

Proxi Farma Pvt. Ltd. Wins National Startup Award 2026 in Food & Beverage Category



Congratulations



Dr. Priyadarshini Sanyal and Dr. Madhur Motwani of Proxi Farma Pvt. Ltd. (Brand Name: Potion/पौषण 1st) have been awarded the National Startup Award 2026 in the Food and Beverage Trailblazer category.

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

Their work focuses 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, they aim to make mindful nutrition accessible at the point of choice, without compromising on taste, convenience, or evidence-based nutrition.

Congratulations to the team, and best wishes for their success!