



ಅಣಬೆ ಉತ್ಪಾದನೆಯ ಆರ್ಥಿಕತೆ ಹಾಗೂ ಮಾರುಕಟ್ಟೆ ನಿರ್ವಹಣೆ
ಡಾ. ಜಿ. ರಂಗನಾಥ್

Small Scale Mushroom Production

- For a small-scale agribusiness venture in Karnataka, **Oyster Mushroom** cultivation serves as the ideal model.
- It utilizes readily available local agricultural waste (paddy straw), handles the state's ambient temperature profile well (20–30°C), and requires minimal initial capital compared to climate-controlled Button mushroom systems.
- Let us see an economic blueprint for a small-scale startup unit based on **500 grow bags** housed in a **200 to 300 sq. ft. room/shed** (a standard residential room or small farm outbuilding scale).

❑ Capital Investment (One-Time Fixed Cost)

- If you already have a masonry room or thatched farm shed available, your fixed infrastructure cost drops dramatically.

Asset Description	Specifications / Quantity	Estimated Cost (₹)
Shed / Room Renovation	Minor modifications for ventilation, nylon netting for pest control	10,000
Bamboo / GI Pipe Racks	Vertical tier framing to optimize space	6,000
Sterilization Drum	200-liter capacity drum for substrate steaming	2,000
Equipments & Tools	Weighing scale, Sprayer pump, Thermometer & Hygrometer	2,500
Miscellaneous Outlays	PVC pipes, wiring, rope hangers, and cleaning tools	1,500
Total Fixed Capital Outlay		₹22,000

❑ Operational Cost Per Crop Cycle (~45 Days)

- One complete crop cycle—from straw sterilization and spawning to the final flush harvest—spans roughly 40 to 45 days.
- This scale accommodates **6 cycles per year**, avoiding the peak dry summer weeks if temperature regulation is basic.

Input Component	Requirement for 500 Bags	Unit Rate (₹)	Total Cost per Cycle (₹)
Substrate (Paddy Straw)	~600 kg dry straw	₹3 / kg	1,800
Mushroom Spawn	~35 kg (70g per bag)	₹90 / kg	3,150
Polypropylene Bags	500 pieces (12×18 inch, 150 gauge)	₹1.50 / piece	750
Sterilization Chemicals	Formalin & Carbendazim / Hydrated Lime	Lumpsum	400
Utilities	Electricity (humidifier/fan usage) & Water supply	Lumpsum	600
Contingency / Transport	Local transport of inputs	Lumpsum	800
Total Variable Cost (Per Cycle)			₹7,500

❑ Yield, Returns, and Profitability Analysis

- **Expected Yield:** A well-managed 1 kg dry-straw bag yields approximately 700 to 800 grams of fresh oyster mushrooms across 2 to 3 flushes.
- For 500 bags, conservative cumulative production is **375 kg of fresh mushrooms**.
- **Market Pricing (Karnataka):** Wholesale rates range between ₹100 and ₹120 per kg. Direct supply to retail stores, hotels, or restaurants in urban/semi-urban centers (like Bengaluru, Mysuru, or Hubballi) comfortably fetches ₹140 to ₹160 per kg.

Financial Metric	Calculation Framework	Value (₹)
Gross Revenue (Per Cycle)	375 kg × ₹130 / kg (Average Price)	48,750
Less: Variable Cost	Material and utility expenses	7,500
Net Operational Surplus	Surplus before fixed depreciation	41,250
Annualized Operational Cost	₹7,500 × 6 cycles	45,000
Annual Gross Revenue	₹48,750 × 6 cycles	2,92,500
Annual Net Profit	Revenue minus operational costs & fixed asset depreciation	~₹2,40,000

Costs & Returns for Button Mushroom

- The minimum viable production unit will require a land site of 1.5 acres.
- Inclusive of contingencies, the project cost works out to **Rs.107 lakhs** as below.

(Rs. In Lakhs)

Project cost	Amount
Land & Site Development	5.15
Building	44.96
Plant & Machinery	47.00
Misc. Fixed Assets	0.75
Contingency	4.88
Pre-Operative Cost	4.25
Total	106.99

Source: https://nhb.gov.in/report_files/button_mushroom/button%20mushroom.htm

❑ The major components of the model are:

- ✓ **Cost of acquiring land and its development (Rs.5.15 lakhs):** The land would have to be acquired in areas well connected to urban markets. On an average the cost of land might be put at Rs.3 lakhs per acre.
- ✓ **Cost of levelling the site (including fencing etc.)** would be Rs.0.15 lakhs and cost of putting up guard rooms would be Rs.50 thousand.
- ✓ **Building (Rs. 44.96 lakhs):** The estimated cost of this component works out to around Rs.45 lakhs, major item being growing room at the cost of Rs.25.92 lakhs.
- ✓ **Plant & Machinery (Rs. 47.00 lakhs):** The cost of equipping the production unit works out to Rs. 30 lakhs, that of compost and casing unit to Rs.7 lakhs and that of installing canning facilities, spawn Lab and other equipments to Rs.10 lakhs.
- ✓ **Miscellaneous Fixed Assets (Rs. 0.75 lakhs):** This is the estimated cost of building up a communication system and furnishing.
- ✓ **Pre-operative Expenses (Rs. 4.25 lakhs):** These include professional charges, administrative expenses and other start up expenses.

❑ There would be **three sources of financing** the project as below:

<u>Source</u>	<u>Rs. Lakhs</u>
Farmer's share	53.50
Capital subsidy	21.40
Term loan	<u>32.10</u>
Total	<u>107.00</u>

❑ Returns from the Project:

- ✓ The yield from the Unit is estimated at 200 tonnes per annum.
- ✓ Valued at Rs.24,000 per tonne, the annual gross return would come to Rs. 48 lakhs.
- ✓ After accounting for all costs including depreciation, interest, taxes and retained profit etc., there are net cash accruals every year from **year 1 to year 10**. These, however, decline slightly over the 10 year period from Rs.20.70 lakhs in the first year to Rs.16.10 lakhs in the final year.
- ✓ The **Benefit to Cost Ratio** works out to **1.3** and **IRR** to **26.4%**

Marketing channels for mushrooms

- Now after production of mushrooms, final step is to sell the produce in the market. Normally are two feasible ways, given below:
 - ✓ Buy back agreement
 - ✓ Self-marketing

Channel	Producer's share	Typical users
Direct (Grower → Consumer)	90%+	Small/medium growers
Grower → Retailer → Consumer	70–75%	Urban/market sellers
Grower → Wholesaler → Retailer/Consumer	55–70%	Larger growers, FPOs
Grower/FPO → Supermarket/Processor	60–80%	Urban FPOs, big producers
Online/Delivery	90%+	Urban/small growers



Pioneer Mushroom

"Cultivated with Care, Enjoyed with Delight."



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MUSHROOM

CONSULTANCY

Mushroom
Training



Setup
Consulting



Management
Consulting



Market
Assistance



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31
MINS

Delivery to Other



Search for "Eye Liner"



SHOP BY CATEGORY



Fresh Vegetables



Fresh Fruits



Dairy, Bread and
Eggs



Rice, Atta and Dals



Masalas and Dry
Fruits



Edible Oils and
Ghee



Munchies



Sweet Tooth



Cold Drinks and
Snacks



Biscuits and Cakes



Instant and Frozen
Food



Meat and Seafood



Cereals and
Breakfast



Sauces and
Spreads



Tea, Coffee and
More



Cleaning Essentials



(180g - 200g)

fresho!

fresho! Mushrooms - Button, 1 pack (Approx. 180g - 200 g)

MRP: ₹82.19

Price: ₹51 (₹51 / pc)

You Save: 38% OFF

(inclusive of all taxes)

Har Din Sasta!



Add to basket



Save for later

Offers



swiggy.com/instamart/search?custom_back=true&query=Button+Mushrooms



YouTube



Maps



Exam360



Button Mushrooms



Showing results for "Button Mushrooms"

20%
OFF



Sourced at 5 AM

Button Mushroom (Anabe)

Fresh, meaty & hygenic

1 box (180 - 200 g)

₹79

₹63

ADD

20%
OFF



Oyster Mushroom Fresh

Aromatic & slightly chewy

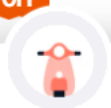
200 g

₹95

₹76

Sold Out

8%
OFF



FREE DELIVERY on orders above ₹499



3%
OFF



4pcs
(68.5g)

20%
OFF



Seller Details

Seller Name: Getmax Globe Pvt. Ltd Chamrajpet 1

FSSAI Number: 11221334002101

Address: 2nd floor, Krishna Complex, Sudhama nagar, Lalbagh Road, Bangalore - 560027

Customer Care: instamart.support@swiggy.in

Disabled Man Quits Job To Turn Mushroom Farmer, Earns Profit & Awards

Diagnosed with polio at the age of two, Mandya's Ramakrishna J has helped 300 other farmers get started with this low-cost business!



BY ROSHINI MUTHUKUMAR

June 16, 2020 • 4 Min Read



In 2013, J Ramakrishna, a resident of Mandya, Karnataka, quit his job as a computer operator in the Primary Education Department of Karnataka, and decided to become a farmer. However, he wanted to do something different, so he decided to begin cultivating [mushrooms](#).





He managed to successfully produce 20 by-products from dried mushroom powder such as papads, biscuits, rasam powder, and many others. These products are sold all over Karnataka at HOPCOMS stores, supermarkets, and other organic stores. The products have been approved by the Food Safety and Standards Authority of India (FSSAI) and Labor Welfare department.

In addition to growing oyster mushrooms and marketing the aforementioned products, he runs an organisation named 'Institute of Mushroom Science' which was established in 2013 to educate farmers who wanted to pursue its cultivation. It is also a production centre for ready-to-grow mushroom kits, that guarantee farmers a minimum income of Rs 3000 per month, and other by-products.

In 2017, Ramakrishna was honored by the Karnataka Skill Development Corporation (KSDC). To support his initiative they offered him a van to move around the state and promote this method of mushroom cultivation. In 2018, Vijay Karnataka newspaper named him 'Superstar Farmer', and gave him an award.



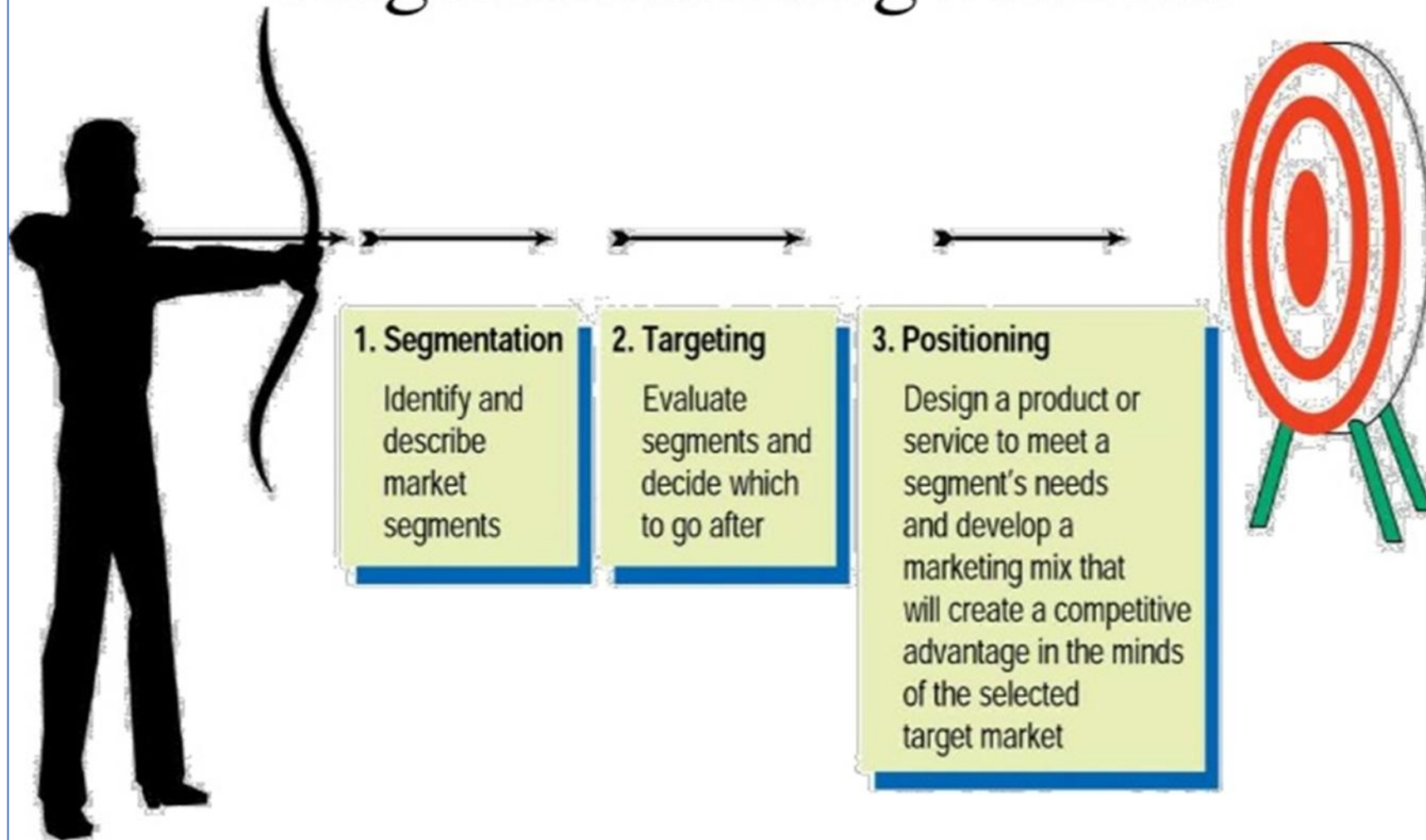
Marketing Strategy for Mushroom farmers

- Marketing and sales are critical aspects of running a successful mushroom farm. Here are some tips for marketing and selling mushrooms:
 - ✓ **Understanding the target market:** Understanding the needs and preferences of the target market is essential for creating a successful marketing strategy.
 - ✓ **Creating a brand for the farm:** Creating a brand for the farm can help differentiate the farm from competitors and increase visibility.
 - ✓ **Pricing and packaging the mushrooms:** The pricing and packaging of mushrooms can impact their perceived value and appeal to customers.
 - ✓ **Marketing strategies for selling mushrooms:** Some effective marketing strategies for selling mushrooms include attending farmers markets, partnering with local restaurants, and creating an online presence through social media and a website.

Marketing v/s Selling



Target Marketing Process



❑Types of Positioning Strategies:

- ❖ Product attributes and benefits
- ❖ Product price
- ❖ Product quality
- ❖ Product use and application
- ❖ Competitors



SAMAJHDAAR JAANTE HAIN KI
HAR PAANI KI BOTTLE
BISLERI NAHIN

Bisleri
The Original Water

CLICK KJIYE
AUR JANIYE KYUN





NEIGHBOURS ENVY, OWNERS PRIDE



It just tastes better.

When it was reported that a new iPhone 6 Plus got bent, Samsung was quick to come up with this ad!



Product Marketing Mix



```
graph TD; A[Product Marketing Mix] --> B[Product]; A --> C[Pricing]; A --> D[Promotions]; A --> E[Placement];
```

Product

Pricing

Promotions

Placement

**BUILD STRONG
BRAND
IDENTITY**



BRANDING

COMPANY,
PRODUCT,
OR BUSINESS
NAME

LOGO
AND VISUAL
IDENTITY

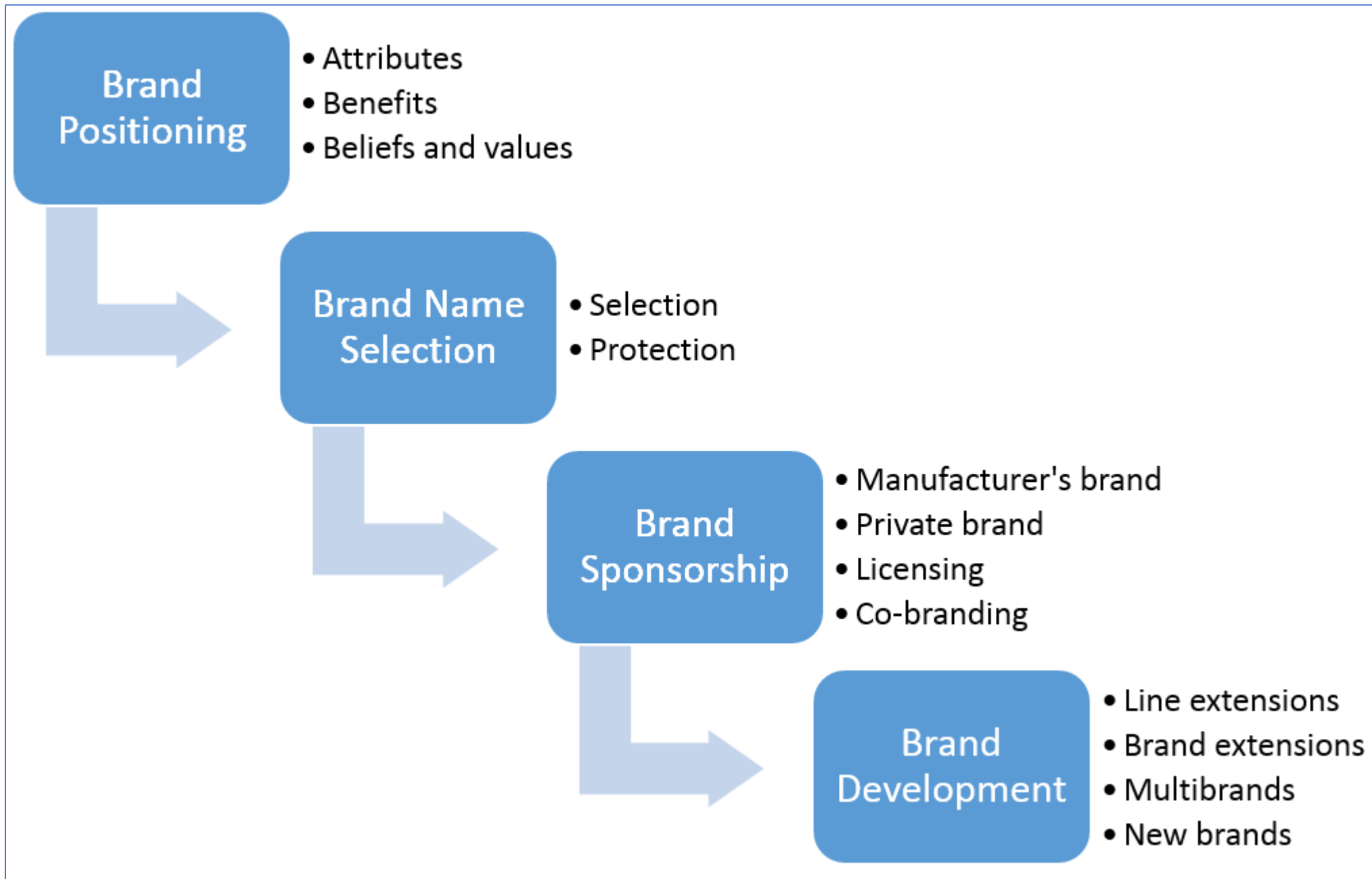
TRADEMARK

PROMISE
AND
REPUTATION

Elements of Brand

- ☐ Logo
- ☐ Name
- ☐ Tagline
- ☐ Graphics
- ☐ Shape
- ☐ Colour
- ☐ Sound
- ☐ Taste
- ☐ Movement





LUX











જલેનિ
 બહુલ ગુણવત્તા ભરેલું
 જીનિ
 શરીર ટકાવવા માટે
 જીનિ
 શરીર, હૃદય અને મગજ માટે



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A Product by Indian Farmer
Jeeni
 MILLET TRADITIONAL MIX
 Adult 500gms
 for age 12 yrs above

All Natural Millets & Multi Grains



A Product by Indian Farmer

Natural ORGANIC

હોળે વૈજાન્યગ્રહો હોળે



હોળે વૈજાન્યગ્રહો હોળે
 જલેનિ
 બહુલ ગુણવત્તા ભરેલું
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 જીનિ
 શરીર, હૃદય અને મગજ માટે



A Product by Indian Farmer
Jeeni
 Women's Strong
 All Natural Millet & Multi Grains

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 બહુલ ગુણવત્તા ભરેલું
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A Product by Indian Farmer

Natural ORGANIC

હોળે વૈજાન્યગ્રહો હોળે



A Product by Indian Farmer
Jeeni
 Junior
 MILLET TRADITIONAL MIX
 For age Group of 2-12 yrs

All Natural Millets & Multi Grains



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 બહુલ ગુણવત્તા ભરેલું
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Jeeni
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 MILLET TRADITIONAL MIX
 For age Group of 2-12 yrs

All Natural Millets & Multi Grains



A Product by Indian Farmer

Natural ORGANIC

હોળે વૈજાન્યગ્રહો હોળે





Comfort



Sunlight









Lic. No. 11223325000028

STORE IN A COOL, DRY AND HYGENIC PLACE

Manufactured by:
BCV FOOD PRODUCTS
(RAM GOLD ORGANICS)
Sy. No 27/1, Bilagumba Village,
Kasaba Hobli,
Ramanagara Tq.
RAMANAGARA-562159
Karnataka, INDIA

Marketed by:
RAM GOLD ORGANICS
RTGKVSSN Building, PLD Bank Road,
Old Bustop RAMANAGARA
☎ ramgoldorganics15@gmail.com
📞 +91 70222 44404
🌐 www.ramgoldorganics.com

Net Weight :
Batch No. :
Packed on :
MRP ₹ :
(Incl. of all taxes)

BEST BEFORE 6 MONTHS FROM
THE DATE OF MANUFACTURING



SCAN ME

B.C. VASU, Progressive farmer and founder of
'Ram Gold Organics' has been awarded 'Best
Emerging Farmer of the State' for cultivation
of millet from past 7 years and also
distributing millet seeds, and providing
training to farmers to grow millet and
purchasing millet back from farmers by
providing assured market without any
commission charges and supplying

"DIRECTLY FROM FARMERS' TO CONSUMERS"

Nutritional Benefits of Millets (for 100g of each millet)

	Protein (g)	Fiber (g)	Minerals (g)	Iron (g)	Calcium (g)
Pearl Millet	10.6	1.3	2.3	16.9	38
Finger Millet	7.3	3.6	2.7	3.9	344
Foxtail Millet	12.3	8	3.3	2.8	31
Proso Millet	12.5	2.2	1.9	0.8	14
Kodo Millet	8.3	9	2.6	0.5	27
Little Millet	7.7	7.6	1.5	9.3	17
Barley Millet	11.2	10.1	4.4	15.2	11
Brown top Millet	11.5	12.5	4.2	0.85	0.01

Try Our Other Products

Easy Ragi Mudde
Ragi Power Punch (Ragi Malt)
Multi Millet Nutri Flour (Millet Dosa)
Poushtika Roti Mix
Energy Millet Morning Ambli
Ragi Soup
Ragi Dosa
Ragi Roti
Millet Grains & Seeds
Mango Fruits (Seasonal)



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Poushtika Roti Mix
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Ragi Soup
Ragi Dosa
Ragi Roti
Millet Grains & Seeds
Mango Fruits (Seasonal)



Lic. No. 11223325000028



RAM GOLD

Easy
Ragi Mudde
ರಾಗಿ ಮುದ್ದೆ



SCAN ME

INGREDIENTS

Ragi (Finger Millet), Methi (Fenugreek)

Nutritional facts per 100 (g)	
Protein (g)	7.5
Fat (g)	2
Carbohydrate (g)	57.3
Dietary fiber	19
Total Ash	2.2
Calcium (mg)	280
Iron (mg)	6
Calories (kcal)	278

fssai

Lic. No. 11223325000028



Net Weight : 500g

Batch No. :

Packed on :

MRP ₹
(Incl. of all taxes)

BEST BEFORE 6 MONTHS FROM
THE DATE OF MANUFACTURING



RAM GOLD

How To Make



Step 1
Water



Step 2
Mix



Step 3
Steam



Step 4
Eat

Step 01: Add a cup of water to one cup of Ragi Mudde Mix (1:1)

Step 02: Add a tbsp of ghee/ oil, prepare the dough & shape into balls as per the size required

Step 03: Steam the Ragi Mudde Mix balls on high flame for 10-12 mins in an Idli Cooker or for 4-5 mins in a microwave

Step 04: Serve the Ragi Mudde with your favourite curry or sambar

*Serve when it is hot

STORE IN A COOL, DRY AND HYGENIC PLACE

Manufactured by:

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ramgoldorganics15@gmail.com

+91 70222 44404

www.ramgoldorganics.com



ಕರ್ನಾಟಕ ರೈತರಿಂದ ಉತ್ಪಾದಿಸಿದ
ಜೀನಿ
ಮಿಲೆಟ್ ಟ್ರಾಡ್‌ಮನ್ ಮಿಕ್ಸ್



A Product by Karnataka Farmer

Jeeni

MILLET TRADITIONAL MIX

Adult
for age 12 yrs above



Natural
ORGANIC

ಸಿವಿ ಧಾನ್ಯದಳ ಸಿವಿ



Prepare Your Favourite
JEENI MILLET TRADITIONAL MIX



Take approx
15gms
(1.5 Tbsp) of
Jeeni &
Mix in 250ml
of water



Place on
Stove & Cook
For 7-10 Minutes,
Keep Stirring to
Avoid Lumps
Add Salt or Jaggery
according to Taste



If needed serve
the Cooked Mixture
mixed with
Buttermilk twice
a week

**START DAY WITH Jeeni
& BE HEALTHY**

With protein, dietary fibre & iron you cannot ask for a better start to the day for your family! What more will this Jeeni mix contain? All grains are the building blocks of our body and essential to keep our immunity levels up! This traditional porridge is full of naturally grown like Ragi, Brown Rice, Foxtail Millet, Little Millet, Barnyard Millet, Pearl Millet, Kodo Millet, Sorghum, Green Gram, Moong, Chana, Lentils, Pigeon Peas, Green Gram, Bengal Gram, Urad Dal, Black Gram, Sesame, Sunflower, and many more! This product is rich in dietary fibre, which helps to keep your digestive system healthy, strong and efficient! Jeeni is a natural source of energy and a healthy food supplement.

ಆರೋಗ್ಯಕರ ಜೀವನದ ಮಾರ್ಗ
ಜೀನಿ ಮಿಲೆಟ್ ಟ್ರಾಡ್‌ಮನ್ ಮಿಕ್ಸ್
A healthy food habit keeps
medicines a mile away.
Jeeni is a Food Supplement

A Product by Indian Farmer[®]

Jeeni

MILLET TRADITIONAL MIX

NUTRITION FACTS

Per 100g
(Approximate Value)

CALORIFIC VALUE	395 Kcal
CARBOHYDRATES	65.6g
NATURAL SUGARS	0.6g
ADDED SUGARS	0g
DIETARY FIBRE	6g
CRUDE FIBER	1.8g
PROTEIN	14.3g
FAT	8.4 g
CALCIUM	110 mg
IRON	4.5 mg

ALLERGEN ADVICE

Contains:
Maize, Nuts, Barley

INGREDIENTS

MILLETS : 85%

Ragi, Jowar, Brown Top Millet
Foxtail Millet, Pearl Millet, Kodo Millet
Proso Millet, Little Millet, Barnyard Millet

PULSES, GRAINS & SPICES : 15%

Green Gram, Bengal Gram, Horse Gram
Urad Dal, Flax Seeds, Toor Dal

The pictures on pack represent
the ingredients used.

RECOMMENDED USAGE

TWO TIMES A DAY

Early Morning on empty stomach.
Evening tea time.





For more information on Jeeni scan here



HEART-PROTECTIVE PROPERTIES



Millet is a grain that should also be included on your list of heart-healthy choices because of its nature as a good source of magnesium. Magnesium has been shown in studies to reduce the severity of Asthma and to reduce the frequency of Migraine Attacks. Magnesium has also been shown to lower high Blood Pressure and reduce the risk of Heart Attack, especially in people with Diabetic and Heart Disease.

DIRECTIONS FOR USE:

TWO TIME A DAY EARLY MORNING ON EMPTY STOMACH & EVENING TEA TIME.

- Take approx 15gms (1.5 Tbsp) of **Jeeni** & Mix in 250ml of water
- Place on Stove & Cook For 5-10 Minutes, Keep Stirring to Avoid Lumps
- Add Salt or Jaggery according to Taste
- If needed serve the Cooked Mixture mixed with Buttermilk twice a week



For preparation
video scan here

Storage:

Transfer the Content to Airtight Jar.
Keep in Refrigerator to Retain Freshness

MILLETS & GRAINS MIX IS ONE STOP SOLUTION FOR ALL YOUR HEALTH ISSUES

MANUFACTURED & MARKETING BY:

JEEVITHA ENTERPRISES

Yaragunte, Rathnasandra Post, Kasaba Hobli
Sira Taluk - 572 137. Tumkur Dist. Karnataka
For Customer Queries & Feedback, Contact

+91 76249 31166 +91 74066 61438

E-mail: contactus@jeenimillethealthmix.com

www.jeenimillethealthmix.com

CONSUMER CARE AS ABOVE



9001:2015



11222999000100



11220327000212



8 905721 371717

NET WEIGHT : 1KG
M.R.P : ₹ 396.00
(INCLUSIVE OF ALL TAXES)
USP (UNIT SALE PRICE) : ₹ 0.396 PER GRAM
DATE OF MFG :
BATCH NO :
BEST BEFORE SIX MONTHS FROM THE DATE OF MANUFACTURE



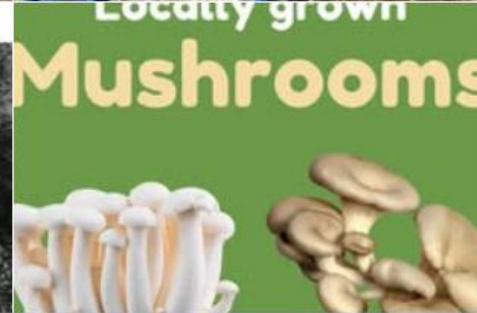
**themysoremushroom.co**

The Mysore Mushroom co.

24 posts 959 followers 66 following

Fresh gourmet mushrooms 🍄

For home delivery 🚚 tap the link 🔗



Farm Fresh

Dr. Kurade's

WHITE BUTTON MUSHROOM PIECES

Grown in GOA

No.1 ಅತುತ್ಯಮ ಗುಣಮಟ್ಟದ ಕಾಜಾ ಅಣಬೆಗಳು

NUTRITION FACTS

per 100 gm

Energy Value	24.45 Kcal
Protein	1.81g
Crude Fibre	0.33g
Carbohydrates	0.00g

- ✓ Protein Rich
- ✓ Cholesterol Free
- ✓ Low in Calories
- ✓ Vitamin Rich
- ✓ Low Sodium

fssai

Lic No. 10617002000128

NET WEIGHT : 1kg

BATCH NO:



Creating food through innovation.



FUNCTIONAL FOODS

Mushroom beer, chips & snacks are some of the newest food products to hit the market.



NUTRACEUTICALS

Harness the power of natural mushroom extracts to keep you healthy, active, and strong.



FUTURE FOODS

Meatless, cholesterol free, gluten free, zero carbs and zero fat. The ultimate alternative.



SKIN CARE

Mycelium in mushrooms help combat skin sensitivity, ageing and improving resilience to environmental irritants.

THEY ARE NOT JUST **MUSHROOMS**





Dr. Kurade's

Farm-Fresh
**PORTABELLO
MUSHROOMS**

Grown in
Goa



SPORE TO STORE

Control on all aspects across the mushroom value chain



90 Days

It takes for a mushroom to grow

18000 Kgs

Of mushrooms harvested daily

100000 Sq.mts

Of growing area

3 Levels

Of stringent quality checks

Thank You!

