



BUSINESS NAME

T's Kitchen

PROJECT NAME

Exhibition Toolkit 3

CO-FOUNDER

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**In Support Of**



# One-Line Pitch Mastery

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# One-Line Pitch Mastery

T's  
Kitchen

## Core Idea

A crisp, memorable one-line pitch makes your product easy to understand and repeat.

## Why It Matters

Attention spans are short. Simplicity drives recall and sharing.

## What To Do

- Keep your pitch under 10 seconds.
- Focus on one key benefit, for example health, taste, or uniqueness.
- Use simple, non-technical language.
- Practice until it sounds natural.
- Adapt slightly based on audience type.

## Co-Founder's Words

If you cannot explain your product in one simple sentence, you risk losing attention. People at exhibitions are distracted and curious, not patient. A strong one-line pitch makes your brand memorable and repeatable. It also helps others talk about your product even when you are not there.