

The Idea behind Plant Based Meat Companies In India

Are plant based meat companies really gaining popularity across the nation? There's no doubt that some entrepreneurs who want to explore alternate meat options are looking at these companies as a viable option. Let's take a look at what they offer and what consumers should be aware of before buying into the concept.

The idea behind plant based meat has been around since the beginning of time, but recently some food manufacturers have started offering them to their customers. Some of these companies include Hampton Creek (formerly JUST), Beyond Meat and Impossible Foods.

There are pros and cons of going vegan, but there are also great benefits of these new foods. Many people are now turning away from conventional meats and replacing those with various plant-based options. While the main focus of most of these companies is to eliminate animal cruelty by using plants instead of animals, there are several other aspects to consider.

Meat production is heavily harming the environment as it affects water resources as water wastage is unchecked, energy is also consumed in the production method. Plant-based meat derived from proteins of pea, soy, wheat & potato is mock meat to replace animal meat and flesh.

There are many companies in India trying their best to change the way of consumption patterns by introducing Plant based meats and trying to make a difference in conserving the environment.

"As per reports by the government, 75% of Indians consume meat and it is a primary source of protein for humans."

Today with innovative technology and creation, businesses are finding new ways to make food without harming nature and its creatures and without effect on climate.

Plant based food items are on the rise to provide a sustainable food system. Just like other countries around the world, better late than never India also took in this industry and decided to make slaughter-free food products for its Indian citizens.

What is Plant Based Meat?

Plant based meat is nothing but food items that are made by plants and look, feel and taste exactly like meat. Enough of proteins; calories, and fiber needed for a healthy human body and cut off harmful fat. Nowadays plant-based meats' popularity has increased given the positive way that they are environmentally friendly and healthy as well. Plant-based meats are mostly made of soy, vegetable proteins, mushroom, quinoa, wheat gluten, and beans.

"An expert suggests that the plant-based meat market has huge potential. They believe 63 percent of Indians will switch to this type of product in the future."

Source: indianlocalfoods.com

How Big is the Plant Based Meat Industry?

The plant based meat industry is growing rapidly, increasing from \$1 billion in 2012 to over \$2 billion in 2017. By 2025, it could reach \$10 billion, according to Grand View Research. According to a recent study, consumers are increasingly eating less meat due to health concerns and environmental impacts.

As more people become aware of how much healthier a vegetarian diet is for them, demand for plant based meats like vegan

burgers will continue to grow. Currently, plant based meats are made from soybeans, peas, lentils, beans, nuts, grains, vegetables, seaweed, algae, mushrooms, yeast, fruits, and other ingredients.

“The plant-based protein market is projected to reach 3290 million USD by 2025, growing at a CAGR of 12%.”

Source: animalequality.in

Here are some popular plant-based meat companies

Good Dot

This food tech was founded in 2016 with only one aim and that is to provide plant based products. It was founded by Abhishek Sinha, Deepak Parihar, Shruti Sonali, Stephanie Downs, and Taranum Bhatia and the headquarters in Udaipur, India. Some of their popular items are, ‘Veg Bytz’ which exactly looks and tastes like chicken strips. There we also have ready to cook ‘Vegicken’ and not to forget, chunks of chicken ‘Proteiz’.

Evo Foods

This startup was founded in 2019 by Shraddha Bhansali and Kartik Dixit, although all their items are plant-based liquid eggs, they do taste, smell, and look like normal eggs. The egg’s liquid is created by mung beans.

Mister Veg

This startup provides plant-based meat and seafood. It was founded in 2018 by Rupinder Singh and Simarjeet Singh, its focus on providing meat and seafood in a cruelty-free manner and at an affordable price.

Apart from all these, the Faridabad, India-based startup sells ready-to-eat meals that contain no preservatives and has a

shelf life of these products is more than a year and can be kept at room temperature.

Greenest

It was founded in the year 2017 by Gaurav Sharma, Kannan Krishnamoorthy, and Dinesh Jain the main goal is to give nutritious, tasty, and healthy food snacks without harming the environment.

Based in New Delhi, this startup provides favorite food items are kebabs, meatballs, patties for burgers, and keema. All of them are plant-based but taste exactly like real meat and are free from preservatives.

Vezlay

This startup founded by Amit Bajaj gave out vegan food items in 2011. The company is based in New Delhi, India the food items look and taste like real meat but are actually made up of soy and wheat products.

Their famous food items are Seekh kebabs, Shami kebabs, Rogan josh and not to forget their Soya Vegget which tastes exactly like chicken nuggets. These ready-to-eat food items are cost-friendly.

FAQ's on Plant-based meat: