



ORGANOPY ORGANIC PRIVATE LIMITED

"Pure Essentials for Immunity and Health"



Empowering Agriculture: *Our Story, Vision, and Mission*

Organopy Organic Private Limited champions the essence of organic living through dedicated organic farming. In response to the immunity challenges highlighted by the pandemic, we have initiated our product line with organic mustard oil. Our offerings are meticulously produced to maintain purity and full nutritional value, aiming to boost immunity and rectify nutritional deficiencies, thereby contributing to a healthier community.



MISSION

To leverage organic food as a vital tool for health enhancement, aiming to transform India into a nation where organic solutions prevail over pharmaceutical interventions for lifestyle-related health issues.

VISION

To serve individuals battling nutritional deficiencies and weakened immune systems by providing premium, organic food products that contribute significantly to overall health and fitness.

Challenges in Agriculture

Challenge 1

Misleading Labels

- Many products are marketed as organic but fail to meet certification standards, misleading consumers and undermining trust in genuine organic products.

Challenge 3

Limited Consumer Awareness

- Despite growing health consciousness, a significant portion of the population remains unaware of the benefits of organic products, impacting demand.

Challenge 2

High Production Costs

- Organic farming requires more labor and organic inputs which are often more expensive than conventional ones, leading to higher costs for end products.

Challenge 4

Supply Chain Inefficiencies

- Organic supply chains are often less developed than conventional ones, leading to inefficiencies in distribution and increased carbon footprint.

According to a study, the organic food market is expected to grow by **14% by 2025**, but currently, only about **0.5%** of farmland globally is certified organic.

Source: Global Organic Market Analysis

Transforming Agriculture with Our Solutions



Organic Mustard Oil :

- Sourced from farms practicing sustainable agriculture, our mustard oil and rice are certified organic, ensuring no use of synthetic pesticides or fertilizers, which enhances consumer health and well-being.

Educational Outreach:

- We engage in community education programs to raise awareness about the benefits of organic foods, helping to inform and expand our consumer base.

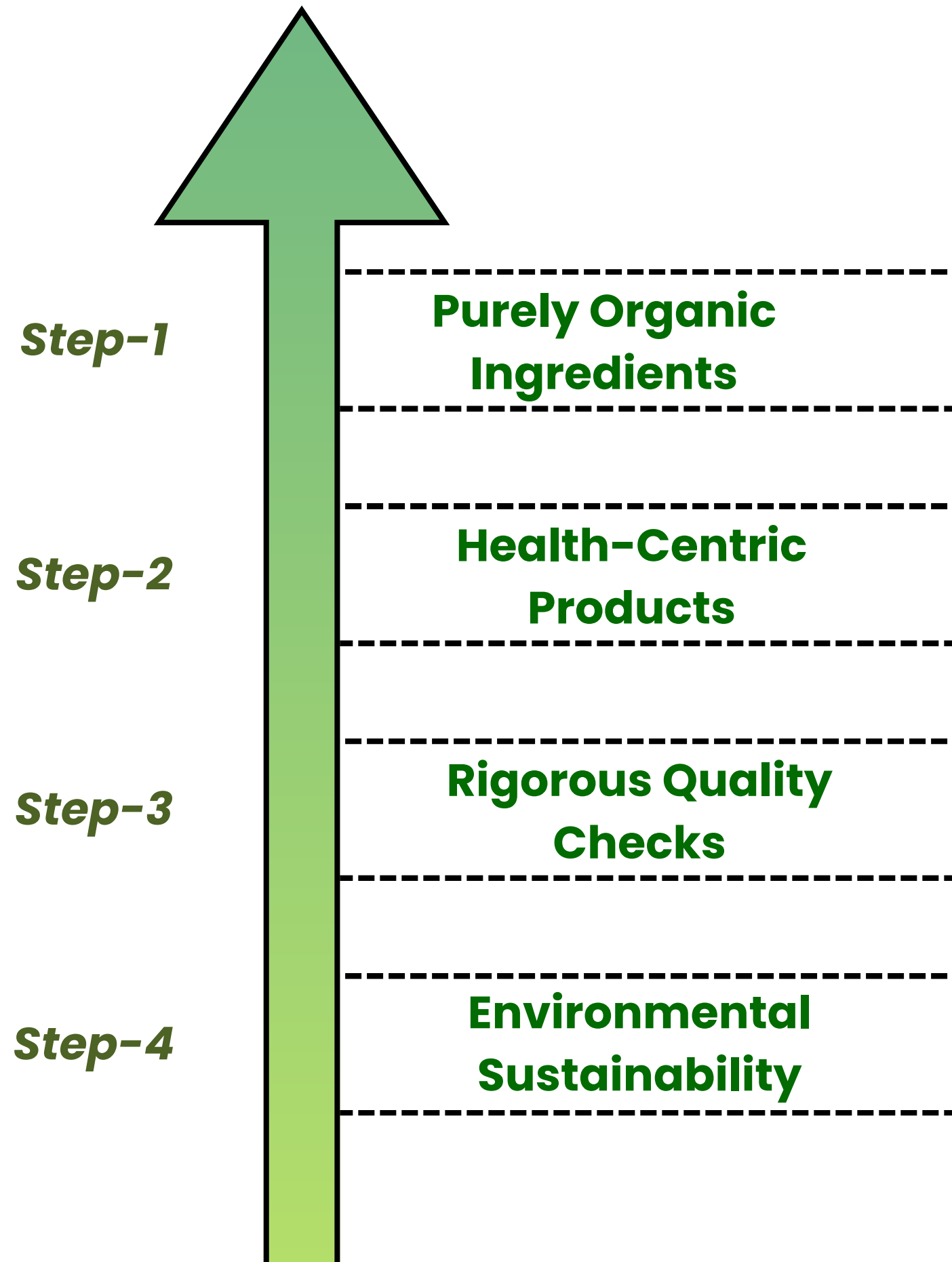
Quality Assurance:

- Every batch of our products undergoes strict quality checks to ensure they meet high standards of purity and nutrition, reassuring our customers about the authenticity of our organic claims.

Collaborations with Organic Farmers:

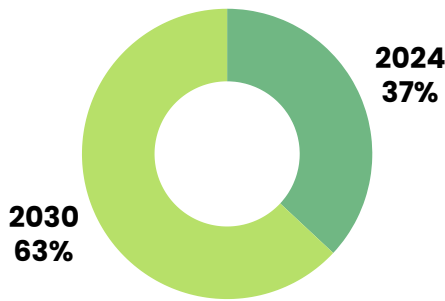
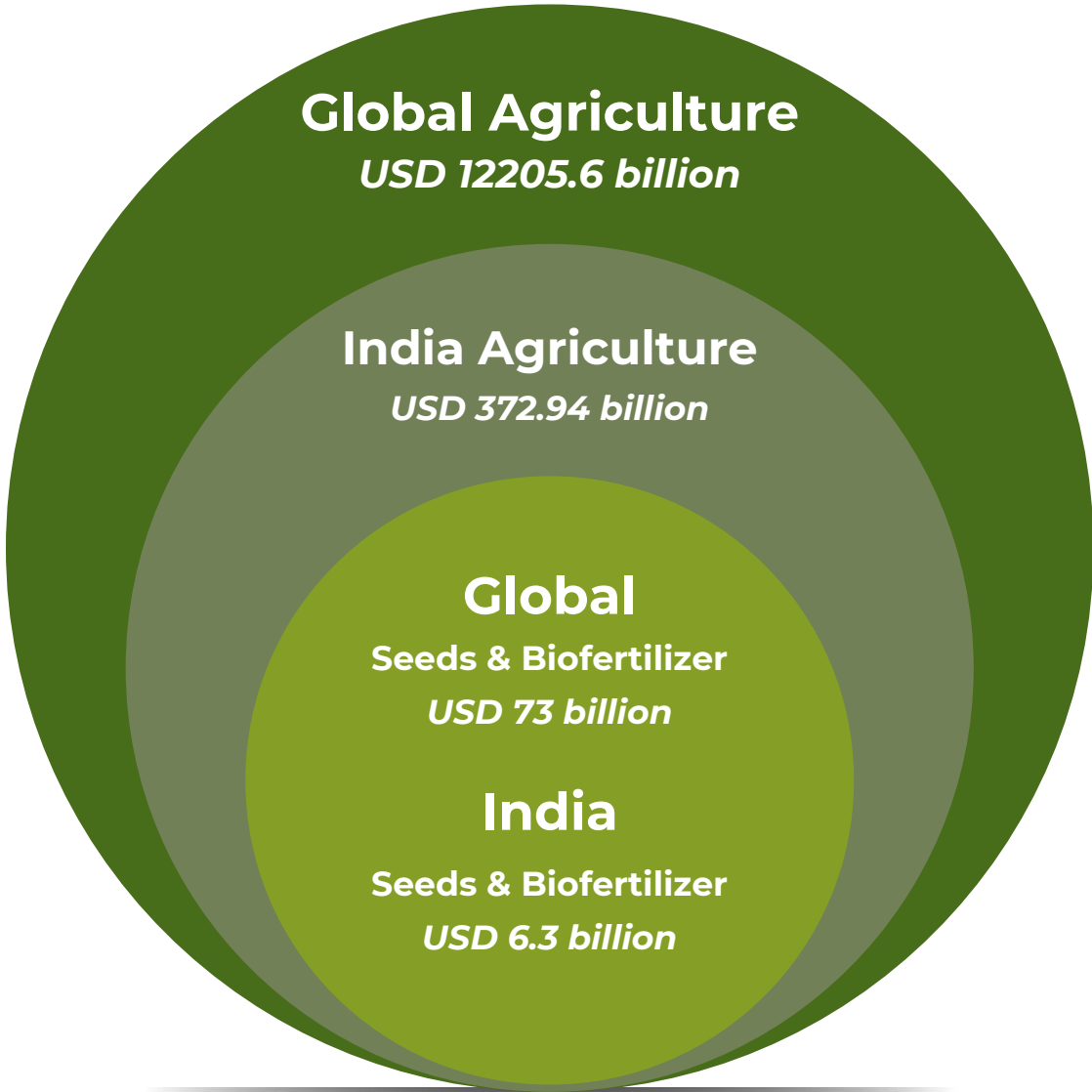
- By partnering with local organic farmers, we ensure a consistent supply of high-quality ingredients, supporting local economies and reducing environmental impact.

Strategic Marketing Initiatives: Unique Selling Point



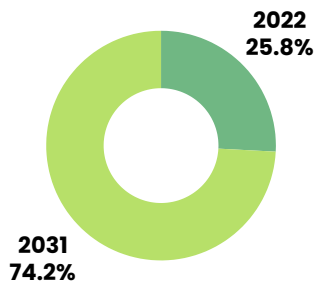
- We guarantee that our mustard oil and rice are sourced from 100% certified organic farms, ensuring no chemical pesticides or synthetic fertilizers are used, thus delivering pure and health-enhancing products.
- Each product is designed to boost immunity and address nutritional deficiencies, making them ideal for consumers looking to enhance their health naturally.
- All our products undergo multiple quality assessments to ensure they meet the highest standards of nutrition and safety, thereby instilling trust and satisfaction among our consumers.
- Committed to sustainability, our operations minimize environmental impact, promoting biodiversity and responsible farming practices which resonate with eco-conscious consumers.

Agriculture Market: Dynamics & Scope



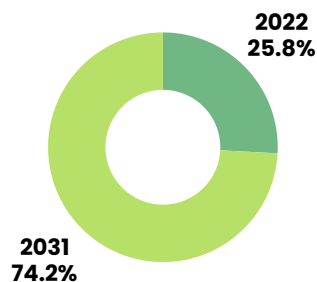
Global Organic Food Market

- Current (2024): USD 187.85 billion
- Estimate (2030): USD 320.5 billion
- CAGR: 9.1%



India Organic Food Market

- Current (2024): USD 2.36 billion
- Estimate (2030): USD 10.73 billion
- CAGR: 16.2%



Organic Mustard Oil (India)

- Current (2024): USD 0.89 billion
- Estimate (2030): USD 2.25 billion
- CAGR: 17.3%

Identifying Our Core: The Target Market Landscape

Health-Conscious Consumers

Individuals seeking to improve their health and immune system through natural, chemical-free diets.

Fitness Enthusiasts

Athletes and fitness-conscious people who prioritize organic, nutritious food to maintain optimal health.

Wellness Centers and Health Clinics

Establishments focusing on holistic health and wellness that incorporate organic food into their dietary recommendations for patients and clients.

Eco-Friendly Households

Families and individuals who are committed to sustainable living and prefer organic products to support environmental conservation.

Revenue Model: Fueling Our Success

Organic Product Sales

Revenue generated from the sale of our organic mustard oil . These products are sold directly to consumers through organic food stores, online platforms, and health and wellness centers.

Health and Wellness Programs

Earning revenue through partnerships with wellness centers and health clinics where our organic products are incorporated into their nutrition programs.

Educational Workshops

Offering workshops and seminars on the benefits and methods of organic cooking and eating, targeting health-conscious groups and fitness enthusiasts.

Sustainability Grants

Applying for and securing grants aimed at promoting sustainable agriculture practices, helping us expand our reach and develop new organic products.



Strategic Growth Blueprint: Phases of Scaling for Social Impact

Awareness Campaigns

1

Launch extensive campaigns to educate consumers on the health benefits of organic mustard oil and rice, emphasizing the importance of switching to organic foods for enhanced well-being.

Strategic Partnerships

2

Collaborate with health and wellness centers, fitness clubs, and nutritionists to promote and distribute our products, enhancing credibility and market reach.

Enhanced Digital Presence

3

Develop a robust online platform for product information, e-commerce, health benefits, customer testimonials, and interactive consumer education about organic foods.

Direct Engagement with Consumers

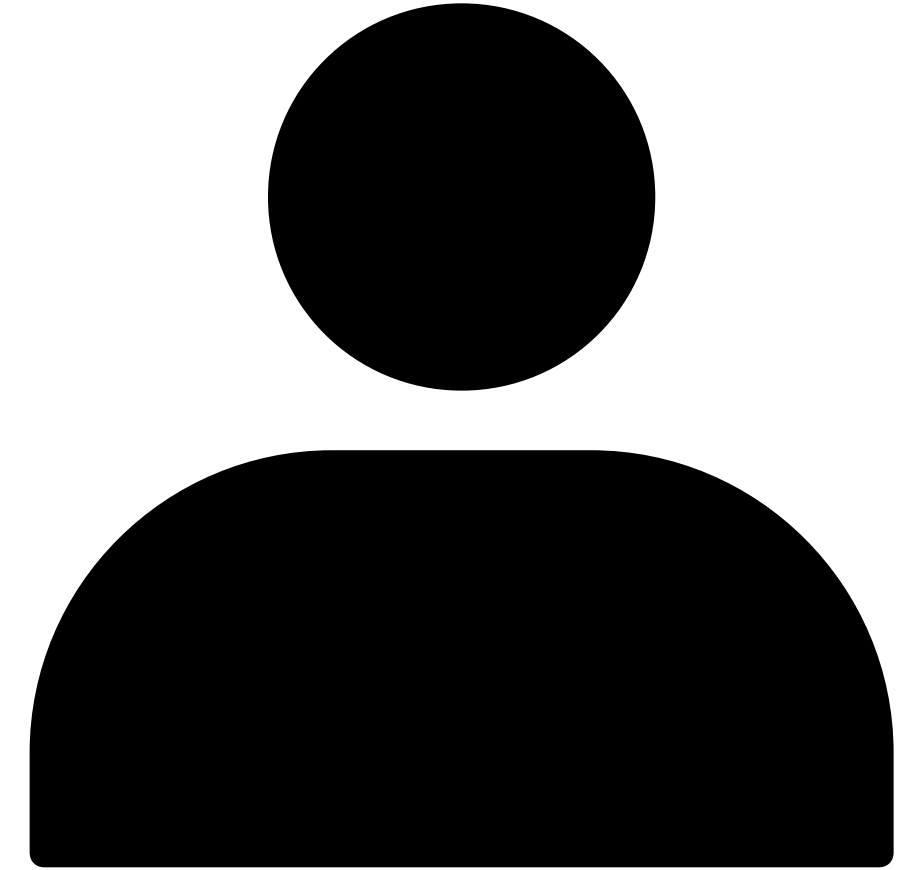
4

Establish direct sales channels through organic markets, health fairs, and online platforms, offering consumers firsthand experience with our products and detailed guidance on using organic foods for health improvement.

←----- ***Leadership Team*** -----→



Hemant Kumar Singh
Director



Ratna Sen Singh
Director

Get in Touch: Connect with ORGANOPY ORAGANIC Summary Today

Organopy Organic Private Limited is dedicated to enhancing health and wellness across India through the promotion of organic food consumption. By combining high-quality organic products, consumer education, and robust community engagement, we aim to improve dietary habits and overall health while supporting sustainable agricultural practices.



+91 -99718 17544



organopyorganicpvtltd@gmail.com



***Village And Post Utturi,
Tehsil Sadar, District Sultanpur
Pin Code:228001
Uttar Pradesh (IN)***