

# Indian Buckwheat Market Overview

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# Indian Buckwheat Landscape

*A market transition: from seasonal fasting to everyday nutrition*



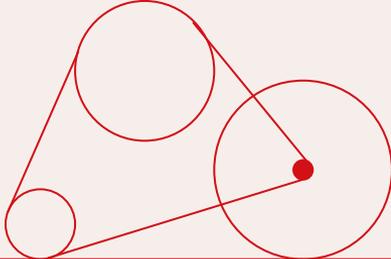
## Deep cultural Anchor

- Buckwheat is the primary staple during navratri fasting. Demand spikes sharply twice a year, creating reliable seasonal market foundation

## The Health shift

- Now increasing steadily because of health, gluten free lifestyles and wide adoption of local millets throughout the country.
- 2023 was named year of millets by the PM of the country.

# India's Buckwheat Market Size



## India's Buckwheat Market Size



# Processing reality in India

MONTH YEAR

*From fragmented practices to a future of consistency and quality*

## Current Challenges

### Fragmented landscapes

- Small scale players dominate with limited mechanization

### Quality Variability

- Raw material moisture%, authenticity & traceability. More advance technique for buckwheat processing

### Standards Gap

- Absence of global standards for sorting and grading

## Our response and needs

### The Kanpur Initiative

- Our facility uses advanced dehulling and cleaning methods.

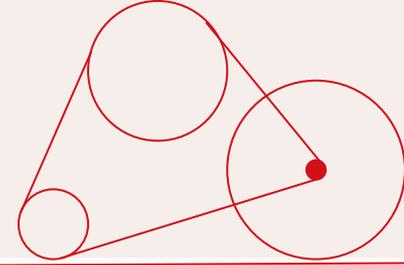
### Focus on consistency

- Prioritizing process control to address traceability, moisture and authenticity

### Partnership opportunity

- India needs stronger systems, better knowledge and global standards

# Regulatory Environment



## THE REALITY

### No Raw Imports

Import of raw buckwheat kernels from U.S., China, or Russia is currently prohibited.

### Nepal Exemption

Only raw buckwheat from Nepal is permitted for import into India.

### Domestic Processing

All buckwheat processing must legally remain inside India. This creates a protected but knowledge-hungry market.

## PARTNERSHIP FOCUS



### Knowledge & Training

Technical guidance on processing, grading, and sorting standards.



### Product Innovation

Developing new formulations for gluten-free and health-focused foods.



### Finished Goods

Exploring potential for ready-to-eat or processed products, not raw grain.



### IP & Quality Standards

Implementing Identity Preserved systems and traceability protocols.



**Strategic Pivot:** Any U.S.-India partnership must focus on technology transfer and value-added products rather than raw commodity trade.

# *What i offer as an Indian Partner?*

Leveraging local expertise for global collaboration



**01: Reliable  
Processing  
Base in  
India**



**02: Real  
Market  
Access**



**03: Buckitoz  
Consumer  
Brand**



**04: Safe  
entry path**



**05: Long  
term  
commitment**



**06: Trust  
and  
reliability**

# How can we collaborate as Partners?

## Our partner provides

- 01 Technical guidance & Processing know-how
- 02 Food science support
- 03 Identity Preserved Standards
- 04 New product formulations
- 05 Market Education Material

## We provide

- 01 Processing & Manufacturing
- 02 Packaging & Distribution
- 03 Local consumer insights
- 04 Retail Presence
- 05 On ground Quality assurance

# ***Building India's Buckwheat only Brand***

**Palak Periwal**

**Co-founder**



**India's First Buckwheat only Brand**  
25-Year Legacy • Gluten-Free • Traceable

# *Buckwheat: Nutritionally powerful, commercially underbuilt*



## The Problem



### Rising diabetes

Global health crisis demands immediate dietary shifts



### Gluten intolerance

Increasing sensitivity limits traditional grain options



### Low-GI nutrition needed

Lack of accessible, tasty staple alternatives



## The Opportunity



### Gluten-free demand

Rapidly expanding market across all demographics



### Clean label trend

Consumers seek simple, recognizable ingredients



### Specialty grains growth

Ancient grains commanding premium positioning



PURITY

100% Non-GMO



ALLERGEN SAFE

Gluten-Free



METABOLISM

Low Glycemic



SUSTAINABLE

Water-Efficient

# Product Portfolio: Snacking

buckitox

01



BUCKWHEAT CHANNA  
SATTU COOKIES

02



BUCKWHEAT CHOCO  
CHUNKS COOKIES

03



SOBA NOODLES

04



CRUNCH BITE

- **25-Year Legacy**
- **Gluten-Free • Preservative Free**
- **End to End processing and manufacturing in house**

# Product Portfolio: Staples

buckitox

01



BUCKWHEAT DOSA  
BATTER

02



BUCKWHEAT FLOUR

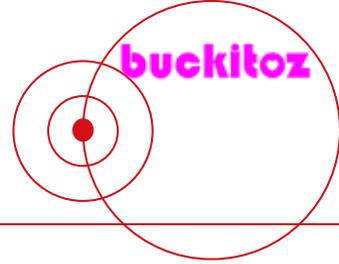
03



BUCKWHEAT DALIYA

- *25-Year Legacy • Gluten-Free • Traceable • Vegan*
- *End to End processing and manufacturing in house*

# *Buckitoz : feasibility and execution*



## *PRODUCT READINESS & CONSUMER VALIDATION*

- all 8 SKU's fully developed and production ready

## *STRONG R&D AND TESTING SUPPORT*

- at the Pharma Innovation lab at Punjab Technical University, Bathinda
- relevant expertise in product development,
- regulatory compliance and Quality testing.

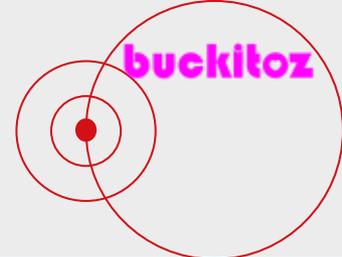
## *OWN MANUFACTURING UNIT*

- SOP based manufacturing
- Implementation of Risk management and process documentation process

## *SUPPLY CHAIN AND OPERATIONAL READINESS*

- **25 years of buckwheat expertise** full upstream control.
- Our proprietary **Buckitoz R&D Lab** enables in-house formulation, testing, and seed-to-shelf quality protocols that competitors cannot replicate.

# Sourcing



## Farm in India

Direct partnerships with select farmers. Soil testing and non-GMO seed verification before planting.

## Clean Processing

Dedicated gluten-free facility. Optical sorting technology removes impurities while preserving grain integrity.

## Buckitoz Product

Final quality assurance and packaging. Retains nutritional value from farm to shelf.

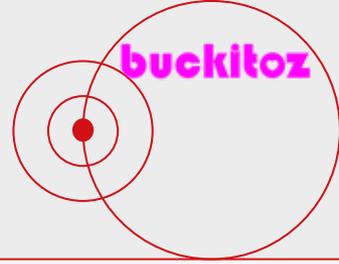
✓ Zero Cross-Contamination

✓ Full Lot Traceability

✓ Farmer Fair Trade

# Collaborative Opportunity

## A Global Opportunity



### What Buckitoz Brings

 **25-Year Legacy**  
Deep agricultural roots and stability

 **India Market Insight**  
Unmatched local sourcing intelligence

 **Processing Capability**  
Infrastructure for clean manufacturing

 **Focused Brand**  
Dedicated solely to premium buckwheat



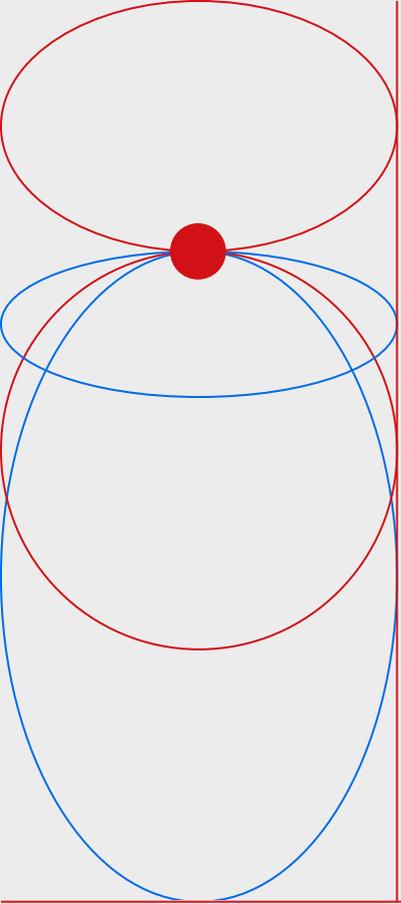
### Ideal Collaboration

 **IP Expertise**  
Scale proprietary formulations globally

 **Global Buyers**  
Access to international retail chains

 **Ingredient Partners**  
Co-creation for new product lines

 **Technical Systems**  
Advanced traceability & ERP support



*Thank  
you*