

## Asha V M – Innovating Healthy Cooking with “Make in India” Spirit

*Co-founder, Recall Ancient Solutions | Hyderabad*



Asha V M, a dynamic 33-year-old BBM graduate originally from Bangalore and now settled in Hyderabad, combined her industry experience with the expertise of her business partner, Mr. Ravi Kumar Reddy, who brings 18 years of experience in the same sector. Previously working for a foreign company, they identified a growing demand for a specialized cookware product but faced high costs and unwillingness from the foreign manufacturer to lower prices.

Motivated by the vision to make this product affordable and accessible, they embarked on a successful R&D journey to develop a 100% “Make in India” solution. Their company, Recall Ancient Solutions, aims to revive traditional methods blended with modern innovation.

Under the brand NUTRICOOK, they manufacture and retail oil-less and water-less cookware, promoting healthier cooking methods. Their mission is clear: Make in India – Making India Healthy by providing innovative, health-conscious kitchen solutions that blend tradition and technology.

Name of the Entrepreneur:	Ms. Asha V M
Business Name:	M/s. Recall Ancient Solutions (Nutri cook)
Nature of the Business:	Oil-Less Water Less Cookware
Type of Business:	Manufacturing
Loan Amount:	Rs/- 20 Lakhs
Bank :	State Bank of India
Year of Disbursement	2020
Email ID	recallancientsolutions@gmail.com
Website	www.nutricookindia.com
Donor:	BYST
Turnover:	80 lakhs
No. Of Employment:	25
Mentor:	Mr. Dhanraj Tirumal
Mentor Occupation:	Managing Director, Trisha Technologies Pvt. Ltd.



## Nutricook

Recall Ancient Solutions, trading under the brand name Nutricook, is a Hyderabad-based cookware company founded around 2019 by Recall Ancient Solutions. With over two decades of experience in healthy cookware, they aim to bridge modern technology and traditional cooking methods to tackle malnutrition and promote wholesome nutrition. Nutricook cookware, made from premium 316L stainless steel and designed for safety and affordability, includes smart pots, air fryers, and air fryer ovens built with health-centric cooking in mind. The brand offers a two-year limited consumer warranty, a 7-day return policy, and emphasizes Make-in-India values while supporting entrepreneurship at the district level through its vision of healthy kitchens and empowered youth.