



Indian Food Start-ups get straight entry into prestigious Amazon Launchpad Program

~Inner Being Wellness, 4700BC Popcorn and Earthy Tales share honours at India Food Forum~

Mumbai, 19th January 2018: India Food Forum, one of India's biggest platform for ideas and innovations in the food sector which was held last evening in Mumbai witnessed 16 start-ups present their ideas, execution strategies, implementation stages and payoff to an eminent jury panel of 16 members. At the event, three start-ups – Inner Being Wellness, 4700BC Popcorn and Earthy Tales stood out as they clinched honours to be a part of the prestigious Amazon Launchpad Program. Out of 184 entries received for the competition, 16 start-ups were shortlisted. All geared up to bring disruption to the food sector in India, the three start-ups are excited about this opportunity and be a part of this program to get the opportunity to access millions of Amazon customers nationally and internationally.

Congratulating the three winners – **Aman Deep Lohan, Head, Amazon Launchpad India** said, “We are very excited to have these start-ups be a part of Amazon Launchpad. We look forward to working with them and assist them through various tools and mechanisms that will help them launch products, get them discovered, build their brand, and help sell on the Amazon marketplace. These start-ups will also get access to the curated Amazon Launchpad store, the one-stop destination to find products from entrepreneurial companies. Additionally, they will get support in account management and customized recommendations on product launches and enhanced quality content with unique product page experience.”

Amazon Launchpad was launched in India in 2016 as a dedicated program showcasing unique and exciting products from startups across India, making it easy for them to launch new products to millions of Amazon customers. The Amazon Launchpad storefront offers customers a one-stop shop to discover a curated selection of cool and innovative products from entrepreneurial companies in the country. In addition to this, start-ups under the program also get Sponsored Products and AWS credits to further boost their business. Current Amazon Launchpad marketplaces include: US, UK, Germany, France, Mexico, Canada, China, Japan and India.

Among the three winners, Inner Being believes in the power of pure plant extracts, ancient wisdom and their synergy with modern research methodology while 4700BC Popcorn of Zea Maize has innovated different flavours by refining and funneling to the levels of ‘micro microns’ to derive unparalleled quality of taste and hygiene in popcorn segment.

Earthy Tales believes in ‘Farmers First’ and has encouraged and mentored farmers on going back to the age-old techniques of farming by using natural resources (cow dung, cow urine, neem, dhatura etc.) to increase soil fertility and natural pest resistance as also help them attain Organic Certification and reaching their products to the end customers within 24-hours.



Amritha William, Nutritionist and team of Inner Being Wellness; Chirag Gupta, Founder, Zea Maize that has developed the brand 4700BC Popcorn; and Narinder Sondhi, Co-Founder & Mentor, Deepak Sabharwal, Co-founder & CEO and H C Yadav, Co-founder and Mentor and team of Earthy Tales were conferred the award.

Apart from the Amazon awards, the eminent jury had also selected five more start-ups for the Coca Cola Golden Spoon Awards and Images Food Start-ups & Innovation Awards that included Frshly (Food Service Aggregator), The Thick Shake Factory (Food Service), Jarlie (Food service), Earthy Tales (Organic Farm to Fork) and Numbermall (B2B platform for food and grocery suppliers and retailers).

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