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## **QUADIA INVESTS IN BEENDHI, HIGH-QUALITY ORGANIC AND VEGETABLE-BASED FOOD PRODUCTS**

Quadia is thrilled to announce its investment in beendhi, alongside investors Daphni, Triodos Organic Growth Fund, and the family office Spice Capital.

The capital raised will enable the company to expand its recipe range from 50 to 500, develop its online platform and further expand its locally-based production model. Through its production and sale of Indian and Mediterranean-inspired organic and vegetarian foods, the French-based company aims to provide savory, healthy and high-quality ready-to-cook preparations.

Aymeric Jung, Managing Partner at Quadia, comments: “beendhi enables consumers to change their eating habits by providing them with healthy and affordable meal preparations, without sacrificing nutritional content and quality”. Marion Schuppe, Investment and Impact Analyst adds: “We are happy to support beendhi in scaling up their outreach while fostering biodiversity, empowering people across its value chain and building sustainable production systems. Such development is clearly aligned with Quadia’s vision of impact creation.”

Beena Paradin Migotto, President and CEO of beendhi, shares: “This stage is essential for the development of beendhi, which aims to personalize food through an innovative and flexible production model”. Yannick Migotto, continues: “The quality and complementarity of our new partners will be great assets to the company.”

In the context of a regenerative economy, Quadia is committed to contributing to an innovative, fairer and sustainable economic model able to feed people while contributing to restore the planet’s ecosystems. As such, the offering of quality vegetarian meals directly addresses the negative impact of livestock greenhouse gas emissions and responds to the growing demand of plant-based, nutritious food.



## **ABOUT QUADIA**

Founded in 2010 in Geneva, Quadia specializes in direct impact investments, through equity, debt and funds. In line with its mission « We finance the regenerative solutions for tomorrow», Quadia targets companies which have positioned their strategic development on products and services which directly contribute to a regenerative economy, more particular in the areas of smart energy, sustainable food and sustainable consumption & production. Since its creation, Quadia has financed 40 companies, projects and investment funds across Europe for the equivalent of USD 170 million. Quadia is based in Geneva, Switzerland.

For more information, visit [www.quadia.ch](http://www.quadia.ch).

## **ABOUT BEENDHI**

Founded in 2013 by Beena Paradin Migotto and Yannick Migotto, beendhi specializes in vegetable-based food products. As a player in the sustainable food sector, beendhi's aim is to facilitate the daily lives of consumers and help them to eat better, by offering products that are healthy, high-quality and simple to prepare. The company, which employs over 15 people, sold the equivalent of 5 million portions in 2018. beendhi's products are already available in 2,000 supermarkets and specialist food shops throughout France and Belgium. <https://shop.beendhi.com/>

## **FOR FURTHER INFORMATION**

Astadjam Bamanga  
Communication and Product Specialist

Quadia SA  
Square de la Comédie 1  
1205 Geneva  
Switzerland

+41 22 888 12 04  
[bamanga@quadia.ch](mailto:bamanga@quadia.ch)