



“Bringing you the Goodness of Ginger in this Healthy Drink ”

Farmbell's Ginger drink is known for its all natural ingredient base & excellent quality & the health benefit it offers to the consumer. The ginger used is organically grown, has larger chunks and has that fiery taste. The drink is topped up with healthy ingredients such as dry fruits and some millets.

Ms. Bhavya Kotesch, the founder of Farmbells, is an MBA graduate and a proactive mother of two kid. She resides in Hyderabad and has her roots in Dwarapudi village of Andhra Pradesh.

Ms. Bhavya was married early on, right after her bachelors at the age of 18. While juggling house-hold responsibilities & taking care of kids, Ms. Kotesch nursed the desire to set up a venture of her own where she can pour her energies & use her underlying talent.

While she kept playing with the thought of setting up a business, it was the experience of severe nausea during pregnancy that became one of the defining point for going for healthy beverage business.

While she suffered from nausea, it was her brother who came up with a ginger drink which helped her feel better & relieved her of nausea. They realized the health benefits of Ginger Ale apart from providing relaxation to pregnant women and wanted to explore the market for it.

And with the intent of catering to health conscious consumers they decided to start beverage business of healthy drinks, the Ginger Ale. Their product Ginger ale, is basically a solution like a squash which can be mixed with water or Soda. Initially they started out by testing the drink among family & friends. Based on the feedback received they improved the drink.

She points out since the taste of their drink is a little different from any other regular drink, hence the customers were hesitant initially. After a couple of pilot campaigns, people began to like their product and



started contacting them. That is when they truly started getting recognition for their drink. Everyone was interested, from facility managers to leading brands.

During their experimentation stage, they came across MANAGE's call for agripreneurs for Innovative products/services under RKVY-RAFTAAR Program and felt it was their calling and decided to apply for the program.

Startup Product Details

Farmbells Ginger-based natural drink is a processed drink with a natural ingredient base and comes without any added chemicals. They have come up with two ginger based products: an all general purpose non-alcoholic ginger soda & ginger based syrup/squash which can be used in cocktails/mocktails.

This nutritious beverage is 100 % caffeine-free. This drink is for all age groups and it is highly beneficial for pregnant women and is effective against menstrual problems. It also provides relief to people suffering from digestive issues. It will act as a healthy replacement for carbonated soft drinks.

Their drink prototype is ready. Although they are in the inception stage their product is ready to market. "We have initially focused more on building Farmbells as a brand so as to create a market and a good consumer base for our ginger based drinks in near future," adds Ms. Bhavya.

Reflecting on the startup's journey, Ms. Bhavya says, "First we started with ginger drink only but later we realized that with just one beverage we won't be able to penetrate the market. So we decided to get into the business of selling products like dry fruits, cold pressed oil under the banner of Farm Bells. We source produce directly from the farmers for example we source dry fruits directly from Kashmir and Cashews from Rajmundry. After procuring, we clean & pack the products and sell them under Farmbells banner."

Right now they have FSSAI certification. Now they are planning to approach Food Scientists to obtain a nutritional breakdown of the beverage and get due certification as well.

Talking about collaboration with farmers, Ms. Koteswari says, "Once we start production in large quantities then there will be bulk requirement of ginger, sugarcane, lemon and other products like cane sugar. We will be procuring these from the farmers. It's going to be mutually beneficial for both the parties involved, we will be getting fresh produce and farmers will have better price realization."

Marketing strategy & Future plan

Their customer acquisition strategies include setting up stalls at fairs, exhibitions, melas, in gated communities as a way to provide visibility to their products. They also use Facebook to advertise their products. Presently they have a monthly customer base of 2000-3000 people.

After obtaining nutritional breakdown certificate, they will approach restaurants that serve cocktail/alcohol to sell their products.



Ms. Bhavya's future plan is to add to the list of existing beverages, which would include Fulzar soda and flavoured sodas. She is planning to set up soda hubs at shopping malls, by associating and working with franchisee partners for the development of Soda Hubs and in-house Ginger products.



In the coming time they are looking to expand their market by manufacturing ginger ale on a commercial scale. "We are planning to go for larger vessels & better equipments. We also need to approach food specialist to test our products and provide us with feedback on how to enhance the drink and increase the shelf life. Factory establishment and branding are also a part of the future plan," adds Ms. Kotesh.



Challenges due to Covid

During Covid 19, their business operations was restricted to the local area and they made good revenue. This period actually help Ginger drink gain significance, as people believed with ginger's nutritional property they can build their immunity & fight Covid.

But their plans to commercialize and upscale the business were put on hold as the entire team was suffering from Covid.

Association & Key take aways from MANAGE

“**My association with MANAGE was the turning point in my personal life journey. It was the training program which instilled me with the confidence to go for a career shift and setup my business soon after. I feel extremely privileged having been trained by some of renowned names in the startup/agribusiness domain. I believe we entered the training program with zero knowledge. And out we came with a nuanced understanding of business approach, product development, market development and financial management concepts. This really helped to take our business ahead**

- Bhavya Kotesh

Vision as an Entrepreneur

We want to create a presence for our product in the market & make a brand name for ginger ale. We wish to see more and more customers adopting this healthy drink as a replacement for other carbonated unhealthy drinks dominating the market shelves.

Thinking from business expansion point of view we want to upscale our productions and connect with restaurants chains who will be our direct partners and collaborators.



Company Name
FarmBells



Mobile No
+91 70135 10820



e-Mail
bhavya.kotesh@gmail.com

Citation

Saravanan Raj and Zeenat Shana (2022).FarmBells: Brininging you the goodness of ginger in this healthy drink, MANAGE-Centre for Innovation and Agripreneurship (CIA), National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India.



Centre for Innovation and Agripreneurship (CIA)

(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

National Institute of Agricultural Extension Management (MANAGE)

(An autonomous organisation of the Ministry of Agriculture and Farmers Welfare, Government of India)

Hyderabad, Telangana, India

www.manage.gov.in

<https://www.manage.gov.in/managecia/>