



About S4S Technologies

S4S Technologies, founded by Vaibhav Tidke, has created a unique solar-powered dehydrating unit that retains the nutrition content and freshness of farm produce, increases its shelf life and thus reduces food wastage. This start-up caters to the B2B and B2C segments and bridges the gap between farmers and consumers.

Scale-Up Intervention

When S4S joined the Scale-Up Program, they were facing two main challenges—how to maintain quality across the value chain and how to ensure their factory is running as per specified standards.



Marico being a respected name in the food industry, was a perfect fit as a mentor to Team S4S. We identified mentors from within Marico Limited who could help the start-up surmount the business challenges and go to the next level.

Creating Quality SOPs: Shailesh Ghodekar, Head-Corporate Quality Assurance, Marico Limited identified that quality was not an inbuilt design for this start-up. To address this at a grassroots level, the Marico mentor and MIF team visited the factory themselves. After this step, Marico standard quality processes were put in place and capabilities of the S4S team strengthened. **Due to the industry standard quality of their processes, they were able to onboard 3 large B2B clients.**

Setting up of the Manufacturing facility: S4S also had plans to set up a new manufacturing facility and who better than MIF to support them through this journey. Under the mentorship of **Uttam Kalji, Manager, NPD and Contract Manufacturing, Marico Limited**, an action plan was created with checkpoints at every stage for 12 months. There was a step-by-step breakdown of every little process. This was a classic brownfield project that demanded several business hours of our senior resources. And the Scale-Up Intervention ensured that S4S received all the guidance it needed to create a factory that met the specified standards. **Their manufacturing capacity increased by 10X due to this support.**

The innovator was also receiving several consumer complaints about the ‘chips’ product by S4S turning soggy after a period of time. While the S4S team was trying to resolve this as a product problem, MIF helped them realise that this was, in fact, a packaging issue. Under the expert guidance of Mentor Poonam More, Corporate Quality Assurance, Marico Limited., and they revamped the packaging by choosing a different material, sealing processes and also changing the design of the packing for aesthetic appeal. **This intervention increased the shelf life from 1 month to 4 months and the consumer complaints dropped to zero.**

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S4S gained access to 3 major specialized experts who helped the start-up overcome specific business bottlenecks and grow at a much faster pace.



Impact Generated:

After the MIF intervention, S4S saw a 50% spike in revenue. What’s more, the manufacturing capacities increased by 10 times and zero customer complaints. All this while quality of the products saw a great improvement and remained top-notch.

MIF now acts as a strategic partner for S4S and has helped them on other challenges like chalking out their B2C strategy where their revenue increased by 50%, making them investment ready as they raised a million dollars, revamped their organization structure to build HR efficiencies.

