



Naushali Innovations Private Limited

Quality Testing Products

Your Name: Naveen Kumar

Designation - CEO

Focus Area – Food Testing

Startup Stage – Scaling up

Startup Type – Product



WE DETECT FRESHNESS OF MEAT WITHIN 10-30 MINUTES

Our Team



CEO
Naveen Kumar
IIT (BHU), Varanasi-2014



Advisor Business Management
Pulkit gupta



Advisor Marketing
Kranthi Kumar
Gundavaram



Mentor
Madhup Garg

The Story

We create technologies for detection of Microbial contamination in Meat Industry.

We are working in Manufacturing and Commercialisation of

- Field Test Kit To Detect Cold Slaughtered Meat & Microbial Quality Of Meat
- Field Test Kit for Detection of Frozen Meat/Chilled Mutton/Chicken Quality

Innovative Component

- Rapid Testing (10-30 minutes) depending upon specificity of testing
- Simple Procedure of Detection with the use of Distilled Water and Stirrer
- Inexpensive (Rs. 10/Test)
- Test Kit validated by NABL accredited laboratory
- In FSSAI List of Indigenous Developed Kits

The Problems

1. First Problem

Raw Meat is highly perishable

2. Second Problem

- Not possible to detect the initiation of spoilage before perishable off odour develops



Rotten Chicken



Rotten Mutton



No Testing Facility

3. Third Problem

- Microbiologically unsound raw meat and cold slaughtered meat can cause serious health hazards and heavy economical losses as the cause of the death is untraceable.

The Solution

a

Solution One

FIELD TEST KIT FOR DETECTION OF MICROBIAL QUALITY IN FROZEN/CHILLED MUTTON AND CHICKEN + COLD SLAUGHTERED

b

Solution Two

- Rapid Testing (10-30 minutes) by Dye Reduction
- Inexpensive (Rs. 10/Test)

c

Solution Three

- Food Safety with Convenience
- Prevention of Food Borne Illness such as Escherichia coli foodborne infection, Shigellosis, Brucellosis etc.

Our Product/Service:

- Field Test Kit To Detect Cold Slaughtered Meat & Microbial Quality Of Meat
- Field Test Kit for Detection of Frozen Meat/Chilled Mutton/Chicken Quality



Broad Market Segmentation: Business Model

Building a new category of Food Testing products with a strong brand, messaging & distribution model

Strong & Singular Messaging

- **Phase 1:** Drive awareness and acceptance of Testing Kits
- **Phase 2:** Build value proposition around health and requirement of Testing

Intensive + Extensive Distribution Network

- **Direct Sales**
- **Modern trade:** Plan to activate channel partners
- **Institutional sales:** Plan to have Collaborations

Strong Brand & IP; First Mover

- With our IP and Unique Proposition, we would set benchmark in the market with the unique products.
- The focus will be retail sales through large channels.

Strong focus on quality and manufacturing standards to ensure 100% purity, consistent Food testing Results

Market Potential

India Food Safety Testing Market

Report Segmentation

Regional Outlook

- West India
- North India
- South India
- East India

Technology Outlook

- Traditional
- Rapid



Contaminants Outlook

- Pathogens
- Pesticides
- Mycotoxin
- Allergens
- GMOs
- Others

Food Tested Outlook

- Meat
- Dairy
- Poultry
- Processed Foods
- Fruits & Vegetables
- Seafood
- Cereals & Grains
- Others



Indian Market Size (2024)	USD 55.25 Million
CAGR (2025-2030)	7.18%
Fastest Growing Segment	Pathogens
Largest Market	South India
Market Size (2030)	USD 83.94 Million

Key Market Challenges

Lack of Infrastructure And Skilled Personnel

Inconsistencies In Regulatory Enforcement And Compliance

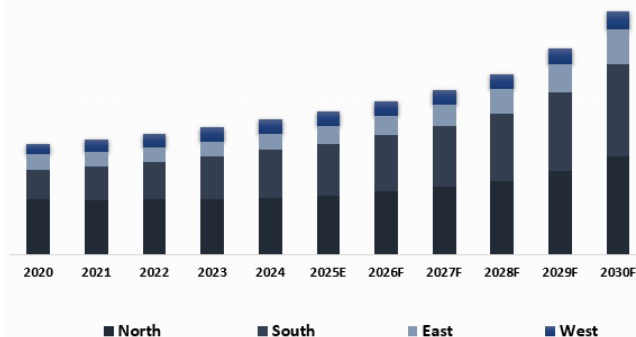
Key Market Trends

Rise Of E-commerce In The Food Sector

Rising Focus On Rapid And Portable Testing Methods

India Food Safety Testing Market

India Food Safety Testing Market Size, By Region, By Value, 2020-2030F



Client List



Indian Armed Forces



Food Export
Inspection Agencies



Retail and Wholesale
Meat Suppliers



FSSAI For Internal QA
and Compliances



Hotels and
Restaurants



F&B Production
Startups And MSMEs

Fund Received Till Date

S.No	Funding Agency & Type	Funding Incubator/Investor	Amount Sanctioned	Amount Received	Amount Utilized	Heads	Achieved
1	NIDHI PRAYAS GRANT	A-IDEA ICAR NAARM	INR 10 L	INR 5L	INR 5L	Technology Development	Technology Development
2	Angel Investors		INR 40 L	INR 40L	INR 40L	Company setup	Compliances, Plant, Licenses
3							

Funding Requirement

S.no.	Head	INR(in lakhs)
1	Operations	10
2	Marketing and Merchandising	25
3	Licenses, Certifications and others	5
4	Admin and Miscellaneous	10
Total		50

	Projections(in Lakhs)	Year 1	Year 2	Year 3
Revenue		85	225	650
Manufacturing Costs		30	80	200
Total Expenses		50	100	300
PAT		-5	45	150

Product Cost: INR 4500/Box for 500 Kits

Production Cost: INR 800

Mode of Investment –Equity

Expected Returns: 400% , in 3 Years



Naveen Kumar, CEO



TECHNOLOGY PARTNER



Connect with us on our
Whatsapp Business Account

Naushali Innovations Private Limited

Factory: Plot 03, Gali Number Zero,
Phoosgarh Road, Karnal, Haryana, India 132001



support@naushali.com



+91-9499189787



www.keraio.com



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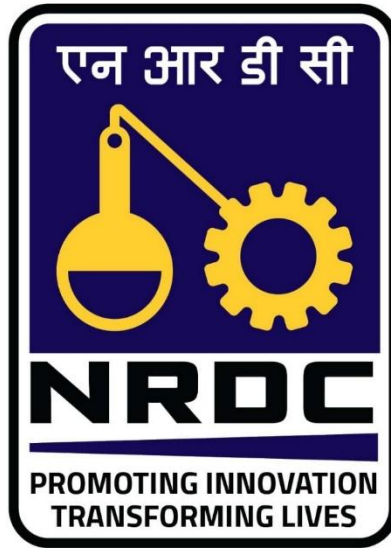


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Incubated and Supported by



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