BUSINESS UPDATE, JANUARY 2025

Dear Visionaries,

As we step into 2025, I'm thrilled to share the milestones we've achieved in December 2024. It's been a month of recognition, progress, and preparation as we gear up to redefine sustainable living. With each step, we're inching closer to bringing Chewie into homes and turning our vision into reality.

COMPANY MILESTONES

Recognition at Unboxing BLR:

We're proud to have been recognized among the Top 15 startups at the Namma Bengaluru Challenge 2024 by Unboxing BLR. Standing shoulder-to-shoulder with some of the brightest changemakers in Bangalore has further reaffirmed our mission. This recognition is a testament to the hard work and innovation that the Mankomb team embodies.

Successful 'Chewie' Trademark Application:

We're excited to share that the 'Chewie' trademark has been successfully registered. This solidifies our brand identity as we prepare for our soft launch in 2025.

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PCB Development Progress:

December marked a significant milestone in our journey with the development of our proprietary PCB. Seeing Mankomb's logo etched onto this board is a proud moment—a mark of quality and personal commitment. This circuit will power Chewie's AI, making it one of the first physical-world applications of AI for sustainability, breaking down food waste into soil constituents with precision.

Pre-Series Prototype Manufacturing:

The manufacturing of our pre-series prototypes is well underway. These prototypes reflect production-level specifications, and the fabrication of critical components is progressing smoothly. This is a crucial step in ensuring Chewie's readiness for our upcoming pilot trials in January 2025.

BRANDING AND COMMUNITY ENGAGEMENT

Growing Digital Presence:

Our teaser campaigns continue to make waves. The latest Instagram campaign targeting upper middle-income homeowners interested in sustainability garnered over 50,000 interactions across platforms. This growing interest is a promising indicator of Chewie's potential impact.

OPERATIONAL UPDATES

Support from NASSCOM CoE IoT:

Our partnership with NASSCOM CoE IoT has been invaluable, providing us access to cutting-edge hardware lab facilities and fostering connections that are critical to our growth.

Burn Rate Optimization:

We've taken significant steps to streamline operations and conserve cash, reducing our monthly burn rate from INR 4,50,000 to INR 2,50,000. By offloading some tasks from Printalytix and leveraging in-house capabilities, we're managing resources more efficiently while maintaining progress.

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GOALS FOR JANUARY 2025

1. **Pilot Trials:** The pilot trials remain our top priority, with early adopters providing real-world feedback to refine Chewie.
2. **Pre-Bookings:** We're excited to announce that pre-bookings for Chewie will open in Q1 2025. This milestone will mark the beginning of our journey into homes.
3. **Continued Product Development:** With the pre-series prototypes nearing completion, our focus will shift towards rigorous testing and final refinements.

A LOOK BACK AND FORWARD

As I reflect on this journey, the recognition at Unboxing BLR, the progress on our proprietary PCB, and the successful trademark application all stand out as proud moments. These milestones are not just steps forward—they're validation of the vision we set out to achieve.

From cash conservation to cutting-edge product development, December has been about laying a solid foundation for what's ahead. The road to sustainability isn't always easy, but with your unwavering support, we're making it possible, one step at a time.

Let's make 2025 a landmark year for sustainable living. Together, we can transform homes, communities, and the planet.

Warm regards,

Mrudul Mudotholy
Founder & CEO
Mankomb Technologies Pvt. Ltd.
www.mankomb.com

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