



**ATAL  
INCUBATION  
CENTRE**

NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION

**D2C**

— ASCEND —

**ACCELERATION PROGRAM**

*Startup Profiles*

Empowering India's Next D2C Giants



## AABHIKALPA STUDIO (OPC) PRIVATE LIMITED

**CIN:** U47735OD2023OPC042175

**Registered Address:** Plot no. 253 Duplex - 7, Sivani Residency Bhubaneswar , Odisha.

**Sector:** Home Décor & Living

**Industry:** D2C

**Current Stage:** MVP

### FOUNDER DETAILS:

**Name:** Satish Suman Behera

**Designation:** Founder & CEO

### ABOUT US:

AAabhikalpa Studio represents a seamless blend of Odisha’s artistic heritage and modern design sensibilities. Founded by visionary designer and artist Satish Suman Behera, the studio reflects a commitment to preserving traditional craftsmanship while innovating for contemporary living. Guided by the belief that every individual deserves excellence, Aabhikalpa Studio creates handcrafted pieces that carry the cultural essence of Odisha while enhancing the aesthetics and functionality of everyday spaces.

Its diverse product line includes coasters, notebooks, jewelry boxes, pen stands, light fixtures, wooden masks, dolls, toys, and games—each thoughtfully designed to add elegance and meaning to daily life. Skilled artisans bring each creation to life, turning every product into a narrative of tradition, creativity, and detail-oriented craftsmanship, showcasing Odisha’s artisanal legacy to the world.

### PRODUCT & SERVICES

- From coasters to notebooks, jewelry boxes to pen stands, and light fixtures to wooden masks, dolls, toys, and games



+91 8018760414 | aabhikalpastudios@gmail.com | www.aabhikalpastudio.com



## AAITAI INNOVATION PRIVATE LIMITED

**CIN:** U10304OD2024PTC046083

**Registered Address:** C/o Abhiram Sahu, Tangirisahi, po Durgapur, Jarapada, Angul, Athamallik, Orissa, India, 759127.

**Sector:** Food & Beverage

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Abhiram Sahu

**Designation:** Founder & CEO

## ABOUT US:

AAITAI Innovations Pvt. Ltd. is committed to transforming jackfruit into a sustainable, nutritious, and versatile food source through innovative processing and value addition. The company develops a diverse range of products, including jackfruit seed powder, jackfruit flour, ready-to-eat meals, snacks, and plant-based meat alternatives, aiming to make jackfruit a mainstream dietary option.

By focusing on sustainability and nutrition, AAITAI creates solutions that benefit farmers through increased income opportunities, provide consumers with healthy and convenient food choices, and contribute positively to the environment by reducing food waste. Their long-term vision is to become the leading brand in jackfruit-based products, building a robust ecosystem around jackfruit cultivation, processing, and consumption while promoting a plant-forward diet.

## PRODUCT & SERVICES

- Jackfruit seeds powder, Jackfruit Atta, ready-to-eat meals, snacks, plant-based meat alternatives, and many more



+91 9937509754 | abhiramsahuav@gmail.com | www.aaitai.in



## COMFYDAYS INNOVATIONS LLP

**CIN:** ACP-4724

**Registered Address:** 405,aastha Avenue, Triveni Soc,ekta Marg, Balitha, Valsad, Pardi, Gujarat, India, 396191

**Sector:** Health & Wellness

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Tushar Sharma

**Designation:** Founder & CEO

## ABOUT US:

Comfydays is a science-driven sustainable hygiene venture developing a circular, reusable menstrual product tailored for Indian women. The product is crafted from a proprietary blend of cotton, bamboo viscose, and non-toxic polyester, making it both eco-friendly and skin-safe. Designed to be ultra-durable, it lasts 2–5 years, is machine washable, and offers a leak-proof experience, ensuring convenience and reliability. Comfydays emphasizes affordability, claiming its solution is 70% cheaper than disposable products over its lifetime.

The product is optimized for the Indian climate and body types, integrating patented antimicrobial fabric technology to reduce infection risks. Its modular design ensures adaptability for various body types and menstrual flow levels, offering a customizable and comfortable experience. By combining sustainability, innovation, and cost-effectiveness, Comfydays aims to make menstrual hygiene accessible, safe, and environmentally responsible for women across India.

## PRODUCT & SERVICES

- Reusable Menstrual products like Sanitary Napkins, Period Underwear, In continence Pads/Underwear, Maternity pads, Underarm Sweat pads, Nursing cups & Diapers



+91 7300469523 | sharmatushar1521@gmail.com |



## COSMICLEAR PRIVATE LIMITED

**CIN:** U20237MH2024PTC42838

**Registered Address:** Ls No 72/1/p 15 Vnc, Tal Bhusawal, Bhusawal, Bhusawal, Jalgaon, Bhusawal, Maharashtra, India, 425201.

**Sector:** Beauty & Personal Care

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Piyush Arun Sarode

**Designation:** Founder & CEO

## ABOUT US:

Cosmiclear Pvt. Ltd. is a purpose-driven beauty startup committed to redefining beauty through sustainable and science-backed skincare. The founders were inspired to address the lack of transparency in cosmetics, the overuse of synthetic ingredients, and the impact of greenwashing on consumers. They envisioned a brand that prioritizes skin health, uses 95–100% natural ingredients, and replaces harmful synthetics with potent plant-based alternatives.

Cosmiclear focuses on products formulated for Indian skin and climate, combining dermatologically approved formulations with affordable pricing. The company aims to empower consumers with education, not just marketing claims, enabling them to make conscious beauty choices. With sustainable packaging, customized skincare kits, and a portfolio expanding into color cosmetics, suncare, and bodycare, Cosmiclear seeks to offer truly natural solutions that promote skin longevity. Its mission is to build trust in the beauty industry while contributing to a cleaner, safer planet.

## PRODUCT & SERVICES

- Natural Skincare Products



+91 9145571878 | piyushasarode2016@gmail.com | www.yosocare.com



## DEEPFACTS PRIVATE LIMITED

**CIN:** U33110TG2020PTC146874

**Registered Address:** Vindhya C5, MedTech, OJAS Launchpad, 1st Floor IIIT-Hyderabad Campus, Survey No. 25, Ga chibowli , Hyderabad, Telangana, India - 500032.

**Sector:** Health & Wellness

**Industry:** D2C

**Current Stage:** MVP

## FOUNDER DETAILS:

**Name:** Vamsi Karatam

**Designation:** Founder & CEO

## ABOUT US:

DeepFacts is a healthtech innovator pioneering AI-driven healthcare solutions with its flagship product, proRITHM—an advanced medical device designed for real-time vital tracking. The device leverages AI-enhanced insights to support hospitals, home care providers, and emergency responders, ensuring timely interventions and improved patient outcomes. With 96% accuracy, proRITHM is certified by CDSCO and CE, underscoring its reliability and compliance with global healthcare standards.

The company's vision is centered on making healthcare more accessible and proactive by enabling early disease detection and optimizing patient care delivery. DeepFacts aims to expand its impact across India and scale globally, contributing to a future where technology empowers healthcare systems to save lives more efficiently and at scale.

## PRODUCT & SERVICES

- An Advanced Remote Patient Monitoring (RPM) platform that utilizes state-of-the-art wearable devices to continuously track vital health metrics in real-time



+91 9100955845 | [ceo@deepfacts.io](mailto:ceo@deepfacts.io) | [www.prorithm.com](http://www.prorithm.com)



## DOUM TECHNOLOGIES & INNOVATIONS PRIVATE LIMITED

**CIN:** U63122WB2025PTC279262

**Registered Address:** 16/11/1/b Swamiji Road, Bangasree Pally, Parnasree Pally, Kolkata, Kolkata, West Bengal, India, 700060

**Sector:** Home Décor & Living

**Industry:** D2C

**Current Stage:** Early Revenue

### FOUNDER DETAILS:

**Name:** Soham Mandal

**Designation:** Founder & CEO

### ABOUT US:

Doum is a tech-enabled home service platform designed to make repairs, maintenance, and installations quick, reliable, and stress-free. The company solves the common challenge of finding trusted professionals when something breaks at home by connecting users with verified service providers in under 10 minutes. From fixing leaks to installing appliances, Doum ensures high-quality work with transparent pricing and no hidden costs.

Its smart technology allows users to book services instantly, track progress in real time, and receive top-notch assistance without delays. Doum aims to eliminate the hassle of waiting or negotiating for home repairs, offering a seamless experience every time. With a vision to expand across India and eventually into global markets, Doum is building a future where home services are efficient, trustworthy, and accessible at the tap of a button.

### PRODUCT & SERVICES

- India's first instant home services platform, delivering trusted experts for repairs, maintenance, and installations in under 10 minutes.



+91 8967908081 | s.mandal@doum.in | www.doum.in



## EZMIX FOODS PRIVATE LIMITED

**CIN:** U10750PN2024PTC230329

**Registered Address:** Flat H7, Liberty li Phase, Pl 323, Koregaon Park, Pune, Pune, Pune City, Maharashtra, India, 411001.

**Sector:** Food & Beverage

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Raabia Khona

**Designation:** Founder & CEO

## ABOUT US:

EZmix Foods is a food innovation startup dedicated to simplifying everyday cooking while promoting health and convenience. The company identified that busy professionals and homemakers often struggle with the time and effort needed for preparing nutritious meals. To solve this, EZmix Foods has developed ready-to-cook blends and meal solutions made from high-quality, natural ingredients with no artificial additives. Their product line caters to urban consumers seeking quick, hygienic, and tasty options without compromising nutrition. By combining culinary expertise with modern food processing technology, EZmix ensures consistent taste, long shelf life, and easy preparation.

The brand's vision is to make wholesome cooking accessible and hassle-free, encouraging more people to eat home-cooked meals even on busy schedules. Through D2C channels and partnerships with retail outlets, EZmix Foods plans to scale across major cities, becoming the go-to solution for convenient, healthy, and flavorful home dining.

## PRODUCT & SERVICES

- Ready-to-cook blends and meal solutions



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## HOMERAH LIFESTYLE PRIVATE LIMITED

**CIN:** U95240OD2024PTC045206

**Registered Address:** Ground Floor, Plot No Ga 414, Sailashree Vihar, Khorda, Bhubaneswar, Orissa, India, 751021.

**Sector:** Home Décor & Living

**Industry:** D2C

**Current Stage:** MVP

## FOUNDER DETAILS:

**Name:** Jai Debata

**Designation:** Founder & CEO

## ABOUT US:

Homerah™ draws inspiration from the words "home," "era," and "raah" (meaning path), reflecting its vision of connecting tradition with the future. The brand is dedicated to bringing global recognition to Indian-style interiors, positioning them alongside celebrated design aesthetics like Japandi and Bohemian. Homerah™ transforms India's diverse visual art forms into sophisticated home décor pieces, showcasing the country's rich cultural heritage through a modern lens.

Its curated collection features sustainable candles, fragrances, serveware, wallpapers, and more—each item carefully designed to balance traditional artistry with contemporary sensibilities. By blending heritage techniques with innovative design, Homerah™ aspires to make Indian décor relevant and desirable for today's homes. The brand sees its work as more than product creation; it is a movement to honor the past, inspire pride in Indian culture, and help shape the design aspirations of modern Indians worldwide.

## PRODUCT & SERVICES

- Premium Scented Soy Wax Candles & Jars  
Luxurious Home Fragrances & Stands,  
Sustainable Takeaway Boxes, Soy Wax Melts & Stands, Brass Serveware, Drinkware, & Gift Sets



+91 9437481568 | hello@homerah.com | www.homerah.com



## IMMERSIVE GAMING PRIVATE LIMITED

**CIN:** U72900HR2022PTC105023

**Registered Address:** H NO 511A, Fourth Floor, Block H, Palam Vihar , Palam Vihar, Haryana, India - 122017.

**Sector:** Health & Wellness

**Industry:** D2C

**Current Stage:** MVP

## FOUNDER DETAILS:

**Name:** Prem Kumar Singh

**Designation:** Founder & CEO

## ABOUT US:

Everest Conquest is a competitive strategy board game that simulates climbing Mount Everest. Players use "Everest Dollars" to buy O<sub>2</sub> bottles and equipment for their expeditions, while reserving some reserves for unexpected situations. Throughout the journey, they acquire and trade equipment cards in shops along the route, noting that prices vary by location. Movement and Wild cards present challenges; failure to resolve a movement card forces the player to retreat to the nearest shop or checkpoint. Wild cards offer unexpected rewards.

The game reveals its design and gameplay through a video presentation. By combining resource management and strategic decision-making, Everest Conquest offers an immersive expedition experience that tests planning, risk assessment, and adaptability as players strive to conquer the world's highest mountain.

## PRODUCT & SERVICES

- Board Game



+91 8882202542 | locate.premkumarsingh@gmail.com | www.everestconquest.com



## INNOVKARIGAR INDIA TECHNOLOGIES PRIVATE LIMITED

**CIN:** U33121HR2024PTC120841

**Registered Address:** House No. 260/1, Tohana, Tohana, Fatehabad, Tohana, Haryana, India, 125120

**Sector:** Home Décor & Living

**Industry:** D2C

**Current Stage:** Early Revenue

### FOUNDER DETAILS:

**Name:** Ghanshyam Singla

**Designation:** Founder & CEO

### ABOUT US:

Innovkarigar is working to transform the construction industry by creating a tech-enabled, balanced ecosystem that connects consumers, shopkeepers, material suppliers, architects, and daily wage workers. The startup aims to solve long-standing challenges in the sector by ensuring smooth coordination across the value chain. Its platform facilitates access to quality services for consumers while ensuring fair compensation and opportunities for workers.

Innovkarigar focuses on empowering every stakeholder, from suppliers to service providers, fostering trust, efficiency, and transparency. By leveraging technology, it aspires to build a future where construction processes are streamlined, workers are fairly rewarded, and consumers experience hassle-free services. The company envisions a construction landscape that is not only efficient but also equitable — shaping a better tomorrow for all participants in the ecosystem.

### PRODUCT & SERVICES

- A mobile app for all your construction needs





## KOKEBANA PRIVATE LIMITED

**CIN:** U20237KA2024PTC195639

**Registered Address:** Apt No A2-04088, 8th Flr, Wing 4 Sobha Dreeam Acres, Gunjur, Bangalore, Bangalore North, Karnataka, India, 560087.

**Sector:** Beauty & Personal Care

**Industry:** D2C

**Current Stage:** MVP

## FOUNDER DETAILS:

**Name:** Jasjeet Duggal

**Designation:** Founder & CEO

## ABOUT US:

Kokebana is a luxury skincare brand that artfully blends time-honored Japanese beauty rituals with advanced scientific innovation to create gentle yet highly effective formulations. The brand's philosophy emphasizes balance — cleansing and protecting the skin during the day while deeply restoring it at night. Kokebana curates routines designed to suit the lives of today's busy professionals and homemakers, making self-care effortless and purposeful.

Its signature offerings include gentle cleansers, serums, and moisture infusion solutions that work synergistically to nourish, protect, and rejuvenate. Each product is infused with powerful Japanese botanical and active ingredients, carefully chosen for their ability to maintain skin health and radiance. By combining ancient wisdom with modern science, Kokebana provides a holistic approach to skincare that goes beyond surface-level treatment, promoting long-term skin wellness and natural beauty.

## PRODUCT & SERVICES

- Hatomugi Match Cleanse, Japanese yuzu Lumiglow Serone & Hatomugi Sunshield Gel



+91 9986902871 | jazzlings.eminent@gmail.com | www.kokebana.com

## MYSTIQUE FOODS PRIVATE LIMITED

**CIN:** U10712MH2024PTC426745

**Registered Address:** F No 1101, Tirupati Apart, C Wing Bhulabaidesai Road, Cumballa Hill, Mumbai, Mumbai, Maharashtra, India, 400026

**Sector:** Food & Beverage

**Industry:** D2C

**Current Stage:** Scale

## FOUNDER DETAILS:

**Name:** Namrata Bimal Shastri

**Designation:** Founder & CEO

## ABOUT US:

Kadhali is a D2C brand focused on delivering the goodness of raw banana flour through a diverse range of specialty flours and vegan, gluten-free bakery products. The brand emphasizes creating delicious, health-conscious alternatives that cater to diverse dietary needs without compromising on taste. What makes Kadhali unique is its innovative use of raw banana flour — a nutrient-rich, gluten-free option that naturally supports gut health. The RS2 starch present in banana flour acts as a prebiotic, promoting the growth of beneficial gut bacteria and potentially improving insulin sensitivity, making it particularly valuable for diabetics and health-conscious consumers.

In addition to banana flour, Kadhali incorporates millets to produce breads, crackers, cookies, and cakes. Their signature product line includes Low GI flour mixes, breads, cookies, and crackers designed to provide nutritious, wholesome alternatives for everyday consumption, redefining healthy eating for modern consumers seeking mindful, gut-friendly, and tasty options.

## PRODUCT & SERVICES

- Specialty flours, breads, cookies, crackers, cakes, etc.





## SKYHAWKER PRIVATE LIMITED

**CIN:** U79110PB2024PTC063156

**Registered Address:** Office No. 214, Tricity Plaza, Peer Muchalla, Zirakpur, Mohali, Rajpura, Punjab, India, 140603.

**Sector:** Consumer Electronics

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Rahul Tripathi

**Designation:** Founder & CEO

## ABOUT US:

SkyHawker is a travel solutions company blending expert consultation with advanced technology to create customized and affordable journeys. The company specializes in both international and domestic flight bookings, hotel reservations, and curated holiday packages designed to match diverse traveler preferences. Its approach focuses on providing exclusive deals, real-time assistance, and flexible options, with a particular emphasis on serving the Indian diaspora traveling to major global destinations.

SkyHawker positions itself as a trusted partner that simplifies the complexities of travel, offering a seamless and cost-effective experience. By combining personalized planning with technological efficiency, it aims to ensure that every trip is well-organized, economical, and aligned with travelers' unique needs.

## PRODUCT & SERVICES

- Customized travel solutions that include flights, hotels, and itineraries tailored to the unique needs of each traveler.



+91 9888176330 | info@skyhawker.com | www.in.skyhawker.com



## SMRITI FOODS

**CIN:** Not Yet Registered

**Registered Address:** NA

**Sector:** Food & Beverage

**Industry:** D2C

**Current Stage:** Early Revenue

## FOUNDER DETAILS:

**Name:** Manoj Kumar Jain

**Designation:** Founder & CEO

## ABOUT US:

Sparshanand is a plant-based skincare brand dedicated to providing natural, vegan, and effective solutions for dull, aging, pigmented, and sun-damaged skin. The venture positions itself as a healthier, ethical alternative to chemical-laden skincare, aiming to meet the evolving needs of health-conscious modern consumers. Its core philosophy revolves around blending traditional Ayurvedic wisdom with contemporary cosmetic science, using potent Indian herbs like Ashwagandha, Neem, and Aloe Vera to deliver gentle yet impactful results.

Sparshanand emphasizes its commitment to being 100% vegan and cruelty-free, ensuring no animal-derived ingredients or animal testing are involved in the process. Its formulations are specifically crafted to suit Indian skin types and climate conditions, addressing concerns such as humidity, sun exposure, and pollution. By combining plant-based efficacy with ethical beauty practices, Sparshanand aspires to redefine everyday skincare for Indian users who seek both performance and sustainability.

## PRODUCT & SERVICES

- Ready-to-Use Podis & Preparation Podis



+91 7093750101 | manoj25@gmail.com | www.saltpepperpodis.com



## SPARSH HERBALS (SPARSHANAND)

**CIN:** Sole Proprietorship

**Registered Address:** NA

**Sector:** Beauty & Personal Care

**Industry:** D2C

**Current Stage:** MVP

### FOUNDER DETAILS:

**Name:** Dr. Divya Bhatia

**Designation:** Founder & CEO

### ABOUT US:

Sparshanand is a plant-based skincare brand dedicated to providing natural, vegan, and effective solutions for dull, aging, pigmented, and sun-damaged skin. The venture positions itself as a healthier, ethical alternative to chemical-laden skincare, aiming to meet the evolving needs of health-conscious modern consumers. Its core philosophy revolves around blending traditional Ayurvedic wisdom with contemporary cosmetic science, using potent Indian herbs like Ashwagandha, Neem, and Aloe Vera to deliver gentle yet impactful results. Sparshanand emphasizes its commitment to being 100% vegan and cruelty-free, ensur

ing no animal-derived ingredients or animal testing are involved in the process. Its formulations are specifically crafted to suit Indian skin types and climate conditions, addressing concerns such as humidity, sun exposure, and pollution. By combining plant-based efficacy with ethical beauty practices, Sparshanand aspires to redefine everyday skincare for Indian users who seek both performance and sustainability.

### PRODUCT & SERVICES

- Plant-based Skincare Products



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tatsat

a socially conscious store

D2C  
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## TATSAT RETAIL PRIVATE LIMITED

**CIN:** U52609DL2020PTC369127

**Registered Address:** E-50 SHOP NO-3 GROUND FLOOR F/P , HAUZ KHAS , DELHI, Delhi, India - 110016.

**Sector:** Fashion & Apparel

**Industry:** D2C

**Current Stage:** Early Revenue

## FOUNDER DETAILS:

**Name:** Hema Narang

**Designation:** Founder & CEO

## ABOUT US:

Tatsat is a Delhi-based, women-owned retail brand recognized for its unique positioning at the intersection of tradition and modernity. The brand was chosen to operate the official souvenir store at the Pradhanmantri Sangrahalaya, Teen Murti, Delhi, in addition to running its flagship store in the Hauz Khas main market. Tatsat curates a thoughtfully designed range of handcrafted lifestyle products that blend traditional Indian crafts with contemporary aesthetics. Its collection spans sustainable apparel, home décor, skincare, and stationery, appealing to conscious consumers who value authenticity and design.

The enterprise is entirely women-led, with a commitment to working directly with artisans to preserve endangered crafts while providing them with dignified livelihood opportunities. By championing sustainability and ethical production, Tatsat aims to foster a culture of responsible consumption and support India's craft heritage. Its journey reflects a vision of empowering communities, creating social impact, and bringing timeless craftsmanship into modern urban living.

## PRODUCT & SERVICES

- Handcrafted lifestyle products



+91 9873692297 | tatsat297@gmail.com | www.tatsat.co.in

## THIYA FARMS LLP

**CIN:** ABB-9702

**Registered Address:** ROHIT NIWAS, VILL. CHAKRAYAL SHIMLA, P.O. KAMLA NAGAR Shimla, Himachal Pradesh, India - 171006

**Sector:** Food & Beverage

**Industry:** D2C

**Current Stage:** MVP

## FOUNDER DETAILS:

**Name:** Hemant Ghai

**Designation:** Founder & CEO

## ABOUT US:

Thiya Farms is a premium Himalayan D2C brand committed to connecting consumers with the pure and natural bounty of the Himalayas while fostering sustainable rural development. The venture sources fresh produce from small and mid-holding farmers and self-help groups (SHGs), minimizing post-harvest losses through local processing units operated by women and youth. By adopting a direct farm-to-table model, Thiya eliminates middlemen, ensuring fair prices for farmers and authentic products for consumers. Its portfolio includes farm-fresh fruits, vegetables, herbs, spices, and value-added goods that reflect the region's unique biodiversity.

The enterprise champions chemical-free cultivation, traditional farming practices, and the preservation of indigenous crops. Through farmer-run stores, e-commerce platforms, and modern packaging, Thiya makes Himalayan products accessible to urban and global markets. Beyond commerce, Thiya empowers rural communities, creating sustainable livelihoods for farmers and SHG women, and positioning itself as a trusted name for ethical, high-quality products.

## PRODUCT & SERVICES

- Authentic Himalayan High quality, Ethical, and Sustainable Farm-to-Table Products.



## WEGRO GREENLABS PRIVATE LIMITED

**CIN:** U01619KA2025PTC198564

**Registered Address:** No. 202, Pooja Apartments, 1st Main, 3rd Cross, R.m.v. Extension II Stage, R.m.v. Extension II Stage, Bangalore, Bangalore North, Karnataka, India, 560094.

**Sector:** Consumer Electronics

**Industry:** D2C

**Current Stage:** Prototype

## FOUNDER DETAILS:

**Name:** Suraj Kesri

**Designation:** Founder & CEO

## ABOUT US:

Wegro Greenlabs Pvt. Ltd. is a Bengaluru-based cleantech and agritech startup, founded in February 2025, focusing on sustainable urban living. The company aims to address the growing disconnect between urban populations and greenery, the rising mental health issues, and concerns about food contamination and nutritional loss. Their flagship innovation, PROGRO Smart Green Pods—a patented aeroponic, automated, and environment-controlled farming solution—enables users to grow vegetables, fruits, and flowers all year round without soil. Designed to be compact, aesthetic, and low maintenance, the pods are ideal for homes, eateries, and workspaces.

The startup envisions bridging the gap between convenience and sustainability by combining IoT-enabled monitoring, HEPA-based air purification, and a subscription-based model for seeds, nutrients, and maintenance. Their future plans include e-commerce platform development, crowdfunding campaigns, and B2B partnerships with HoReCa and corporates to expand adoption and make urban farming accessible and scalable.

## PRODUCT & SERVICES

- Aeroponic, Automated, & Environment-controlled Farming pods





# ATAL INCUBATION CENTRE

**NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION**

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