



**Tamil Nadu Agricultural University**  
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To  
The Editor,  
Sir,

Date: 20.05.2024

I request that the following message may kindly be published in your esteemed daily:

**TNAU inaugurates Technology Business Incubator Incubatee Product  
Promotion Centre (TIPPC)**

ABIS-TBI established in 2011 has taken a revolutionary and progressive step forward to promote the sale of TBI incubatee products under one umbrella by establishing the TBI Incubatee Product Promotion Centre (TIPPC) at TNAU, Coimbatore.

The TIPPC was inaugurated by Prof.Dr.V.Geethalakshmi, Vice Chancellor, TNAU and President (ABIS) on 20.05.2024 in the presence of Dr.R.ThamizhVendan, Registrar, TNAU and Vice President (ABIS), Dr.E.Somasundaram, Director, ABD and Secretary (ABIS), Sri.A.V.Gnanasambandam, ED & CEO (ABIS) and other university officers. The first sale was done to Prof. Dr.V.Geethalakshmi by Dr.E.Somasundaram and Sri.A.V.Gnanasambandam.

**TBI Incubatee Product Promotion Centre (TIPPC) sales centre**

The TIPPC is a 1400 square feet spacious and lavish sales centre with well-arranged racks for placing the incubate products and comfortable to shop. The products are classified and named on the basis of start-ups. Handpicked innovative and healthy products are placed for sales at TIPPC.

**Product classification**

- (i) Food Products – Value added Millet and traditional grains.
- (ii) Wellness and personal care products
- (iii) Handicraft Products

A wide range of healthy, tested and validated food products viz., Value added Millet products in all small millet variants like Millet cookies, Millet Tea, Millet puttu powder, Stevia added sugar free millet laddus, Millet batter powder, Millet noodles, Millet muesli, Chocolate muesli, wheat flakes, value added ragi flour and sprouted ragi flour products, Millet chikkies and Millet pops.

The other value added food products include high protein high fibre rice, traditional rice value added products, ready to cook masala pastes, Tofu, Moringa value added products, micro greens, high protein plant egg, Desi cow curd, ghee, Coconut chips, wheat grass juices in Blueberry, Mojito, Ginger, Jeera flavours, Fresh Coconut neera, Processed Coconut neera in Tetra Packs, Coconut neera Sugar, Dip soups, Oyster mushroom and mushroom grow kit, Palm jaggery value added products, Wood press cooking oils, value added Spirulina products Turmeric and honey.

Wellness and personal care products like Banana fibre sanitary napkin, non-chemical / non synthetic pooja items, Natural hair care and skin care items, Ayurvedic hair, skin care and menstrual care, value added pooja products like dhoop, incense sticks, panchakavya lamps, holy ash from Cow dung.

Handicraft like Bamboo handcrafted Mobile holders, Pen holders, Planters, comb, brush, pen, pencil products etc and coconut shell handicraft products like toys, pen holders, night lamps etc are available for sale at TIPPC. The TBI incubatees are spread all over Tamil Nadu State. The TIPPC aims to bring all TBI incubate products under single sales point which would serve as promotional sales centre for TBI startups. The TIPPC sales centre would cater healthy, innovative products to TNAU staff, students, residents in TNAU quarters and visitors to TNAU.

The event was attended by University Officers, Staff, students and TBI Startups.

**Public Relations Officer**