

Women Entrepreneurs Put ‘Healthy Ones’ in Children Snacks-Evidence from a Case

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Abstract - Shauravi Malik and Meghana Narayan do not call themselves co-founders of Slurrp Farm. They like the so-called co-chasers, which is why they spend their time, following up on their ideas and taking them forward. The two friends started Slurrp Farm in October 2016, realizing that most supermarket shelves contain only products made with wheat or rice for children. It contained trans fats and dangerous amounts of sugar, which is not a healthy option. Slurrp Farm Started by Shauravi Malik, Maghana Narayan, and Umang Bhattacharya, Slurrp Farm offers healthy and safe snack options for children made from traditional grains. The brand saw 3x growth during the pandemic.

Keywords: Slurrp farm, Healthy, Children Snaks, Traditional Grains.

I. INTRODUCTION

“For a country with an incredible food culture that eats a wide variety of grains, including millet, this lack of diversity was a gap in our ready-to-eat market,” Meghana recalled. The two friends, who met at a Diwali party in London, and started discussing fun business ideas. But at that time entrepreneurship seemed so dangerous that they always went to their jobs the next day.

Meghana grew up in Bangalore and was a national level swimmer for India. She received a Rhodes scholarship to study at Oxford, after which she studied MBA at Harvard Business School. She worked at McKinsey for seven years.

Shauravi Ravi grew up in New Delhi and studied economics at Cambridge University. She worked in the Consumer, Health and Retail Advisory group and JP Morgan. She was also the investment manager for Sir Richard Branson's group-owned company at the Virgin Group in London.

The pair teamed up with Slurrp Farm's creative brain, Umang Bhattacharya. With more than 15 years of experience in photography, graphic design and video art, Umang Slurrp has given the farm its unique identity and brand language.

But why snack for kids? When they both had kids, things changed. As parents, they saw that the options were limited and wanted to do something about it.

“Our research shows that one in four children is obese or overweight, making India the third most obese country in the world. Malnutrition occurs at both ends of the spectrum; this is not only because of poverty, but also because sugar, salt and junk food are a food with preservatives, artificial flavors and colors.

“The market size of opportunity is huge and we felt we had to change for the better and be a force for good,” says Shauravi Ravi.

II. FOCUS ON QUALITY INGREDIENTS

For their first product prototype, the founders made an organic fruit and vegetable puree for kids. However, they had very low demand.

Slurrp Farm offers healthy, tasty and convenient breakfast and meal time options for young children and families.

Each recipe starts small, and the internal R&D team then operates them on a scale without adding preservatives, artificial colors or flavors, trans fats or stabilizers.

The founders will attract experts for recipe development, business scaling and quality control in each product line since they use the best quality ingredients. The product range includes natural cereals, sathumaavu, kichadi mix, millet oat porridge, millet pancakes and waffle mixes, banana and chocolate chip pancakes, millet dosa, beetroot oat dosa, and more.

It offers fun star-shaped munchies and puffs with super grains such as cashews and corn, to taste, can come inside savoury/sweet snacking options. The baking range also includes a variety of cake mixes.

III. A KEY MARKET PLAYER

The start-up capital for Slurrp Farm came from the founders' savings. "Our first Angel Round was a amazing Motley crew of people friends, family and colleagues who believed in the product; or they called us at the customer service number! We have recently raised corporate/institutional finance rounds from Fireside Ventures," says Shauravi Ravi.

As a D2C business, Slurrp Farm products are available on its own website and in e-Commerce markets. "We also sell through the traditional FMCG store channel and over 800 stores in India and the United Arab Emirates," he says.

IV. THE MOMENT TO PROSPER

Slurrp Farm's ARR has grown 300 percent over the past six months, and the company expects to grow at the same rate over the next 12 months to \$ 5-6 million.

"Our biggest challenge is to find the only way to taste the delicacies on a shelf in a home kitchen and when it reaches your hands, without adding anything to it. Another challenge is that this feeling all takes longer. But when you look back, a great idea is a well-implemented one," Says the founder.

"However, our key challenge was not dissimilar to all companies large and small - logistics were uncertain and there were several disruptions at the start. We worked hard to manage second and third-order impacts like raw material, packaging, and credit, and to mitigate these," Shauravi says.

Meghana says they worked hard to deliver their products in the short term. This is challenging and requires the necessary approvals and permits. But hard work - and keeping the customer at the center of their efforts - helped.

And in just over three years, what started as an experiment in our own home kitchens has now turned into a loved kids food brand; available serving its first 500,000 customers. We sell across several leading online platforms and our products are available in stores in India and the UAE.

And every year along the way, we want to be better than we were the year before, and always innovating to have the best products possible.

Our product and brand were not affected by COVID-19. "During this period we actually saw 3x growth. If anything, we feel that health and good quality foods are very important, this is the moment to thrive," the founders say.

V. CONCLUSION

Women have to be best suited to knowledge about technologies providing with scientific knowledge, quality control as per the fulfillment of consumer tastes and production of diversity for better utilization of healthy and safe snack options for children made from traditional grains for the creation of employment opportunity to enhance income and improve economic status to achieve women economic empowerment. Finally we learned after knowing this story can be viewed as recognizing change, pursuing opportunity, innovating, creating new value that is meaningful to customers.

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