



FUNDED BY  
**SHARK  
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INDIA**

**BETTER<sup>TM</sup>  
NUTRITION**  
Begins With Better Seeds



**Advancing  
Nutrition  
through Agriculture**

# NUTRITION DEFICIENCY AFFECTS 4 OUT OF 5 INDIANS, YET MODERN FARMING PRIORITISES YIELDS OVER NUTRITIONAL VALUE



Over 2 billion people globally are suffering from **micronutrient malnutrition**, with India shouldering a significant burden.



India, ranked 111 out of 125 countries on the Global Hunger Index, carries a substantial burden of **micronutrient malnutrition**, impacting millions.

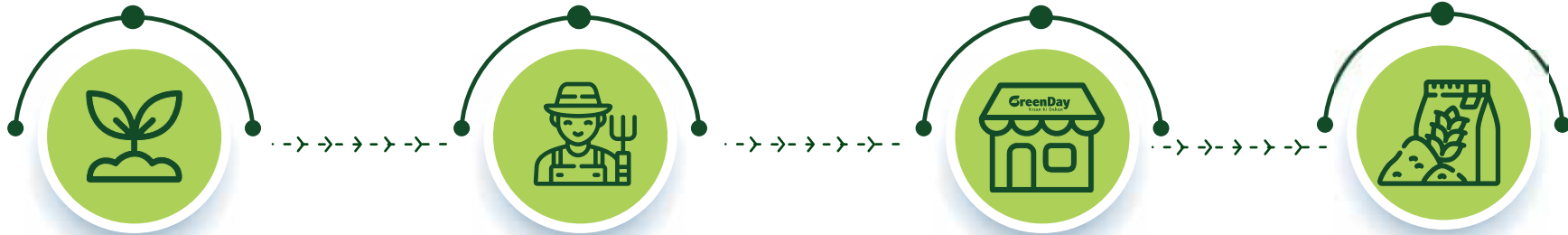


A promising solution, **biofortified food** that offers consumers affordable, truly nutritious, unprocessed food products, is **severely underutilized** and not well understood.

GREENDAY HAS EMERGED AS THE INNOVATIVE, TRUSTWORTHY PLAYER THAT CAN UNLOCK THE POTENTIAL OF BIOFORTIFIED FOOD, BRIDGE THE GAP BETWEEN VARIOUS INDUSTRY STAKEHOLDERS, AND DEMOCRATIZE ACCESS TO NUTRITIOUS FOOD.



# NUTRITION-PACKED STAPLES FROM SEED TO TABLE



## Seed Development

Our R&D and Partnerships facilitate the development of **biofortified seeds** that uniquely meet **farmer acceptance** and Indian **consumer taste** preferences

## Farmer Partnerships

We Provide '**Biofortified seeds**' and '**Nutrient Enhancing soil microbes**' to farmers, along with **ongoing training** & help them cultivate nutritionally superior crops

## Procuring Nutrient-Rich Crops

**Greenday** centers facilitate direct sourcing of nutrient dense produce from farmers, eliminating intermediaries and maintaining **nutrient integrity**.

## Delivering Nutrition to Consumers

**Better Nutrition** markets Nutrient-packed, biofortified food products to the urban, health-conscious consumers along with **nutrition traceability**



OUR APPROACH EFFECTIVELY BRIDGES. THE NUTRITIONAL GAP FROM SEED TO TABLE, CREATING A SUSTAINABLE, NUTRITION - FOCUSED VALUE CHAIN.



# TriNutriMax™

**Pioneering Agronomic Biofortification.** Backed by years of R&D, our proprietary, next-generation process enhances cereal grains like wheat with vital nutrients—zinc, iron, and protein—while also improving yield potential. The technology is currently under patent evaluation.

**Patent Application Number:- 202511025757**

## How It Works

**Seed Treatments:** Prime seeds for stronger germination and nutrient absorption.

**Slow-Release Nutrient Fortification:** Sustain plant nutrition over critical growth stages.

**Precision Foliar Feeding:** Maximize plant uptake and grain quality with pinpoint applications

## Key Benefits

**Higher Nutrient Density:** Substantially increases zinc, iron, and protein content.

**Eco-Friendly:** Reduction in chemical runoff and toxicity risks.

**Cost-Effective & Scalable:** Designed for broad adoption across diverse farming operations.





## Strong Traction



## Launch Ready



## Robust Pipeline

### Pulses

Masoor Dal

Moong Dal

Urad Dal

### Atta

Jowar Atta

Makka Atta

# STRENGTHENING OUR R&D BACKBONE THROUGH ELITE PARTNERSHIPS

## 01 Our R&D Partners

- › Global research and development
- › Advocacy for Nutritional security
- › Empowering communities



## 02 Greenday – Kisan Ki Dukan

- › Biofortified Seed Distribution
- › Nutrient-Boosting Microbes
- › Efficient Harvest Procurement
- › Fair Market Access
- › Sustainable Farming Support



## 03 Better Nutrition

- › Biofortified Produce Processing
- › Validating Nutrition Content
- › Running Customer Acceptance Trials
- › Customer Awareness
- › Ensuring Wide Market Distribution



GREENDAY AND BETTER NUTRITION TRANSLATE PIONEERING R&D INTO MARKET-READY SOLUTIONS, BRINGING CUTTING-EDGE AGRICULTURAL SCIENCE DIRECTLY TO THE FARM AND TABLE.

# A CATALYST FOR VALUE-ADDED AGRICULTURE AND ENHANCED FARMER PROFITABILITY



## BOOSTING NUTRITIONAL VALUE BY UPTO 100%



### Enhanced Seed Technology

Increases crop nutrient levels by up to 50% increment.



### Soil Fortification Practices

Boosts plant nutrient uptake, enhancing crop nutrient content by an additional 50% increment.



### Rigorous Traceability Protocols

Achieves 95% traceability, maintaining nutrient integrity throughout the procurement process.



### Preservation through Milling

Preserves over 85% of the biofortified nutrients in the final product, ensuring high nutritional value for consumers.

01

Development of biofortified seeds with enhanced nutrient absorption capabilities.



02

Application of agronomic biofortification techniques to enrich soil micronutrient content.



04

Employing state-of-the-art milling processes that minimize nutrient loss during grain processing.



03

Utilization of Greenday centers for precise traceability from farm to collection, ensuring quality control.



# TRAILBLAZING THE BIOFORTIFICATION LANDSCAPE IN INDIA



**Custom-Bred Seeds:** Years of R&D to develop high-yield biofortified seeds, tailored to Indian farmers and consumer preferences.



**15,000+ Farmer Network:** Our trusted partnerships with farmers enable sustainable cultivation and consistent supply of quality produce.



**100+ Procurement Centers:** in Central and eastern UP, ensuring traceable production of nutrient dense produce.



**Rigorous Quality Assurance:** Each batch undergoes a thorough nutritional analysis to guarantee nutrient richness.










**Building 'Better Nutrition:** Launching India's first-ever biofortified food brand, with a pipeline of more innovative, health-centric brands.

WITH THESE DISTINCT ASSETS AND OUR GROUNDBREAKING POSITIONING, GREENDAY IS SHAPING THE FUTURE OF NUTRITION IN INDIA.



**Innovative Nutri-Scan Technology:** Providing consumers unprecedented nutritional transparency and trust.

# COMPARISON: BIOFORTIFIED ATTA VS. FORTIFIED ATTA VS. ORGANIC ATTA

Parameter		Biofortified Atta 	Fortified Atta 	Organic Atta 
	Consumer Appeal	Naturally enhanced, a health trendsetter	Merely added nutrients, lacks authentic appeal	Primarily marketed as chemical-free
	Market Differentiation	Superior (innovative and unparalleled approach)	Commonplace (swamped with similar players)	Diverse but lacks distinct nutritional edge
	Retention of Nutrients	Naturally retained, guaranteeing utmost health benefits	Nutrients often lost during cooking, unreliable	Good, but no special nutritional boost
	Scalability	Proven to scale effectively as adoption grows	Limited by fortifying agent supply	Confined by organic farming availability
	Brand Story & Authenticity	A genuine tale of nature and innovation	A narrative missing depth and authenticity	Centered on farming, not nutritional edge

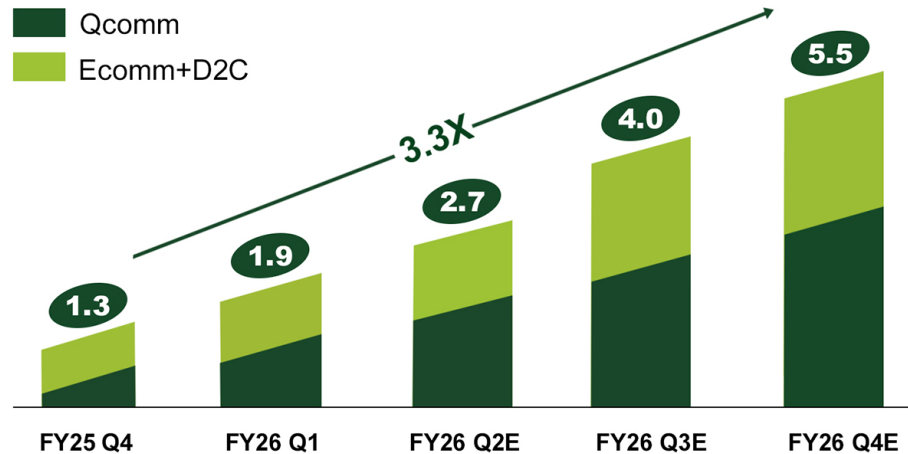
**BIOFORTIFIED PRODUCTS OFFER A NOVEL APPROACH IN THE MARKET, MAKING IT AN ATTRACTIVE INVESTMENT FOR THOSE LOOKING TO TAP INTO THE NEXT BIG TREND IN THE CONSUMER FOOD SEGMENT.**







## Current Revenue and Projected Growth ( FY26 - FY29 ) (in INR Cr.)



## REVENUE DRIVERS

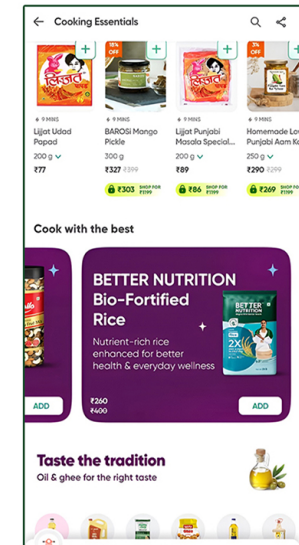
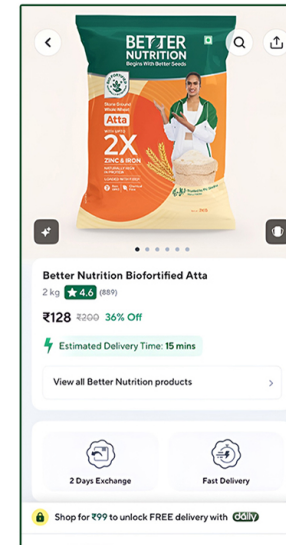
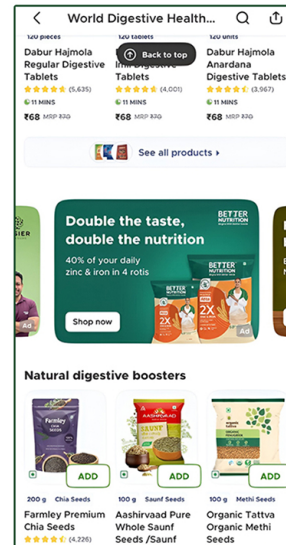
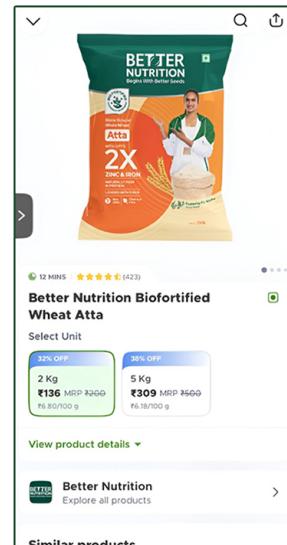
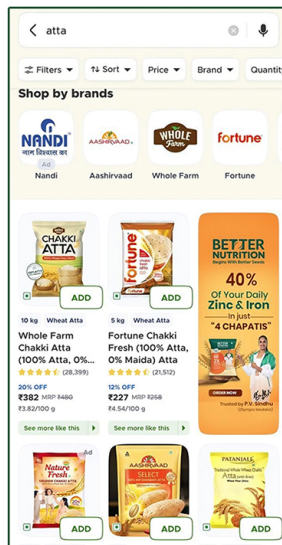
Pan India digital presence through QComm, EComm and D2C

Robust new product pipeline (Pulses, Multigrain, Brown Rice, etc.)

Among the fastest-growing staples brand on Blinkit, Swiggy Instamart

Channel expansion through Amazon resellers ( ARIPL/RK World)

## Dominant QCommerce Footprint & High Consumer Satisfaction



blinkit

SWIGGY  
instamart

amazon

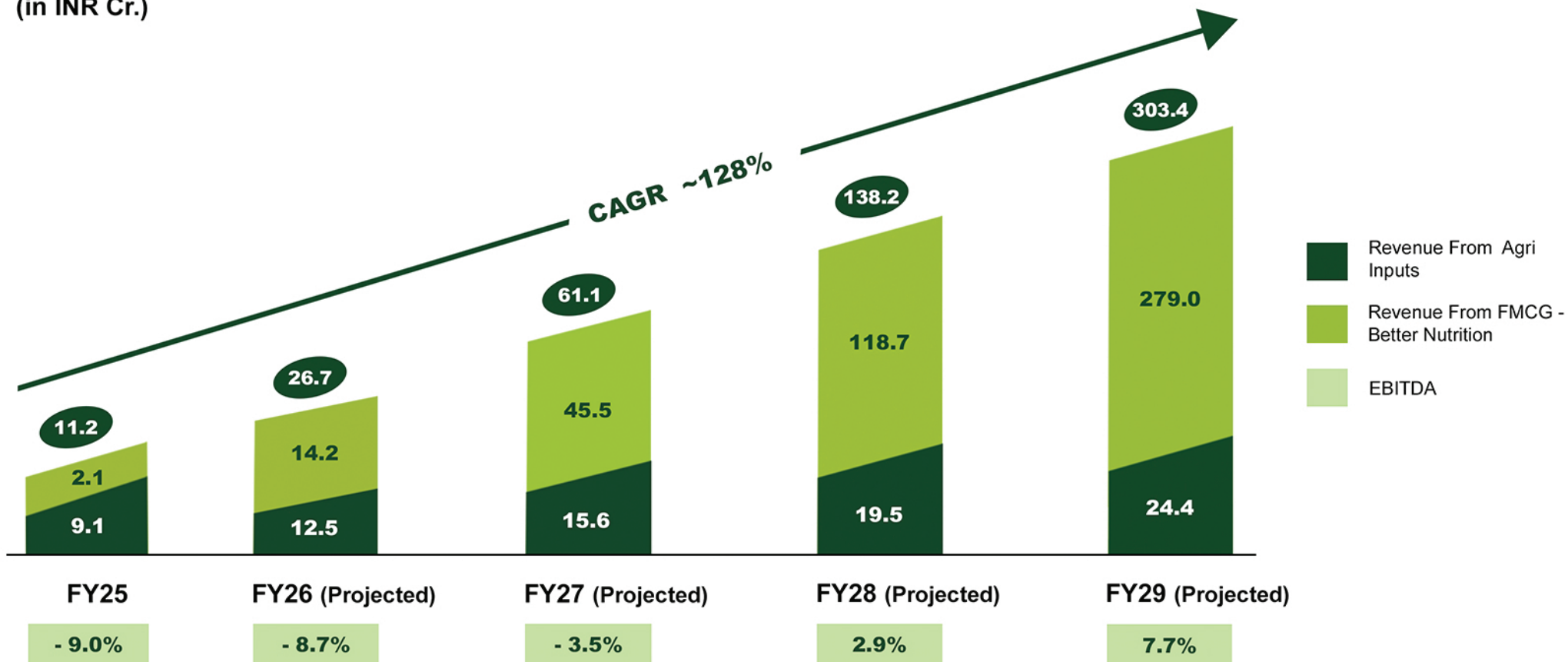
Flipkart

zepto

bigbasket

## Current Revenue and Projected Growth ( FY26 - FY29 )

(in INR Cr.)



## KEY PROJECTED FIGURES

**Market Size:** The branded staples market, currently valued at ₹60,000 crores, is predicted to surge to **1,05,000 crores by 2031**.

**Biofortification Potential:** By capturing 5% of this expanding market, biofortified staples represent a sizeable **₹5,250 crore** opportunity by 2035

**Better Nutrition** with first movers advantage will become **INR 303.45 Cr** brand by FY29

We have achieved healthy **gross margins of 60%** and expect to increase them further as we realize greater economies of scale in the future



National winner  
'Agriculture Grand Challenge'  
Initiative by PMO  
under Ministry of Agriculture



Grant in Aid awarded under  
'Rashtriya Krishi Vikas Yojna',  
Ministry of Agriculture



'Best Promising Start-Up'  
Award by Shri Dinesh Sharma,  
Deputy Chief Minister of UP



'Mahindra Krishi Startup  
Samman' Award



Felicitated by the Honourable  
Chief Minister of Uttarakhand



Greenday represented India at  
the prestigious 'Future of Food Asia'  
Global Award- Singapore 2022



Forbes India Small  
Business Summit 2024

## SPOTLIGHT AT THE GLOBAL G20 CONFERENCE ON BIOFORTIFICATION





# GOVERNMENT INITIATIVES: CATALYZING BIOFORTIFICATION ADOPTION

Aug 15, 2020, 08:29 AM

Prime Minister addressed the nation from the Red Fort to mark India's **75th Independence Day**. He emphasized the need to ensure **Nutrition** through **Biofortified crops** for the country's women and children.



To provide adequate nutrition to children, **UNICEF recommends switching to foods rich in micronutrients**

Experts of World Health Organization (**WHO**) say that- "**Biofortification**" is an effective way to meet the deficiency of **micronutrients**.



Feb 01, 2018, 02:10 PM

**Khelo India Scheme**

Recognizing the critical role of nutrition in sports performance, the government included **Biofortified foods** as part of the diet plan for athletes under the '**Khelo India Scheme**'.



**National Nutrition Strategy by NITI Aayog**

India's policy think tank, NITI Aayog, released the National Nutrition Strategy in 2017, emphasizing the need for a focused approach on **Biofortification** to address the **malnutrition** problem in India.



भारतीय कृषि अनुसंधान परिषद  
**Indian Council of Agricultural Research**  
(Ministry of Agriculture and Farmers Welfare)



**Agriculture Minister Narendra Singh Tomar said**

"**Biofortified** crops rich in **Micronutrients** are the key to a healthy **nation**".

**Nutrition Institutes Claim**

Indian Council of Medical Research (**ICMR**) & National Institute of Nutrition (**NIN**) says - **Biofortified food** can lead India from food security to nutrition security.





**PRESS TRUST OF INDIA**  
India's premier news agency

### PV Sindhu invests in, becomes brand ambassador for Greenday's 'Better Nutrition'

NEW DELHI: Two-time Olympic medalist and world champion shuttler PV Sindhu on Monday announced her investment and brand ambassadorship with Greenday's 'Better Nutrition' brand, which aims to combat micronutrient deficiencies in India through biofortified foods.

Sindhu's partnership with Greenday targets both consumer health and farmer prosperity by enhancing staple crops' nutritional value.

"I'm thrilled to collaborate with a brand that is addressing the critical issue of micronutrient deficiencies in our country," Sindhu said in a statement. "The start-up focuses

**ET THE ECONOMIC TIMES**

### PV Sindhu Invests in Better Nutrition

Staples firm works with farmers to help them grow nutrient-dense crop varieties

Bengaluru: Indian badminton player PV Sindhu has invested an undisclosed amount in Better Nutrition, a biofortified staples brand from Greenday, a firm that offers agricultural services such as biofortified seeds, fertilisers and agronomic practices. Biofortification is a process to enrich crops with micronutrients to create a



Greenday works with farmers to enhance the nutritional value of staple crops, allowing consumers to access essential vitamins and minerals through everyday meals, said founder Prateek Rastogi, an IIM Ahmedabad alumna. Founded in 2017, Greenday works with farmers, educating and incentivising them to cultivate nutrient

**mint**

### Agri-tech startup Greenday ropes in P.V. Sindhu as investor



Bengaluru: Agri-tech startup Greenday has onboarded Indian badminton player and two-time Olympic medalist P.V. Sindhu as an investor. Sindhu will also serve as the brand ambassador of Greenday's Better Nutrition brand.

**YOURSTORY**

### PV Sindhu invests in agritech startup Greenday's Better Nutrition brand



**ZEEBUSINESS**

### Olympic medalist PV Sindhu invests in Greenday's 'Better Nutrition', becomes brand ambassador



"As an athlete, I understand the crucial role nutrition plays in fitness and well-being. As an investor and ambassador of Greenday's Better Nutrition, I aim to make nutrition affordable and accessible to everyone."

**Entrepreneur INDIA**

### Badminton Star PV Sindhu Joins Greenday's Better Nutrition as Investor and Ambassador



**Inc42**

### Greenday's FMCG Brand Ropes In PV Sindhu As Investor



### PV Sindhu Invests in Greenday's Biofortified Staples Brand Better Nutrition



**24m**

### PV Sindhu invests in and becomes brand ambassador for Greenday's Better Nutrition

The collaboration aims to combat micronutrient deficiencies in India, the company said







## "MASTERCHEF" Pankaj Bhadouria

As a chef, my passion is to ensure that every meal serves both taste and purpose. With Greenday, I see an opportunity to transform not just how India eats, but how we think about food - bringing biofortified, nutrient-rich foods to every household in India'





— AS SEEN ON —  
**SHARK  
TANK  
INDIA**



## LEADERSHIP TEAM



**Prateek Rastogi- CEO**

- MBA, IIM Ahmedabad (PGP18)
- Eco (H) SRCC, DU
- Agritech domain expertise
- Business Strategy
- Fundraising & execution
- Strategy& - 2017
- Ogilvy & Mather - 2013



**Aishwarya Bhatnagar - CM0**

- Food science and nutrition
- IHM Bombay/ MBA
- Nutrition
- New Product Development
- Digital Marketing
- ICICI - 2018
- The Oberoi Hotels - 2014



**Vivek Pratap Singh - CGO**

- MBA, FMS Delhi
- B.Tech IIT Bhub
- Growth & expansion
- E-commerce scaling
- FMCG distribution
- AT Kearney - 2023-2024
- Deloitte USI - 2018-2021



**Umesh Dixit - GM Operations**

- MSc (Ag) - Agronomy
- Agri R&D and supply chain
- Nutrition-centric farming
- Operations management
- Leads sales division at Greenday,
- overseeing Kisan Ki Dukaan stores.



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**BETTER<sup>TM</sup>  
NUTRITION**  
Begins With Better Seeds

**PRATEEK RASTOGI**  
**CEO & FOUNDER**

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🌐 [www.greenday.co](http://www.greenday.co)



# JOIN THE NUTRITION REVOLUTION

We invite you to Partner with us as we Continue to grow and Expand our reach, Positively impacting The lives of farmers And consumers alike.

