

#startupoftheday 14- Blue Tribe Foods

15 August 2021 | News

Inception: 2020



Offering sustainable plant-based meat options

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Location: Mumbai

Domain- Plant-based meat

Founders: Sandeep Singh and Nikki Arora Singh

Total team strength: Nine

Total funds raised: Bootstrapped

Investors: NA

Revenue generated since inception: Aims to generate Rs 1 crore revenue by the end of this year

Key Highlights

- Launched plant-based chicken nuggets, chicken keema in cities across India
- Set to launch in Lucknow, Mangaluru, Indore and Jaipur

- Infused Vitamin B12 and rich pea protein in plant-based chicken sausage, pork sausage and mutton keema
- Plan to replace animal-based food items from the food chain

Founder Speaks-

"Considering the devastating long-term effects of over meat consumption on the environment, plant-based sustainable meat substitutes were already gaining momentum before COVID-19 knocked on our doors. Cutting-edge food science has revolutionised the plant-based meat industry and our products are garnering massive traction across the country. We aim to be the plant-based meat category leader in India."

- Sandeep Singh, Co Founder, Blue Tribe, Mumbai