

# DIP SOUP

Patented  
Product



A new **beverage**  
for Employee's daily wellness!



KEERAI KADAI VENTURES  
PRIVATE LIMITED

Award-winning AGRITECH FOOD

DELIVERING GREENS AS NUTRACEUTICAL PRODUCTS

[www.keeraikadai.com](http://www.keeraikadai.com)



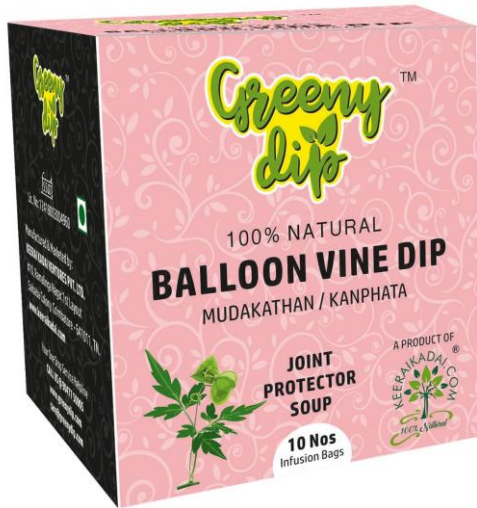
+91-8939354014

# CONCEPT

( SOUPS IN A TEA-BAG )








**rejuvenate**  
LIVE A HEALTHFUL LIFE NATURALLY

**Cardiospermum Halicacabum - The Super Food**

The primary bioactive component of Balloon vine is phytosterols that is shown to have good anti-inflammatory properties. It has sedative effect, and functions simultaneously as a pro-inflammatory compound which makes it effective to strengthen bones & joints and even manage rheumatism & limb stiffness.



**VEGAN DRINK** **GLUTEN FREE** **CAFFEINE FREE** **LOW SODIUM** **PLANT BASED** **NON GMO** **SUGAR FREE**



Requires

- One tea-cup
- 120 ml hot water

**Dip-Soup Infusion bags**

**12 traditional flavors**  
(Picture depicts one flavor – Balloon Vine)

 **Ready in One Minute!**  **Soup in a Dip for the first time!**

Our 12 traditional flavours



Rs 12/-



Rs 10/-



Rs 12/-



Rs 10/-



Rs 12/-



Rs 12/-



Rs 10/-



Rs 10/-



Rs 12/-



Rs 10/-



Rs 10/-



Rs 12/-



# ON DESK REFRESHMENT



# MEETING ROOMS



# STAFF ROOMS



Quick Dips



Easy to make/manage



Value add refreshment



Any time consumption



All age groups





# ANY SEASON



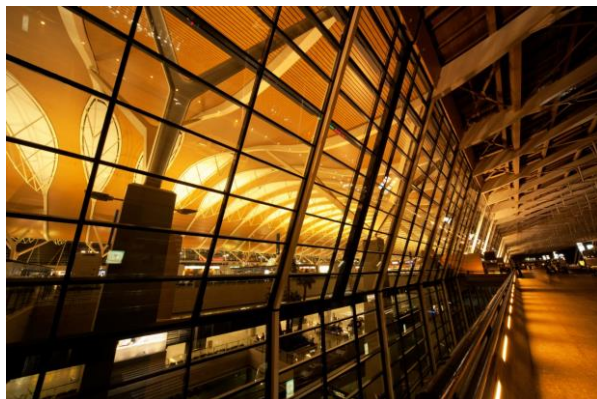
Winter or Cold spaces

Daily workplaces

Monsoons or Ailments



# ANY SHIFTS



Day shifts

Night shift

Operations

Outdoors

For Corporates & Business houses	MRP (Rs)	Introductory Discount(Rs)	Offer Price (Rs)	Additional Incentive
100 sachet	1200	100	1100	--
500 sachet	6,000	500	5500	--
1000 sachet	12,000	1,000	11000	Available
2000 sachet	24,000	2,000	22000	Available
5000 sachet	60,000	5,000	55000	Available

**Costing is similar to current coffee, tea or green tea servings in offices**





## WHY KEERAIKADAI.COM

- SOUP in a DIP for the first time (Unique, Innovative and **Patented**)
- 12 **distinctive health benefit** options (Dip Soup).
- Accelerates wellness, induces active lifestyle
- 100% Vegan, 100% Natural. ZERO additives, ZERO preservatives
- Re-inventing a traditional & healthiest food – **Greens a.k.a Spinach a.k.a Keerai**
- Infusion bags are biodegradable & staple-free.
- Carton packaging made from 100% recycled paperboard
- Empowering our farmer community (1500 and counting)
- We **contribute 1% of total FMCG sales** towards the education of farmer's children

## NUTRACEUTICAL





(WHAT DO WE MEAN BY IT?)

-  Provides health benefits
-  Acts as prevention of disease
-  Helps as treatment of disease
-  Boosts energy
-  Enhance sleep quality



## WELLNESS

(HOW OUR PRODUCT PAVES WAY)

-  SPINACH
  - most underrated dietary greens
  - From 5 to 500+ varieties
-  Balanced Lifestyle
-  Plant based curations
-  Innovation meets tradition.



## SUSTAINABLE ARCHITECT

(WE ARE AN AGROTECH)

-  **Culture** of empowering spinach and plant based agriculture
-  **People First - Small time famers upliftment**
-  Shaping the future with **natural and nutrient food.**
-  **Safeguarding heritage** of traditional greens
-  **1% sales of total FMCG towards education of farmers children**



## THE DETOX CULTURE

-  The culture of cleansing, detox, and strengthening is exploding
-  You feel better, you wake up feeling vital.
-  Health aside, a **joyful quotient**
-  Natural way to get rid of daily toxins
-  Offsets gaps caused due unnatural food composites from fast foods.





# Kovai-based Keeraikadai is approaching farming with science and logic



### கீரைகட்டி டாப் காண்டி 120 ரகசால் அசு காரலு

அவயார், பிளர் 14: னெப்டாயர் அசு பார்ல கோஸ் கீரைகட்டி டாப் காண்டி அண்டயாபலுலு சி கட்டி ரகசால் லெப்டாயர் பிரயோபாசலு னவயாரலு, துறவார் னுல் லைஸ் தரயார் கோஸ் தேவலு அவலு அசு பார்ல லுஸ் அண்டயாபலுலு அலு சாதி னவயாரா னகிடுவலா தமவல, அவரலு னேயு தாரா சாரலு. அல லயவஸ் னாபுலாஸ்டர் தாரா னவயாரா தானு வெலயலயலுஸ் கீரையா. கட்டி சாரலு அவவவரல னலயாரகட்டு அலீத அயித் தாவயுதலா. அண்டயீ கீரைகட்டி னேயுல் அவ லயவஸ் தாராபார்லிவயு கீரைகட்டி டாப் காண்டி கட்டி னேயுலு வெயுதலா.

## US TODAY

### Kadai enters Chennai market

March 6, 2020 by NTV News



Chennai: Keeraikadai.com, an E-commerce Agritech start-up in 150+ varieties of natural Keeral and fast served fresh greens in 10+ categories across Coimbatore and Madurai, has now opened its store in Nollambur, Chennai, to bring its natural keeral along with farm fresh veg products.

The start-up said, as a part of the launch it displayed over 100 varieties of greens and herbs along with their names and health benefits to create awareness among public. Keeraikadai.com also launched Greeny Dip natural soup sachets with a filter bag similar to a green tea.

Speaking on the occasion, CEO and founder, Keeraikadai.com, Sriram Prasad, said, 'The filter bag we use is eco-friendly and easily decomposable in nature. Our filter bags are free from plastic and are made only natural and ingredients and no artificial flavours added. This product is certified from food quality 1000 agricultural university in Coimbatore.'

## Kovai-based Keeraikadai portal expands, launches variety of soups



Coimbatore, Oct 15: Keeraikadai.com, a 2-year-old E-commerce based at Sabhiswala colony, Coimbatore, Tamil Nadu an exclusive show room for 120 varieties of Keeras running successfully with over 30,00,000 plus customers served in the past 2 years, Keeraikadai.com is well known for its natural farming and natural produce of 130+ varieties of Keera. We have branches at Madurai and Chennai.

Now that as per the requirements from PAN India, they are stepping into FMCG markets. And they have launched 'DIP SOUP' - 'Soup in a Dip' for the first time in India. The brand name would be 'GREENY DIP'. Greeny Dip is a product from the house of famous Keeraikadai.com located at Coimbatore. This product has been launched to create a healthy society Greeny Dip would definitely be a solution for foreign soft drinks.

They offer 10 flavours in Greeny Dip from traditional and healthy products. They are free from plastic and easily degradable in nature.

### Coimbatore Techie Sells 40+ Varieties of Native Leafy Greens, Empowers Farmers!

THE BETTER INDIA

### Keeraikadai.com: Going green the smart way

THE HINDU

### Chennai Express

BEING KEERAI CONSCIOUS

கீரை விற்கும் பொறியாளர்

### Gushing over greens

From spinach variants like vallara and paal perikai to dips and delicious snacks, Keeraikadai.com's mission in the city is here to make Chennai eat healthy

Shreetha Sundara

With spinach's life benefits and antioxidants, it's a super food for all. It's a green leafy vegetable that is rich in iron, calcium, and fibre. It's also a good source of vitamins A, B1, B2, B6, C, K, and E. It's a healthy addition to your diet.

Over the year, the number of spins is growing but not all are in the green. We have seen a lot of people who are not eating greens. We have seen a lot of people who are not eating greens. We have seen a lot of people who are not eating greens.

### CHENNAI PLUS

First Weekly Tabloid Combined All Over Chennai

## App reveals benefits of 120 greens, herbs

NT BUREAU Chennai, Apr 15

Keeraikadai.com is an E-commerce Agritech start up started at Coimbatore 2 years back that provides 150+ varieties of Natural Keeral across Coimbatore and had served fresh greens to 1Lakh+ customers across Coimbatore and Madurai. Keeraikadai.com has taken a step forward now to bring the Natural Keeral along with farm fresh vegetables and fruits to Chennai people through the launch of their maiden store in Chennai at Nollambur.



As a part of this launch, Keeraikadai.com displayed 100+ varieties of Greens and Herbs along with their names and health benefits to create awareness among the public. This will lead a pathway for the people to know about the forgotten and unknown herbs which has numerous benefits for a human body. Keeraikadai.com also launches Greeny Dip - a natural soup sachet with a filter bag similar to a green tea. Currently launching 5 varieties namely Aswagandha Dip, Moringa Turmeric Dip, Vallara Dip, Mudakathip Dip and...

www.keeraikadai.com

70949 50005

### நமது பாரம்பரிய 120 கீரை வகைகளின் நன்மைகளை உள்வாங்கிய அக்டோபர் 12-ம் செயலியை கீரைக்கடை.காம் அறிமுகப்படுத்தியுள்ளது

### News18 Special: பொறியியல்... கீரை விற்பனையில் அசத்தும் இளைஞர்

### Take a green dip

Ready-to-drink green soups called greeny dips are the latest offering by Keeraikadai

Beyond palak and methi, there are many Indian greens waiting to be rediscovered

Scroll.in

### கீரைக்கடை: கீரையில் புதுமை காட்டும கோவை இளைஞர்

## Keeraikadai.com over 120+ Media recognition

Coimbatore-based Keeraikadai going global

BusinessLine





Certificate no: DIPP72783

**FDA**  
REGISTERED




**GMO**  
FREE CERTIFIED  
GVCSENGIN10040322

We will be delighted to serve your offices !



Thank you



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