









INDIA'S FOOD SYSTEM

India's Food System is Broken

✔ Walk into any supermarket in India today. The Atta on the shelf was Milled 3–6 Months Ago. The Oil has been Refined, Bleached, and Deodorised – treated with Hexane Solvent to extract every last drop of profit. The Ghee is quietly stretched with Vegetable Fat. And yet, this is what 300 Million Indian Families cook with every single day, completely unaware of what was done to their food before it reached them.

-  Wheat's bran and germ – stripped away. The bran, which contains **97% of the fibre**, is completely removed. **Gone with them: 80%** of the fibre, B vitamins, and minerals your body needs.
-  What's left is **white flour – refined down to just the starchy endosperm**, which makes up only 75% of the original grain. The result lasts forever on a shelf. It does very little for the person eating it.
-  Your cooking **oil went through 8 chemical processes. Over 90% of cooking oils** are chemically stripped. What your nani cooked with no longer exists on supermarket shelves.
-  That **Rs 500** tin of ghee? Likely **blended with vanaspati and vegetable fat**. Manufacturers cut costs by 40% – and you'd never know.
-  Brick dust in chilli powder. Sawdust in coriander. Artificial colours in turmeric. **FSSAI found adulteration in over 40% of spice samples**. Your most-used ingredients are your most tampered ones.
-  Commercial bread reaches you **5–10 days old**, kept 'fresh' by **Calcium Propionate, Sodium Benzoate, Potassium Sorbate & Palm Oil** – chemicals linked to cancer, DNA damage, and heart disease.



The average Indian family unknowingly consumes over **30 food additives** every single day



Preservatives like sodium benzoate – linked to cell damage and allergic reactions



Emulsifiers that disrupt gut bacteria and weaken your digestive system



Artificial colours linked to hyperactivity in children



Pesticide residues that survive cooking – present in your atta, oil, and packaged foods right now



These are not rare or extreme cases – this is happening in **most Indian kitchens, every day**

The Opportunity Is Right Inside Every Home

Nobody wakes up and decides to skip atta today. **Atta, oil, and ghee** are not optional – they are the backbone of every Indian meal, bought without hesitation, every single week, in every single home. This is not a trend. This is not a niche. This is **how Bharat eats**. And the person who earns a family's trust with their daily food? They don't just make a sale – they make a **customer for life**.

₹50K+

Annual Spend
Average household spend on atta, oil, and ghee every year – a recurring, reliable opportunity.

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Daily Staples
Atta, oil, and ghee – consumed every day, in every meal, in every home across India.

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Key to the Kitchen
Whoever earns TRUST wins the kitchen. That person can be you.

Bharat is Waking Up – And Demanding Better

- ☑ Something is shifting. Google searches for '**chemical-free atta**' have tripled in 3 years. '**Cold-pressed oil**' searches are up 4x. The FSSAI has **tightened pesticide limits**. Influencers with millions of followers are exposing what goes into everyday food. Indian families – urban and rural – are no longer willing to trust a brand just because it has a familiar logo. They want proof. They want transparency. This is why Mill-it was born.





NATURAL AND SUSTAINABLE



Free from pesticide



Low carbon footprint



Free from harmful microbes



Free from heavy metals



Free from mycotoxins



Free from foreign matter

✓ Bharat's New Fresh Food Ecosystem

City-level fresh food ecosystems – sourced from FPOs, milled fresh daily, delivered same day. No warehouses. No preservatives. No compromise. Every product **Certified Chemical-free and Preservative-free** – tested, traceable, made with care.

INTRODUCING MILL-IT

Freshly Milled Atta

"Mill-It's Chakki Atta is milled **fresh, in small batches**, on traditional stone chakkis — and delivered within **24 hours** of milling. No warehousing. No waiting."



Freshly Milled Atta

- **Most atta on supermarket shelves was milled 3–6 months ago.** By the time it reaches your kitchen, up to **70% of its natural nutrients** have already degraded — silently, invisibly, before you even open the bag.
- Commercial atta is **bleached, bromated, and fortified** with synthetic vitamins to compensate for what processing destroyed. You're eating a nutritional reconstruction, not real food.
- In Mill-it's fresh chakki atta the **bran and germ stay fully intact** — carrying the fibre that regulates blood sugar, the B vitamins that fuel your energy, and the natural wheat oils that give atta its flavour.
- **Stone-milling vs. roller-milling:** Industrial roller mills generate heat that destroys heat-sensitive nutrients. Stone chakkis grind slowly and cool — preserving everything nature put in the grain.
- The result? Rotis that are **softer, more fragrant, and genuinely nourishing** — the kind your grandmother made, and the kind your family deserves.

✔ At Mill-It, we commit to **no chemicals, no preservatives**, and **small batch production** to deliver food that's truly good for you.



INTRODUCING MILL-IT

Cold Pressed Oils

"Mill-it's **single-origin mustard, groundnut, sesame, and coconut oils** are made from produce sourced directly from farmers who have grown these crops for generations. Pressed fresh. Bottled without additives or preservatives."



Cold Pressed Oils

- **No heat. No chemicals. No hexane.** Cold-pressing is slow, mechanical extraction — the grain or seed is simply pressed until the oil flows out. Nothing added. Nothing destroyed.
- Refined oils go through **up to 8 industrial processes** — degumming, neutralising, bleaching, deodorising, and more. By the end, the oil is colourless, odourless, and stripped of almost everything beneficial.
- **Refined oils lose Vitamin E, natural antioxidants, and omega fatty acids** in processing. Cold-pressed oils retain all of it — exactly as nature intended.
- **"Kachi Ghani Mustard Oil" is NOT the same as cold-pressed** — Expeller-pressed oils (marketed as Kachi Ghani) use mechanical pressing but generate significant heat through friction — often reaching **60–120°C**. This heat degrades nutrients and alters flavour. True cold-pressed oils are extracted at controlled temperatures below **40°C**, preserving all natural nutrients, aroma, and taste intact.
- **Cold-pressed oils have a lower smoke point** — which means they're best used at moderate heat, the way Indian cooking has always worked at its finest.
- The difference is immediate the moment you open the bottle — **richer colour, deeper aroma, and a flavour** your food hasn't had since your grandmother's kitchen.
- **Zero trans fats. Zero preservatives.** Just oil, the way it was always meant to be.

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INTRODUCING MILL-IT

A2 Bilona Ghee

"Mill-It's A2 Bilona Ghee is made the way your grandmother would recognise – and your body will thank you for it."



A2 Bilona Ghee

- **A2 milk only.** Sourced exclusively from indigenous desi cow breeds (Gir, Sahiwal, Red Sindhi) – not the hybrid A1 cows used in mass dairy production.
- Made using the **ancient Bilona method** – curd is hand-churned, butter is separated, then slow-cooked over a wood flame. No shortcuts, no machines.
- **Most commercial ghee is made from cream, not curd** – faster, cheaper, and nutritionally inferior. That ₹500 tin? Likely blended with vanaspati and vegetable fat. Manufacturers cut costs by **40%** – and you'd never know.
- Packed with **butyric acid, Vitamins A, D, E & K, Omega-3s, and CLA** – nutrients that support gut health, immunity, and brain function.
- **Never pasteurised** – natural enzymes and short-chain fatty acids stay fully intact, making it far easier to digest than any commercial alternative.
- **Better for your heart:** Rich in Omega-3s and CLA – clinically associated with raising HDL (good cholesterol) and reducing LDL (bad cholesterol). The right ghee supports cardiovascular health. The wrong one doesn't.
- **No additives. No vegetable fat blends.** Pure, golden ghee – exactly as it should be.

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INTRODUCING MILL-IT

Freshly Milled Spices

"Mill-It spices are **stone-ground fresh, in small batches** — milled close to the time of delivery so the essential oils, aroma compounds, and natural colour are fully intact."



Freshly Milled spices

- **Brick dust in chilli powder. Sawdust in coriander. Artificial colours in turmeric.** FSSAI found adulteration in over **40% of spice samples** tested in 2023. The spices sitting in most Indian kitchens right now have never been tested. You have no idea what's in them.
- Commercial spices are **ground months — sometimes years — in advance**, then warehoused, shipped, and left on shelves. The **volatile oils** that carry curcumin in turmeric, piperine in pepper, and cineole in coriander **evaporate within weeks of grinding**. What you're cooking with is flavour-depleted powder.
- **Anti-caking agents** are added to prevent clumping in storage. **Artificial colours** are added to make faded spices look fresh. **Flow agents** are added for machine packaging. None of these are on the label. None of them belong in your food.
- Mill-It spices are **stone-ground fresh, in small batches** — milled close to the time of delivery. The essential oils, aroma compounds, and natural pigments are **fully intact when they reach your kitchen**.
- Every spice is **single-origin** — turmeric from Erode, cumin from Rajasthan, coriander from Madhya Pradesh, red chilli from Guntur. Sourced directly from farmers who have grown these crops for generations, and **tested before milling**.
- The difference is immediate and unmistakable: **deeper colour, stronger aroma, and a flavour intensity** that no packaged supermarket spice can replicate. Your food will taste different. Your family will notice.

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INTRODUCING MILL-IT

Freshly Baked Products

"Mill-It bakes **fresh, in small batches — using whole wheat flour milled in-house**, so every loaf, bun, cookie, and rusk reaches you with real nutrition, honest ingredients, and zero compromise."



Breads. Buns. Wraps. Cookies. Rusks.

- Store-bought bread lasts **2–3 weeks**. Cookies, **6–12 months**. Rusks, **over a year**. **Real food spoils** — that's how you know it's real.
- Commercial bakeries ship across hundreds of kilometres. By the time a loaf reaches you, it's already **5–10 days old** — kept 'fresh' by chemicals, not by actual freshness.
- **Calcium Propionate** — extends shelf life from **3–5 days to 3+ weeks**. Linked to irritability and behavioural issues in children.
- **Sodium Benzoate & Potassium Sorbate** — when sodium benzoate meets vitamin C, it forms **benzene**, a confirmed **IARC Group 1 carcinogen**. Potassium sorbate is linked to DNA damage in human cells.
- **Palm Oil** — used for its low cost and long shelf life. Contains **~50% saturated fat**, raising LDL cholesterol and cardiovascular risk. A **PGI Chandigarh 2025 study** linked it to arterial blockages.
- **Artificial colours & flavours** — make products look and taste fresher than they are.
- At Mill-It, we don't just avoid harmful ingredients — we've rebuilt the entire baking process around honesty. **No propionate. No benzoate. No sorbate. No palm oil. No artificial colours or flavours.** Every loaf, bun, cookie, and rusk is baked fresh in small batches using whole wheat flour milled in-house — so you know exactly what went in, and when. We declare our milling date on every pack.

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✓ Bharat's New Fresh Food Ecosystem

City-level fresh food ecosystems – sourced from FPOs, milled fresh daily, delivered same day. No warehouses. No preservatives. No compromise. Every product **Certified Chemical-free and Preservative-free** – tested, traceable, made with care.

CUSTOMER FOCUS

Why Customers Choose Mill-It

From freshness to convenience – every choice Mill-It makes is for you.

Freshness

Milled fresh for better flavor and nutrition.

Purity

Clean, pure ingredients with nothing extra.

Trust

Reliable quality on repeat that families can count on.

Convenience

Same day fresh products delivered same day

Our Quality Promise

Rigorous Testing & Transparency

Every batch tested for **230+ pesticides, heavy metals, mycotoxins, and chemicals** – before it leaves our facility.

Date of milling printed clearly – you always know exactly how fresh your food is.

Shelf life declared honestly – fresh by design, not by chemical preservation.

Nutritional analysis on every batch – Scan the QR code on every pack and read the lab report yourself.

Certified Fresh Processing Units

All facilities **FSSAI, HACCP, and GMP certified** – highest food safety standards.

Regular internal audits ensure every process stays compliant, every single day.

Our standards are real, not just claimed. Certifications aren't a checkbox. They're the **minimum we hold ourselves to**.

Every unit built to the same standard – **no exceptions, no shortcuts**.

Small Batch Production

Big units mill **thousands of tonnes per day** – optimised for volume, not freshness.

By the time their atta reaches you, it's been **sitting in a warehouse for months**.

Mill-It mills in **small, controlled batches** – Every batch is a **fresh start** – not a continuation of yesterday's stock.

The result? **Consistent quality** – same texture, aroma, and nutrition.

Ultimately, customers choose Mill-It not just for the price, but for the **VALUE** it brings to their health and home. With Mill-It, customers don't just get **freshness**; they get **peace of mind** knowing exactly what goes into their food.



Handpicked spices, pure masalas



See Our Production Facility in Action

Watch how Mill-It brings freshness and quality to life – from grain to your kitchen.

[▶ Watch the Video](#)



Be a Change Maker.

Join the Real Food Movement.

This is **not factory food**. This is **Mill-it**.