

COMPANY PROFILE

Rare Roots & Company



HISTORY

Rare Roots & Company, founded in 2023, is a forward-thinking business dedicated to connecting traditional Indian products with the global market. With a strong focus on exports, the company serves both B2B and B2C sectors, offering sustainably sourced goods that resonate with consumers who value purity, authenticity, and cultural heritage. By partnering with small farms across India, Rare Roots & Company ensures that every product reflects the rich traditions of its origins. While expanding its presence internationally, the company is also making strategic inroads into the Indian market, bringing a selection of GI-tagged products that highlight the true essence of Indian craftsmanship.



What Do We Do?

Rare Roots & Company offers a range of sustainably sourced products, including spices, honey, herbs, and wellness items. Operating within the natural products market, the company ensures that each item is of the highest quality and ethically sourced from specific regions in India. The products are aimed at health-conscious consumers who value authenticity and quality.

Why Do We Do What We Do?

Rare Roots & Company believes that pure, authentic products should be accessible to consumers who value quality and sustainability. The company exists to support small farmers in India, preserve traditional farming methods, and bring the richness of Indian cultural heritage to a global audience. This mission is driven by a deep commitment to sustainability and ethical sourcing, ensuring that each product tells a story of its origin.

VISION

Rare Roots & Company is dedicated to delivering the purest, ethically sourced products that honor the cultural heritage of India while supporting sustainable farming practices.

The company's mission is to create a global community of health-conscious consumers who appreciate quality and authenticity.

Rare Roots & Company envisions a future where every consumer has access to products that are not only of the highest quality but are also sustainably sourced and ethically produced.

The company aims to become a leading brand in the natural products market, known for its commitment to purity, sustainability, and cultural preservation.

MISSION

PURPOSE

Rare Roots & Company exists to promote sustainable farming practices while delivering the finest, ethically sourced products that embody the cultural heritage of India.

The company is passionate about preserving traditional agricultural methods and ensuring that their products reflect the purity and authenticity that discerning consumers demand.

VALUES

The company is guided by principles of sustainability, transparency, and a deep respect for the cultural origins of its products.

Customer commitment, integrity, and responsibility are at the core of Rare Roots & Company's operations.

CULTURE

The culture at Rare Roots & Company is collaborative, with a strong focus on innovation and quality.

Employees are committed to upholding the brand's values in every interaction, ensuring that customers experience the best in both product and service.

Rare Roots & Company aims to establish itself as a trusted brand in both the Indian and global markets, focusing on sustainably sourced products that reflect the cultural heritage of India. The brand's strategy involves creating a strong narrative around the authenticity and purity of its products, emphasizing the connection between the consumer and the rich traditions of the regions from which the products are sourced. The company plans to leverage this positioning to build a loyal customer base among health-conscious consumers who prioritize eco-friendly products.

POSITIONING & STRATEGY



TAG LINE

"Native Roots,
Connecting Traditions"

LOGO



VALUE PROPOSITION

Rare Roots & Company offers the finest, sustainably sourced products that honor India's rich cultural heritage, catering to consumers who value:

- 1) **Authenticity**
- 2) **Quality**
- 3) **Sustainability**

BRAND ATTRIBUTES

Meet the Team



ASHUTOSH SHAH

CO-FOUNDER /
SALES HEAD



MALAV PATEL

CO-FOUNDER /
FINANCE HEAD



SARTHAK KAPADIYA

CO-FOUNDER / SUPPLY
CHAIN HEAD



SWAPNIL PATEL

CO-FOUNDER /
MARKETING HEAD

GET IN TOUCH

At Rare Roots & Company, we are dedicated to bringing you the purest, sustainably sourced products that honor the rich cultural heritage of India. Whether you're a business looking to offer exclusive, ethically-sourced products to your customers or a consumer seeking the finest goods for your home, we're here to help.

Let's create something extraordinary together. Reach out today to discover how Rare Roots & Company can serve your unique needs.

✉ contact@rarerootsandco.com

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