AGROFOOD EXCELLENCE ACADEMY LLP

Education • Research • Advisory • Innovation

Practical training and advisory for food entrepreneurs

Theur, Pune, Maharashtra

Turn your food idea into a real food business.

Hands-on training and expert guidance from the first recipe to the first sale, and beyond, from people who have installed food processing units and developed products for leading food companies.

WHY FOOD START-UPS GET STUCK

- The recipe doesn't scale.
- The licence is confusing.
- The brand is an afterthought, and the money runs out.
- The process isn't standardised.
- The costing is a guess.

Most food entrepreneurs don't fail for lack of effort. They fail because nobody who has done it before is beside them. **AEA is that person: a big brother for India's new food entrepreneurs.**

300+	27+ yrs	7 + 1	4
food processing units installed by our founder	in nutritional foods and nutraceuticals	gaps closed from idea to market, plus funding	specialist areas, from traditional foods to nutraceuticals

THE PEOPLE BESIDE YOU

Proven in industry • Backed by science • Beside you all the way

Mr. Anil Chittar

FOUNDER

- Senior food technologist; food technology graduate of UDCT, Mumbai (now ICT Mumbai).
- More than a decade at a senior level in the food industry.
- Founded Appropriate Projects India Pvt Ltd, maker of food processing equipment and traditional foods.
- Developed his own technologies and machines for traditional foods, and has installed **300+ processing units**.

Dr. Shashank Bhalkar

CO-FOUNDER

- Executive Director, Protein Foods and Nutrition Development Association of India (PFNDAI).
- Doctorate in Food Technology, UDCT, Mumbai; post-doctoral research at Ehime University, Japan.
- **27+ years** in R&D, quality, regulatory and manufacturing for nutritional products.
- Has worked with FDC Ltd, Raptakos Brett, Herbalife and Abbott Nutrition.

Turn over to see how we help →

HOW WE HELP

From idea to market, one gap at a time

We have identified seven gaps where food start-ups most often fail. Our training and advisory services close each one, and help you find the funding to grow.

1 **Idea → Recipe**
Product concept, recipe development and trials.

2 **Recipe → Process**
Process design, scale-up and the right technology for your product.

3 **Process → Product**
Standardisation, shelf-life studies and packaging selection.

4 **Product → Compliance**
Food licences (FSSAI), labelling and food-safety systems.

5 **Product → Costing**
Cost sheets, pricing and unit economics, so you know the real cost of every packet.

6 **Product → Branding**
Brand, pack and label guidance that helps your product sell.

7 **Brand → Market**
Channel strategy, market linkages and launch support.

\+ **Funding**
Bankable project reports, government schemes and bank linkage.

WHAT WE OFFER

Training courses
Structured programmes that cover all seven gaps, at Theur and online.

Consultancy and advisory
Product development, technology selection, plant layout and set-up, compliance, costing and market strategy.

Incubation and funding help
Hand-holding from trial batches to launch, with project reports and bank linkage.

Workshops and awareness
Talks on nutrition, clean labels and food safety for colleges, groups and homemakers.

Specialists in traditional foods, instant foods, nutraceuticals and clean-label products.

WHO IT'S FOR

- Aspiring food entrepreneurs
- Food technology and agriculture graduates
- Farmers and farmer producer organisations
- Homemakers with a proven recipe
- Professionals changing careers
- Existing food businesses

Let's talk about your food idea

Whether you are starting out or growing an existing unit, call us for a conversation.

Call or WhatsApp **+91 97665 55255**

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