



परंपरा का स्वाद, सेहत के साथ

Developed by Food &
Nutrition Experts

0* Gluten | Rich in Protein | High Fibers

Monthly Newsletter Jan- 2024

CELEBRATION

IndustryOutlook



IS PROUD TO PRESENT

NUTRIMILLETS

AS ONE OF THE

TOP 10

GLUTEN FREE FOOD STARTUPS

2024

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

Sudhakar Singh
Managing Editor
Industry Outlook



Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers

INDEX

Sr. No.	Contents	Page No
1	Preface	3
2	In the News	4
3	Millet Awareness	5
4	Celebration	7



PREFACE



Developed by Food &
Nutrition Experts
0% Gluten | Rich in Protein | High Fibers

Vidya Gunturkar - Joshi
Founder NMFPL

Dear Readers, stakeholders, supporters, team NMFPL and well wishers,
Welcome to the 29th NMFPL newsletter.

With the dawn of the new year, January ushered in a wave of positive developments. We are delighted to announce that Nutrimillets has been recognized as one of the top ten gluten-free startups by the Industrial Outlook Magazine. Their acknowledgment of our journey and commitment has been instrumental in raising awareness on a larger scale.

During our time in Ahmednagar, we had the pleasure of meeting Mr. Gaurav Firodiya, a prominent figure and patron of the Ahmednagar Cyclothon. He inspired us to further tailor our products to meet the needs of athletes and sports enthusiasts.

Additionally, the Government of Maharashtra organized a millet festival in Pune, inaugurated by Mr. Abdul Sattar, Honorable Minister of Minority Development and Marketing. It was a privilege to meet with him, and we were honored by his commendation of our products and efforts.

Lastly, I am thrilled to share that our esteemed product development consultant and dear friend, Ms. Renuka Latne's has recently been published in the Journal of Xidian University.

We extend our warmest congratulations to her on these remarkable achievements and wish her every success in her new venture.

As we anticipate more moments of joy and celebration in the coming months, I will ensure to keep you updated on these developments

Please do write us to share the feedback on the newsletter on
nutrimillets.foodspl@gmail.com.

Best regards

Vidya Gunturkar - Joshi



IN THE NEWS

Developed by Food & Nutrition Experts

0% Gluten | Rich in Protein | High Fibers

Industry **TOP 10**
GLUTEN FREE FOOD
STARTUPS - 2024

CELEBRATION

NUTRIMILLETS

MAKING A MARK IN THE GLUTEN FREE PRODUCTS SECTOR

The India Gluten-Free Food and Beverage Market size is expected to grow from USD 17.14 million in 2023 to USD 32.90 million by 2028 according to reports. India is the second fastest-growing market for gluten-free foods & beverages in Asia-Pacific, following China. Gluten-free cookies, snacks, and Bakery products, such as bread, cakes, and more, hold the highest market share and are expected to project a healthy growth rate. There are many factors which are driving the demand of millet based food products in India. After the COVID-19 pandemic, people are looking for healthier food options. They are also interested in eating traditional foods that their grandparents used to eat. Additionally, there is a growing worry about health issues, and millets are seen as a nutritious choice to address these concerns. Government agencies are also promoting gluten-free products in the country by providing products at affordable prices. However, the challenge in India is no longer focused on food availability but on accessibility to safe and healthy foods and diets. Food should be made by experts who know the current lifestyle and nutritional requirements of the customer. Nutrimillets provides guilt free consumption of favourite Indian snacks/food items which are made by Food and Nutrition Experts from Millets & have taste and health (nutrition) at an economical cost. The company is focusing on providing gluten-free products with a range of options along with the higher quality, taste, and nutritional value to the consumers for maintaining the competitive position in the gluten-free products market.

Growth Story

Vidya Joshi, Founder, Nutrimillets comes from a humble background, with

her roots in a modest family and in-laws belonging to the middle class. As the first-generation entrepreneur in both families, she has always harboured a dream of standing on her own feet and supporting my loved ones. She began working at the age of 17, fuelled by the desire to make a difference.

Journey so far wasn't a walk in the park. At the start, people thought millet products were just for folks with a lower income. Nutrimillets had to break that stereotype.

In 2020, the pandemic hit hard. Starting production during the lockdown wasn't easy. Retailers were unsure about new products, and the usual way of selling things had to change. The credit terms were extended, leading to difficulties in managing finances. The first year brought losses, and things got so tight that personal jewellery had to be used to keep the business afloat. Critics were loud, but Nutrimillets held its ground.

But she stayed patient and consistent. The next years turned things around. Sales soared and profits were close to 25 percent. In 2022, we took it to the next level, incorporating a Nutrimillets Foods company.

Nutrimillets built a network of home-based traders, connecting directly with customers. Now they have more than 2000 families on board from metros, urban, and rural areas.

So, yeah, it was tough, but they turned things around. The challenges just made them more determined, and now, they're ready for bigger things ahead!

Looking Ahead

The company's roots lie in a deep commitment to society and the environment. It takes pride in Indian heritage and the richness of its traditional food and medicine,



Vidya Joshi,
Founder

especially Ayurveda. The company's passion extends to women empowerment and the reintroduction of millets into people's daily diets. "We're actively exploring ways to provide our products at subsidized costs to nutrition supplement programs run by NGOs or companies. We invite everyone to support these causes wherever possible. Through Nutrimillets, we aim to make a modest contribution to these noble causes. This business is not just a venture; it's something close to our hearts, reflecting our commitment to positive social and environmental impacts", states the Founder.

Now, the company is eyeing the national market. Partnerships with government agencies, corporations, military canteens, and new distributors are on the horizon. It wants to grow even bigger and better in the coming year. "Our Nutrimillets Food Corner is coming to town in the next 6 months. Nutrimillets corner will be packed with all things millet, tasty, and good for you. We are not just about snacks; we are cooking up a storm of healthy, tasty options for you", concludes the Founder. [h](#)



परंपरा का स्वाद, सेहत के साथ

MILLET AWARENESS Ahmednagar Cyclothon Ahmednagar

Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers



**Mr. Gaurav Firodiya (R)
Organizer
Ahmednagar Cyclothon**

Mr. Gaurav Firodiya, Patron and Organizer of Ahmednagar Cyclothon, graciously extended an invitation for us to participate in the event held in Ahmednagar. Over 1500 cycling enthusiasts from across the nation joined this remarkable event. Being part of this fusion of fitness and passion was truly enriching. We extend our heartfelt gratitude to Mr. Firodiya and eagerly anticipate future opportunities





परंपरा का स्वाद, सेहत के साथ

MILLET AWARENESS MILLETS FESTIVAL 2024 PUNE

Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers



With Mr. Abdul Sattar, Hon'ble Minister Govt of Maharashtra





परंपरा का स्वाद, सेहत के साथ

Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers

CELEBRATION



Ms. Renuka Latne, the product development consultant of **Nutrimillets**, has launched a pioneering Pilates Training center in Chhatrapati Sambhaji Nagar. She specializes in helping people with issues like frozen shoulder and back pain. She's not just a nutritionist, but also skilled in yoga and food technology. Notably, her **research paper** titled "Formulation and Quality Evaluation of Jowar (Sorghum Bicolor) Based Idli" was recently published in the Journal of Xidian University.

We extend our heartfelt congratulations to her on this new venture and wish her every success.



परंपरा का स्वाद, सेहत के साथ

Developed by Food &
Nutrition Experts

0% Gluten | Rich in Protein | High Fibers

THANK YOU!!

Let's make it together!!



@nutrimilletstreats



9421991551



@nutrimillets



Millets.treats@gmail.com

www.nutrimillets.online