



# Manufacturing of Healthy Beetroot Wine

(M/s. Prafulla Winery & Hospitality Private Limited: A Start-up  
Incubated and Financially Supported by CIRCOT R-ABI, Mumbai)



- First-of-its-kind wine processed from vegetables.
- Wine there is in huge demand in the market. This NEED can be fulfilled.
- Use of contract forming for beet producing & making wine out of it.
- No Beetroot wine available in the market.
- Create and HEALTHY AND PROFITABLE ECOSYSTEM.
- Beetroot advantages that it has health benefits by increasing HB & calcium



## Product Range:

*Beetroot wine*

## Incubation Support:

M/s. Prafulla Winery & Hospitality Private Limited has been incubated at CIRCOT- R-ABI under 2ed Cohort of RKVY RAFTAAR scheme and sanctioned as Ankur (Seed Stage) Funding of Rs 20 lakhs.

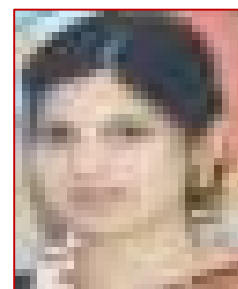
The incubation support helped the startup to refine their minimum viable product through mentoring and made it more acceptable in the market. The business plan developed with the help of CIRCOT R-ABI experts has put the startup on the correct business path to obtain, desired targets.

## Founder:

**Mrs. Manjula Mahesh Deshmukh** is a very well-experienced entrepreneur from Kolhapur, Maharashtra. She is H.Sc and has well experienced related to that products. She found that beetroot is a short-duration root vegetable requiring less capital investment and has nutritional benefits such as lower blood pressure, improve stamina, increase HB & calcium. The per capita vegetable consumption in India is 103 grams of vegetables per day wrt recommended daily dose of 308 grams per day. Beetroot has a huge business potential, when used for winemaking the selling price of beetroot increases locally & farmers benefited by growing this vegetable by contract farming.

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