

DOSER CAP FOR LIQUID CONTAINERS

IP LICENSING OPPORTUNITY



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01

Proposed IP

Explore the innovative idea in our Patent titled Doser Cap for Liquid Container & its unique features thereof.

02

Background & Working

Examine the background of the invention and Doser Caps per se along with working of the invention

03

Industry Overview

Understand the current market trends and potential opportunities for growth.

Overview of Pitch Deck

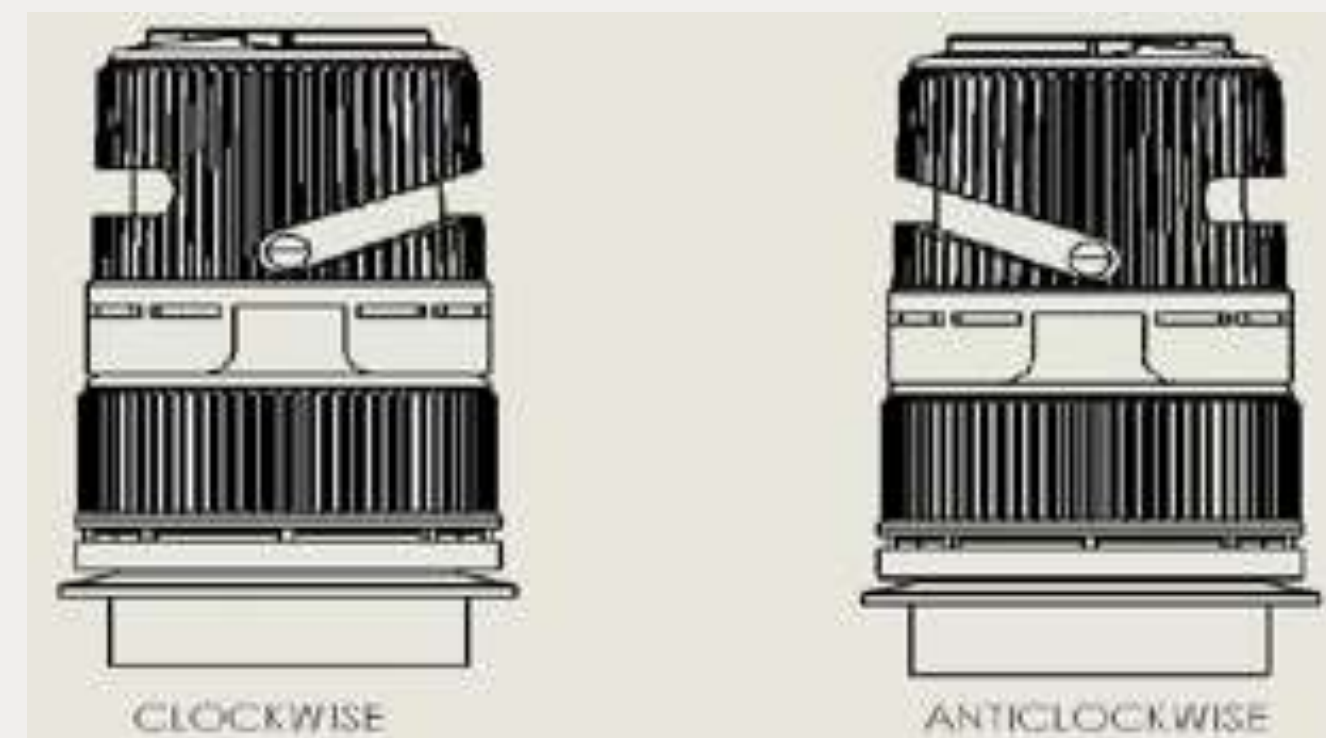
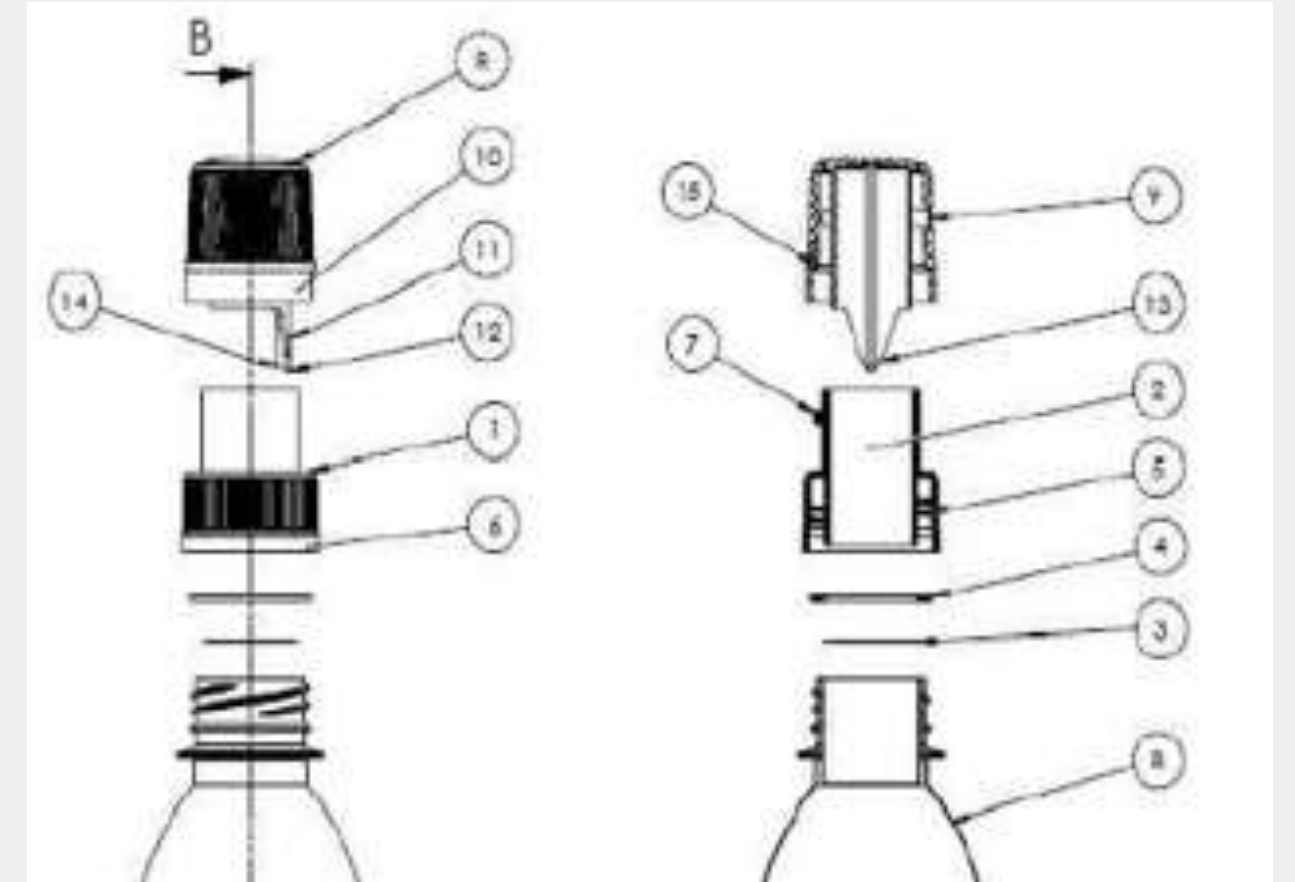
Proposed IP Innovation

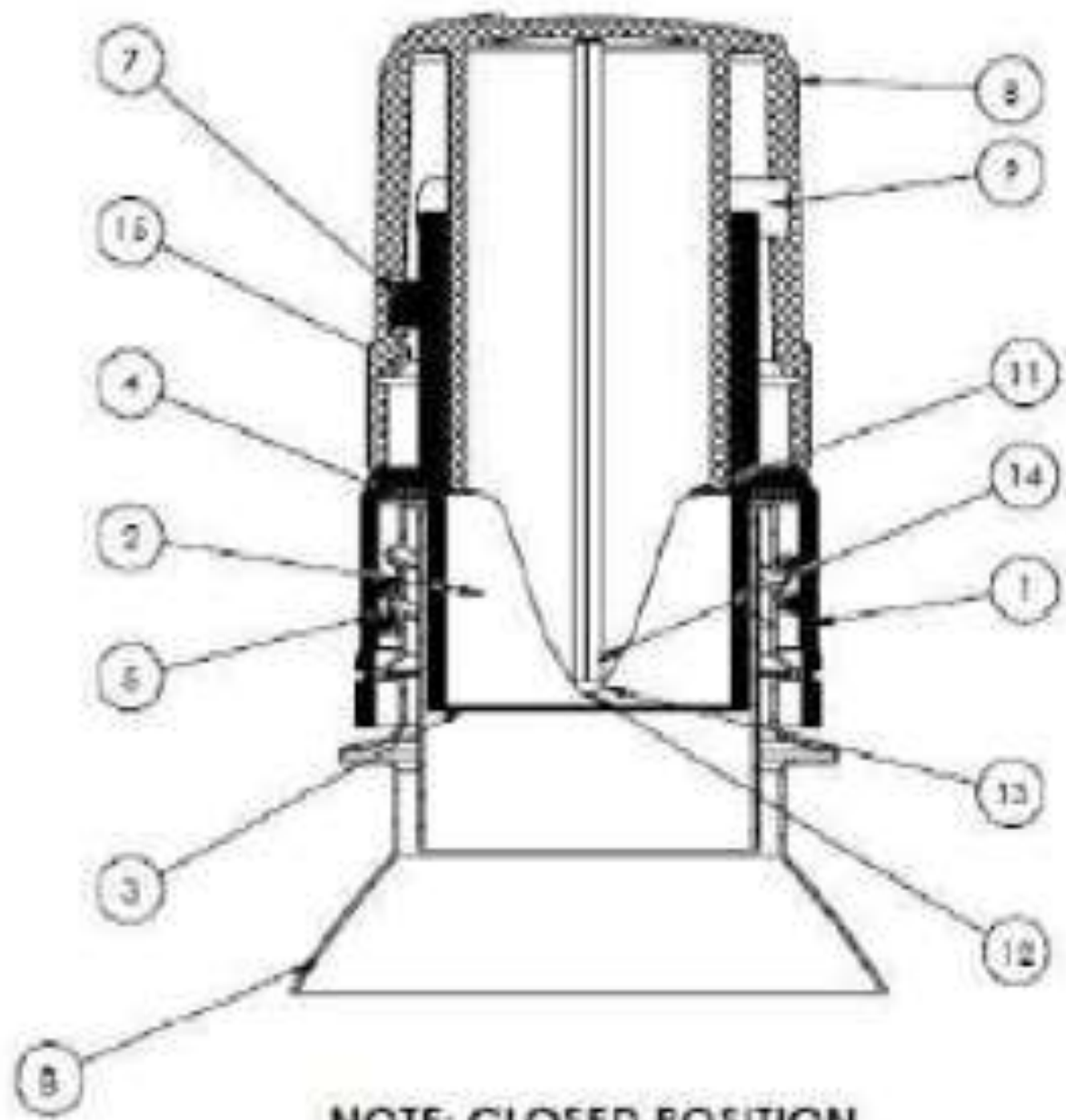
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Doser Cap For Liquid Container

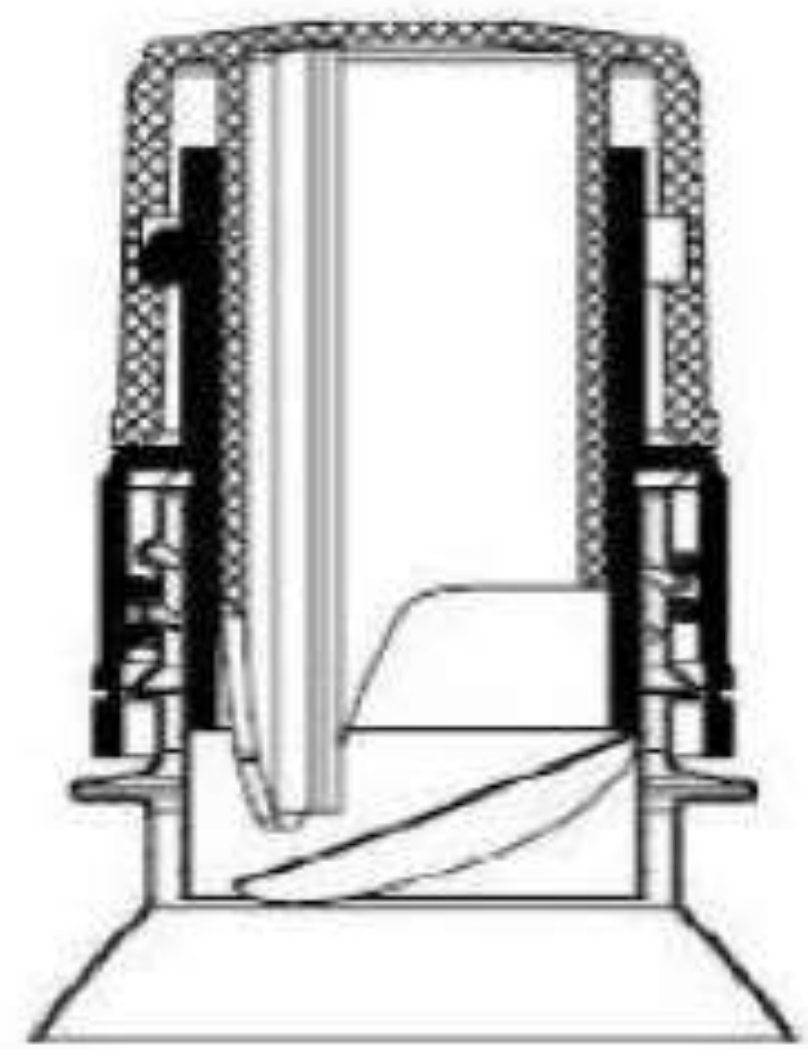
Unique Features:

- A doser cap with a self-contained moisture proof design having two movable components for housing dry powders, minitables or granules or mixtures.
- A unique cam slot and cam guide mechanism for dispensing contents into bottles for reconstitution of the contents in the form of a solution.
- Novelty of the design acknowledged by International search report of WIPO.





NOTE: CLOSED POSITION



NOTE: OPEN POSITION

UNIQUE FEATURES

- Dispenses Mini tablets or Pellets or Granules that can result in sparkling beverages
- Tamper evident with anti counterfeit features
- Unit dose container
- Easy to operate
- Can work with re-usable water bottles
- Adding fizz to Fast Growing flavored low alcohol content beverages

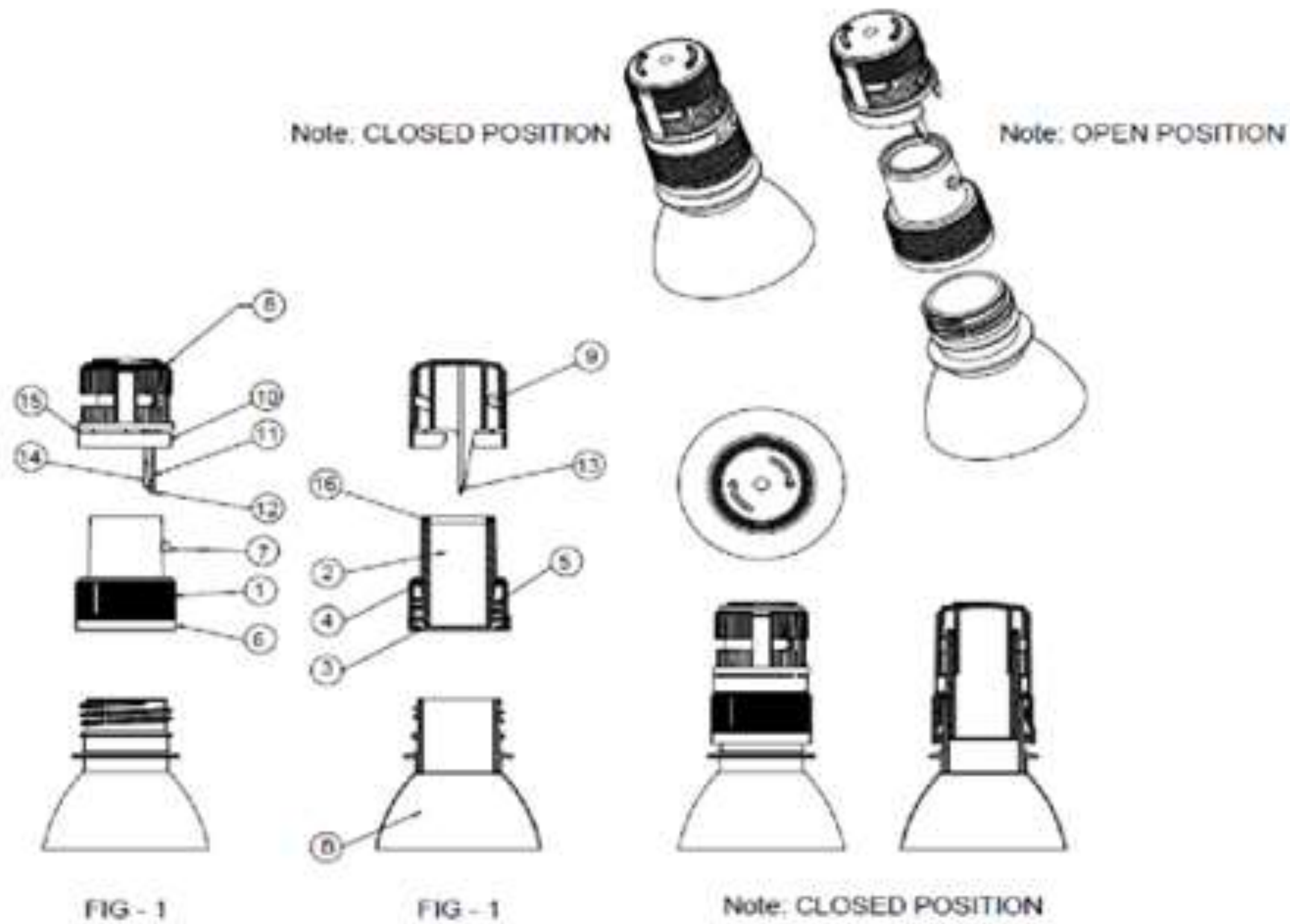
BACKGROUND

Story of Doser Caps

- STEERLife has invented the worlds best effervescent technology - EXIMIOUS.
- The effervescent granules from EXIMIOUS have applications in pharmaceuticals, nutraceuticals and also in the beverages industry.
- Effervescent granules aid creation of fizz ‘on the go’, which provides significant advantages in handling beverages.
- STEERLife and ActiveBiz have together invented a novel doser cap, which aids in carrying and releasing effervescent granules to a bottle of liquid.



HOW DOES IT WORK?



Step 1:

Initially open the peel of the seal, following rotation of the cap in the clockwise direction

Step 2:

The piercer present in the cap tears the aluminum foil and discharges the product in the required medium



HOW DOES IT
WORK?

BEVERAGE INDUSTRY OVERVIEW

- Every person requires a minimum of 2.5 litres of fluid per day
- World population is expected to touch 8 billion by year 2025
- This means clean water for drinking alone will touch 240,000 trillion litres of requirement in total format.
- India will have a population of 1.5 billion by 2025.
- India will need 1.35 trillion litres of beverage every year.
- Assuming 2.5% of population shifts to packaged product/s every year, India will need 100 billion units of 300 ml packaged products every year worth 30 Billion USD.
- Total emerging market potential is 5 times of India's potential.
- Global Beverage Industry is about 1 Trillion USD growing at 5.8% .

BENEFITS OF CARBONATION 'ON THE GO'

- No need for massive cold storage cost
- Less transportation cost. Drinks can be prepared at the place and time of consumption
- Carbonation level is 100% accurate
- No taste loss
- Less water wastage
- Total energy consumption in LCA is lowest
- Variety of formulation can be achieved

CARBONATION IN BEVERAGES

Type of beverage	Level of carbonation (g/l)
Carbonated juices	2.5 to 3.5
Soft drinks	3.5 to 4.2
Carbonated water/ soda	4.2 to 5
Beer	3.5
Flavored Alcohol	3.6

- Level of carbonation reduces during storage and transportation.
- Lower shelf life
- Use of Glass Bottles
- Loss of Gas power

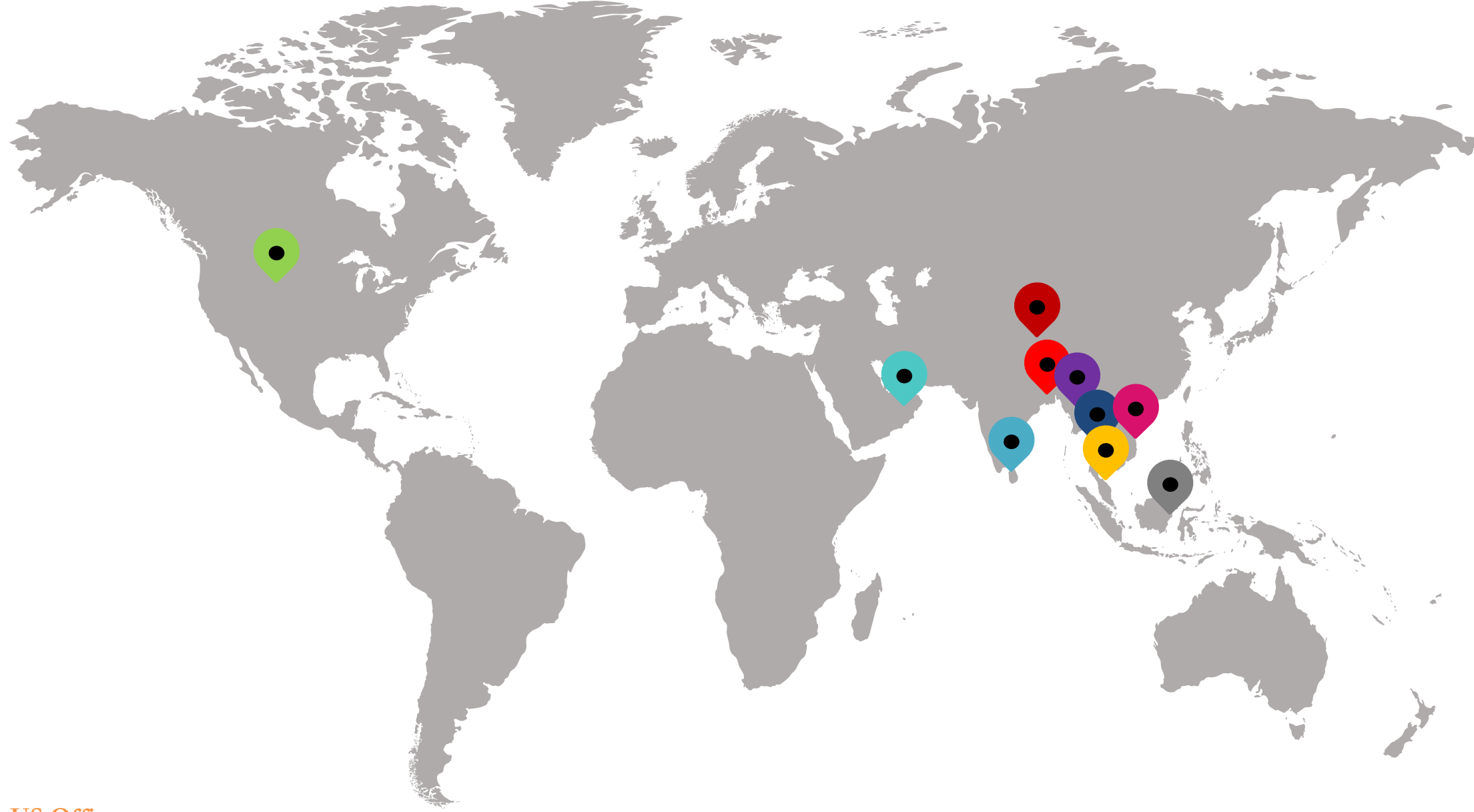
CONTACT US:



IIPRD: iiprd@iiprd.com



IIPRD: www.iiprd.com



US Office

Suit 102,1420 N Street NW, Washington DC 20005 (P)
Tel: +1- (202) 970-1340

UAE/GCC Office

First Choice Business Center, Al-Hudaiba Awards
Building, Block A, Dubai, UAE

Bangladesh Office

30/3 B C Das Street, Lalbagh, Dhaka1205, Bangladesh

Sri Lanka Office

Level 35, West Tower World Trade Center, Colombo
00100, Sri Lanka

Myanmar Office

119/121, 4th Floor, Latha Street, Latha Township,
Yangon, Myanmar

Thailand Office

Level 29, The offices at Central World 999/9
Rama Road, Patham Wan, Bangkok, Thailand
10330

Malaysia Office

A-5-10 Empire Tower, SS16/1 Subang Jaya, 47500
Selangor, Malaysia

Nepal Office

8th Floor, Trade Tower, GPO 24668, Thapathali,
Kathmandu,4460 0,Nepal

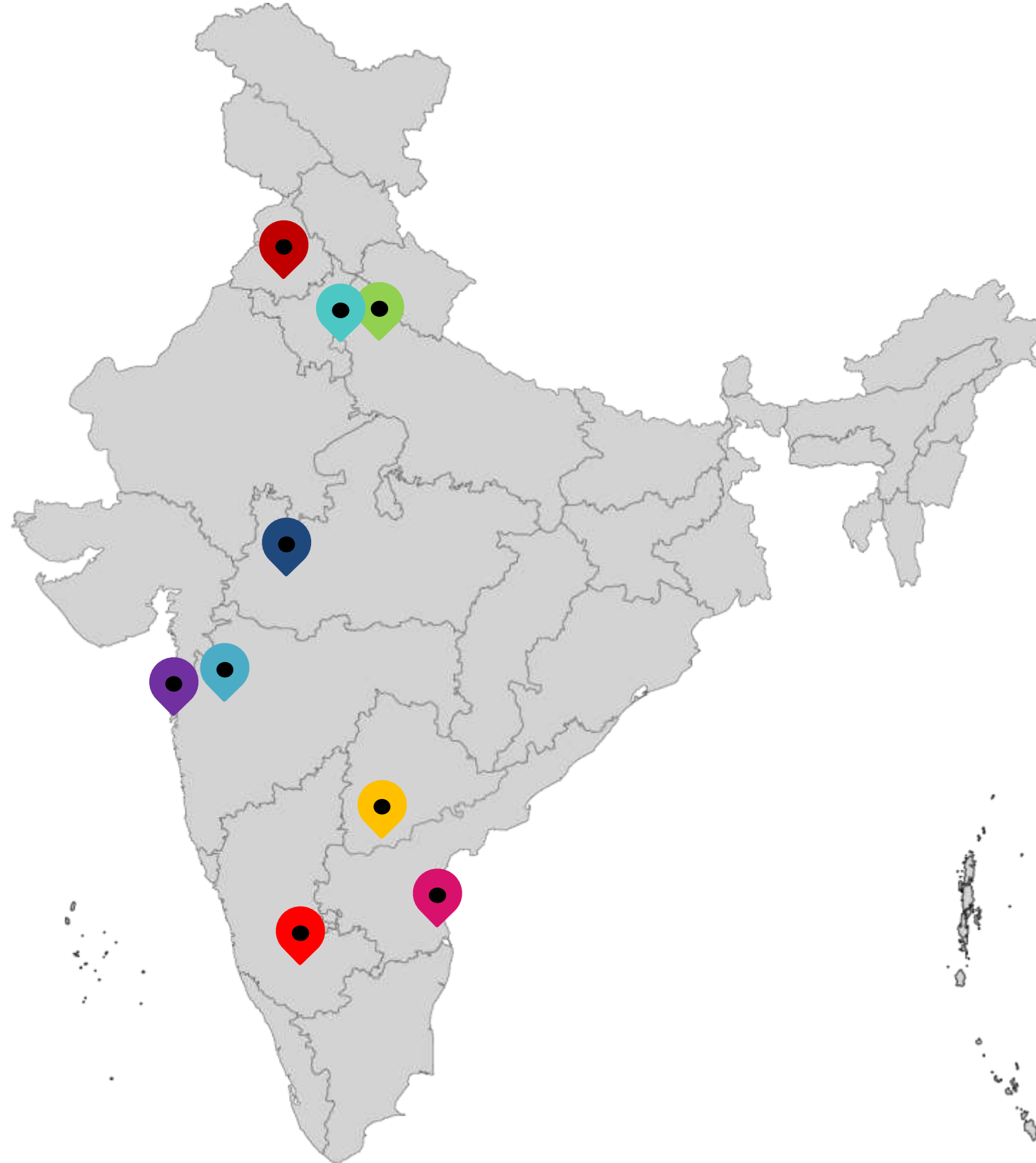
Vietnam Office

29 Truong Han Sieu Str, HaonKiem District, PO
Box : 412, Hanoi, Vietnam

Indonesia Office

Graha Intermedia 3rd Floor Jl. Cempaka Putih Raya
No.102, Jakarta 10510, Indonesia

OUR INDIA OFFICES:



Noida Office (Head Office)

D-45, UPSIDC, Site-IV, Behind-Grand Venice, Kasna Road, Greater Noida - 201310, UP, National Capital Region, India | Tel: +91 (120) 3132513, 3505740

Delhi Office

S-378, Panchsheel Park, New Delhi, Delhi-110017, India | Tel: +91 (11) 40079530

Bangalore Office

260, 15th Main Rd, RMV Ext, Sadashiva Nagar, Armane Nagar, Bengaluru, Karnataka 560080 | Tel: +91 (080) 42506603

Pune Office

Unit No. 1, Sampada Apartment, Plot No 395 & 396, Shree Krishna Nagar, Senapati Bapat Road, (Landmark- opposite Ratna hospital & Behind Vidya Sahakari Bank) Pune, Maharashtra - 411016, India | Tel: +91 (020) 25652120

Mumbai Office

B2-304, Kanakia Boomerang, 3rd Floor, Chandivali Farm Road, Chandivali, Powai, Mumbai-400072, India | Tel: +91 (022) 41002054

Indore Office

703, B Block, The One, RNT Marg, South Tukoganj, Indore - 452001, Madhya Pradesh, India | Tel: +91 (120) 4296878, 4909201, 4516201

Hyderabad Office

Cabin No:12, 3rd Floor, Coworkzone, Plot No:63, Beside Xenex, Kavuri Hills Phase1, Jubilee Hills PO, Hyderabad 500033, India | Tel: +91 (040) 67172040

Punjab Office

A2-905, Jal Vayu Vihar, Jalandhar, AFNHB, Punjab - 144008, India | Tel: +91 (120) 3132513, 3505740

Chennai Office

AB 103 & 105, Suite A, 2nd Floor, 4th Avenue, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu - 600040, India | Tel: +91 (120) 3132513, 3505740



K&K: info@khuranaandkhurana.com
IIPRD: iiprd@iiprd.com



K&K: www.khuranaandkhurana.com
IIPRD: www.iiprd.com