

# Tabs

Home

About Us

Social Impact

PureMe Brand

Feedback & Contact

# 1.Home

Landing Page Images

Private Label Solution

Road Blocks

Why Choose Us

Product

Plant Images

Landing Page  
2 Pages in sliding

# Creating Gudness, Everyday!!



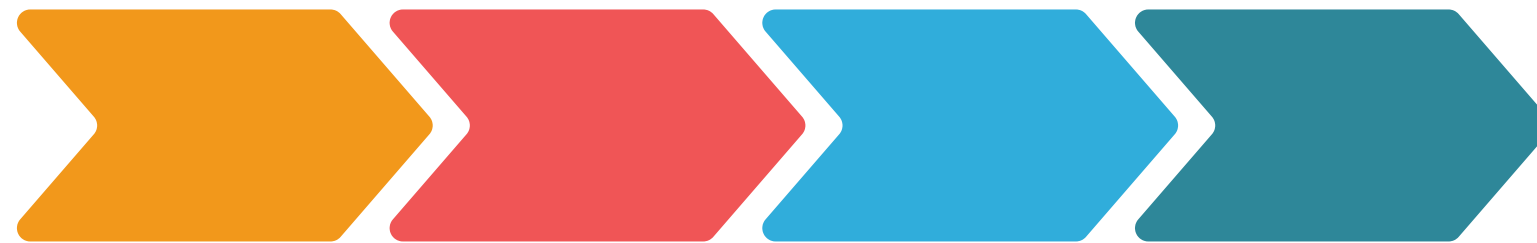
## Your One Stop Solution for Jaggery



**Sustainable Agriculture**  
**Empowering Rural Farmers**  
**Delighting Customers**

# Private Label Solution

From Product/Process/Technology  
Development To Final Packaging



Sugarcane Sourcing-----Jaggery Manufacturing as per FSSR-----Processing----Smart Packaging

# Road Block To Launch Jaggery in Your Brand

- Batch Traceability
- Consistent Supply in all seasons
- Product Consistency
- Storage Facility
- Quality Control & Assurance
- Hygienic Production & Processing
- Batch Testing as per FSSR standards



**Get Jaggery Products in Your Brand  
Manufactured, Processed & Packed in  
Clean, Hygienic Environment under  
Skilled Professional**





# Why Choose Us

Symbolic Representation for No Added Sugar, No Added Color, No Added Chemical Clarificants/Bleaching Agents

- GI Tagged Product from Jaggery Capital of India (Kolhapur Jaggery) with Sourcing of Best Quality Sugarcane
- In House specialised R&D Team for Process/Product/Technology Development for Optimization
- Production, Processing & Packaging in Most Hygienic Facility as per GMP & FSSAR under Skilled Professionals
- Smart Packaging as per Requirement
- Traceability Record for Each Batch
- Shelf Life Studies
- Metal/Aflatoxins/Synthetic Color/Pesticide Residue/Microbial/Chemical parameter Testing
- Product and Packaging Innovations

# Product In Sliding

- Jaggery Dhep 1 Kg, 0.5 Kg, 0.25 Kg
- Jaggery Cubes 15 gm
- Jaggery Bites 5 gm
- Jaggery Powder
- Liquid Jaggery
- Value Added Products
- Jaggery as Functional Food

# Photos in Sliding





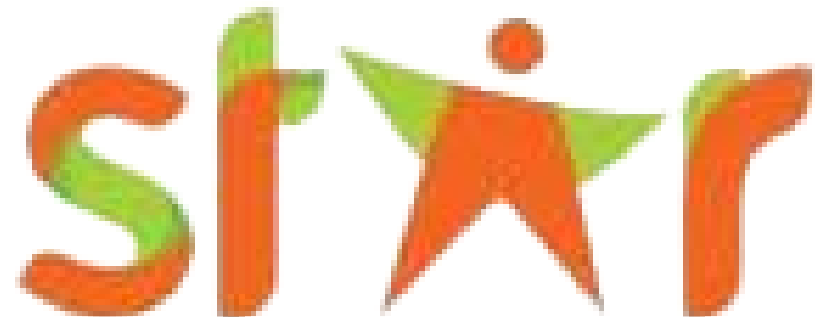






# Clients

A **TATA** and **TESCO** Enterprise



**DAiLY POSSHAN**

## 2. About Us

StartUp Details

Mission & Vision

Founder Details & Team

PureMe Journey

Services Offered

Awards

Media

Supported By



PureMe is #MadeInIndia Researched brand of Jaggery. PureMe is purpose driven social impact startup, established in March 2020 by a Mother-Daughter duo, in the Jaggery capital of India, Kolhapur (MH). PureMe is creating a sustainable ecosystem for rural Jaggery farmers & consumers by focusing on technological upgradation & upscaling of rural Jaggery farmers & its supply chain informatics network.



## **Mission**

To be a multinational supplier in Jaggery based product line, through innovative forms of the purest and the most natural products that become a part of the daily diet of the generations to come.

## **Vision**

To achieve our mission through perpetual R&D, ever-evolving technology in order to make Jaggery sustainable, easily obtainable, storable and usable through its smart variants

# About Founder

## Dr. Sharmmili

PhD (Chemical Engg., Australia),  
M.Tech (Bioprocess Tech., ICT Mumbai)  
B.E. (Biotechnology)



Founder & CEO, PureMe Organics Pvt Ltd  
Director, Y D Mane Research Centre  
Advisor, The Kagal Education Society, Kagal

Sharmmili is researcher by profession, where she focused on Agricultural research in Masters & also in her PhD. During both researches, she was working with group of farmers, for master's (India 2012), with Indian farmers and, for PhD (Australia 2018), with Australian farmers. While pursuing her PhD, she was astonished by farmer's knowledge & their willingness to adapt to modern technology for commercialization. On contrary, during her master's, she observed lack of this commercialization aspect & willingness to adapt in Indian farmers in spite of having best traditional agricultural practices. This motivated Sharmmili to return to her hometown after PhD & work on problems of rural farmers through Agrotech Commercialization.

When she returned back to India, newspapers were flooded with shut down of Kolhapur's Jaggery Cottage Industry due to major technological gaps to address market needs, which inspired Sharmmili to work on its addressal through her startup, PureMe.

[Connect to my profile pdf](#)

# Our Board Members

**Dr. Sharmmili, Founder**

PhD (Chemical Engg., Australia)

Director, Head –Production, Operation, RnD

<https://www.linkedin.com/in/sharmileemane/>

**Mrs. Savita Mane, Co-founder**

Director, Head– Administration & Finance

**Mr Piyush Desae**

Director, Head–Infra & Material Procurement

**Mr Virendra Mane**

Director, Head–Quality Testing

## Our Mentor

**Dr Yashwant Thorat**

Former Chairman, NABARD

<https://www.linkedin.com/in/yashwant-thorat-a39b5a13/>

## Our Advisors

**Dr Sarvanan Raj**

Director, MANAGE–CIA

<https://www.linkedin.com/in/saravanan-raj-a9a20928/>

**Dr Shivakiren Makkam**

CEO, AIC–SKU

<https://www.linkedin.com/in/dr-inv-shivakiran-makam-5006a350/>



# PureMe Journey



- Contract Manufacturer of for Jaggery Category (5 Products)
- Raw Material Supplier for Premium Health Brands
- Development of Facility for Contract Manufacturing
- Association with 12 Jaggery Units
- Tie Ups for Export

- Entry of Products into Modern Trade like **STAR Bazaar**
- Development of **new products**
- Development of **Smart Packaging** of Jaggery Products
- Entry into **Gifting Segment**
- Development of most hygienic Facility for **Processing & Packaging (Semi Automatic)**

- Customer Survey and Market Research, Free Sampling
- Exhibitions and Conferences
- Launch of PureMe Products through General Distribution & Retail Network in 15 cities PAN India

- Ethnographic Research
- Product Development, Product Testing & Validation
- **Process Standardization & Optimization**
- Identification of Jaggery Farmers for **PureMe Supply Chain**
- Incubation at **MANAGE-CIA**

- Pvt Ltd Firm, GST Registration, FSSAI Registration
- Collaboration with Jaggery Farmers
- Workshops of Jaggery Farmers through our NGO

**2020  
Incorporation**

StartUp India Registered

**2021  
Product Development**

- Support of **Ministry of Agriculture & Farmers Welfare under RKVY RAFTAAR** through MANAGE for Product Development
- ODOP Subsidy by **MOFPI**

**2022  
Launch of PureMe**

- Best Agtech Women Entrepreneur Award by **FICCI 2022**
- Progressive Women Entrepreneur Award by **AIC SKU**

**2023  
Facility Development**

- **IIM Bangalore NSRCL** Incubation for Consumer Brand
- **FOODCHAIN Audited Facility** for Jaggery Processing and Packaging

**2024  
Establishment as a  
Contract Manufacturer**

- Best Agtech Women Entrepreneur Award by **FICCI 2024**
- **StartUp Acceleration Grant** by Ministry of Agriculture & Farmers Welfare under RKVY RAFTAAR
- **Winner Women StartUp Award** by MsInS





# Services Offered



## PRODUCT

Supply of Existing Range of Products  
under **PureMe Brand** Name



## CONTRACT MANUFACTURING

Providing Contract Manufacturing Solution  
(White Label/Private Label/Bulk Packaging)



## NEW PRODUCT DEVELOPMENT

RnD for product development for  
consumer convenience &  
Healthier Lifestyle



## PACKAGING SOLUTION

Providing a Solution for Packaging of  
Jaggery Products considering chemical  
properties and consumer perspective

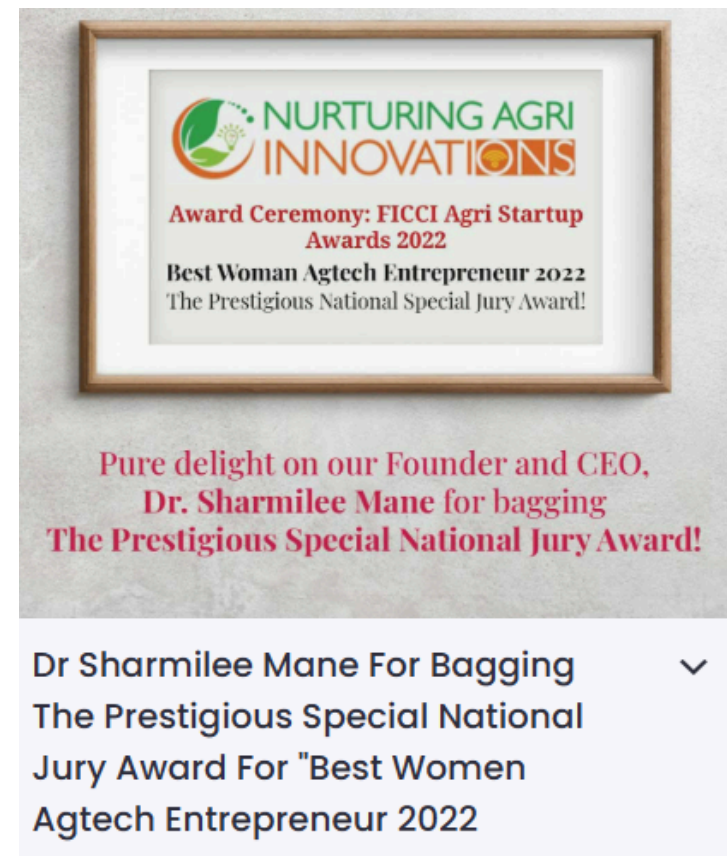


## DEVELOPMENT OF SMART FESTIVE PRODUCT

Developing products as per consumer  
need and developing products for Festive  
& Corporate gift hampers



# Awards



3. Received Special Jury Award in the category "The Best Agtech Women Entrepreneur 2024" by FICCI (Federation of Indian Chambers of Commerce and Industry) in their Sixth Edition of Agri Startup Awards, held at New Delhi on 5 August 2024.

4. Winner of "Punyashlok Ahilya Devi Holkar Women Startup Scheme Phase 1" organised by Maharashtra State Innovation Society (MSIS) with prize money of INR 5 Lakh.



# Media

# Supported By



#startupindia



Ministry of MSME, Govt. of India



NSRCEL



# **3. Social Impact**

**Kolhapur and Jaggery**

**Major Challenges for the Survival**

**PureMe's Solution**

**Impact Created**

**UNSD Goals**

**Recommendations**

# Jaggery – The Medicinal Sugar

## India's One of the Oldest Rural Cottage Industry

Jaggery is the major & one of the oldest rural cottage industry of India, operated by farmers with dependence of more than a million farmers & employment to 2.5 Mn rural people. Jaggery is a common product in Asian and African countries however almost 70% of world's Jaggery comes from India. Practitioners of Indian Ayurvedic medicine have been using Jaggery for thousands of years. Jaggery is the best exportable healthy & natural sweetener with multiple health benefits.

- Strengthen Immune System
- Increases Energy Level
- Rich Source of Iron & Calcium
- Detoxify your Body
- Aids in Digestion

# Jaggery : The Major Rural Cottage Industry of Kolhapur

Kolhapur district of Maharashtra state is known for producing best quality Jaggery since 18th Century. Kolhapur Jaggery is GI tagged since 2014 for its unique characteristics and regional heritage, primarily its goldenish-brown color, sweetness, and the traditional methods of its production.

- The specific color and unique sweetness of Kolhapur Jaggery is attributed to the careful removal of dark molasses during processing
- The Jaggery is made using traditional methods, including the use of local sugarcane varieties and specific processing techniques, which are a part of the region's cultural heritage.

**Jaggery is the rural cottage industry of kolhapur, which has potential for rural job creation with minimum capital investment**



Jaggery Capital of India



GI Tagged Product



One District One Product



Ranks first in Qualitative & second in Quantitative term



Export to > 44 Countries



> 1,00,000 Farmers depend on Jaggery for their Livelihood

# Major Challenges to Survive the Wind of Industrialization

- Unhygienic Production Processes
- Low Profitability
- Less Energy Efficiencies
- Post Production Losses
- Lack in Product & Packaging Innovation
- Low Marketability
- Inconsistent Rate

# Jaggery : Growing Market Demand

Jaggery is accepted by consumers since ages due to its health benefits. Earlier, it's use was limited to certain localities & festivals. Recently Jaggery has emerged as a major grocery product replacing refined sugar, especially post covid due to its immunity properties. In 2024, Jaggery has taken 30% sugar consumption share & is predicted to increase in next 5 years. In spite of growing demands, this self-reliant Jaggery cottage industry, which is responsible for socio-economic development of rural community, is trying to survive the wind of Industrialisation, failing to which these units are shutting down. PureMe's R&D team found technological gaps in these cottage units leading to low profitability, lack of standardisation, adulterations, lack of innovations in products, resulting in low marketability of produced Jaggery. Belonging to Jaggery capital of India, we took this challenge to restart these shut down units & increase marketability of Jaggery with use of technology.



# PureMe's Solution to Jaggery Rural Cottage Industry

PureMe works with decentralised production system with a unique ecosystem-based model, which targets entire value chain, from process/product/technology development to market capture. PureMe has developed an innovative & sustainable solution during production, post production & packaging as follows,




- Technological Upgradation & Upscaling of Existing Units
- Energy Efficient Processes
- Standardised Production & Processing Protocols as per GMP and FSSR to control Adulterations
- Defined Storage System Solution to reduce Post Production Losses in Jaggery
- Value Addition to Jaggery to increase its Nutritional Value

# Impact Created

- 12 Jaggery Units Upgraded Technologically
- 60 Jaggery Farmers Restarted their Units
- Crop Management Support to 370 Farmers
- 20 Agricultural Workshops Conducted
- Training to 200 Rural Unskilled Women
- Employment to 40 Rural Women
- AI Technology to Cane Farmers

# Sustainable Impact

## ESG IMPACT

 <b>Environmental</b>	 <b>Social</b>	 <b>Governance</b>
<b>Water Management</b> 30% Reduction in Water Usage with AI	Impact on Local Cluster/ Community	Stakeholder's Engagement
<b>Reduction in Green House Gas Emission</b> Improved Pan System and Thermal Efficient Process	Inclusion of Society in Economy	Shareholder's Rights
<b>Energy Efficient Process</b> Use of Solar Energy for Drying, Improved Pan System	Better Working Conditions to Ensure Health and Safety	Ethical Standards
	Gender Equality	
	Human Rights	

# Sustainable Impact

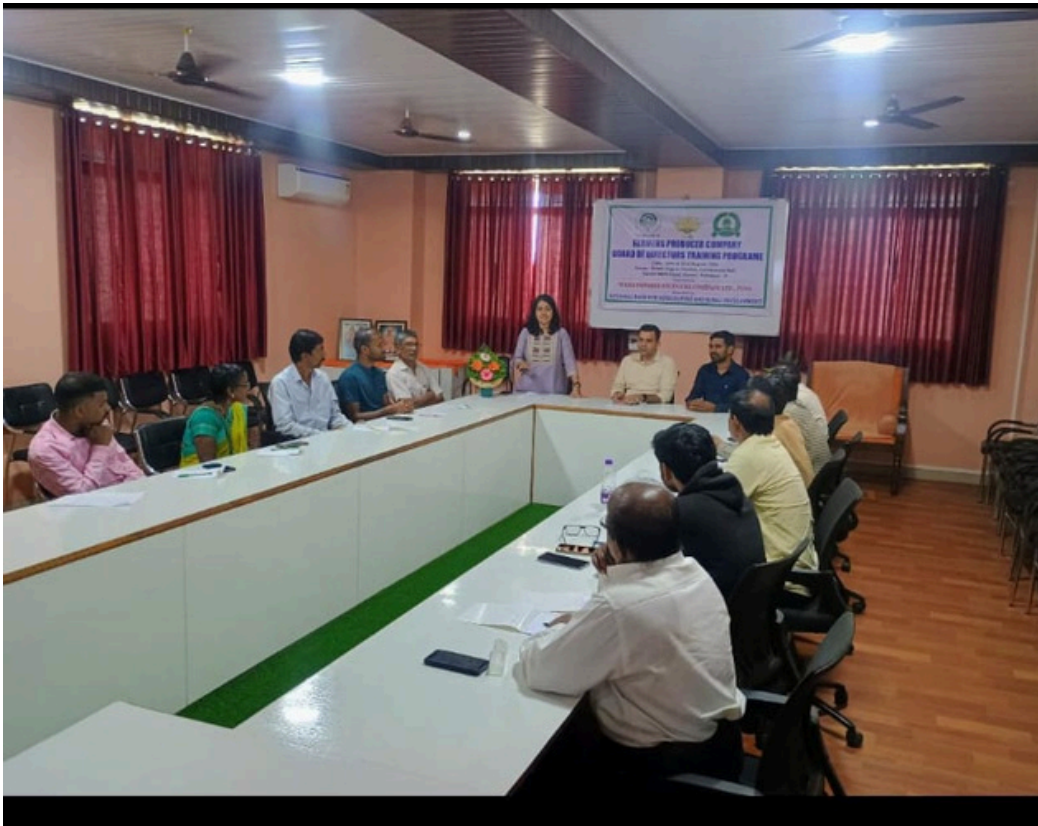
## Sustainable Development Goals







# Talks Delivered







# Recommendations

## **Dr Yashwant Thorat**

Former Chairman, NABARD, India

It is my pleasure to recommend Dr. Sharmmili for her venture, PureMe Organics Pvt Ltd. I have been mentoring her since 2022 and observing her closely working on problems faced by rural cottage farmers through Agrotech Commercialisation. It is commendable how Dr Sharmmili enthusiastically worked with rural farmers at grassroot levels and came up with the solution for Jaggery cottage industry. She is setting up an example on how one can take the society along with self through her startup, which is working on creating a sustainable ecosystem for Jaggery processing and Jaggery supply chain informatics network. Dr Sharmmili is highly focussed and purpose driven entrepreneur. Her business model is unique which engages with farmers directly and also with the consumers with innovative products. Her meticulous attention to details has resulted in brand recognition.

I believe she is the perfect candidate to promote Jaggery research and given an opportunity she can take her vision of “For the Community, by the Community, led by Women Entrepreneur” in India to the next level.

## **Prof. M Moni Madaswamy**

Professor Emeritus & Chairman, Centre for Agricultural Informatics & e-Governance Research Studies, Shobhit University, Meerut, UP

I have interacted with Executives of M/s PureMe Organics Private Ltd and am appreciative of their innovative jaggery products (chemical free, naturally grown, non-hygroscopic and increased shelf life) from the ‘Jaggery Capital of India’ (Kolhapur). Recently I also interacted with rural youths from the families of sugarcane productions in and around Madurai (Tamilnadu) who desired to get into jaggery products at their Farmgates, rather than sending sugarcane to sugar mills and waiting for payments, but they have shown their concerns of non-availability of appropriate technologies and capacity building programme. M/s PureMe Organics Private Limited is emerging as a potential and sustainable AgriStartUp in this region and as a leader. They have established a sustainable ecosystem for this processing and production activity. I strongly recommend for recognition with appropriate support by MANAGE, to M/s PureMe Organics Pvt. Ltd for emerging as a “Model AgriStartUp” in Rural India



# Recommendations

## **Dr. Saravanan Raj**

Director (Agricultural Extension), National Institute of Agricultural Extension Management (MANAGE), Hyderabad

PureMe Organics is a Startup incubated at MANAGE-CIA, Hyderabad under the RKVY RAFTAAR Program by the Ministry of Agriculture and Farmers Welfare. PureMe is a Technology based startup that Innovates new products and processes from Sugarcane and other sustainable agriculture sources. Dr. Sharmilee Mane has established PureMe Organics; which is like a Social enterprise to help the farmers. Her depth of knowledge in the process of sugarcane, good research & innovation skills and social responsibility is appreciable. It is commendable, that Dr. Sharmilee is enthusiastically working with rural farmers and coming up with the solution for the Jaggery cottage industry. Her mission, vision, and motto to support the farmers and women is laudable. I would like to strongly recommend her for the FICCI Agri startup Award 2022 in Women Entrepreneurs Category.

## **Dr. Shivakiren Makam**

CEO, Atal Incubation Centre, Sri Krishnadevaraya University (AIC-SKU), Anantapur, A.P. India

PureMe Organics Pvt Ltd is a startup established by Dr. Sharmilee Mane with the purpose of #Redefining Sweetness. PureMe is a technology-based startup that innovates new products and processes from sugarcane. It has recently launched jaggery powder in sachet, jaggery peanut butter and jaggery cubes. They also explore different sources of sugars apart from sugarcane such as palm, coconut, fruits and others. PureMe has received several awards and recognitions from Govt. It is currently incubated at Atal Incubation Center-Sri Krishnadevaraya University, Anantapur. PureMe is also awarded a grant under RKVY scheme and financial support under ODOP scheme by Govt of India. PureMe is one of the fastest growing and highly focused startup. Their business model is also unique in a sense that they engage with the farmers directly in the process and pass the benefits to the farming community. PureMe actively engages with the customers in co-creating innovative products.



## **4. PureMe Brand**

**Kolhapur and Jaggery**

**Major Challenges for the Survival**

**PureMe's Solution**

**Impact Created**

**UNSD Goals**

**Recommendations**

# CONNECT WITH US

**PureMe Organics Private Limited**



[www.puremeorganics.com](http://www.puremeorganics.com)



[contact@puremeorganics.com](mailto:contact@puremeorganics.com)



(+91)(9049114117)



Plot P-53, Kagal-Hatkanangale Five Star Industrial  
Area, Kagal, Kolhapur (MH)-416216

