



Mrs. Lalitha Rao Sahib >>

- Mechanical Engineer by qualification hails from a family with Food and Hospitality business background.
- She along with her husband, Rtn. S. R. Rao Sahib started out business venture in the year 1999
- Establishing Sri Nuthatch Nutricare Technologies and specialized in Food and Nutrition segment through adaptation of Dry Blend Technology.



- Over the years, the Nuthatch Foundation in association with Rotary Club of Bangalore Orchards.
- Conducted various walkthaons between Bengaluru and Tirupathi to raise awareness about Autism, generate funds for Dharithree – Residential school of multiple disabled, and many more.
- Lalitha, then went on to join Inner Wheel Club of Bangalore Orchards in 2009 and thereafter, has been actively participating in various events and projects.



ACHIEVEMENTS

- - A tiny bird with toughest Beak, inspired Ms Lalitha Rao Sahib, Woman Leader of Tomorrow-2010 Awardee to promote Nuthatch Nutricare Technologies (P) Ltd to be leader in food and nutrition products R&D, Manufacturing and marketing.
- Nuthatch in its journey of over 2 decades had association with M/s ITC Ltd for Sunfeast Pasta Treat, Yippee Pasta and Aashirvaad brands manufacturing for pan India and Elder Pharma, Wal Mart and Now Dr Batras on Contract Research and Manufacturing (CRAM) arrangements

ACHIEVEMENTS

- She is also innovative in developing over 180 variants of Easy to Cook Mixes under the brand names of Udupi Ruchi, Temptas and Nutramine, which are marketed through "**WomeNext**" on "**Dark Store**" concept of Retail Business to empower women on Direct E-commerce platform (Factory to Home) supported by the best in class IT.
- "**Cafe Udupi Ruchi**" (CUR)- World's First Chef Less Indian Veg Cuisine, Quick Service Restaurant Chain is another innovative feather on her cap, which operates only on Easy to Cook premixes and the best in SOP supported by Fork to Factory IT solution, is another innovative concept of Ms Lalitha. Now operating 12 outlets pan India. CUR is proud to share the association with Cube Highways as part of Highway amenity center's Indian Veg Partner of Food Stop food court of "**Cube Stop**". First outlet is scheduled for opening on 25th of October 2020 at Chinnar, Shoolagiri, Bengaluru- Krishnagiri Highway. Poised to open 300 outlets by 2024-25.

In 2010, she was awarded as
"Women Leader of Tomorrow"
by ET NOW and IndiaMart for her
commendable work of
empowering 75,000+ women
across India through innovative
Direct Selling concept **My Family
Biz.**



SOME OF OTHER RECOGNITIONS

- BEST WOMAN ENTREPRENEUR 2012 – KASSIA
- WOMAN LIFE TIME ACHIEVER – TATA Teleservices Ltd.
- ENTREPRENEUR PIONEER AWARD – Rotary International
- SME NATIONAL AWARDS FOR EXCELLENCE – Rotary BSE
- Empowered & Evolved – INNER WHEEL EXCELLENCE AWARD by Association Of Inner Wheel Clubs In India

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Recipients of Rotary Pioneer awards (L to R) Lalitha Rao Sahib, Vishalakshi P. Shukla Bose and Shakuntala Narasimhan; (Standing) Secretary of Rotary Bangalore Downtown Xavier, District Governor Rajendra Raj, President of Downtown, Raj, Anuradha Raj, Chief Secretary Sushakar Rao and V-P FKCC D Crasta are also seen.

Women achievers honoured

DH News Service

BANGALORE: It was a day for celebration for four women achievers from the city who were honoured by Rotary Bangalore Downtown 3190 with 1999-2000 Distinguished Award on

work, entrepreneur Alitha Rao Sahib and Vishalakshi Padmanabhan for Community Development received the awards from chief secretary Sudhakshar Rao.

Apt occasion

The chief secretary who felicitated the awardees said the occasion being International Women's Day was apt and it proved that with dedication and hard work women can outshine men.

Journalist Shakuntala Narasimhan and journalist in

the best way a woman can contribute to society with the power of the pen. "I had always wanted to become an IAS officer. But today as a journalist, I have no regrets. Today is also the 50th anniversary of receiving my first award from President Dr Rajendra Prasad," she

Rotary Downtown presented the Pioneer Organisation Award to AWAKE (Association of Women Entrepreneurs of Karnataka) for demonstrating the power of the business-women.

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