

Raising and Accelerating MSME Performance (RAMP)

Success Stories - Ganjam



Micro, Small & Medium Enterprise Department
Government of Odisha

Benefits received under RAMP programme

Munico Foods, Berhampur, Ganjam

munico™





F&B

Business Development Service provider – Onboarding on ONDC

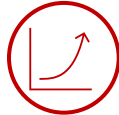



Company Brief

Munico Foods, established in February 2022 in **Berhampur, Ganjam District, Odisha**, follows "Amrutasya Bhojanam" (food as the elixir of life). **They process traditional Odia nutritional food products with modern hygiene standards** while creating sustainable linkages with local farmers and producers.

Challenges

-  **Restricted** to local/nearby areas only
-  **Lacked** professional, standardized design
-  No presence **beyond immediate geography**
-  Difficulty **expanding** without wider market access

Benefits & Impact

-  **Substantial increase** with daily orders from diverse locations
-  **Reached customers** across Odisha
-  Transitioned from **local supplier to recognized brand**
-  **Lower commission structure** improved profitability

