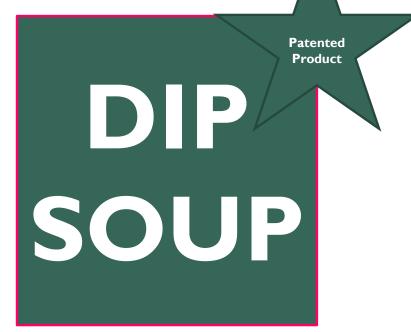
First in concept



for Employees daily wellness!



KEERAI KADAI VENTURES
PRIVATE LIMITED

Award-winning AGRITECH FOOD

DELIVERING GREENS AS NUTRACEUTICAL PRODUCTS

www.keeraikadai.com

+91-8939354014

NUTRACEUTICAL

(WHAT DO WE MEAN BY IT





Helps as treatment of disease







WELLNESS

HOW OUR PRODUCT PAVES WAY)



SPINACH

- most underrated dietary greens
- From 5 to 500+ varieties



Balanced Lifestyle



Plant based curations

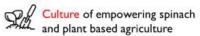


Innovation meets tradition.



SUSTAINABLE ARCHITECT

(WE ARE AN AGROTECH













THE DETOX CULTURE



The culture of cleansing, detox, and strengthening is exploding



You feel better, you wake up feeling vital.



Health aside, a joyful quotient



Natural way to get rid of daily toxins



Offsets gaps caused due unnatural food composites from fast foods.



CONCEPT

(A SOUP BEVERAGE FOR WORKPLACE)

Throw in a dip-soup for all coffee/tea-breaks

Like coffee or tea, our dip-soup's can be consumed many times in a day

No additional spend on existing pantry set up needed.

Easy to make - health and convenience in a Jiffy



Requires only 120ml hot water.



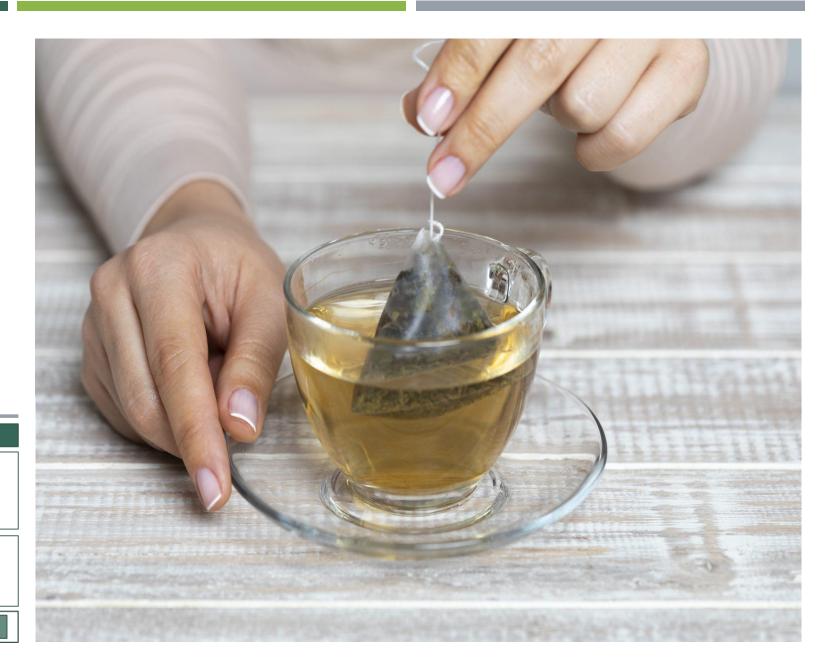
Infusion soup bags – dip it in hot water!



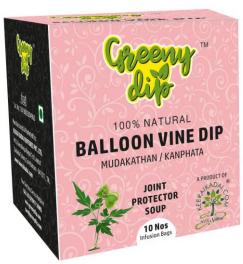
Ready in One Minute!

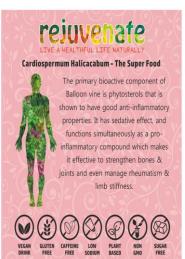


Soup in a Dip for the first time!



Our manufacturing amplifies Sustainability









Use only Natural Ingred



ZEROpreservatives / additives



Staple Free packing

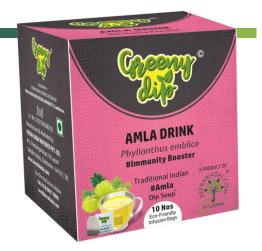


100% recycled Paperboard cartons



Shelf Life











12 traditional flavors

















ON DESK REFRESHMENT

MEETING ROOMS

STAFF ROOMS









Quick Dips



Easy to make/manage



Value add refreshment

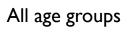














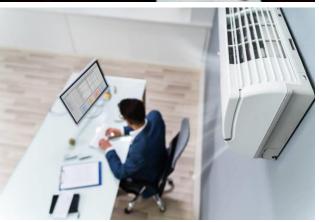






ANY SEASON - INDOOR WEATHER - OUTDOOR WEATHER















Monsoon or Ailments

Winter or Cold spaces

ANY SHIFTS

















Day shifts

Night shift

Operations

D/T, sales call

Bag Size	MRP (Rs)	Introductory Discount(Rs)	Offer Price (Rs)	Additional Incentive
100 sachet	1200	100	1100	NO
500 sachet	6,000	500	5500	NO
1000 sachet	12,000	1,000	11000	Available
2000 sachet	24,000	2,000	22000	Available
5000 sachet	60,000	5,000	55000	Available
20000 sachet	2,40,000	20,000	2,20,000	Available









WHY KEERAIKADAI.COM

- SOUP in a DIP for the first time (Unique, Innovative and Patented)
- 12 distinctive health benefit options (Dip Soup).
- Accelerates wellness, induces energetic lifestyle
- 100% Vegan, 100% Natural. ZERO additives, ZERO preservatives
- Re-inventing a traditional & healthiest food Greens a.k.a Spinach a.k.a Keerai
- Our Infusion bags are biodegradable & staple-free.
- Our cartons are made from 100% recycled paperboard
- We comfort & empower our farmer community (1500 and counting)
- We extensively connect Technology with Tradition
- We contribute 1% of total FMCG sales towards the education of farmer's children





కీరైకడై డాట్ కామ్ల్ 120 రకాల ఆకు కూరలు

కోసం కీరైకడై డాట్ కామ్ వచ్చింది. ఎన్నో రకాలైన నమకూర్పే ఆకుకూరలు, హెర్చల్స్ ను ఈ యాప్ ద్వారా కొనుగోలు చేసుకో



వచ్చు. ఈ కీరైకడై యాప్ లో దాదాపు 120 రకాల ఆకు కూర లను అందుబాటులో ఉంచి వాటిని సులభంగా గుర్తించేలా తమిళం, అంగ్రంలో పేర్లు కూడా రాశారు. ఈ యాప్సు స్మార్డ్ఫ్ ఫ్లోన్లో కూడా నులభంగా చూసే వెసులుబాటును కల్పించారు. ఇటీవలి కాలంలో ఆకుకూరల వినియోగంపై అధిక ఆసక్తి చూపుతున్నారు. అందుకే డిజిటల్ హెర్చోరియం పేరుతో ఈ యాప్ ను రూపొందించినట్లు కీరైకడై డాట్ కామ్ నీఈవో జి. శ్రీరామ్ డ్రసాద్ వెల్లడించారు.



Kovai-based Keeraikadai portal expands, launches variety of soups















along with their names and health benefits to create awareness among the public. This will lead a pathway for the people to know about the forgotten and unknown herbs which has numerous benefits for a human body. Keeralkadal.com also launches Greeny Dip - a natural soup sachet with a filter bag similar to a green tea. Currently launching 5 variants namely Aswagandha Dip, Moringa Turmeric Dip, Vallarai Dip, Mudakathan Dip and

CHENNAI PLUS

Chennal neonle through the launch of their maiden store in Chennal at Nolambur

KeeralKadal.com is an E-commerce Agritech start up started at Colmbatore 2 years back

that provides 150+ varieties of Natural Keeral across Colmbatore and had served fresh

greens to 1Lakh+ customers across Coimbatore and Madural. Keeralkadal.com has taken a step forward now to bring the Natural Keeral along with farm fresh vegetables and fruits to

App reveals benefits of 120 greens, herbs

Chennai, Apr 15:

An Augmented Reality (AR) app has been launched with information on benefits of 120 varities of greens and

The details in Keerai Kadai App in English and Tamil that can simply b viewed on your mobile phone anywhere This new experience is the first ever 'Digital Herbarium' dedicated specially for edible greens to increase knowledge and awareness of traditional greens and herbs among people,' said a press

According to Sriram Prasad G, CEO and founder, 'our vision is to integrate 'Tradition with Technology' and create maximum awareness of nutritious greens among the society."





நமது பாரம்பரிய 120 கீரை வகைகளின் நன்மைகளை உள்ளடக்கிய ஆக்மென்டட் ரியாலிட்டி செயலியை கீரைக்கடை.காம் அறிமுகப்படுத்தியுள்ளது

கீரை விற்பனையில் அசத்தும் இளைஞர்

Beyond palak and methi, there are many Indian greens waiting to be rediscovered



Take a green dip

BBC NEWS | தமிழ்

கீரைக்கடை: கீரையில் புதுமை காட்டும் கோவை இளைஞர்

Coimbatore-based Keerakadai going global

BusinessLine



over 120+ Media attention We will be delighted to associate with YOU!

Thank you



Karthik Radhakanthan +91 89393 54014 www.keeraikadai.com