



Ivar Agro plans to launch a cutting-edge millet-based food products project that would create a significant amount of jobs for the community with an initial investment of Rs 200 crore. During the holiday seasons of 2023, IvarAgro expects its millet-based goods, including Bajra Biscuits and Cookies, to reach domestic and foreign markets (IYM). "Ivar Agro is a new business venture aimed at providing healthy and sustainable food options to the people of India. Our primary focus is on millet-based products, and we plan to start with the production of millet biscuits. With 1,000 tonnes monthly production capacity, the company aims to empower millet growers of the country by providing them an opportunity to be our partners in the large-scale production of millet-based food items," said Vijay Gupta, Founder and Managing Director, Ivar Agro Manufacturing Pvt Ltd. In 2022, India made the effort to get 2023 recognised as the International Year of Millets by the United Nations General Assembly (UNGA).

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