

SUCCESS STORIES OF STARTUPS

RKVY RAFTAAR – ARISE and UPJA

Nomads Neutraceuticals Private Limited

Founder: Ishan Sinha

Focus Area: Post-Harvest, Food Technology & Value Addition

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Foundation Year: 2017

Location: Uttar Pradesh



PROBLEM STATEMENT

There is a noticeable gap on the beverage shelf between bottled water and sugary beverages. Category lacking which would cater to the health-conscious population seeking natural and convenient options for hydration, energy, and nutrition.



SOLUTION OFFERED

Nomads Neu pioneers R&D in water-soluble plant extracts, creating clear microemulsions for consumer products like Herb Infused Water. They source herbs directly from small farmers. These extracts are then transformed into high-quality microemulsions and packaged into wellness products, including green tea extracts and micronutrient fortified bars, promoting natural, indigenous plant-based foods and beverages.

PRODUCT USP

- Advanced extraction technology resulting in clear and transparent microemulsions
- Sustainable highest quality herbs and spices sourcing from small and marginal farmers
- Transparency and purity with no preservatives or additives
- Diverse product range with 3 SKUs

SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACT

Direct sourcing aids small farmers, boosting rural economies & fostering sustainable livelihoods. Value-added products from indigenous plants drive agricultural growth and income. Sustainable practices mitigate deforestation, preserving biodiversity and reducing carbon footprint leading to a positive environmental impact.



*200+ Farmer
Benefitted



*250+ Paid
Customers



*3 Products in
market



*5+ States
Presence

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