

OMN9™

Innovating the Ideal Protein from Plants

www.omn9.com



“By 2050, an extra 265 Million tons of Protein will be needed to meet the needs of 10B people.”

WHO predicts that by 2050, we'll be 10 Billion people on Earth, and feeding them will need prioritising for resources and essential nutrients. Proteins are bound to gain limelight as they are considered to be the most important macro nutrient of all 3. But producing protein has a significant environmental toll, and cannot be scaled with current practices.

Why Protein is the Nutritional Bottleneck We Can't Ignore

Cannot Be Stored

Unlike carbohydrates and fats, the human body cannot store protein, which makes consistent daily intake essential to maintain vital functions and overall health.

Critical for Survival

In conditions of starvation, the body prioritizes protein so highly that it breaks down its own muscle tissues, underlining its non-negotiable role in survival.

Fundamental Building Block

Protein is the only macronutrient that supplies nitrogen, a key element necessary for the formation of DNA, enzymes, body tissues, and muscles, making it irreplaceable in physiological development and repair.

Lifelong Necessity, Especially Now

Protein is essential at every life stage & phase, from pregnancy to old age. Unlike carbs and fats, it can't be restricted. Even with weight-loss drugs like Ozempic on the rise, adequate protein intake is crucial to maintain muscle and metabolic health.

Despite it's indispensability , over **1 Billion** people in the world are protein deficient; and the food system is inherently flawed!



While animal foods offer good quality & concentrated protein, majority have an equal, if not more saturated fat content - which is linked to Cardio Vascular Diseases and Cancer risks.



Popular animal foods like milk & eggs are also top 2 allergens, with over 64% of the world population being lactose intolerant!



Animal farming is highly resource inefficient; it takes 80% of the world's agricultural land just to produce 37% of world's protein! It clearly is no solution to 10B people's protein needs



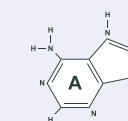
But Vegan is not perfect either



Lack of naturally occurring isolates, i.e. almost no vegan food source has more of protein than any other macro nutrient.



For instance, Pulses, that are supposedly high protein food are 20-25% protein, and 75-80% carbs, indicating a very poor Protein to Carb ratio, which can be linked to Diabetes.



Most plant-based proteins lack one or more essential amino acids, leaving only a handful of complete protein sources.



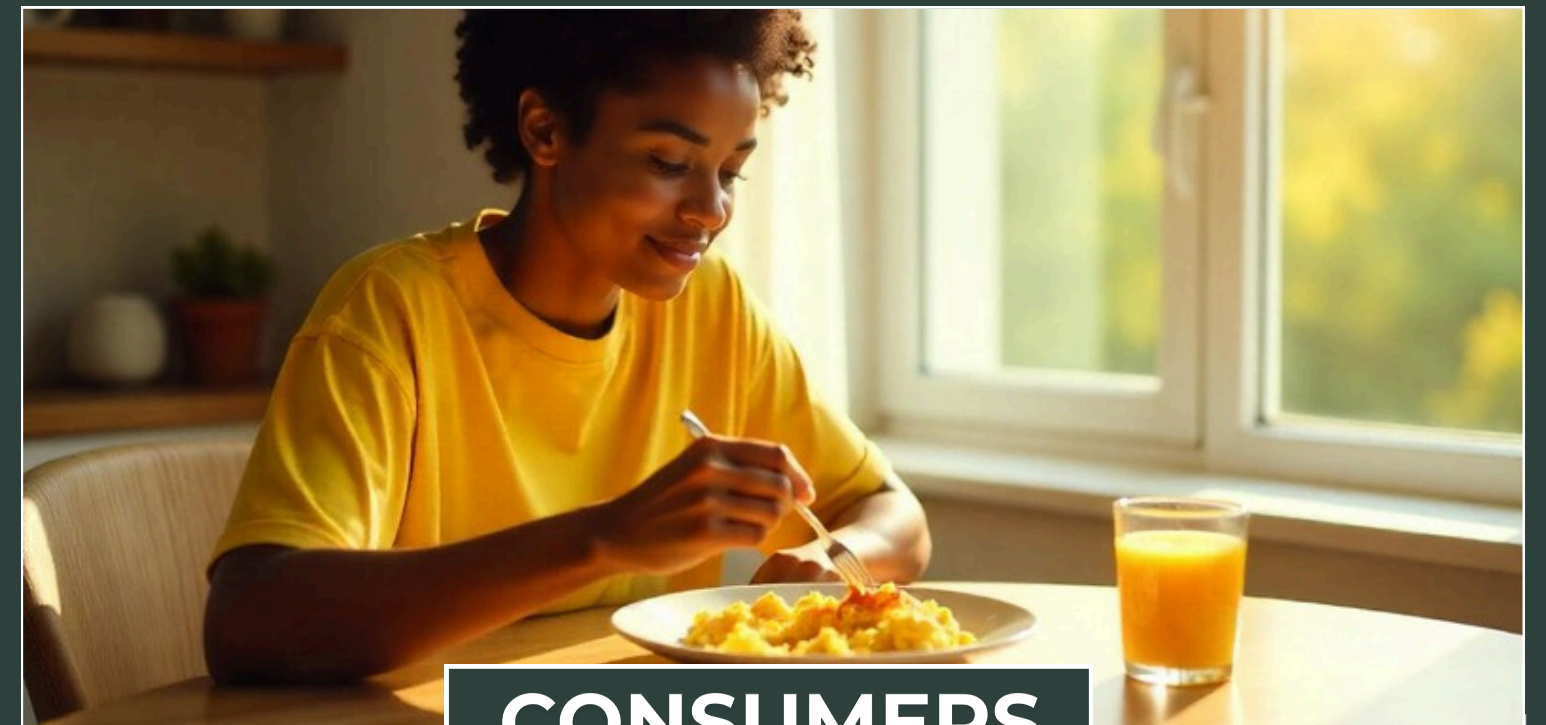
FORMULATORS

Growing Demand for Plant-Based: Plant-based Food & Beverage is set to become a \$100B market, & formulators are racing towards turning everything vegan, sustainable, clean label & nutritious for the modern consumer.

Lack of Ingredients: While protein fortification is becoming a part of every food company's playbook, the ingredients at their disposal remain starkly limited. Whey protein is the only major isolated animal source - but poses allergen risk for 64% of world population. And on the plant side, only handful commercial sources prevail:- **Soy, Pea, Rice, Potato, Wheat, Fungi and fermented**, which have their own limitations.

Scouting Novel Sources: Companies and brands are committing millions to R&D newer, unconventional plant sources to gain winning product differentiation. For instance how **JUST Egg** cracked the code using mung protein — now a global benchmark in taste, nutrition & functionality for plant based eggs. Similarly, majority of **alt-Meat companies** that started with soy protein have all partially or fully transitioned to other sources like faba, pea, wheat, mycoprotein etc. for improved sensory and functional qualities.

Emerging technologies (e.g., precision fermentation, cultivated meat): Promising but costly, not yet scalable, and face regulatory hurdles.



CONSUMERS

Strong Tailwind for Protein : Influencers, brands and institutions are increasing protein awareness. And people are now being mindful about their daily protein quantity intake.

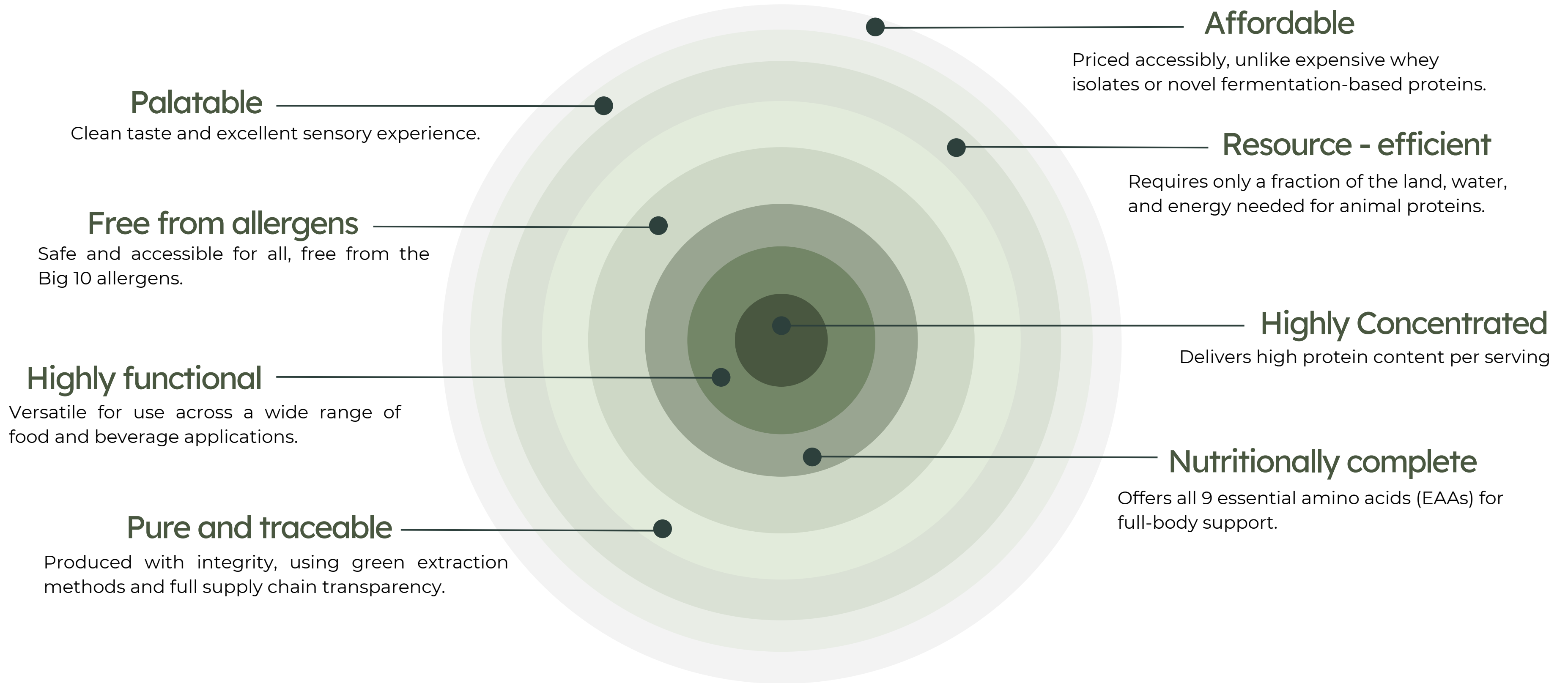
Isolates & Concentrates: People are seeking more concentrated forms of protein to supplement their daily intake and achieve targets without increasing overall calories.

Rising Vegan & Vegetarianism: Consumers are moving away from animal origin foods due to reasons ranging from adulteration risks, health hazards, allergies, and sustainability.

Affordability remains an issue: Given proteins rarely exists in concentrated forms in nature, processing is a must to isolate proteins, which means higher costs. They surpass both carbs & fats in unit price by 2-6x multiples

Lack of Trust: With years of exploitation of protein supplements by manufacturers to pocket extra margin on such high-value products, there is a deep-rooted mistrust among consumers towards purity of proteins.

IN A PERFECT WORLD, THE IDEAL PROTEIN IS



THE SOLUTION

OMN9TM
NOVEL PLANT PROTEINS

WE'RE CRAFTING THE IDEAL PROTEIN, FOR A PERFECT WORLD

OMN9 develops scientifically curated plant proteins that boast a rich amino acid profile, superior functionality, & clean taste - all while being highly pure, scalable & affordable!

Our first offering: **Mung Bean Protein Isolate 80%**



VEGAN



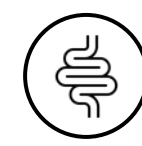
NON GMO



NEUTRAL TASTE



SOY FREE



EASILY
DIGESTIBLE



ALLERGEN FREE



PLANT BASED



DAIRY FREE



HIGHLY
FUNCTIONAL



HIGH EAA



CLEAN LABEL



100% PURE



GLUTEN FREE



SOLVENT FREE

WHY OMN9 STANDS OUT

	OMN9 MUNG	SOY	PEA	RICE	CASEIN	WHEY	FERMENTED/ CULTIVATED	FUNGI- PROTEIN
Rich EAA Profile	✓	✓	✓	○	✓	✓	✓	✓
Big 10 Allergen Free	✓	○	✓	✓	○	○	✓	✓
Functional Across Applications	✓	○	✓	○	✓	✓	✓	✓
Lower GHG Emissions	✓	✓	✓	✓	○	○	✓	✓
Non-GMO	✓	○	✓	✓	✓	✓	○	✓
Novel Source	✓	○	○	○	○	○	✓	✓
Smooth Mouth Feel	✓	○	✓	○	✓	✓	✓	○
Builds soil health	✓	✓	✓	○	○	○	○	○
Water Efficient	✓	○	✓	○	○	○	✓	✓
Easily Digestible	✓	○	○	○	○	○	✓	✓

OMN9 IN APPLICATIONS

From rich desserts, grit-free beverages to plant-based eggs & vegan milk, our ingredient integrates effortlessly across categories, making OMN9 a scalable ingredient for innovation in multiple food & beverage formats.



**Bakery,
Confectionary
and Desserts**



Beverages



**Plant-based
Dairy
and Eggs**

MARKET OPPORTUNITY

\$18 B

Global Plant Protein Market

8.4 %

CAGR

\$0.9 B

Indian Plant Protein Market

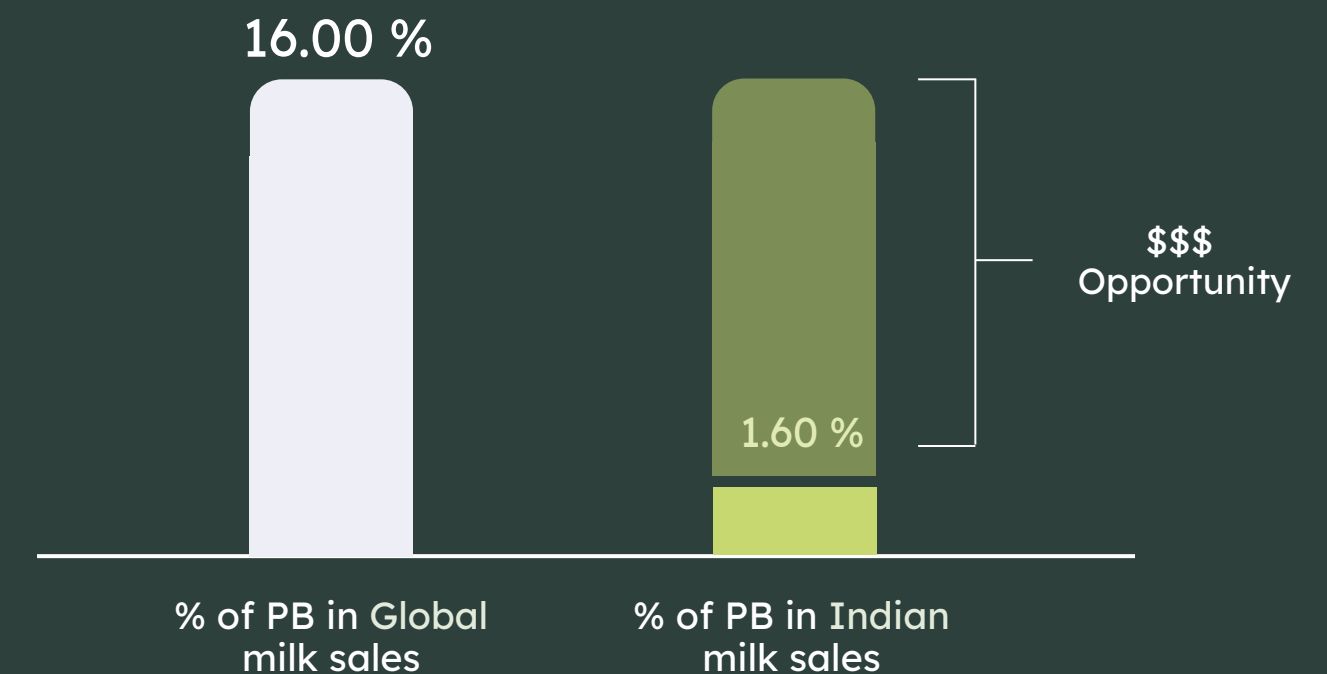
6.3 %

CAGR

OUR **PRODUCT** IS GREAT, AND SO IS THE **MARKET!**

The underlying opportunity, however, is reflected in the strong tailwind for plant - based food & beverage products, which is a rapidly growing market, estimated to reach **\$100B** value by **2030**.

For context, plant based milk accounts for 16% of total dollar sales for retail milk, globally. The same number in India is <1.6%. With further parity in nutritional value & price, a vast opportunity can be tapped & global trend replicated!*



COMPETITOR ANALYSIS

Novel Sources

Deficient Protein Profile



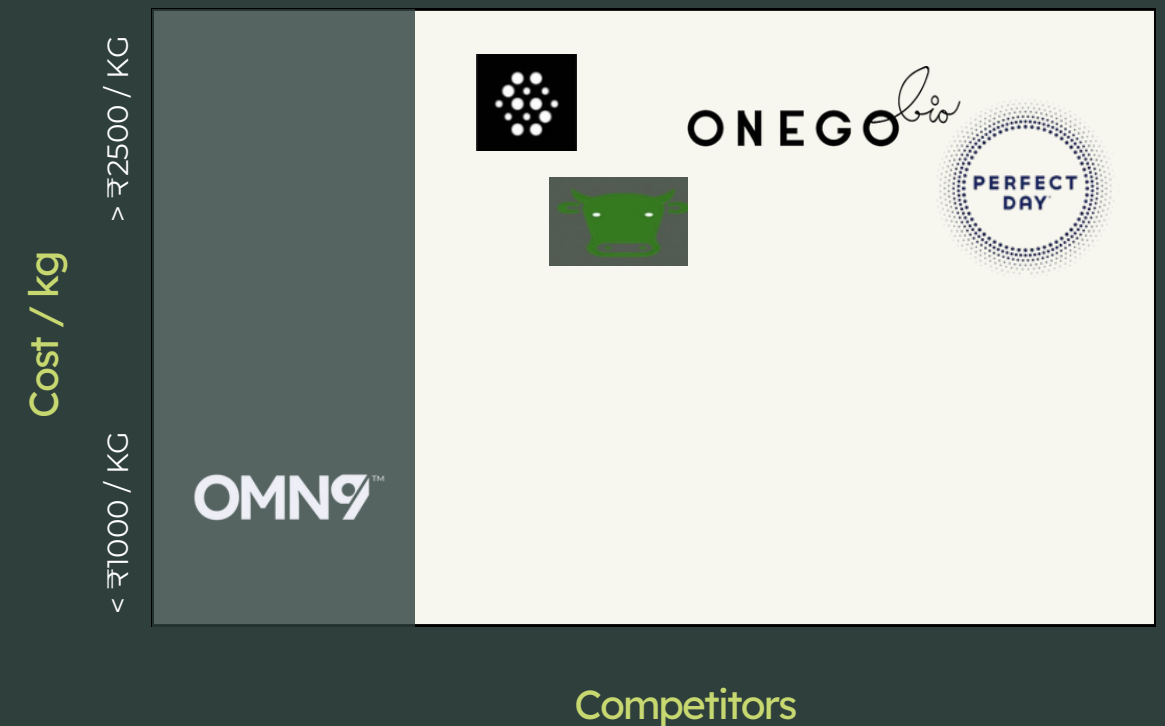
Conventional Sources

Complete Protein Profile

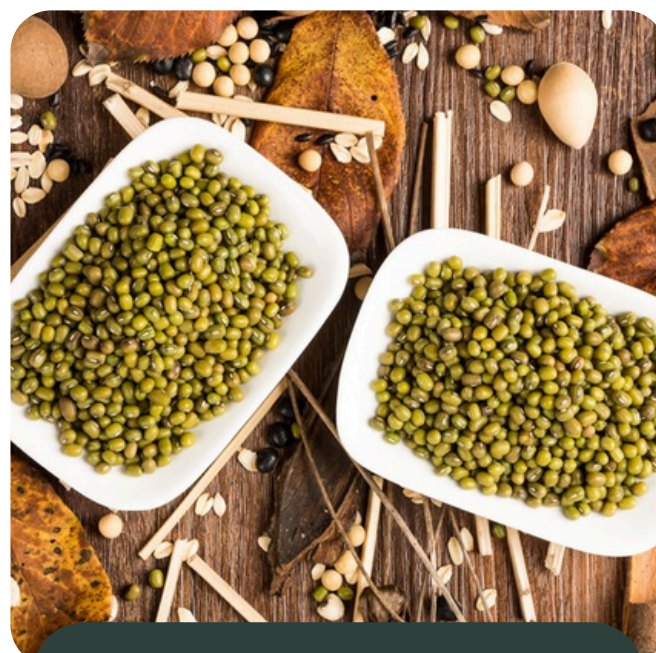
COMPETITIVE ADVANTAGES

We are redefining the category by setting a new benchmark for plant - proteins.

The few companies like Perfect Day, Onego, Solar, etc. using fermentation to develop animal protein replicas, fail to address the **affordability** aspect compared to plant-based sources.



We're a B2B ingredient manufacturer that aims to develop a wide portfolio of innovative plant protein offerings.



1. B2B Protein Isolates

High-purity, functional plant-based proteins supplied to: Food & Beverage companies, Ingredient distributors, Nutraceutical applications, Pet Food, Cosmetics, etc.



2. B2B Starch Solutions

Value-added starch byproduct utilized in Foods like Noodles, Pasta, Sauces, Fried Food Coatings, Flours, Confectionery, and even technical applications like Packaging.

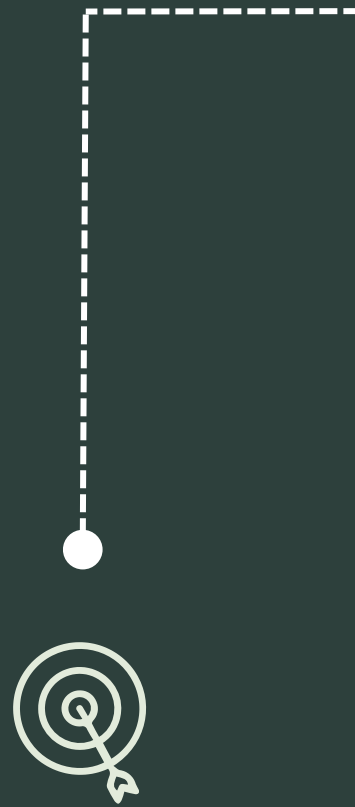


3. B2C Branded CPG

In the future, launching high-protein products in CPG format to cater to this growing market, while maximising margins by being present across the entire value chain.

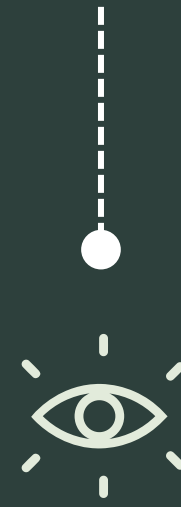
HOW WILL WE DO IT?

OMN9's go-to-market strategy focuses on establishing a strong initial brand presence, garnering a paying customer base, and gradually expanding to new applications & geographies.



BEACHHEAD MARKET

- Pre-commercial rollout of our ingredient in markets with low regulatory barriers (India & broader Asia) to reduce upfront manufacturing compliance costs and accelerate sales cycle.
- Onboarding well-networked & experienced ingredient Sales personnel as well as distributors to fast-track early conversions in these markets



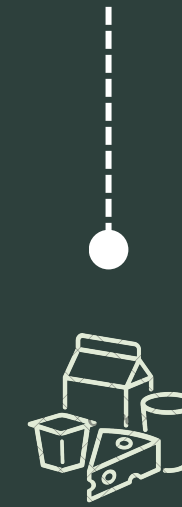
BRAND ACTIVATION

- Joining & supercharging the Protein Literacy movement through digital brand handles, LinkedIn, etc.
- Presence at relevant trade fairs and industry conventions.
- Listing on all major online B2B trade directories and platforms
- Membership to leading local and global industry associations
- Physical Collabs with Gyms, wellness studios, fitness events, and influencers for brand activation



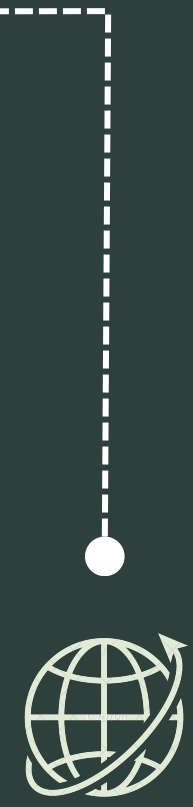
PARTNERSHIPS

- Cloud kitchens, bakeries, cafes, vegan restaurants, QSRs and chefs for high-protein menu items
- Doctors & Nutritionists to validate our ingredient's benefits
- Food & Beverage brand partnerships for exclusive product integrations
- Ingredient companies, importers, stockists, and retailers



FORMULATOR FOCUS

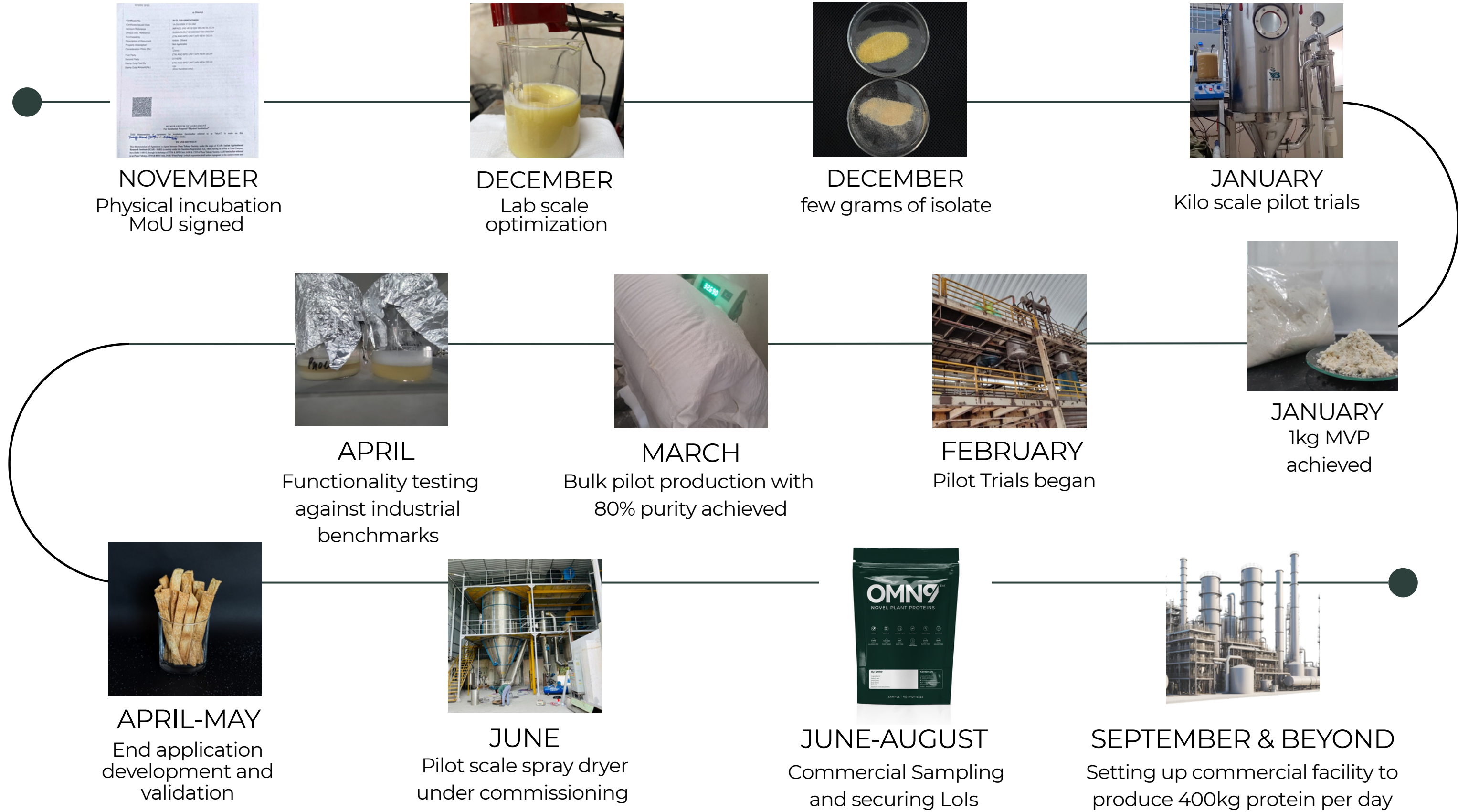
- Expanding application expertise and developing recipes using OMN9 proteins, and marketing the same directly to formulators.
- Strengthening Food technology & Technical sales team to assist food companies in seamlessly integrating our ingredients in their product ranges
- In the process, learn about CPG product development that can be leveraged in the future for our own product launches



GLOBAL EXPANSION

- Exhibiting at International trade shows, conferences, and events
- Global prospecting, outreach, & sampling; potential buyer visits and marketing tours
- Undertaking stringent compliances to meet USFDA, FSSC, and other geography specific food manufacturing norms
- Leveraging and claiming strong sustainability, supply security and economic advantages of manufacturing Plant Proteins in India

WE'VE BEEN MOVING FAST & THE JOURNEY HAS JUST BEGUN



We have generated interest from both government and private innovation hubs to help bring our vision to life.



We are incubated at ICAR-IARI's Pusa Krishi Incubation Centre, Delhi, under SHITIJ 2024 program



We have standing offer to incubate at IIT Jodhpur's Technology & Innovation Startup Centre.



We have mentorship & scale-up affiliation with a leading food ingredients manufactuarig company.

Our advisors bring decades of global expertise in R&D, scale-up, and food ingredient manufacturing to guide OMN9's innovation and growth.



DR. RAUL ARAVENA

Co-Founder & CTO at ABIO, Chile
Co-Founder & CTO at Bioataraxis, UK

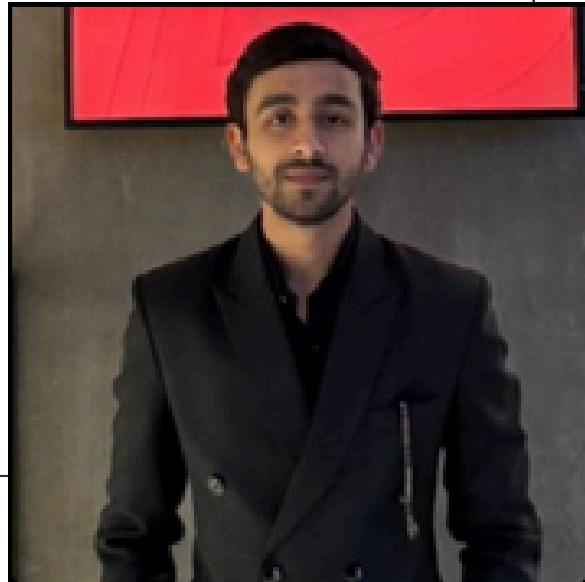
With over 17 years of experience in Chemical Engineering and process scale-up, Dr. Raul brings extensive technical expertise and strategic insight to the advisory board.



MR. AAKASH SONI

Director at Shree Ram India Gums Ltd.
Director at Nutrix India Pvt. Ltd.

Seasoned industrialist with over 22 years of experience in food ingredient manufacturing & exports, offering deep commercial knowledge and operational expertise.



Pravek Soni
FOUNDER & CEO

Founded OMN9 with a passion for sustainable, science-driven innovation. With a diverse background spanning agri-processing, bio ingredients, business development, finance, and supply chain, Pravek is committed to developing novel plant proteins that will transform the food system and drive meaningful impact.

MEET THE TEAM



Rohit Arora
R&D LEAD

With experience at DRDO-INMAS and a degree in Biochemical Engineering, Rohit drives the optimization and scaling of sustainable protein production.



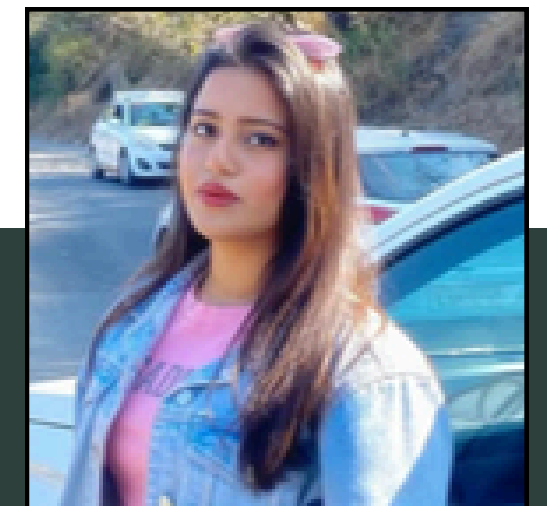
Aaditya Malviya
R&D ASSOCIATE

A Chemical Engineering undergraduate and diploma holder, Aaditya leverages his experience at ONGC and Aditya Birla Grasim to boost our R&D and Pilot operations.



Tanvi Sethia
APPLICATION DEVELOPER

Tanvi, a pastry chef and creator, blends creativity and precision to turn our proteins into functional and delicious formulations.



Suhani Mehta
BRAND LEAD

Suhani leads our brand identity and marketing, using her creative vision and SEO expertise to boost OMN9's digital presence.

Website

www.omn9.com

Email

info@omn9.com

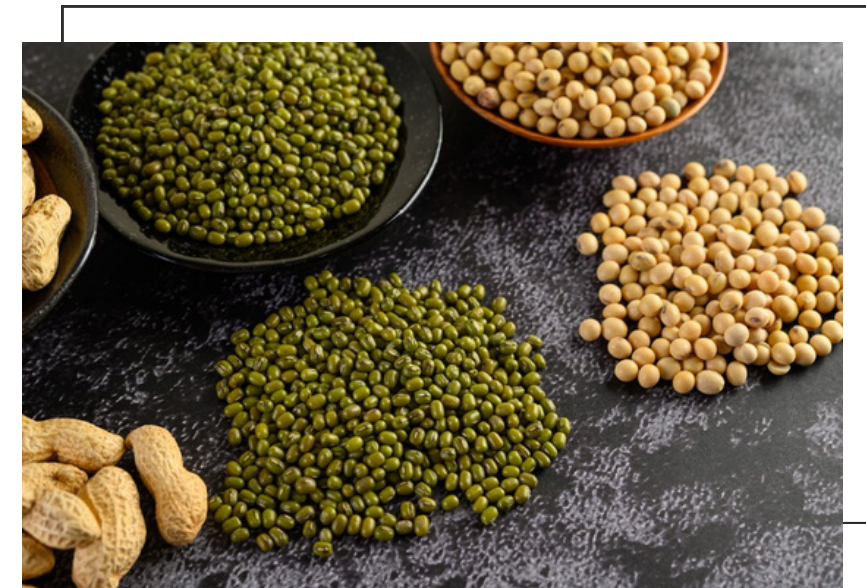
Phone

+91 7073386219

Office

Shree Ram Agro Products
E-1-19, Agro Food Park, Boranada
Jodhpur, India - 342012

OMN9™



Let's build the future of Smart Proteins together!



Every year, **over 80 million** animals are slaughtered for food.

And the ones that aren't, only live **a quarter** of their natural lifespan, confined, unseen, unheard.

By choosing a healthy and sustainable plant-based alternative, we're not just nourishing people and protecting the planet, we're restoring dignity, compassion, and meaning for **all life**.

**OH, AND ONE
MORE THING...**

