



GOING NATURAL
LIVING ORGANIC

A LIFE STYLE CHOICE BROUGHT
TO YOU BY **Avni Naturals**



Natural & Organic Products

Natural Pink Rock Salt - Wood Cold Pressed Oils - Organic Jaggery - Natural Brown Sugar
Pulses - Cereals - Millets - Spices & Masala Mix

www.avninaturals.in

AN INTRODUCTION



TO THE BIRTH OF Avni Naturals

AVNI THE BRAND



A **SBHANDARIGROUP** initiative, brand and division. The Idea of launching **AVNI** was conceived by Yash Bhandari and Sidharth Bhandari, the founders, to launch a range of products focusing on health and well being by awareness creation, education and introduction of natural, organic and healthy range of products, to boost **LIFE** and **LIVING** of all who consume food. A change from processed and inorganic food products is the need of the hour and we are here to help do our part by bringing quality products to our customers.

SBHANDARI GROUP



With varied and diversified interests from Medical to Metal, the group has many brands in India and Internationally, with operations in India, UAE and UK. To name a few - Hittco, Cozyhomz, Orthorevive, Quantum Life Sciences and more. Our aim is to stay focused on Sustainable businesses always treating the environment as a priority.

AVNI & HEALTH



Increased immunity levels, controlling Sugar, Diabetes, Blood pressure, Heart health, Brain health, Musculoskeletal health, and more are the areas that can be addressed with healthy eating habits using the right ingredients grown in Nature. Our focus is to provide our customers with just such eating solutions in their every day essential ingredients and foods. Health being a priority for us, we aim to ensure that our clients eat the healthiest products.

AVNI & NATURAL FARM PRODUCE



Our products are all directly sourced from their origins such as farms and mines and we ensure that the origins are corroborated for conditions of growth and natural essence of the produce. The same are tested to ensure that we bring quality produce to our customers.

AVNI FUTURE



Within months of launch we have scaled up from 5 products to 30 and the aim is to reach 200 SKUs within the year 2021. A pan India presence is targeted for 2021 with operations and distribution networks throughout the country. Exports are also underway and we do aim to ensure that our Brand and its **VALUE** Proposition reaches a global level by mid 2022.

AVNI VISION & MISSION

VISION

- ★ A NATIONAL LEADING QUALITY BRAND BY 2022
- ★ A GLOBAL QUALITY AND NATURAL FOODS BRAND BY 2025

MISSION

- ★ GROWTH BY EMPOWERING THE ENTREPRENEURSHIP IN PARTNERS GLOBALLY
- ★ GROWTH BY ESTABLISHING A PERCEIVED HEALTH VALUE TO THE BRAND AND ITS RANGE OF PRODUCTS



AVNI SALES STRATEGY - EMPOWERMENT

At **AVNI** our focus is to partner and grow with our partners and empower them to explore every avenue of sales. From Resellers to Distributors we partner with all and devise a strategy and plan to help you succeed in any format possible as detailed below in brief:

RESELLER **SELLING AGENT**
CO BRANDING **MICRO DISTRIBUTION**
PARTNERSHIP **MACRO DISTRIBUTION**
SUPER DISTRIBUTION



AVNI - ENCOURAGING ENTREPRENEURS

We at **AVNI** strongly support the Entrepreneurship spirit in all those who aspire to be their own bosses and we encourage this by providing unique plans and strategies, options to ensure that such kindred spirits are guided to fruition and success.

RESELLER
MICRO
DISTRIBUTION


BECOME
YOUR OWN
BOSS



The above options are created with such a focus to help entrepreneurs succeed and grow in their space.



WHY AVNI NATURALS ?

The past year has seen a greater need to boost immunity. One way of doing this is by consuming healthier and organic products and eating healthy. A good balanced life style and diet is also crucial. **AVNI** brings you natural and organic products to support you in your efforts to become healthier individuals and live better lives and work better, perform better, sleep better. We are focused on improving the quality of your life.

We therefore select our products carefully to ensure that you get only the best lab tested and certified products. Come be a part of us. In cooperation there is growth. We believe Health is Wealth.

AVNI MARKETING & MEDIA PRESENCE

Digital Marketing - The greater focus in vogue today

With a strong focus in promotions in all forms of digital media, our aim is to reach the right demographics of consumers by creating targeted and well planned campaign with our digital team, thereby continuously increasing the reach to consumers. Creating product awareness and health benefits of using **AVNI** is our constant endeavour.

Online magazines and aligning as well as advertising on complementary portals are options that we explore and promote regularly.

We have a large support structure for Bloggers and Influencers and support all such initiatives anywhere in the world to add organic value to our brand on a regular basis and we offer all our products for review to accredited by bloggers and influencers on various media platforms from Instagram to Youtube and Google, etc.



Point of sales - Marketing Collateral

We offer a wide range of options to support our sales partners in terms of well conceptualised designs for display - posters, danglers, standees, product display units, banners, stickers and more.

We can customise to suit your markets based on language and design that works in the targeted regions considering the diversity of cultures and ethnicity that exists in India and globally.



Traditional Media Marketing

We do have limited focus towards this media but do support such campaigns on occasions of launches of events.

- Radio
- Magazines
- TV Channels - regional
- Newspapers - selectively



AVNI TEAM

We have professionals who source commodities and edible items across India directly from farmers. They are in continuous touch with the suppliers, negotiating pricing, quality, quantity and delivery schedules.

We have professionals to carry out quality assessment of all the products that are procured and dispatched, who also recommend improvement if required to ensure that the quality control standards are met.

Our Creative Designers are conceptual thinkers who are energetic and passionate in creating effective designs to visually communicate our Brand to our audience and make an impression on our customers. They lead the creative process from concept to execution, thus giving our Brand products an attractive packaging through visuals using right colors, shapes and typography and thus differentiating the Brand from others in a meaningful way.

Our Marketing team of professionals ensure that our Brand is well promoted and properly marketed across different channels. They create an identity and help consumers to associate strongly with our Brand. They promote the Brand with innovative strategies and ensure that the product succeeds.

Our Sales professionals are the face for our distributors, retailers and other clients. They regularly update new clients, maintaining relationships with established clients and consulting on new products.

Our Customer relationship specialists ensure that they provide high quality services for customers by responding to their enquiries and concerns about the company, its goods and services. They demonstrate to the clients the features and usability of the products in an excellent way ensuring customer satisfaction and they maintain a healthy business relationship with the customers.

We have skilled individuals in the packing and forwarding division also managing warehousing and logistics, by well synergizing, synchronizing and coordinating, to achieve the best.



“

Our Team represents the collaborative effort of a group of individuals who thrive to achieve a common goal and complete tasks in the most effective and efficient way”

”

OUR PRODUCTS



AVNI NAMAK



Himalayan Rock Salt has up to 84 minerals and trace elements.

These include common minerals like potassium and calcium, as well as lesser-known minerals like strontium and molybdenum.

One study analyzed the mineral contents of various types of salts, including pink Himalayan salt and regular table salt. Himalayan Salt has health benefits like:

- o Increases libido
- o Improves sleep quality
- o Regulates blood sugar
- o Reduces signs of ageing
- o Improves resistance to respiratory diseases
- o Balances your body's pH



AVNI JAGGERY



Jaggery is a natural sweetener that's also a healthier alternative to refined white sugar. It is prepared from the sap or the juice of natural plants that contains a considerable amount of sucrose or sugar. This includes plants like sugar cane and certain palms like date palm and Palmyra. It has health benefits like :

- o Good source of energy
- o Boosts intestinal health
- o Controls blood pressure
- o Relieves joint pain
- o Detoxification of liver
- o Blood purifier
- o Boosts immunity
- o Eases menstrual pain
- o Improves resistance to respiratory diseases



AVNI BROWN SUGAR



Brown Sugar undergoes lesser processing than traditional white sugar. In addition to molasses, it contains various types of essential nutrients and can be a source of an instant energy boost. Because of its molasses content, brown sugar does contain certain minerals, most notably calcium, potassium, iron and magnesium (white sugar contains none of these).

AVNI ORGANIC WOOD COLD PRESS OILS



Organic Wood Cold Press Sunflower Oil



Contains magnesium, phosphorous, copper, Vitamin E, Vitamin B1, Iron, Zinc, Calcium. Consumption helps in preventing cardiovascular diseases, asthma, inflammation etc.,

Organic Wood Cold Press Ground Nut Oil



Rich in monounsaturated fats and polyunsaturated fats. Ample in omega-6 fatty acids, that boost metabolism and nervous system. Improves memory, lowers the level of LDL cholesterol.

Organic Wood Cold Press Mustard Oil



Contains significant amounts of Calcium, Copper, Vitamin C, A & K, Fiber, Magnesium & Manganese. It fights bacterial infections. Provides relief from rheumatic pain and arthritis.

Organic Wood Cold Press Sesame Oil



Rich in dietary fiber, potassium, protein, Iron, Vitamin B6, Magnesium. Prevents oncological diseases, bronchial asthma. Positively affects both prostate function in men and reproductive system in women.

Organic Wood Cold Press Virgin Coconut Oil



Virgin Coconut Oil made out from fresh coconuts, it reduces protein loss. Nourishes and strengthens immune system. Also heals damaged tissues. Improves insulin secretion and helps in weight loss.

Organic Wood Cold Press Coconut Oil



Coconut Oil made out from dry coconuts, it is rich in potassium, dietary fiber, protein, Vitamin B6 and Magnesium. Anti Oxidant which protect the cells, rich in lauric acid and cholesterol, improves bone health.



AVNI PULSES, DALS & LENTILS



Fried Bengal Gram



Is an ingredient that is used for culinary purposes. It is rich in essential vitamins, fibre and helps in improving digestion. It has a high content of protein and offers a variety of health benefits.

Channa Dal



Is baby chickpeas that has been split and polished. It looks and tastes like small kernels of sweet corn, and is one of the most popular ingredients in Indian cuisine. Chana dal is delicious, nutritious and easily digested.

Masoor Dal



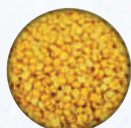
Has dietary fibre which helps to diminish bad cholesterol (LDL) and total cholesterol levels in the body. This improves blood circulation and prevents the deposit of plaque in the blood vessels, thereby lowers the risk of atherosclerosis, optimises cardiac muscle functions and boosts heart health.

Moong Dal



Is high in nutrients and antioxidants, which may provide health benefits. In fact, it may protect against heat stroke, aid digestive health, promote weight loss and lower "bad" LDL cholesterol, blood pressure and blood sugar levels.

Toor Dal



Is a rich source of protein, carbohydrates and fibre. This humble pulse facilitates to meet your daily demands of iron and calcium. Besides these, toor dal is an incredible source of folic acids which is essential for fetal growth and prevents the birth defects of the new-born.

Urad Dal



Has high content of minerals and vitamins and helps to maintain healthy skin and hair. It reduces skin irritation, and its high iron content circulates more oxygen in the body for radiant and glowing skin. Urad dal can also reduce sunburn, tan, and acne.



AVNI HERBS, SPICES & MASALA MIX



Black Pepper



Is one of the most popular spices in the world and may offer impressive health benefits. Piperine, the active ingredient in black pepper, may fight free radicals and improve digestion and the absorption of beneficial compounds.

Cumin



Is a spice made from the seeds of the Cuminum cyminum plant. Many dishes use cumin, especially foods from its native regions of the Mediterranean and Southwest Asia. Cumin lends its distinctive flavor to chili, tamales and various Indian curries. Its flavor has been described as earthy, nutty, spicy and warm.

Saffron



Is a powerful spice high in antioxidants. It has been linked to health benefits, such as improved mood, libido, and sexual function, as well as reduced PMS symptoms and enhanced weight loss. Best of all, it's generally safe for most people & easy to add to your diet.

Turmeric Powder



Is a spice that comes from the turmeric plant. It is commonly used in Asian food. You probably know turmeric as the main spice in curry. It has a warm, bitter taste and is frequently used to flavor or color curry powders, mustards, butters, and cheeses.

Coriander Powder



Is a fragrant, antioxidant-rich herb that has many culinary uses and health benefits. It may help lower your blood sugar, fight infections, and promote heart, brain, skin, and digestive health..

Chili Powder



Is the dried, pulverized fruit of one or more varieties of chili pepper, sometimes with the addition of other spices. It is used as a spice to add pungency and flavor to culinary dishes. In American English, the spelling is usually "chili"; in British English, "chilli" is used consistently.

Garam Masala



Is a spice blend widely used in Indian cuisine, from curries and lentil dishes to soups. Whole spices of cinnamon, mace, peppercorns, coriander seeds, cumin seeds, and cardamom pods are toasted in a pan to release their aromatic flavors, then ground to a powder.

Sambar Powder



Is a flavorful South Indian style coarse textured spices powder, prepared by grinding various type of basic Indian spices like coriander seeds, cumin seeds, mustard seeds, black peppercorns, dry red chilies, fenugreek seeds, cinnamon, dry coconut etc. with chana dal.

AVNI MILLETS

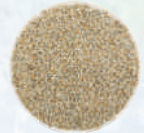


Finger Millet



Is an excellent source of natural calcium which helps in strengthening bones for growing children and aging people. Regular consumption of finger millet is good for bone health and keeps diseases such as osteoporosis at bay and could reduce risk of fracture.

Foxtail Millet



Has high quantity of fiber. High in Calcium Content: Foxtail Millet is rich in Calcium which is very important for maintaining your bone health. It also contains Vitamin D. Eating Foxtail Millet in the form of sprouts helps fight diseases such as osteoporosis and could reduce risk of fracture.

Finger Millet



Is very powerful in controlling diabetes. Because of its high fibre content, it tends to digest slowly and release glucose at a slower rate as compared to other foods. This helps in maintaining healthy blood sugar levels for a long period of time.

AVNI CEREAL & GRAINS

Wheat



Wheat is a highly-nutritional and widely-cultivated cereal grain. Wheat is one of the oldest and most important of the cereal crops. It is also consumed more than any other grain in the world except for rice.



Distribution Opportunity for Individuals or Companies

with capacity to invest between INR 25,000/- and above are welcome to sign in for Avni distribution, Please contact us for more information.

An excellent business opportunity

Encash on the Fast Moving Organic products

Healthy Profit Margin

Invest in Stages

Work confidently in your territory

Sales orientation training will be provided

Digital Marketing support for your respective territory

Marketing collateral designs will be provided

We encourage one
and
all to become your own
BOSS
or expand your business
by becoming an
Avni Distributor

Area / Region / Location for distribution Metros

Tier 1,2,3 Cities

Capital Investment :

Investment in Stock	Investment (In INR)	Distributor Margin in %					
		Salt (In %)	Jaggery (In %)	Brown Sugar (In %)	Organic Oils (In %)	Pulses Cereals & Millets (In %)	Spices (In %)
Level - 1	51,000 & above	45	50	35	35	35	40
Level - 2	25,000 - 50,000	40	40	30	25	30	35

Available Packages

Pink Rock Salt	Pulses & Dals - 500gm & 1kg
Jaggery Powder - 500gm & 1kg	Spices - 200gm
Jaggery Slab & Cube - 500gm	Millets - 500gm & 1kg
Natural Brown Suagr - 500gm & 1kg	Cereals - 5kg
Organic Oils - 500ml	

NOTE : MOQ's are applicable | Retailer margin has to be decided by distributor

Products available in Bulk Packaging also
for Salt, Jaggery, Brown Sugar, Dals, Spices, Millets & Cereals 25kg carton
& for Oils 16 Ltr Tin



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