

# OUR PORTFOLIO

Your source for premium instant beverages and innovative solutions!

Discover our instant teas, coffees, and refreshing drinks for HoReCa, white labeling, and our retail brand, Calisto and Shree Utsav



## PURPLE BEANS

AGRO INDUSTRIES PVT LTD

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# ABOUT US

At Purple Bean Agro Industries Pvt Ltd, we are transforming the beverage industry with over 500 SKUs, including instant teas, coffees, and refreshing drinks. Our data-driven, region-wise product customization allows us to cater to diverse consumer preferences across India.



# Calisto<sup>TM</sup>

With a rapidly growing client base of over 250 partners and counting, we take pride in our swift growth and adaptability in a dynamic market. Our roots trace back to the esteemed Shree Utsav Foods and Beverages, a legacy that fuels our passion for quality and innovation.

We continuously strive to bring exciting new products to the table, setting trends and exceeding expectations in the HoReCa sector and beyond. Join us on our journey as we blend tradition with innovation to create exceptional beverage experiences for all.

# OUR BRANDS

**Flagship Brand:** Calisto represents freshness and innovation in the beverage market.

**D2C and HoReCa Focus:** Specializes in modern Direct-to-Consumer products and premium offerings for cafes, restaurants, and hotels.



**Quality Commitment:** Ensures high standards across a range of artisanal coffees and gourmet teas.

**Continuous Innovation:** Regularly launches exciting new products that resonate with consumers.

**Elevated Experience:** Delivers refreshing beverages for both home and café enjoyment.



**Regional Focus:** Aims to revolutionize the beverage market in India by catering to regional tastes.

**Tea and Drinks Specialization:** Major emphasis on traditional teas and other regionally consumed beverages.

**Instantization:** Innovates to make traditional drinks more convenient and accessible through instant formats.

**Cultural Relevance:** Celebrates and preserves local flavors and preferences in every product.

**Consumer-Centric Approach:** Engages with local communities to understand and meet their beverage needs.

# PRODUCT OVERVIEW

## COFFEES

Our coffee segment offers a diverse range of high-quality options, including **roasted coffee beans** for rich flavor, **instant coffees** for convenience, and **flavored coffees** for a unique twist. We provide **coffee premixes** for easy preparation and tailored **vending solutions** that deliver a premium café experience on the go.



## TEAS



Our tea segment offers a wide range of products, including **tea wholesale** services and **auction buying** for premium quality. We provide **instant tea extracts** for convenience, along with **flavored teas** and **flavored tea premixes** for diverse tastes. Our specialized **tea premixes** cater to cafes, and our **tea vending solutions** deliver a premium experience anywhere.



# PRODUCT OVERVIEW

## HoReCa PREMIXES

Our HoReCa-specific premixes feature **single cup sachets** that deliver a thicker, creamier texture and bolder flavor. Each premix is tailored for **regional preferences** and customer **customization**, ensuring a rich and satisfying beverage experience for cafes and restaurants.



## VENDING PREMIXES



Our vending premixes guarantee the **lowest market rates while delivering superior quality** that meets or exceeds industry standards. Designed for **thicker cups** and a **bolder taste**, our products ensure a satisfying beverage experience that stands out in the market. Perfect for vending solutions, they combine **affordability** with **exceptional flavor**.

# PRODUCT OVERVIEW

## AMRUTTULYA

Amruttulya is a proud product category that includes popular offerings like **Jaggery Tea**, **Basundi Tea**, and **Puneri Amruttulya**, among others. With a commitment to best quality and taste, we are one of the **biggest players** in the market, continuously innovating to meet **regional preferences** and consumer demands.



## OTHER PREMIXES



In addition to our core offerings, our Other Premixes category features a diverse range of products, including **Iced Tea**, **Lemon Tea**, **Frappe Powders**, and **Flavored Milk Mixes**. These premixes are designed for **convenience** and exceptional taste, catering to various consumer preferences and enhancing the beverage experience across different settings.

# INSTANT COFFEES

PRODUCT CODE	PRODUCT NAME
100SD	100% Spray Dried Coffee
8020SD	80:20 Spray Dried Coffee
7030SD	70:30 Spray Dried Coffee
6040SD	60:40 Spray Dried Coffee
5347SD	53:47 Spray Dried Coffee
F100SD	Extra Strong 100% Spray Dried Coffee
F8020SD	Extra Strong 80:20 Spray Dried Coffee
F7030SD	Extra Strong 70:30 Spray Dried Coffee
F6040SD	Extra Strong 60:40 Spray Dried Coffee
F5347SD	Extra Strong 53:47 Spray Dried Coffee
100AG	100% Agglomerated Coffee
8020AG	80:20 Agglomerated Coffee
7030AG	70:30 Agglomerated Coffee
6040AG	60:40 Agglomerated Coffee
F100AG	EXtra Strong 100% Agglomerated Coffee
F8020AG	Extra Strong 80:20 Agglomerated Coffee
F7030AG	Extra Strong 70:30 Agglomerated Coffee
F6040AG	Extra Strong 60:40 Agglomerated Coffee



## CTC (CHAHA PATTI) AMRUTTULYA

PRODUCT CODE	PRODUCT NAME	PRODUCT SIZE	CONTENT
CTCAMRPUN	<b>PUNERI CLASSIC</b>	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMRELI	ELAICHI	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMREMA	ELAICHI MASALA	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMRGIN	GINGER	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMRKES	KESAR	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMRKMA	KESAR MASALA	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA
CTCAMRBAS	<b>BASUNDI</b>	1,2,3,4,5,6 Ltrs	SUGAR, CTC TEA, MASALA, MILK POWDER

## INSTANT AMRUTTULYA

PRODUCT CODE	PRODUCT NAME
SGAMRELI	<b>SUGAR- ELAICHI</b>
SGAMREMA	SUAGR- ELAICHI MASALA
SGAMRADR	SUAGR- ADRAK
SGAMRKES	SUGAR- KESAR
SGAMRROS	SUGAR- ROSE
SGAMRBAS	<b>SUGAR-BASUNDI</b>
JGAMRBAS	<b>JAGGERY- BASUNDI</b>
JGAMRELI	JAGGERY- ELAICHI
JGAMRKES	JAGGERY- KESAR

# HORECA PREMIXES- TEA

Product Code	Product Name
HOINSKDK	<b>KADAK CHAI/ PLAIN TEA</b>
HOINSELI	<b>ELAICHI CHAI/ CARDAMOM TEA</b>
HOINSADR	<b>ADRAK/GINGER TEA</b>
HOINSMAS	<b>MASALA CHAI</b>
HOINSGUJ	GUJARATI MASALA CHAI
HOINSHYD	HYDERABADI MASALA CHAI
HOINSPAR	PARSI CHAI
HOINSBOM	BOMBAY CUTTING CHAI
HOINSPUN	PUNERI AMRUTTULYA CHAI
HOISGUD	<b>GUD CHAI</b>
HOINSGBS	GUD BASUNDI CHAI
HOINSSBS	SUGAR BASUNDI CHAI
HOINSPUD	PUDINA CHAI
HOINSKES	KESAR/ ZAFFRAN CHAI
HOINSIRA	IRANI CHAI
HOINSCHO	<b>CHOCOLATE TEA</b>
HOINSPAA	<b>PAAN TEA</b>
HOINSGUL	<b>GULKAND PAAN CHAI</b>
HOINSROS	ROSE TEA
HOINSCAR	CARAMEL TEA
HOINSBUT	BUTTERSCOTCH CHAI
HOINSVAN	VANILLA TEA
HOINSTUL	TULSI CHAI
HOINSLEM	<b>LEMON (NO MILK) TEA</b>
HOINSBLA	BLACK (NO MILK) TEA
HOINSMBL	MASALA BLACK (NO MILK) TEA
HOINSWHI	WHISKEY TEA
HOINSVOD	VODKA TEA
HOINSBRA	BRANDY TEA
HOINSBEE	BEER TEA
HOINSRUM	RUM TEA

# HORECA PREMIXES- COFFEE

PRODUCT CODE	PRODUCT NAME	APPLICATIONS
HOCOFSTR	<b>STRONG COFFEE- PLAIN</b>	HOT/COLD/FRAPPE
HOCOFHAZ	<b>TURKISH HAZELNUT</b>	HOT/COLD/FRAPPE
HOCOFCAD	CADBURY CHOCOLATE	HOT/COLD/FRAPPE
HOCOFBEL	<b>BELGIAN CHOCOLATE</b>	HOT/COLD/FRAPPE
HOCODDAR	DARK CHOCOLATE COFFEE	HOT/COLD/FRAPPE
HOCOFVAN	<b>VANILLA COFFEE</b>	HOT/COLD/FRAPPE
HOCOFCAR	CAPPUCCINO COFFEE	HOT/COLD/FRAPPE
HOCOFCAF	CAFE LATE COFFEE	HOT/COLD/FRAPPE
HOCOFGIN	GINGER ALE COFFEE	HOT/COLD
HOCOFELI	CARDAMOM COFFEE	HOT/COLD/FRAPPE
HOCOFBUT	<b>BUTTERSCOTCH COFFEE</b>	HOT/COLD/FRAPPE
HOCOFMIN	MINT COFFEE	HOT/COLD/FRAPPE
HOCOFCOR	CHOCO ORANGE COFFEE	HOT/COLD/FRAPPE
HOCOFSTR	STRAWBERRY CHEESECAKE COFFEE	HOT/COLD/FRAPPE
HOCOFMOC	MOCHA COFFEE	HOT/COLD/FRAPPE
HOCOFSST	<b>SUPER STRONG COFFEE- PLAIN</b>	HOT/COLD/FRAPPE
HOCOFCVA	CHOCO-VANILLA COFFEE	HOT/COLD/FRAPPE
HOCOFCHA	CHOCO HAZELNUT COFFEE	HOT/COLD/FRAPPE
HOCOFCOR	CHOCO-ORANGE COFFEE	HOT/COLD/FRAPPE
HOCOFCAR	CARAMEL COFFEE	HOT/COLD/FRAPPE
HOCOFSCO	<b>SPL-COLD COFFEE PREMIX</b>	COLD/FRAPPE
HOCOFRUM	RUM COFFEE	HOT/COLD/FRAPPE
HOCOFWHI	WHISKEY COFFEE	HOT/COLD/FRAPPE
HOCOFVOD	VODKA COFFEE	HOT/COLD/FRAPPE
HOCOFBEE	BEER COFFEE	HOT/COLD/FRAPPE
HOCOFBRA	BRANDY COFFEE	HOT/COLD/FRAPPE

# ICED TEAS/ COOLERS

PRODUCT CODE	PRODUCT NAME	VARIANTS
STRITREG	REGULAR ICED TEA	STRONG/EXTRA STRONG
STRITLEM	LEMON ICED TEA	STRONG/EXTRA STRONG
REGITPEA	PEACH ICED TEA	STRONG/EXTRA STRONG
REGITWAT	WATERMELON ICED TEA	STRONG/EXTRA STRONG
REGITPIN	PINEAPPLE ICED TEA	STRONG/EXTRA STRONG
REGITRMA	RAW MANGO ICED TEA	STRONG/EXTRA STRONG
REGITORA	ORANGE ICED TEA	STRONG/EXTRA STRONG
REGITGREE	GREEN APPLE ICED TEA	STRONG/EXTRA STRONG
REGITBLU	BLUEBERRY ICED TEA	STRONG/EXTRA STRONG
REGITSTR	STRAWBERRY ICED TEA	STRONG/EXTRA STRONG
REGITLMI	LIME MINT ICED TEA	STRONG/EXTRA STRONG
REGITLOR	LEMON ORANGE ICED TEA	STRONG/EXTRA STRONG
REITBEE	BEER ICED TEA	STRONG/EXTRA STRONG
REGITWHI	WHISKEY ICED TEA	STRONG/EXTRA STRONG
REGITVOD	VODKA ICED TEA	STRONG/EXTRA STRONG
REGITRUM	RUM ICED TEA	STRONG/EXTRA STRONG
REGITNIM	INSTANT LEMONADE	STRONG/EXTRA STRONG

# FRAPPE AND THICKENERS

PRODUCT CODE	PRODUCT NAME
VANFRP	VANILLA FRAPPE POWDER
CHOFRP	CHOCOLATE FRAPPE POWDER
HOTCHO	HOT CHOCOLATE (COCOA)
FRPCRE	FRAPPE CREMER
FLVHOTCHO	FLAVORED HOT CHOCOLATE
NDC	NON DAIRY CREAMER
DAWH	DAIRY WHITENER
DAWHVEN	DAIRY WHITENER- VENDING

## OUR TEAM'S NOTE

Our Frappe Powders and Thickeners segment is dedicated to innovation and customization, as we are open to developing a wide range of flavors to meet diverse customer needs. We welcome any specific requirements for product development. Our NDC (Non-Dairy Creamer) is particularly beneficial for lactose-intolerant customers, ensuring they can enjoy rich, creamy beverages. Additionally, we offer milk powder and dairy whiteners suitable for vending machines and wholesale usage, providing versatile solutions for various beverage applications.

# VENDING PREMIXES

PRODUCT CODE	PRODUCT NAME
REGVENPLA	PLAIN STRONG TEA
REGVENCAR	<b>CARDAMOM TEA</b>
REGVENMAS	MASALA TEA
REGVENGIN	GINGER TEA
REGVENCHO	CHOCOLATE TEA
REGVENLEM	LEMON TEA
REGVENCOF	<b>STRONG COFFEE</b>
SPLVENCAR	<b>SPECIAL-CARDAMOM TEA</b>
SPLVENGIN	SPECIAL- GINGER TEA
SPLVENMAS	SPECIAL- MASALA TEA
SPLVENSCO	SPECIAL- STRONG COFFEE

## OUR TEAM'S NOTE

Our newly launched vending machine premixes are tailored for the vending market, addressing the **common issue of low milk thickness in tea**. Our team has developed a **solution** that delivers **hotel-quality thickness** and **creaminess** with a **bold flavor**. Whether dispensed from a **vending machine** or used in **single sachets** for instant preparation, our premixes ensure a rich and satisfying beverage experience on the go.

Our vending machine premixes are available in **single sachets** for quick and easy preparation. Each sachet creates a **rich, creamy, and milky tea** with just one step, ensuring a satisfying beverage experience anytime, anywhere.



# COFFEE BEANS

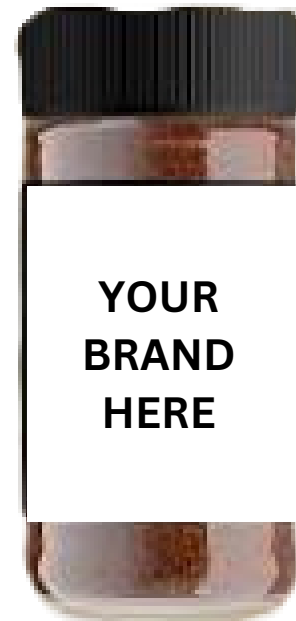
PRODUCT CODE	PRODUCT NAME	ROASTS AVAILABLE
AAA100AR	100% ARABICA- AAA	DARK/MILD/LIGHT
AA100AR	100% ARABICA- AA	DARK/MILD/LIGHT
A100AR	100% ARABICA-A	DARK/MILD/LIGHT
COM100AR	100% ARABICA- COMMERCIAL	DARK/MILD/LIGHT
AA100ROB	100% ROBUSTA-AA	DARK/MILD/LIGHT
COM100ROB	100% ROBUSTA- COMMERCIAL	DARK/MILD/LIGHT
7030AR-RO	70:30 ARABICA ROBUSTA	DARK/MILD/LIGHT
50-50AR-RO	50;50 ARABICA ROBUSTA	DARK/MILD/LIGHT
GR100AR	GREEN BEANS 100% ARABICA	GREEN BEANS
GR100RO	GREEN BEANS 100% ROBUSTA	GREEN BEANS

# TEA POWDER

PRODUCT CODE	PRODUCT NAME
TEAHOTREG	HOTEL BLEND- REGULAR
TEAHOTSPE	HOTEL BLEND- SPECIAL
TEAHOTGOL	HOTEL BLEND- GOLD
TEAHOMREG	HOME BLEND- REGULAR
TEAHOMPRE	HOME BLEND- PREMIUM
GRETEAFUL	GREEN TEA- FULL LEAF
GRETEACUT	GREEN TEA- CUT

# WHITE LABELLING

Our White Labeling service empowers businesses with customized manufacturing and comprehensive client-based solutions. We specialize in product development, including **market launch strategies, branding, product design, marketing content, and packaging design**. Our premium instant coffees can be tailored to your specifications, ensuring your brand stands out in a competitive market.



Our founders, educated at **IIT Madras**, bring extensive marketing experience and a proven track record of working with various brands. This expertise allows us to guide you through the entire process, from **conceptualization to execution**, ensuring your product resonates with your target audience.

We are committed to fostering **long-term partnerships** with our clients, collaborating closely to understand your unique requirements and vision. With our White Labeling service, you can confidently enter the market with a product that **reflects your brand's values and quality**, backed by our commitment to excellence.

# **HORECA SOLUTIONS**

We are committed to providing innovative beverage solutions tailored for cafes, hotels, restaurants, and caterers. Our extensive product range includes HoReCa-specific premixes, vending machine premixes, and our unique Amruttulya offerings like Jaggery Tea and Basundi Tea. We also specialize in Frappe Powders and Thickeners, ensuring high-quality ingredients for enhanced beverage experiences.

## **HOTELS-RESTAURANT-CAFES- CATERERS**

Our no-man-force required instant beverage solutions simplify preparation while delivering rich, creamy drinks, meeting customer demands without extensive labor. Additionally, our White Labeling service offers customized manufacturing and branding, aligning products with our clients' unique visions. We are always open to exploring new flavors and developments, ensuring we stay at the forefront of the beverage industry.

## **HOTEL JAISI CHAI-COFFEE, IN 5 SECONDS!**

## **WITH OUR THICK AND BOLD SINGLE CUP PREMIX SACHETS**

# CONTACT INFO



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