

# SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

## Leaf Era Agro Foods Pvt. Ltd.

**Founder:** Kameshwar Ramakrishna Kota

**Focus Area:** Post-Harvest, Food Technology & Value addition

**Website:** [www.leafera.in](http://www.leafera.in)

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**Foundation Year:** 2019

**Location:** Gujarat



### PROBLEM STATEMENT

Inadequate nutrition from natural sources has led to a reliance on medical supplements due to chemical-laden food. This trend fuels health issues like diabetes, hypertension, and inflammation, demanding urgent intervention for promoting healthier dietary habits.

### SOLUTION OFFERED

The startup makes herbal teas from moringa i.e. drumstick plant. The herbal teas are completely natural. It is one of the few brands in market providing chemical-free nutritional beverage



### PRODUCT USP

- Chemical-free & caffeine-free tea
- Providing 90 essential nutrients in sizable quantity

### SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Promotes healthier beverage choices, potentially contributing to improved community health and wellness. Creates job opportunities in cultivating, processing, and marketing moringa, boosting local economies. By using natural ingredients and promoting sustainable farming practices, it reduces the ecological footprint associated with conventional tea production.



\* 100+ Farmer  
Benefitted



\* Rs. 25 Lac  
Fund Raised



\* 11+ Products  
in market



\* 7+ States  
Presence

\* as provided by the startup [Data Year 2023-2024]