Intent-based lead list: FMCG snack brand, Bengaluru

Quick-commerce, online and B2B channels for a heritage Indian snacks & sweets brand. Every lead has a dated buying signal, a 0–100 score and a source trail. Names, contacts and pitch angles redacted.

22 platforms scored | **5** Grade A | Hot | **7** Grade B | Warm | **4** existing partners flagged, not re-pitched | **0** guessed emails

Leads | Notes & Gaps

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Company	Score	Grade	Status	Key signal (date)	Angle for brand	Target persona	Named leader	Email / phone	Domain	HQ	Segment	ICP /30	Signals /30	DM /15	Budget /15	Open /10	Confidence	Risks	Sources
2	Lead 01 [redacted]	88	A | HOT	New	Funding round + dark-store expansion (Jun 2026)	[redacted]	Founder/CEO; Category Head	[redacted]	Not found	Not verified	Bengaluru	Premium QC	29	26	12	12	9	High	[redacted]	[redacted]
3	Lead 02 [redacted]	84	A | HOT	New – verify listing	Own-label launch in category, Bengaluru pilot (Aug 2026)	[redacted]	Gourmet Category Head; PL sourcing	[redacted]	Not found	[redacted]	Bengaluru	Quick commerce	28	26	10	13	7	High	[redacted]	[redacted]
4	Lead 03 [redacted]	84	A | HOT	Existing partner – expand	Premium tier pilot in Bengaluru (Jul 2026)	[redacted]	Category Mgr – Snacks & Sweets	Not found	Not found	[redacted]	Gurugram	Quick commerce	28	24	12	14	6	High	[redacted]	[redacted]
5	Lead 04 [redacted]	81	A | HOT	Existing partner – expand	New CEO + new CBO (Aug 2026)	[redacted]	Category Mgr; Curation lead	[redacted]	Not found	[redacted]	Bengaluru	Quick commerce	28	25	12	11	5	High	[redacted]	[redacted]
6	Lead 05 [redacted]	81	A | HOT	New – verify listing	Larger fulfilment centres, 4x selection (Jun 2026)	[redacted]	Category Mgr – Grocery	[redacted]	Not found	[redacted]	Bengaluru	Quick commerce	27	24	8	15	7	High	[redacted]	[redacted]
7	Lead 06 [redacted]	78	B | WARM	Existing partner – expand	CEO + COO change (Jun 2026)	[redacted]	Category Mgr – Mithai; Buying	[redacted]	Not found	[redacted]	Bengaluru	QC / e-grocery	27	22	12	11	6	High	[redacted]	[redacted]
8	Lead 07 [redacted]	77	B | WARM	Existing partner – expand	Premium tab + IPO filing (Jun–Jul 2026)	[redacted]	Category Mgr; Premium lead	[redacted]	Not found	[redacted]	Conflict ⚑	Quick commerce	28	20	11	12	6	High	[redacted]	[redacted]
9	Lead 08 [redacted]	68	B | WARM	New – verify listing	Order-volume milestone (Dec 2025) – weak	[redacted]	Category Mgr – Packaged Foods	Not found	Not found	[redacted]	Mumbai	QC / omnichannel	24	16	7	15	6	Medium	[redacted]	[redacted]
10	Lead 09 [redacted]	67	B | WARM	New	Funding round (Jun 2026)	[redacted]	Co-founder & CEO	[redacted]	Not found	Not verified	Bengaluru	QC (Tier II+)	18	22	11	8	8	Medium	[redacted]	[redacted]
11	Lead 10 [redacted]	65	B | WARM	New – verify listing	Revenue +25%, IPO plan (Jul 2026)	[redacted]	Category Head – Hampers; CMO	[redacted]	Not found	[redacted]	New Delhi	Online gifting	18	20	9	11	7	High	[redacted]	[redacted]
12	Lead 11 [redacted]	63	B | WARM	New	Strategic partnership (Mar 2026)	[redacted]	Brand Partnerships Head	[redacted]	Not found	[redacted]	Bengaluru	B2B e-com (kirana)	20	15	9	11	8	Medium	[redacted]	[redacted]
13	Lead 12 [redacted]	62	B | WARM	New	Acquisition announced (Sep 2026)	[redacted]	Category Head – FMCG	[redacted]	Not found	[redacted]	Bengaluru	B2B e-commerce	18	20	8	10	6	Medium	[redacted]	[redacted]
14	Lead 13 [redacted]	58	C | NURTURE	New	Funding round (Sep 2026)	[redacted]	Co-founder & CEO	[redacted]	Not found	Not verified	Bengaluru	10-min food delivery	12	22	9	9	6	Medium	[redacted]	[redacted]
15	Lead 14 [redacted]	58	C | NURTURE	New	Funding round (Aug 2026)	[redacted]	Co-founder; Partnerships	[redacted]	Not found	[redacted]	Gurugram	Bakery & gifting	14	20	8	10	6	Medium	[redacted]	[redacted]
16	Lead 15 [redacted]	52	C | NURTURE	New	Debt raise (May 2026)	[redacted]	Category Head – Grocery	[redacted]	Not found	[redacted]	Gurugram	D2C subscription	17	12	8	9	6	Low	[redacted]	[redacted]
17	Lead 16 [redacted]	49	C | NURTURE	New – verify listing	Campaign only (Feb 2026) – weak	[redacted]	Category Head – Gourmet	Not found	Not found	[redacted]	Mumbai	Online gifting	17	10	7	8	7	Medium	[redacted]	[redacted]
18	Lead 17 [redacted]	45	C | NURTURE	New – verify listing	Campaign only (Feb 2026) – weak	[redacted]	CEO; Category lead	[redacted]	Not found	[redacted]	Conflict ⚑	Online gifting	15	8	7	8	7	Low	[redacted]	[redacted]
19	Lead 18 [redacted]	42	C | NURTURE	New – verify listing	No dated signal found	[redacted]	Category – Retail	Not found	Not found	Not verified	Gurugram	Subscription	16	4	5	12	5	Low	[redacted]	[redacted]
20	Lead 19 [redacted]	38	D | DEPRIORITIZE	New	Order milestone (Aug 2026)	[redacted]	Restaurant partnerships	[redacted]	Not found	Not verified	Bengaluru	Food delivery	4	15	6	9	4	Medium	[redacted]	[redacted]
21	Lead 20 [redacted]	38	D | DEPRIORITIZE	New	Funding + HQ move out of city (Jul 2026)	[redacted]	Category lead	Not found	Not found	[redacted]	Gurugram	Franchise grocery	5	14	6	8	5	High	[redacted]	[redacted]
22	Lead 21 [redacted]	29	D | DEPRIORITIZE	New	Insolvency plea filed (2026)	[redacted]	—	[redacted]	Not found	[redacted]	Gurugram	Hyperlocal food	10	6	6	3	4	Medium	[redacted]	[redacted]
23	Lead 22 [redacted]	28	D | DEPRIORITIZE	New	No 2026 activity found	[redacted]	—	Not found	Not found	Not verified	Conflict ⚑	ONDC QC	12	2	5	4	5	Low	[redacted]	[redacted]

[redacted] = redacted in this sample. Score = ICP fit 30 + Buying signals & timing 30 + Decision-maker access 15 + Budget health 15 + Competitive opening 10. Signals older than 6 months marked weak. ⚑ = sources disagree, flagged for checking. Contacts never guessed: "Not found" where nothing is public.

Full sheet also holds the pitch angle for each lead, risks, contradictions and 2–4 dated sources per row, plus a Notes & Gaps tab (timing trigger, exclusions, compliance).