

Case Study on Products from Millets

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Our Vision

To be a trusted brand aiding a healthy life

Our Mission

To innovate and offer deliciously healthy food options to the consumer

Why Millets ?

- Nutritionally millets are extremely sound. Different millets have different salient features eg. Calcium, Complex Carbs leading to slow digestibility, High Mineral Content, High Fiber
- They are a store house of nutraceuticals
- A number of these millets aids in Weight Management, Controlling Diabetes, Blood Pressure & Cardiovascular issues. Even though an age old phenomena , these needs to be validated and proved through scientific studies
- Millets are ideal crops in our water depleting world and are ideal to allow farmers to not be affected with weather related issues.



Nutritional Advantages of Millets



	Name	Protien	Fat	Minerals	C. Fibre	Carb	Energy	Calcium	Iron	Niacin
		g	g	g	g	g	Kcal	mg	mg	mg
	Rice	6.8	0.5	0.6	0.2	78.2	345	10	0.7	1.9
	Wheat (whole)	11.8	1.5	1.5	1.2	71.2	346	41	5.3	5.5
	Maize	11.1	3.6	1.5	2.7	66.2	342	10	2.3	1.8
Millets	Finger millet/ragi	7.3	1.3	2.7	3.6	72	328	344	3.9	1.1
	Foxtail/navane (Dehulled)	11.2	4	3.3	6.7	63.2	351	31	2.8	3.2
	Little millet/samai	7.7	4.7	1.5	7.6	67	341	17	9.3	3.2
	Kodo/harka/varagu	8.3	1.4	2.6	9	65.9	309	27	0.5	2
	Proso/panivaragu/Baragu	12.5	1.1	1.9	2.2	70.4	341	14	0.8	2.3
	Barnyard/kuthiravalli	11	3.9	4.5	13.6	55	300	35	1.7	4.2

Source : Nutritive Value of Indian Foods, National Institute of Nutrition; Foxtail & Barnyard millet from <http://www.fao.org/docrep/t0818e/T0818E0b.htm>

Finger & Foxtail Millet

Ragi/Finger Millet



- High Calcium content, almost 10 times that of wheat
- High Source of Dietary Fiber
- Good source of Sulfur Amino Acids
- Low on Fat

Navane/Foxtail Millet



- High Source of Fibre, 4 times of Rice
- High Protein source
- Good source of complex carbohydrates
- Good nutraceutical source



Consumer Perspective

- Focus on healthy lifestyle, in this fast paced environment, is a growing trend . A generational change from yester years.
- Consumer awareness that ancient grains provides a much better nutritional balance is high and increasing. Grains like Quinoa have made a mark based on this trend.
- Large interest for foods which have high protein, complex carbohydrates and high fiber content. Interest in Gluten free is high.
- Millets provides these traits to the consumer however they are unwilling to compromise on taste and convenience for longevity of use of product



Deliciously Healthy Food Options that are relevant to Urban Consumers

- The use of Millets have been limited to traditional recipes (Ragi mudde, Bajra/Jowar Roti) resonating only to a small set of people.
- Key Consumer Insights :
 - Want of Healthy Food
 - Want of Tasty Food
 - Want of Convenience
- Kottaram Agro Foods with its Soulfull brand brings to consumers, products using these wonder grains in a form that is more palatable & acceptable and hence the tag line for Soulfull 'deliciously healthy'.



Breakfast & Ragi : The Starting Point

- Breakfast , though a largely in home consumed segment, is a highly skipped meal
- Ragi does not need much introduction to the urban consumers esp. in the South
- Global yet localised palate

<u>Western Foods</u>	<u>Indian Foods</u>
<ul style="list-style-type: none">• Ragi Flakes• Chocolate/Vanilla Filled Ragi Bites	<ul style="list-style-type: none">• Instant Dosa Mixes• Instant Idli Mixes



Breakfast Cereal

RAGI FLAKES

- Currently offered in **3 flavor variants** : • Original, Cocoa Lite & Banana
- The '**Original**' Ragi Flakes is our flagship product which is **100% Ragi** and is diabetic friendly. Our Banana flakes are also 100% Ragi
- **Cocoa Lite** is a unique product that captures the goodness of **Ragi**, masks the ragi flavour with **cocoa** and provides protein through **Bengal gram dhal**
- All these products are **gluten free**

RAGI FILLS

- This product is **aimed at kids**, to whom the mothers are struggling to infuse Ragi into their kids.
- The product is in the form of a pillow, the **outer shell is Ragi** based and the **inner core** is filled with delicious **Chocolate or Vanilla**. The end product has more than 50% Ragi and protein infused through **Bengal gram dhal**
- SOULFULL Ragi Bites are available in two flavors. The fills are the first of its kind in the breakfast cereal segment by an Indian company



Millet based Future Offerings

- We are currently developing a range of products which would keep your taste buds tickling without compromising on health. Some of our immediate offerings are :
 - ✓ Additional range of Breakfast cereals focused on children using millets
 - ✓ Meal options using minor millets



Next Steps

- **Farmer Linkage** : Focus on creating linkages with farmers
- **Identify varieties** of Ragi & other millets that can be grown by farmers in large sustainable quantities
- Taking to markets **beyond the boundaries of India**. Retailers in the US are pretty excited about Ragi
- **Meal Options using millets** : Processing methodologies to reduce cook time without losing nutritive properties of millets where millets can be infused into daily meals.

Challenges

- **Shelf Life of processed millets needs focus**
 - **Rancidity** – Oxidative rancidity is a major issue. Products need to have 9 months shelf life to create a true impact in the market place. Antioxidants are designed for major cereal products and not for millets.
 - **Packaging Material** - Research needs to be done on identifying suitable packaging material in conjunction with the above antioxidants to give the required shelf life
- **Availability of evidence based data on health benefits of millets**
- **Availability of abundant good quality raw material in a sustainable fashion**

Promotion of Millets

- Industry's role is to engage with the consumer, provide ideal products that meets consumers needs and build confidence in the quality of the product
- The Government has announced a number of farmer based millet promotion schemes but focus needs to be on consumer market creation for the farmer to benefit
- Large potential in US, Europe & Japan for millets. Government support here would enable our Indian millets to potentially be the next revolutionary grain

Thank You

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