



### From Chairman's desk

Dear philanthropists,

While sharing Volume 30 of KEATS SAMACHARAM, our quarterly newsletter, we understand that some of the members are not able to receive the Newsletter. We are investigating the possible reasons and request all the members to let us know if there is any change in their active email id.

Election for the next term starting from 1 April 25 for 2 years have since been completed and we welcome Col. G Ravi Kumar (Retd.) as Vice Chairman and Mr MV Krishna Rao as Co Opted Executive Trustee along with Mr MV Narasimha Rao and Mr K Ramesh. Self and Mr YS Subrahmanyam thank for the confidence reposed to serve another term.

Our total concentration now is focused on Women Empowerment Center and it was unanimously agreed to make it sustainable entity in an year from now.

Accordingly manufacturing and marketing strategies are being worked out. ISO Certification also is pursued and first audit has recently been completed.

We wholeheartedly appreciate the magnanimity of Sri Ramakrishna Rao Sanapala and Smt Bhanumati Sanapala from USA for their support to cancer

affected children at NIMS, Hyderabad. Their overall contribution to Samptrupti Trust (that takes care of such children and their assistants) is Rs 10,00,000 at Rs 1,00,000 pm for ten consecutive months. Kudos to the couple and KEATS-USA. Our profound thanks to Executive Trustee Sri Raghu Prasad Pidikiti for the generous donation of Rs 7,50,000 from the CSR funds of his company DCS Ltd.

I am happy to share KEATS received an award of Initiative of the year NGO from CSR Summit recently at a function held in Hyderabad. First batch of Tally course at our Skill Development Center has just completed their training curriculam and appearing for screening/selections by external agency.

DV Giridhar  
Chairman

1 Apr 2025





## Women Empowerment Center

We are delighted to share the latest updates from our Women Empowerment Center in Ambarupeta, where participants are engaged in producing pickles, food powders, and snacks under our brand Keats Eats. We have successfully obtained all necessary certifications, completed shelf-life and nutritional value testing, and conducted the first ISO 22000 audit. The final certification audit is scheduled for the third week of April 2025.



To enhance transparency and build consumer trust, we have introduced a QR code on our new packaging. This QR code links to a video showcasing how our products are made and packed under strict hygiene standards.

As we all know, marketing is the key to sustainability. To strengthen our outreach, we have onboarded a Marketing Manager to drive sales and visibility for Keats Eats products. We encourage you to support our initiative—quality and hygiene are guaranteed, and every purchase supports a meaningful cause. Latest brochure on KEATS EATS is attached to this news letter

## Skill Development Center

Currently, our 7th and 8th batches are undergoing training in Accounting & Auditing, Excel, and Data Analytics. A third-party assessment has been completed for Accounting & Auditing and Excel courses, and we are thrilled to see strong demand from auditing firms and companies eager to recruit our participants. The Data Analytics training will conclude by the third week of April 2025.

## ZPH School, Kaikaram

Mr. Sanapala Ramakrishna Rao, an alumnus of ZPH School, Kaikaram is a well wisher and supporter for the development of his childhood school in Kaikaram. In continuation to his previous deed where along with his wife Mrs. Sanapala Bhanumathi, sponsored Computer Lab and Digital class rooms, constructed a toilet block for girl students through



KEATS India. Entire cost of Rs. 5.5 Lakhs for construction of toilet block with 10 independent toilets and two wash basins, supported by 1000 litres of water tank was borne by them. It was completed in record time with high quality and handed over to the school management in the month of February 2025.

The school management felicitated the couple in a grand way during their recent visit to India and appreciated them for their philanthropy and support to the school for its development. Mr MV Krishnarao graced this occasion. Congratulations to the big heart couple SRK Rao and Bhanumati.







The couple not satisfied with what they have done at Kaikaram, and having been impressed with the service being rendered by M/s Samptrupti Trust for Cancer affected children at NIMS, Hyderabad further announced Rs 10 Lakhs donation. May God bless the couple with long healthy life.

### REcognition at CSR Summit 2025



We are honored to announce that KEATS was awarded the "Initiative of the Year – NGO" at the CSR Summit held in March 2025 in Hyderabad. This recognition is a testament to the dedication of our members, who continue to serve selflessly without claiming any compensation. We extend our heartfelt gratitude to everyone supporting KEATS and our mission. Together, we are making a real impact!



### ISO 22000 Audit

1st audit for ISO 22000 was done on 18th March 2025 at Women Empowerment Center, Ambapurpet. Next final stage audit will be done during 2nd week of April 2025.



### Guest Lecture at SDC

We have conducted a guest Lecture cum HR interaction to our DA students at SDC Campus. Mr. Satish Kumar, Head-HR Drucare Pvt. Ltd conducted interviews for our DA batch students. We are delighted to report that all eligible students participated enthusiastically, showcased their skills.





## Contributions received since last report

Sl No	Donor	Date	Amount (INR)
1	Mr Baddam Sampada Rao	8th Jan 25	25,000.00
2	M/s KEATS USA Inc.	13th Jan 25	39,96,732.00
3	Mr A Jaswant Kumar	28th Jan 25	1,00,000.00
4	Mr BVS Narayana Rao	8th Feb 25	10,000.00
5	Mr Emani Ramesh Narayana	17th Feb 25	1,00,000.00
6	M/s KEATS USA Inc.	19th Mar 25	10,84,163.00
7	M/s DCS Ltd.	20th Mar 25	2,50,000.00
8	M/s DCS Ltd.	30th Mar 25	5,00,000.00

## Dr Priya weds Dr Llya Nemanman

**M**arriage function of Dr Priya Vellanki daughter of Dr Vellanki Jayadev (our Advisor and President KEATS USA) and Dr Vijaya Lakshmi Atluri, with Dr. Llya Nemanman took place in Atlanta, USA in a grand manner on 7th Mar 25. Dr Priya is one of our big sponsor and supported for every initiative of KEATS .



Dr. Jayadev and Dr. Vijaya Lakshmi sponsored sumptuous lunch for all the inmates of WEC and SDC, Ambarupet on that auspicious occasion. Also new dresses and traditional meal was provided to all the inmates of M/s Raviteja Children Home, Eluru to celebrate the grand occasion.





Our Managing Trustee Mr YS Subrahmanyam was co-opted and took oath on 12 Mar 2025, as Jt. Secretary in the Governing body of Sri Yerramilli Narayanamurthy College, or Sri Y N College, is a higher educational institute in Narsapuram, a town of the West Godavari district, Andhra Pradesh, India. The college is government-aided, autonomous and NAAC Grade A+.

Sri YN College Narsapuram was established 75 years back by his grandfather. We can see Sri YN Murthy's statue in the backdrop of the photo.



## Photo Gallery





# KEATS EATS™

## OUR STORY

In the heart of a small village, a beacon of hope shines bright, the KEATS Women Empowerment Center. This purpose driven food production center is more than just a place of business; it is a testament to the transformative power of empowerment.

KEATS Women Empowerment Center (WEC) has been started with a mission to offer a lifeline to rural women seeking financial stability and independence through skill development and job opportunities. Their heart warming stories, unwavering strength, and their buoyant dreams of the future are lovingly woven into the very essence of this product, crafted exclusively for you



Every product purchased from KEATS WEC contributes to empowering women by offering them a means of income and livelihood.



# KEATS EATS™

## SPICES

We offer premium-quality turmeric, chilli, jeera, and coriander powders carefully sourced, finely ground, and packed for rich flavor.



**CHILLI POWDER  
WITH STEMS**



**CHILLI POWDER  
STEMLESS**



**TURMERIC  
POWDER**



**JEERA  
POWDER**



**CORIANDER  
POWDER**

## PODIS

Bring you authentic Podis and Karam, crafted with high-quality spices for rich aroma, flavor, and traditional taste.



**IDLI KARAM**



**CURRYLEAVES PODI**



**AVISAGINJALA  
KARAM**



**KANDI PODI**



**SAMBAR PODI**



**RASAM PODI**



**MUNAGAKU KARAM**



# KEATS EATS™

## VEG – PICKLES

Keats Veg Pickle delivers a tangy burst of flavor with crisp vegetables and a blend of traditional spices for an authentic taste.



**MANGO PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**AMLA PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**DRIED  
MANGO PICKLE**



**LEMON PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**GINGER PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**GARLIC PICKLE**



**RED CHILLI PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**GONGURA PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**TOMATO PICKLE**  
WITH GARLIC / WITHOUT GARLIC





**AMLA THOKKU  
PICKLE**



**CHINKAYA PICKLE**  
WITH GARLIC / WITHOUT GARLIC



**CHINTAKAYA THOKKU  
PICKLE**

## **NON VEG – PICKLES**

Non-Veg Pickles, including fish, prawns, chicken, and mutton, are crafted with rich spices, ensuring authentic taste and lasting freshness.



**CHICKEN  
PICKLE**



**MUTTON  
PICKLE**



**PRAWNS  
PICKLE**



**FISH  
PICKLE**



# KEATS EATS™

## SNACKS & SWEETS

A delightful range of sweets and snacks, made with premium ingredients for an authentic taste and perfect crunchy indulgence.



**CHEKKALU**



**MASALA CASHEW**



**PALLI PAKODI**



**KARAPPUSA**



**KARA BOONDI**



**ATUKULA MIXTURE**



**KOBBARI LADDU**



**PALLI LADDU**



# KEATS EATS™

## READY TO COOK MIXES

Keats Pongal and Upma Ready-to-Mix packs offer authentic flavors with minimal effort—just cook and enjoy delicious, homemade taste instantly!



**UPMA MIX**



**PONGAL MIX**

## SUN- DRIED/ FRITTERS

Keats Sun-Dried Fritters, including GummadiKaya Vadiyalu, Challa Mirapakayalu, Biyyam Vadiyalu, and Papads, are traditionally made for crispy, flavorful delights.

- GummadiKaya Vadiyalu
- Challa Mirapakayalu
- Biyyam Vadiyalu
- Papads

## LAB TESTS:

To provide our customers with utmost confidences in our products, we engage SHIVA ANALYTICS PVT LTD, an independent third party testing facility, to conduct rigorous lab tests and verify our Food Products Quality and Safety



Scan for Order



Scan to Know Our  
Process Of Preparation

**Contact us**

78159 11253 | 92463 36691

[www.keats.in](http://www.keats.in)