



da'
mushroomTM
nursery

*Healthy Life,
Starts Here.*



www.mushroomnursery.in

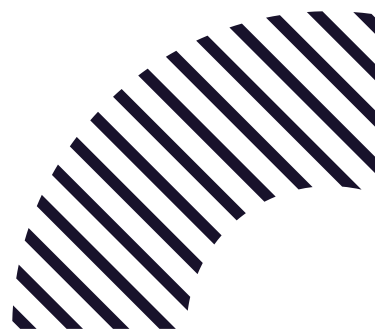


About Company[©]

da' mushroom nursery is the flagship brand of Mushroom Nursery India Pvt. Ltd., established with a vision to redefine the mushroom industry through innovation, research, entrepreneurship, food security and sustainable agriculture.

da' mushroom nursery is India's First and Only Copyright Granted Unified Mushroom Ecosystem, integrating cultivation, technology, education, research, infrastructure, processing, product development, branding, and market access under one platform. We empower farmers, entrepreneurs, startups, institutions, and enterprises with end-to-end solutions to build profitable, scalable, and sustainable mushroom businesses. Our mission is to bridge scientific knowledge with commercial success while advancing innovation, sustainability, nutrition, rural entrepreneurship, and employment. We are not just a mushroom company—we are building the ecosystem for the future of the global mushroom industry.

Certifications



Vision & Mission



Positioning da' mushroom nursery beyond cultivation as an ecosystem, building organization with global ambitions.

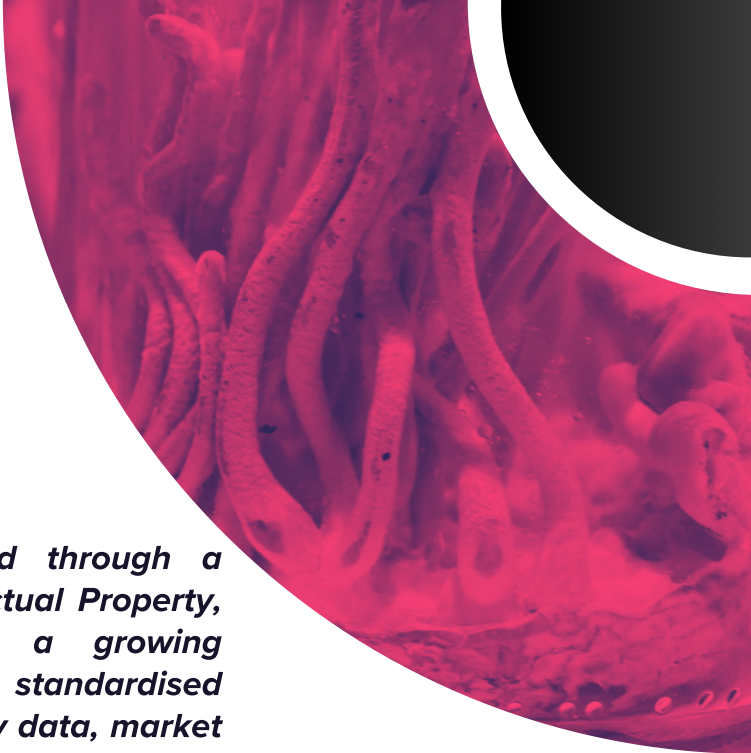


■ Vision

To build a globally recognized and sustainable mushroom ecosystem that transforms mushrooms from a crop into a powerful platform for entrepreneurship, nutrition, wellness, innovation, and economic opportunity.

■ Mission

To empower farmers, entrepreneurs, startups, and institutions through an end-to-end mushroom ecosystem integrating scientific cultivation, advanced technology, infrastructure, education, processing, product innovation, branding, and market access creating scalable businesses while contributing to a healthier and more sustainable future, reducing malnutrition & minimising food adulteration.



MNI

Categories

"Our competitive advantage is created through a combination of Copyright-Granted Intellectual Property, an integrated six-vertical ecosystem, a growing cultivator and consumer network, standardised operating frameworks, proprietary industry data, market access infrastructure and a consumer facing brand."

1 MNI ACADEMY

"Where Research Meets Aspirations"

Learn. Cultivate. Build. Lead.

MNI Academy transforms mushroom cultivation from a skill into a structured entrepreneurial opportunity. Our programs combine scientific knowledge, practical cultivation, economics and market understanding.

2 MNI LABS

"India's Most Sustainable & Proven Indoor Farming"

Cultivate Beyond Climate.

MNI Labs offers curated, climate-controlled mushroom cultivation units designed for gourmet and medicinal mushroom production., enabling cultivators to produce standardised crops throughout the year.

3 MNI MARKETPLACE

"Be a Part of India's Unified Mushroom Ecosystem"

Where Buyers Meet Sellers. Directly. Transparently.

MNI Marketplace is envisioned as a unified digital platform for the mushroom industry, connecting cultivators, suppliers, buyers, brands, distributors and industry stakeholders on a single ecosystem.



MNI Categories

“India's mushroom industry is fragmented. da' mushroom nursery is building a unified ecosystem that connects knowledge, cultivation, technology, products, marketplace, food and wellness under one structured framework.”

4 MNI STORE

“Adding Nutrition to Your Daily Life, Without Changing Your Habits.”

Mushrooms Beyond the Farm.

MNI Store brings the benefits of mushrooms into everyday life through a growing portfolio of 300+ products and meaningful lifestyle assets exclusively designed and crafted around mushrooms for a healthier lifestyle.

5 MNI CAFÉ

“Where Every Cup Shares a Story of a Healthier Nation.”

Eat. Learn. Connect.

Every serving is designed with transparent nutritional information, helping users to understand not just taste, but why it matters an exclusive mushroom focused QSR where innovative recipes meet nutritional awareness.

6 MNI WELLNESS

“Connecting Nature, Science & the Art of the Fungal Community.”

Experience the World of Fungi.

A science-backed fungal eco-park and wellness experience, designed to take visitors on a journey through the fascinating world of fungi and their relationship with nature, food, culture and human well-being.



Upcoming Projects

From smart farming to circular bioeconomy, our vision is to take Indian innovation, technology, and expertise to global markets while building a new Waste-to-Value industry.

■ Container Farming [2027]

"Smart Farming. Anywhere"

MNI Container Farm is a modular, climate-controlled farming solution designed for the challenging environments of the Middle East and Africa. Built for hot climates, water-scarce regions, and limited agricultural land, it enables year-round production in a controlled environment. With a plug-and-produce model, MNI integrates advanced infrastructure, environmental control, cultivation technology, and operational support into a scalable farming unit—enabling local production, efficient resource utilization, and new entrepreneurial opportunities.

■ Bio Gas, Energy & Carbon Credit from SMS [2028]

"Converting Spent Mushroom Substrate into Energy, Resources & Carbon Value"

MNI is developing an integrated circular bioeconomy platform that converts Spent Mushroom Substrate (SMS) into biogas, renewable energy, value-added bio-products, and carbon credits. The project is designed to create measurable environmental and commercial value by reducing organic waste, lowering greenhouse-gas emissions, generating renewable energy, and enabling additional carbon revenue.





Mushrooms & Wellness Industry Market Size

Grand View Research estimates the global mushroom market at US\$71.9 billion in 2025, reaching US\$156.3 billion by 2033, at a 10.2% CAGR. Asia-Pacific represented about 78.7% of global revenue in 2025.

The Global Wellness Institute (GWI), one of the most comprehensive sources for this sector, estimates the global wellness economy at US\$6.8 trillion in 2024. It grew 7.9% year-on-year and has more than doubled since 2013.

Grand View Research's latest India outlook puts 2025 revenue at US\$1.493 billion and forecasts US\$3.923 billion by 2033, representing a 12.9% CAGR.

TAM

\$70 Billion
(Mushrooms)

\$7 Trillion
(Wellness)

SAM

\$5 Billion
(Mushrooms)

\$50 Billion
(Wellness)

SOM

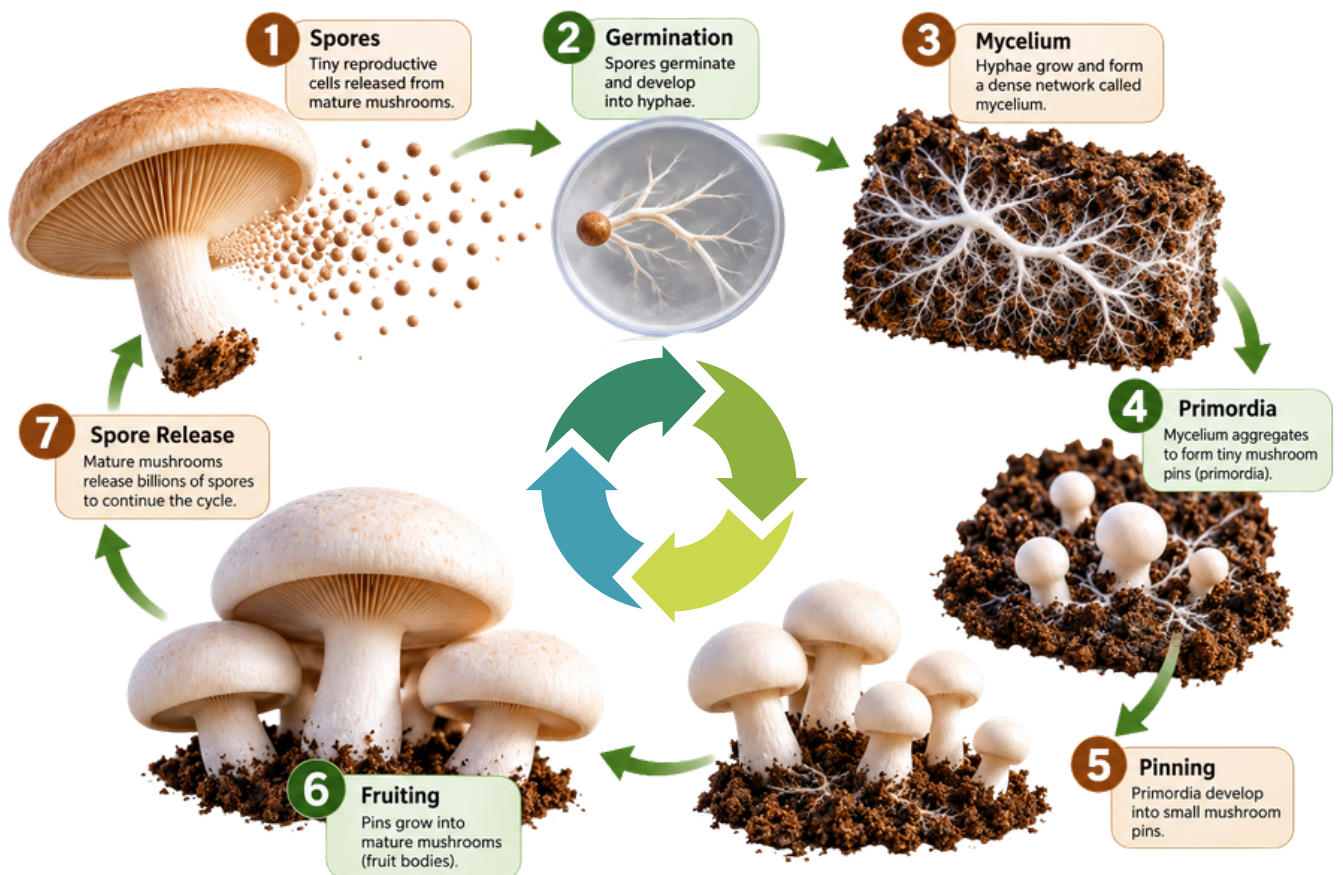
\$1 Billion
(Mushrooms)

\$10 Billion
(Wellness)

MNI by 2030



Mushroom Lifecycle



Mushroom Varieties



 Button Mushroom <i>Agaricus bisporus</i> <table><tr><td>Temperature</td><td>14 – 18°C</td></tr><tr><td>Humidity</td><td>85 – 92%</td></tr><tr><td>CO₂</td><td>< 1,000 ppm</td></tr><tr><td>Use Case</td><td>Fresh food, canning, foodservice</td></tr><tr><td>Market Size</td><td>USD 50.4 billion (2024)</td></tr></table>	Temperature	14 – 18°C	Humidity	85 – 92%	CO ₂	< 1,000 ppm	Use Case	Fresh food, canning, foodservice	Market Size	USD 50.4 billion (2024)	 Milky Mushroom <i>Calocybe indica</i> <table><tr><td>Temperature</td><td>28 – 32°C</td></tr><tr><td>Humidity</td><td>85 – 90%</td></tr><tr><td>CO₂</td><td>< 1,500 ppm</td></tr><tr><td>Use Case</td><td>Fresh food, value-added foods</td></tr><tr><td>Market Size</td><td>USD 1.2 billion (2024)</td></tr></table>	Temperature	28 – 32°C	Humidity	85 – 90%	CO ₂	< 1,500 ppm	Use Case	Fresh food, value-added foods	Market Size	USD 1.2 billion (2024)	 Oyster Mushroom <i>Pleurotus ostreatus</i> <table><tr><td>Temperature</td><td>18 – 24°C</td></tr><tr><td>Humidity</td><td>85 – 95%</td></tr><tr><td>CO₂</td><td>< 1,000 – 1,200 ppm</td></tr><tr><td>Use Case</td><td>Fresh, dried, powder and foodservice</td></tr><tr><td>Market Size</td><td>USD 9.8 billion (2024)</td></tr></table>	Temperature	18 – 24°C	Humidity	85 – 95%	CO ₂	< 1,000 – 1,200 ppm	Use Case	Fresh, dried, powder and foodservice	Market Size	USD 9.8 billion (2024)	 Portobello Mushroom <i>Agaricus bisporus</i> <table><tr><td>Temperature</td><td>14 – 18°C</td></tr><tr><td>Humidity</td><td>85 – 92%</td></tr><tr><td>CO₂</td><td>< 1,000 ppm</td></tr><tr><td>Use Case</td><td>Gourmet food, grilling, restaurants and retail</td></tr><tr><td>Market Size</td><td>USD 6.1 billion (2024)</td></tr></table>	Temperature	14 – 18°C	Humidity	85 – 92%	CO ₂	< 1,000 ppm	Use Case	Gourmet food, grilling, restaurants and retail	Market Size	USD 6.1 billion (2024)	 Cordyceps Militaris <i>Cordyceps militaris</i> <table><tr><td>Temperature</td><td>18 – 22°C</td></tr><tr><td>Humidity</td><td>80 – 90%</td></tr><tr><td>CO₂</td><td>Fresh air / controlled</td></tr><tr><td>Use Case</td><td>Nutraceuticals, functional foods and extracts</td></tr><tr><td>Market Size</td><td>USD 1.5 billion (2024)</td></tr></table>	Temperature	18 – 22°C	Humidity	80 – 90%	CO ₂	Fresh air / controlled	Use Case	Nutraceuticals, functional foods and extracts	Market Size	USD 1.5 billion (2024)
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 Reishi <i>Ganoderma lucidum</i> <table><tr><td>Temperature</td><td>21 – 27°C</td></tr><tr><td>Humidity</td><td>90 – 95%</td></tr><tr><td>CO₂</td><td>< 2,000 ppm</td></tr><tr><td>Use Case</td><td>Nutraceuticals, extracts, functional beverages and wellness</td></tr><tr><td>Market Size</td><td>USD 6.9 billion (2024)</td></tr></table>	Temperature	21 – 27°C	Humidity	90 – 95%	CO ₂	< 2,000 ppm	Use Case	Nutraceuticals, extracts, functional beverages and wellness	Market Size	USD 6.9 billion (2024)	 Shitake <i>Lentinula edodes</i> <table><tr><td>Temperature</td><td>10 – 18°C</td></tr><tr><td>Humidity</td><td>85 – 95%</td></tr><tr><td>CO₂</td><td>< 1,000 – 2,000 ppm</td></tr><tr><td>Use Case</td><td>Fresh, dried, extracts and foodservice</td></tr><tr><td>Market Size</td><td>USD 7.2 billion (2024)</td></tr></table>	Temperature	10 – 18°C	Humidity	85 – 95%	CO ₂	< 1,000 – 2,000 ppm	Use Case	Fresh, dried, extracts and foodservice	Market Size	USD 7.2 billion (2024)	 Lion's Mane <i>Hericium erinaceus</i> <table><tr><td>Temperature</td><td>15 – 22°C</td></tr><tr><td>Humidity</td><td>90 – 95%</td></tr><tr><td>CO₂</td><td>< 500 – 1,000 ppm</td></tr><tr><td>Use Case</td><td>Functional foods, nutraceuticals and extracts</td></tr><tr><td>Market Size</td><td>USD 2.6 billion (2024)</td></tr></table>	Temperature	15 – 22°C	Humidity	90 – 95%	CO ₂	< 500 – 1,000 ppm	Use Case	Functional foods, nutraceuticals and extracts	Market Size	USD 2.6 billion (2024)	 Gucchi Mushroom <i>Morchella spp.</i> <table><tr><td>Temperature</td><td>10 – 20°C (species specific)</td></tr><tr><td>Humidity</td><td>80 – 90% (species specific)</td></tr><tr><td>CO₂</td><td>Variable (fresh air preferred)</td></tr><tr><td>Use Case</td><td>Premium gourmet fresh/dried mushroom</td></tr><tr><td>Market Size</td><td>USD 1.8 billion (2024)</td></tr></table>	Temperature	10 – 20°C (species specific)	Humidity	80 – 90% (species specific)	CO ₂	Variable (fresh air preferred)	Use Case	Premium gourmet fresh/dried mushroom	Market Size	USD 1.8 billion (2024)	 Enoki Mushroom <i>Flammulina velutipes</i> <table><tr><td>Temperature</td><td>15 – 18°C</td></tr><tr><td>Humidity</td><td>85 – 95%</td></tr><tr><td>CO₂</td><td>< 800 ppm</td></tr><tr><td>Use Case</td><td>Fresh food, Asian cuisine, retail and foodservice</td></tr><tr><td>Market Size</td><td>USD 4.1 billion (2024)</td></tr></table>	Temperature	15 – 18°C	Humidity	85 – 95%	CO ₂	< 800 ppm	Use Case	Fresh food, Asian cuisine, retail and foodservice	Market Size	USD 4.1 billion (2024)
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da' mushroom nursery

Impact

da' Mushroom Nursery is building more than a mushroom business, it is building a new category at the intersection of Health, Wellness, Science, Entrepreneurship and Sustainable Agriculture.

- **Category Impact - Building Around Health & Wellness**

We are positioning mushrooms as a powerful platform for preventive health, nutrition, wellness and functional foods. To move the conversation beyond cultivation and establish mushrooms as an integral part of India's evolving health and wellness ecosystem.

- **National Impact - JAGRUTI**

Through JAGRUTI, our national impact initiative, we aim to create awareness, knowledge and opportunities around mushrooms across communities. The initiative focuses on empowering people with scientific knowledge, entrepreneurship opportunities and access to a growing mushroom ecosystem.

- **Global Impact - India International Mushroom Conclave (IIMC)**

Through our association with IIMC, da' Mushroom Nursery is taking the Indian mushroom ecosystem to a global platform. The objective is to facilitate international collaboration, knowledge exchange, innovation and global market linkages, positioning India as a significant contributor to the global mushroom industry.

- **Scientific Impact - CSIR-IHBT Collaboration**

Our collaboration with CSIR-IHBT strengthens the scientific foundation of our ecosystem. By connecting industry with scientific research, we seek to advance mushroom cultivation, genetics, biotechnology, clinical trials, controlled-environment technologies, value addition and functional applications.

- **Economical Impact - Building Entrepreneurship**

Our ultimate impact is economic empowerment. We are creating pathways for farmers, entrepreneurs, startups, youth, institutions & businesses to participate in the mushroom value chain from cultivation & technology to processing, branding, distribution market access & taking India to the world.



da' Team

21+ years of experience in Brand Building, 8+ years of experience in structural engineering, 6+ years experience in building the national mushroom ecosystem.



Anurag Vasishtha

Founder & CEO

Ex - Director, ICAR - DMR, Solan, 30+ years of experience in educating and empowering leaders to build an agro economy, focused with mushrooms.



Dr. V P Sharma

Director - Research

15+ experience in Cosmetics Manufacturing, Operations & D2C Channel.



Prem Patel

Director - Production

8+ years of experience in Agriculture Automation and Electrical Engineering.



Omkar S

Director - Technology



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nursery™



Build with Us :



+91 917 559 6357



www.mushroomnursery.in



hello@mushroomnursery.in



S1, Harihareshwar Park, Narhe, Pune, MH

Our Presence :

PUNE

MUMBAI

NAGPUR

AHMEDABAD

VADODARA

SURAT

NAVSARI

RAJKOT

HYDERABAD

RAJMUNDRI

BANGALORE

GULBARGA

HUBLI

BELGAVI

GOA

COIMBATORE

DELHI

ALWAR

JAIPUR

JODHPUR

UDAIPUR

LUCKNOW

VARANASI

NOIDA

CHANDIGARH

PALAMPUR

SOLAN

KOLKATA

CUTTACK

INDORE

BHOPAL

RAIPUR