



Vidya Joshi

Founder- NutriMillet

NUTRIMILLETS: REDEFINING HEALTHY SNACKING WITH THE POWER OF MILLETS



Website

<http://www.nutrimillets.online/>

In a world where convenience often trumps nutrition, Nutrimillets is emerging as a game-changer in the health food industry. The brand is on a mission to revolutionize the way we snack by offering nutrient-rich, gluten-free, and preservative-free alternatives. Founded by Vidya Joshi, a determined entrepreneur with a passion for health and wellness, Nutrimillets is a testament to perseverance, innovation, and the power of millets.

The Story Behind Nutrimillets

Vidya Joshi's journey is nothing short of inspiring. Coming from a humble farming background, she faced financial challenges early in life. Despite her circumstances, her entrepreneurial spirit never wavered. From tutoring to selling artificial jewelry, she explored various business avenues before finding her true calling—healthy food alternatives.

Concerned about the rising consumption of junk food, especially among children, Vidya sought a sustainable & nutritious solution. A conversation with her family doctor introduced her to millets—ancient grains packed with fiber, protein, and essential nutrients. The growing push for millet consumption, further encouraged by Prime Minister Modi's Millet Revolution in 2019, solidified her vision. With a dedicated team of food technologists, nutritionists, & Ayurveda experts, she launched Nutrimillets in November 2020.

Overcoming Challenges and Gaining Recognition

The journey was far from easy. The economic downturn during the pandemic made it difficult to penetrate the market. Retailers hesitated, and consumer trust was hard to build. However, with unwavering determination, Nutrimillets adapted. By introducing smaller product packs, engaging directly with consumers, and keeping costs accessible, the brand slowly carved a niche in the health food sector.

By 2023, Nutrimillets had not only survived but thrived, earning multiple prestigious awards for innovation in healthy food. The brand became synonymous with gluten-free, sustainable, and health-conscious products, gaining recognition from Startup India, Tetra Pak, and the BRICS Women Startup Contest.

A Commitment to Health and Sustainability

Founded in 2022 and based in Chhatrapati Sambhaji Nagar (formerly Aurangabad), Maharashtra, Nutrimillets Foods Pvt Ltd is a DPIIT-recognized food processing company specializing in preservative-free, nutrient-rich food. Unlike conventional products laden with refined flour, sugar, and additives, Nutrimillets offers clean-label alternatives, free from gluten, rice, corn, and chemical sugars.

The company collaborates closely with experts in food technology and nutrition, ensuring each product meets high-quality standards while promoting overall well-being. The goal is not just to sell food but to educate consumers on the benefits of millets and encourage healthier eating habits.

Nutrimillets has also gained strong industry backing and recognition. The brand is proudly supported by **UDCT**, **Nutrihub**, and **MSInC**, further solidifying its credibility in the health food sector.

The Future of Snacking: Millet-Based Cookies

Understanding the universal love for cookies, Nutrimillets is now developing a revolutionary range of gluten-free millet-based cookies. Unlike conventional options filled with refined flour and artificial additives, these cookies will feature a nutrient-rich blend of jowar, bajra, ragi, barnyard millet, amaranth, and sago.

Enriched with nuts, whole fruit powders, and jaggery, these cookies are designed to provide sustained energy, protein, and fiber—offering a wholesome snacking option without the guilt. Perfect for all age groups, this innovation aligns with Nutrimillets' mission of making healthy, delicious, and accessible food a reality.

Looking Ahead

Despite being a startup from a tier-2 city, Nutrimillets dreams big. More than just a business, it is a movement aimed at creating a positive impact on health, society, and the environment. With a growing consumer base and a commitment to innovation, Nutrimillets is paving the way for a healthier future—one snack at a time.

As the world moves towards mindful eating, Nutrimillets stands as a beacon of change, proving that nutritious food can be delicious, accessible, and sustainable. Whether it's a cookie or a full meal, the brand is here to redefine how we nourish ourselves—because eating healthy should never be a compromise.

Recognitions and Awards

Nutrimillets' commitment to quality & innovation has been acknowledged through numerous accolades, including:

- **Govt of Maharashtra Award**
- **Tetra Pak – Startup India Contest**
- **BRICS Women Startup Contest 2024**
- **Industry Outlook Award 2024**
- **2023, Ambulance Help Riders, Chhatrapati Sambhaji Nagar, Women Awards**
- **National Women Awards, Odisha, Jul-23**
- **Great Companies – Women Entrepreneur Award**
- **2022 – Charak Pharma – Moha Stand on Your Feet Award**
- **Felicitation on Mahila Kisan Diwas, MANAGE Hyderabad – 2024**
- **Benchmark Trust India 5000 Women Achiever Awards 2021**
- **2020 – Nehru Yuva Kendra**

With strong industry support and a growing list of accolades, Nutrimillets continues to lead the way in redefining healthy snacking with the power of millets.

