



NATIONAL
STARTUP DAY
Celebrating 10 years of Startup India

DPIIT
#startupindia



Glad to share that Dr Priyadarshini Sanyal and Dr Madhur Motwani of *Proxi Farma Pvt Ltd (Brand Name: Potion/पोषण 1st)* have received the National Startup Award 2026 in the Food and Beverage Trailblazer category.*

The award was presented today, January 16, on National Startup Day at Bharat Mandapam by Hon Shri Piyush Goyal, Minister of Commerce and Industry, Government of India.

Our presentation focused on making nutrition easy, effective, and enjoyable by leveraging freeze dried, fiber rich, plant based foods to optimize gut health. By integrating this approach into everyday food environments through vending machines, we aim to make mindful nutrition accessible at the point of choice, without compromising on taste, convenience, or evidence based nutrition.