

# ICAR - 29-04-2025

## ICAR-CIFT Incubatee Epicure Innovative LLP Recognized as Best Fisheries Startup at Coastal States Fisheries Meet 2025

*29<sup>th</sup> April 2025, Kochi*

In a significant recognition of innovation and entrepreneurship in India's fisheries sector, Epicure Innovative LLP, an incubatee of the Zonal Technology Management & Agribusiness Incubation (ZTM-ABI) Centre at ICAR-Central Institute of Fisheries Technology (ICAR-CIFT), Kochi, was awarded Best Fisheries Startup at the Coastal States Fisheries Meet 2025 held in Mumbai.

The event, organized by the Government of India under the aegis of the Pradhan Mantri Matsya Sampada Yojana (PMMSY), witnessed the participation of all coastal states and Union Territories, marking a major milestone in strengthening India's blue economy.

Founded in 2022, Epicure Innovative LLP has rapidly emerged as a pioneering force in the seafood industry. With robust technical and business development support from ICAR-CIFT, the startup has introduced Vacuum Skin Packaging (VSP) a first-of-its-kind innovation in India's seafood retail segment. The VSP technology ensures leak-proof, hygienic, and export-grade packaging that significantly extends shelf life while maintaining 100% chemical-free quality.

From its base in Kerala, Epicure has swiftly expanded its operations to Tamil Nadu, Karnataka, and Andhra Pradesh. Its ready-to-cook, hygienic seafood products are now accessible to consumers via digital platforms like Swiggy Instamart and Blinkit, as well as in leading supermarket chains. The company's growth has been underpinned by a modern supply chain and cutting-edge packaging infrastructure.

The event was graced by Union Minister of Fisheries, Animal Husbandry & Dairying, Shri Rajiv Ranjan Singh alias Lalan Singh along with dignitaries including Prof. S.P. Singh Baghel, Union Minister of State of Fisheries, Animal Husbandry and Dairying, Shri George Kurian, Union Minister of State of Fisheries, Animal Husbandry and Dairying and Shri Nitesh Neelam Narayan Rane.

On this occasion, foundation stones for fisheries projects worth over ₹255 crore were laid across seven coastal States and Union Territories under PMMSY.

ICAR-CIFT's support through technology transfer, incubation, and mentorship has been instrumental in nurturing innovative startups like Epicure Innovative LLP, thus advancing India's fisheries sector towards modernization, sustainability, and entrepreneurship-driven growth.