



And they say that india developed nothing but astrotalk and rummy circle 🤔🤔
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A still from the shopfloor and from our fanbase - Redefining Climate-Positive Living, One Kitchen at a Time

BUSINESS UPDATE, May 2025

Dear Friends,

As we wrap up a milestone month at Mankomb, we're thrilled to share how our vision is shaping up with purpose, pace, and a growing community of believers. We're not just building a kitchen appliance—we're **shaping the future of circular, climate-positive homes from India to the world.**

COMPANY MILESTONES

Chewie – First Batch in Production:

We've officially entered production! While final software refinements are ongoing, every unit will ship with all required hardware and receive over-the-air (OTA) upgrades, making it smarter over time.

Each Chewie is designed to evolve. We've committed to:

- 3 years of OTA feature drops for all users.
- 5 years of feature drops (optional opt-in) for our founding customers including:
 - Carbon credit tokenization
 - Personalized food habit insights
 - Food ordering optimization
 - Sustainability nudges
 - Bai mode
 - Doggy mode

3. Future-Proof Hardware:

Chewie is the first node in a connected, circular home ecosystem. Connectivity, sensors, and modular

firmware architecture are built in—allowing us to roll out water, air, health and nutrition-based climate-positive appliances 3–4x faster and work seamlessly with each other.

OPERATIONAL UPDATES

Endurance Testing & Design Refinement – Stink Bomb to soil!

In one stress test, we allowed kitchen waste to rot for 5 days before inserting it into Chewie. The result?

- Zero residual odor.
- Clean, nutrient-rich soil in under 40 hours.
- A lab sample now under review for quality benchmarks.

This isn't just odor control—it's pathogen destruction, methane prevention, and soil regeneration in action.

COMPANY PHILOSOPHY AND OPS

Mankomb Niks – Indianized Hourensou:

We've adapted the Japanese concept of "HouRenSou" to Mankomb's agile, purpose-driven DNA. "Niks" streamline program management, communication and drive execution, improving clarity and mission alignment across the team.

Service Ethos – Two-Ring Commitment, Human touch:

We aim to pick up support calls **within two rings**—a symbol of our respect for every customer's time. While vendors found this SLA nearly impossible, we're engineering smarter ways to deliver it.

New Helpline Launched – XREY-CHEWIE

As part of our service-first approach, we've launched our official customer support helpline:



XREY-CHEWIE (9739-CHEWIE)

This memorable, brand-first number is the gateway to everything from installation help to sustainability guidance. It reflects our ambition to build an appliance brand that cares—not just after delivery, but throughout the ownership experience.

BRANDING, RECOGNITION & MARKET VALIDATION

Feature on Startup Platforms

Our first earned media spotlight has gone viral in climate-conscious communities. We're now tracking 5-digit engagement weekly and have crossed **1 million+ views** on teaser campaigns.

<https://www.instagram.com/p/DKPB7wsvhxB/>

https://www.instagram.com/p/DJgEdGuz_mM/

Fanbase Growth

Chewie isn't a device—it's a movement.

With lakhs of impressions, thousands of shares, and conversations, the Chewie community is fast becoming a tribe. And this is just the start.

A FINAL WORD, the Mankomb Ethos

At Mankomb, we believe a **climate-positive life should be effortless, desirable, and proudly Indian.**

We are building World's first AI-native home appliance brand rooted in **Indian philosophy** and **global design thinking**—a world where sustainability is not a sacrifice but a status symbol.

From **wet waste to soil**, from **pollution to nutrition**, and from **complexity to delight**, we are designing a new way of life—**tech-forward, planet-positive, and proudly Made in India.**

Thank you for being on this journey with us.

If you know someone who should pre-book a Chewie or join hands with us in building a climate-positive lifestyle revolution, now is the time.

Best regards,

Mrudul Mudotholy

Founder & CEO, Mankomb Technologies Pvt. Ltd.

www.mankomb.com

PICS OR IT DIDN'T HAPPEN!

