



HALDIVA INDIA

A Golden Touch to a Healthy Life.

Company Portfolio



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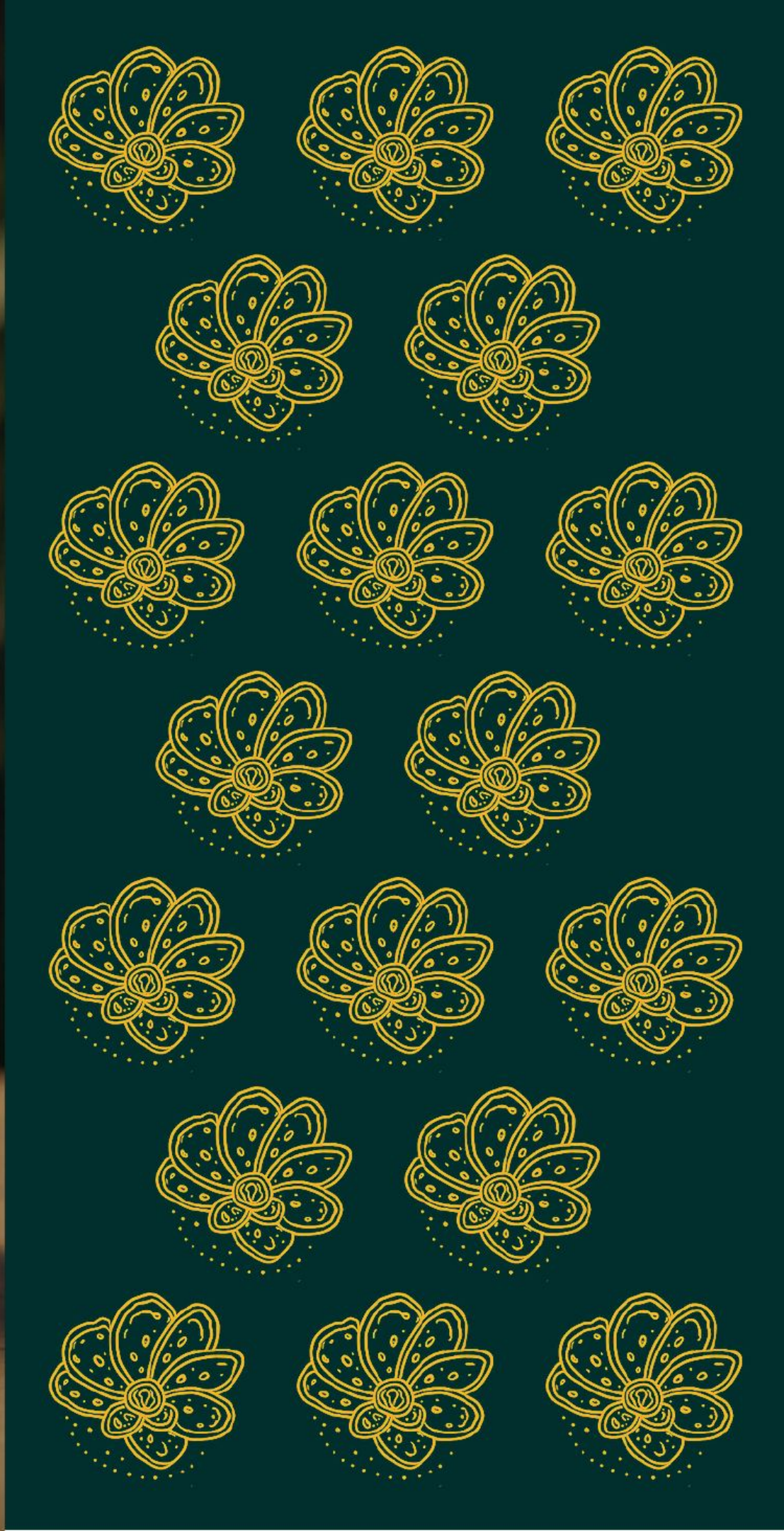
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The Haldiva Story

In an era where the very foundation of our well-being - the food we eat - is often compromised, Haldiva India stands as a premium wellness and nourishment enterprise dedicated to restoring the "**Golden Touch**" to a healthy life. Our journey began with a singular mission: to deliver unadulterated products while building an ethical entrepreneurial ecosystem where commercial success aligns with societal well-being.

Haldiva is not just a brand; it is a purpose-led business built on the pillars of **Purity**, **Science**, and **Integrity**. By merging forensic precision, medical insight, and pharmaceutical discipline, we have created a framework that ensures every product - from our heritage ghee to our functional honey - meets a benchmark of excellence that consumers can genuinely trust.







The Challenges

Despite the rising awareness of health and nutrition, the modern consumer faces significant hurdles in maintaining a wholesome lifestyle. We are tackling these critical market gaps head-on.

1. Widespread Food Adulteration

Food adulteration and excessive chemical processing are widespread across the Indian FMCG and wellness sectors.

2. The Trust Deficit

Consumers lack transparent, science-backed alternatives they can genuinely trust.

3. Limited Authentic Solutions

Health awareness is rising rapidly, but authentic solutions remain limited.

This creates a significant market gap for credible, integrity-driven brands.

The Haldiva Solutions

Despite the rising awareness of health and nutrition, the modern consumer faces significant hurdles in maintaining a wholesome lifestyle. We are tackling these critical market gaps head-on.

1. Forensic Scrutiny

We apply advanced forensic investigative techniques to detect and prevent adulteration at every stage of the supply chain.

2. Medical Evaluation

Every product is assessed for its nutritional impact and long-term health relevance, guided by professional medical insight.

3. Pharmaceutical-Grade Quality

We implement pharmaceutical discipline and rigorous standards to guarantee absolute consistency, safety, and regulatory compliance in all operations.

*Every item in the Haldiva portfolio is a testament to our commitment to "**Har Ghar Mein Suddhata**".*





Mission

To establish Haldiva India as a globally respected benchmark for purity and responsible nutrition. We envision a future where science-safeguarded products are the standard, and every household has access to food they can genuinely trust.



Vision

To deliver unadulterated, high-quality products while building an ethical entrepreneurial ecosystem. We are dedicated to bridging the gap between ancient wellness and modern scientific rigor to protect consumer health nationwide.

Our Commitment

To align commercial success with societal well-being, ensuring that as our business grows, the health and trust of our community grow with it.

The Founding Team



Mr. A. S. Thakur
Founder

A Senior Forensic Expert with 13+ years of experience and the architect of our adulteration detection framework.



Dr. P. M. Tripathi
Co-Founder

A veteran Orthopedic Surgeon who ensures all products align with long-term medical health.



Mr. Yogesh Kumar Payasi
Co-Founder

A Pharmaceutical Specialist with 18+ years of experience, including Pfizer, leading our quality systems.

Haldiva India is not just a brand, but a mission. A sincere effort towards a world free from adulteration, inspired and blessed by *Ramesh C. Madan*, the Founding Father of Private Investigation and recipient of the Lifetime Achievement Award from the President of India.

Our leadership combines specialized expertise in forensic science, medicine, and pharmaceutical discipline to ensure Haldiva India remains a fortress of purity.

Strategic Advisory Board



Mrs. Anjali

Finance & Strategic Growth

Leads our financial governance, ensuring transparency and long-term sustainability.



Adv. Rishi Madan

Legal Affairs & Compliance

Former Legal Counsellor to the National Commission for Women and Co-Founder of SNR Juris, overseeing our strict adherence to legal standards.

Mr. Sayan Dey
Digital Media & Branding

Responsible for brand positioning, digital presence, website, and outreach.

Mr. Siddharth Gupta
Technology & Digital Transformation

Leads backend systems, scalability, transparency, and digital readiness.

Mrs. Kriti Gupta
Operations & Mission Execution

The driving force behind converting our vision into structured, nationwide execution.



Our Products





Join the Future of Ethical Wellness

Haldiva India is more than a brand; it is a movement to restore integrity to the Indian food ecosystem. We are looking for strategic partners and investors who are aligned with our mission to protect consumer health through science and transparency.



Business & Revenue Model

Scaling Purity through a Multi-Channel Ecosystem

Our model is designed to bridge the gap between premium quality and mass-market accessibility. By combining high-frequency retail consumption with a low-entry partnership program, we ensure sustainable revenue and rapid market penetration.

1. Strategic Revenue Streams

We leverage a diversified sales engine to maximize market reach and customer lifetime value:

Channel	Focus Area	Key Driver
Direct Retail & E-com	D2C sales via website and marketplaces.	High-repeat household consumption.
Corporate Gifting	Customized wellness boxes for employees/clients.	High-volume, high-margin seasonal peaks.
Institutional & Events	Bulk supply for weddings, festivals, and large events.	Scalable bulk orders with customized branding.
Partner-Led Sales	Distribution through our "Business Star" network.	Low-cost, localized market expansion.

2. The "Business Star" Program: A Low-Entry Disruptor

Unlike traditional FMCG models that require heavy capital and royalty fees, we offer a decentralized, work-from-anywhere opportunity:

- **Low Barrier to Entry:** Start a partnership with approximately ₹1.5 Lakhs.
- **Zero Royalty:** Partners retain their profits with no recurring commissions or royalty fees to the parent brand.
- **Tech-Enabled Growth:** Unique referral and business codes allow partners to track earnings and business generation in real-time.
- **Incentivized Scaling:** Structured paths for recognition and performance-linked incentives.



Growth & Expansion Strategy

The Roadmap to Global Purity

Our strategy is built on a phased approach that transitions from deep local penetration to a broad international presence, ensuring our **"Golden Touch"** reaches every household.

Phased Market Rollout

» Phase 1: Regional Penetration

Strengthening our presence across key Indian markets through localized distribution and the "Business Star" program.

» Phase 2: Digital Dominance

Implementing a digital-first marketing strategy to reach health-conscious consumers nationwide.

» Phase 3: Institutional Scaling

Expanding into corporate, institutional, and partnership-led growth channels for bulk and gifting solutions.

» Phase 4: Global Footprint

Executing our long-term roadmap for international expansion, positioning Haldiva as a global benchmark for purity.





Strategic Growth Pillars

- » **Technology & Transparency** – Integrating advanced backend systems to ensure supply chain traceability and digital readiness.
- » **Community Expansion** – Scaling our work-from-anywhere partner model to empower micro-entrepreneurs across every state.
- » **Portfolio Diversification** – Continuously evolving our product line from heritage ghee to Ayurvedic blends and millet-based nutrition.
- » **Ethical Ecosystems** – Aligning commercial scaling with societal well-being to grow the health and trust of our community alongside our revenue.



Connect With Us

Let's Restore the "Golden Touch" to Every Home

Thank you for exploring the journey of Haldiva India. We are building more than a business; we are creating a science-safeguarded ecosystem where purity is the standard and integrity guides every growth milestone. Whether you are a consumer seeking unadulterated nourishment, a potential partner for our Business Star Program, or a strategic investor, we invite you to be part of our mission:

A Golden Touch to a Healthy Life.

*Experience the
Haldiva India
Today!*



Shop No. FF-181, Gaur City Center,
Greater Noida (West), Uttar Pradesh
Pin Code - 201306



care@haldivaindia.in



+91 92664 86561



www.haldivaindia.com



@haldiva india



@haldiva india



@haldiva_india





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