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EXTENDING THE SHELF LIFE OF FRUITS AND
VEGETABLES UP TO 3 TIMES

PeelON

STARTUP

— OF THE WEEK —

Freshness That Doesn't Cost the Earth



SUSTAINABLE, PLANT-POWERED PACKAGING THAT HELPS PRODUCE STAY FRESH UP TO 3X LONGER AND CUTS DOWN ON PLASTIC WASTE.

In an era where sustainability meets innovation, PeelON is redefining how we preserve fresh produce while protecting the planet. Founded in 2020 by Dr. Taraka Ramji Moturu and Dr. Venkata Ravi Sankar Ummidi, the startup has created biodegradable packaging that extends the shelf life of fruits and vegetables by up to three times.

Unlike plastic, PeelON's plant-based films actively combat spoilage. What began as lab experiments has scaled to real-world impact, serving exporters in India and the US across crops like broccoli, leafy greens, bananas, and rambutan with 60% of its business from the US-Mexico corridor.



In August 2025, PeelON secured \$1 million in seed funding led by growX Ventures, valuing it at \$7.9 million. The funds will boost R&D, scale production in Visakhapatnam, and support campaigns for key exporters. PeelON's two flagship products PeelON-Fresh for bulk shipments and PeelON-Retail+ for retail bags are fully compostable, breaking down in just 2-3 months, unlike plastics that last for centuries.



Redefining Freshness, One Package at a Time

"Step into a future where freshness lasts longer and packaging returns to nature."

Every package PeelON creates carries more than produce it carries purpose. By blending science with sustainability, their films extend shelf life while replacing harmful plastics, ensuring that what protects food also protects the planet.

This vision goes beyond preservation. PeelON is shaping a future where farmers earn better returns, retailers cut losses, and consumers enjoy fresher food with a lighter footprint. Their solutions give exporters confidence across long supply chains and assure buyers of truly eco-conscious alternatives.

