

A PIONEERING INDIAN VERIFIABLE FOOD BRAND

INDIA'S NEW STANDARD FOR VERIFIABLE FOOD.

From farm provenance to batch-level proof.

AgrEco PURE brings together end-to-end traceability, independent scientific verification and a QR-enabled Digital Food Passport - so buyers can inspect the evidence behind the food, not merely trust the claim.

AgrEco PURE

Proof, Not Promises.

Verifiable. Traceable. Food.



UPITS 2026 | Buyer & Partner Brochure

Every batch can carry a Digital Food Passport.

Pioneering verifiable food from India.

AgrEco PURE is positioning itself at the forefront of a new category: food that is not only traceable, but independently verifiable at batch level. Our model combines premium Indian origins, scientific testing, provenance and end-to-end digital traceability in one buyer-facing system.

VERIFY

Batch-linked independent laboratory evidence.

TRACE

Farm-to-product provenance through TrueTrace(TM).

PASSPORT

QR-enabled Digital Food Passport for the relevant batch.

THE POSITIONING

India's pioneering verifiable, end-to-end traceable food proposition.

Rather than asking a buyer or consumer to rely on the pack alone, AgrEco PURE is designed to connect the product to evidence: source, journey, testing and batch identity.

PARTNERSHIP MODELS

+ AgrEco PURE branded products

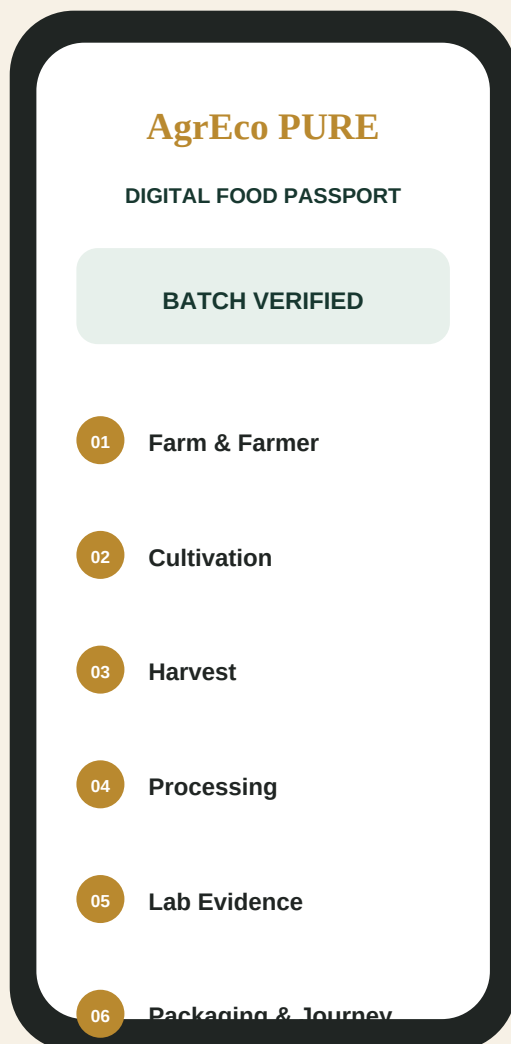
+ B2B sourcing

+ Private-label supply

+ TrueTrace(TM) traceability

Every batch can carry its evidence.

TrueTrace™ is AgrEco's proprietary traceability technology. A QR-enabled Digital Food Passport connects the physical pack or batch to provenance, verification records and its documented journey.



WHAT A BUYER CAN SEE

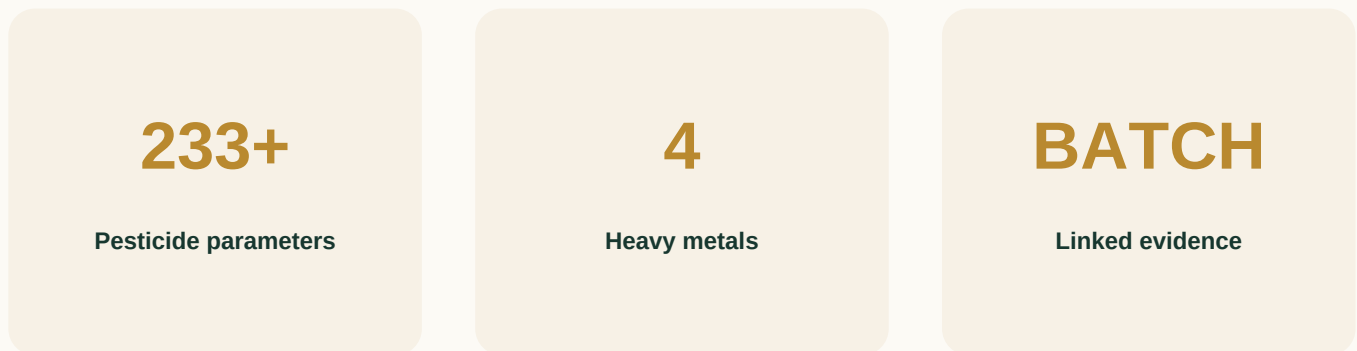
- Farmer and farm provenance
- Source / origin information
- Cultivation records
- Harvest and processing events
- Batch-linked independent lab reports
- Packaging and supply-chain events
- Nutrition and product information

FROM CLAIM → TO EVIDENCE

For overseas buyers, the Digital Food Passport creates a concise, accessible layer of provenance and verification around the food they source.

Proof behind the product.

For applicable AgrEco PURE products, independent NABL-accredited laboratory testing is used to verify food-safety parameters, including extensive pesticide-residue and heavy-metal testing.



WHY THIS MATTERS TO A BUYER

The proposition is not simply 'tested food'. It is the ability to connect verification evidence to the relevant batch and place that evidence alongside provenance and traceability.



Important: testing specifications and documentation can be aligned to the product, market and buyer requirement.

THE KITCHEN GUARDIAN

You read the label.
You ask questions.
You verify.

The Kitchen Guardian is the person who decides what enters the family kitchen - and wants evidence, not just reassurance.

THE SIMPLE CONSUMER JOURNEY

SCAN

the QR

SEE

the evidence

TRACE

the journey

DECIDE

with confidence

FOR CONSUMERS

Don't just trust the label. Verify your food.

FOR BUYERS

A differentiated proposition that turns traceability into a consumer-facing reason to choose the product.



Source India. See the proof.

We are seeking conversations with importers, distributors, retailers, institutional buyers, private-label partners and food brands looking for premium Indian products with transparent provenance and verifiable supply chains.

FLAGSHIP & HIGH-VALUE INDIAN ORIGINS

Naga Coffee	Distinctive origin coffee
Sikkim Large Cardamom	Premium GI-linked Indian origin
Naga King Chilli	High-value GI-linked chilli
Lakadong Turmeric	Premium Meghalaya turmeric
Coffee & Whole Spices	Arabica, Robusta, black pepper, cinnamon, clove, nutmeg, mace
TrueTrace(TM)	Digital Food Passport and traceability solutions

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LET'S TALK AT UPITS 2026

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