



**TRUE**  
**south**<sup>®</sup>

*goodness never waits*





Our humble beginnings

**TRUE**  
**south**<sup>®</sup>

# 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.

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

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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

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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.

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

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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



80%  
Coffee  
20%  
Chicory



75%  
Coffee  
25%  
Chicory



70%  
Coffee  
30%  
Chicory



100%  
Coffee

# Ready-to-use Tea Brew



## Milk tea range



## Black tea range



# Made in India, for the world



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

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

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





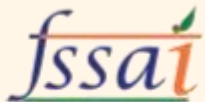
# Our key certifications



## Plantation Certification



## Factory Certifications



Winner Of  
INNOVATIVE BEVERAGE  
PACKAGING -20ML  
SACHETS



Winner Of  
MOST INNOVATIVE  
DESIGN - SILVER



Winner Of  
F&B MICRO ENTERPRISES  
CATEGORY 2019

## Plantation Award



Sustainable Quality™ Awards 2014  
Farmers Award 2021

# Our clients



# Contact Us



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