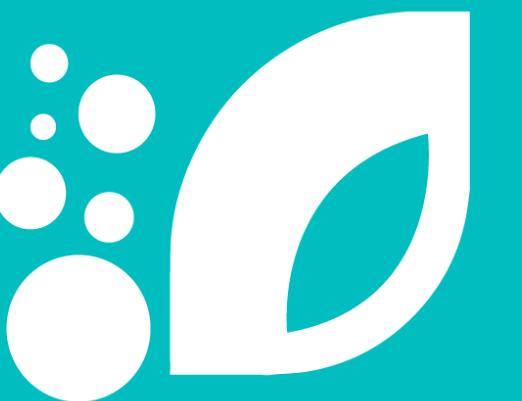


Cubetree

Marketplace

Presents



MAGIC LEAF[®]
Stevia

By Arboreal





MAGICLEAF STEVIA

- Magicleaf Stevia is a great tasting tabletop sweetener that is made from 100% Natural Ingredients. The sweetness in Magicleaf comes from the sweet leaf of the Stevia plant.
- Magicleaf Stevia is free from Polyols, GMOs, allergens, gluten, sucrose, dextrose or chemicals and has no side effects.
- Magicleaf Stevia is safe for everyone. Including children and pregnant women.
- Other Zero Calorie Sweeteners (Artificial) are now increasingly known and perceived to be carcinogenic (cancer causing) and/or harmful to human gut bacteria.
- Unlike many other “Sugarfree” alternatives, Magicleaf can be used for Baking and Cooking. It is very heat stable.

MAGICLEAF STEVIA IS



ZERO
CALORIE



SUSTAINABLY
PRODUCED



NON
GMO



NO
PRESERVATIVES



NO ARTIFICIAL
SWEETNER



SKU # 1

MAGICLEAF STEVIA SACHET BOX

- 1 Box contains 300 Sachet
- 1 Sachet = 1 gm
- Supply - ex warehouse NCR/Lucknow, India.

1 Sachet sweetens 1 cup of tea/coffee/beverage.

SKU #2

MAGICLEAF STEVIA 250 GMS JAR



- Quantity - 250 gms
- 1 gm = 1 teaspoon of Sugar
- Supply - ex warehouse Lucknow, U.P., India

With Magicleaf Stevia, Less is More.

1 spoon of Magicleaf equals 4 spoons of Sugar.

Can be used in the kitchen for creating great tasting desserts or to sweeten juices/beverages.

SKU #3

MAGICLEAF STEVIA 500 GM BULK PACK

- Quantity - 500 gm
- 1 gm = 1 teaspoon of Sugar



1 pack is equivalent to 2 Kgs of Sugar.

Can be used in the kitchen for creating great tasting desserts or to sweeten juices/beverages.

SKU #4

MAGICLEAF STEVIA 1000 GM BULK PACK



- Quantity - 1000 gm
- 1 gm = 1 teaspoon of Sugar

1 pack is equivalent to 4 Kgs of Sugar.

Can be used in the kitchen for creating great tasting desserts or to sweeten juices/beverages.



NO SIDE EFFECTS

ZERO CALORIES

100% NATURAL

NO CHEMICALS

**KEEP THE TASTE,
NOT THE CALORIES**

CUSTOMER TESTIMONIALS



The background features a white and gold marbled pattern. In the top left corner, there's a small graphic of green leaves. The Magic Leaf Stevia logo is centered at the top. Below it is a quote in a black sans-serif font.

“I've been using stevia products for a while now and saw this ad on Instagram and ordered it to see the taste.
It is actually damn nice.
I like the packaging too. It doesn't look like a medicine but a lifestyle. **”**

Reviewed on **amazon** by Alka Dangash



The background features a white and gold marbled pattern. In the top left corner, there's a small graphic of green leaves. The Magic Leaf Stevia logo is centered at the top. Below it is a quote in a black sans-serif font.

“My family has been using this for the past week and it is amazing.
Quality Health Taste ,

Reviewed on **amazon** by Sidhartha Namburi

Usage of Magicleaf Stevia

Magicleaf Stevia can also be used in the kitchen for creating great tasting desserts or to sweeten juices/beverages.

Examples of Dishes that are currently being made using Magicleaf Stevia:

- Gajar ka Halwa
- Kheer
- Chocolates
- Muffins
- Cakes
- Rabri
- And multiple other applications like...
- Lemonade
- Cold-coffee, Milk Shakes, Protein Shakes
- Smart Sugar, Edible Straws, Sauces etc

Since Magicleaf Stevia is heat stable, it can be used in cooking and baking.



Benefits of using Magicleaf Stevia

By
Arboreal

1

Best Tasting Stevia Product

Magicleaf Stevia is a proprietary patented* Natural Sweetener blend that is a result of 5 years of intensive R&D and delivers an extraordinary taste.

2

Organically Extracted

Arboreal use a novel 100% organic process for Stevia extraction that does not use any chemicals.

3

Direct from Manufacturer

Our stevia comes from the pristine foothills and foot plains of Himalayas, India. Arboreal works directly with smallholder farmers ensuring complete traceability and a win-win model that delivers increased farm incomes for partner farmers.

Competitor Analysis

Magicleaf Stevia	Other Stevia brands
100% Natural Ingredients. Plant Fibers (Prebiotic and Probiotic) and a pinch of Crystalline Fructose (Low GI Fruit Sugar that is good for diabetics) are used as bulking agents.	Stevia used is Natural. But there are other ingredients/fillers like Lactose and High GI Sugars like Maltodextrin, Dextrose etc. that are cheap and not natural. Polyols like Xylitol, Maltitol, Sorbitol if consumed in excess can cause laxative effects and bloating.
Organic Processing Technology (Certified and Patentable)	Chemically Loaded Polluting Technology for Refining and Bleaching Stevia into white powder
Proudly manufactured in India. Benefit of production goes to Indian farmers	Packaged and Sold in India but imported from China.
Non GMO. 100% Sustainable, Scalable, Traceable Supply Chain	No Sustainability or Traceability of Supply Chain. Origin of Stevia and other ingredients in the mix not clear. Likely from genetically modified Stevia plants grown in China.

Competitor Analysis Continued...

Brand name	Ingredients	Comments
Lyta Stevia	Dextrose, Lactose, Stevia extract, Silicon Dioxide	Dextrose is a high GI Sugar - 100 - same as Glucose making it unsafe for Diabetics Also significant percentage of Indian population is lactose intolerant
Zero Stevia	Maltodextrin, Erythritol, Stevia extract, Silicon Dioxide	Maltodextrin is a high GI Sugar - 110 - even higher than Glucose, making it unsafe for Diabetics; does not exist in nature and is a very cheap ingredient as it's artificial.
GaiaLite Stevia	Stevioside, Lactose, Croscarmellose Sodium, Collodial Silicon Dioxide	Stevioside is the bitter tasting glycoside present in the Stevia leaves. Croscarmellose is a very cheap bulking agent as its artificial.

Unlike any of the above products, **Magicleaf Stevia** is made from Stevia extracts, natural pre-biotic fibres and Fructose (a low-GI naturally occurring fruit Sugar), and doesn't contain any Erythritol, Lactose or high GI Sugars like Dextrose and Maltodextrin.

Additionally, the unique mix of Steviol glycosides and patented blending technology makes Magicleaf Stevia deliver a much balanced taste profile to its consumers.

Top 6 USPs of Magicleaf Stevia against any other Indian Stevia Brand/Product

- **Significantly Better Taste & Quality:** Making the tea/coffee/food taste better
- **Better Packaging:** Better Branding for their Consumers with increased shelf life
- **Direct from Manufacturer:** Competitively Priced. Customised formulation developed for kitchen use after 5 years of R&D
- **100% Made in India:** Supports Indian Farmers as the stevia plant grown in India
- **Free of Chemicals, Lactose, High GI Sugars, Allergens**
- **Safe for children, pregnant ladies, lactose-intolerant and diabetics**

Press Coverage

Arboreal was adjudged as the top venture in Asia-pacific by McKinsey, INSEAD and Cartier at Cartier Women's Initiative Award, 2018 in Singapore:

<https://www.insead.edu/news/2018-cartier-womens-initiative-awards-2018-laureates-announcement>

Arboreal's work has also been covered by reputed national and international media houses like BBC, CNBC, NDTV, Rajya Sabha TV etc.



DIGITALNEWSAGENCY.COM
Indian Entrepreneur Announced as Asia-Pacific Laureate at Cartier Women's Initiative...





Cubetree

Marketplace

Delighted to introduce Stevia 2.0 by Arboreal through Magicleaf which is the world's first 100% 'Made in India' Stevia Sweetener. Magicleaf and Arboreal's other products, have been appreciated by Celebrity Chefs and Management of some of the best 5 Star Hotels and Restaurants as Stevia 2.0 as there is no bitter after taste and also has a wide range of other formulations and products like Smart Sugar, Protein Shakes, Chocolates, edible straws.

Magicleaf Stevia gives you the sweet taste without the long term negative effects of excessive sugar consumption such as Diabetes, high blood pressure etc.

Magicleaf Stevia is built upon 200+ years of collective professional experience of its 25+ strong core management team spanning phytoceuticals, agri supply chain, R&D, engineering and international business development.

Stevia as a sweetener is not new but Arboreal's Stevia 2.0 products, will be the preferred lifestyle choice for the health conscious.



Market Development Partners with Arboreal
Using our global relationships and collective
marketing expertise of over 150 years - now into our
4th Generation

Our experienced global team available in India and
abroad to support and work with our clients

For your enquiries:

hello@cubetreemarketplace.com

cubetree@magicleafstevia.com

Visit us at

www.cubetreemarketplace.com

