



Fortification of Vermicelli with Natural Fruit Pulp

(M/s. Ramiz Agro Food Industries: A Start-up Incubated and Financially Supported by CIRCOT R-ABI, Mumbai)



- The raw material required will be procured directly from farmers offering them extra remuneration.
- All natural pulps used for different flavors
- No added chemicals and artificial ingredients
- Ready to cook food
- This product is a traditional and healthy food offering good health to its consumers.
- This product is applicable for all age group.



Product Range:

Mango, Strawberry, Pineapple, Chikku, Papaya different flavour vermicelli, Veg mix vermicelli. veg fruit vermicelli, Rice vermicelli noodles

Incubation Support:

M/s. Ramiz Agro Food Industries has been incubated at CIRCOT- R-ABI under 2nd Cohort of RKVY RAFTAAR scheme and sanctioned as Uday (pre seed-stage)) funding of Rs 5 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:

Ms. Pratiksha Ravindra Ghadge is an entrepreneur from Solapur, Maharashtra. she is B.E (E&TC). She found that Chemical ingredients are used in vermicelli to better their taste, shelf life and colour. Which alters their taste, authenticity, properties and effects on human beings. Artificial or Chemical preservatives which are used to delay the contamination of foods are the ones that lead to health problems. Diseases Caused by Preservatives: Heart Diseases, Breathing Problems, Cancer etc. Vermicelli mostly made from maida is not good source of fiber and it increases excessive weight and it doesn't support digestive health. So she found innovative fortification of vermicelli with natural fruit pulp for healthy ready-to-cook foods without the addition of chemical ingredients.

Contact no.: 7888282081

Email: ramizagrofood@gmail.com



ICAR-Central Institute for Research on Cotton Technology

DARE, Ministry of Agriculture and Farmers Welfare, Govt. of India

Adenwala Road, Matunga, Mumbai, Maharashtra -400019

Tel. 24127273/76, 24184274/75 Fax No. 24130835/24157239 Email: circotrabi@gmail.com, abircot@gmail.com

Website: www.circot.icar.gov.in

Published by: Dr. Sujata Saxena, Director, ICAR-CIRCOT, Mumbai