

**DO GOOD
WITH MILLETS!**



Can a start-up company from Hyderabad dream of young Indians being healthy, properly nourished, and contributing to the prosperity of India?

Yes indeed!

————— We are —————

TROO GOOD™

THE **TROO GOOD** STORY

We started our journey in 2018 with a dream to provide **affordable nutrition to ONE BILLION Indians.**

As creators of a new snacking category, today we are India's largest and fastest growing millet snack company, serving more than **25 lakh millet-enriched products** per day.





By Offering indigenous products like Chikkis, Namkeens and Popped snacks enriched with the goodness of millets, we are creating a new category of **Nutritious Snacking** that cater to the ever-evolving preferences of health-conscious consumers.

From **Dreamers to Creators**, we are leading India's nutritious snacking revolution.





Our expansive reach spans across 30,000 modern trade and general trade stores across India, reflecting a relentless pursuit of market dominance.

Our clientele includes prestigious organizations like **Vedanta, TSRTC, renowned international schools, premium hotel chains, Central Police canteens, and Haryanastate milk booths**, clocking in sales of nearly 20 millet-based products every month.



MEET OUR MILLET CHIKKI

Troo Good's Millet Chikki is a delightful treat made from healthy roasted millets, scrumptious nuts and jaggery, creating a harmonious symphony of textures and flavours.

With every bite, you'll experience a satisfying signature snap while savouring the natural sweetness and nutty richness. Perfect for a quick energy boost or a sweet pick-me-up, Troo Good's Millet Chikki is a wholesome and delicious choice for those seeking a healthy snack option.



DISCOVER OUR RANGE



CHIKKIS

We proudly offer a diverse range of millet-infused chikkis, redefining traditional treats into healthier alternatives. From our signature Millet Chikki to enticing variations like Choco Chikki, each reflects our commitment to wholesome snacking.

With varieties such as **Peanut Chikki**, **Crushed Peanut Chikki**, **Dry Fruit Chikki**, **Coconut Chikki**, and **Ragi Millet Chikki**, we seamlessly blend health with taste.



NOODLES

Introducing lip-smacking noodles with a healthy twist! Made with the amazing superfood, millets, our slurp-tastic noodles come packed with oodles of flavour and a whole host of health benefits too. Pick from either ragi or bajra noodles or both and get your yummy slurp on today!

- Loaded with Calcium
- High in Protein
- Rich source of Fiber



NAMKEENS

A fusion of health and flavour that will redefine your snacking experience, this savoury delight brings together the wholesome goodness of jowar millets with a burst of aromatic spices and masalas, creating a namkeen range that's both satisfying and nutritious.

Choose from our selection of Jowar Pops, Sticks and Ribbons and make the switch to healthy snacking!



RAGI RUSKS

Dip into a world of complete satisfaction with our delish Ragi Rusks. Ideal for a quick and healthy breakfast or as an accompaniment with your favourite hot beverage.

Our thoughtfully crafted rusks are baked to golden perfection for that perfect crunch and texture.



RAGI MALTS

Thick, delicious and a powerhouse of essential nutrients, our ragi malt drinks are crafted with the finest quality ingredients. The perfect blend of health and taste, our ragi malt is the go-to choice for a nutritious and flavourful refreshment, enjoyed as a morning ritual or a soothing evening beverage.

It comes in two lip-smacking flavours, chocolate and vanilla!



THE GOOD WE DO

At Troo Good, we always aim to positively impact the lives we touch and those around us. We work exclusively with local farmers and in the process, sourced an astounding 3.5 million kgs of millets from a network of over 15,000 farmers.

We supply our nutritious millet-based products to about 25000+ schools, 15000+ Anganwadi Centers, across many states. The positive impact on the health of beneficiaries has been notable, prompting us to extend this initiative further.





At some of our factories in Chattisgarh, we empower women self help groups by providing them with up to 20% of the revenue share.

Our Nutribar and Protein bar has been embraced by large-scale industries to cater to their employees' nutritional needs, further extending a helping hand to undernourished communities.

Here are some examples of the good we do:

Local Sourcing from Farmers:

We locally source raw materials directly from farmers, ensuring quality and supporting local agricultural communities.

Skill Development for Women:

We conduct training sessions to upskill local Self-Help Group (SHG) women in the production of Millet Chikki, creating employment opportunities and empowering local communities.

Distribution Opportunities:

The project aims to provide distribution opportunities to local communities, enhancing their daily income and fostering economic growth at the grassroots level.

Systematic Studies:

We have committed to conducting systematic studies to evaluate the health improvements before and after the consumption of our products, ensuring transparency and accountability.



Poshak Annaj Award
(Best Start-Up)
2021



MINISTRY OF AGRICULTURE
AND FARMERS WELFARE, ICAR

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MINISTRY OF AGRICULTURE
AND FARMERS WELFARE, ICAR



Man Of The
Millet Movement
In India



FORTUNE INDIA

Product Of
The Year
Millet Chikki



BUSINESS ICON
AWARD 2022

Telangana
Brand Leadership
Award



GOVT. OF TELANGANA

Top 20
E-Commerce Startups
From India



TOP 20 E-COMMERCE
STARTUPS FROM INDIA

Why should you collaborate with us?

Recognizing the growing demand for healthier snacking options, we propose introducing Troo Good's Millet-based Snacks as a nutritious choice. By doing so, we aim to elevate your snacking experience while aligning with your commitment to offering quality and diverse choices.



Let's Discuss

We would be delighted to discuss this proposal further at your convenience. Our team is ready to provide more information, samples, and collaborate closely to seamlessly integrate Troo Good's Millet Snacks into your offerings.



THANK YOU

