

FMCG Business Valuation

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Estimates an FMCG business valuation from discrete inputs — revenue and growth, gross margin and EBITDA, brand/distribution strength and any debt — using revenue and EBITDA multiple approaches, for fundraising or a sale. Use it for a valuation range. For the P&L behind it use the Brand P&L Modeller.

Purpose of this tool & output

Estimate what your FMCG brand is worth

How the output is used

Use it to estimate what your FMCG brand is worth for a sale, investment or partner buy-in — revenue, growth, brand and distribution counted.

Who should vet it

A CA or valuation professional, to firm up the valuation for any actual transaction.

Important cautions

Consumer-brand multiples swing widely with growth and margins; indicative only — a real valuation needs diligence.

Companion documents

- Brand P&L Modeller
- Price & Margin Waterfall
- Working Capital Planner
- Brand Break-Even Analysis
- A&P / Trade Spend Budget Planner
- Cash Flow & Funding Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.