

## Company Profile

<b>CEO</b>	Devendra Malhotra
<b>Location</b>	44/1, 3 Body Guard, Canal Road Dehradun, Uttarakhand 248001 +91 9958110158
<b>Business</b>	Beekeeping, Training, Research, & Development, Production, Online marketing of Raw Honey.
<b>Establishment</b>	May, 1959
<b>Launched</b>	September, 2019
<b>Capital</b>	5 Lakh INR
<b>Raw Honey Sales</b>	1.2 metric ton annually
<b>Key people</b>	Sudhanshu Malhotra (CTO)



### Philosophy

madhūka NATURELLE is an endeavor to become *Swaavalambhi*, the self-dependent & to become *Kritagya*, thankful to nature.

### Milestones

- 1959 – Started beekeeping with Apis Cerena species of honeybees as hobby
- 1975 – Initiated beekeeping projects for students at central & state govt school
- 1979 – Distinguished member of Uttar Pradesh Beekeepers Association and Dehradun Beekeepers association
- 1980 – Took formal training from State Horticulture Department, Uttar Pradesh
- 1981 – Provided honorary services Punjab Horticulture Dept., Chandigarh to manage European beekeeping projects at Punjab Rajya Bhavan
- 1999 – Collaborated with Dabur
- 2018 – Beekeeping Development course at State Beekeeping Centre, Jollykot
- 2019 – Bee Management course at KVIC, Dehradun
- 2019 – Launched madhūka NATURELLE company to promote Raw Honey

## Experience

We've been doing beekeeping since year 1959, it all started as a hobby with a mission to educate and inspire communities. The organization, founded by P L Malhotra, aims to conserve our bees by educating people, especially youngsters, on bees importance through our programs focused on community classes and events. Through our research projects and education programs we are regenerating soil, bees, and communities.

### Raw Honey Production

We produce raw honey by adopting best global practices for ethical beekeeping without heat treatment to preserve honey's natural integrity with all its beneficial properties intact.

Recently introduced online marketing by trade name madhūka Naturelle, which is a premium Raw Honey responsibly extracted from our own beehives placed in fields around Himalaya, Shivalik & Aravalli ranges and tended by experienced beekeepers using responsible practices to bring out a safe food product.

### Education & Training

We are partnering with government organizations such as Khadi & Village Industries Commission, Department of Horticulture, to impart training on average 40-50 School, University students & Local Villagers.

### Beekeeping Consultancy Services

We are providing consulting and maintenance services of 250 beehives (approx. 7 apiaries) annually to help government departments, professional & amateur beekeepers.

Services provided are –

- Colony & equipment evaluation
- Queen evaluation, queen replacement
- Colony division
- Feeds, supplements
- Disease & mite treatments
- Bees migration
- Dearth Period Management
- Care during & post honey extraction
- Seasonal management of apiary
- Crops pollination rental services
- Bee habitat development