



Presents

# MagicLeaf

By Arboreal



# Magicleaf Stevia Is

Gluten Free | Dairy Free | Allergen Free



NO  
CHEMICALS



NON  
GMO



100%  
NATURAL



NO  
AFTERTASTE



ORGANICALLY  
EXTRACTED

# Usage of MagicleafStevia



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 Stevia

- **Gajar ka Halwa**
- **Kheer**
- **Chocolates**
- **Muffins**
- **Cakes**
- **Cookies**
- **Lemonade**
- **Cold-coffee**
- **Milk Shakes**
- **Juices**

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

# Why Magicleaf Stevia?



**Best Tasting Stevia Product** - Magicleaf Stevia is a proprietary (patent pending) Natural Sweetener blend that is a result of 5 years of intensive R&D and delivers an extraordinary taste.



**Organically Extracted** - We use a novel 100% organic process for Stevia extraction that does not use any chemicals.



**Direct from Manufacturer** - Our Stevia leaves are grown in the pristine foothills and footplains of Himalayas, where we work directly with smallholder farmers ensuring complete traceability and a win-win model that delivers increased farm incomes for partner farmers.

## Top USPs of Magicleaf Stevia

- ✓ **Significantly Better Taste & Quality:** Makes the tea/coffee/food taste better.
- ✓ **Better Packaging:** Better packaging for consumers with increased shelf life.
- ✓ **Direct from Manufacturer:** Competitively Priced. Customized formulation developed for kitchen use after 5 years of R&D.
- ✓ **Made in India:** Supports Indian Farmers.
- ✓ **Free of Chemicals, Lactose, High GI Sugars, Allergens**

# Products Range

Magicleaf Stevia currently markets a range of proprietary Stevia based sweeteners

## Exclusive HORECA Products

Chef's Favourite



Magicleaf  
Perfect Bakes  
1 Kg Pack

Guilt Free  
Sweet Tea / Coffee



Magicleaf Stevia  
Sachet

Your Dessert  
Healthy Sweet



Magicleaf Perfect  
Sweets  
1 KG Pack

## RETAIL Products



Magicleaf Stevia  
Powder



Magicleaf Dried  
Stevia Leaves



Magicleaf Keto  
Sugar



Magicleaf Stevia  
Sachet



Magicleaf  
liquid drops



Magicleaf  
Perfect Bakes



Magicleaf ACV  
Lemon Stevia



Magicleaf  
Perfect Sweets



Magicleaf Ginger  
Garlic Lemon Stevia



1

100 Grams

SKU

**MAGICLEAF STEVIA 100 GMS JAR**

---

Magicleaf Stevia Sugar Free Powder is a 100% natural and zero-calorie sweetener, which is 100% safe for everyone's consumption, including diabetic people, pregnant women and children.

- Dosage: 1 spoon of Magicleaf equals 2 spoons of Sugar
- Application: Desserts, Tea/coffee, etc.
- Category: Sugar Substitute

2



100 Sachets

SKU

**MAGICLEAF STEVIA 100 SACHET  
BOX**

---

Magicleaf Stevia Sugar Free Powder is a 100% natural and zero-calorie sweetener, which is 100% safe for everyone's consumption, including diabetic people, pregnant women and children.

- Dosage: 1 sachet of Magicleaf equals 1 spoon of Sugar
- Application: Suitable for tea, coffee, other beverages, etc.
- Category: Sugar Substitute

# 3

**SKU**

30M



Magicleaf Stevia Drops is a 100% natural and healthy alternative to sugar. It has zero calories and is 100% safe for consumption by everyone, including diabetic people, pregnant women and children.

- Dosage: 4-5 drops of Magicleaf Stevia Liquid are equal to 1 teaspoon of Sugar.
- Applications: Suitable for tea, coffee, and other beverages.
- Category: Sugar Substitute.

# 4

**SKU**

**400 Gms**



## **MAGICLEAF PERFECTSWEETS**

Magicleaf Perfect Sweets is a low calorie sweetener blend specially designed for making Sweets that not only gives that perfect sweetness, but also the perfect sugar like texture. It is 100% natural, has zero net carbs and 80% lower calories than cane Sugar.

- Dosage: 1 teaspoon of Magicleaf Perfect Sweets is equal to 1 teaspoon of Sugar.
- Applications: Suitable for making a wide range of Indian desserts like barfi, laddoo, halwa etc.
- Category: Sugar Substitute.

# 5

## SKU

400 Gms



### MAGICLEAF PERFECTBAKES

Magicleaf Perfect Bakes is a low calorie sweetener blend specially designed for baking that not only gives that perfect sweetness, but also the perfect sugar like texture. It is 100% natural, has zero net carbs and 80% lower calories than cane Sugar.

- Dosage: 1 teaspoon of Magicleaf Perfect Bakes is equal to 1 teaspoon of Sugar.
- Applications: Suitable for a wide range of baking recipes like cakes, muffins etc.
- Category: Sugar Substitute.

# Magicleaf's expertise is built upon

## Team

250+ years of collective experience of our world class team with hallowed pedigree from Imperial College London, IIT, London Business School, & University of Cambridge

## Vertically integrated production

Our 100% traceable, scalable and sustainable supply chain is vertically integrated production enabling us to deliver quality and consistency on scale

## Continuous R&D, know-how

Our intellectual property of 24 patents, 500 publications on Phytoceuticals, natural products chemistry and deep application know-how

## Supply chain



Stevia plant



Propagation & cultivation



Harvesting & drying

## Extracts production



Extraction & refining



Formulations development



Direct sales to customers

*Continuous research and development*

# Magicleaf Stevia is



No Sugar Added



No Artificial Sweetener



No Artificial Flavors



Safe for everyone

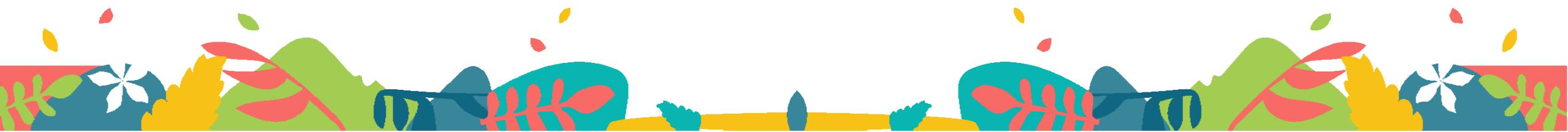


Organically Extracted



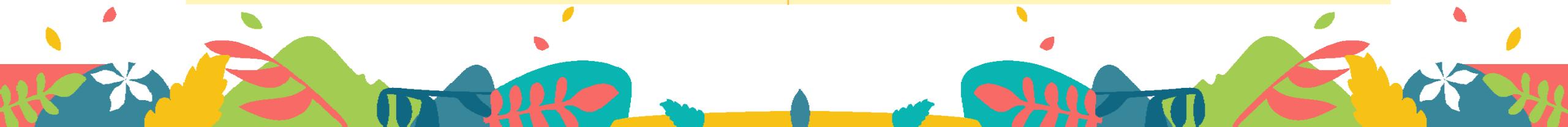
No-GMO

## Certifications



# Magicleaf vs other Sugar-free Brands

Magicleaf Sweeteners	Other Sugar-free brands
100% Natural Ingredients. Plant Fibers and a pinch of Crystalline Fructose/ Erythritol are used as bulking agents.	Most of the popular “Sugar free” sweeteners are based on artificial sweeteners like aspartame and sucralose. Which scientifically proven are carcinogenic and can also cause metabolic disorders.
Safe for pregnant women and children and no side effects even in the long run.	Unsafe for pregnant women and children.
Magicleaf products are perfect for low-calorie cooking. All the ingredients are heat stable.	Artificial sweeteners are not stable for cooking and baking as it contains Aspartame that degrades into toxic compounds upon heating.
Magicleaf has antioxidant properties to fight diseases and also helps to reduce cholesterol level.	The excessive consumption can cause neurological symptoms like intellectual disabilities, hyperactivity and delayed social and mental skills.



# Magicleaf vs other Stevia Brands

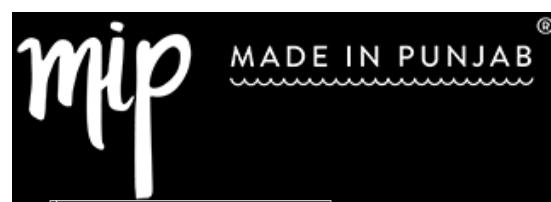
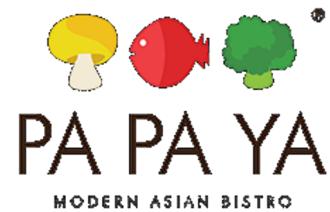
Magicleaf Sweeteners	Other Stevia brands
100% Natural Ingredients. Plant Fibers and a pinch of Crystalline Fructose/ Erythritol are used as bulking agents.	Stevia used is Natural. But there are other ingredients/fillers like Lactose and High GI Sugars like Maltodextrin, Dextrose etc. that are cheap, but 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.



# Consumer Validation



# Magicleaf is Available in 500+ Cafes and Restaurants Across India



# Press Coverage and Affiliations



DIGITALNEWSAGENCY.COM

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



European Institute of  
Innovation & Technology

*Cartier*  
WOMEN'S INITIATIVE



**birac**  
ignite Innovate Incubate  
Biotechnology Industry  
Research Assistance Council

**RSTV**  
RAJYA SABHA

**BBC**  
WORLD NEWS

**CNBC**

- Arboreal (Magicleaf's parent company) 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 is also supported by the Europe Commission, and Department of Biotechnology, Government of India

# Founders



**Swati Pandey**

- MSc, Imperial College London (Commonwealth Scholar)
- B.Tech, Indian Institute of Technology, Dhanbad
- Consulting, Investment Management, Venture Capital



**Manish Chauhan**

- Masters, London Business School
- B.Eng., BITS Pilani
- Co-managed a top tier Hedge Fund in London before Arboreal

**Magicleaf Stevia is built upon 250+ years of collective professional experience of its 35+ strong core team spanning Phytoceuticals, Agri supply chain, R&D, Engineering and International Business Development.**

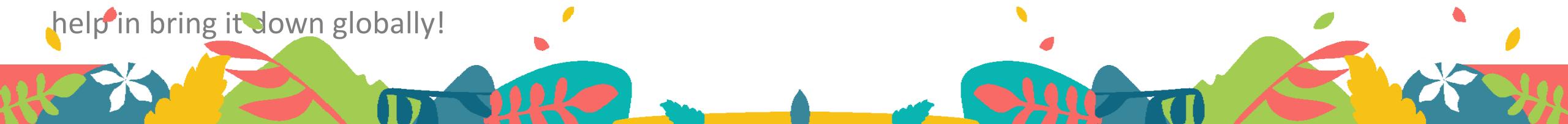
# Cubetree

## Marketplace

Magicleaf and other Arboreal's products, Stevia 2.0, have already been highly recommended by Chefs and Management of some of the Best 5 star Hotels in Delhi NCR, Restaurants and Cafes due to significantly better taste and no chemicals; already being in multiple other formulations for Smart Sugar; Protein Shakes; Chocolates; edible straws; sweetmeats, deserts, etc...This is the first type of Stevia Sweetener which is 100% made in India, other Stevia plants are grown and processed in China and formulations are made in Europe, USA, India and on.

Stevia is not a new product but the awareness for it has just hit people as they are becoming very health conscious and are finding ways to live a healthy lifestyle. Sugar is being used in most of the food items and is something that is very tough to neglect, so this gives you the sweet taste without the long term negative effects of it such as Diabetes, high blood pressure etc.

Diabetes growing worldwide with India as the Diabetic Capital of the world – come join in our efforts to help in bring it down globally!





**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.

Eagle Forgings (TSS), are our exclusive Distributors for Hotels and select HORECA in India for marketing the Magicleaf Stevia range.

For your enquiries:

HORECA: [hello@cubetreemarketplace.com](mailto:hello@cubetreemarketplace.com)  
[www.cubetreemarketplace.com](http://www.cubetreemarketplace.com)

HOTELS: [ajay@eagle-grp.com](mailto:ajay@eagle-grp.com)  
[www.eagleforgings.com](http://www.eagleforgings.com)

