

#startupoftheday 46- Alt foods

12 October 2021 | News

Inception- 2020



Revolutionising milk for everyone

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Location- Delhi

Domain- Plant-based beverages

Founders- Aman Khandelwal, Sweta Khandelwal and Pavitra Khandelwal

Total team strength- 3

Total funds raised- Bootstrapped

Investors- NA

Revenue generated since inception- Launching in mid-November

Key Highlights-

- Developed world's first plant-based milk made out of grains and sprouted millets
- First plant-based dairy brand from Asia to ever be selected for the ProVeg cohort this fall. ProVeg will eventually be one of the investors
- To diversify product range by adding flavours and other plant-based alternatives
- Will be available online pan-India through www.altfoods.in and other major e-commerce platforms. Retail availability in major cities starting with Delhi NCR
- Selected as one of the Top 5 Finalists in the Vegan Women Summit Pathfinder Competition held this year

Founder Speaks-

"With the exponential interest in a plant-based diet which is increasingly becoming evidence-driven, we are witnessing a huge shift in consumption where people have started to reject animal sources of food for plant-based sources instead. More and more people are adopting a plant-based lifestyle for its benefits to the human health, the environment and/or for animals. Plant-based food is the future of food as it's the need of the hour if we want to address the biggest questions we are facing currently, i.e. how to tackle climatic change and how to feed a population of 10 billion by 2050."

- Sweta Khandelwal, Co-founder & Chief Operating Officer, Alt foods, New Delhi