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**Issat**FSSL 12218027000509

A PRODUCT OF INDIA UN PRODUIT DE L'INDE منتج من الهند

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Concerned Person

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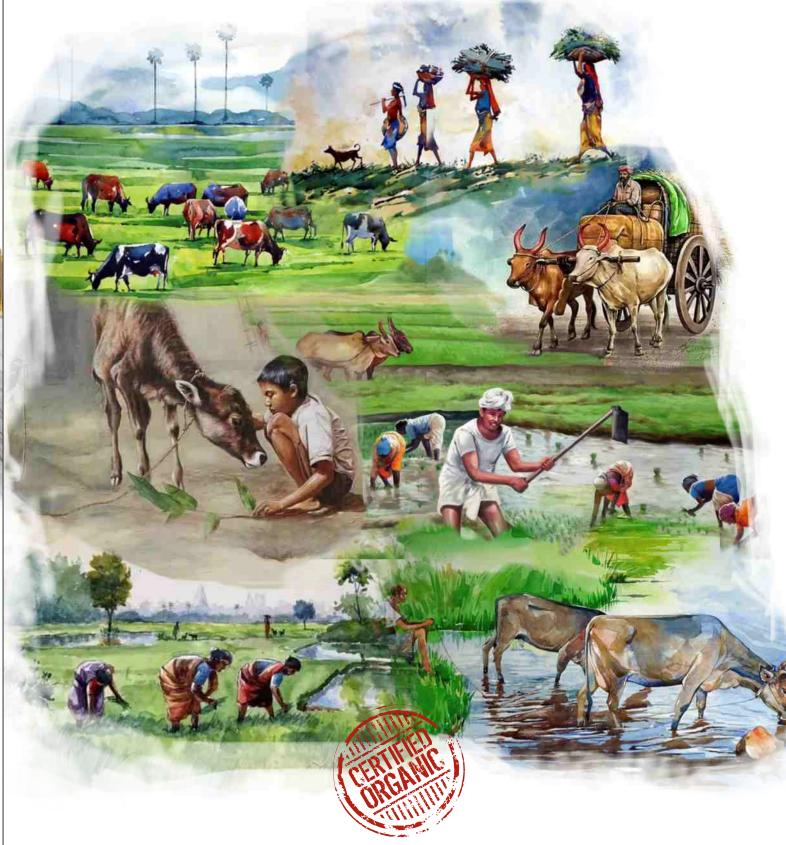












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**ndus Valley Civilisation** is one of the known oldest civilisation on Earth and one of its kind which is believed to have built the most modern cities and most ancient human settlement history with all the scientific research based cultures, Traditions and evolution, which simply means this civilisation has much more to offer that what world knows till date.

Aryavarta Team has researched on Ancient Indian History, Human Settlements, Cultures, Traditions and most importantly on the basic style of Living Life in Ancient India, i.e - Agronomy, Animal Husbandry, Education, Social infrasturcring, lifestyle, Varna Vyavstha, Economy rotation, Ancient knowledge and Philosophies which bound all this together and found that it all leads towards being a better Individual, which builds a strong society, A robust Nation and Importantly leads towards contentment and Happiness!! And all this In Harmony with Nature and other Living entities, Though after so many dominances lot of ill practices came in this system due to rumours, fake evidences, misinterpretation and hyperbolism of traditions being followed which were planned to make our lives miserable and of this planet as well!

Our Team tried to find the actual scientific reasons, resemblance to the Values, Systems and culture which was followed during old times and if some part of it is being followed in India or not and to our surprise, Yes, It is still being followed and practiced in India by followers of Ancient Religion though in limited numbers as westernisation and Capitalisation has prevailed and has engulfed those and we moved **from Contentment and Happiness to Greed and Frustration!** But the good news is Even after 800 years of Mughal and 200 years of British Dominance. The reminisces of that Ancient culture, tradition, thoughts and practices and still being followed, which are actually science and research based practices which a human should practice not only for his betterment but for the whole world.

#### "Sadiyo raha hai dushman daure jahan humara. kuch baat hai ki hasti Mitati nahi Humari"

It says a lot about our ancient culture and speaks volumes about those who are practicing those values, now whole world is doing research behind the philosophies of those practices and accepting it as well as appreciating it after knowing that actually that's the best, sustainable and scientific way to do things and thats the only way how life and humanity can survive on this Earth, Be it your Daily Work Routine starting from the time you wake up till you sleep, to eat the food, digest it and excrete it or be it Agriculture, Education which leads towards Knowledge not just information or be it Spirituality and Knowing you and What you are here for!

Our Ancestors has done lot of research on all most all of the subjects and connected the dots and in summary given the best way to do everything smallest of the smaller and biggest of the bigger just to bring only one thing Sustainability, Equilibrium and for survival of Humanity and betterment of our Planet Earth!!

They not only formulated and formalised it, but also ensured that it is being followed and transferred from one generation to another in the form of informal education, **Knowledge and in the name of Culture/ Samskara and Values.** 





In ancient India, believe it or not, there was a way to do each and every thing, there is a way explained in old texts how any work need to be done, starting from eating, sleeping, waking up, standing, talking, walking and what not and after research scientists are finding out Yes its true and that's the best scientific way it should be done, i.e. In India there is way how a person should sit when he is eating and likewise a way how he should sleep and how he should wake up, in which directions to sleep and which directions not to, what he should eat when and when he should not, and everything so detailed and so scientific that its not possible for a normal human being to interpret it all but at the same time its easy to follow in form of Values and Samskara.

And then a phase came when all these traditions and values were declared as old world systems, were rejected and called worst systems to be followed, by some modern gentleman just to prove them better and to break us and our systems, Culturally, Socially, Economically and Intellectually, lot of making and breaking of our old system was done, until it became confusing and very hard to practice and digest! And then this system was declared as Third World Culture, Backward, Anti Humanity, Anti Social and what not! Ironically the People who asked others to reject these started following up secretly after knowing the benefit of the same, There are countries who teach Sanskrit in their schools, our Mother Tongue even though they can't Pronounce it properly and who doesn't know that Sanskrit and Hindi (Devnagri) is the most Scientific language that exists on earth toady! So, this doesn't happened co-incidentally, neither its serendipity We actually taught World what Agriculture, Science and Mathematics looks like and importantly, How to be Human and Why you are a Human and as a Human what you should do! Rest all is a Fake History!

And that's why when world talks about Agriculture and specifically Sustainable Agriculture they have to come back to India to find out the way what is the best way to do ithow to do it. and answer is Organic Agriculture and in a nutshell what is Organic Agriculture, Zero Budget Agriculture its Agriculture with Animal Husbandry and where Indigenous Cows play an important role. Suddenly world started talking about Organic Farming and its benefits but unfortunately again the Cows were left behind and talked less Because the DEVELOPED WORLD has a different Philosophy mixed with Toxins of CAPITALISATION, They have to make money selling Organic Pesticides, Organic Insecticides, Organic XYZ To make us fool, to continue their superiority to rotate their capital and economy And as usual, Who are their buyers? To whom they sell these? to "US" We are their Consumers, because we were slaves, we are slaves and we will be ..We should never ever apply our selves, we should never refer to our old culture, texts, philosophies and get out of the vicious cycle of the Capitalisation!! We need to come out of this and practically see what is good for us and what not.. Today we are slaves of our own Thoughts Aryavarta is an initiative to get rid of this THOUGHT and Prove that We were Leaders and We will always Be!!

So what we Intend to do.. where to start from To initiate **Aryavarta Organics i**n today's scenario strives to create rural empowerment and employment through innovatively designed business models to employ and empower the rural population and farmers, where a farmer will do Cow Based, where he will be able to cut his cost of production and will be self dependent for the inputs to be used in farms instead of being market dependent and further will value add the products at his end only before selling the same in the market or to us.

Organic Farming will yield Organic Food Products which we market will solve problems like Food Adulteration and will give option to consumer for chemical free pure organic food. Organic Farming will further prove to be a mechanism for Combating Climate Change and Environment Preservation as Chemical Based Farming is responsible for 27% Pollution which we face today!



To resolve the issues discussed in Introduction part and further listed solutions The Concept of Aryavarta
Organics is divided in these **Three Stages:** 



# Food of Ancient Times

Where we shall convince farmers to do Organic Farming, nature based, cow based Organic Farming to lower the cost of production, proper utilisation of resources and our organisation shall market those products.



# Medicine of Ancient Times

In this step we are focusing mainly on the Indian Vedic Medicines and which are easily available in our kitchen, we will promote and market Ayurvedic Medicines.



# Education of Ancient Times

Aryavarta will also bring back the Ancient
Education System - which is base of Humanity and which makes people
skilled as per their area of interest which further removes the unemployment. This will bring employment and skilled youth.



# Aryavarta Organics Pvt. Ltd. - INDUZ ORGANIC

The seeds of Aryavarta Organic Foods Pvt. Ltd. were sown in Ancient India when it was known as "Aryavarta" "Bharatvasrhsa" and "Induz" with a firm believe in Great Ancient Indian Culture, Scripts and Philosophies. The company was founded in 2018 on Chaitra Shukla Pratipada, the same day when the Universe was created by God Brahma and our civilisation is believed to have started!!

Our brand name is "INDUZ" which means "Born from Indus" The word "Indus" is the romanised form of the ancient Greek word "Indós" (I N $\triangle$ O  $\Xi$ ), borrowed from the old Persian word "Hindus" which is in turn borrowed from the Sanskrit word "Sindhu". The River INDUS, it is one of the longest rivers in Asia. Our country India owe its name to the river. In ancient times, "India" (INDUZ) referred to those regions immediately along the east bank of the river Indus.

The civilisation that flourished in the basins of this river is known as Indus Valley Civilisation and is believed to be one of the oldest human civilisations. Inhabitants of the ancient Indus river valley were pioneers in developing new techniques in Agriculture, handicraft and metallurgy (copper, bronze, lead, and tin).

Induz People were first to farm domesticated varieties of staple crops like Ragi, Wheat, Oats etc and believe to be the pioneers of early phases of farming, pottery, archaeological mastery, artefacts, and domesticating animals. They also believed to have achieved great accuracy in measuring length, mass, and time. They were among the first to develop a system of uniform weights and measures.

**Indus civilisation** agriculture was highly productive; it is known that Indus civilisation people practiced rainfall harvesting, a powerful technology that was brought to fruition by classical Indian civilisation but nearly forgot-ten in the twentieth century.

Our Organisation also owes its name to the Great Indus River, Great Ancient Indus Valley Civilisation as we belong to this civilisation, Our Organisation firmly believes in our Ancient Culture, Scripts, Philosophies, Tradi-tions and Vedas. At Induz we are committed to bring the Old Good Days and Old Good Practices, Traditions, Techniques Back with Technological advancements for the benefit of the Human Civilisation. We believe firmly in "Let Food be the Medicine and Medicine be the Food"

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#### **Our Vision**

At Induz Organic, we strive to bring the Ancient Indian farming and fooding traditions back in our culture, be-come the leading producer and supplier of Indian organic products and become trusted companion for farmers across India; doing our bit to help make farming sustainable, profitable and environment friendly.

#### **Our Mission**

Promote, Develop and Innovate Ancient sustainable Indian Farming Techniques to farmers, Excel in Agricul- ture through sustainable agriculture developments, Promote Indian recipes, food products, food traditions and chemical free, healthy food products to consumers.

#### **Our Approach**

On India's micro-farms, we find that problems are:

- Increased cost of Agriculture VS the Economical Return Low Profits
- Non-availability of Proper Information on Natural low cost Inputs
- No Knowledge of efficient ancient Indian farming techniques
- Non-Availability of farm labour
- labour drudgery and
- Health Hazard due to excess use of Chemical Inputs and Pesticides
- And these problems are all equally solvable with our Ancient Indian Farming Techniques added with prudent design and technology intervention, which is human-centred and we are committed to maintaining it at the highest standards; constantly and comprehensively through evolving ourselves.
- Our team has spent 10 years immersed in learning the food Industry, Ancient Indian (Indus Valley) Farm/ Food Culture, Healthy and Sustainable Living and committed to re create and imbibe the ancient Indus valley traditions across all verticals starting from Farms, Animal Husbandry (A2 Cows), Environment Pure Water to Pure Food, Inspiring all stake holders and consumers to follow healthy and Ancient living which has clues and cues to create a Better and Healthier World we live in!
   We Strive to create and produce products which are organic and natural with emphasis on chemical pesticide free growth and processing, use of on farm resources (Bio Fertilisers), Smart Farming Techniques, Promote Agripreneurship in Farmers, Create Rural Employment and Empowerment, Just Wages, Hygienic and Safe Storage, Fresh and Healthy Products and bring the Ancient Indian Culture back in fashion for betterment of all living entities.
- Aryavarta has launched Induz Organic as retail brand for creating an effective and efficient bridge between Indian marginal
  farmers and buyers across the world seeking high-quality organic produce.
   And to execute this we put the the foundation of integrated approach from farmland to consumer's plates, by making the
  process as efficient, transparent and fair as possible. Our aim is to excel through quality, consistency, constant innovation; by
  forecasting customer needs, demands and investing in the best possible infrastructure.
- While working on holistic organic agriculture and production management system which promotes and enhances agroecosystem health, and soils biological activity, treating farm as a living entity which avoids use of chemical/synthetic inputs such as fertilisers, pesticides, hormones, feed additives, decreases the cost of production, relies on crop rotations, crop residues waste, off farm organic waste and animal manures as inputs and encourages bio-diversity, energy and water conservation, minimization of waste & prevention of chemical pollution which is vital to healthy living and for a green planet fit for future.
- Our Organization works with a network of certified organic farmers and farms to deliver fresh and seasonal produce. Aryavarta Organic Owned and Farmers Agriculture Farms are based on organic philosophy and practice organic farming for the promotion and development of organic food. The entire product development process, right from growing to processing to labelling is certified by an internationally accredited certifying agency RSOCA as per NOP and NPOP regulation. We are also registered with APEDA (Agricultural & Processed Food Products Export Development Authority) Government of India, as producers and supplier of Organic Food Products. Special impetus is placed on ensuring Purity, Quality, Product Packaging and Labelling is of the highest international standards.
- Our Project and Field officers are involved in Constant R & D in the fields, which help the farmers to get quality and quantity production through Crop Rotation, Green Manures, Farm yard manures, Vermi compost, Biological & natural inputs such as herbal growth promoters and highly selective indigenous seeds varieties to suit different agro climatic zones in India.



#### What We Do?

At Aryavarta, it's all connected. Our methodology begins with our farmers. In our integrated approach, we be- gin by offering organic certification and training to our farmers. Through our certified sources and under the guidance of our ground level force, we ensure a supply chain of quality organic goods. We pay our farmer partners a premium over market prices and subsequently make agriculture a viable option for them. To make the process of procuring and marketing our goods as efficient, transparent and fair as possible, we have inte- grated each crucial step into our working business model.

#### Farmer Training:

Our Farmers are one of the strongest pillars of our Organisation, We work with 3452 Farmers in 6 states of India, These Farmers are not only producers for us but are like our families and our Backend Team members are in touch with them on day to basis. Aryavarta carries out regular Training and Certification Programme. Our Field staff transfers the technology know how of Organic Farming, its steps and further analyse the fields, soil, climate and suggest them the best crops, seeds and inputs as per the ecological assessment. Farmer Training and their assessment is necucesaay to encourage organic farming practices, increase farm yields and give them an environment where our farmers are empowered and their socio economic status is uplifted. The process of converting a conventional farm to a certified organic is a three-year process. During this time, Aryavarta Team trains the farmers in organic farming techniques and assists them in selling the interim crops in conventional markets. We ensure that our farmers take an informed decision and go for Organic Farming rather than just following whats trending.

#### **Monitoring:**

Aryavarta closely monitors the farms and farmers not only for their technological know how needs and inputs needs but also on farm health. We have strict guidelines for farm monitoring which our felid executives and supervisors do on regular intervals during the crop season starting from the field preparation for sowing to crop growing time to its final harvest to ensure that crop is grown and harvested in compliance with global organic standards. This way we help our farmers to take right steps and use right inputs in the farm as per the crop and farm health, helps us to procure and source only what is good and helps our consumers and customers to deliver what is genuine and good for them.

#### Sourcing:

Aryavarta source the produce/ crops through its certified farmers community from hills to plains and mountains which is a herculean task, after assessment of their seed quality, crop quality, harvest time, processing required and other parameters, we support our farmers by paying Organic Premium on all the produce. We give the liberty to farmer to decide the rates for his crop on the basis of ongoing market rates vis a vis his input and output of the crop, this way we want to promote Agripreneurship among our farmers.

Sourcing since done from all parts of India, we ensure that different lots of crops from different parts and states are stored and processed separately. The sourced and procured stock is further transported to our Warehous- es/ cold storages and Central Processing Unit.

#### **Processing and Packaging:**

All stocks that has been procured from different parts of India from our Organic Farmer Community is trans- ported to our Central Warehousing and Processing Unit at Jaipur which is spread in 17000 Square Feet and have access to dry and cold warehouses as well as internationally organic certified processing units for pro- cessing and stocking the farm grade procured commodities. Since all these commodities are procured from farmers these are in farm grade conditions and required further cleaning, grading and processing to give them a sellable form. Our State of art Processing unit has following organic processing units - Cleaning / Grading and Sortex, Co2 Fumigation Unit/ Cocoons, Flour Processing unit, Dalia Processing unit, Spices grinding unit, Dehusking Unit for Grains and Pulses, Oil Extraction unit, Processed Products Manufacturing unit and world class packaging unit. Aryavarta always endeavours to bring the best technology in processing of all the products to ensure that only the best quality product with its nutritions intact, reaches to our buyers and end consumers.



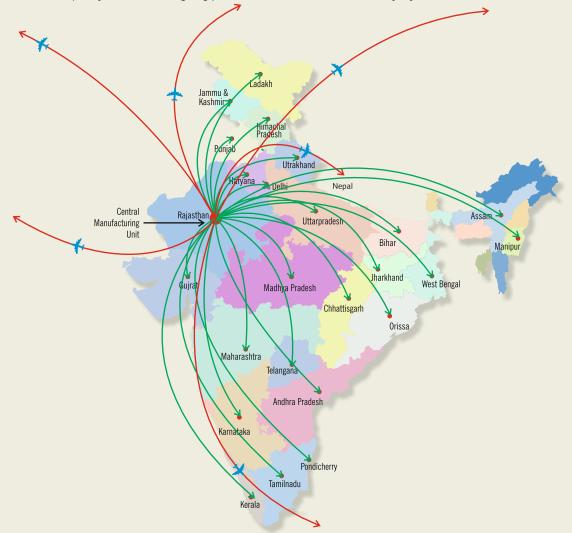
#### **Quality Control and Traceability:**

Quality is our key word which drives all the processes, systems and operations of Aryavarta. Our whole team ensures that we meet the global quality standards and meet the expectations of the market and our con- sumers. To Make this possible all procured commodities are divided in batch sizes/ lots as per there quality parameters and tested for Pesticide Residual Limits, Physical, Chemical and Biological Parameters as per global standards. The products sourced to the product being packed and sold in the market we have transpar- ent system in places where we can identify that the pack in your hand has came from which part of India and from which farmer and its farm detail. It is possible by unique traceability system which our Batch Numbers can explain. We want our products to be pure, traceable and our system to be transparent, which starts from the day when farmers sows the seeds in his field, Farm diaries are filled to ensure that which farmer is going to harvest what and its estimated yield, this way we are also able to forecast our procurement and sales plan- ning. This gives a clear identification of the origin of the products which also helps our customer care team and quality team to resolve the quality and taste related issues of consumers.

#### Sales and Distribution:

It is well said that the strength of a Brand and its brand width and value is identified by what their buyers/ con- sumers say about it and its reach. Aryavarta Organics, Our Products its taste and its brand INDUZ is a well know brand among organic consumers and organic industry, though we have never put a system to asses our ranking in the market but our consumers rate us as one of the trusted, valued and growing brand in the Indus- try. Apart from selling in Bulk to almost 100+ Organic Buyers in India and abroad our retail products are pres- ently available in 300+ retail stores which is growing day by day and have plans to go worldwide with USA, Singapore, UK, Australia, Canada, Malaysia, UAE, Gulf Countries, Mauritius etc in mind.

Our Sales and Marketing Team is one of our biggest strengths which works day and night to ensure that every time we meet the expectation of our buyers, our consumers and each time we deliver what we are expected to! We wish to further improvise on all the expectation and quality as this is an ongoing process where we wish to learn everyday.











#### **Amla Murabba**

Pack Size - 1 Kg in Retail Packs and Bulk Packs of 20 Kg and 50 Kg

#### **Amlaprash (Chawanprash)**







# **Ancient Anchors - Organic Healthy Seeds**

At Aryavarta we call them Ancient Anchors, as in Indian Tradition there was a philosophy of not wasting a single grain which is eatable since the times of Indus Valley civilizations, so from ancient times our great ancestors, our Rishi, Munis i.e. Well versed and well researched Scientists of those times instructed our civilisations to eat even the seeds of the fruits and plants since they have medicinal properties, which are very high in antioxidants and can keep many diseases at bay, which now new world science and scientists are propounding with their researchesThese seeds are very important for you in present scenario, we stopped consuming after a period of time thinking its redundant! e.g In Indian villages there is a tradition of eating Pumpkin seeds roasted on pan just before cooking the vegetable of pumping and all other fruits and vegetables as well We should be adding them in your diet for daily consumption for our own being They might be too small in size, but they all are undoubtedly good for you! In Short, there are lot of benefits that come along with these seeds. Aryavarta through its brand INDUZ tries to bring these seeds in a form which will be easy to consume, tasty to suit the cosmopolitan taste buds and available for consumers online and your nearby stores, the range for "Ancient Anchor - Seeds" are as follows:









**Pumpkin Seed** 

Pack Size - 100 Gm. In













**Roasted Flax Seeds** Pack Size - 100 Gm. In Retail Pack and Bulk Packs of 15 Kg and 30 Kg





Sabja Seeds (Tulsi Seeds) Pack Size - 100 Gm. In Retail Pack and Bulk







#### **Sunflower Seeds**

Pack Size - 100 Gm. In Retail Pack and Bulk Packs of 15 Kg and 30 Kg





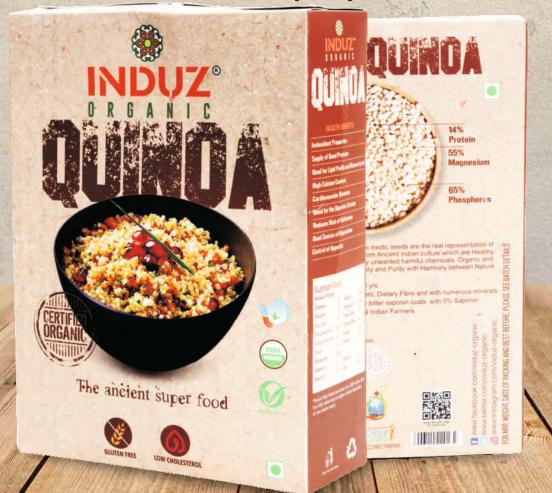
#### **Water Melon Seeds**

Pack Size - 100 Gm. In Retail Pack and Bulk Packs of 15 Kg and 30 Kg



#### **Indian Quinoa**

Pack Size - 500 Gm. In Retail Pack and Bulk Packs of 25 Kg and 50 Kg







# **Orange Squash**

Pack Size - 700 Gm. In Retail Pack and Bulk



#### **Romantic Rose Sharbat 700 Gm**

Pack Size - 700 Gm. In Retail Pack and Bulk Packs of 20 Kg



#### **Lemon Squash** 700 Gm

Pack Size - 700 Gm. In Retail Pack and Bulk



#### **Thandai Thunder 700 Gm**

Pack Size - 700 Gm. In Retail Pack and Bulk Packs of 20 Ltr.



Pack Size - 700 Gm. In



#### Gulkand 250 Gm

Pack Size - 250 Gm. In Retail Pack and Bulk Packs of 20 Kg



# **ORGANIC CEREALS / MILLETS**

Cereal is a very new world in Ancient Cultures there were only Millets which were also called as "Mota Anaaj" Our Ancestors were so thoughtful and well versed about agriculture that they choose only the Millets to be shown and consumed as they are sustainable crops, which are environment friendly, drought resistant, good for consumption with various minerals, vitamins, micro and macro nutrients, less allergic to humans and animals, less prone to infestation etc. but thanks to new world science that we were introduced to rice and wheat which has become the staple food now for centuries now again recently the millet movement has started in different part of world after knowing the benefits of millets has to offer!

Cereals/ Millets are actually different type of grasses cultivates for their edible components composed of endosperm, germ and bran. Cereal/ Millets are grown in greater quantities and provide more food energy worldwide than any other type of crops and that's the reason they are known as staple food and crops. Cereals / Millets are rich source of vitamins, minerals, carbohydrates, fats, oils, and protein. Cereals are staple food of people in Asia, America, Africa, and of livestock worldwide. A large portion of major cereal crops are grown for purposes other than human consumption. Maize, wheat and rice together accounted for 87% of all grain production worldwide and 43% of all food calories. Aryavarta tried to bring the most consumed healthy cereals / millets in their different form of consumption for your ease, the range is as follows:





#### **Wheat Bran 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Wheat Maida 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Wheat Suji 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Wheat Chakki Flour 5 Kg

Pack Size- 5 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

WHEAT CHAKKI





### **Porridge Paradise:**

#### Barley Dalia 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Jowar Dalia 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Maize Dalia 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Multigrain Dalia 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Wheat Dalia (Porridge) 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg







#### **Miracle Millets:**

#### **Barnyard Millet 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Foxtail Millet 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Kodo Millet 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Little Millet 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Pearl Millet 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Shorghum 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Finger Millet 500 Gm

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Barley Flour 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Dehusked Barley 500 Gm**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg





#### **Rustic Rice:**

#### **Basmati Brown Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Black Rice**

Pack Size- 500 Gm In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Traditional Basmati Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Eastern Pride Katarni Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Red Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Red Rice Poha**

Pack Size- 250 In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Rice Murmure**

Pack Size- 200 Gm In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Rice Poha**

Pack Size- 250 Gm In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Sona Masoori Brown Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

#### **Sona Masoori Rice**

Pack Size- 500 Gm/ 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg







#### **Gluten Free Flours:**

#### **Amaranthus Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Bajra Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Buckwheat Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Chana Flour (Besan)

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

# Chana Sattu (Roasted Chana Flour)

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Chickpea Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Jowar Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Maize Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Moong Flour (Besan)

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Multi Millet Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Quinoa Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Ragi Flour

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Rice Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Soybean Flour**

Pack Size- 500 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg





## PROTEIN PACKED PULSES

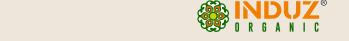
Ancient Indian culture and scriptures, paintings and proofs share a great history of harvest of Pulses in ancient culture and their various forms and their usage is well explained in our ancient medicine science Ayurveda and explained in Charak and Shushurt Samhita. Most of the Pulses are consumed due to their high protein content and mixed with various spices which further increase their potency and make it digestible and absorbable by a human body. They play a vital role for boosting immune system and health for all ages of Humans.

Pulses are also known as legumes or lentils. Pulses are seeds from the

legume plant family. Legumes (beans) are among the oldest cultivated plants. In fact, fossil records demonstrate that prehistoric people domesticated and cultivated legumes for food. There are various types of pulses which differ in colour, shape, size and taste. Pulses are important food crops due to their high protein and essential amino acid content. Like many leguminous crops, pulses play a key role in crop rotation due to their ability to fix nitrogen.

Pulses are commonly known as Dal in India. A great fact which symbolises the great legacy of fooding habits that Indian culture has is that The world's

largest producer and consumer for pulses is India!! All the major pulses are grown and harvested in India like Pigeon peas (Arhar) and chickpeas Gram or Desi Chana and in almost all parts of India. While Maharashtra, Uttar Pradesh, Madhya Pradesh and Gujarat account for a major share in the production, small quantities are also cultivated in Rajasthan, Haryana, Punjab, Kamataka, Tamil Nadu, Orissa and Bihar. Aryavarta tried to bring the most consumed healthy pulses in their different form of consumption for your ease, the range is as follows:



#### Arhar (Tur) Dal

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Butter Chickpeas**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Chana Dal**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Chana Dal Roasted**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Chana Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Cowpea Red Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Cowpea White Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Dollar Chickpeas**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Green Peas**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Horse Gram**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg





#### **Masoor Dal**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Masoor Malka**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Masoor Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Mix Dal

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Moong Split Green**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Moong Split Washed (Yellow)**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Moong Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Moth Whole**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Peanuts**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### **Rajma Chitra**

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### Rajma Harshil (Red)

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg

#### White Peas 500 Gm

Pack Size- 500 Gm/ 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg







INDUZ O R G A H I C



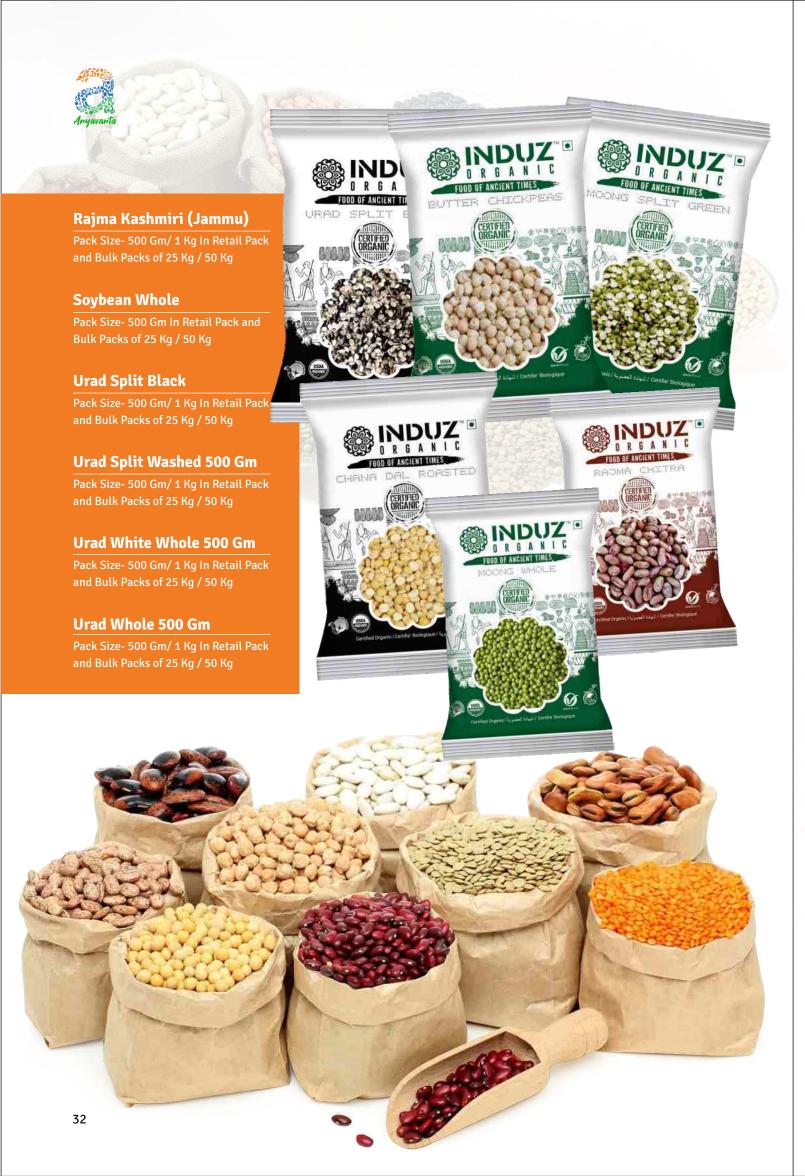
















There is a history where India as a continent in Ancient times was well known for hub and trading centre for culinary and medicinal plants known as Spices / Masala in Modern times. Spices are mostly dried seeds, fruits, roots, barks or vegetative structures of different plants which were know to our ancestors and they have derived them in their best consumable forms which modern science is still researching on the methodology how during those times they identified that which form is to be used and where and in which dish!

Today spices are available in several forms: fresh, whole dried, or pre-ground dried. Since spices tend to have strong flavors and are used in small quantities, spices tend to add few calories to food, even though many spices, especially

those made from seeds, contain high portions of fat, protein, and carbohydrate by weight. Many spices, however, can contribute significant portions of micronutrients to the diet. Indians from ancient times produce 70% of global spice production! Whoa isn't this speaks in volumes!!

Aryavarta tried to bring the most consumed medicinal spices in their different form of consumption for your ease, the range is as follows:

#### **Kasuri Methi Bay Leaves** Pack Size- 50 Gm In Retail Pack and Pack Size- 30 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg Bulk Packs of 10 Kg **Black Cardamom Red Chilli Whole** Pack Size- 50 Gm In Retail Pack and Pack Size- 50 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg Bulk Packs of 10 Kg **Black Salt Red Chilli Flakes** Pack Size- 200 Gm In Retail Pack and Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg Bulk Packs of 10 Kg/ 25 Kg **Cinnamon Quills Rock Salt Crystals** Pack Size- 50 Gm In Retail Pack and Pack Size- 500 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg Bulk Packs of 10 Kg/ 25 Kg **Dhaniya Jeera Mix Rock Salt Fine Grains** Pack Size- 100 Gm In Retail Pack and Pack Size- 1 Kg In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg Bulk Packs of 10 Kg/ 25 Kg **Fennel Small** Saffron Pack Size- 100 Gm In Retail Pack and Pack Size- 1 Gm In Retail Pack and Bulk Packs of 25 gm/ 100 Gm and Bulk Packs of 10 Kg/ 25 Kg 500 Gm Packs Fenugreek Powder Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg **Ajwain** Pack Size- 100 Gm In Retai ack and Bulk Packs of 10 Kg, हास्त्रिया चाउड्ड AJWAH अजवाइन



#### **Turmeric Powder**

Pack Size- 100 Gm / 250 Gm In Retail Pack & Bulk Packs of 10 Kg/ 25 Kg



#### **Sesame White**

Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg



#### **Ginger Powder**

Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg



Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg

**Sesame Black** 



# **INDUZ**



Pack Size- 75 Gm In Retail Pack and Bulk Packs of 10





Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg

Kalonji



BLACK PEPPER

#### **Mustard Yellow**

Pack Size- 150 Gm In



Retail Pack and Bulk





#### **Panchforan**

Pack Size- 100 Gm In Retail Pack and Bulk



#### **Amchur Powder**

Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg





#### **Black Pepper Whole**

Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg



#### **Cumin Whole**

Pack Size- 100 / 250 Gm In Retail Pack and Bulk Packs









Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg







#### **Green Cardamom**









#### Clove

Pack Size- 50 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg



#### **Fennel Bold**

Pack Size- 100 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg



#### Compounded Heeng Powder

Pack Size- 50 Gm In Retail Pack and Bulk Packs of 10



#### Fenugreek

Pack Size- 150 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg





#### **Coriander Powder**

Pack Size- 100 / 200 Gm In Retail Pack and Bulk Packs of 10 Kg/ 25 Kg









# Kitchen Knights: Oils & Ghee

Ancient Indian cuisines are unique and almost all the food prepared / cooked has a medium in which/to be cooked to impart the best of its nutritional value depending of the its type, its inherent property, its nutritional profile what a research and what a science to its minutest form of research.. and trust me or not today also in India from generations this art of coking medium of a particular food is taught by a mother to her daughter and son in the name of tradition / samsara not written anywhere thanks to Cooking Classes / Culinary Art and Renowned Chefs of India who are bring it on

a Platform where world and whole humanity is getting benefited!! Well after saying all this and defying science only cooking medium which suits human and humanity is Ghee made from Indian Breed Cows by traditional method of making ghee.. its backed up by science as well now!! Aryavarta tried to bring the most consumed healthy cooking medium "The Kitchen Knights" with their different properties, for your ease, the range is as follows:





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#### **Flaxseed Oil**

Pack Size- 100 Ml. In Retail Pack and Bulk Packs of 20 Ltr.



#### Extra Virgin Coconut Oil

Pack Size- 250 Ml. / 500 Ml. In Retail Pack and Bulk Packs of 20 Ltr. / 50 Ltr.



Pack Size- 450 Ml. / 900 Ml. In Retail Pack and Bulk Packs of 20 Ltr.



DESI COW GHEE





#### **Almonds**

Pack Size- 200 Gm



#### Cashew

Pack Size- 200 Gm Retail Pack and Bulk Packs of 25 Kg



#### Walnut

Pack Size- 200 Gm Retail Pack and Bulk Packs of 25 Kg



#### **Raisins**

Pack Size- 200 Gm













#### Sugar Candy

Pack Size- 200 Gm In Retail Pack & Bulk Packs of 25 Kg / 50 Kg

# Sweet Savouries

Sweets and sweetness is all required to complete anything and our diets as well, In Ancient Traditions and Eating habits sweets had a very important role to play, they are the initiators of our digestive enzymes and responsible for secretion of so many juices and biles and enzymes in our body which are vital for our well being and in various culture in India there is system of eating Sweets at the start of the meal particularly due to this reason only, but caution too much of sweetness has its hidden harms!! "Aati Sarvattra Varjayete" and specially for SWEET!! Aryavarta tried to bring the most consumed "Sweetners" in their most healthiest form for consumption, the range is as follows:



#### **Jaggery Cubes**

INDUZ •

JAGGERY CUBES

Pack Size- 450 Gm / 1 Kg In Retail Pack & Bulk Packs of 25 Kg / 50 Kg



#### **Brown Sugar**

Pack Size- 500 Gm / 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg



#### **Cottage Sugar**

Pack Size- 500 Gm / 1 Kg In Retail Pack and Bulk Packs of 25 Kg / 50 Kg



#### Jaggery Powder

Pack Size- 500 Gm In Retail Pack & Bulk Packs of 25 Kg / 50 Kg



Sugar White Crystal
Pack Size- 500 Gm / 1 Kg In Retail
Pack & Bulk Packs of 25 Kg / 50 Kg



# Tip Tea: Indian Hyped Beverages!

A cup of Tea or a Cup of Toxins? Tea if consumed in its real form and real way its medicine but the way its being consumed today is as good as toxin!Reality of crop to cupis, it's stuck on a pesticide treadmill and there are a variety of pesticides that are used in its cultivation, many of them are considered highly toxic by the WHO. In fact the cup we enjoy today is actually a cocktail of pesticide residues, more than 10 kinds or even 20 of them. Indifferent to most produce which is washed prior to its consumption, most teas are oxidized (air dried) without being washed which allows chemicals to steep directly in to your cup.

Aryavarta invites you to a healthier and Pesticide free Crop to Cup Journey through its CTC Tea which is outcome of sustainable

> organic agriculture, our tea is rich in antioxidants, polyphenols, tannin, falvonols and Vitamins, which helps you to lead a healthier, energized, responsible, smarter and

ecofriendly way of life and please consume it the way it should!! Aryavarta tried to bring the most consumed form with healthier option, the range is as follows:

#### Othodox Tea

Bulk Packs of 25 Kg / 50 Kg

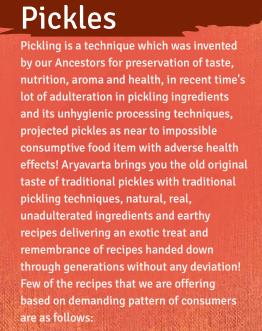
#### **Green Tea**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 25 Kg / 50 Kg



#### CTC Tea

Pack Size-200 Gm In **Retail Pack** and Bulk Packs of 25 Kg / 50 Kg





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Herby

**Green Tea** 

Pack Size- 200

Pack and Bulk Packs of 25 Kg

**Gm In Retail** 



#### **Turmeric Pickle**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg

#### **Red Chilli Pickle**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg

#### **Mango Pickle Sweet**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg

#### **Mango Pickle Spicy**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg



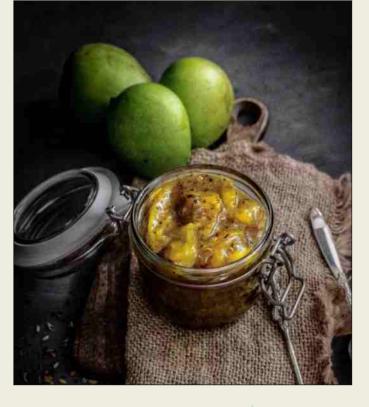
#### **Green Chilli Pickle**

Pack Size- 200 Gm In Retail Pack & Bulk Packs of 20 Kg



#### **Mango Hing Pickle**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg





#### **Lemon Pickle**

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 20 Kg



#### **Tomato Salsa**

Pack Size- 200 Gm In Retail Pack & Bulk Packs of 20 Kg



# Pulpy Preserves: Fruit Preserves

Making Fruit Preserve is a technique which was invented by our Ancestors for preservation of taste, nutrition, aroma and health that a fruit has to offer during the times when that fruit season is not there but in recent time's lot of adulterants, artificial flavours, Pectin and colour is being used and is being marketed in the name of Jam which is

not healthy at all and one of the reasons for increased bad cholesterol, Causing Diabetes and other harmful diseases, which has projected Preserves / Jams as near to impossible consumptive food item, Aryavarta brings you the old original taste of Fruits Preserves.

Processed with traditional Fruit Preserving methods, natural, real,

unadulterated ingredients and earthy recipes delivering an exotic treat of recipes handed down through generations without any deviation! Few of the recipes that we are offering based on demanding pattern of consumers are as follows:





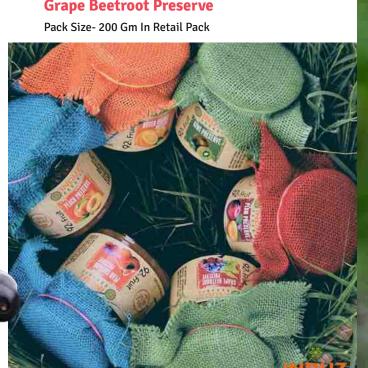




**Pear Saffron Preserve** Pack Size- 200 Gm In Retail Pack



**Grape Beetroot Preserve** 







#### Triphala Juice 500 Ml.

Pack Size- 500 Ml. In Retail Pack and Bulk Packs of 50 ltr./ 200 Ltr.

#### Saffron Honey 200 Gm.

Pack Size- 200 Gm In Retail Pack and Bulk Packs of 30 Kg.



#### **Nuts and Seeds Cocoa 150 Gm**

Pack Size- 150 Gm In Retail Pack



#### Nuts and Seeds Vanilla 150 Gm

Pack Size- 150 Gm In Retail Pack

#### Raw Honey 300 Gm.

Pack Size- 300 Gm / 600 Gm In Retail Pack and Bulk Packs of 30 Kg.







# VERSATILE VINEGARS

# Organic Apple Cider Vinegar With The Mother

Induz Organic Apple Cider Vinegar is processed from finest quality of Organic Juicy Apples grown on altitudes of Himalayas. Its Unfiltered Un Pasteurised and Raw, Its fermented naturally and bottled raw, a process that preserves the mother in the vinegar. Mother in vinegar is the cloudy sediment which actually are strands of Protein, Strains of healthy Bacteria and enzymes which is formed naturally when vinegar is fermented. These things are probiotic, meaning they might give your digestive system a boost.

#### **Sugar Cane Vinegar**

In North India, sugarcane Vinegar (Sirka) is made at home during summers. Sirka is a Hindi term for vinegar. Home Sirka making has almost disappeared in India, Aryavarta brings you the traditional Sugarcane vinegar and reviving the traditional method with health benefits, commercial vinegars lack the flavor and texture of homemade sugarcane vinegar, Homemade Sirka is very dark

brown (almost black), thick texture (like a very thin gravy), sharp yet very smooth flavor. Sugarcane vinegar helps to slow down the absorption of sugar from the blood. Hence is great for diabetics or others who want to maintain their blood sugars. Using sugarcane vinegar helps to cut down the amount of salt, thus helping in maintaining blood pressure.

Pack Size Available -200 Ml Retail Pack, 50 Ltr. Bulk Packs





## WINTER WINNERS

In Ancient India, it was believed that Food is Medicine and as per the climate, season and availability of raw material based on their inherent properties few recipes were developed which worked as medicine, Aryavarta range of Winter Winners range includes the products which were prepared in homes during winters and consumed to keep our body warm naturally and provide instant energy and boost the immunity during winters, The range include:

#### **Amaranthus Chikki**

Pack Size- 500 Gm In Retail Pack

#### **Sesame Chikki**

Pack Size- 500 Gm In Retail Pack



#### Gajjak

Pack Size- 500 Gm In Retail Pack



#### **Peanut Chikki**

Pack Size- 500 Gm In Retail Pack



#### Rewari

Pack Size- 500 Gm In Retail Pack





It is very well said in our Vedas that the destruction of agriculture will lead to destruction of the lives and planet earth as it will bring along with it the famines, diseases, destruction and all ills which will lead to end of the existence of the living entities.

More than the agriculture what fascinate more today are the lives, If our farms and wehave to survive the farms today will have to change in farms which are fit for the future and managed sustainably as per the laws of nature.

Since time immemorial, peace and harmony with Earth and nature are considered essential for human survival. The immortal Shanti Mantra (Hymn of Peace) in Yajur Veda which is chanted for peace and harmony to pervade the entire universe, is as follows and we pray it for everyone:

ऊँपूर्णमदःपूर्णमिदंपूर्णात् पूर्णमुदच्यते। पूर्णस्यपूर्णमादायपूर्णमेवावशिष्यते॥ ॐ द्यौः शान्तिरन्तरिक्षं शान्तिः पृथिवी शान्तिरापः शान्तिरोषधयः शान्तिः। वनस्पतयः शान्तिर्विश्वेदेवाः शान्तिर्ब्रह्म शान्तिः सर्वं शान्तिः, शान्तिरेव शान्तिः सा मा शान्तिरेधि॥ ॐ शान्तिः शान्तिः शान्तिः ॥

"I pray for peace to pervade all the worlds; I pray for peace in the Sky and Earth; peace in waters; peace in herbs, vegetation and forests; peace among all people and rulers of the world; peace in entire universe; peace for everyone everywhere. Peace, real peace. I pray for that very peace!" Organic food and Organic Agriculture is a sincere attempt to bring sustainability and improve the quality of life through the food we eat. At Aryavarta we not only strive to supply the organic, quality and world class products to Indian consumers only but we offer an array of products to the buyers overseas too.

Presently we are already offering our organic products to many exporters based in India to export the same. We also have initiated the supply of organic products for US, Canada, UAE and Singapore market. For some of our overseas buyers we are also doing private labelling and packing and exporting the organic products in their brand name.

In Domestic market, currently these products are being supplied to lot of Organisations dealing in Organic Food Products across the major cities of India, We are sure these products add on a lot of value to Organic Business. We are expanding fast and have launched our retail products, willing to make these products available to all the conscious consumers. Presently the products of Aryavarta "INDUZ" are available in all major states/ cities and all leading stores in India.

We are looking for expanding our reach further to increase the volumes and ensuring that our genuine Organic Products are available for each and every consumer easily for the benefit of all stakeholders, In this regard all entrepreneurs, organisations dealing in organic, distributors, exporters, online e commerce portals, Modern Trade Retail Chains are invited to join hands with us and work together, Please reach us at: