



Production of Chemical Free Jaggery in Innovative Cube Shape with enhanced shelf life

(M/s. Paawak Foods: A Start-up Incubated and Financially Supported by CIRCOT R-ABI, Mumbai)



- India's first company to start jaggery in small cube shape (design registered)
- Complete Specification Patent filed for product shape.



Product Range:

Jaggery in cubes and jaggery in powder

Incubation Support:

M/s. PAAWAK FOODS has been incubated at CIRCOT- R-ABI under 2nd Cohort of RKVY RAFTAAR scheme and sanctioned as Ankur (seed-stage)) funding of Rs 15 lakhs. The incubation support helped the startup to refine their minimum viable product through technological mentoring and made it more acceptable in the market. The business plan developed with the help of CIRCOT R-ABI experts has put the startup on the correct business path to obtain, desired targets.



Founder:

Mr. Kaushal Dongre is B.Com., LLB from Belapur, Navi Mumbai and he is found that consumption of refined sugar has been a major cause of worry across the world. Jaggery is a traditional Indian product but the inconvenient size of jaggery and unhygienic packing have been major pain points for consumers. Conventional jaggery available in the market contains harmful chemicals like sulphur which is used rampantly during production. So he developed chemical-free jaggery in an innovative cube shape with enhanced shelf life.

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