



# ARDY Health Foods LLP

Nutritious Living & Sustainable Development



# About Us



ARDY Health Foods LLP was founded in 2015.

Our team has spent the last few years immersed in learning the health foods industry and is committed to creating community, living sustainably and inspiring customers to have the highest standards in foods and products.

We strive to create food products that are natural with special emphasis on a pesticide-free growth process, use of bio-fertilisers, manual techniques to create employment, just wages, safe storage and fresh produce.

Head Office:

Lower Parel, Mumbai, India

Production Control & Logistics Office:

Jaipur, Rajasthan, India

Farms & Cultivation:

Rajasthan

# Core Values



## **Naturally Enriched**

We use bio-germs and seaweed extract fertilizers, harvested rain water, and mother nature to cultivate our crops



## **Re-use, Re-cycle, Re-think**

We strive to minimize our impact and improve sustainability in all our processes, from farming to processing, packaging to sales.



## **Artisanally Processed**

We use a mix of machine and hand processes in all our products to ensure great taste



## **Socially Just**

Our customers enjoy the opportunity to buy foods that follow the highest benchmarks of fair-trade tradition



# Our brand



## Brand introduction

Organic Farmers Co. is committed to accelerate healthy, nutritious living along with sincere and sustainable farming. We are here to safeguard natural resources, build farmer capacity, and enable access to markets – ensuring farmers life quality improves while you get products that are delicious and nutritious.

## Our logo

The organic farmers co. seal represents a promise and assurance of the high quality ingredients used in our products and are commitment to monitor the entire supply chain, from Farm to Home. Rustic elements convey artisanal hand made processes whereas the name enforces our values.

## Brand elements

ORGANIC | ARTISANAL | NATURAL | ECOFRIENDLY

## Recycled Packaging

Our aim is to offer the consumer an experience and not only a product. The look and feel of the packaging compliments the name of the brand giving it a natural, authentic and organic look on the shelf.



# Product Benefits

## Balanced Superfood Nutrition

**Quinoa** forms the **core** ingredient of our product mix. Known for its superior protein ratio, vitamin content and mineral source, gluten free characteristics, it is the preferred choice for India's Diabetic & Heart disease prone population.

**Other ancient grains and seeds** are used to supplement fibre, healthy fats texture and taste, to make the product wholesome and balanced.



# Our Products



## Quinoa Pops 100g

- Wasabi
- Masala
- Chilli-Lime

## Quinoa Crisps 100g

- Jaggery

Quinoa Whole Grain 500g  
Quinoa Whole Grain 250g

Quinoa Flour 500g  
Quinoa Flour 250g

Quinoa & Semolina Pasta 500g

Quinoa,Lentil,Semolina- Tricolor 500g  
Quinoa,Lentil,Semolina- Tricolor 250g

Quinoa Flakes 100g



# Quinoa Pops

## Ready-to-Eat



**Masala**



**Wasabi**



**Chilli-Lime**

Item	Healthy Savory Snack
Qty	100g
Shelf Life	12 months
Price	Rs. 199/-

A superfood trail-mix of roasted quinoa, jowar, bajra, pumpkin + melon seeds. A balanced snack containing the recommended ratio of protein, good fats & fibre. Snack on it, use as a garnish or make bhel

### Ingredients:

Quinoa Puffs (52%), Pearl Millet (10%), Sorghum Flakes (10%), Melon Seeds (10%), Pumpkin Seeds, Seasoning Mix.

# Quinoa Crisps

## Ready-to-Eat



### Jaggery

A crispy & guilt-free jaggery sweetened trail-mix filled with quinoa, pumpkin + melon seeds. Snack on it or garnish desserts with crunch & nutrition.

Item	Healthy Sweet Snack
Qty	100g
Shelf Life	12 months
Price	Rs. 199/-

#### Ingredients:

Quinoa Puffs (52%), Melon Seeds (15%), Pumpkin Seeds (15%), Jaggery, Glucose.



# Quinoa Whole Grain 500g



Item	Quinoa Whole Grain
Shelf Life	18 months
Qty	500g
Price	Rs.329/-

Our organic, Whole Grain Quinoa is everything you're looking for in a healthy carbohydrate. Packed with proteins, fibre and vitamins; Quinoa's Superfood like properties make it the preferred choice over rice and wheat for diabetes, cardiac, arthritis patients globally. Its nutty texture and ability to easily soak in flavours makes it the most versatile grain, making it a perfect fit for Indian & Western cooking.

# Quinoa Flour 500g



Item	Quinoa Flour
Shelf Life	12 months
Qty	500g
Price	Rs. 349/-

Our organic quinoa flour is stoneground to perfection giving it a slightly sweet and nutty flour. Quinoa tastes great and also adds a lightness to baked goods without using white flour.

# Quinoa & Semolina Pasta

## 500g



Item	Quinoa & Semolina Pasta
Shelf Life	24 months
Qty	500g
Price	Rs. 329/-

Our protein rich and wholesome Quinoa flour & Durum Wheat Semolina pasta is crafted to perfection in Gustora's state of the art production facility. To get the perfect texture, the dough is slowly & gently extruded through bronze dies. The shapes are then dried on looms & wooden tray for 18 hours. Our Italian partners (Gustora) closely the entire production process to ensure the authenticity of the recipe is preserved.



# Quinoa + Lentil + Semolina- Beetroot Basil Tricolor 500g



Item	Quinoa,Lentil,Semolina- Beetroot Basil Tricolor
Shelf Life	24 months
Qty	500g
Price	Rs.399/-

The best quality & most premium Quinoa, Red Lentil, Green Lentil flour, Semolina has been carefully moulded to provide a wholesome & healthy tricolor pasta. The organic basil and beetroot extracts infuse minerals and vitamins that infuse color and nutrition into every bite.

# Quinoa,Lentil,Semolina- Beetroot Basil Tricolor 250g



Item	Quinoa,Lentil,Semolina- Beetroot Basil Tricolor
Shelf Life	24 months
Qty	250g
Price	Rs.279 /-

The best quality & most premium Quinoa, Red Lentil, Green Lentil flour, Semolina has been carefully moulded to provide a wholesome & healthy tricolor pasta. The organic basil and beetroot extracts infuse minerals and vitamins that infuse color and nutrition into every bite.

# Certifications



TNV UK ORGANIC FOOD CERTIFICATION SCHEME:



Good Manufacturing Practice (GMP) A GMP is a system for ensuring that products are consistently produced and controlled according to quality standards. It is designed to minimize the risks involved in any production that cannot be eliminated through testing the final product.



HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.



ISO 22000 is a Food Safety Management System that can be applied to any organization in the food chain, farm to fork.



# Distribution

## Retail:

OFC products are welcomed in organic, gourmet and local retail outlets across India  
India

- Mumbai
- Delhi
- Gurgaon
- Kolkata
- Bangalore

## Wholesale:

We are partnering with hotels, restaurants and health cafes to develop a robust wholesale business as well



# Marketing/Promotion



Promotion at Events



In-store sampling

## KEENWAH KITCHEN



HEALTHY | GOURMET FOOD |  
EXPERIMENTS WITH QUINOA

### QUINOA SHROOM BURGER

Quinoa, Mushroom & goat cheese patty, rocket leaves, onions - layered with our homemade roasted garlic and basil sauce, sandwiched in a whole wheat bun. (V)  
Rs. 200

### QUINOA STEAK WITH SPINACH & MARINARA SAUCE

Quinoa, Mushroom & goat cheese patty on a bed of boiled spinach and served with a red marinara sauce (V)  
Rs. 200

### SWEET POTATO FRIES WITH TRUFFLE OIL

Yes, that's just about the most unhealthy we can get!  
Rs. 200 (V)

### QUINOA ROCKET SALAD

Quinoa whole grain, rocket leaves, pomegranate, onions, cucumber with a honey lemon dressing and feta cheese shavings (V)  
Rs. 200

### GARDEN PESTO: QUINOA PASTA SALAD

OFC Quinoa & Semolina Pasta with an authentic cashew and basil pesto sauce and grilled vegetables. Perfect balance of health and taste (V)  
Rs. 200

### QUINOA PASTA WITH NAPLES POMODORO

Our red sauce is a product of a secret recipe from a household in Naples. It blends seamlessly with our OFC Quinoa & Semolina Pasta (V)  
Rs. 200

Recipe education / live food







## Connect with us:

ARDY HEALTH FOODS LLP  
65-A, Evergreen Industrial Estate,  
Shakti Mills Lane, Mahalaxmi,  
Mumbai- 400011. India.  
Phone: + 91-22-30429000  
Sales: +91-9821020037  
Email : [info@organicfarmersco.com](mailto:info@organicfarmersco.com)



@organicfarmersco



@orgfarmersco



@orgfarmersco