



NEWSLETTER

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परंपरा का स्वाद, सेहत के साथ



पुण्यश्लोक अहिल्यादेवी होळकर महिला
स्टार्टअप योजना विजेते

न्यूट्रिमिलेट्स फूड्स प्रायव्हेट लिमिटेड
Millet-Based Wellness & Empowerment

Proud Winner of **Punyashlok Ahilyadevi Holkar Women Startup Contest**

Let's go, Nutrimillets!

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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 best wishes for the new calendar year!

The export opportunities for millet products are expanding globally, as international consumers increasingly recognize the nutritional benefits of millets.

With growing demand for gluten-free, high-protein, and sustainable food options, millet-based products are gaining traction in markets such as the U.S., Europe, and the Middle East.

India, being a major producer of millets, is well-positioned to capitalize on this trend by offering a diverse range of millet products, including snacks, flour, and ready-to-eat meals.

As the global focus shifts towards healthy and sustainable food, the export potential for millet products continues to grow. We are eyeing these export opportunities and plan to begin exporting our products in the coming financial year, aiming to tap into the increasing global demand for nutritious and sustainable food options.

With rising awareness about lifestyle diseases like diabetes and obesity, more people are seeking healthier snack alternatives. Sugar-free products, especially cookies, are gaining popularity among diabetic patients, fitness enthusiasts, and those following low-carb or keto diets.

As the demand for functional foods continues to rise, the Indian market offers significant growth potential in this segment, particularly as more consumers shift towards balanced, wellness-focused diets.

We are eager to seize these opportunities and expand our presence in this growing market.

We greatly value your support, feedback, and suggestions to help us improve.

I will keep you posted on this. Please do write us to share the feedback on the newsletter on nutrimillets.foodspl@gmail.com.

Best Regards

Vidya Gunturkar-Joshi



PUNYASHLOK AHILYADEVI HOLKAR WOMEN STARTUP CONTEST



I am honored and thrilled to announce that I am the proud winner of the prestigious ***Punyashlok Ahilyadevi Holkar Women Startup Contest***.

The awards were presented on **16th January 2025, at the grand Jio World Center in Mumbai by the Honorable Chief Minister of Maharashtra, Shri Devendra Fadnavis.**

This recognition is a significant milestone in my entrepreneurial journey and reflects the immense support for women-led startups in the region.

The *Punyashlok Ahilyadevi Holkar Women Startup Scheme* offers financial assistance ranging from ₹1,00,000 to ₹25,00,000 to women entrepreneurs who have successfully completed at least one year in their respective industries. This scheme is designed to empower women-led businesses, providing them with the resources and opportunities to scale and succeed.

Being selected as a winner is a moment of pride, and this support will allow us to invest in essential machinery, enhance product quality, expand our product range, and increase our market presence.

I am deeply grateful for this opportunity and the recognition, and I look forward to leveraging this support to grow our business and contribute to the thriving ecosystem of women entrepreneurs in Maharashtra.



MILLET AWARENESS "MILLET FESTIVAL" PUNE AND NASHIK



Mr. Jaykumar Rawal - Hon'ble Minister of Marketing and Protocol, Maharashtra State



Mr. Manikrao Kokate - Hon'ble Minister of Agriculture, Maharashtra State.

The Ministry of Marketing, Government of Maharashtra, has been taking a significant initiative since last year to launch promotional exhibitions for millet farmers and producers.

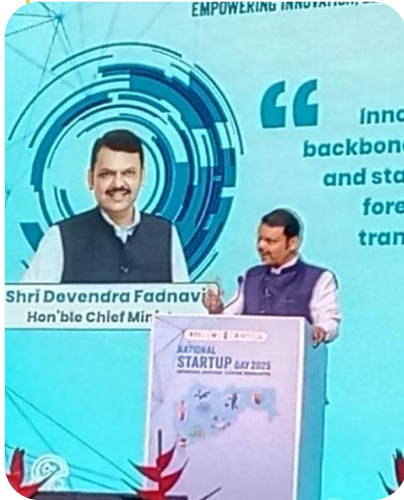
We were honored to be a part of this initiative in both Pune and Nashik, where we had the opportunity to showcase our millet-based products and connect with like-minded entrepreneurs and consumers.

These exhibitions have not only helped raise awareness about the benefits of millets but also provided us with valuable exposure and networking opportunities.

We are excited to continue supporting this movement and contribute to the promotion of millets as a nutritious and sustainable food choice



NATIONAL STARTUP DAY MUMBAI



**Shri Devendra Fadnavis –
Chief Minister of Maharashtra**



Release of State Innovation Policy Document



Key Note and Pannel Discussions

We were honored to be invited to the National Startup Day celebration in Mumbai. It was a wonderful experience to listen to experts discuss various trending issues and gain valuable business insights from industry stalwarts.



We are grateful for this opportunity and the knowledge shared during the event.





THANK YOU!!

Let's make it together!!



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