



Hrd Agro (P) Ltd.

Portfolio of Products



Aloe Vera Pure Juice Variants- Phase 1



Aloe Vera
Pure Juice



Aloe Vera
Pineapple Juice



Aloe Vera Wild
Berries Juice



Aloe Vera
Mango Juice



Aloe Vera
Lime Juice



PHASE - 1

Sr.No	Product Description	Landed Price (Inclusive G.S.T & Freight)	G.S.T(%)	M.R.P	% Margin (Mark Up)	% Margin (Mark Down)	Quantity (ml)
1.	Aloe Vera Lime Juice		12	450			600
2.	Aloe Vera Pineapple Juice		12	460			600
3.	Aloe Vera Mango Juice		12	450			600
4.	Aloe Vera Wild Berries Juice		12	460			600
5.	Aloe Vera Pure Juice		12	450			600

Special Attributes:

- 1) Social Initiative, aimed at helping the marginal farmers
- 2) Products completely natural and grown organically
- 3) Preservative free & chemical free
- 4) Fresh fruits blended in Pure Aloe-Vera



Aloe Vera Fruit Drinks

Squeeze the most out of life!

Aloe Vera Green Grape, Wild Berries, Mango, Green Grape (Diet), Pomegranate Jamun Drinks.





PHASE – 2(prices /markdown to be finalised close to launch dates)

Sr.No	Product Description	Landed Price (Inclusive G.S.T & Freight)	G.S.T(%)	M.R.P	% Margin (Mark Up)	% Margin (Mark Down)	Quantity (ml)
1.	Aloe Vera Lime Drink		12				500
2.	Aloe Vera Green Grape Drink		12				500
3.	Aloe Vera Mango Drink		12				500
4.	Aloe Vera Wild Berries Drink		12				500

Special Attributes:

- 1) This Brand is owned by another company , hence we would need to work on labels
- 2) Products completely natural and grown organically
- 3) Preservative free & chemical free
- 4) Fresh fruits blended in Pure Aloe-Vera
- 5) On Bulk movement of Goods - truck load of at least 1000 cartons of 24 pcs each



Aloe Vera with Honey and other Variants-Phase 2A

Squeeze the most out of life!

Honey Aloe, Honey Pineapple, Honey Lime & Honey Tulsi





Phase 2A(Prices / markdown to be finalised close to launch dates)

Sr.No	Product Description	Landed Price (Inclusive G.S.T & Freight)	G.S.T(%)	M.R.P	% Margin (Mark Up)	% Margin (Mark Down)	Quantity (ml)
1.	Honey Aloe Vera Drink		12				250
2.	Honey Lime Drink		12				250
3.	Honey Pineapple Drink		12				250

Special Attributes:

- 1) Products completely natural and grown organically
- 2) Preservative free & chemical free
- 3) On Bulk movement of Goods - truck load of at least 1500-2000 cartons of 24 pcs each

Phase Roll Out Plan

- Roll Out of Phase 1- Immediate, with all SKU's to be made available in phases of two months .
- Roll Out of Phase 2- New packaging needs to be developed for exports
- Roll Out of Phase 2A – We can either use this brand or a new one for exports , depending on the volumes