

#startupoftheday 47- ProPlant Foods Pvt Ltd

11 October 2021 | News

Inception- 2020



Developing sustainable smart protein

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Location- New Delhi

Domain- Plant-based foods

Founders- Debabrata Das, Pranjuli Garg, Sugriv Gupta

Total team strength- 6

Total funds raised- Rs 22 lakhs

Investors- Govt of India and ProVeg International

Revenue generated since inception- NA

Key Highlights-

- Developed products that are 65% richer in protein compared to their animal counterparts with zero cholesterol and 100% vegan
- Created first Prototype and Won the India Smart Protein Innovation Challenge (Plant-Based Meat Category) by Good Food Institute, India in Dec 2020
- Launching products by January 2022, co-branding with 200+ hotels in 2 cities
- Expanding to 10+ cities by 2023
- To continue doing R&D on strip-based and curry-based Indian meat dishes

Founder Speaks-

"The Indian Market lacks awareness of the importance of Alternative proteins in the world. It is challenging to explain to consumers the importance and technology behind it and get acceptance from their end. Also, investors are reluctant to be the first ones to invest since they are unsure about market acceptability in India. Our product is validated by the future market trends according to which the global alt meat market will grow at a rate of 15% CAGR by 2025 and the Asia Pacific market will

see a growth of 16% CAGR, out of which 10% will be captured by the india market- which is going to be a \$565 million industry by 2023."

- **Debabrata Das, Co-founder and Chief Executive Officer, ProMeat, New Delhi**

