAT	Since a traditional box doesn't allow steam to escape the quality of air is wet and damp. This affects the pizza's freshness and makes it lose its temperature faster.		Effective ventilation maintains the quality of air is dry. This keeps the pizza crisp, fresh and retains the temperature for longer.	 Dry Heat in Ventit Pizza Box

Results of the Ventit Box



**25% Drop in Humidity Build Up
On Average**



10% More Hotter



15% More Crispier

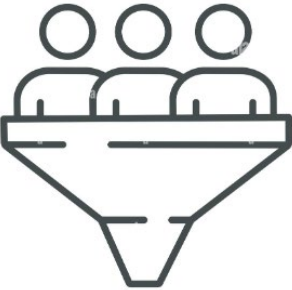


**32% Increase in the Bite
Quality of the Pizza**

Business Impact for Pizza Brands



Better Operational Metrics



Better Top Funnel Metrics



Association with Premium Brands



High Customer Lifetime Value



Differentiator in the Market



New Customers / Brand Awareness

Our Three Types of Pizza Boxes

PIZZA BOX TYPE	OCTAGONAL SHAPE BOX	SQUARE SHAPE BOX	COLLAPSIBLE SQUARE BOX
Branding	94 Sq Inches	110 Sq Inches	133 Sq Inches
KPT/Assembly Time (per 100 boxes)	36 mins	23 mins	18 mins
End User Experience	Cannot slide the whole pizza into a reheating pan/plate	Cannot slide the whole pizza into a reheating pan/plate	Collapsible edges/perforated lid allows to slide the entire pizza into a reheating pan/plate without compromising integrity
Space for Storage of empty boxes (100 Boxes)	Occupies 20 cubic foot		3 cubic foot (Less space to store as the box is flat)
Ease of storage-filled Boxes	Occupies same space like regular Ventit Pizza Boxes		2-3x stacking capacity due to double folded corners

*Comparison of Box for 10" Pizza Pie

The Team Behind Ventit

Vinay and Tanay Mehta - Vinay Mehta is the box-man of India, making and selling packaging solutions for the last 35 years while Tanay is bringing his 17 year experience in the printing industry to the table.

Ventit has been in the packaging industry for nearly 20 years, assisting over 50 pizza brands. They have won multiple awards such as World Star, Asia Star and AICC giving credibility to their packaging credentials.



PATENT



Ventit has been granted the patent through the **World Intellectual Property Organization (WIPO)**. It is currently at national levels in several countries.
(India Patent # 480243 and USA Patent # US 10,392,153 B2)

AWARDS

VENTiT has won the World Star 2008, Asia Star 2008, India Star 2008 and AICC awards in packaging.

TESTS CONDUCTED

- **Texture Profile and Temperature Analyses** conducted at University Institute of Chemical Technology (ICT)
- **Sensory Tests Analysis** conducted at Equinox Labs
- A comparative study on the VENTiT box v/s a conventional box at the catering college - **Institute of Hotel Management, Catering Technology & Applied Nutrition**

TESTIMONIALS



“I can confidently do home deliveries and takeaways because I know Ventit will do complete justice to my pizzas”

Ms. Arja Shridhar (Indianapoli Hospitality - Gustoso)



**california
PIZZA KITCHEN**

“We are able to command a premium as we can deliver fresher pizzas. It has boosted the morale of our chefs & delivery team”

***Mr. Kenneth Lobo, Purchase Head,
California Pizza Kitchen, India***

OUR CLIENTS



OUR CLIENTS

ZOLOCRUST
CLARKS AMER
JAIPUR

East 7th
PIZZA & DELI

the Daily
All Day
• EST. 2013 •

 **THE SECOND HOUSE**
SALIGAO



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Oberoi
HOTELS & RESORTS


TRIDENT
HOTELS

POP TATE'S



DOUGH MAMA


BIZZA

**LONDON
YARD PIZZA**

OUR CLIENTS



ITALIAN BAR & KITCHEN



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