

Tata Soulfull & Reliance Retail team up to bring ‘Desh ke Millets’ to every household.

Tata Soulfull, one of India’s fastest-growing millet-based packaged foods brands has inked a lead sponsor partnership with Reliance Retail for the upcoming Maha Millet Mela being organised in July and August.

As a leading brand in the millets space, Tata Soulfull is bringing ‘Desh ke Millets’ like Ragi, Jowar & Bajra in modern formats to every Indian household through its wide range of products like Millet Muesli, Ragi Bites breakfast cereals and Masala Oats.

Maha Millet Mela is a first-of-its-kind millet festival spread over the months of July & August in leading Reliance Retail stores across the country. The initiative aims to make millets mainstream and a part of every shopper’s basket at Reliance stores.

Millets have been in use in traditional Indian kitchens for a long time. India is one of the largest producers of millets. The UN General Assembly resolution declared 2023 as the ‘International Year of Millets’ to increase public awareness about its health benefits. Known to be gluten-free and nutrition-dense, rich in iron, protein, dietary fibre, and calcium, these are making a comeback to modern Indian kitchens, as consumers seek out nutritious food options. Compared with other grains, millets require significantly lesser water to grow and hence benefits both the farmer and the planet.

The two-month-long Millet Mela will be an on-ground activity that will be conducted across more than 400 Reliance stores. Within each participating Reliance store, a dedicated area will be allocated exclusively for millet-based products, creating a unique shopping experience for visitors. This will include Tata Soulfull’s product range -Millet Muesli, Ragi Bites No Maida Choco, Ragi Bites Fills and Masala Oats.

Sunil D’Souza, MD & CEO, Tata consumer products, said, “Recognising the numerous advantages millets offer to consumers, farmers, and the environment, it is important to spread public awareness and promote the sustainable growth and consumption of this remarkable grain. We are dedicated to bringing ‘Desh ke Millets’ like Ragi, Jowar & Bajra in modern formats to every Indian household. Through this initiative with Reliance Retail, the objective is to highlight the benefits of millets and making them more accessible. We have an extensive range of products across snacking, breakfast cereals, and mini meals under Tata Soulfull and we look forward to taking them to many more consumers across Reliance stores.”

Damodar Mall, CEO of grocery retail, Reliance Retail, said, “Modern day brands like Tata Soulfull & platforms like Smart Bazaar & JioMart are stepping up to take these millets messages ahead. Millets are both good nutrition and deep culture. Modern day brand partnerships like this will amplify their role in consumer India.”

Reference : <http://www.fnbnews.com/Top-News/tata-soulfull--reliance-retail-team-up-to-bring-desh-ke-millets-to-every-household-73850>