



# Laxnar

*Green Earth*

# Spices

A Laxnar Eternal Holdings (OPC) Pvt. Ltd. undertaking.



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# Executive Summary

## Mission

At Laxnar-Green Earth Spices, our mission is to provide you with the finest quality, sustainably-sourced spices, infused with the rich heritage of Idukki district, Kerala. We aim to support ethical sourcing practices, uplift local farmers, and share our passion for quality spices cultivated through generations.

## Vision

Our vision at Green Earth Spices is to be recognized as purveyors of the finest gourmet spices, not just for their exquisite flavors but also for their ethical and sustainable origins. We aspire to go beyond traditional spice trading by fostering a community-driven and environmentally conscious approach to spice cultivation. Through our efforts, we envision contributing to a greener, tastier world, one spice at a time.

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### The Product

Green Earth Spices cultivates and offers a diverse range of premium spice selections, ethically and sustainably sourced from the historic spice-rich Idukki district, Kerala.

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### The Leadership

Surej Aloysius, with a background enriched by years in the biotechnology and consulting industry, established the company. His journey includes taking over Green Earth Spices, and currently, he holds the position of Managing Director, guiding our mission to bring the finest quality, sustainably-sourced spices to the world.

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### Future Plans

By 2026, the company plans to implement its sustainable models in harvesting, collection and spices farming in all of Idukki, Kerala. By 2030, it expects to be prominent supplier of whole spices, oleoresins and coffee globally.

# The Organization

Our Story

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## The Team

### Surej Aloysius

Managing Director

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MAS (Sydney), MBA (London), PhD (India). Biotechnologist, Serial Entrepreneur, with more than 20 years experience in scientific consulting and businesses.

### Krishnakumar

Head of Sales

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B. Tech, PGDM (IIM-K) Sales Expert, with more than 10 years experience in commodity trading and sales. Green Field Projects expertise in Africa and MENA

### **Laxnar Green Earth Spices: Crafting Culinary Magic from the Western Ghats**

At Laxnar Green Earth Spices, our story extends beyond the fields to the global market. We don't just cultivate spices; we are traders and exporters of the authentic flavors that blossom in the lush landscapes of the Western Ghats in South India. Our commitment to excellence in spice farming is matched by our dedication to sharing the essence of these treasures with the world.

A Symphony of Culture and Aroma, Shared Globally Spices are more than ingredients; they are ambassadors of culture and aroma that transcend borders. From the Western Ghats of South India, we bring you a kaleidoscope of flavors that have been cherished for centuries. As traders and exporters, our mission is to weave the richness of these spices into the global tapestry of culinary delights.

### **From Farm to Global Plate: Our Trading and Export Legacy**

Laxnar Green Earth Spices doesn't just stop at cultivation; we bridge the gap between our fields and your kitchen. As traders, we ensure that the spices that leave our farms maintain the same authenticity and quality as when they were handpicked. Our exporting endeavors are driven by a commitment to deliver the unparalleled taste and aroma of the Western Ghats to kitchens around the world.

### **Parenting Excellence: Laxnar Eternal Holdings (OPC) Pvt. Ltd.**

Behind the curtain of Laxnar Green Earth Spices stands the parent company, Laxnar Eternal Holdings (OPC) Pvt. Ltd. Beyond the realm of spices, Laxnar Eternal Holdings is a multifaceted entity, serving as a consulting and investing powerhouse. Specializing in Biotechnology, Organic Products, Food and Beverages, and related fields, our parent company is a beacon of innovation and excellence.

# Business Overview



Welcome to Laxnar-Green Earth Spices, your source for premium, sustainably-sourced spices from the Western Ghats. Rooted in Kerala's Idukki district, we specialize in delivering an exceptional range of carefully curated spices.

**Main Offering:** Our core product is a diverse range of premium spices, each sourced from the heart of the Western Ghats and processed with meticulous care.

**Target Customers:** We cater to discerning consumers – Food Manufacturers and Processors, Retailers and Grocers, Specialty food shops, Restaurant Chains and Hospitality Industry, Food Service Distributors, Private Label Brands, Food Importers and Distributors, Food and Culinary Institutions, Online Retailers, Traditional Medicine Manufacturers, Perfume Manufacturers, Health and Wellness Brands, Gourmet and Specialty Markets.

**Uniqueness:** What sets us apart is our unwavering commitment to sustainability and ethical sourcing. Our roots in the spice-rich Idukki district and a community-driven approach distinguish us in the market.

**Growth Opportunities:** With a commitment to sustainability, we align with global trends through our emphasis on harvesting, sustainable farming, and processing. Our vision includes collaborations with leading brands and the introduction of innovative spice-related products and services. This strategy presents opportunities for diversification and market expansion.

**Uniqueness:**

- Our commitment to stable sourcing ensures the procurement of spices from geographical areas with consistently high oleoresin content, guaranteeing superior quality.
- Emphasizing sustainability, our sourcing extends to farms practicing ethical and sustainable farming initiatives, aligning with environmental and social responsibility standards.

**Addressing Client Needs:**

- Our products provide unparalleled traceability, offering clients confidence in the origin and quality of the spices.
- We specialize in sourcing from farms that meet the stringent criteria for export qualification, ensuring compliance with international standards.

**Quality Assurance:**

- Rigorous quality assurance is embedded in our manufacturing processes, maintaining the highest standards in spice production.
- Our commitment to quality includes precision sorting for size and color using high-speed technology, complemented by meticulous hand sorting in clean environments for specialized exports.

**Facilities and Technology:**

- Leveraging high-speed, precision sorting technology ensures the consistent quality and appearance of our products.
- Hand sorting in controlled environments caters to specialized exports, showcasing our dedication to meeting diverse client requirements.

**Green Initiatives and Sustainable Practices:**

- Our operations prioritize green initiatives, incorporating sustainable practices to minimize environmental impact.
- We actively support and engage in sustainable farming practices, contributing to the long-term well-being of both local communities and the environment.

**Strategic Partnerships:**

- We have established strategic partnerships with major organic spice farmers across India, fostering collaborative efforts to enhance product quality and sustainability.

**Key Clients and Industries Served:**

- Proudly serving major multinational companies in India and overseas, our products have become the preferred choice in diverse industries, from food and beverage to pharmaceuticals, attesting to our commitment to excellence and customer satisfaction.

## Cardamom



*Elettaria cardamomum*

Commonly Known Names: Cardamom, Green cardamom, True cardamom, Elaichi (in Hindi), Choti elaichi (in Hindi), Small cardamom, Queen of spices

## Black Pepper



*Piper nigrum*

Commonly known names: Tellicherry Black Pepper, Tellicherry Peppercorns

## Clove



*Syzygium aromaticum*

Commonly Known Names of Clove: Clove, Cloves, Laung (Hindi), Lavang (Marathi), Lavangam (Telugu), Grambu (Tamil), Lavangapattai (Malayalam), and Clavo de olor (Spanish).

## Cinnamon



*Cinnamomum verum*

Commonly Known Names: Cinnamon, True Cinnamon, Ceylon Cinnamon

## Star Anise



*Illicium verum*

Commonly known names: Star Anise, Chinese Star Anise, Badiam, Chinese Anise.

## Bay Leaf



*Laurus nobilis*

Commonly Known Names: Tejpatta, Tamalpatra, and Tejpat. It is also called Indian cassia, Malabar leaf, awraq alghar, , and many other names.

## Turmeric



*Curcuma longa*

Commonly Known Names: kurkum (Arabic & Hebrew), huang jiang (Mandarin Chinese), curcuma (French, German, Italian, Spanish), and haldi (Hindi)

## Nutmeg & Mace



*Myristica fragrans*

Commonly Known Names: Jaiphal in most parts of India, Jathi, Jawz at-Tiyb



# Contact us for further inquiries



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