

SUCCESS STORIES OF STARTUPS

Under RKVY RAFTAAR Scheme

Fruvetech Pvt Ltd

Founders: Dr. Jagadis Gupta Kapuganti & Dr. Apraita Kumari

Focus Area: Post-Harvest, Food Technology & Value Addition

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Location: Southwest Delhi, India

Year of Startup Incorporation: 2021



Fruits and vegetables are highly perishable, and India is losing several crore worth of fruits and vegetables due to postharvest losses. There is need for a novel technology to enhance shelf-life of fruits and vegetables and reduce post-harvest losses.

Fruvetech have developed an innovative formulation which can generate physiological levels of nitrogen oxides. The produced nitrogen oxides (NO) can intercept ethylene production to increase longevity, enhance defense of fruits and vegetables during postharvest periods. The technology is completely different from available ethylene absorber technology. Multi-location trails with households and industries done.

This is the world's 1st technology to enhance shelf-life and nutritional value in gel form sachet. Our technology, instead of absorbing it intercepts ethylene. It inhibits ethylene production up to 80%. Affordable – Rs. 1 per kg fruits and applicable for large scale



2000 sachets/day
production



18k+
units sold



Pan India
supply



150+
customer