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Millora Foods

Pitch deck · October 2026

Millet breakfasts that taste like home, without the wait

Hot millet breakfasts for busy city workers, from Pune



Millet breakfasts that city workers already reorder

Millora makes hot millet breakfasts without preservatives for busy city workers.



₹48 lakh

revenue in FY 2025-26, the company's first full financial year of sales

9,200

paying customers have bought Millora breakfasts since the October 2024 launch

46%

of online orders are repeat orders, from customers coming back for breakfast

Founded in Pune by a food technologist and a quick-commerce operations lead.

Sold through its own website and app, quick-commerce apps and office cafeterias.

City workers skip breakfast, and millets take too long

Busy city workers skip breakfast or eat sugary cereal, while millets are healthier but slow to cook and unfamiliar.



Breakfast on the run: a generic scene of office workers in an Indian metro leaving home early.

44%

of urban millennials surveyed in four metros skipped breakfast during COVID-19

Euromonitor International and Quaker, 2021

38.4%

of the world's millet output is grown in India, the largest producer

PIB, 2025

Packaged cereal is quick but often sugary. Home-cooked millets need time few office workers have.

Millets are unfamiliar to many urban cooks, so they stay out of the weekday kitchen.

Hot millet breakfast, ready in three minutes

Millora sells ready-to-cook millet mixes and ready-to-eat millet bowls that turn a slow grain into a weekday breakfast.

From pack to breakfast

01

Choose

Pick one of six flavours, as a mix or a bowl.

02

Cook

The meal is ready in three minutes.

03

Eat

A hot breakfast that tastes like home food, with no preservatives.

Priced at about the cost of a cafe coffee, not a restaurant meal.

Shelf-stable bowls built on protected recipes

The full range is in commercial production and on sale, with no preservatives in either format.

Ready-to-cook mixes

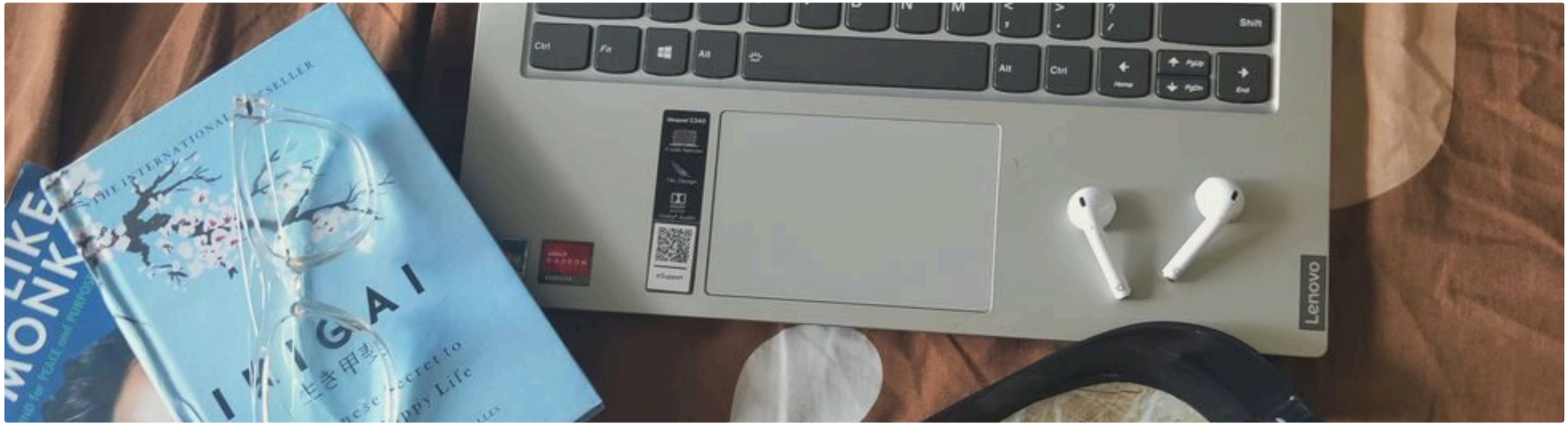
Millet mixes that cook into a hot, home-style breakfast in the kitchen.

Ready-to-eat bowls

Shelf-stable millet bowls made without preservatives, suited to desks and office cafeterias.

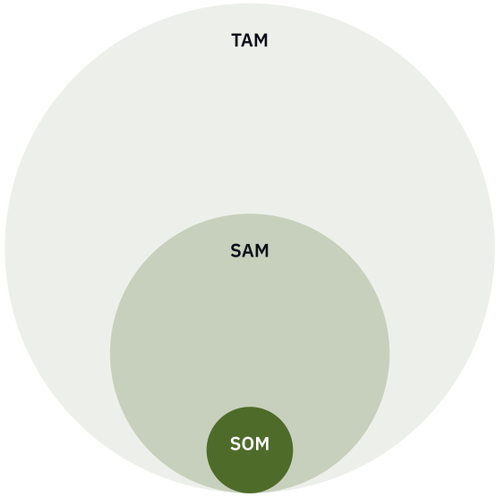
Recipes and brand protected

The bowl recipes are held as trade secrets, and the Millora name is applied for as a trademark.



Packaged cereal is growing faster than breakfast overall

Breakfast cereal is forecast to grow 7.97% a year to 2033, against 3.16% for all breakfast foods.



Circle areas to scale, the smallest enlarged to be seen

TAM	₹13,345 crore	**Breakfast foods, India, 2025** IMARC Group, 2026
SAM	₹4,335 crore	**Breakfast cereal, India, 2024** IMARC Group, 2025
SOM	₹3 crore	**Millora annual run rate target, September 2027** Company target, annualised

Government incentives for branded ready-to-eat and ready-to-cook millet foods carry an ₹800 crore outlay.

Our estimates: US dollar market sizes are converted once at ₹85 to the dollar; the obtainable share is the September 2027 monthly revenue target, multiplied by twelve.

Sources: IMARC Group, 2025; IMARC Group 2026; PIB 2025

Every pack sold carries its margin

All revenue comes from selling packs; the unit economics below use the price on the website and app.

Per pack, website and app	Amount
Price	₹180
Direct cost	₹112
Gross profit	₹68
Gross margin	38%

Quick-commerce listings and monthly cafeteria contracts sell the same packs through other routes.

Our estimates: the company-wide gross margin applies to a pack sold at the website and app price.

Office cafeterias and quick-commerce apps carry the next stage

Consumers are reached through more quick-commerce cities, and offices through direct sales to cafeterias.

₹20,940 crore

Blinkit net order value in Q2 FY 2026-27, from a single quick-commerce app

Angel One, 2026

79.3%

year-on-year growth in Blinkit's net order value in that same quarter

Angel One, 2026

6

corporate cafeterias in Pune buy Millora today on monthly supply contracts

Government offices have been advised to serve millet snacks and meals in their canteens.

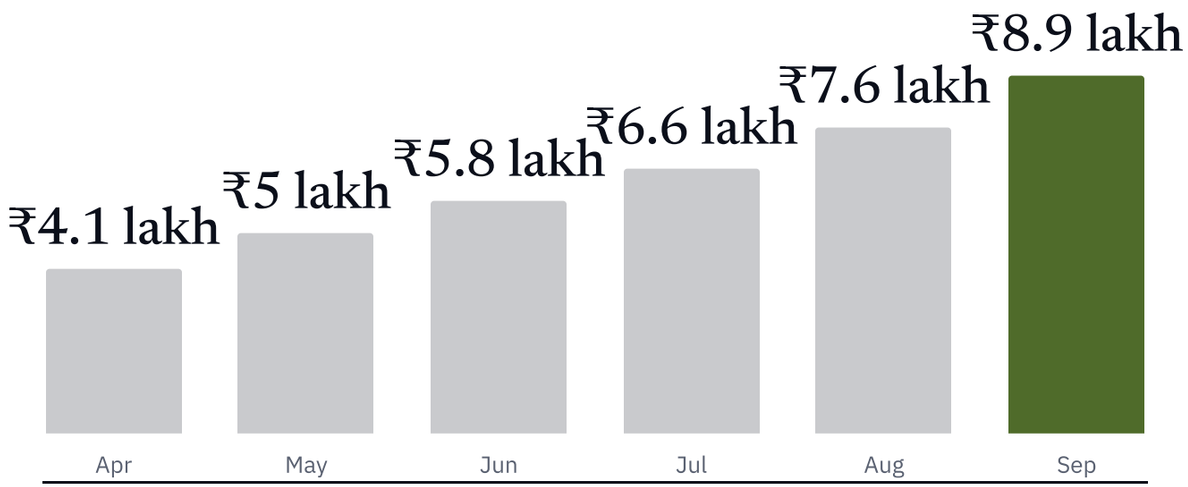
The website and app price sets the reference, and cafeterias buy in bulk on monthly contracts.

Sources: PIB 2025

Revenue more than doubled in six months

Sales across all three channels rose month after month through the first half of FY 2026-27.

Monthly revenue, FY 2026-27 (₹)



Average month-on-month growth over the period was about 17%.

Of 14,000 people who have tried Millora, about two in three have paid.

Cereal and oats are quick; few offer a hot millet breakfast

Packaged cereal, oats and millet snack brands compete for the same morning, but few sell a hot, ready-to-cook millet meal.

What each option offers at breakfast

	Millet-based	Served hot	Ready in minutes	No preservatives	Office cafeteria supply
Packaged cereal brands	✗	✗	✓	Varies	Varies
Oats brands	✗	✓	✓	Varies	Varies
Millet snack brands	✓	✗	✓	Varies	Varies
Millora	✓	✓	✓	✓	✓

Oats come closest on speed and warmth; Millora competes on millet nutrition and home taste.

Founders who built breakfast products and ran dark stores

The product lead and the operations lead each come from the industry Millora sells into.

Meera Kulkarni

Co-founder and CEO

Food technologist with nine years in product development at a large packaged-food company, where she led four breakfast launches.

Arjun Pillai

Co-founder and COO

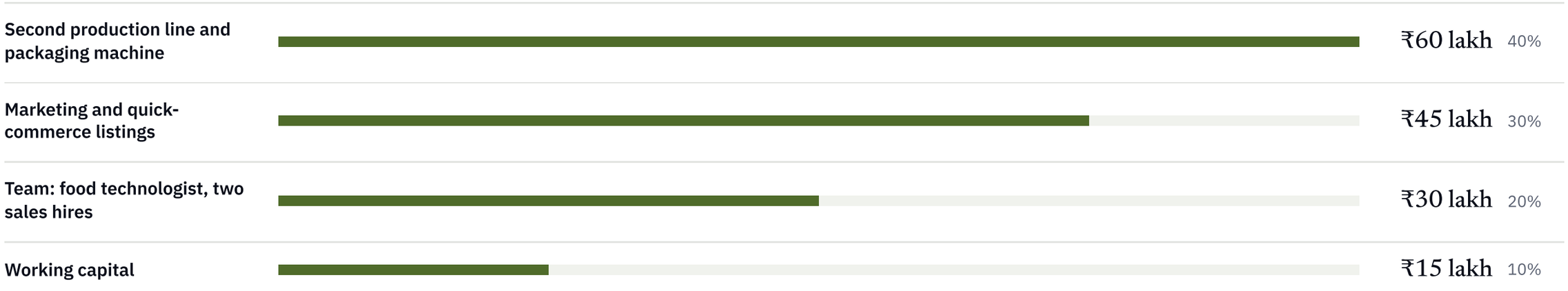
Seven years running supply chain and dark-store operations for a quick-commerce company in Mumbai and Pune.

The company employs nine people, with both founders working full time.

Raising ₹1.5 crore for capacity, listings and hires

Most of the round goes into making and selling more packs, with a smaller share for people and working capital.

Use of funds (₹)



Runway today is seven months at a monthly burn of ₹6.5 lakh.

Next twelve months: more capacity, more cities

Each milestone maps to a line in the use of funds, so progress can be checked against spend.

Milestones to September 2027

By March 2027

Second production line running

Within 12 months

Listed on three quick-commerce apps in five cities

Within 12 months

Supplying 40 corporate cafeterias in Pune and Mumbai

By September 2027

Monthly revenue of ₹25 lakh

Where these figures come from

1 IMARC Group, India Breakfast Foods Market Size, Share, Trends and Forecast 2026-2034, 2026, imarcgroup.com

2 IMARC Group, India Breakfast Cereal Market Size, Share, Trends and Forecast 2025-2033, 2025, imarcgroup.com

3 Press Information Bureau (PIB), Shree Anna for Shreshta Bharat: Empowering India through Millets, 2025, pib.gov.in

4 Euromonitor International and Quaker (PepsiCo India), as reported by Business Today, 44% urban millennials skipped breakfast during COVID-19 pandemic: Study, 2021, businesstoday.in

5 Angel One, Eternal Share Price Gains 2.7% as Blinkit Net Order Value Jumps 79.3% in Q2 FY27, 2026, angelone.in

6 The founders' profile: company, product, prices, gross margin, customers, monthly revenue for FY 2026-27, FY 2025-26 revenue, team, burn, runway, use of funds and 12-month milestones

7 Photo: Er.Shyama Charan Prasad via Pexels (cover)

8 Photo: Piotr Arnoldes via Pexels

9 Photo: Igor Kocka via Pexels

10 Photo: Gaurav Purohit via Pexels

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Thank you.

Book a tasting with Meera Kulkarni and Arjun Pillai to try the range and go through the numbers.

Based in

Pune, Maharashtra

Millora Foods Private Limited

