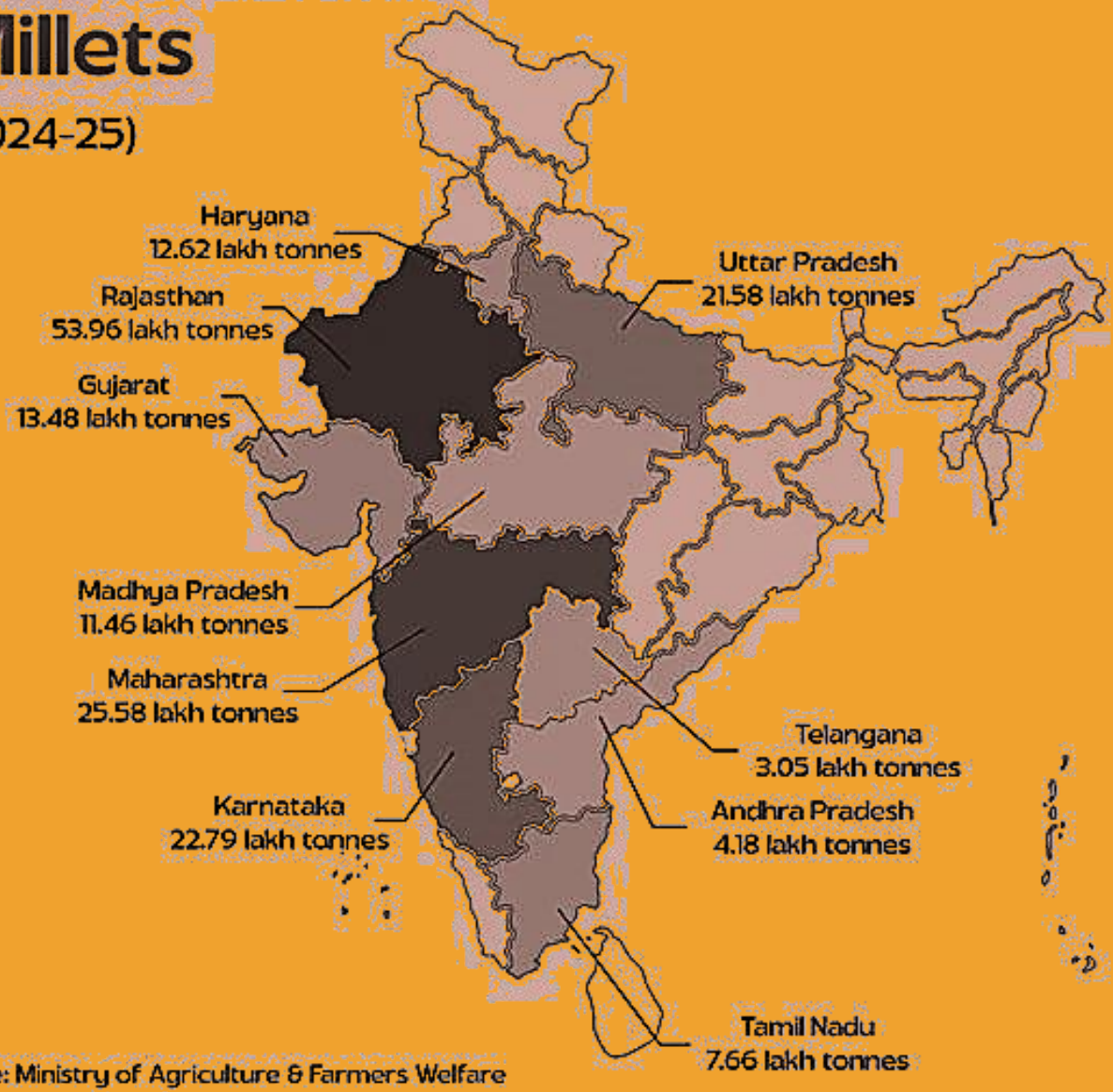
NUTRI MILLETS

परंपरा का स्वाद, सेहत के साथ

NEWSLETTER

Apr-Jun 25
ISSUE 39

State-Wise Production of Millets (2024-25)



Source: Ministry of Agriculture & Farmers Welfare

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Millets For Food Safety

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PREFACE



Vidya Gunturkar - Joshi
Founder NMFPL

Dear Readers, Stakeholders, Supporters, Team NMFPL, and Well-Wishers,
Warm greetings and welcome to the 39th NMFPL newsletter.

The International Year of Millets marked a turning point for our country. For the first time in decades, millets received the attention they truly deserved — not as "forgotten grains" but as powerful foods that support health, sustainability, and farmer livelihoods.

This awareness created a ripple effect across India. Hundreds of young entrepreneurs and homegrown ventures entered the millet space with passion and purpose. Some managed to scale, some gradually disappeared, and many ended up offering similar SKUs as the market became crowded with repetitive mixes, snacks, and cookies.

Now, two years later, we are witnessing another significant shift. Major FMCG stalwarts have stepped into the millet category. Even though many of their products include only small proportions of millets, their sheer marketing strength and reach have brought millets into millions of households. This visibility has created a fresh wave of curiosity, conversations, and acceptance. The millet business is not just evolving — it is taking wings.

For **Nutrimillets**, this moment is both inspiring and grounding. It reminds us why we started: to build a clean-label, honest, and truly millet-forward brand that prioritizes health, transparency, and authenticity.

As part of our renewed commitment, we are revamping our product range, rethinking our SKUs, and strengthening our core philosophy. We have consciously decided to discontinue palm-oil-based, fried items and cookies for the time being.

Our focus will move towards roasted, nutrient-dense, and responsibly crafted options that reflect our original mission.

This transformation is not just about products — it is about purpose. And I want you to be a part of this journey. Your trust and encouragement mean everything to us. Please continue supporting us, sharing your thoughts, and helping us grow with integrity.

You can write to us anytime with your ideas, recipes, or feedback at **enquiry@nutrimillets.in**.

Healthy Khao, Healthy Raho.

Best Regards

Vidya Gunturkar-Joshi

MEET THE PRESS



Media continues to play a vital role in creating awareness and bringing meaningful conversations to the public.

As we work to strengthen the millet ecosystem, we remain grateful for the consistent encouragement we receive from the press. Their support helps amplify our efforts and ensures that the work of small, mission-driven ventures like ours reaches the right audiences.

This quarter, I had the opportunity to meet **Mr. Rajiv Jagirdar** from ***Krushi Vivek*** magazine. He showed genuine interest in understanding our journey, our purpose, and the impact we aim to create through Nutrimillets. His willingness to engage with us and the time he invested in learning about our work was truly encouraging.

We feel honoured that a respected publication like *Krushi Vivek* values the voice of emerging enterprises. His appreciation reaffirms our commitment to transparency, innovation, and community-focused growth.

We look forward to continued collaboration with media partners who help strengthen this movement.

UDCT SPORTS WEEK



We proudly sponsored **Sports Week – ChemYug 2025** organized by the Department of Chemical Technology (UDCT), Dr. Babasaheb Ambedkar Marathwada University.

As part of this initiative, we provided sports equipment and team jerseys, engaging with around **1,000 students** throughout the event. We also distributed **free product samples**, creating awareness about healthy food choices and encouraging active lifestyles among youth. This initiative reflects our commitment to supporting education, sports, and student well-being.



ENGAGEMENT AT NIFTEM SONEPAT &
FIRST VC PITCH EXPERIENCE



During April and May 2025, NIFTEM Sonepat hosted **SUFALAM 2025**, a national conclave dedicated to advancing innovation in India's food processing sector. Held on **April 25–26, 2025**, the event brought together startups, industry leaders, and ecosystem partners at the NIFTEM–Kundli campus.

The event was inaugurated by **Shri Chirag Paswan**, Hon'ble Union Minister for Food Processing Industries, reflecting the government's strong support for entrepreneurship.

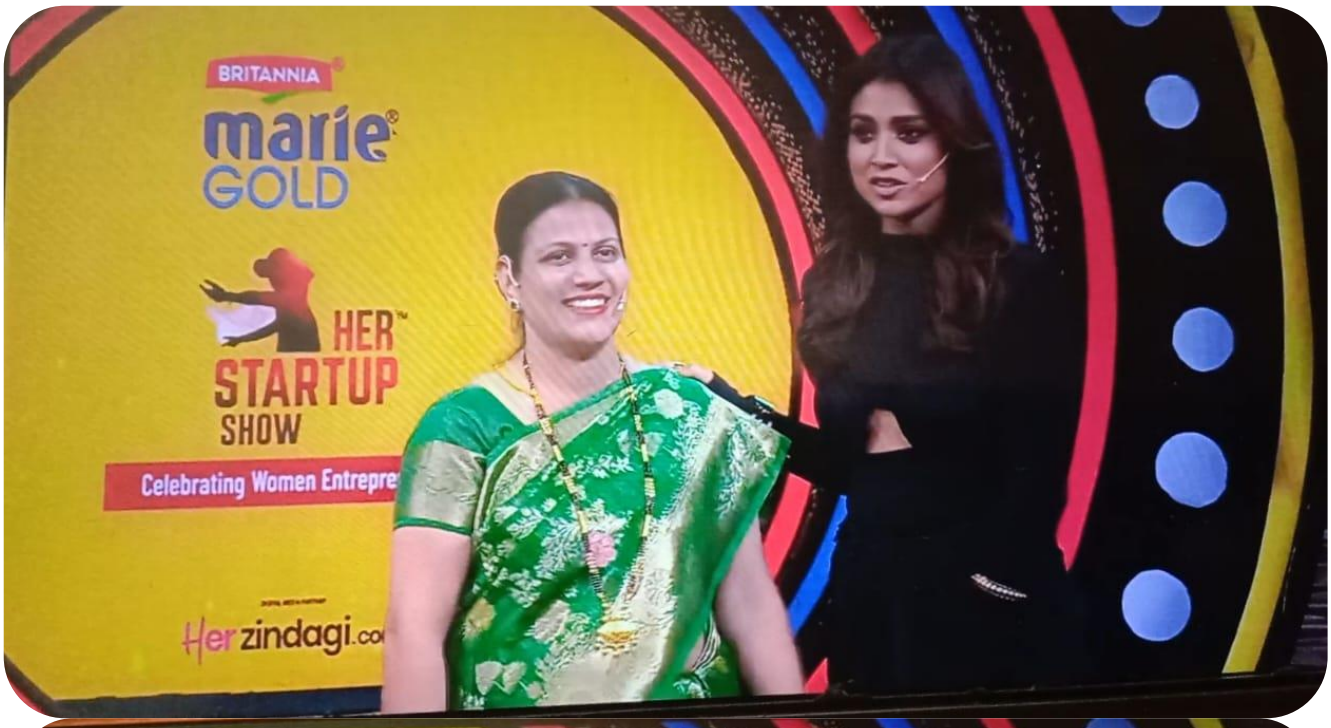
As part of this platform, we received our **first opportunity to pitch before a group of venture capital firms**. While the session did not convert into immediate funding, it became a meaningful learning milestone.

The VCs provided us with invaluable feedback on our pitch deck, proposal, and future roadmap. Their appreciation of our product and its potential strengthened our confidence and reaffirmed our direction.

This experience has equipped us with sharper insights as we prepare for the next stages of growth and engagement with investors.

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HER STARTUP SHOW





I was selected as a finalist for the **Britannia Marie Gold Her Startup Contest** and was invited to Hyderabad for the show. It was my first experience facing the camera on a national platform. The show was hosted by the renowned actress **Shriya Saran**, whose warmth and encouragement helped me regain my confidence.

Although I did not win, the journey gave me invaluable exposure, hands-on experience, and the opportunity to connect with inspiring women entrepreneurs. I am grateful to the entire team for this wonderful opportunity.

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THANK YOU!!

Let’s make it together!!

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