# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>MILLET MARKET</td>
<td>1</td>
</tr>
<tr>
<td>FUTURE FOOD</td>
<td>2</td>
</tr>
<tr>
<td>8 MILLET HOUSE</td>
<td>3</td>
</tr>
<tr>
<td>MENU</td>
<td>4</td>
</tr>
<tr>
<td>RETAIL PRODUCTS</td>
<td>5</td>
</tr>
<tr>
<td>MILLET EXPORTS</td>
<td>6</td>
</tr>
<tr>
<td>PARTNERING WITH US</td>
<td>7</td>
</tr>
<tr>
<td>OUR PHILOSOPHY</td>
<td>8</td>
</tr>
<tr>
<td>OUR VALUES</td>
<td>9</td>
</tr>
<tr>
<td>CONTACT US</td>
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8 MILLET HOUSE PRESENTATION, 2019
MILLET
MARKET
Compared to past decade, today the number of people putting health at forefront of their minds has risen meteorically.

Health is no longer limited to gyms or diet plans, it has now become a lifestyle. There’s a completely new approach towards healthy living.

This awareness greatly impacts the growth of millet consumption. Consumers are spending more on millets considering exceptional health and wellness benefits they offer.

Today, the natural and organic foods market segment is worth nearly $70 billion.

The First evidence of Millet consumption dates back to 7500 BC – around 10,000 years ago.
From 2012 to 2016, U.S. retail sales for natural and organic foods took giant strides at a CAGR of 7%.

By 2021, the evolved figure is expected to hit double digits worldwide.

After quinoa, millets are gaining huge global recognition. In fact, 2019 is proposed to be the international year of millets.

Production of millets reduced drastically with the consumption of rice and wheat gaining momentum. However, over the last few years, millets have made a real good comeback!
WHY MILLETS WILL BE THE FUTURE FOOD?
Millets, the yesteryear staple diet of a large number of people in the semi-arid regions of Asia, especially in India, could be the climate-resilient crops in future.

Millets can counter and withstand the adverse effects of climate change much efficiently than most of the other food crops.

They grow in almost any type of soil – sandy or with varying levels of acidity. They hardly need any fertilisers or any irrigation.

Millets are nutrition-rich, gluten-free, non-acid forming and easy to digest in nature. Unlike rice, especially polished rice, millets release negligible percentage of glucose cutting down the risk of diabetes.

Millets were the super-crops for our ancestors and farmers.
HEALTH BENEFITS OF MILLETS

1. Prevent Diabetes
2. Aid in digestion
3. Control cholesterol levels
4. Detoxify the body
5. Prevent asthma
6. Prevent cancer
7. Reduce blood pressure

Millet consumption balances blood sugar levels in human body
WHAT ARE THE 8 MILLETS?

- Foxtail
- Kodo
- Little
- Finger
- Barnyard
- Pearl
- Proso
Millet Plants

- Foxtail
- Barnyard
- Pearl
- Finger
- Sorghum
- Kodo
- Proso
- Little
# MILLETS IN DIFFERENT LANGUAGES

<table>
<thead>
<tr>
<th>English</th>
<th>Hindi</th>
<th>Tamil</th>
<th>Telugu</th>
<th>Kannada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barnyard</td>
<td>Sanwa</td>
<td>Kuthiraivali</td>
<td>Udhalu</td>
<td>Oodhalu</td>
</tr>
<tr>
<td>Proso</td>
<td>Chena</td>
<td>Pani Varagu</td>
<td>Variga</td>
<td>Baragu</td>
</tr>
<tr>
<td>Kodo</td>
<td>Kodon</td>
<td>Varagu</td>
<td>Arikelu</td>
<td>Haarka</td>
</tr>
<tr>
<td>Little</td>
<td>Kutki</td>
<td>Samai</td>
<td>Samalu</td>
<td>Same</td>
</tr>
<tr>
<td>Sorghum</td>
<td>Jowari</td>
<td>Cholam</td>
<td>Jonna</td>
<td>Jola</td>
</tr>
<tr>
<td>Pearl</td>
<td>Bajra</td>
<td>Kambu</td>
<td>Sajja</td>
<td>Sajje</td>
</tr>
<tr>
<td>Finger</td>
<td>Ragi</td>
<td>Keppai</td>
<td>Ragi</td>
<td>Ragi</td>
</tr>
<tr>
<td>Foxtail</td>
<td>Kakum</td>
<td>Thenai</td>
<td>Korra</td>
<td>Navane</td>
</tr>
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</table>
## NUTRITION TABLE

<table>
<thead>
<tr>
<th>Dry Grains (100g)</th>
<th>Protein (g)</th>
<th>Fiber (g)</th>
<th>Minerals (g)</th>
<th>Iron (mg)</th>
<th>Calcium (mg)</th>
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</thead>
<tbody>
<tr>
<td>Sorghum</td>
<td>10</td>
<td>4</td>
<td>1.6</td>
<td>2.6</td>
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<tr>
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<td>10.6</td>
<td>1.3</td>
<td>2.3</td>
<td>16.9</td>
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</tr>
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<td>Finger</td>
<td>7.3</td>
<td>3.6</td>
<td>2.7</td>
<td>3.9</td>
<td>344</td>
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<tr>
<td>Foxtail</td>
<td>12.3</td>
<td>8</td>
<td>3.3</td>
<td>2.8</td>
<td>31</td>
</tr>
<tr>
<td>Proso</td>
<td>12.5</td>
<td>2.2</td>
<td>1.9</td>
<td>0.8</td>
<td>14</td>
</tr>
<tr>
<td>Kodo</td>
<td>8.3</td>
<td>9</td>
<td>2.6</td>
<td>0.5</td>
<td>27</td>
</tr>
<tr>
<td>Little</td>
<td>7.7</td>
<td>7.6</td>
<td>1.5</td>
<td>9.3</td>
<td>17</td>
</tr>
<tr>
<td>Barnyard</td>
<td>11.2</td>
<td>10.1</td>
<td>4.4</td>
<td>15.2</td>
<td>11</td>
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<tr>
<td>Rice</td>
<td>6.8</td>
<td>1</td>
<td>0.6</td>
<td>1.8</td>
<td>33</td>
</tr>
<tr>
<td>Wheat</td>
<td>11.8</td>
<td>2</td>
<td>1.5</td>
<td>3.5</td>
<td>30</td>
</tr>
</tbody>
</table>
ABOUT

8 MILLET HOUSE
WHAT IS 8 MILLET HOUSE?

1. 8 Millet House is a millet-specific QSR chain currently operating in Andhra Pradesh and Telangana.
2. Founded in 2018, today we have 4 stores in A.P and Telangana and are looking forward to introducing ourselves to the people of Karnataka soon.
3. We believe “health is the most essential factor for happy life” and establishing this, we facilitate best health through our fresh-produce.
4. Our menu has over 100 varieties of products, made from locally sourced, natural ingredients, produced in organic farms. We also have 60+ retail products.
5. We are here to make “eating outside healthy”. Be it lunch time outing or weight loss diet, we will satisfy your hunger pangs and healthify you!
6. We make sure every product we serve proportionately boosts your health.

Website: - www.8millet.com
WHERE WE ARE, WHERE WE ARE GOING

We are all set for expansion with significant growth opportunities available throughout the country.
PRESENT LOCATIONS

Vijayawada

Mangalgiri

Hyderabad

Guntur
UPCOMING LOCATIONS

- CAPGEMINI - GACHIBOWLI
- INFOSYS - NACHARAM
- TIRUMALA
- SRISAILAM
PRESENT PROCESSING PLANT

ADONI - AP
PRESENT WARE HOUSES

NUNNA - AP

BANJARAHILLS - TG

NEW JERSEY – U.S.A
OUR ACCOMPLISHMENTS

- Participated in Global millets and organics exhibition
- Incubator of Indian Institute of Millets and Research and holds product licenses from it.
- Organized Millet Walkathon partnering with IIMR
- Received applause from Krishna byre, the agriculture minister, Karnataka
- Received an Award at FTAAPCI event, Vijayawada.
- Set a promotion stall at PWD grounds, Vijayawada.
OUR ACCOMPLISHMENTS

Swami Paripoornananda at 8 Millet House Vijayawada.

Dr. Khadar Vali visiting our stall at Global Millets and Organics Exhibition, Bangalore.
COUNTER VIEW

A-Category outlet view.
Image source – 8 Millet House, Vijayawada.

Counter view of outlets.
Image source – 8 Millet House, Mangalagiri.
MOBILE APPLICATION

- Smooth and easy to access UI
- Pick up and delivery options
- Offers and discounts
- Memberships & reward points

We are looking forward to release android application into play store in late 2019
TECHNOLOGY PARTNERS

IT Partner

Knowledge Partner
E-COMMERCE PARTNERS

Entering E-Commerce platforms in late 2019.
All our products are rich with goodness. Our food enhances your health while you relish your taste-buds on every bite!
## Upcoming Products

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millet Snacks</td>
<td>20+</td>
</tr>
<tr>
<td>Millet Desserts</td>
<td>5+</td>
</tr>
<tr>
<td>Millet Sandwich</td>
<td>10+</td>
</tr>
<tr>
<td>Decaffeinated Beverages</td>
<td>3+</td>
</tr>
<tr>
<td>Millet Pastas</td>
<td>10+</td>
</tr>
<tr>
<td>Salads</td>
<td>5+</td>
</tr>
</tbody>
</table>

- **Millet-Specific Menu**
- **Daily Sourcing**
- **Diabetic-Friendly Food**
- **No Food Colours**
20+ MILLET BOWLS

Right from the famous Ragi Sangati with Country chicken to Karnataka's favourite Millet Bisibeli Bath, we serve more than 20 varieties of cooked millet bowls.

- All millet bowls are completely made of millets
- Spices are in minimal range.
- Mild to no food colours used in cooking
- Corporate packaging
- Quick service
- Available in portions
20+ MILLET BOWLS

Ragi sangati(3)
Served with
• Boneless chicken
• County chicken
• Veg curry

Millets used
• Finger millet (major portion)
• Foxtail millet
• Kodo millet

Jonna sangati(3)
Served with
• Boneless chicken
• County chicken
• Veg curry

Millets used
• sorghum millet
• Foxtail millet(glimpse)
• Kodo millet (glimpse)

Curd Rice(1)
Served with
• Indian pickle

Millets used
• Foxtail millet(major portion)
• Kodo millet
• Little millet
**Millet Biryani(3)**
Served with
- Boneless chicken
- County chicken
- Veg curry

**Flavoured Millets(9)**
Served with
- Boneless chicken
- County chicken
- Veg curry

**Bisibelebath(1)**
Served with
- papad

---

**Millets used**
- Foxtail millet(major portion)
- Kodo millet
- Little millet

**Millets used**
- Foxtail millet(major portion)
- Kodo millet
- Little millet
- Sorghum millet
- Proso millet

**Millets used**
- Foxtail millet(major portion)
- Kodo millet
- Little millet
10+ MILLET WRAPS

We have a taste-bud treat for those who love the traditional Indian roti. All our wraps are a generous mixture of all the 8 millets with a dash of wheat flour.

- All 8 millets are present in varying portions
- Spices are minimal.
- Mild to no food colours are used in cooking sides.
- Corporate packaging
- Quick service
- Served with both veg and non veg sides
10+ MILLET WRAPS

Millet wraps (10)
Served with
• Boneless chicken
• Country chicken
• BBQ chicken
• Chettinad chicken
• Egg
• Paneer
• Mushroom
• Mixed veg
• Masala potato
• Chole wrap

Millets used
• Foxtail
• Kodo
• Little
• Sorghum
• Proso
• Finger
• Barnyard
• pearl
5+ MILLET THALI

Regular Thali (3)
Combination of 5 millet products
Served with
• Boneless chicken
• County chicken
• Veg curry

Elite Thali(3)
Combination of 8 millet products
Served with
• Boneless chicken
• County chicken
• Veg curry

8 Millet Thali(3)
Served with
• Boneless chicken
• County chicken
• Veg curry

Millets used
• Foxtail
• Kodo
• Little
• Finger
• Pearl

Millets used
• Foxtail
• Kodo
• Little
• Finger
• Pearl

Millets used
• All millets
**MILLET MENU**

**MILLET SWEETS**
5+
- Ragi laddu
- Jonna laddu
- Sajja laddu
- Multi millet laddu

**MILLET SNACKS**
20+
- Ragi crysps
- Jowar crysps
- multi millet crysps
- Millet cookies

**ALKALINE WATER**

We supply alkaline drinking water to all our company-owned outlets.
RETAIL PRODUCTS
MILLET GRAINS

- All 8 millets including Browntop millet are available.
- Polished, unpolished and cracked millet grains are available.
- Premium export quality grains packed with oxygen absorbers.
MILLET FLOURS

- All 8 millet Flours including Browntop are available
- Premium export quality products packed with oxygen absorbers.
MILLET LADOO MIX

5+ types of Millet Ladoo mixes are available.

PEARL SESAME LADOO MIX

FOXTAIL SESAME LADOO MIX

RAGI SESAME LADOO MIX
MILLET FLAKES

• 8 types of Millet flakes are available.

• Premium export quality. products packed with oxygen absorbers.
MILLET
EXPORTS
CURRENTLY EXPORTING COUNTRIES

U.S.A

CANADA

Website: US.8MILLET.COM
CURRENTLY EXPORTING PRODUCT CATEGORIES

1. Instant Mixes
2. Millet flakes
3. Millet laddus
4. Polished Millet grains
5. Unpolished millet grains
6. Millet flours
7. Millet Rawa
PRESENT EXPORT PROCEDURE

- Transporting material to the nearest port
- 1-2 days

- Waiting time at port
- 3-7 days

- Shipment transport
- 20-25 days

- Unloading and waiting time at destination port
- 2-3 days

- Local transport to the nearest port
- 1-2 days

- Material procurement, processing, manufacturing and packaging at Vijayawada

- Reaches Destination warehouse in 27-40 days at New Jersey
- Repacking, warehousing and distribution around USA and CANADA
The Food and Drug Administration (FDA) certification is a certificate received from federal agency of the United States Department of Health and Human Services, one of the United States federal executive departments confirming that the company is registered with it. The FDA is responsible for protecting and promoting public health through the control and supervision of food safety.
PARTNERING WITH MILLET HOUSE
THE MILLET HOUSE FAMILY

TO PARTNER WITH MILLET HOUSE IS TO:

1. Partner with a market leader with the first mover advantage
2. Enter a fast growing industry
3. Get into an ensured profitable business
4. Be trained and quality driven
5. Inspire a healthier community where people are Active and Healthy
From initial training to on going marketing, 8 millet’s home team provides all the support required to run a successful store.

1. Real estate site selection support, store design, and build out support
2. Franchise On boarding full day session at the Head Office in Hyderabad
3. Comprehensive initial New Store Training on-site for every team member
4. professional Marketing and PR Support
5. Continuous operations support from full-time brand Operations Managers, Quality Officers and Trainers
6. Integrated ERP software with remote monitoring of outlet, stock, sales, etc. for ease of operations
7. On going Product and Menu Development
8. Centralized Inventory supply
TRAINING & OPERATIONS

1. Comprehensive initial New Store Training on-site for every team member
2. Training Resources for easy day-to-day operations
3. Continuous Field Training support to implement operational best practices
4. On-going operations support and Quality Assurance visits
OUR PHILOSOPHY
OUR PHILOSOPHY

A Beautiful Outside Starts From The Healthy Inside.
A Healthy inside is something you should work on from a young age. It changes the whole outlook of life.
You can't be an Adrenaline junkie without the feeling of “healthy” from within.
The best gift you can give to your family and the world is a healthy you.
There’s no better feeling than a healthy inside.
OUR VALUES
MILLET HOUSE VALUES

1. We Take great pride in serving our customers and communities.

2. We Seek continuous improvement in all works.
MILLET HOUSE VALUES

3 We stay in sync with society, responding to local needs and integrating with local cultures.

4 We acknowledge that our success highly depends on the customer satisfaction.
Thank you for spending your valuable time to know about 8 millet house

For franchise enquiries: contact@8millethouse.com

Website: www.8millet.com

Instagram: https://www.instagram.com/8-Millet-House

Facebook: https://www.Facebook.com/8-Millet-House

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THANK YOU