



NAVAVED™

AN AYURVEDIC BLEND WITH A TRADITIONAL TOUCH

The Journey of Navaved

Table of Contents

- **The Navaved's Story: Our Commitment to Purity**
- **Understanding our products**
- **Understanding Ayurvedic Jaggery Powder: Beyond Sweetness**
- **Understanding Shahi Mukhvaas: Beyond Freshness**
- **Understanding Masala Mirchi: Beyond the Spice**
- **Certifications, Quality Assurance and Social Impact**
- **The Market Opportunity: Why Now is the Time and Who we serve**
- **Reaching Our Customers: Presence Position and Future Outlook**
- **Join Our Orgainc Revolution: Call to Action & Q&A**

The Navaved's Story

Our Commitment to Purity

- **Who We Are:** NAVAVED Agro Food & Products LLP- A brand promoting purity and health.
- **Our Vision:** To be the most trusted name in natural, Ayurvedic food products, promoting holistic health across every household.
- **Our Mission:** To meticulously produce high-quality, chemical-free food products using traditional methods, empowering consumers with a healthier choice. Also, to ensure sustainable and ethical sourcing of raw materials, supporting local farming communities.

■ **Journey So Far:**

Corona Pandemic 2020-21- Health consciousness made people turn to Ayurveda



Other medicines- cure from diseases, Ayurveda- prevents from diseases



Explored Ayurvedic infusions- realized growing concern about sugar and thought of jaggery as substitute



Rooted in Ayurvedic tradition, collaborated jaggery with ayurvedic ingredients



Researched other products with sort of uniqueness and Natural ingredients.



Results and responses to the products built a local provider into a company.

- **Ethos:** Purity | Tradition | Sustainability | Wellness | Trust
- **Our Home - Kolhapur, Maharashtra:** Strategically located in the heart of India's agricultural belt, providing direct access to premium sugarcane sources and a rich tradition of jaggery making, a region well-equipped with farms which form our raw materials.

Understanding Ayurvedic Jaggery Powder

Beyond Sweetness

- **What is Jaggery (Gud)?** India's traditional unrefined sweetener, made from sugarcane juice.
- **The Aayurgul's "Ayurvedic" Difference:**
 - **Traditional Processing:** We adhere to use best quality jaggery powder and use natural sun-drying method to reduce the moisture content.
 - **100% Chemical-Free:** Absolutely no sulphur, artificial colours, flavours, or preservatives – a promise of purity.
 - **Potential Infusions:** Infused with beneficial Ayurvedic herbs like Ashvagandha, Shatavari, Gulvel, cardamom, cinnamon, jeshtamadh, Turmeric, Dry ginger, Arjunsaal, Brahmi, etc., for enhanced wellness properties.
- **Versatile Usage:** Ideal for daily beverages (milk, tea, coffee), traditional sweets (mithai), healthy baking, cooking, and Ayurvedic remedies.
- **Benefits:** Boosts immunity, detoxifies liver, rich in minerals & vitamins, etc.
- **Packaging Sizes:** [215g, 480g, 960g]- designed for freshness and consumer convenience.



Understanding Shahi Mukhwas

Beyond Freshness

- **Annapurna - Shahi Mukhvas:** An Ayurvedic Mouth Freshener with combination of taste, aroma and health benefits.
- **Ingredients Overview:**
 - Fennel seeds- Known for refreshing breath and aiding digestion
 - Flax seeds- Rich in Omega-3, fiber and anti-oxidants.
 - Ayurvedic Jaggery Powder- Ayurvedic ingredients associated with numerous health benefits.
- **Uniqueness of Mukhvas:**
 - Our Shahi Mukhvas provides a sweet end to the meal without the crash that follows sugar.
 - Prepared with natural ingredients, no added chemicals and preservatives.
- **Packaging Sizes:** [50g, 200g] – designed for freshness and consumer convenience.



Understanding Masala Mirchi

Beyond the Spice

- **Kolhapuri Masala Mirchi:** Dried Stuffed Chillies with traditional spiciness of Kolhapur.
- **Uniqueness of Masala Mirchi:** We use thin and a bit spicy green chillies with stuffing of traditionally used spices serving mouth watering flavours.
- **Versatile Usage:** Can be fried and consumed directly or with Pohe and dahi bhutti.
- **Competitive Edge:** Our Masala Mirchi is sun-dried and no chemicals or preservatives are added.
- **Packaging Sizes:** [50g] – designed for freshness and consumer convenience.



Certifications, Quality Assurance and social Impact

- **Commitment to Excellence:** Our robust quality management system.
- **Certifications:** FSSAI (Food Safety and Standards Authority of India)- Our fundamental compliance
- **Testing Protocols:** Regular development for purity, nutritional content, and absence of contaminants (pesticides, heavy metals).
- **Traceability:** From farm to finished product, ensuring transparency.
- **Manufacturing Unit:** Jakhale, Kolhapur.
- **Research & Development:** Dedicated focus on enhancing product quality, exploring new Ayurvedic infusions, and optimizing processing methods.
- **Social Impact:**
 - **Fair Trade Practices:** Ensuring fair prices and timely payments to our suppliers.
 - **Local Employment Generation and Women empowerment:** Contributing to the economic development of the Kolhapur region by creating job opportunities for women in local areas.
 - **Consumer Education:** Actively promoting awareness about healthy food choices and the benefits of traditional Indian Ayurvedic ingredients.

The Market Opportunity

Why Now is the Time and Who we serve

■ **Soaring Health & Wellness Consciousness in India:**

- Post-pandemic, heightened focus on immunity, natural foods, and preventive healthcare.
- Increasing awareness of the adverse effects of refined sugar (diabetes, obesity, heart disease).

■ **Ayurveda's Resurgence & Trust:**

- Growing belief in traditional Indian medicine for holistic well-being.
- Consumers actively seeking authentic Ayurvedic products for daily consumption.

■ **Our Strategic Position:** Navaved is perfectly positioned at the intersection of health, tradition, and convenience.

■ **Who We Serve:** The discerning consumers actively seeking healthier, natural and authentic food choices. Also, diabetic-conscious individuals, Ayurveda Enthusiasts, wellness seekers, etc.

Reaching our customers

Present position and Future Outlook

■ Strategic Growth Plan (Next 3-5 Years):

- **Expand National Footprint:** Deepen penetration in existing markets and enter new key states/regions.
- **Capacity Expansion:** Invest in scaling up our manufacturing capabilities to meet projected demand.
- **R&D Excellence:** Strengthen our research efforts to further validate and enhance product benefits.

■ Pricing Strategy:

- **Premium Value Pricing:** Positioned as a high-quality, health-enhancing product, justifying a premium over conventional products.
- **Value Proposition:** Emphasize long-term health benefits and purity over short-term cost.
- **Competitive Analysis:** Benchmarked against leading organic and natural brands.

■ Distribution Channels:

- **Online E-commerce:** Presence on Amazon India.
- **Specialty Stores:** Health food stores, organic outlets, Ayurvedic pharmacies.
- **Institutional Sales:** Targeting health cafes, bakeries, and fine-dining restaurants looking for natural ingredients.
- **Local Focus (Kolhapur):** Partnerships with prominent local organic stores and potentially leveraging local delivery networks.

Join Our Organic Revolution

Call to Action & Q&A

■ Why join us?

- **Authenticity Guaranteed:** Producing genuine Ayurvedic Jaggery Powder, unlike any other.
- **Uncompromising Quality:** Backed by stringent Quality Assurance and multiple certifications.
- **Strong Market Growth:** Positioned in a rapidly expanding health and wellness segment.
- **Ethical & Sustainable:** A company that values people and the planet.
- **Consumer Trust:** Building a brand synonymous with purity and health.

We'd Love to Connect!

- **Name:** Navaved Agro Food & Products LLP
- **Address:** A/P Jakhale, Warananagar, Satyavati Colony, Plot No.135., Tal: Panhala; Dist: Kolhapur, Maharashtra, India 416113
- **E-mail:** navavedagro@gmail.com
- **Instagram:** navaved__agro
- **Contact:**

Nilesh S. Awati

+91 9225822549

Thank You !