

Keerthana V. Founder, 9nutz Millets Pvt. Ltd. | Telangana



When **Keerthana V** was severely affected by COVID-19 in 2020, her family's deep-rooted belief in **nutrition-based healing** led them toward an ancient Indian superfood—**millet**s. Inspired by her recovery and the health benefits of clean eating, Keerthana decided to spread awareness and access to **nutritious, chemical-free food**, leading to the birth of “**The Millets**” in **August 2021**.

Her venture is built on a simple yet powerful concept: “Millet-based snacks without sugar or maida (refined flour).”

Her products are completely free from preservatives, artificial additives, and chemicals, combining traditional wisdom

with modern taste. Keerthana launched her business from a 500 sq. ft. home kitchen in Kachiguda, starting with just one employee and a monthly turnover of ₹20,000. Despite facing numerous challenges—managing finances, acquiring machinery, navigating manpower shortages, handling loan processes, and even securing a food license—she persevered. Her determination and self-belief carried her through every obstacle.

With the support of Bharatiya Yuva Shakti Trust (BYST), Keerthana received a loan of ₹5.3 lakh and a government subsidy of ₹1.3 lakh, allowing her to expand operations. Her business has since grown significantly, and she is now moving to a 1,200 sq. ft. owned facility in Suraram, Hyderabad. Today, *The Millets* employs 20 full-time workers and 10 contractual staff, and Keerthana continues to scale up with a focus on innovation, quality, and health. Her motto: “Never step back.” In recognition of her achievements, BYST nominated Keerthana to Youth Business International (YBI) in 2024—an international platform that recognized 400 entrepreneurs globally for their impactful ventures. She won the prestigious YBI Social entrepreneurship award. Her story stands as a beacon of resilience and innovation, especially for women navigating the challenges of entrepreneurship in India.

Name of the Entrepreneur:	V Keerthana
Business Name:	M/s. 9NUTZ
Nature of the Business:	Mellets Products
Type of Business:	Manufacturing
Loan:	8 lakhs
Bank:	State Bank of India
Year of Disbursement	2021
Email ID	Info.9nutz@gmail.com
Donor:	HDFC Bank Parivartan
Turnover:	2 Cr
Employment:	24
Mentor:	Ms. Sucheta Acharya
Mentor Occupation:	CEO & MD, Soukhya Enterprises



9Nutz

9Nutz (founded in 2022) is an internet-first brand specializing in millet-based, nutritious snacks. Their product line includes millets, healthy nuts, bulk sweets, and namkeens—ranging from millet sweets and biscuits to namkeens, chocolates, and chikkis—all free from refined sugar and preservatives. Positioned as a wholesome alternative to conventional snacks, 9Nutz emphasizes fiber- and protein-rich recipes, drawing attention with its “no maida, no refined sugar” promise—featured across their Instagram feed [instagram.com](https://www.instagram.com/9nutz). Though currently unfunded, the company has achieved a ₹2crore millet snack turnover and competes with brands like Soulfull and Gudmom . Based in Hyderabad, 9Nutz delivers healthy, tasty, and convenient snacks for consumers seeking mindful eating options.