



**WHOLSUM
FOODS**

**IMPACT REPORT
2023**

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**At Wholsum
Foods we are
committed to
making food
that is good
for us, and
the planet.**

OUR STORY

Slurrp Farm, our flagship brand was born in 2016, when two mothers realised that there aren't enough truly nutritious, convenient food options that their children would eat as happily as they ate junk. And thus began the journey to change the way people eat and to help build healthy relationships with food – which means appreciating not just what is on their plate but also where it comes from, how it's made, and what makes it good. And we want to start this change right from their first bowl of cereal and keep them going on a lifelong journey of healthy eating.

And while Slurrp Farm brings millets and other supergrains to the little plates, we wanted it on the bigger ones as well. Our recently launched brand **Millé** is not only helping young Indians discover the wisdom of millets, but also taking it to the rest of the world. At Millé, we are making delicious products using supergrains like millets, lentils and legumes that are gluten-free, high-protein, fibre-rich, and inherently climate-smart. Millé promises food that's easy to love, age no bar!

What ties both these brands together is a promise to help people make better food choices: our food is made using environment-friendly millets and other whole grains, has no additives – no preservatives, refined flour, refined sugar, trans fats, or artificial flavours and colours. Just real, natural ingredients that are as delicious as they are healthy.

We look forward to doing our bit towards mending a broken food system, one plate at a time.





LETTER FROM THE FOUNDERS

**WE REALLY
BELIEVE
WE ARE WHAT
WE EAT.**

The world's pattern of eating and the nutrition content of our meals has dramatically altered with an alarming number of children developing health problems and allergies related to unhealthy diets. At the same time, we need to take immediate collective measures to eat and live more sustainably in order to reverse the imminent threat of climate change. The good news is that each one of us has the power to do this, every day. What we choose to put on our plates can change the world.

Rediscovering millets, the nutrient packed, climate-smart supergrain our grandmothers had fed us, was the starting point of our journey. When we founded the company, we didn't know how to use millets in contemporary recipes but for the last 7 years it's been a journey of discovering, and bringing millets back to the plate.

We feel deeply grateful for, and inspired by, the generous support and love we've received from our growing tribe of clean food champions – our customers and our community. At Wholsum Foods, we are not just running a business. The Covid-19 pandemic brought us all much closer to each other and reinforced sustainability, responsibility and inclusion as guiding principles in our work.

At the core of the value we create as a company is the inspiring group of talented, purpose driven people who have come together as our team, our producers and suppliers, enablers and collaborators, our shareholders – the combined passion of all our stakeholders coming together to help solve the Great Food Puzzle is what powers the **Wholsum-way** to making a difference to the way children eat, and the long-term health and happiness of the world we live in.

Meghana Narayan
Co-Founder

Shauravi Malik
Co-Founder

Umang Bhattacharyya
Co-Founder

OUR MISSION

**GOOD FOR US,
GOOD FOR THE
PLANET**



OUR APPROACH TO SUSTAINABILITY



**GOOD FOR US,
GOOD FOR THE
PLANET**



As a company run by two mothers, we want a happier healthier future for all our little ones, beyond their plates too. At Wholsum Foods, our mission is centred around the principle of **"Good for us, good for the planet."** We firmly believe that our actions should not only benefit our organisation but also have a positive impact on the environment. By aligning our business practices with well-being and sustainability, we strive to create a win-win situation where our success is directly tied to the well-being of the people and the planet.

The food we create is crafted with a unique focus on utilising millets, lentils and legumes, which are not only beneficial for our health but also for the planet. These are ancient grains that possess a range of nutritional benefits, including high fibre and protein content, essential minerals, and a low glycemic index. By incorporating these supergrains into our recipes, we provide our consumers with wholesome and nourishing food options that contribute to their well-being.



Additionally, choosing millets as one of our primary ingredients aligns with our commitment to sustainability. Millets are environmentally friendly crops as they require less water, are resistant to pests and diseases, and have a lower carbon footprint compared to other staple grains. This conscious choice allows us to support sustainable farming practices, conserve water resources, and reduce the environmental impact of our food production. Ultimately, by making food with millets, we are not only prioritising the health of our consumers but also playing our part in preserving the health of our planet.

Our north star is three-pronged, guiding us towards a future where our mission of "Good for us, good for the planet" shines brightly. These three pillars serve as our compass, directing our decisions, initiatives, and innovations as we work towards a sustainable and balanced future for all.

**A.
IMPROVING
PEOPLE'S
HEALTH,
CONFIDENCE
AND
WELLBEING**

Enable transparency, awareness, and a dialogue around knowledge of food. To transform the way people eat.

**B.
IMPROVING
THE
HEALTH
OF THE
PLANET**

Take due care in all the little and big things we do with better planet friendly measures.

**C.
CONTRIBUTING TO A
SOCIALY
INCLUSIVE
WORLD**

To live the way we work, every single day. To enable social inclusion in our workforce and community.

As a company, we're committed to continuously bettering our efforts to keep people and planet at the centre of what we do, whether it's the way we align to global frameworks such as key Sustainable Development Goals or consistently building on what impact really means to us. Here are some of the SDGs our efforts align with:





A.
**IMPROVE
PEOPLE'S HEALTH,
CONFIDENCE
AND WELLBEING**

1. TRANSFORMING THE WAY PEOPLE EAT



Ensuring a healthy, nourishing, and yummy plate for your child and even yourself as an adult is not a cake walk. And this is because food shelves are over crowded with processed and junk filled food. And it is easier to access than it has ever been.

Wholsum Foods is committed to creating a shift in the way we eat by making food that is naturally nutritious and free of additives. All our products are free from refined flour or refined sugar, and our early-food range is salt-free as well.

Millets such as finger millet (ragi), sorghum millet (jowar), pearl millet (bajra), foxtail millet, and little millet, are nutrient-dense and are not as easily processed as wheat and rice, so their nutrients remain intact. They have a lower glycemic index than wheat and rice, which makes them more suitable for diabetics, plus they are known to lower bad cholesterol.*

We focus on using millets, oats, lentils and legumes as alternatives to wheat and rice not because the latter are inherently bad for us, but because they are usually refined and processed in ways that strip them of their goodness. And we believe that one solution to the nutrition crisis, much like the environmental crisis, lies not in saying no to a particular crop or grain, but in balance.

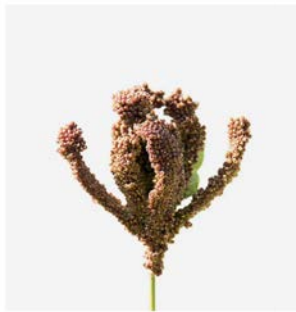
**WHILE YOU ARE
WHAT YOU EAT,
YOU ARE ALSO
WHAT YOUR FOOD
EATS!**

THE SUPERGRAINS WE WORK WITH:

Ragi or Finger Millet

Locally Known as: Mandua/
Mangal (Hindi, Machni (Marathi),
Taidalu (Telangana)

Protein 7.3g
Dietry Fibre 11.5g
Carbohydrates 72g
Calcium 344g
Iron 3.9g
Gluten 0

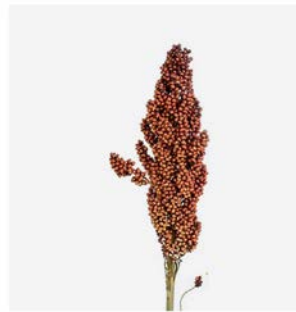


This small but mighty millet is a hardy crop and can withstand harsh weather conditions, lack of proper irrigation, and even high altitudes. Due to its small grain size it is normally consumed unpolished and in its purest form. While ragi traditionally is a staple in southern Indian food cultures, it has in recent times gained popularity across the country.

Jowar or Sorghum

Locally Known as: Jwari (Marathi),
Cholam (Tamil), Jonnalu (Telugu)

Protein 9.97g
Dietry Fibre 10.22g
Carbohydrates 67.88g
Calcium 27.6g
Iron 3.95g
Gluten 0



Extensively cultivated in India and Africa, Jowar is a staple source of nutrition in many arid and semi-arid regions. The crop can withstand high temperatures and long spells of drought.

Foxtail Millet

Locally Known as: Kakum (Hindi),
Navane (Kannada), Tenai
(Tamil), Korra (Telugu)

Protein 11.2g
Dietry Fibre 4.42g
Carbohydrates 63.2g
Calcium 14mg
Iron 4.8g
Gluten 0



Loaded with good calories (yes, these exist), foxtail millets are a powerhouse of energy. Just like Quinoa this is an easy substitute for rice and tastes delicious in salads.

Oats

Locally Known as: Tokke Ghodi
(Kannada), Joi (Bengali)

Protein 16.89g
Dietry Fibre 10.6g
Carbohydrates 66g
Calcium 54mg
Iron 4.72g
Gluten Yes



Oats are a nutrient-rich food associated with lower blood cholesterol when consumed regularly. Oats are super-filling, satisfying, versatile, and can be used to cook a variety of healthy meals like salads and fruit porridges.

LENTILS AND LEGUMES

Lentils can be cooked and added to salads and the broth can be used for soups, curries, and a variety of dishes. Growing lentils is good for the environment as they are legumes and help in fixing nitrogen in the soil. This enhances soil quality and boosts the soil yield.



Urad Dal (Split Black Gram)

Protein 24g
Dietry Fibre 28g
Carbohydrates 60g
Calcium 138g
Iron 7.57g
Gluten 0



Moong Dal (Split Green Gram)

Protein 8g
Dietry Fibre 8g
Carbohydrates 18g
Calcium 3%
Iron 16%
Gluten 0



Toor Dal (Pigeon Pea)

Protein 20g
Dietry Fibre 12g
Carbohydrates 50g
Calcium 130g
Iron 5.2g
Gluten 0



Chana Dal (Split Chickpea)

Protein 22g
Dietry Fibre 22g
Carbohydrates 60g
Calcium 20g
Iron 3.6g
Gluten 0

WHOLSUM FOODS



25,87,696



12,34,481



2,76,752



FY 2020-21

FY 2021-22

FY 2022-23

NUMBER OF CUSTOMERS SERVED SO FAR:





SHIVANGI'S STORY

Shivangi's motherhood journey began 3 years ago when her son Kai was born. She says, "An instinctive switch happens when you become a parent. Everything you're feeding your child has to be clean, honest, and healthy. When Kai was ready to eat solids we started with a few different kinds of cereals but the food out there today is so full of junk that my son soon developed health issues. After several medical consultations and hospital visits, we decided to switch his diet.

The fact that Slurrp Farm is made by two mothers gave me the confidence that it's going to be clean. The ingredient list is so

simple and I know there's nothing in there that I wouldn't want Kai to have. And voila! It was like a magic trick. Kai's health issues slowly got resolved. And since then, as he's grown Slurrp Farm has been a part of his feeding journey."



ONE OF
SLURRP FARM'S
CUSTOMERS

B.

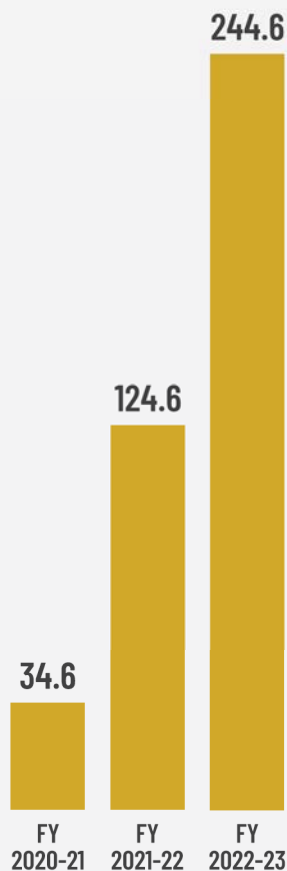
**IMPROVING
THE HEALTH
OF THE
PLANET**

1. BETTER FOR PLANET GRAINS

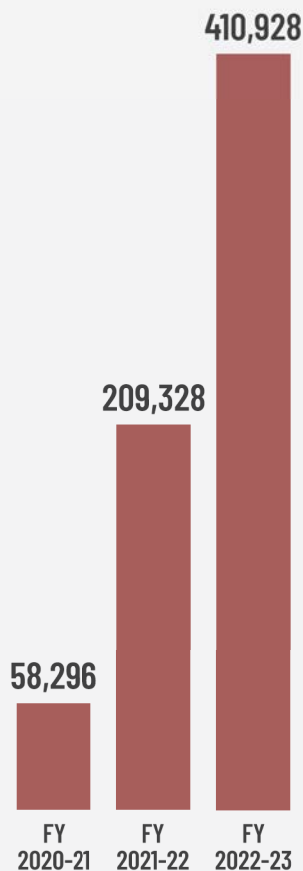


By championing diverse grains, especially millets, in everything we make, we want to affect a return to more sustainable ways of producing and consuming food.

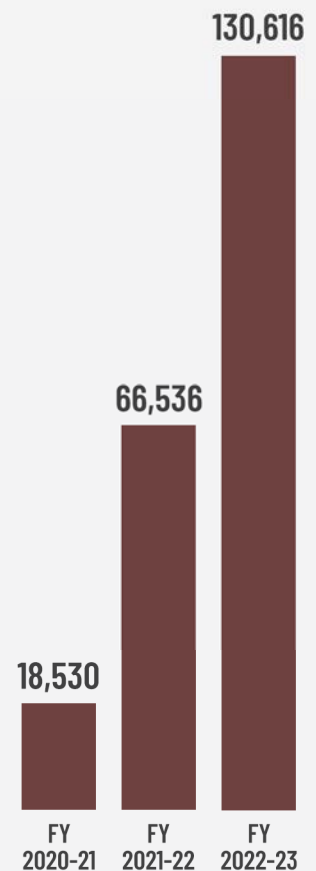
These resilient grains have adapted to various climates and require less water and pesticides, making them a smart choice for a changing world. By reintroducing millets into our diets, we honour our ancestral wisdom and promote food security. Our commitment to embracing these ancient grains is a step towards nourishing both our bodies and the planet, creating a more sustainable and harmonious future for generations to come.



NUMBER OF TONS OF MILLETS CONSUMED



WATER SAVED BY REPLACING RICE WITH MILLETS (IN KILOLITRES)



WATER SAVED BY REPLACING WHEAT WITH MILLETS (IN KILOLITRES)

MILLETS: QUICK FACTS

MILLETS ARE:

Climate-resilient crops - they can grow on arid lands with minimal inputs and maintenance, are tolerant or resistant to diseases and pests and are more resilient to climate shocks than other cereals.

Able to grow in very poor and fertile soils in dryland conditions and do not heavily deplete soil nutrients. By providing land cover in arid areas, they reduce further soil degradation.

Adaptable to different production environments, without needing fertiliser and pesticide to grow.

Millets are low water consuming crops; use 70% less water than rice; grow in half the time of wheat; and need 40% less energy in processing.*

They are hardy crops that can withstand extreme heat conditions.

70%

LESS WATER
THAN RICE

40%

LESS ENERGY IN
PROCESSING*

Source: "Millet: The super food for combating food and water security", Observer Research Foundation, Apr, 2022. <https://www.orfonline.org/expert-speak/millet/>

THE INTERNATIONAL YEAR OF MILLETS

TRANSFORMING FOOD SYSTEMS SUSTAINABLY

The International Year of Millets presents a timely and unparalleled opportunity to harness the potential of these remarkable grains. With increased global attention and support, this dedicated year promotes awareness, collaboration, and policy advocacy to integrate millets into our agricultural practices, food production, and diets. It fosters innovation, research, and investment in millet-based systems, empowering small-scale farmers and local economies. By capitalising on this momentum, we can accelerate the transformation of our food systems, embrace the nutritional and environmental benefits of millets, and pave the way for a healthier and more sustainable future.

We are delighted to share that our commitment to incorporating diverse grains, with a specific focus on millets, in all our products has been recognized and awarded by the Ministry of Food Processing Industries (MoFPI). MoFPI has approved a grant of up to Rs 40 crore over the next 5 years, which will support our sustainable food production and consumption initiatives. This grant will enable us to further our mission of promoting sustainable practices and creating a positive impact in the food industry.

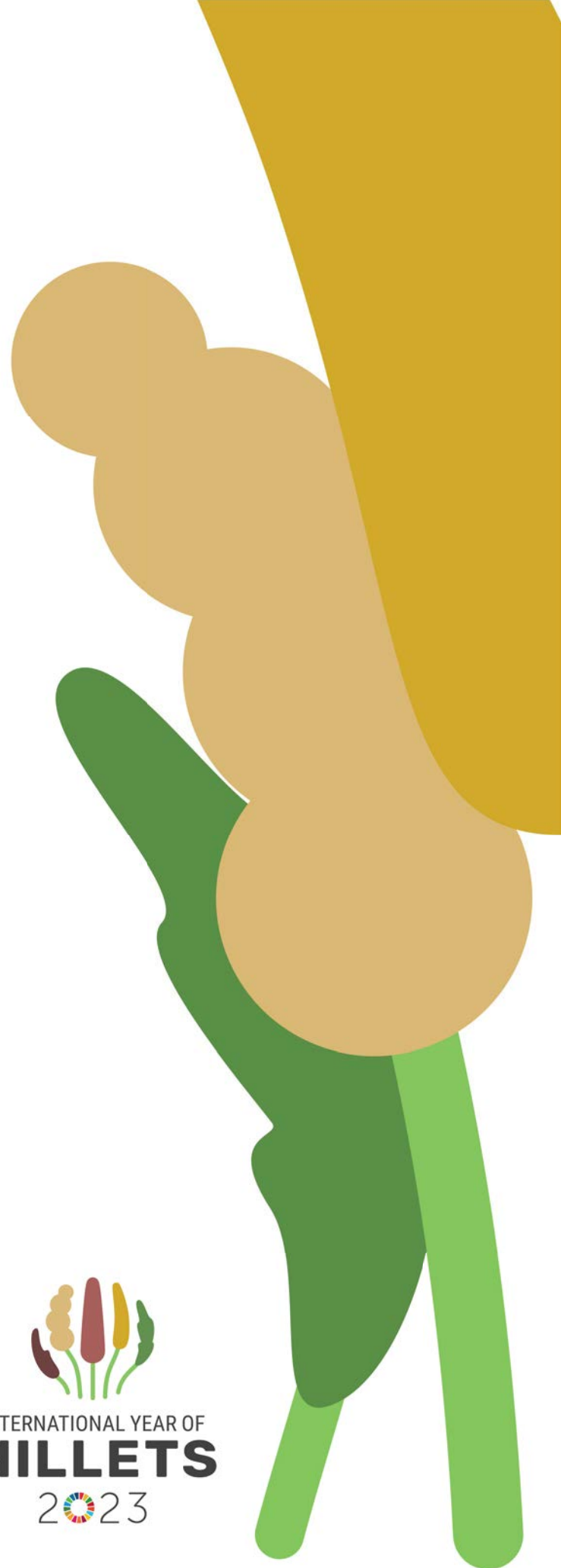
“India is at the forefront of popularising millets whose consumption furthers nutrition, food security and the welfare of farmers.”

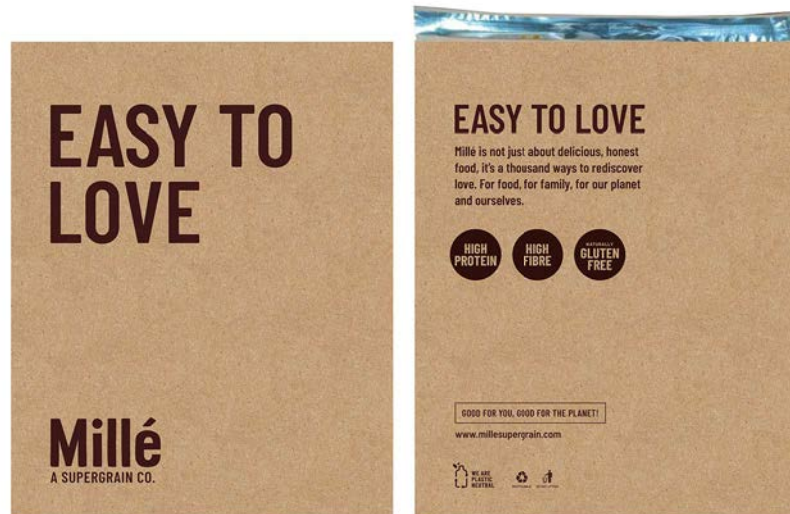
NIRMALA SITHARAMAN

Finance Minister, Government of India



INTERNATIONAL YEAR OF
MILLETS
2023





100%
SUSTAINABLE
TERTIARY
PACKAGING

50%
PRODUCTS WITH
ECO-FRIENDLY
SECONDARY
PACKAGING

2. ELIMINATING UNNECESSARY PLASTIC USAGE

When we talk about the climate crisis it cannot just be through one lens. As a company that is in the business of consumer-packaged goods, namely food, we have to be conscientious about how we package our products.

That plastic is choking the planet is a fact we know all too well. We need to reduce our dependence on plastic. It's a tough ask for a CPG brand, but one that we were committed to – and we are really pleased that as of July 2021, we are a plastic-neutral company and in 2023 we will switch to recycled paper for our secondary packaging.





3. PLASTIC NEUTRALITY



Our partnership with Wholsum Foods represents a significant step towards creating a sustainable future for the next generation. By leveraging Plastic Credits, we are not only reducing the negative impact of plastic waste on the planet, but also promoting healthy choices for kids and families. This partnership underscores our commitment to creating a better world for all and serves as a shining example of how businesses can drive positive change for both people and the planet.

BHAGYASHREE JAIN
Founder - The Disposal Company

Packaging is vital for delivering high-quality food, but we acknowledge its negative impact on the planet. We actively reduce reliance on plastic, implementing measures to minimize waste.

Simultaneously, we partner with The Disposal Company to offset our plastic footprint. They intercept plastic before it pollutes, installing infrastructure and supporting circular solutions. Recovered plastic from oceans, coastlines, and landfills is recycled or reused for renewable energy.

Our plastic reduction efforts earned us the prestigious Seal of Sustainability Certification, assuring customers that 100% of our plastic footprint is measured and offset. Together, we restore nature's balance and prioritize environmental sustainability.

**NUMBER OF
TONS OF
PLASTIC
RECOVERED
AND
RECYCLED:**





Wastelink



4. TRANSFORMING FOOD WASTE TO ANIMAL FEED

Our intent is always to ensure that only the highest quality products are delivered to our consumers. Which means a stringent quality check process. However, none of the rejected produce is wasted or disposed unethically.

To put the unsold food at good use, Wholsum Foods partnered with Wastelink in June 2022, a company that helps food manufacturers and retailers prevent food waste generation by transforming their surplus and rejects into nutritious animal feed. This circular economy solution ensures that the food that would have otherwise been wasted stays within the food chain.

If the food and packaging were not recycled, they would have ended in landfills and incineration sites. Each of these would have resulted in the incremental carbon emissions.

1,36,849 Kg

OF GHG EQUIVALENT
EMISSIONS
BY UPCYCLING THE

42 TONS

OF WASTE SINCE
INCEPTION

Wholsum foods prevented 1,36,849 Kg of GHG equivalent emissions by upcycling the 42 tons of waste since inception. If these were not upcycled, 61,908 Kg of GHG equivalent emissions would have been further emitted from traditional waste management practices.



C.

**CONTRIBUTING
TO A SOCIALLY
INCLUSIVE WORLD**



1. 1% OF REVENUE TOWARDS



**OUR MISSION
TO FEED
10 MILLION
CHILDREN
BY 2032**



What a broken food system leads to is Malnutrition - defined as the deficiencies, excesses, or imbalances of essential nutrients and energy and can take the form in wasting, stunting and obesity. And it is rampant across income groups.

According to the World Health Organization, globally in 2020, "149 million children under the age of 5 were estimated to be stunted, 45 million were estimated to be wasted, and 38.9 million were overweight or obese. 1.9 billion adults are overweight or obese, while 462 million are underweight."



ANNUAL SEWA DAY

Once a year, Wholsum Foods team from various locations (Delhi, Mumbai and Bangalore) visits the Akshaya Patra mega kitchens that produce lakhs of nutritious meals served through the mid-day meal programme. The team helps out with chores including shelling peas, chopping veggies etc. and understanding their operations. We interact with students and serve them their school lunch. Lasting approx 5 hours, this volunteering activity gives the team an insight into how the foundation is working towards eliminating classroom hunger.

The WHO also states that approximately 45% of deaths among children under 5 are linked to undernutrition. These mainly occur in low- and middle-income countries. At the same time, rates of childhood overweight and obesity are rising.

Malnutrition often begins a domino effect of several other diseases such as diabetes, heart conditions, and strokes. We know that eradicating malnutrition is a mammoth task, one that requires major interventions at all levels of government, big business, and non-profits, especially to reach those in need across all income levels.

We are proud to partner with Akshaya Patra, a Bengaluru-based NGO that has been doing excellent work in eradicating classroom hunger and childhood malnutrition by providing over 2 million children daily meals. We have committed to contributing 1% of our annual revenue to Akshaya Patra's feeding programs. We started working with them in Aug 2021 with a goal to impact 10,000 children - feeding them daily mid-day meals at schools by 2025.



WHOLSUM FOODS



“My favourite dish is **anna sambar**, says Amruta, a seventh standard student in Karnataka, whose family has experienced a lot of financial hardship. Amruta’s father, who is a farmer in the state, has experienced many challenges and as the sole breadwinner he often struggles to provide for the family. “Ever since we have been getting lunch at school, my father worries less about me. He is happy that I am able to eat a full meal every day.”

AMRUTA B PIDAKNAWAR
GHPS Navalur Chani, Dharwad, Karnataka



NUMBER OF MEALS SERVED THROUGH THE CONTRIBUTION:



2. IMPROVING FARMER LIVELIHOODS

Improving the wellbeing of farmer community is in the core of Wholsum Food's DNA. We strive to do this by way of a two step process, the first of which is about demand creation and the second, which we are working on implementing in the very near future is sourcing optimisation.



8 DECENT WORK AND
ECONOMIC GROWTH



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



DEMAND AND MARKET CREATION

The Green Revolution in India had a significant impact on the public distribution system, favoring high-yield crops such as wheat and rice, while neglecting nutritious cereals like millets. Furthermore, millets are environmentally friendly and are beneficial for soil health.

To amplify the importance of millets worldwide, we have actively worked on value-added products and commodities. Our approach involves creating awareness of millets' health benefits and delicious taste through renowned chefs' recipes, celebrity engagement, and impactful advertising campaigns. Brands like Slurrp Farm and Mille have successfully reached millions through print, TV, and digital media, fostering consumer interest and demand to secure favourable prices for millets.

Furthermore, Wholsum Foods has contributed significantly by publishing an influential white paper on millets. This document has been widely shared, enlightening stakeholders, including the media and policymakers, about millets' significance and their potential impact on health and the environment.

SOURCING OPTIMISATION

We are actively involved in engaging with government bodies and farmer cooperatives to establish meaningful collaborations as part of our global millet promotion efforts. Our goal is to create a system that enables farmers to benefit from higher prices for their produce. By the end of 2025, we have committed to partnering with two millet farmer cooperatives in India. This partnership allows us to procure millets directly from the cooperatives, bypassing intermediaries and ensuring fair and improved prices for the hardworking farmers. This direct procurement approach supports the farmers' economic well-being, strengthens their livelihoods, and promotes millet cultivation as a sustainable and profitable crop. These collaborations foster a mutually beneficial relationship, empowering farmers, enhancing the value chain, and promoting millet growth in agriculture.

As part of our efforts to procure ragi directly from farmers, we have taken a significant step by introducing a Diwali gift box that contains products made exclusively from ragi sourced directly from farmers.



EVALUATING A PARTNERSHIP TO SOURCE FROM FARMERS

Wholsum Foods has been actively exploring the establishment of a direct producer relationship with a farmer producer organization to create a reliable and consistent demand for their products. Our aim is to develop a sourcing model that prioritizes the well-being of the end producers. Through this model, we strive to ensure that the benefits of our procurement efforts directly reach the farmers over an extended period. Our goal is to enable farmers to earn a fair and sustainable living wage, rather than merely subsisting on minimal earnings. By fostering such relationships and implementing this sourcing approach, we are dedicated to supporting the economic empowerment of farmers and promoting their long-term prosperity.

OVERVIEW OF OUR ONGOING WORK WITH FARMER PRODUCER ORGANISATIONS

In November 2022, our team, in collaboration with IFAD and MAVIM team members, conducted a field visit to Dapoli and Aambaye village in Ratnagiri district, Maharashtra. The purpose of this visit was to take a comprehensive approach in addressing the challenges related to the supply and demand of finger millet (ragi).

These areas are situated in the Konkan coastal belt, characterized by diverse topography encompassing hills, plateaus, and plains. The farmers in this region are predominantly small-scale farmers, with an average landholding of 0.1 acre. Due to the presence of rainwater accumulation on the plains, they primarily cultivate rice, which thrives under such conditions. However, ragi is a resilient crop that can flourish in hilly regions with rocky terrains. Consequently, farmers in the hilly or sloping areas choose to cultivate ragi, as its growth is facilitated by the downward flow of water, and it does not require substantial amounts of water for cultivation.



This visit aimed to gain insights into the specific agricultural dynamics of the region and identify strategies to promote the sustainable production and consumption of ragi. Some of the challenges we identified and are working towards create solutions for:



PRE-HARVEST CHALLENGES

- Finger millet (ragi) is a seasonal crop and is grown once a year
- Small landholding with an average size of 0.1 acre
- Fragmented landholdings
 - Different crops are grown in a small area which makes collection tricky
 - The region has patches of plains and rocky hills
- Farmers use traditional farming methods
 - The seeds are thrown on the land instead of line sowing
 - Low mechanisation of machinery at pre and post harvesting stage due to cost
- Due to the high cost of fresh seeds, farmers resort to reusing seeds from their harvest, resulting in low yield

POST-HARVEST CHALLENGES

- Dehusking can be time-consuming and labour-intensive for farmers if they do it themselves
- Alternatively, seeking third party assistance to access machinery for dehusking incurs additional
- No proper collection centre or storage facility
- High price fluctuation of ragi in the market
- No assured price and volume to farmers due to lack of fixed buyers



A STEP TOWARDS SUSTAINABLE SOURCING

A festive gift that's good for you and good for the planet

In November 2023, in celebration of the Diwali festive season, our team is collaborating with the renowned millet advocate and chef, Anahita Dhondy, along with women farmers and artisans. Together, we are curating a special assortment of traditional sweets and snacks with a unique twist – they are crafted using millets, whole grains, and contain zero preservatives. These delectable treats are made from millets sourced directly from farmers in the Ratnagiri region, ensuring a direct and fair supply chain.

This custom-made Mille box represents a significant step towards creating a demand for high-quality and healthy

millet-based products that originate directly from the farmers. To make these products easily accessible to consumers, they will be made available through our trusted retailer partners and various e-commerce platforms during the Diwali season. By offering these wholesome and flavorful options, we aim to promote the benefits of millets, support local farmers, and encourage the adoption of healthier food choices. The custom Mille box embodies our commitment to sustainability, farmer empowerment, and the provision of delectable yet nourishing options for Diwali festivities.

OUR COMMITMENT

Partner with **2 millet farmer cooperatives** i.e **10,000 farmers** by 2025

Address the bottlenecks and **ensure the farmers earn a fair livelihood** and not just subsistence wage

3. DIVERSITY IN THE WORKFORCE



71%
FEMALE AT
EXECUTIVE LEVEL

57%
AT MANAGERIAL
LEVEL

At Wholsum Foods, we prioritize gender balance and strive to cultivate an inclusive and meritocratic work culture where all employees, irrespective of their gender, have equal access to resources and opportunities. We ensure gender parity across all levels of leadership within the company, including senior, middle, and junior positions. Moreover, we recognize the importance of accommodating individual family circumstances and offer flexible working options to both men and women facing extenuating situations.

Our commitment to gender equality extends to ensuring there is no pay gap based on gender. We are dedicated to maintaining fair compensation practices, promoting transparency, and actively addressing any disparities that may arise. Additionally, we place a strong emphasis on investing in the long-term career growth of our employees, creating an environment where individuals joining our teams understand that their professional development is a valued and supported endeavor. Through these initiatives, we aim to foster a workplace where gender equality is not only valued but actively practiced, enabling all employees to thrive and reach their full potential.



4. GOVERNANCE INITIATIVES

At Wholsum Foods, we prioritize the implementation of good governance principles and transparent ways of operating. We understand that good governance is fundamental to fulfilling our commitments, serving the interests of our stakeholders, and fostering a culture of trust. We take a thoughtful approach to building our company, ensuring that responsible business practices are at the core of our operations. By upholding these principles, we aim to establish a solid foundation that enables us to deliver on our promises, maintain strong relationships with stakeholders, and contribute to a sustainable and ethical business environment.

OUR COMMITMENTS

WE ENSURE:

Total transparency in reporting both financial and non-financial aspects of our business to foster trust among our employees and investors.

Safeguarding the interests of our key stakeholders, including customers, employees, investors, and co-manufacturers, through regular engagement and feedback mechanisms.

Building and implementing robust governance policies and practices that prioritize transparency and accountability throughout our organization.

Regular and active review of our Environmental, Social, and Governance (ESG) progress by the Board, ensuring ongoing evaluation and improvement in our sustainability and responsible business practices.

As our organisation expands, we consistently develop new policies and periodically review our existing ones to ensure they align with our evolving organizational requirements and the latest best practices in reporting. We recognize the importance of adapting our policies to meet the changing landscape and to ensure they effectively support our organizational goals. Through this ongoing evaluation and refinement process, we aim to maintain policies that are relevant, effective, and in line with the most up-to-date standards of reporting excellence.

KEY INITIATIVES TAKEN THIS YEAR

- 1** Reviewed and updated 8 key policies.
- 2** Created a comprehensive docket of policies for employees, including the Integrity Policy, Anti-harassment and Anti-discrimination policy, and Best practices for Virtual Work.
- 3** Developed and implemented a supplier code of conduct.
- 4** In the process of establishing an ESG policy (Environmental, Social, and Governance) and a Responsible Marketing Policy.
- 5** Initiated a materiality assessment exercise to identify and prioritize key sustainability issues.
- 6** Commenced board participation in ESG matters to ensure top-level engagement and accountability.
- 7** In the process of establishing a Grievance Redressal Mechanism to address and resolve employee concerns effectively.

OUR WAY FORWARD



2023

- Align our systems and processes to be B-corporation certified
- Ensure 100% recycled secondary packaging
- Drive global dialogue and awareness of millets during International Year of Millets
- Establish a direct sourcing model with small holder farmers for corporate gift boxes
- Serve 1 mn+ meals through contribution at Akshaya Patra

2024

- Define path towards reducing plastic consumption
- Define the path towards carbon neutrality
- Deepen small farm holder engagement

2025

- Collaborate and ensure fair sourcing practices with 2 FPOs or 10,000 millet farmers across India

2032

- Serve 10 mn meals through contribution
- Achieve carbon neutrality in Scope 1 emissions



Meghana and Shauravi ask a very difficult question:

Where will this junk food habit that we're building take us in the generations to come?

Meghana and Shauravi built **Wholsum Foods** to provide better nutrition outcomes for children, and their purpose is the brand. I've had the unique privilege of witnessing their drive and commitment firsthand, and watched them build a diverse, inclusive team of like-minded, equally motivated people.

Their **commitment to de-junking food**, in a time where junk food is available both easily and plentifully, is truly inspiring. As founders and leaders, Meghana and Shauravi ask a very difficult question: Where will this junk food habit that we're building take us in the generations to come?

From delighting children with Slurrp Farm, to winning over people of all ages with Millé, Wholsum offers up a host of ethically sourced, nutritious, and delicious food choices. Millets are a wondergrain – nutritionally, planetwise, and farmerwise. They can be grown even in drought areas, unlike rice and wheat. So, it is quite fitting that in this, the International Year of Millets, Wholsum introduced Millé; moved to 100% sustainable tertiary packaging; set up a direct sourcing model for smallholder farmers; and is now on track to being a certified B-corporation.

At Fireside, we believe in brands that do good to do well – and deliver on the triple bottomline of people, planet, and profit. We call it the Value of Good, and Wholsum Foods is a compelling example of this spirit.

Kanwaljit Singh

Managing Partner and Co-founder, Fireside Ventures



By promoting transparency, inspiring healthier choices, embracing planet-friendly measures, and championing social inclusion,

Wholsum Foods sets a benchmark for responsible and sustainable practices in the food industry.

Wholsum Foods, founded by Shauravi Malik and Meghana Narayan, is a company driven by nourishing our young ones and safeguarding the planet. Their first impact report reflects their unwavering commitment to a better future. With a focus on millets, Wholsum Foods believes in the principle of "**Good for us, good for the planet,**" aiming to provide wholesome and sustainable food options while contributing positively to the well-being of people and the environment. Millets offer numerous benefits, including essential nutrients, fiber, and a low glycemic index, promoting healthier lifestyles. As a climate-resilient crop requiring less water, millets play a vital role in reducing water strain and carbon footprint.

Wholsum Foods' impact report showcases their dedication to **sustainable farming** practices and the conservation of resources. It signifies a significant milestone for the company and guides their continued growth. By promoting transparency, inspiring healthier choices, embracing planet-friendly measures, and championing social inclusion, Wholsum Foods sets a benchmark for responsible and sustainable practices in the food industry.

As an independent board advisor, I am honored to witness Wholsum Foods' remarkable achievements. Their impact report serves as a guiding light, showcasing the profound impact of a purpose-driven company on individuals and the planet. **ongratulations to the entire Wholsum Foods team for their remarkable accomplishments.** May this report inspire them to continue nourishing our bodies, minds, and the Earth itself.

Alyson Greenhalgh-Ball

Independent Board Advisor
Founder, Conscious Impact



Wholsum Foods has supported our feeding efforts by committing to contribute

1% of their annual revenue towards our feeding programmes enabling us to serve hot, nutritious mid-day meals to children

Over the years, we have personally witnessed the impact of mid-day meals. The assurance of a mid-day meal does not just serve as an incentive for children to come to school, but also helps address classroom hunger and boosts children's learning outcomes by improving their concentration level. Since 2021, Akshaya Patra and Wholsum Foods have been working together, channelising the collective efforts of this partnership towards impacting the lives of over 10,000 children and their families.

Wholsum Foods has supported our feeding efforts by committing to **contribute 1% of their annual revenue towards our feeding programmes**, enabling us to serve hot, nutritious mid-day meals to children to support their health and education. Their employees have wholeheartedly participated in the preparation of mid-day meals, volunteering at our kitchens in Bangalore, Delhi and Mumbai, and also served these meals to children at schools while interacting with them.

Their continued support has reiterated our belief that when we try to do something good, like-minded people will always come forward to join us in our pursuit and make it a success. Such partnerships play a crucial role in ensuring the sustainability that is integral to our feeding endeavour.

Shridhar Venkat

CEO at The Akshaya Patra Foundation

**WHOLSUM
FOODS**