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एपीडा  
APEDA



Jaivik Bharat

**for healthier**  
T O M O R R O W

NEXT GENERATION  
FARMERS  
PLANET



**true taste**  
ORGANICS  
NATURALLY GROWN





FOR HEALTHIER  
TOMORROW

Organic Farming - Back to the Basics





# About us

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™ True Taste Organics (Charans Natural Bio Products Private Limited) is a leading Manufacturer, Exporter, Importer, Service Provider, and Distributor in organic food and products. The company made its humble beginning in 2019 with a goal to provide people with a healthier life through producing and manufacturing 100% organic and herbal personal care and food products.

We work with thousands of small family farmers in India to cultivate tens of thousands of acres of sustainable organic farmland. All ORGANIC INDIA products support health and True Wellness and are made with loving care. Each product is one link in a chain of connectedness between Mother Nature, our farmers and you. ™ True Taste Organics has expanding its distributorship and dealership channels throughout the country as well as in the international market.

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# WHY CHOOSE US



WE  
'TRUE TASTE ORGANICS'  
HAS GROWN ON ITS  
THREE PRINCIPLES OF  
HEALTHIER TOMORROW,  
ENVIRONMENTAL  
SAFE, AND CARE..

# FOR HEALTHY TOMORROW



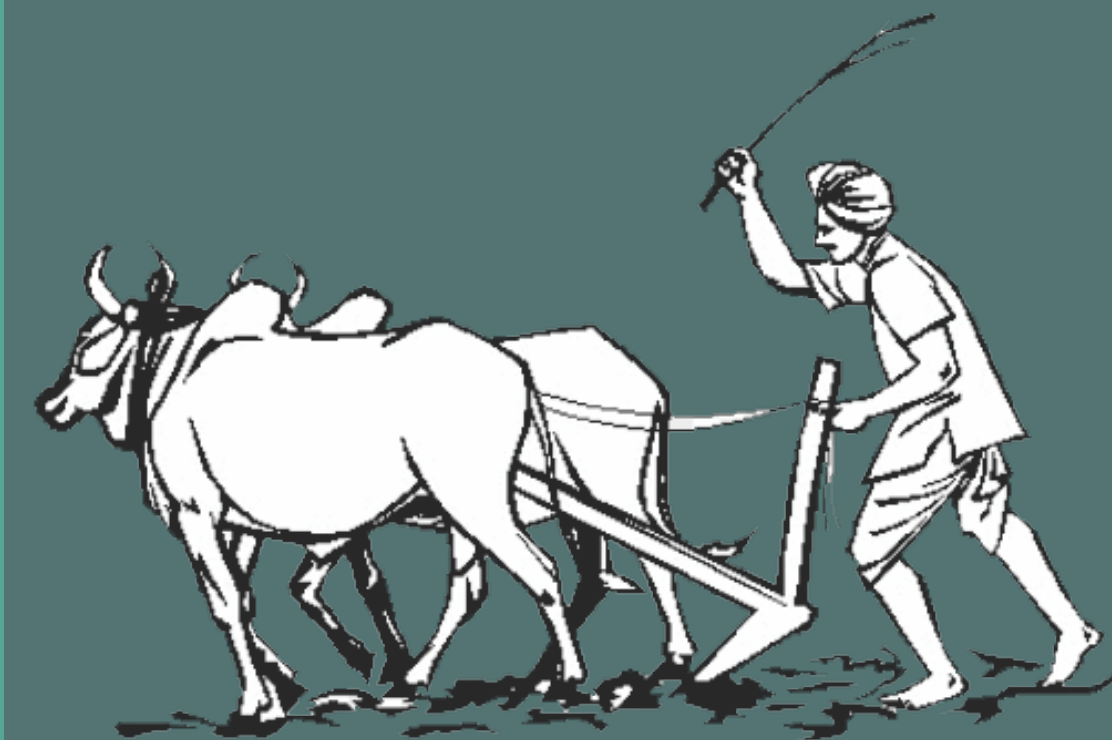
ALL OUR  
PRODUCTS SUPPORT  
HEALTHY AND TRUE  
WELLNESS AND ARE  
MADE WITH LOVING CARE.

# SAVE NATURE



ORGANIC FARMING IS  
WIDELY CONSIDERED TO  
A BETTER SOIL QUALITY  
AND REDUCED POLLUTION  
FROM FERTILIZER OR  
PESTICIDE.

# SAVE FARMER



WE BELIEVE IN  
WORKING WITH A LARGE  
NUMBER OF ACCREDITED  
SMALL FAMILY FARMERS  
WHO DO NOT USE  
OF PESTICIDES & GMO SEEDS  
TO GROW THEIR PRODUCE.



# Our Vision



The vision of the <sup>TM</sup> True Taste Organics (Charans Natural Bio Products Pvt.Ltd) is to become a key solution provider of preference.

The mission of the company is to provide effective products, services and solutions associated with the agriculture land development.

<sup>TM</sup> True Taste Organics (Charans Natural Bio Products Pvt.Ltd) strongly believes in delivering best products without compromising the quality. The values of the organization emphasize on respecting the individuals and performing honestly.

**WE GROWN ON THE PRINCIPLES OF HEALTHIER TOMORROW, ENVIRONMENTAL SAFE & CARE.**



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# No Healthy Food



**WITH OUT A HEALTHY SOIL**

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## PULSES & GRAINS

Our pulses & grains are 100% organically grown from the fertile lands of central India. With out using harmful chemicals or pesticides they are much more nutritious while cultivating them. Our organically grown pulses are rich in protein, nutrients, fiber, low in glycemic index (diabetes friendly) and with zero cholesterol.

## OUR PRODUCTS

Brown Chana Whole, Chana Dal (bengal Gram Split), Green Moong Dal, Kabuli Chana Whole (chickpea), Moong Dal (whole), Pancharatna Dal/ Mix Dal, Peanut(groundnut), Rajma(red Kidney Beans), Rajma Chitra (kidney Beans), Tur / Toor Dal, Urad Black Whole, Urad Dal Black Split.





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## SPICES & SPICE POWDERS

Our Spices are 100% organically grown and handpicked from the fertile lands of India. Without using harmful chemicals or pesticides they are much more nutritious while cultivating them. Our Organically grown spices have a lot more to offer than just taste and flavour. For years they have helped us boost our metabolism, improve the immunity and fight different kinds of diseases. They are safe to use as no pesticides and chemicals are used during their cultivation.

### OUR PRODUCTS

Ajwain, Brown Mustard, Cloves, Cumin Whole, Green Cardamom, Mustard Seeds(yellow), Red Chilli (whole), Red Chilli Powder, Turmeric Powder.





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## RICE & FLOURS

Our organic hand pounded rice is rice that is certified by an independent body, to have been grown and processed according to set “organic” standards. Organic rice offers additional health benefits. When compared with conventionally grown food crops, organic foods contain less pesticides and food additives, minimizing your exposure to harmful chemicals. Whole grain rice includes the outer husk of the rice and retains the maximum fiber content.

## OUR PRODUCTS

Basmati Rice (premium White Rice), Black Rice, Sona Masoori Rice (brown Rice), Sona Masoori Rice (polished), Sona Masoori Rice (semi Polished), Red Rice, Gram Flour(besan), Multi Grain Atta, Poha Flattened Rice, Suji Rava (semolina), Wheat Maida, Wheat Maida, Wholewheat Atta, Premium (as Wheat Flour).



## EDIBLE OILS, GHEE & HONEY

Our True Taste Organic Edible oils, Ghee & Pure Raw Honey are way healthier than any other processed oils, ghee and honey. They are rich in antioxidants, vitamin E, and oleic acid. Also, they are free from chemicals during refining process. oils, ghee and honey are extracted without heating at high temperatures or chemical process and retains the natural phenols present in the seed and makes them Nutrient rich.

### OUR PRODUCTS

Black Mustard Oil, Coconut oil, Olive Oil Virgin, Sesame Oil (Gingelly Oil), Sunflower oil, Groundnut Oil (Peanut), Soybean Oil, Castor Oil.

Buffalo Ghee, Pure Gir Cow Ghee, Pure A2 Desi Cow Ghee Pure Honey.





## SWEETENERS & ROCK SALT

Our True Taste Organics Rock Salt & Pink Salts are full of minerals and trace elements including Sodium, Calcium, Magnesium, Potassium, Iron & Phosphorous. This powder is made from the reddish pink granules of Pink Rock Salt that are all natural, sourced from Himalayan cliffs, where they have crystallized over millions of years in a pristine and unpolluted environment.

All Our Sweeteners are 100% Organic Certified made from superior quality of sugarcane sourced from across the India. Satisfy your sugar/Sweets craving with taste and nutrients served on your plates. Our Organic Sweeteners make you feel the difference yourself.

## OUR PRODUCTS

Black Mustard Oil, Coconut oil, Olive Oil Virgin, Sesame Oil (Gingelly Oil), Sunflower oil, Groundnut Oil (Peanut), Soybean Oil, Castor Oil.

Buffalo Ghee, Pure Gir Cow Ghee, Pure A2 Desi Cow Ghee Pure Honey.





## Dry Fruits, Millets & Seeds

Our True Taste Organics brings to you a healthy choice of quickest way to energize your body and gain maximum nutritional benefits is dry fruits. However, it is important that you consume dry fruits that are not stripped off their nutrients and the only way to do that is to go organic.

Our True Taste Organics brings to you a healthy choice of the nutritional value of millets, and millets are non-glutinous and non-acid-forming foods. Each type of millet comes with its own nutritive value. For instance, millets like soma and bajra are high in fats, while other millets like ragi are low in fat. Millets are also rich in calcium, magnesium, antioxidants and protein too.

### OUR PRODUCTS

Amaranth Seed (Ram Dhana), Amaranth Flour, Bajra Flour (atta), Barley Flour, Finger Millet Flour, Jowar Flour, Oat Flour, Oats (Flakes), Pearl Millet (Bajra), Ragi Millet Grain (Finger).

Almonds, Cashew Whole, Chia Seeds, Dried Figs (dehydrated), Flax Seed, Pumpkin Seeds, Raisins (kismis), Sunflower seeds, Walnut kernels, White Sesame SEEDS, Saffron.







## Herbals & Other products

Juicing is one of the easiest ways to guarantee the proper nutrition of body. In addition, some fruits can certainly be used in juicing, but not by themselves. If you experience health concerns such as obesity, diabetes, high cholesterol, high blood pressure or other metabolic health concerns in which sugar is an offender, We recommend limiting fruits until your health concern(s) is under control. Here is a range of Organic for Organic Herbal Juices, Herbal Juice Drink, herbal juice weight loss, organic amla juice Juices available for you with the best quality and human results...

## ADDING HEALTH TO YOUR LIFE NATURALLY.



GARAM MASALA  
KOBARI KARAM  
NALLA KARAM  
RASAM POWDER  
SAMBHAR MASALA

NONI JUICE (MORINDA CITRIFOLIA)  
SAFED MUSLI POWDER  
TRIPHALA EXTRACT (POWDER)  
TRIPHALA JUICE  
TULSI JUICE  
TULSI LEAVES (DRY)  
WHEAT GRASS POWDER  
WHEATGRASS JUICE  
TULSI POWDER

ALOE VERA GEL  
ALOE VERA JUICE  
ALOE VERA JUICE  
ALOE VERA LEAVES POWDER  
ALOE VERA OIL  
ALOE VERA SUGAR FREE JUICE  
AMLA CANDY

AMLA JUICE  
AMLA MURABBA  
AMLA OIL  
AMLA POWDER  
ASAFOETIDA POWDER  
ASHWAGANDHA POWDER  
BRAHMI POWDER

GINGER CANDY  
JAMUN JUICE  
KARELA POWDER (BITTERGOURD)  
MORINGA POWDER  
NARDOSTACHYS JATAMASI (JATAMASI)  
NEEM JUICE  
NEEM POWDER





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After carefully reviewing the market for organic food is currently exhibiting strong growth in India and Worldwide. A major factor driving the demand of the India and worlds organic food market is the rising levels of health awareness in the country. Indian and worldwide consumers have started giving attention to the nutrient content and the quality of the food they eat, thereby leading to a rising demand of organic food. Moreover, driven by factors such as strong economic growth, urbanization, and rising income levels, the consumer expenditure on health and wellness products have increased significantly.

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