

**Ms. Mamata N L**

Director

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“Time and health are two precious assets that we don’t recognize and appreciate until they have been depleted.”

“I believe that the greatest gift you can give your family and the world is a healthy you.” but today you are going to meet the awesomely most delicious personality who not only cares about your health but also cares about your taste buds that is none other than Ms Mamatha N L, Founder of Urban Millets Pvt Ltd.

Would you tell us about Yourself, Your Journey, Initial Struggle?

Qualification: B E (Industrial Production and Engineering) from Mysore University has 18 years of experience in food R&D and has received training in food making at CFTRI Mysore and UAS Bangalore. She has been a member of AWAKE (Association of Women Entrepreneurs of Karnataka) for the past 10 years and has helped many women entrepreneurs start their own businesses. She is currently the treasurer of AWAKE. As a delegate member representing the Government of Karnataka, I travelled to China and the United States.

Featured in TV show panel for discussion on the food-related issue and a show was aired on her achievement in a couple of TVs and an article was published in Indian Express, The Economic Times, Times of India, Kannada Prabha, Prajavani, Vishwa Vani and other leading newspaper Was instrumental in finding out much food at convenience, marketing south Indian breakfast in the cup and other in the instant form which can be cooked in 5 min Have around 125 products in an instant form which can be cooked just by adding water within 3 to 8 minutes and has the ability to convert regular food products into instant form. Now has developed and marketing millet based breakfast mix Like Dosa, Idli, Pongal, Upma, Bisi Belepath, Kheer, Kesari bath, Laddo, Jamoon, Chikkies, South Indian Snacks, Instant Porridge, Health Drink and others to promote millet as super food Owns brands like Tru Millet, Tru Millet Xpress Strength: R & D, making food into Instant form, production.

How do you stay on top of changes in the process, changes in thought of industries that you are going to look at more now? What incident had most influenced your career choice?

I am the daughter of a farmer, and I used to watch my father’s condition and the misery he felt over the price of his

Tru Millets

produce, and I determined that only value addition could provide farmers with a higher price... As a result, I made the decision to add value to farm products.

Why should you go with Urban Millets Pvt Ltd?

We are incorporated in December 2018 by a group of female entrepreneurs who run and manage the company.

Having the trademarks “Tru Millets” and “Tru Millet Xpress”

We are having 50 staff, 90 per cent of whom are female.

URBAN MILLETS IS NOW LAUNCHING AN UNPOLISHED MILLETS PROCESSING UNIT which features a 7-stage processing procedure and is completely handcrafted.

- We buy millets from farmers directly. We also intend to develop clusters in which farmers will cultivate for us and receive high-quality seeds from us.
- Our mission is to 1. add value to millets and 2. help our farmers achieve a better price for their produce.
- Provide additional opportunities for women to work.

What/Who Inspires Urban Millets Pvt Ltd to start a Food platform which provides the breakfast needs?

We want to solve the last question that arises in the mind of a housewife before she goes to bed (what's for the breakfast for tomorrow) – through breakfast solutions.

What kind of support did you need when you started Urban Millets Pvt Ltd?

Because I do well at research and development, I created all of my items and designed all of the necessary apparatus for commercial manufacturing.

Our initial issue was an investment, which I raised from the known circle.

What are your views on today's industry scenario? What is your strategy to reach new people?

- We need to find things for our consumers, not products for our customers...
- Customers want healthful food that is free of preservatives, tastes nice, and is simple to prepare.
- All of our goods are preservative-free and 100 per cent natural, with only one step of cooking (adding water).
SAMPLING – SOCIAL MEDIA
- SAMPLING – I have designed our own sampling truck which gives a free sampling of our products and its kitchen on wheels; we also give a live demonstration and allow our customers to try on hand
- SOCIAL MEDIA – We use social media to promote our products and sell online

How does Urban Millets Pvt Ltd work on making mankind better? & What can be expected from Urban Millets Pvt Ltd in the upcoming years?

- We do value addition to millets so that more people buy the millet-based products which encourage farmers to grow more millets and get a better price for their produce.
- We are making millet cooking easy so that we can convince a wider spectrum of people to buy our products.
- We are promoting value-added millet products as a diabetic-friendly and good health food for weight watchers.
- Continuous Research & Development is conducted for making millet cooking easier and tastier.
- We are solving the last question that arises in the mind of a housewife before she goes to bed – through breakfast solutions
- We are creating products for our customers and not the customers for our products
- Millets are nutritionally superior to wheat and rice. Its key features are higher levels of protein with a more balanced amino acid profile, crude fiber and minerals.
- Millets can be grown in the resource-poor agro-climatic region.
- Millets are smart food and benefitting consumers, farmers and Mother Earth.

How do you keep up with the latest technology/resources advances?

We are continuously conducting research and development in order to provide our clients with healthier, easier, and tastier products.

How do you evaluate success?

For me, satisfaction is a success.

I'm providing good food for my customers, assisting farmers in obtaining better prices for their produce, and also helping to save the environment (millets can be grown in poor agro-climatic regions without the use of chemicals or fertilisers and require less than 300 litres of water to grow 1 kg, whereas rice and wheat require approximately 6000 litres).

When you are satisfied... All other things will follow



Be in touch with Tru Millets

