



## Indian Food start-ups get straight entry into prestigious Amazon Global Launch Pad

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

**Mumbai, 19<sup>th</sup> January 2018:** Bringing in disruption in changing the food taste in India, three start-ups clinched honours to be a part of the prestigious Amazon Global Launch Pad held at the India Food Forum 2018 here late evening Thursday.

The three start-ups -- Inner Being Wellness, 4700BC Popcorn and Earthy Tales, were selected out of 16 shortlisted over 184 in all. The 16-start-ups presented their ideas, execution strategy, implementation stages and payoff to an eminent jury panel of 16 members.

Congratulating the three winners - **Amandeep Lohan, Head, Amazon Launchpad** said, “The Amazon launch pad will work with the start-ups, who will have privileged access to a number of tools and mechanisms that will help launch products, get them discovered, build their brand, and help sell globally. These include inclusion in the curated Amazon Launchpad store, the one-stop destination to find products from entrepreneurial companies, seller development including account management and customized recommendations on product launches and enhanced quality content with unique product page experience and support to go global.”

The Launchpad is a unique program showcasing unique and exciting products from startups around the world, 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. 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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**For further queries contact ITW Playworx PR@:**

Namrata Aswani / 9920710261 / [namrata@itwconsulting.in](mailto:namrata@itwconsulting.in)  
Sushil Panigrahi / 9930634197 / [sushil.p@itwconsulting.in](mailto:sushil.p@itwconsulting.in)