

**FOOD TECHNOLOGY  
STARTUPS IN INDIA  
AND DEVELOPING  
COUNTRIES**

# FOOD TECHNOLOGY STARTUPS

In developing countries economy was quite stagnant, backward and underdeveloped so promotion of entrepreneurial activities came into play.

Also now consumers are :-

- Getting pickier about what they eat.
- They are juggling hectic work and personal lives, and demand convenience when it comes to their meals.
- Demand quality.

# CONCEPT OF STARTUPS



- So concept of mixed economy was adopted and promoted by government giving equal opportunities to both public and private sector for startups



# FEATURES OF STARUPS

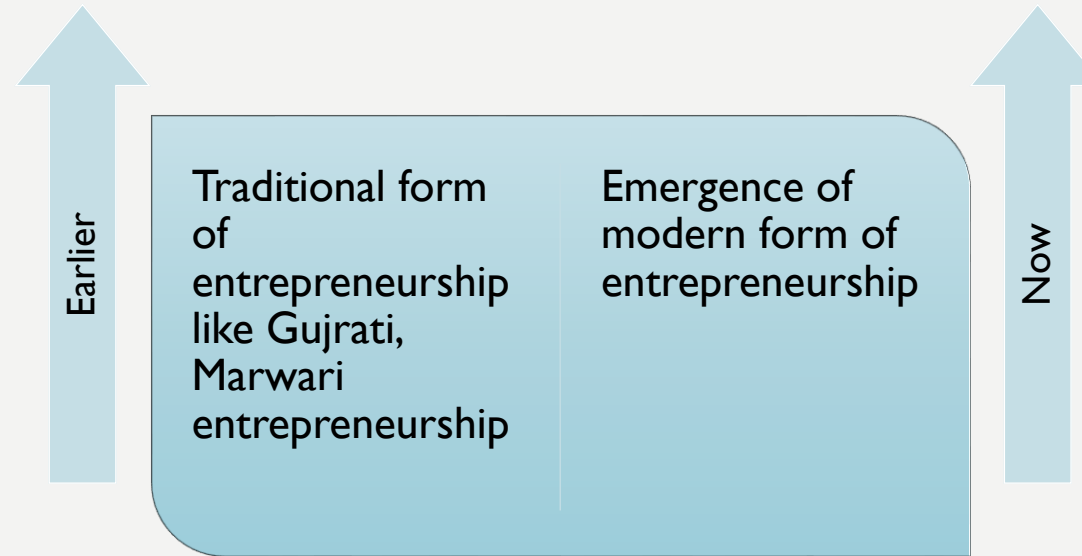
In developing economies like India entrepreneurs act as:-

- Promoter
- Organizer
- Manager
- Prime mover

Making India and developed countries ambassador of social change, captain of industry and promoter of innovations.



# DEVELOPMENT OF STARTUPS



- Rapid progress in field of science and technology has expanded the scope of innovation in production, processes and techniques.
- Today's consumers are not only looking for convenience and consistency, but are also seeking nutritious food that can be accessed with ease, limits waste creation and aligns with their personal brands.
- Today, grocery ordering and delivery represents the largest food tech category.

# CHALLENGES , CONCERNS AND SUSTAINABILITY ISSUES.

Start up is an agency/people/group- Working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Some problems faced by startups are:-

- **Lack of structure**
- **Product development process**
- **Food Quality**
- **Manpower**
- **Underfunding**
- **Limited access to market insights**
- **Fierce Competition**



# CASE 1 - DELMOS RESEARCH PVT. LTD.

- **Problem statement**

Adulteration in Milk

- **Concerns**

Current Quality control tests are incapable in controlling milk adulteration at lower levels of milk procurement. This is where current tests/ technology have failed. Therefore there arises a need for Easy to Use, Rapid test which can be performed by anyone, anywhere.

- **Solution**

Product called “delstrips - Reagent Strips for Detection of Adulteration in Milk”

- **Challenges**

Lack of funds to run business.

# CASE 2- RAKYAN BEVERAGES PRIVATE LIMITED (BRAND RAW PRESSERY)

- **Problem statement**

High value; unadulterated and hygienically processed fruit juice is a pain point to consumers.

- **Concerns**

Entrepreneur has a wide market to cater to having diverse preferences. Hence scaling up needs teamwork and widest channel outreach.

- **Solutions**

Raw Pressery sources and processes fresh fruits ; vegetables and exotic produce directly from farmers under controlled cold conditions of juicing and processing/packaging under high pressure. Unlike pasteurization; high pressure processing prevents loss of nutrition Thus it's a WIN WIN- more money to farmers by direct procurement and high nutritious and hygienic product to end consumer

- **Challenges**

Low volumes; higher range/ variants catered to far off areas bring in inefficiencies; but had to be catered , Convincing channel to stock items like cold soups etc. was a challenge initially



# REFERENCES

- **Entrepreneurship Development in India** by Anshuja Tiwari.
- <https://discoverfoodtech.com/>

Thank you