



goodness never waits





Our humble beginnings

TRUE
south[®]

From 1905...

The Pereiras, TrueSouth's founders, set up base in the Western Ghats



1945

Replantation drive initiated

1998

Coffee decoction in glass bottles, then HDPE bottles.



2016

Preservative-free filter coffee decoction.

2017

Filter coffee decoction in sachets for the 1st time



2022

Ready-to-use tea brew introduced

Who we are



A **beverage innovation** company with strong roots in agriculture since 1905.



Spurred by a love for nature, we only use the **finest coffee beans** and **tea leaves** procured in a **truly sustainable** way.



With a focus on innovation, we were the **first** to introduce **filter coffee decoction** and **tea brew** in ready-to-use form.



Where it all begins

Our practices in farming and plantation management are **ever evolving**, as we adopt new technologies to improve **efficiency** while **preserving** the eco-balance



The tranquil Western Ghats, **rich in biodiversity** and home to our coffee plantations. Just the **right environment** for growing coffee.



While our tea is made from the **finest leaves**, blended with the **best ingredients** - as per curated taste profiles to achieve the **right balance**.



Where it all comes together

Our state-of-the-art facility in Mysore



where innovative processes are leveraged for **preservative-free** Coffee decoction and tea brew



and **sophisticated technology** helps achieve sachets and pouches that ensure longer shelf life and lasting taste.





Why TrueSouth?



Time and place are holding people back from **enjoying a cup of authentic filter coffee or tea.**



Nothing beats brew that's **rich and flavourful** in taste.



An increasing preference towards **naturally-prepared beverages** due to focus on health and fitness.





The TrueSouth Crowd



Families, couples and even singles with **no time to spare** and a desire to have a tasty beverage



At homes, and offices where taste and preferences may vary from one individual to another



And large F&B spaces such as hotels, QSR chains and caterers where **consistency and authenticity** are difficult to achieve





Ready-to-use Filter Coffee Decoction



A wide range of blends to choose from





Ready-to-use Tea Brew



1000 ml
pouch

200 ml
pouch

30-box sachets
(20 ml each)

Milk tea range



Assam

Ginger

Masala

Black tea range



Sulaimani

Lemon

Made in India, for the world



Ingredients **indigenously sourced** from our farms in the Western Ghats and plantations across the country



All processed at our factory in Mysore with **proprietary processes** that ensure an **authentic taste** and **no preservatives**.



Creating **job opportunities** for over **75 families** who work passionately across the production chain.





Our key certifications

Plantation Certification



Winner Of
INNOVATIVE BEVERAGE
PACKAGING -20ML
SACHETS



Winner Of
MOST INNOVATIVE
DESIGN - SILVER



Winner Of
F&B MICRO ENTERPRISES
CATEGORY 2019

Factory Certifications



Plantation Award



Sustainable Quality™ Awards 2014
Farmers Award 2021



Our clients





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