

Life feels good with

FAST&UP[®]

Indian sports nutrition and
wellness brand



03

FAST&UP



Agenda

- About Us
- Meet the Founders
- Marketing Mix 7p's
- Unique Selling Proposition
- Market Research
- SWOT Analysis
- Target Audience
- Customer Journey
- Buyer Persona
- Competitor Analysis
- Summary
- Problem Statement
- Solution Statement
- Brand Positioning Statement
- Perceptual Mapping
- Brand Strategy
- Agency vs In- House Marketing

About Us

Fast&Up Started in **Switzerland 2001** by **Dr. Massimiliano Baratelli**, where a company called Novelty Pharma had been making effervescent nutrition tablets. It was brought to India in **2015** by **Fullife Healthcare Pvt. Ltd.** known for its effervescent nutrition technology, the brand offers clean, plant based supplements for energy, immunity, and wellness now serving millions across India and 35+ countries.

THE STORY OF FAST&UP

Vision

To make India **healthier, fitter,** and more **performance-driven** every single day.

Mission

To deliver **clean, science-backed nutrition** that fuels athletes , professionals to active individuals that build a culture of **movement, energy, and performance.**

Meet The Founders

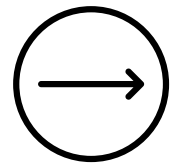
Dr. Massimiliano Baratelli: Founded the Swiss technology company, Novelty Pharma, in 2001.



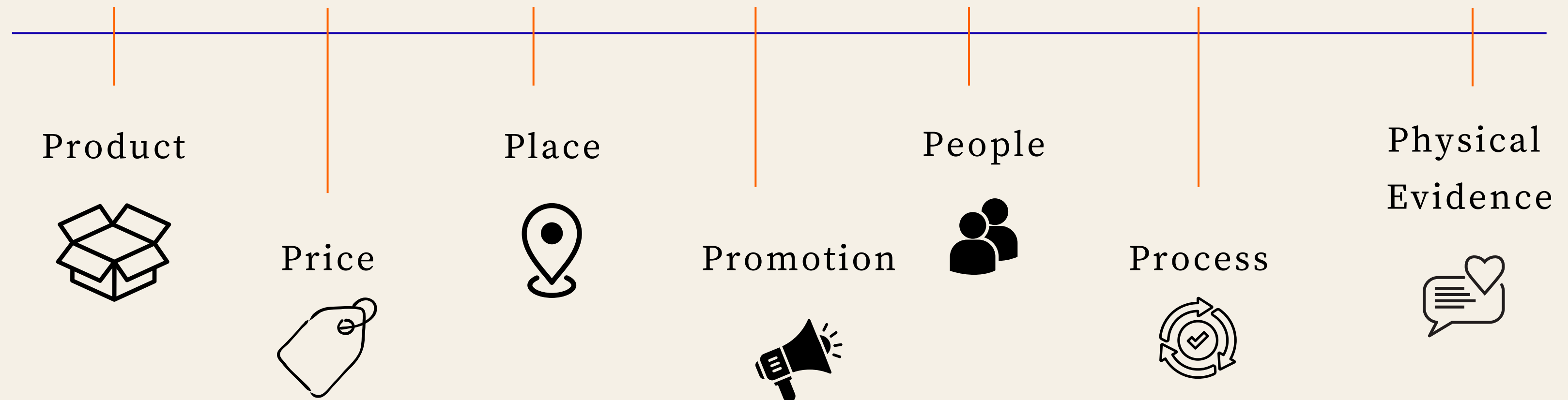
Varun Khanna



**Vijayaraghavan
Venugopal**



"7Ps — learn them, use them, dominate."



Products Strategy -

Fast&Up offers effervescent nutrition products designed for

- Athletes,
- Fitness Lovers, &
- Everyday Active Individuals.

Energy Gel



Creatine



Isolate Whey Protein



BCCA

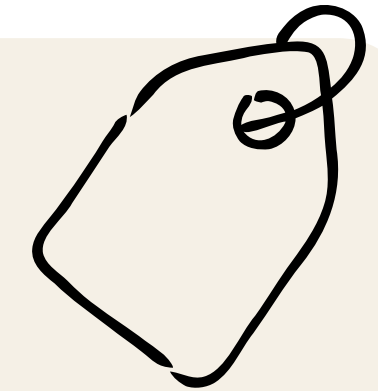






Effervescent Tablets




Pricing Strategy -

- Mid to Premium Tier
- Designed to be value-for-quality
- Bundle Pricing
- Occasional discounting



<p>Net Quantity : 30 Effervescent Tablets (3 Tubes x 10 Tablets Each)</p> <p>35% OFF</p>  <p>L-Carnitine 3000mg for We...</p> <p>★ 4.57 Star (396 reviews)</p> <p>₹1,558 ₹2,397</p> <p>Pack of : <input type="radio"/> 3 <input type="radio"/> 6 <input type="radio"/> 9</p> <p>Add to cart</p>	<p>Net Quantity : 875 gms</p> <p>40% OFF</p>  <p>26g PROTEIN</p> <p>Plant Protein - Alphonso ...</p> <p>★ 4.96 Star (7366 reviews)</p> <p>₹1,869 ₹3,115</p> <p>Pack of : <input type="radio"/> 1</p> <p>Add to cart</p>	<p>Net Quantity : 60 Effervescent Tablets (3 Tubes x 20 Tablets Each)</p> <p>40% OFF</p>  <p>Lean Body Weight Loss - O...</p> <p>★ 4.3 Star (1247 reviews)</p> <p>₹1,044 ₹1,740</p> <p>Pack of : <input type="radio"/> 3 <input type="radio"/> 6 <input type="radio"/> 9</p> <p>Add to cart</p>	<p>25% OFF</p>  <p>Reload - Low Sugar Instan...</p> <p>★ 4.96 Star (3722 reviews)</p> <p>₹795 ₹1,060</p> <p>Pack of : <input type="radio"/> 4</p> <p>Add to cart</p>
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- **Quick Commerce:** Blinkit, Zepto, Instamart.
 - **Online:** Fast&Up website, Amazon, Flipkart, Nykaa, HealthKart, 1mg, etc.
 - **Offline:** Pharmacies, sports nutrition stores, gyms, marathons, and fitness events across India.
 - **Global presence:** Exported to 35+ countries.

Promotion Channels:

- Influencer & Athlete Marketing
- Social Media Campaigns
- Event Sponsorships:
- UGC and D2C content
- Educational Content





Internal People:

A mix of nutritionists, product scientists, and marketers behind the brand.

External People (Customers):

Target: Athletes, gym-goers, runners, cyclists, working professionals with active lifestyles.

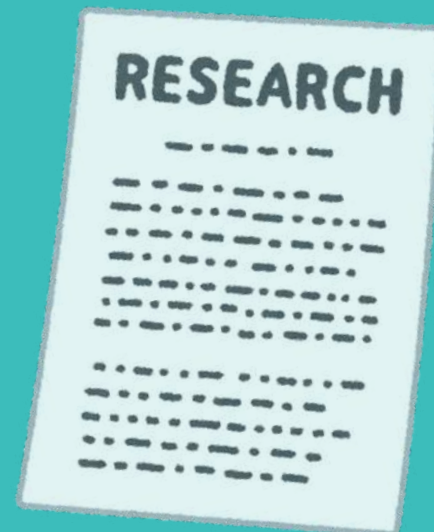


Seamless, science-backed, transparent process ensuring trust and repeat purchase.

Effervescent
Technology



R&D +
Testing



Customer
Experience



Feedback
Loop



Brand Identity:

- **Bright, energetic orange-white color palette**, symbolizing vitality and movement.
- **Sleek, cylindrical tablet tubes** — distinct packaging that's easily portable.
- **Website & Social Media**
- Presence at **sports events & retail stores.**
- **Certifications & Labels**



brand identity

Unique Selling Proposition (USP)

1

Swiss
Effervescent
Technology

Drop-fizz-drink

2

Clean, Vegan,
And Clinically
Proven
Ingredients

Vegan, clean and
Scientifically proven

3

Made in India –
Global Reach &
Heritage

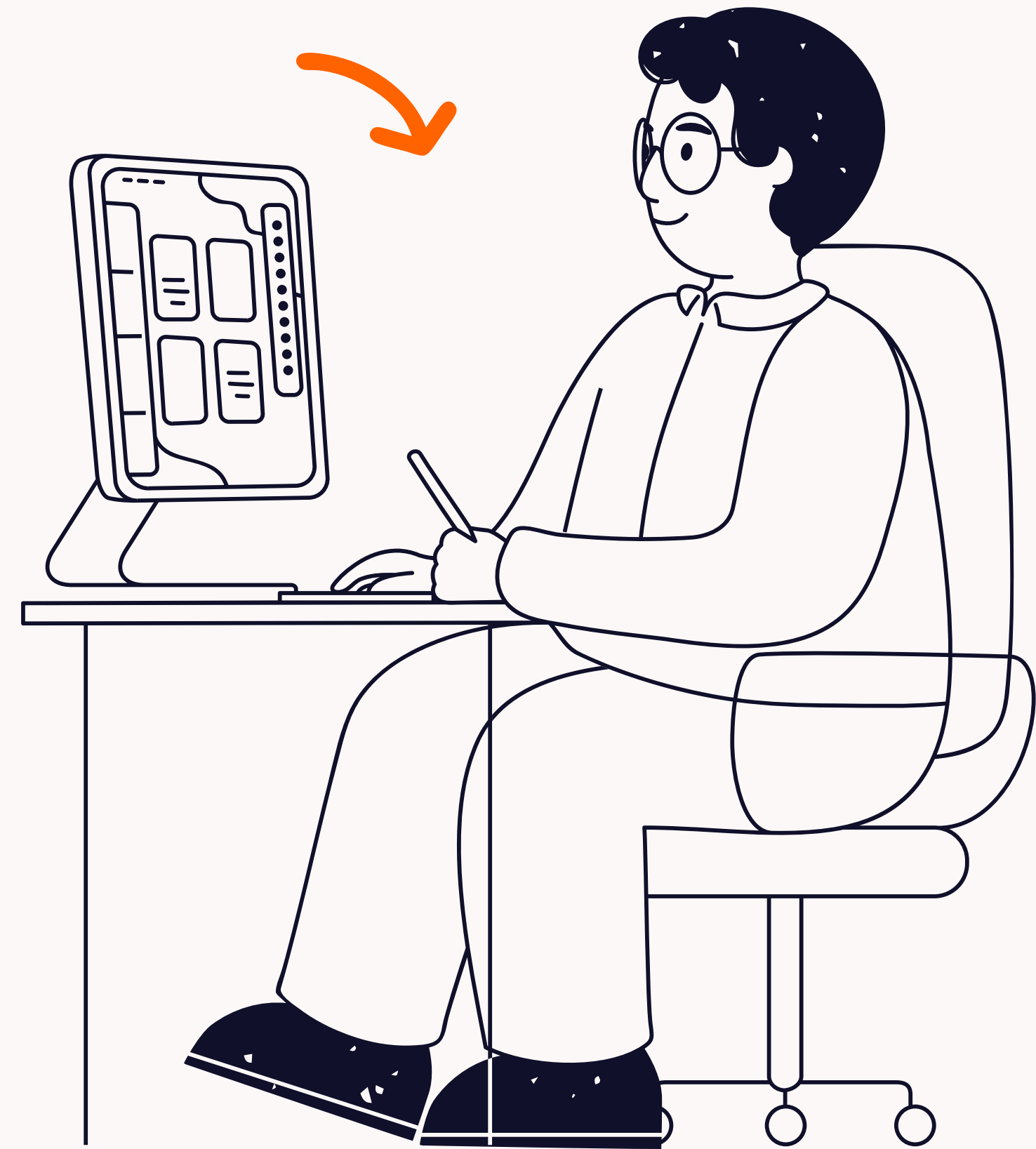
The brand states:
“**Made in India,
Made for the
World.**”

4

High Quality,
Certified & Safe
for Athletes

(FSSAI)
Approved

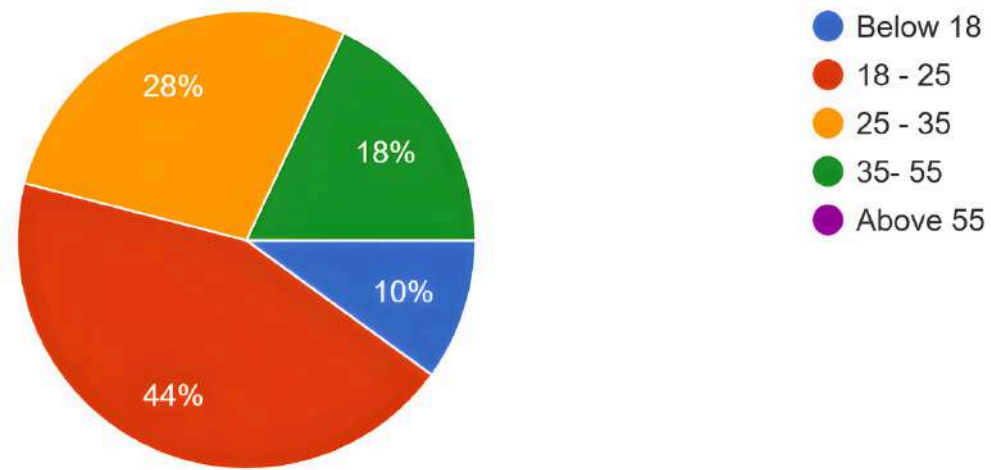
Market Research



Surveys

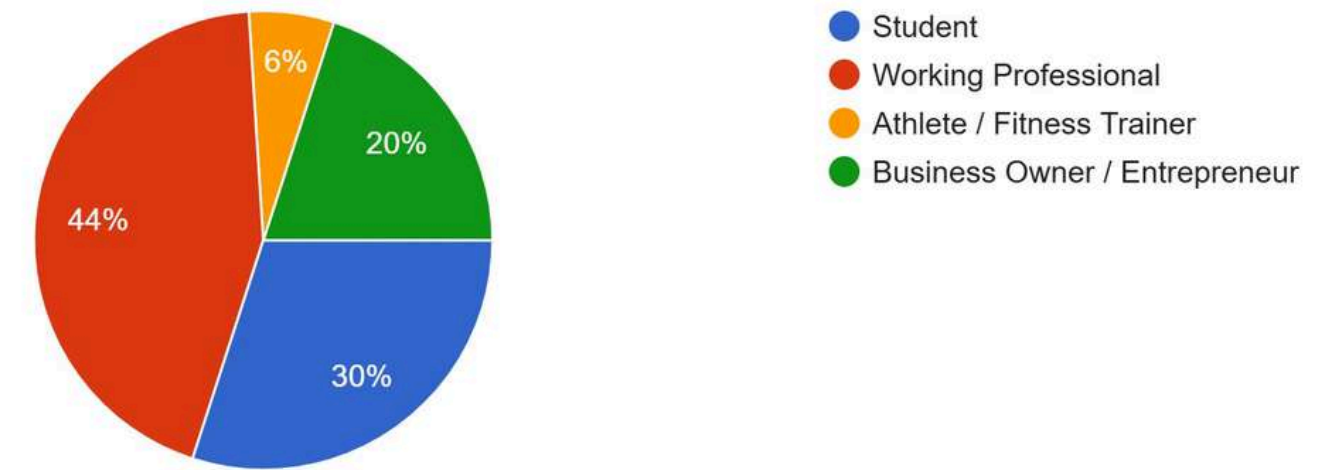
What is your age group?

50 responses



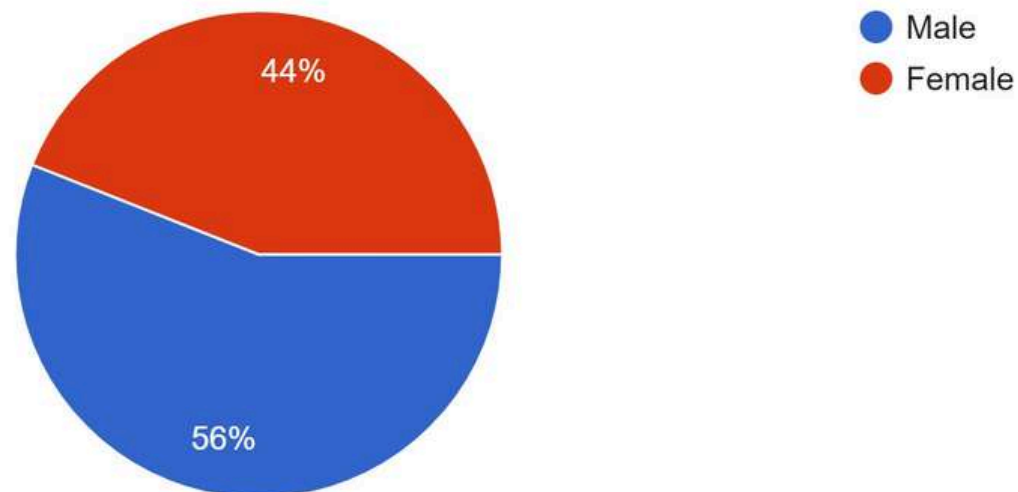
What is your occupation?

50 responses



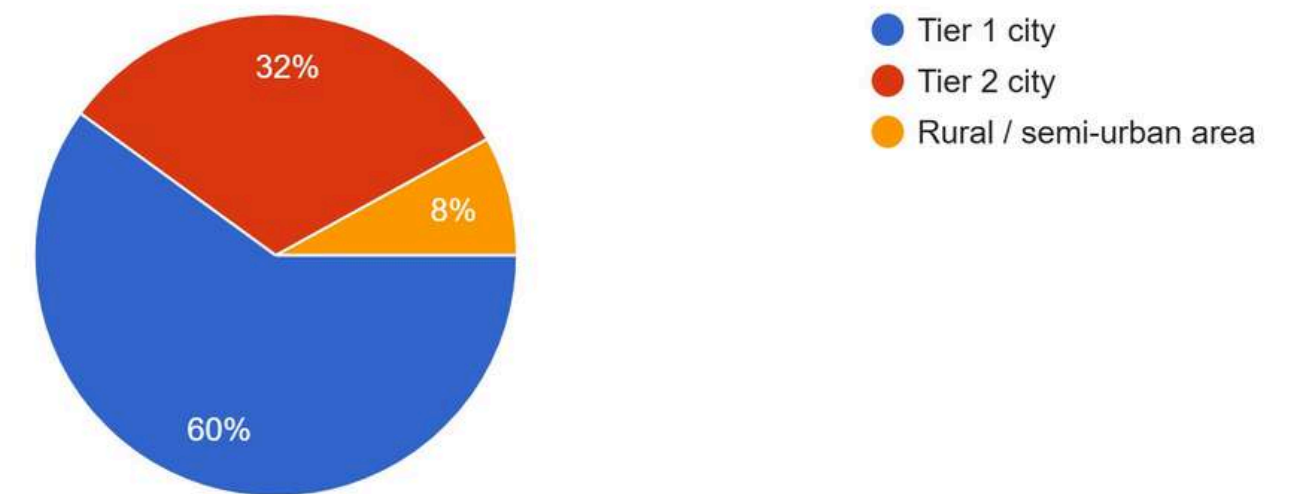
What is your gender?

50 responses



Where do you currently live?

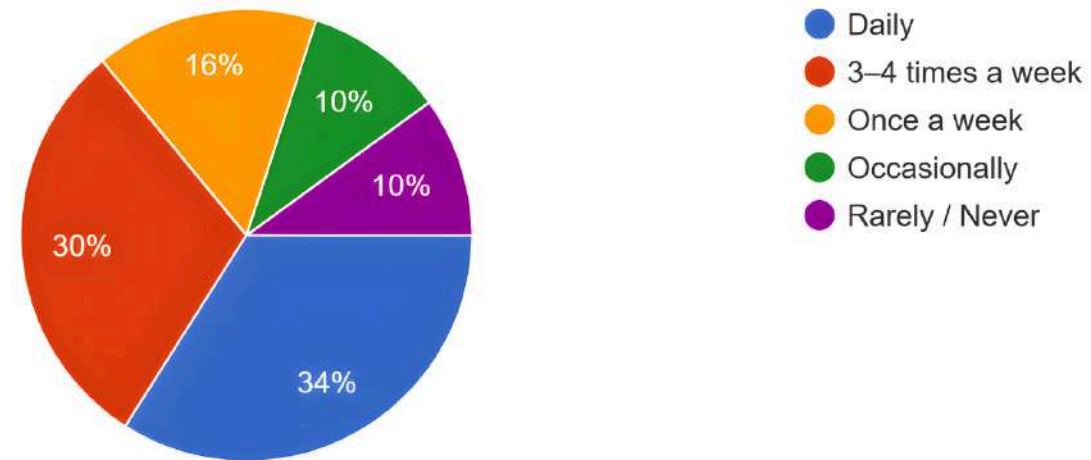
50 responses



Surveys

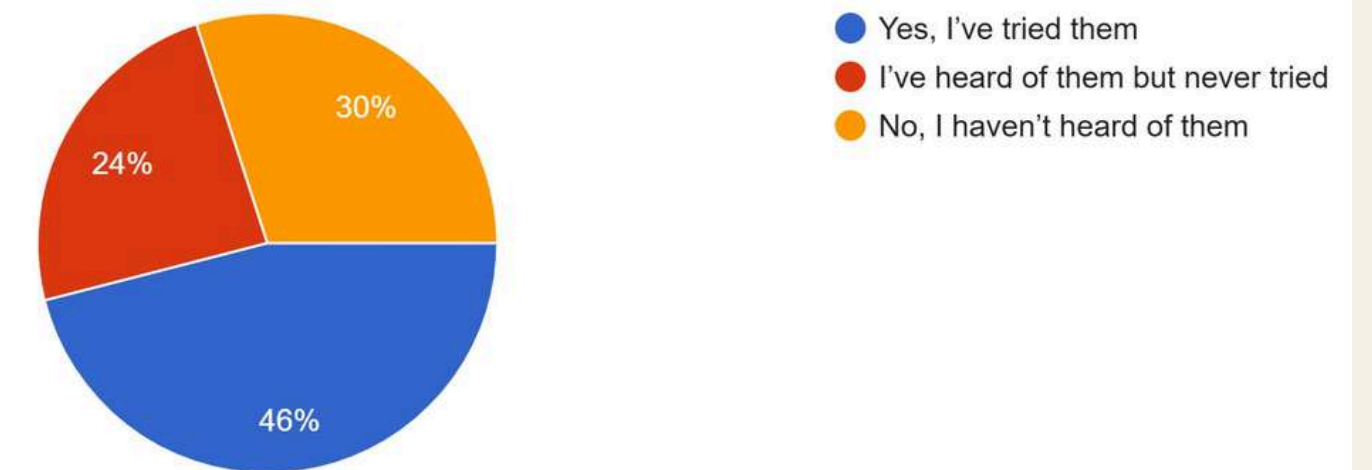
How often do you engage in physical activity?

50 responses



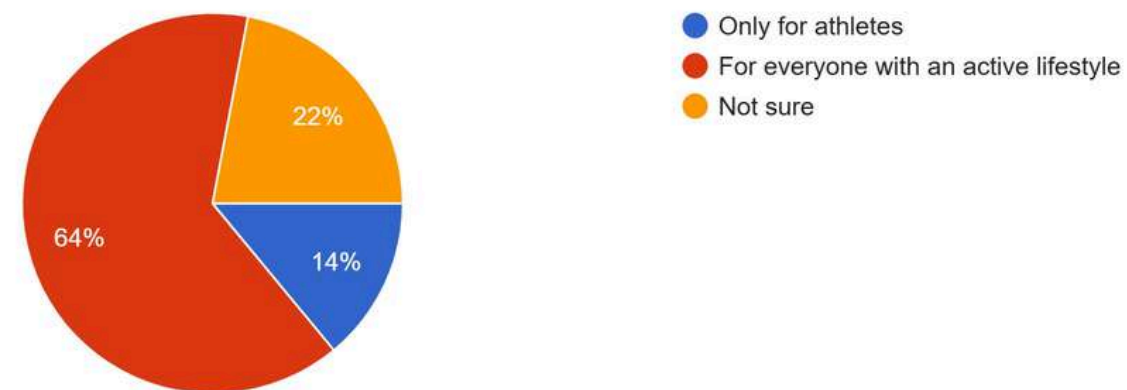
Have you heard of or tried effervescent tablets (the ones you dissolve in water)?

50 responses



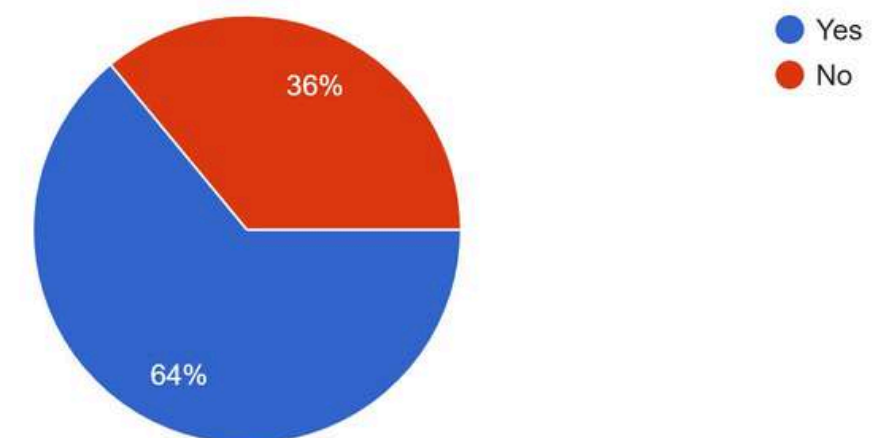
Do you think products that promise quick energy or better performance are meant only for athletes or for everyone?

50 responses



A brand that talks about energy and performance feel real and trustworthy to you?

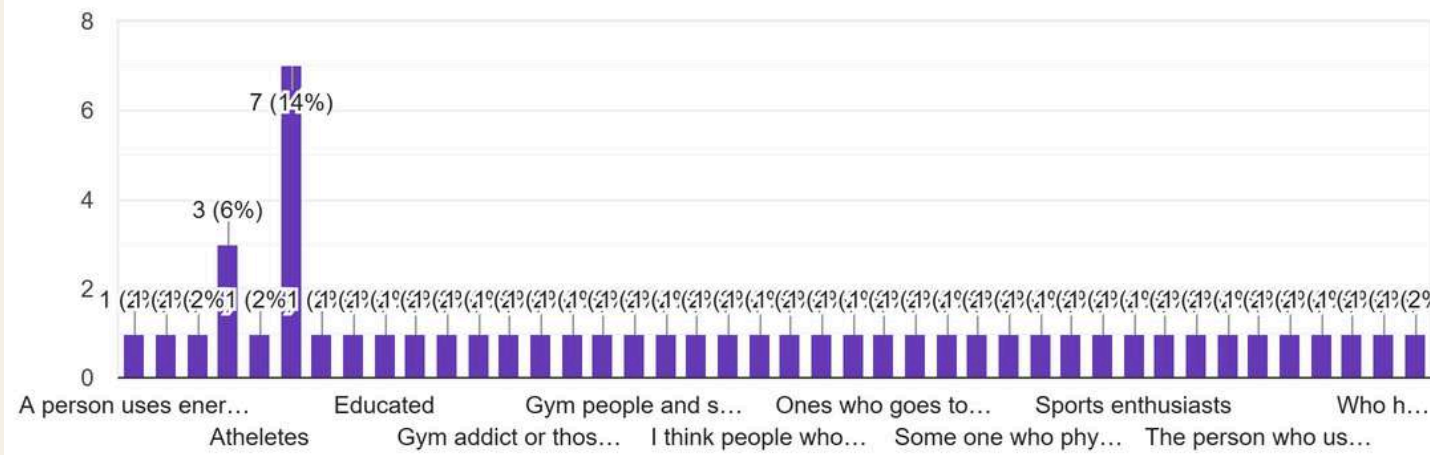
50 responses



Surveys

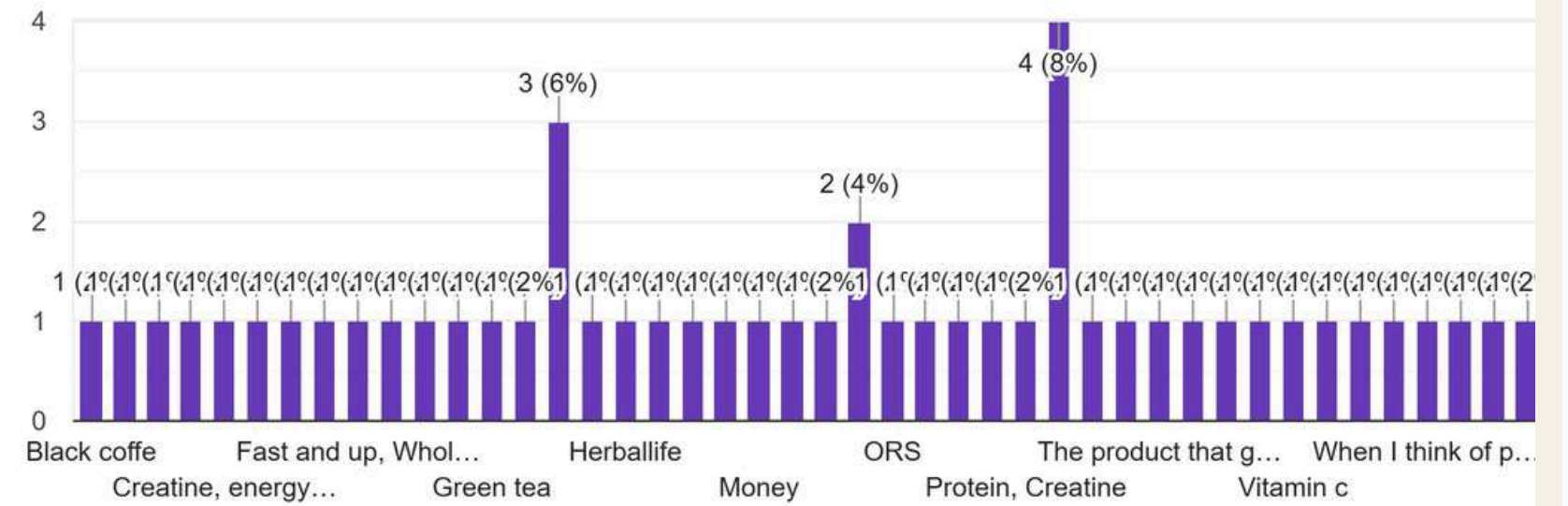
What kind of person do you think uses products like energy or nutrition tablets?

50 responses



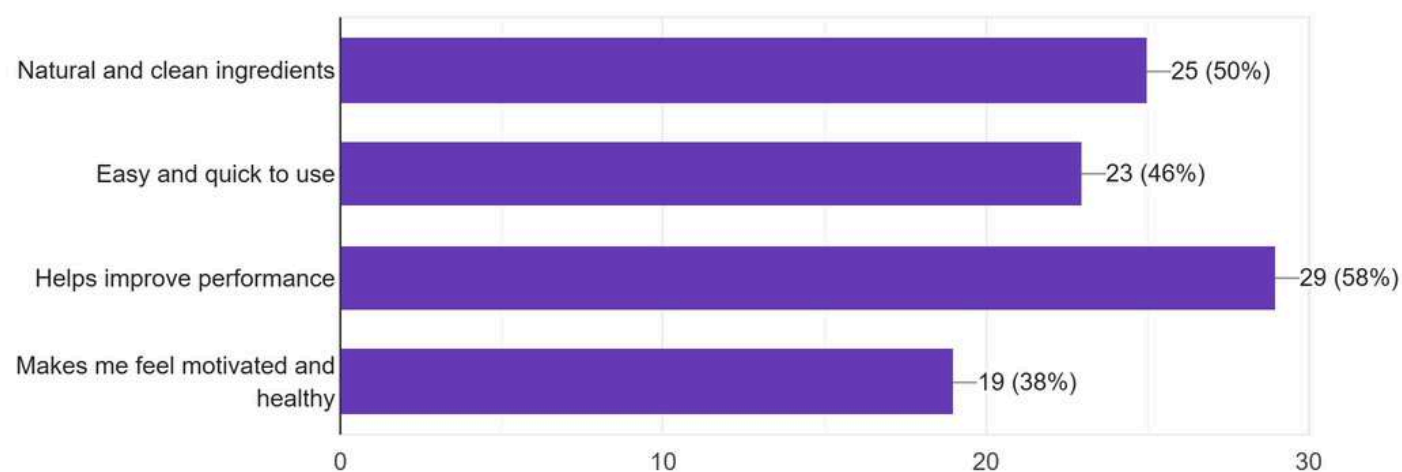
When you think of products that give energy or help you stay active, what comes to your mind?

50 responses



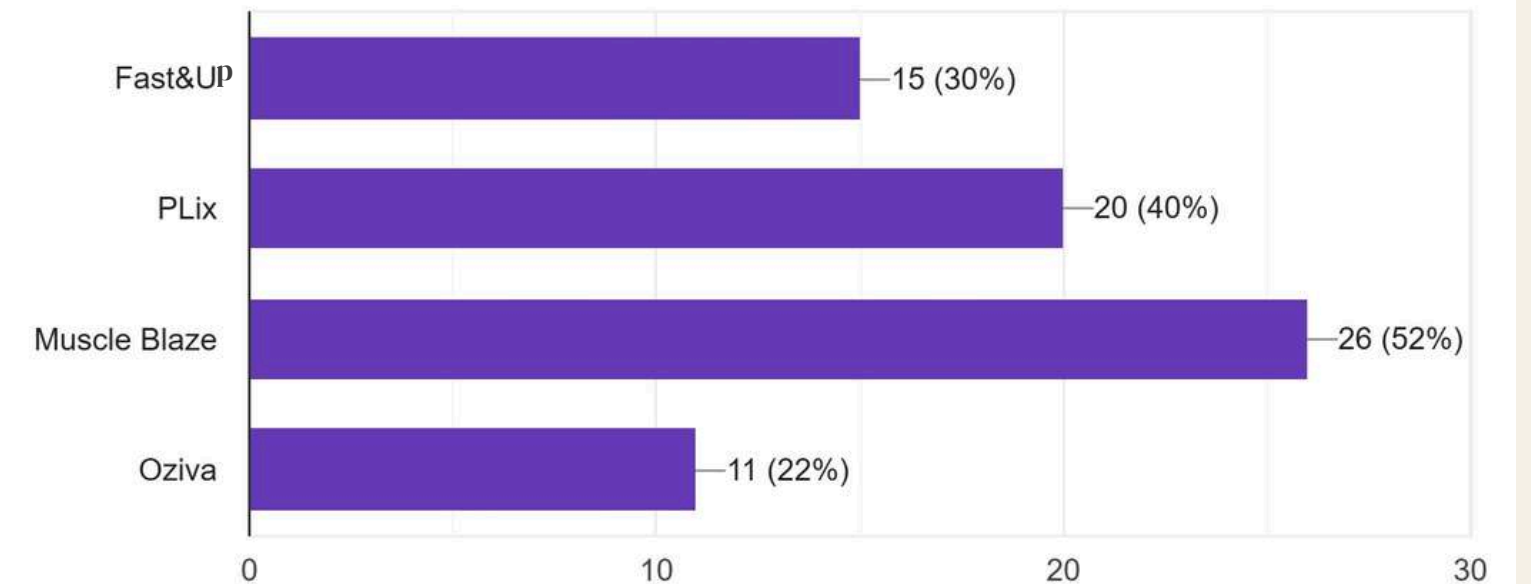
What do you expect from a modern nutrition brand today?

50 responses



Which of the following brands are you familiar with?

50 responses



Survey Conclusion

According to the above survey:

- MuscleBlaze leads the category with 52% audience familiarity.
 - PLIX stands strong at 40%.
 - Fast&Up holds just 30%, below competitors.
 - Oziva trails with 22%.
-

Reviews

FAST&UP

The mixibility is good but i don't feel the chocolate taste in it

★★★★★ 10/26/2025
Vaja . Verified

Good for health and tast is so good worth

Good for health and tast is so good worth it

★★★★★ 10/18/2025
MUSTAFA UNJHAWALA Verified

Protein a big Plus.

Nice Product.

★★★★☆ 10/17/2025
Anonymous Verified

The product is excellent

Add to cart

Search or ask a ques...

Rahul R
★★★★★ Verified Purchase

More Energy than normal water

Reviewed in India on 22 October 2025
Flavour Name: Lime and Lemon | Size: Pack of 1 (20 tablets)

The taste is nice and also as stated does it work. I used it while playing cricket matches of 20-20 overs and my body does feel to have the more energy as compare to drinking normal water. It is a good product and one can try

Helpful Share Report

Biniyan
★★★★☆ Verified Purchase

Well effective

Reviewed in India on 16 October 2025
Flavour Name: Lime lemon | Size: Pack of 4 (80 tablets)

Ease to use.
Not getting tired like normal.
Taste is okay.
Good mixability

Helpful Share Report

Search or ask a ques...

AJ
★★★★★ Verified Purchase

Go for it

Reviewed in India on 9 September 2025
Flavour Name: Multiflavor | Size: Pack of 4 (80 tablets)

A good mix of electrolytes. Better than other OTC ORS supplements. Also more economical vis-à-vis nutrients per servings.
Quality - I have used many other fast n up products and this gotta be the shining star. Mixes well.
Taste - Dunno what some people are complaining about. All the flavours are rocking. (Too much masala and meetha have destroyed their taste buds!!)
Results - Helped me recover after intense workouts when BCAA, creatine and whey wasn't enough. Minerals were lacking as I sweat a lot which leads to cramping muscles.
Also helped my parents to recover from their flu faster.
5/5 ★ vs other offerings in the same price tag.

One person found this helpful

Helpful Share Report

SWOT Analysis

S

- Innovation Leadership
- Brand Credibility
- Robust Distribution Network
- Global Presence
- Comprehensive Product Range

W

- Premium Pricing Barrier
- High Dependence on E-commerce
- Limited Offline Reach

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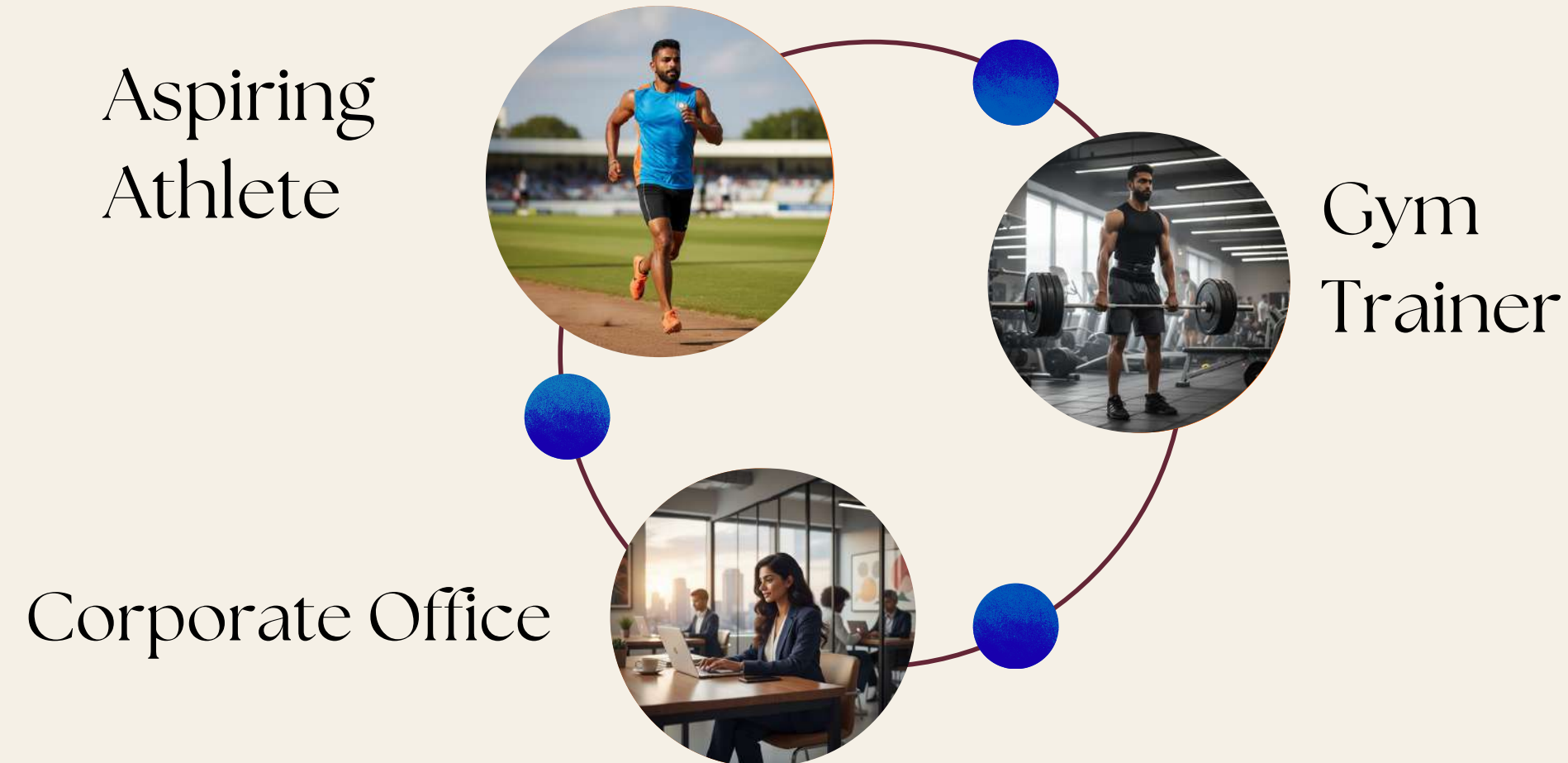
- Expanding Nutraceutical Market
- New Product Innovation
- Global Market Expansion
- Strategic Partnerships

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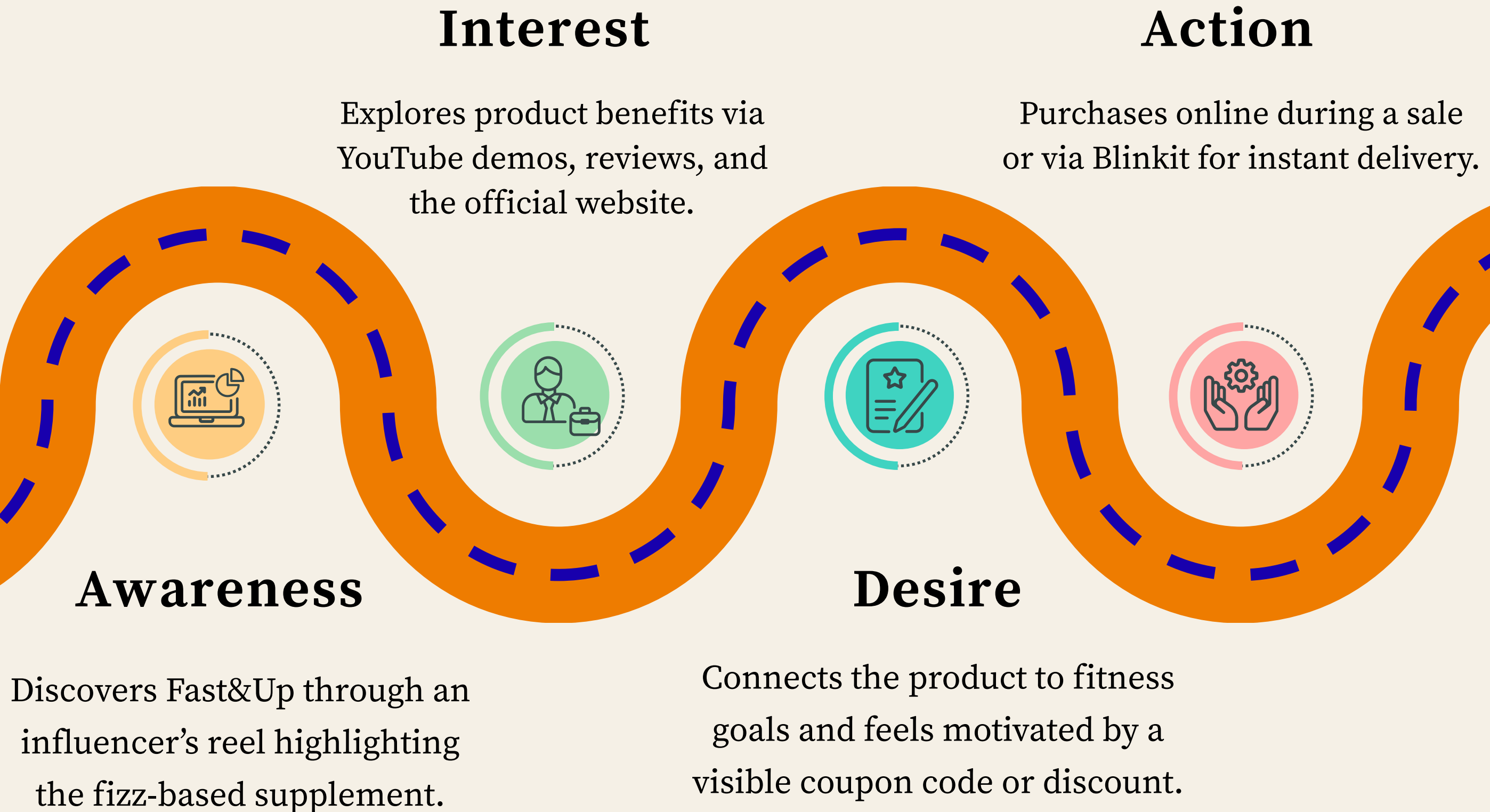
- Intense Market Competition
- Price Sensitivity
- Regulatory Uncertainty
- Economic Instability

Target Audience

Fast&Up targets health-conscious individuals seeking convenient, effective nutrition for active lifestyles – including fitness enthusiasts, athletes, busy professionals, and wellness-focused millennials. The audience values scientifically backed, easy-to-use products like effervescent tablets that support performance, recovery, and daily vitality. Fast&Up should tailor messaging to highlight performance, wellness, and everyday usability across these segments.



Customer Journey





Buyer Persona





DESCRIPTION

Rohan is disciplined, highly motivated, and goal-oriented. His entire routine revolves around his training schedule, diet, and recovery. He sees his body as a machine and is actively researching ways to optimize its performance. He is digitally native, trusts "proof" over claims, and is heavily influenced by his coach and peers.

ROHAN VERMA

- Age:- 20 years old
- Location:- Hyderabad
- Occupation:- Full-time aspiring athlete
- Income - 50k - 60k

TRIGGERS

- Coach's Recommendation
- Seeing results in a peer
- Brand Ambassador

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BARRIER

- Price
- Skepticism
- "Informed Sport" / WADA Certification

NEEDS

- Recovery
- Clean Energy
- Validation



PAINPOINTS

- Misinformation
- Contamination Fear
- Lack of Guidance

INFLUENCERS

- Elite Athletes: Top-tier performers in his sport
- (e.g., **Neeraj Chopra, Virat Kohli, Sunil Chhetri**).
- Specialized Coaches: (e.g., **Ryan Fernando**).
- Micro-Influencers

MEDIA CONSUMPTION

-  Instagram (Reels) and  YT (Shorts & Vlogs).
- Content: Training drills, recovery protocols, "what I eat in a day" videos from other athletes, and supplement reviews from coaches.
- Follows sport's league pages, sports news sites (**ESPN, Cricbuzz**)



DESCRIPTION

Aman is a professional and an educator. His primary goal is building long-term, trusting relationships with clients. He is skeptical of marketing hype and looks for evidence-based formulations. He understands he is a role model, not just a trainer, and is legally and ethically cautious about "prescribing" supplements.

AMAN SINGH

- 28 years old
- Mumbai
- Certified Personal Trainer
- Income - 6 - 7 lpa

TRIGGERS

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BARRIER

- Clean Label & 3rd-Party Testing
- Brand Reputation
- Personal Experience

- Price
- Skepticism
- "Informed Sport" / WADA Certification

NEEDS

- Recovery
- Clean Energy
- Validation



PAINPOINTS

- Client Consistency
- Scope of Practice
- Being a "Salesman"

INFLUENCERS

- Fitness Educators: Coaches who teach the why (e.g., Raj Ganpath, Biglee Murali).
- Accredited Nutritionists: Professionals with degrees who share evidence-based advice.

MEDIA CONSUMPTION

-  Instagram (Reels) and  YT (Shorts & Vlogs).
- Content: Follows other fitness educators for deeper knowledge on exercise science, nutrition, and business building. He watches long-form content, podcasts, and reads certification materials.



DESCRIPTION

Priya is disciplined, highly motivated, and goal-oriented. Her entire routine revolves around his training schedule, diet, and recovery. She sees his body as a machine and is actively researching ways to optimize its performance. She is digitally native, trusts "proof" over claims, and is heavily influenced by his coach and peers.

PRIYA SHARMA

- 42 years old
- Gurgaon
- Team Lead in Marketing.
- Income: 12 lpa

TRIGGERS

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BARRIER

- The "Fizz" Form Factor
- Feeling Burnt Out
- Specific Solution

- Taste
- Skepticism
- Price

NEEDS

- ConvenienceEnergy & Immunity
- Proactive Health



PAINPOINTS

- High Stress & Anxiety
- Chronic Fatigue

INFLUENCERS

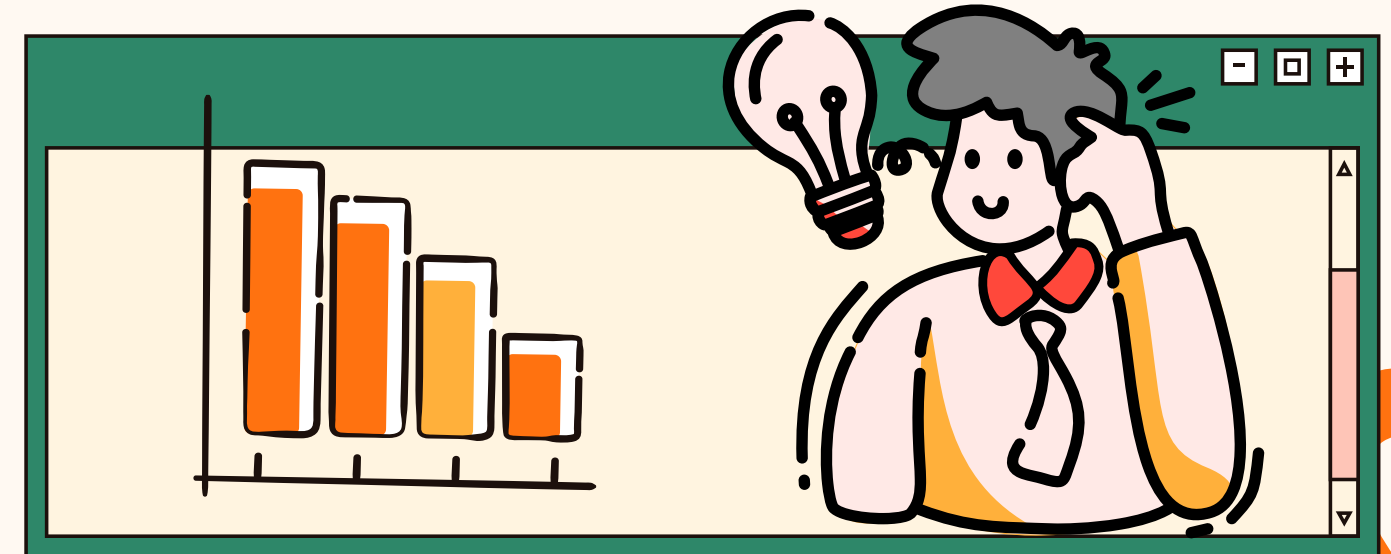
- Celebrity Wellness Advocates: Celebrities known for work-life balance (e.g., **Shilpa Shetty, Deepika Padukone**).
- Practical Nutritionists: Experts who give simple, actionable advice (e.g., Rujuta Diwekar, Pooja Makhija, Simrun Chopra).

MEDIA CONSUMPTION

-  Instagram (for lifestyle/wellness) and  LinkedIn (for professional life).
- Content: Quick wellness tips, mindfulness content, healthy recipes, and content from other successful women who "do it all."
- Reads: Wellness blogs, online magazines (**Vogue, Elle, Femina**), and listens to podcasts .

Competitive Analysis

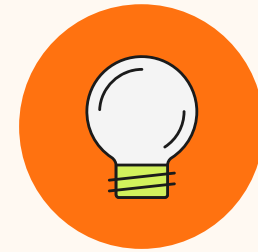
Understanding Our
Market Position & Key Competitors



Parameter	Fast&Up	Plix Life	MuscleBlaze
USP	Swiss effervescent tech for performance. Athlete-certified.	Trendy, "fun" plant-based wellness (e.g., gummies).	Authentic, purity-tested supplements for bodybuilders.
Product	Effervescent (performance, vitamins) & plant protein.	Lifestyle products (gummies, ACV) for skin, weight, wellness.	Whey protein (Biozyme), gainers, pre-workouts, & "fit foods".
Price	Mid-Premium, positioned for high-quality convenience.	Premium, positioned as a trendy lifestyle brand.	Mid-Range to Premium, with frequent bundles & discounts.
Place	Omnichannel: Strong D2C, e-commerce, widespread offline.	Digital-First: Strong D2C & e-commerce (limited offline).	Omnichannel: Strong D2C, e-commerce, gyms, supplement stores.

Promotion	Athlete endorsements, event sponsorships, "FUPster" community.	Lifestyle/beauty influencers & aesthetic digital campaigns.	Pro-bodybuilder endorsements & aspirational "tough" campaigns.
People	"High-Performer": Targets active, elite personas.	"Wellness Millennial": Targets trendy, youthful personas.	"Serious Athlete": Targets tough, dedicated personas.
Process	Seamless D2C with "Build Your Bundle" & subscriptions.	Aesthetic D2C with personalized quizzes & subscriptions.	D2C focused on authenticity checks (QR code) & loyalty.
Physical Evidence	Sleek portable tubes, "fizz" visual, "Informed-Choice" logo.	"Instagrammable" packaging, "Clean Label" cert, gummy form.	Large tubs, "Labdoor" logo, authenticity scratch-code.

Summary



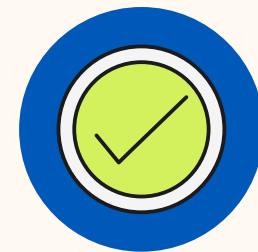
Marketing Mix- 7p's



User Selling Proposition (USP)



Competitor Analysis



Buyer Persona



Market Research

Problem Statement

- **Low Top of Mind Recall** -Fast&Up struggles to be the first choice.
- **Limited Mass Visibility**- Inconsistent marketing
- **Weak Digital Discovery**- lags behind competitors in SEO rankings, social engagement, and search visibility.
- **Low Emotional Connection** - lacks a strong narrative that connects emotionally with broader fitness communities beyond athletes.

Solution Statement

- **Strengthen brand recall** through consistent, high-impact messaging and distinct positioning in sports nutrition.
 - **Boost visibility** via influencer collaborations, event sponsorships, and community engagement.
 - **Enhance Digital Presence** with stronger SEO, authentic social media storytelling, and optimised search strategies.
 - **Build emotional connection** through inclusive storytelling and user generated content that fosters trust and relatability.
-

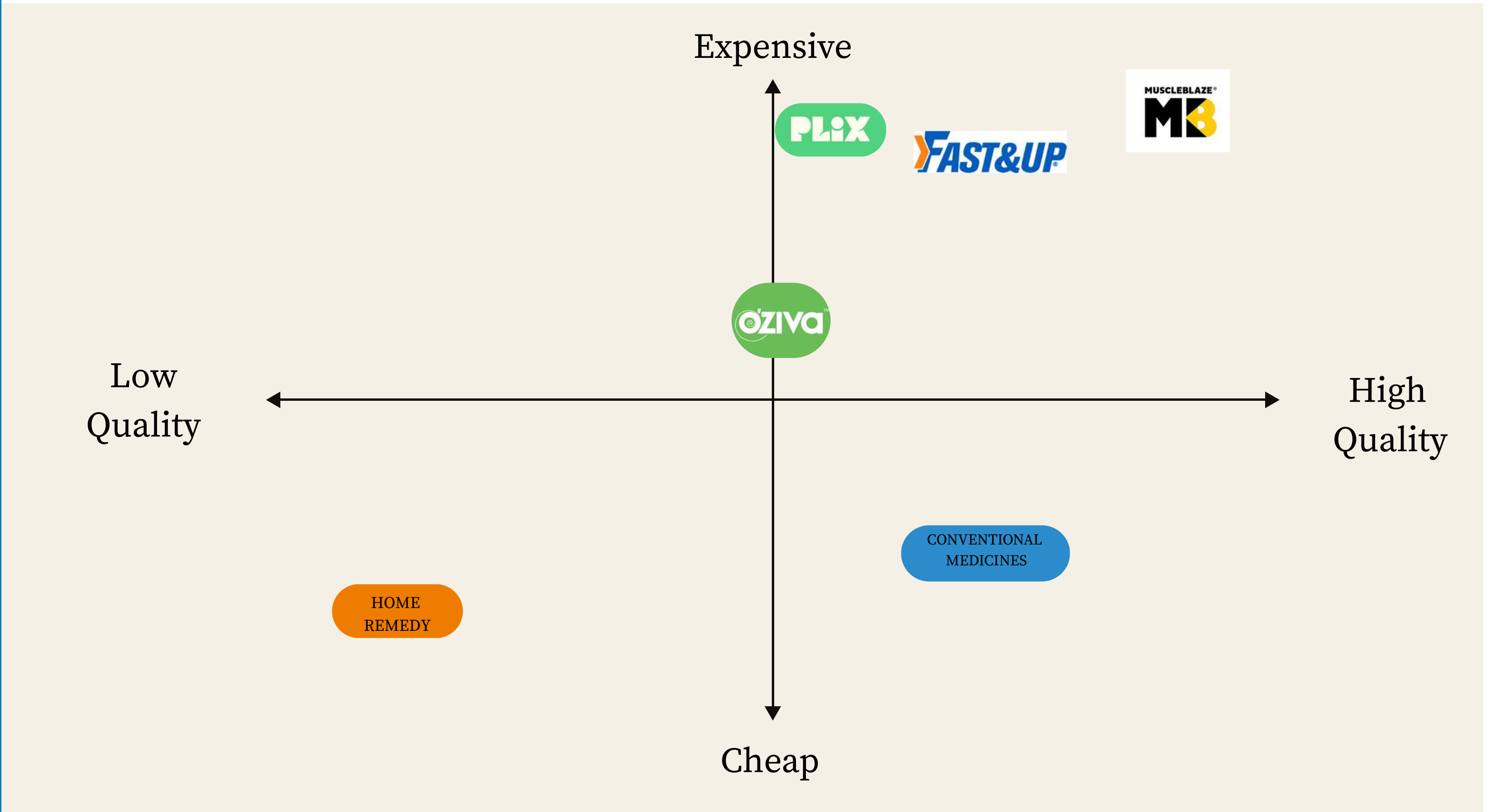
Brand Positioning Statement

Health-conscious individuals, athletes, and everyday movers who seek to
perform at their best,

Fast&Up is the clean and performance driven nutrition brand
that delivers fast absorbing, science backed **effervescent tablets**
and uses Swiss effervescent technology which is **clinically tested**, has clean
formulations that ensure superior absorption, trusted quality, and visible results.

We have products like **Reload, Nightout , Weight Loss, Plant Protein, Energy
gels** etc.

Perceptual Mapping



Brand Strategy



Marketing Campaign



FAST&UP stalls at



Marine Lines



Juhu Beach



Bandra Font

FAST&UP Stalls outside



GYM'S



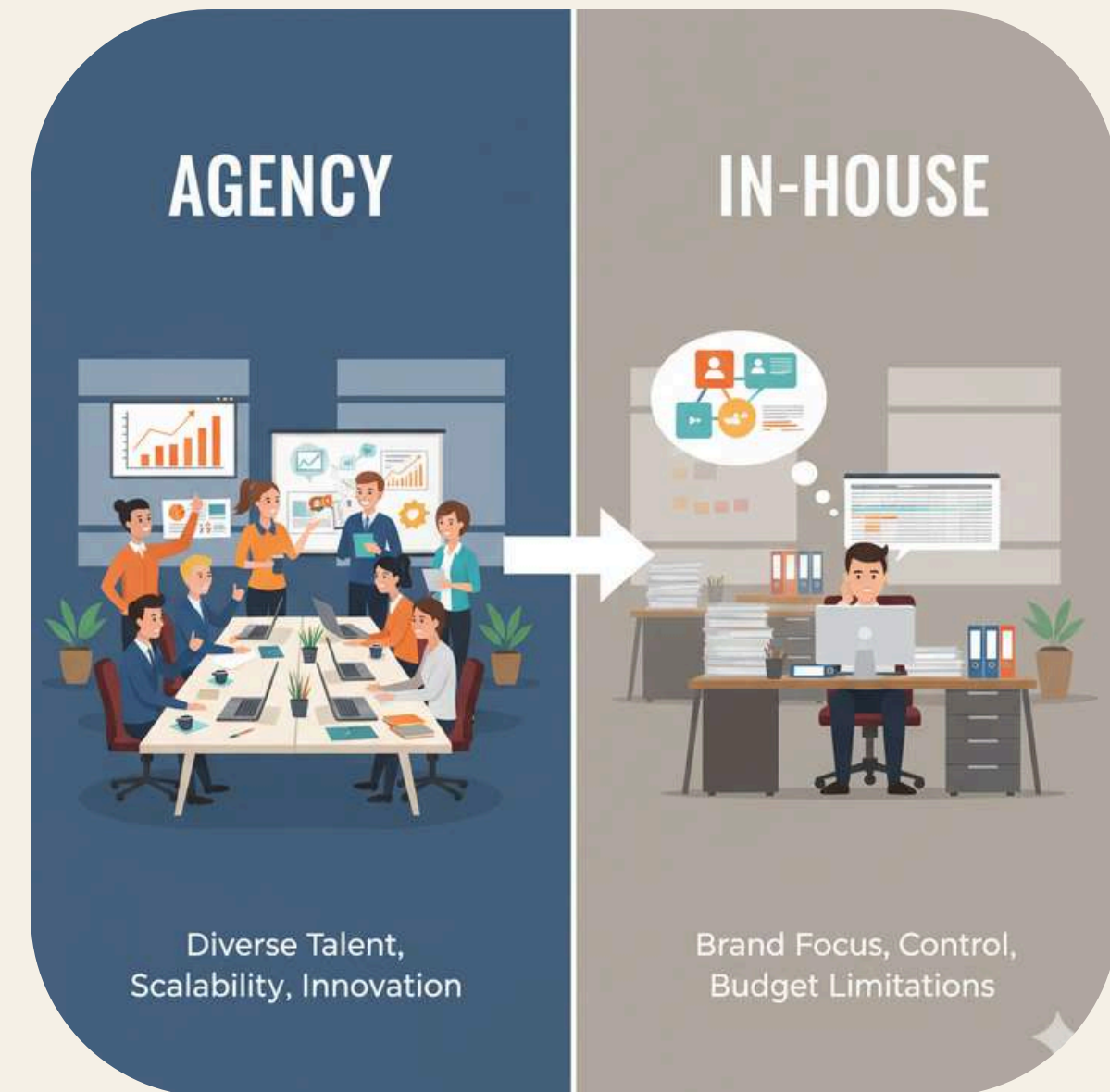
CORPORATE OFFICES



TRAINING GROUND
AND
SPORTS CLUBS

In House Marketing VS Agency

- Fast&Up cut Ad spend by 22%, showing a focus on efficiency and ROI.
- With improved finances, Fast&Up can invest strategically—keeping an in-house team for strategy, brand direction, and analytics.
- While outsourcing creative and digital execution to agencies for flexibility and expertise.



Thank You