

# MILLETS PRODUCER –AGRI BUSINESS ENTERPRENURE



The advertisement features a circular inset on the left showing various organic products: a jar of Black Masala, a box of Quinoa Cookies, a jar of Tulsi Masala Tea, a jar of Tulsi Green Tea, and a box of cookies. The background is a light green with a subtle pattern. The Nutrelis Agro logo is at the top right, featuring a leaf and the text 'NUTRELIS Agro Food 100% ORGANIC'. Below the logo, the text 'Nutrelis Agro' is written in large green letters, followed by '100% Organic Products' in black. At the bottom right, there is a green button with a phone icon and the number '+91 92890', and a white button with a camera icon and the word 'Edit'. The website address 'www.nutrelisagro.in' is also present.

**Nutrelis Agro**  
100% Organic Products

[www.nutrelisagro.in](http://www.nutrelisagro.in) +91 92890  Edit



# TYPE OF MILLETS



**Millets** are collective group of small seeded annual grasses that are grown as grain crops, primarily on marginal land in dry areas of temperate, sub tropical and tropical regions.

- Earliest evidence found in Indus civilization : 3000 BC.
- Ancient food grains first plants domesticated for food.
- Grown in 131 countries. Millets traditional food for 59 crore people in Asia & Africa.

# OUR APPROACH

- We improve current state of agriculture in India by
  - Networking with small farmer
  - Our flagship product  
Quinoa and millets
  - Cater to 4 big global markets
    - USA
    - Europe
    - Middle East
    - India



**100% Certified  
Organic Product**

(NPOP, USDA, USFDA,  
Kosher and EU Standards)

**65,000+**

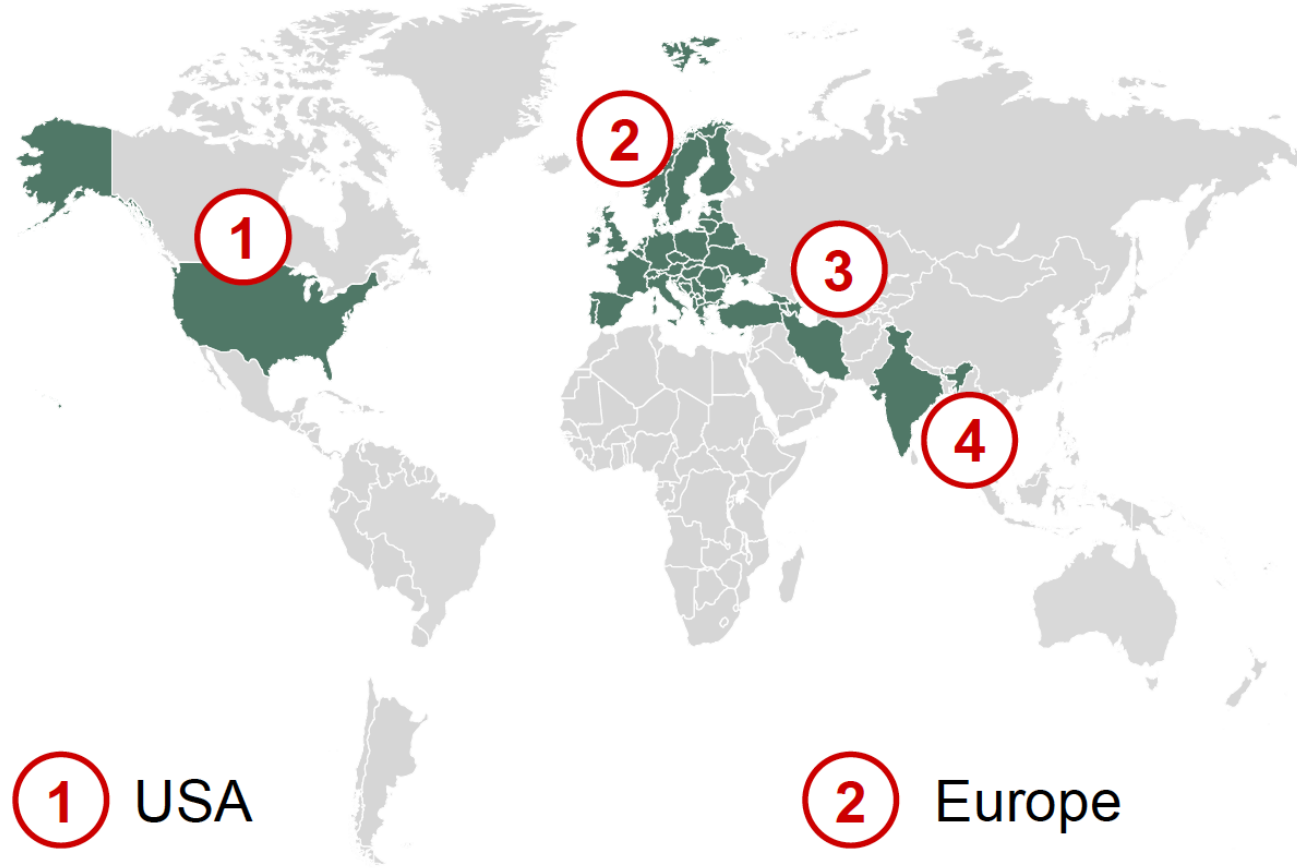
**Farmers Network**

22,000+ Hectares of Land  
Operations in 9 States



# Nutrelis Agro Target Market

## MILLETS



1 USA

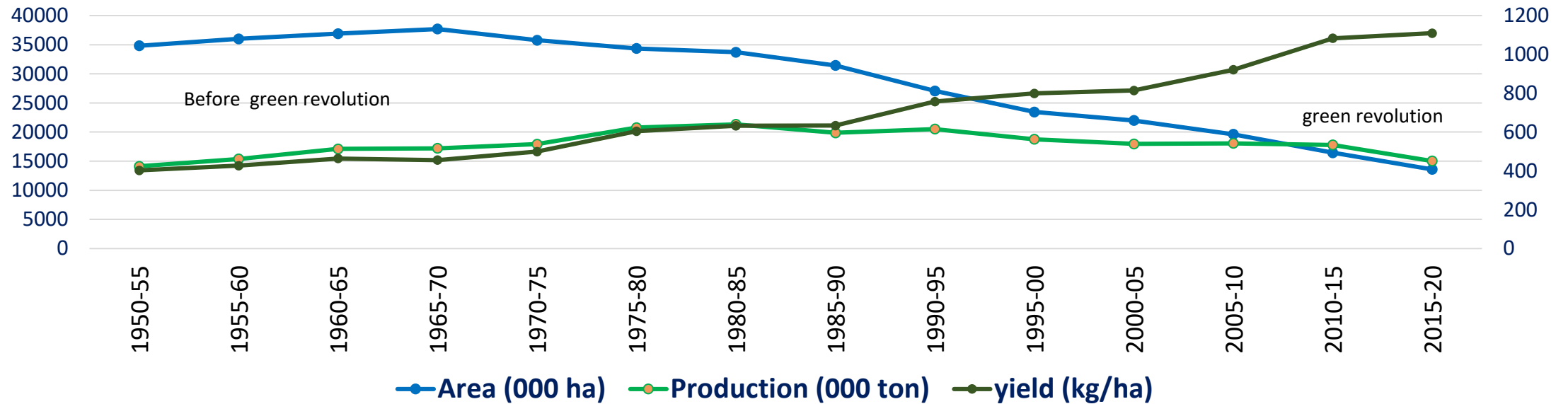
2 Europe

3 Middle East

4 India



# PRODUCTION & YIELD OF MILLETS IN INDIA



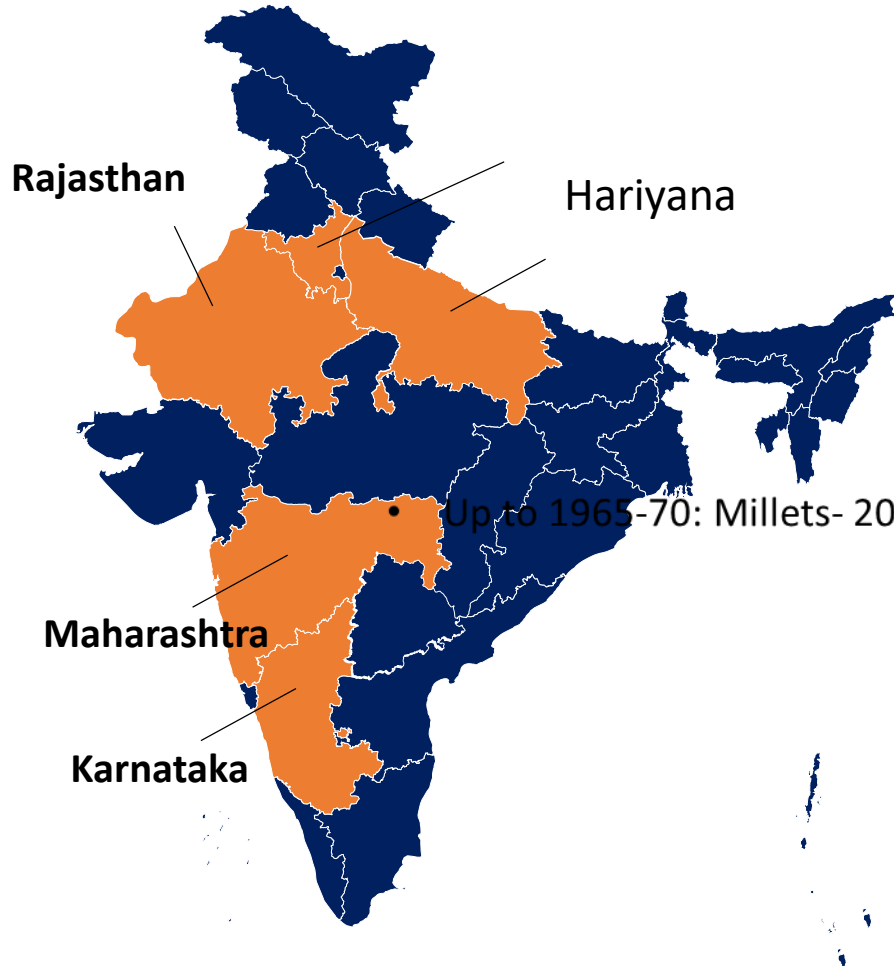
- Area decreased (56%), productivity has increased (228%) High adoption of high yielding varieties/ hybrids
- Up to 1965-70: Millets- 20% of total food grain basket, now only 6% dominated by rice & wheat.

# Solving current challenges: Out of the box thinking

- Nutrelis Innovations IN MILLETS PROCESSING /VALUE ADDED PRODUCTS
  - Efficient use of technology:
    - Less processing steps
    - Maintaining nutritional food value
    - Inhouse processing: Quality control and quality assurance
  - **Malnutrition:** Millets is a superfood, nondairy, highly protein enriched and nutritional
  - **Employment generation** in rural area for **women** and **youth**
  - Unique product: millets based

# INDIA SCENARIO

- Source: Directorate of Economics & Statistics, DA&FW



*Top 5 Millet Producing States in India*

Sr. No.	Name of Millet	Production (million tons) 2020-21	% contribution to total millets produced
1	Bajra (Pearl Millet)	10.86	60.5%
2	Jowar (Sorghum)	4.78	26.6%
3	Ragi (Finger Millet)	1.96	10.9%
4	Small Millets	0.35	1.9%
5	<b>Total</b>	<b>17.95</b>	

- India produces 80% of Asia's & 20% of global production
- Global average yield: 1229 kg/ha, India (1239 kg/ha)



# What is need for choosing millets

- *“To provides an opportunity to create an impact on society and the environment for nutritious food and to cater to the food security challenges.”*
- Increasing acceptance towards healthy and nutritious food.
- Millets require the lowest amount of water as compared to the other cereal crops and hence these are the future to ensure sustainable supply of grains and very helpful to provide food security of india .
- It Low cost crop and farmers can cultivate at very low inputs



# TYPE OF MILLETS



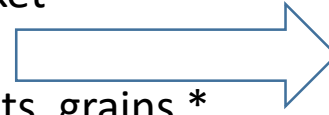
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# Millets : Our Brand New Product

Oat, Soy and superfoods grain is doing well in the market

More than 60% Indians need superfoods healthy millets grains \*



Unmet need

Plant based milk market: \$21 Million

Expected growth 20.7% CAGR

In 2024 → \$63.9 Million



Market growth

\*Szilagyi A. Adult lactose digestion status and effects on disease.  
Canadian Journal of Gastroenterology and Hepatology. 2015;29(3):149-156.

# Millets : Why Accept?

## Health

According to research, millets is biggest sources  
Of nutrition



Further reasons

## Environmental

greenhouse gases

Dairy farming  
Feed production  
Water consumption



Critical problem

Forest destruction, grasslands, wetlands

\*Vijayakumar R, Büsselberg D. Osteoporosis: An under-recognized public health problem: Local and global risk factors and its regional and worldwide prevalence. Journal of Local and Global Health Science, 2016, (1)2.

\*Feskanich D, Willett WC, Stampfer MJ, Colditz GA. Milk, dietary calcium, and bone fractures in women: a 12-year prospective study. American journal of public health. 1997;87(6):992-997.

# Under Healthy Mission India - A very Rich Nutrition Supply Grain-Millet – Mission of Nutrelis Agro Foods

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High in fibre, protein, and low Glycaemic index.

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High in iron and vitamin C help in reducing anaemia.

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Studies by IIMR, Central Food Technological Research Institute (CFTRI) &ICRISAT on Health benefits & clinical evidences and Nutrition & bioavailability of nutrients- focussing on Diabetics, suitability for school children, Bone Health and Nutrition Profiling

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# Quinoa Milk: Process



**R&D Scale**

This is a video of Quinoa milk processing on R&D scale

This involves blending of cooked Quinoa grain with water



**Pilot plant Scale**

# Role of Nutrelis Agro Foods for Value Addition in Millets New Products

- Nutrelis Agro R N D team Developed - Different Value Added Product of Millets such as its floor /cookies /noodles /pasta/poha/laddu etc
- Millets based non dairy milk - quinoa milk etc
- Millets based with herbs -cookies
- Protein premix of millets
- Instant mid day meal combo made from millets
- Millets + Moringa noodle as a wellness breakfast cereals

# Millets +Quinoa Milk: Product



This is a picture and video of Quinoa milk ready to drink!





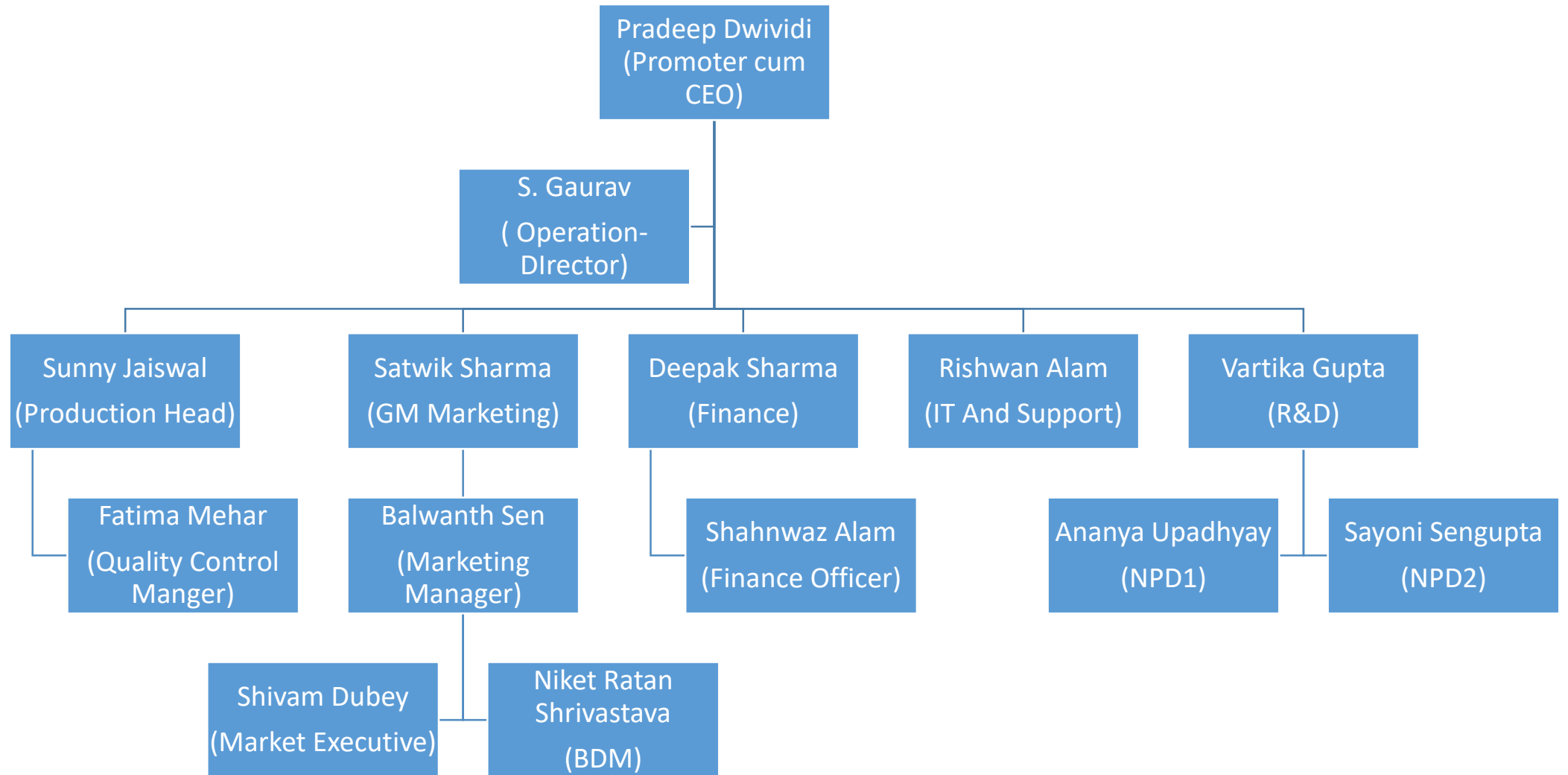
# Nutrelis Organizational Status



## Our Certifications



# Nutrelis Team Members





Thank You

