

FORT^{FIT} FOODS



FORTIFIED
SAMPOORNA POSHAN
SWASTH JEEVAN

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COMPANY BROCHURE



**WHAT IF THE NEXT PERSON
TO RUN THE COUNTRY IS
DYING OF MALNUTRITION
SOMEWHERE**

FACES OF IMPACT

Our inspiration comes from those who need it most



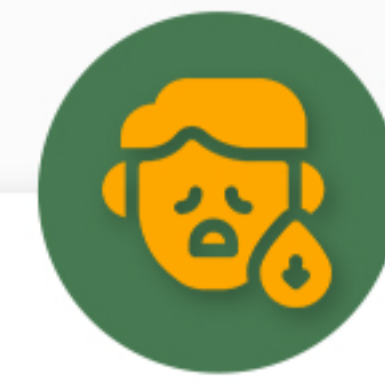
Pregnant women with deficiencies

Micro-nutrient deficiencies contribute to **2,70,000 child deaths** and **2,00,000 birth defects** annually



Children with stunted growth

Shockingly, **40% of Indian children under 5** suffer from **stunted growth**



Growing population of Anemic Men in India

Anemia is also on the **rise among Indian men**, affecting nearly **2 billion** people worldwide



“POOR” PROFITS

In the wake of the Indian government's commitment to fortify all supplies by 2024, a **surge of brands** flooded the market, triggering **intense competition** and a race for cost-cutting measures. This influx, unfortunately, led to the **proliferation of low-quality products**, resulting in health hazards depicted in the infographic below:



Hypervitaminosis due to excessive vitamin intake



Liver damage from poor-quality products laden with toxins



Kidney damage stemming from contaminated ingredients

OUR PURPOSE

Mixing quality with compassion across the chain

We stand out in delivering excellence across multiple domains, contributing significantly to the fortification drive in areas like product development, manufacturing, supply chain optimization & raising awareness to address malnutrition across the world with dedication & innovation.



DISTINGUISHING FACTORS

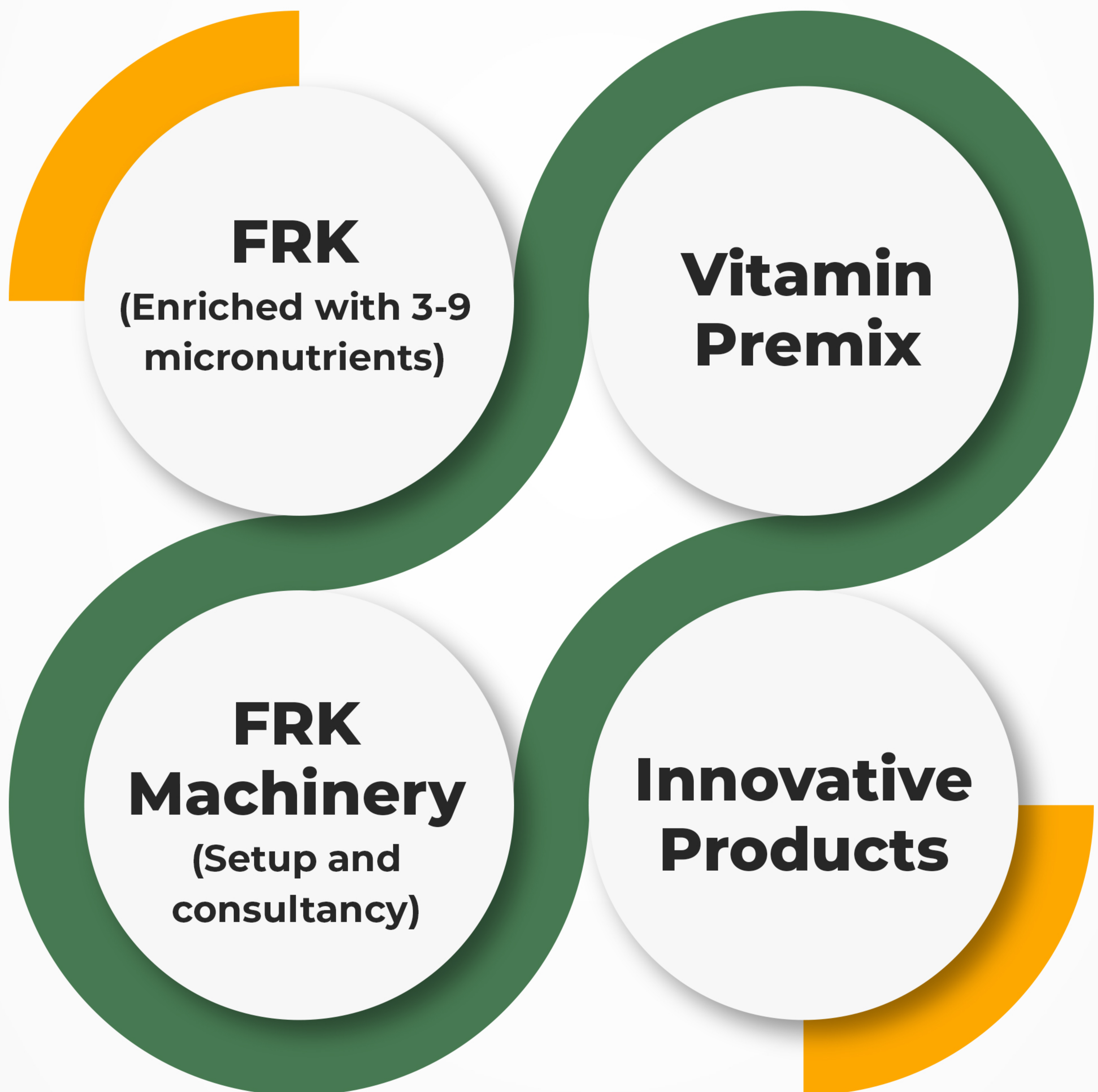


OPERATIONAL ASSURANCE



WHAT WE OFFER

We stand out in delivering excellence across multiple domains, catering seamlessly to both B2B and B2C supply chains to counter malnutrition with products such as:



FORTIFIED RICE KERNEL



Our dedication to providing fortified rice kernels of the finest quality is based on an extensive awareness of the variety of shapes, textures, and sizes that our customers require.

We provide fortified rice kernels enriched with a range of ***micronutrients like Iron, Zinc, Folic Acid, Vitamin B6 & B12*** which are known to be the most essential minerals and vitamins required to complete the daily micronutrient demand of the human anatomy.

We possess the expertise to tailor your exact requirements, whether you need long, medium, or short grains.



VITAMIN PREMIX

We provide customizable premixes for **Fortified Rice Kernels**, enriched with essential micronutrients as per your needs, ranging from

- **3 micronutrients** (Iron, Folic Acid, Vitamin B12)
- **6 micronutrients** (Zinc, Vitamin A, Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B6)
- **9 micronutrients** (Iron, Folic Acid, Vitamin B12, Zinc, Vitamin A, Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B6)

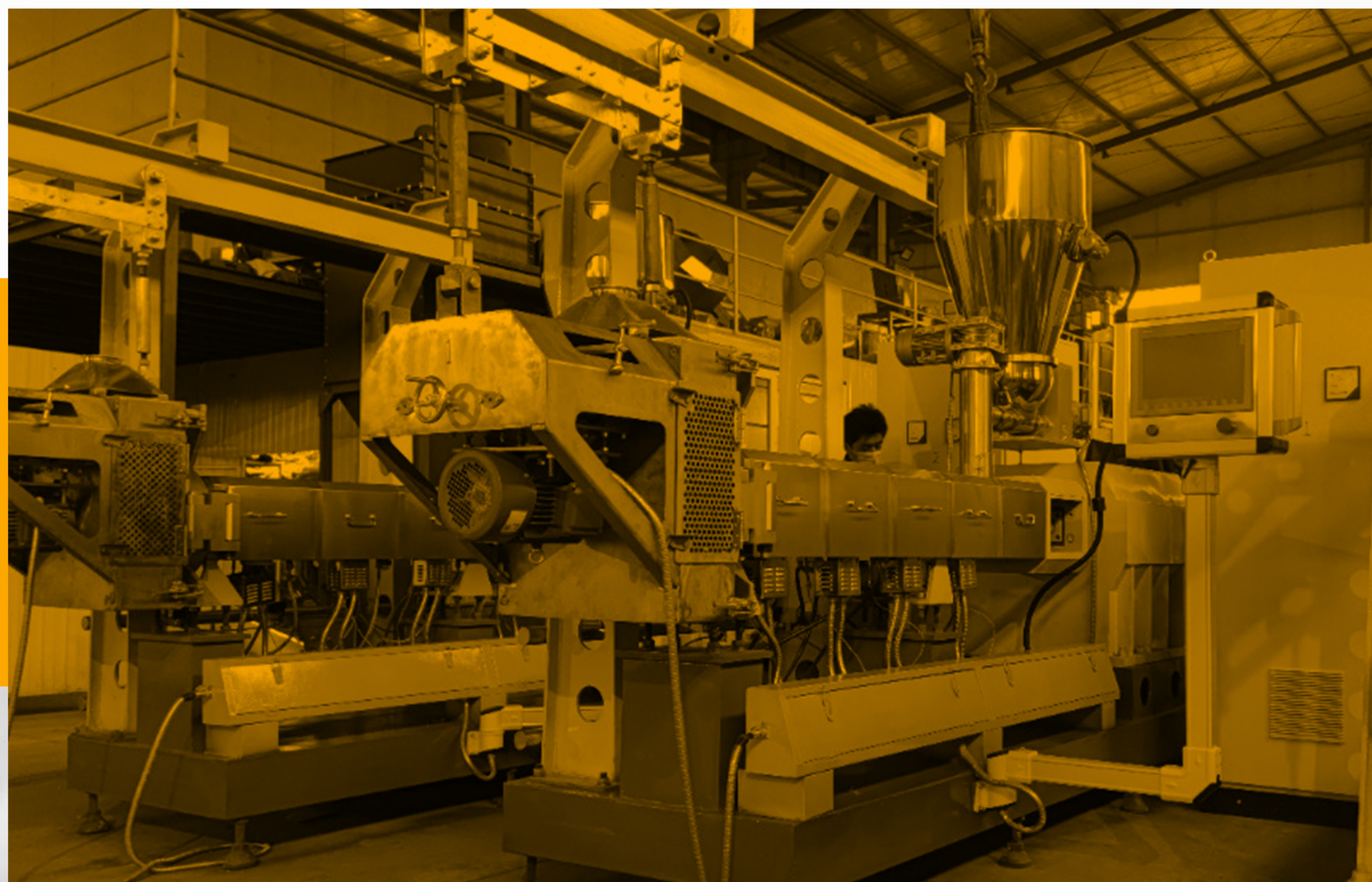
*We abide to all FSSAI guidelines and recommendations



MACHINERY

Specializing in machinery consultation services, we design, manufacture, and install customized machinery plants for fortified grain production, meeting the highest quality standards. Our high-capacity machinery, ranging from 300 kg to 1200 kg per hour, proudly carries BIS certification and the 'Make in India' logo.

At our core, we excel in the customization of machinery to suit your unique requirements. Precision and reliability are the hallmarks of our creations, ensuring not only compliance with industry standards but also the optimization of efficiency in your production processes.

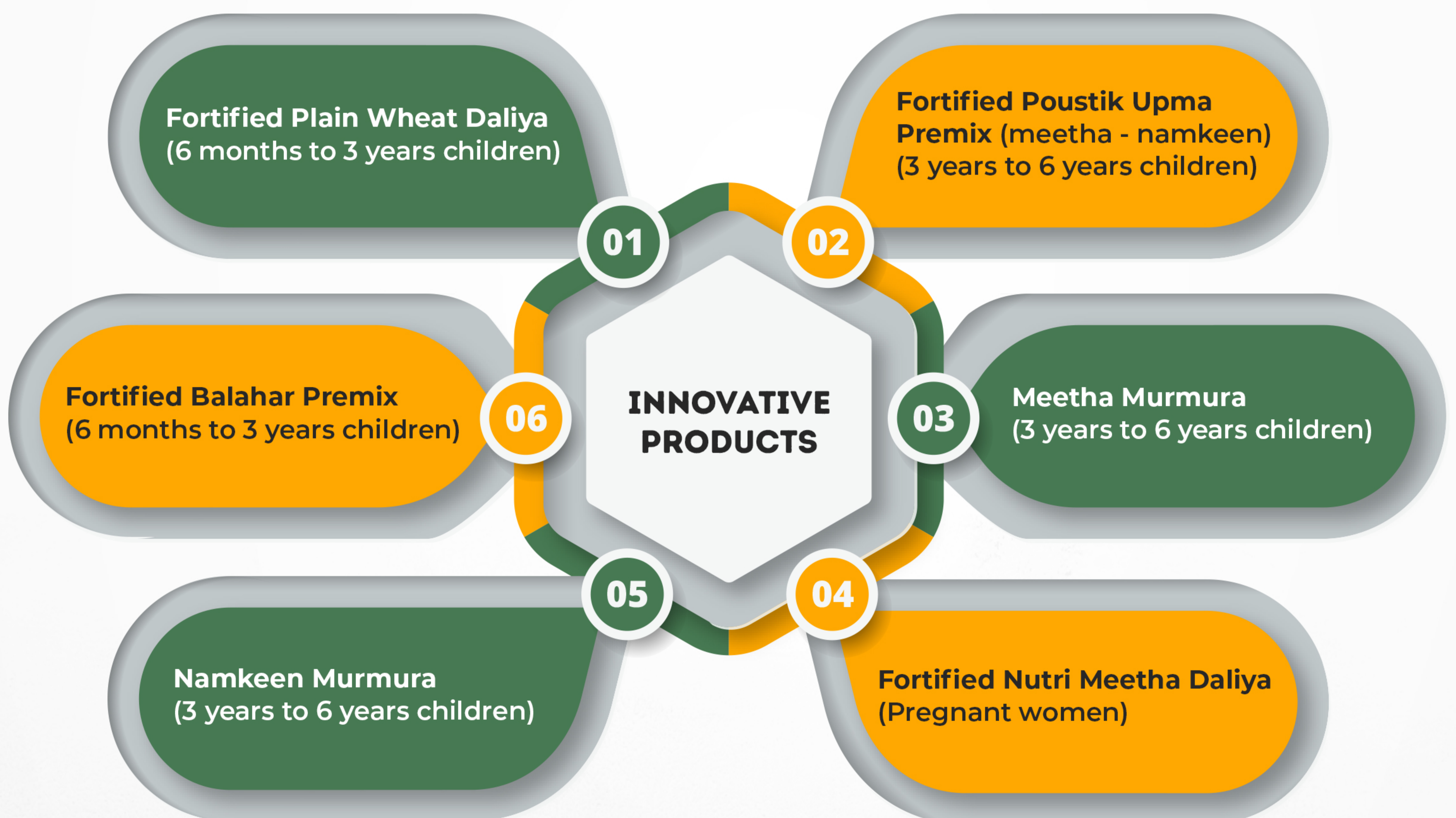


INNOVATIVE PRODUCTS

Our commitment to innovation is reflected in the creation of high-quality B2B & B2C products bearing the +F label. These products are specifically tailored to address the unique nutritional needs of pregnant women with deficiencies, children experiencing stunted growth, and anemic men battling malnutrition.

Within our dynamic environment, we continually pioneer new technologies, nurture strategic partnerships, and advance the frontiers of nutritional science. Guided by a mission to uplift the well-being of vulnerable communities, our dedicated team is at the forefront of innovation.

In addition to FRK and premixes, we manufacture the following innovative products dedicated to support governmental initiatives in combating malnutrition.



OUR SERVICES

Trusted Government Contractors

With streamlined processes, unwavering quality, and strict adherence to government norms, we're the trusted choice for food commodity contracts with the government and FCI. Our commitment to transparency and excellence has earned us government subsidies, motivating us to continually raise our service standards to supply FRK & other nutritional products.

FRK Plant Setup

Dedicated to Fortified Rice Kernel (FRK) production, our offering features an expansive selection of high-capacity machinery, ranging from 300 to 1200kg/hr with BIS and "Make in India" Logo. This encompasses meticulous design, precision manufacturing, and seamless installation each tailored to optimize food fortification processes.

Private Labeling

Elevate your brand by marketing our premium fortified products under your unique label. Provide your customers with a nutritionally rich staple, infused with essential vitamins and minerals, seamlessly aligned with your brand's distinctive identity and values. Our Supply chain optimization serves on the basis of
"What You Want"
"Where you want"
"When you want"

OUR KNOWLEDGE PARTNERS



We collaborate extensively with both the private and public sectors to drive innovation and rigorously test our products. This collaborative ecosystem, along with valuable feedback loops, has been instrumental in refining our product offerings.

Our facilities adhere strictly to international guidelines recommended by renowned organizations at the forefront of global fortification efforts. This commitment to quality ensures that our customers can place their complete trust in our systems.

All our partners share a common mission:
to eradicate micronutrient deficiency across the world,
thereby advancing health and well-being for all.

SEAL OF APPROVAL

Paramount Quality Certifications for FORTIFIED RICE KERNEL MANUFACTURER



Certificate of Compliance
(Good Manufacturing Practice)
GMP



Certificate of Registration
(Food & Safety Management)
ISO 22000:2018



Certificate of Compliance
(Hazard Analysis Critical
Control Points) HACCP

CERTIFICATE OF REGISTRATION

As a recognized startup by the department for promotion of
industry & internal trade by *#startupindia*



TESTIMONIALS

“

Fort-Fit Foods always surpasses our expectations with top-notch nutritional standards in every premix batch we order (needless to say it's always on time). Their dedication to accountability and quality helps us in gaining clients and customers trust..

- Suraj Mehta

”

“

The quality has never been an issue but I personally appreciate the customer support they offer to help us understand about the market standards & new services. We look forward to Fort Fit Foods when it comes to anything related to food fortification

- Rajat Kumar

”

“

Their commitment to compliance and product quality is what made them our strongest supplier for FRK. I have never received a second call from the government after their regular quality check-ins.

- Nirmal Bagga

”

ABOUT THE **FOUNDER**

Rahat Agarwal, the Founder of Fort Fit Foods Pvt. Ltd., is a visionary entrepreneur with a mission to combat global malnutrition through his brand. His background combines Food & Technology, transitioning into Branding & Marketing in 2014.

With a Mechanical Engineering degree from MIT, an MBA from the University of Bath, and Pricing Strategy training from IIM Ahmedabad, he utilises all his expertise for a healthier, ethical, and sustainable food industry.

Passionate about health, nutrition, and exercise, he enjoys experimenting with diverse nutritional approaches. On a mission to revolutionize malnutrition solutions, he is dedicated to fostering a global community committed to eradicating nutritional deficiencies.

OUR TEAM

Managers & Consultants

Dr. Anupama

(Technology and Formulation Head)

Mr. Venkat S.

(Fortification Project Consultant)

Mr. Vijay C.

(Machinery Consultant)

Ms. Archana Singh

(Sales & Marketing Head)

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