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INDIA 5000  
WOMEN  
ACHIEVER  
AWARDS  
2021



*It's time to relish the superfoods - Millets*



**Progress Report  
Jun-2021**

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**Vidya Joshi**  
**Founder MTHF**

## **PREFACE**

It gives us immense pleasure to share first progress report of **Millets Treats Health Foods, MTHF** with you.

**MTHF** started commercial operation in the month of Nov-2020. However, the taste marketing and the pilot batches were being conducted since Dec-2019.

Covid-19 pandemic was blessing in a disguise as it emphasised on the need of healthy food and need to get back to the roots. Consumers are also willing to go back to basics, eating the non-fancy stuff, or what your grandmother ate.

It also revealed two more facts

- The challenge in India is no longer focused on food availability but on accessibility to safe and healthy foods and diets.
- Poor lifestyle choices and inadequate access to proper nutrition are leading to heart disease or diabetes. This is driving consumers to become more conscious of what they eat.

We, at **MTHF**, are not intending to replace or change the diet but we will make best efforts to reintroduce the millets in many acceptable forms apart from traditional "Roti" in breakfast / lunch / hi tea/dinner options.

**MTHF** will offer healthy with tasty products and guilt free consumption of favorite food items through "**NutriMillets®**" food products for all age groups.

Through this Progress reports we will keep you updated about the developments in millets sector and happenings in **MTHF**.

We would like to receive your feedback and suggestions on the report.

Thank you and Happy Reading!!

Sincerely

*Vidya Joshi*



## GRATITUDE

We are being mentored by business leaders of Aurangabad. We extend our sincere thanks and gratitude towards **Shri C P Tripathi** (Advisor Corporate Social Responsibility Bajaj group), **Shri Milind Kelkar** (CEO, Grind Master Machines Pvt. Ltd), **Shri Milind Kank** (Managing Director - Yeshshree Press Comps), **Shri Munish Sharma** (Director General MIT Group) and **Dr. B K Sakhale** (Associate Professor, BAMU) for their valuable guidance on business planning, business vision and business strategy.

We are also thankful to **Mr. Indraneel Chitale** (Chitale Group), **Mr. Balkrishna Thatte** (Agraj Food Processors, Pune), **Mr. Parag Bhat** (Shreenath Associates, Pune), **Mr. Sachin Chouhan** (ASM, Parle Group, Mumbai) and **Mr. Sachin Bhalerao** (Modern Trade Expert) for mentoring us on setting up distribution channel and insights of trade practices.

We extend our sincere thanks to **Mr. Deepak Nadkarni** (international express cargo carriers), **Mr. Ashish Palande** (Palande Couriers) and **Mr. Mahesh** (Export Consultant, Chennai) for sharing valuable information on selling our products abroad.

We thank **CA Kaustubh Paturkar, CA Praveen Bangad** for helping us in managing the finances and **Mr. Girish Kaduskar** for giving us support in managing the inventory and stock.

**Adv Barje** and **Adv Katneshwarkar** are guiding us on Franchise Business and IPR, we are thankful for their support.

We also extend our gratitude towards our well-wishers, supporters and friends who made our journey possible and stand by us in these testing times.

## CONDOLENCES

We lost two of our supporters in the month of May-2021. We will remember them for their support and contribution in making **MTHF** a reality. We will surely reach the level which you intended for us, we promise. We miss you a lot!!

May you find a place in heaven and attain salvation.



**Late Shri Sudhakarrao  
Joshi**  
**First Angel Investor of  
MTHF and Father of  
Mr. Sachin Joshi**



**Late Dr. Dnyaneshwar  
Deshatwar**  
**BAMS, MD**  
**Ayurveda Advisor**





## INTRODUCTION

In India, millets lost to wheat and rice in green revolution phase. Even today, everyone is aware of their benefits but when it comes to switching on the millets for routine food, options are either

- limited, or
- costly or
- not easily available.

## WHY SHIFT TO MILLETS?

- Results from the India 2015-16 National Family Health Survey (NFHS-4) reveal that approximately 21% of women and 19% of men are now overweight or obese, an alarming increase in the prevalence compared to the previous survey (12.6%).
- The Family Health Survey 2015-16 has also referred that 83,000 children below the age of six years were found to be severely underweight

This situation gave rise to the foundation of **MTHF**. The idea is to provide a healthy and nutritional food to all age groups which will have a variety, availability, affordability and of course nutritional values.

Motto of our venture is Goodness of nutrition, benefits of tradition!! **MTHF** is backed by a team of nutritionist, dietician, food technologists and an Ayurveda practitioner.

**MTHF** is epitomized by the idea of giving gluten free as well as low GI food choices to all age groups. The ever-growing problem of obesity can be countered only with the healthy food choice and exercise options..

## USPs OF "NUTRIMILLETS®"



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## PRODUCTION DEPARTMENT

### PRODUCT RANGE



परंपरा का स्वाद, सेहत के साथ

#### READY to COOK (RTC)



#### READY to EAT (RTE)



#### PRODUCT DEVELOPMENT

Following stages are in development stage and will be ready by Jul-2021

1. Instant Sambar Mix
2. Instant Chutney Mix
3. Millet health drink
4. Millet and Nuts bar

Following products are ready for taste marketing but will be launched in an automated plant

1. Noodles
2. Pasta



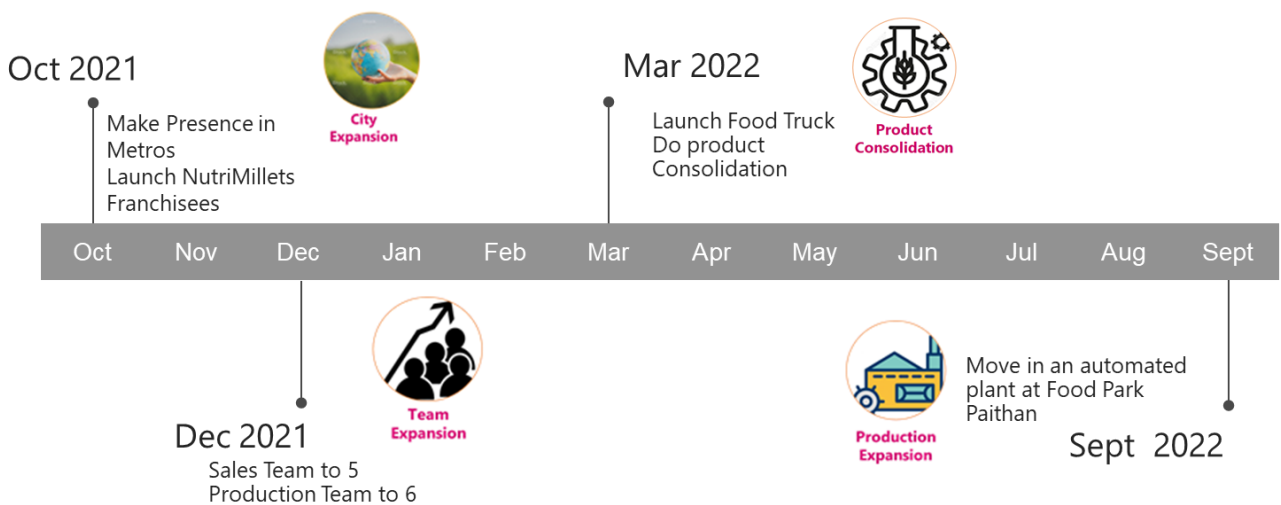
## RECRUITMENT

Interviews for the post of Sales Officer for Pune region were conducted in the Month of June-21. Total 23 applications were received and after initial scrutiny by telephonic interview 5 candidates were shortlisted for second round of interview. Two candidates didn't turned up and rest 3 were interviewed by Mr. Parag Bhat, Mrs. Vidya Joshi and Mr. Sachin Joshi by Google Meet call.

Finally, Mr. Yogesh Jangir was shortlisted and job offer was made to him. He accepted the offer and will join from 01<sup>st</sup> July 2021 at Pune.

## SCALING UP OPERATIONS

We Have decided to scale up the operations in the phased manner and following time line is accepted by us.



As of now, we have presence only in Pune – Dorabjees Stores and Agraj Food Stores and couple of resellers in Thane and Kharghar.

## CONVERT TO PVT LTD

We have been shortlisted by Sri Sri University, Cuttak , Odisha for incubation and mentoring purpose. They will offer support in IPR, setting up an extended unit and venture funding. However, to avail these facilities we must change the constitution of business from **“Proprietorship” to “Pvt Ltd”**, The decision will be taken after discussing it with the core mentor team and financial advisors

Another opportunity to participate in RKVY RAFTAR program is also offered to us but there also same condition is applied. We are awaiting for the confirmation of our selection from the concerned authorities.



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## MARKETING DEPARTMENT

# MARKETING / SOCIAL MEDIA PRESENCE



परंपरा का स्वाद, सेहत के साथ

New marketing merchandising's were been developed. We are also planning to highlight the individual products through these posters. A freelancer from Pune is also shortlisted for boosting our presence on Social Media and he will start working from mid Jul-21.

**Good Food is a Good Medicine.**

"When diet is wrong, Medicine is of no use. When diet is correct, medicine is of no need."  
*Asurvedic Proverb*

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

Introducing **NutriMillets®** millet based product range for all age groups. A secret to get wholesome nutrition in a natural way.

**Keeps Your tummy happy and body healthy !**

9421991551 | millets.treats@gmail.com | @nutrimillettreats

**Why millets?**  
**Millets - The Nutri Cereals**  
Millets are called as "Power house of Nutrition". They are rich source of proteins, vitamins, minerals and micronutrients. They are gut friendly and known to improve the **vigour**. They provide comprehensive nutrition and help in boosting the **immunity**.

**NutriMillets® Products**

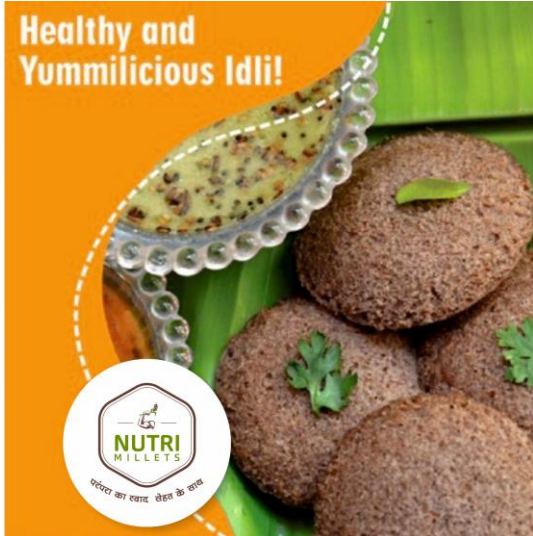
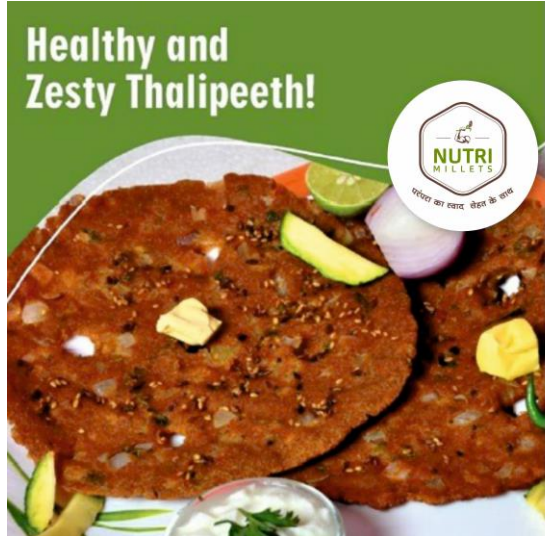
- Idli Mix
- Appam Mix
- Thalipeeth Mix
- Dhokla Mix
- Uttapam Mix
- Dahiwada Mix
- Lahi Flour Mix
- Masala Shev
- Puff Chivda
- Chivda
- Sorghum Jeera Cookies
- Multi Millet Dry Fruit Cookies
- Sweet Flakes
- Multi Millet Laddu

**NutriMillets USPs**

- Builds Immunity
- 0% Gluten as No Wheat
- Low GI Food
- No Preservatives
- Rich in Protein
- High Dietary Fibre
- Goodness of Honey, Jaggery
- Source of Micronutrients

**It's time to relish superfoods - Millets !**

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## SALES DEPARTMENT



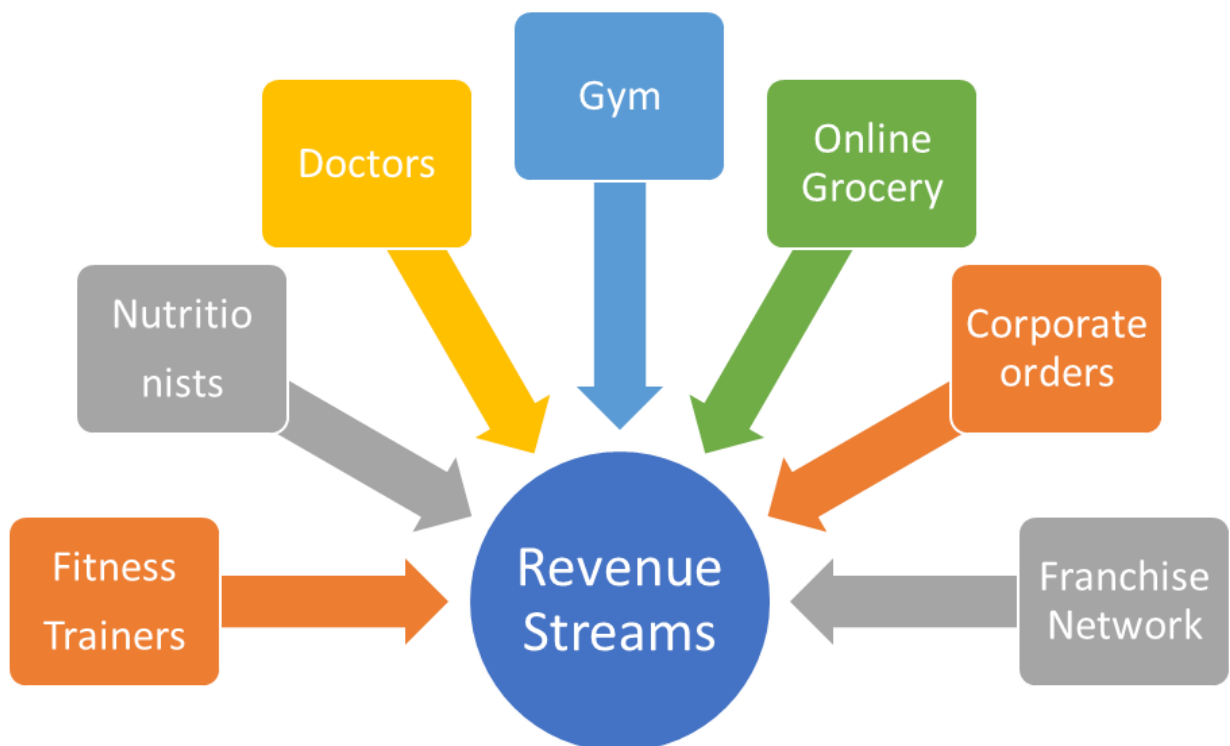
Month of May-21 witnessed many opportunity losses due to personal reasons and Covid-19. The frequent changes in Lockdown and Un-lockdown status and timings posed challenges on reaching out to new cities like Nashik, Nagpur and Mumbai. However, still we managed to create presence in couple of stores in Nashik. We expect to create footprint in Nagpur and Nashik in Jul-21 as we are following with the concerned authorities. In the month of Jul-21, we will re-explore opportunities in cities like Ahmednagar, Latur, Nanded and Parbhani.

Apart from creating traditional distribution channel of retailers and whole sellers, we are also working to explore possibility of starting multiple revenue streams in metros. These streams will include reaching out to the target customers through health / fitness trainers, nutritionists, doctors, gym and fitness centers, online grocery stores, commission agents, food /snacks centres, corporate orders and franchisee.

We are also exploring possibilities to supply cooked products to canteens of companies in Aurangabad. Couple of leads are in hand and expecting them to get materialised in Jul-21. Corporate gift boxes are also on the cards and working on the offerings.

We are also working on Franchise agreement and other IPR details and expecting to launch first franchisee in Oct-21. We will call for EOI from August-21.

Jun-21 month's sales is largely from Pune region and out station referrals and Aurangabad is still a challenging market.



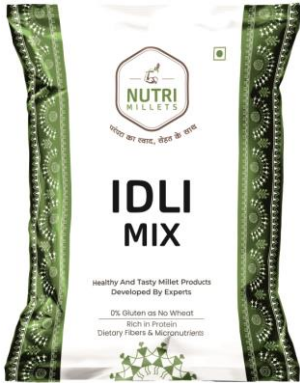




## COOK WITH NUTRIMILLETS®



### NUTRIMILLETS® IDLI



250gm Flour - Makes around 12-15 Idlis. Serving 3-4 people  
Preparation time – 20 minutes

#### Ingredients

- **NutriMillets®** Idli Mix Pack
- 1 Table Spoon Curd
- Lukewarm water
- Cooking Soda
- Salt to taste

#### STEP 1 – FERMENTATION

Empty the **NutriMillets®** Idli Mix in a bowl. Add to it 1 table spoon of curd. Add required amount of lukewarm water to make it a consistent solution. No lumps should be formed. Cover the bowl and keep this mixture at a dry and warm place for at least 8 hours.

#### STEP 2 – BATTER PREPATION

Post 8 Hours take out the bowl. Add ½ tea spoon of cooking soda, and salt to taste. Add some lukewarm water to make a thick solution.



#### Rice Idli

- Low Fiber contents
- Less amount of Calcium and Iron, when compared with Millet
- Instant release of Sugar upon consumption



#### NutriMillets™ Idli

- High Fiber contents
- Minerals like Calcium and Iron, more than rice
- Slow and sustained release of Sugar upon consumption

**STEP 3 – COOKING** – Grease the Idli Patra and pour the solution in each patra. Steam for 10-15 minutes.

**STEP 4 – SERVE** – Serve with Sambar and Chutney. **NutriMillets®** Instant Sambar and Chutney will soon be available in the market.

#### VARIATIONS –

**Veg Idli** - Add chopped and cooked Carrots, Beet roots, Spinach etc if you like.



**Masala Idli** – Cut 3-4 idlis in 4 pieces. Take 1 tea spoon oil in a pan. Add ½ teaspoon mustard seed and cumin seeds. Once these seeds crack completely add the pieces of Idli. Sprinkle red chilli powder, chat masala, salt as per taste. Roast till they become crispy and pinkish red. Serve with Tomato sauce or eat it as it is.

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THANK YOU!!

Let's make it together!!



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<https://nutrimillets.business.site>