

Milhana - Makhana Styled Millets, a millet-based snack that mimics the look, texture, and eating experience of makhana but is made from a multi-millet blend, giving it higher nutritional density and its clean label.

It is positioned as:

- A healthier, millet-based alternative to makhana
- Visually and texturally similar, appealing to makhana consumers

By mimicking its *form, texture, and usage*, Milhana can instantly plug into that same consumer perception and shelf category — without having to re-educate the market from scratch.

Comparing helps consumers understand Milhana quickly

We're not just copying Makhana — we're *fixing its gaps*:

Attribute	Makhana	Milhana
Protein	Moderate (~9%)	12–15% with millets
Fiber	Low	Higher
Cost	Rising (limited geography – Bihar)	Lower (millet-based, scalable)
Supply	Seasonal, clustered	Year-round, pan-India millets
Variety	Limited	Flavor, shape, nutrition flexibility

Main Attributes of Milhana

Versatility – wide range of application and would go well with any seasoning/flavour as the product itself is neutral in taste

Good ROI to b2b customers

Extended shelf life

Nutritiously rich, great crunch and all those other attributes of a perfect snack and that too guilt free – roasted, not fried (no oil)

Clean label

Scalable

Sustainable & Good for planet earth (as millet crops utilize minimum, in fact negligible natural resources as compared to other crops)

Social impact – in both ways, for marginal millet farmers & society as a whole (healthy snack)