



PALMORA GLOBAL

# **PALMORA GLOBAL PRIVATE LIMITED**

PRIVATE LIMITED

*Built On Trust. Grade For Quality.*





# About PALMORA<sup>TM</sup>



**Palmora Global Private Limited** is an agri-processing and **trading company specializing in premium betelnuts, black pepper, and their value-added by-products**. We source raw produce directly from farmers and APMCs, ensuring fair pricing and strong, long-term procurement relationships. Within our in-house processing facility, every batch is **carefully cleaned, graded, and packed** to meet strict quality and size standards.

With years of traditional offline operations, we are now transitioning into a **digital-first agri-commerce brand under the name Palmora<sup>TM</sup>**. Our expansion focuses on building a strong online presence and achieving nationwide reach through B2B marketplaces, digital sales channels, and direct buyer networks. At Palmora<sup>TM</sup> Global, our mission is to deliver consistent product quality, strengthen the farmer-to-market supply chain, and bring India's finest betelnut and black pepper products to customers across the country.





# Vision & Mission Statement



To become India's most trusted and modern agri-processing and trading brand specializing in premium betelnuts and black pepper, connecting farmers to national markets through quality, transparency, and a scalable digital-first ecosystem.

Vision



To deliver consistent, graded betelnuts and black pepper through efficient procurement and scientific processing; empower farmers with fair, long-term partnerships; build a reliable farmer-to-market supply chain; and ensure trust, transparency, and excellence in every step—from sourcing to delivery.

Mission







# The Problem

## ***Limited Access to Quality Betelnuts & Spices***

Buyers across India struggle to source consistent, clean, and properly graded betelnuts and black pepper due to variations in quality, adulteration, and lack of standardized processing.

## ***Farmer Income Instability***

Farmers face price fluctuations, delayed payments, and dependency on middlemen, leading to unstable earnings and reduced motivation to supply high-quality produce.

## ***Inefficient Supply Chain***

Unorganized procurement and inconsistent processing affect quality, reliability, and product uniformity.

## ***No Transparency in Pricing***

Farmers and buyers lack real-time price and demand visibility.

## ***No Digital Presence***

Traditional offline trading restricts visibility, limits nationwide reach, and prevents participation in high-growth digital B2B marketplaces.





# Our Solution

Palmora™ provides a modern and organized agri-processing model that connects farmers and buyers through a reliable, quality-driven supply chain. With scientific grading, transparent sourcing practices, and a digital-first trading approach, we ensure that premium betelnuts and black pepper reach markets across India with consistency and trust. Our solution strengthens farmer relationships, reduces middlemen dependency, and enables nationwide scalability through efficient processing and digital commerce.



**Direct Sourcing From Farmers & APMCs :** We eliminate multiple intermediaries by procuring directly from farmers and APMC markets, ensuring fair pricing and a steady supply of quality produce.



**Scientific Cleaning, Grading & Processing :** Our in-house facility uses standardized grading and cleaning processes to deliver consistent, premium-quality betelnuts and spices.



**Efficient Storage & Logistics :** Organized warehousing, moisture-controlled storage, and systematic packaging help maintain product freshness and reduce wastage.



**Quality Assurance & Transparency :** Every batch is inspected and classified by size, texture, and purity, giving buyers complete confidence in product quality.



**Digital Integration:** Uses technology for demand forecasting, inventory management, and transparent transactions.



# Our Products

*Palmora™ offers a premium range of processed betelnuts and high-quality black pepper, sourced directly from farmers and APMC markets. Each product is scientifically cleaned, graded, and packed at our in-house facility to ensure consistent quality, purity, and freshness. Our products serve wholesalers, retailers, paan shops, FMCG traders, and spice distributors across India.*

## ***Our Core Products:***

### **Betelnuts (Supari)**

High-quality raw, cleaned, and scientifically graded betelnuts sorted by size, texture, and purity. Ideal for paan masala manufacturers, wholesalers, retailers, and regional distributors. Our processing ensures uniformity, reduced impurities, and premium-grade output suitable for bulk trade and value-added production.

### **Black Pepper**

Bold, high-pungency black pepper with uniform size, deep aroma, and superior flavor profile. Sourced directly from trusted growers and moisture-controlled for maximum freshness. Packed for domestic wholesalers, retail markets, and food-processing units requiring consistent, reliable supply.

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# What We Offer

CATEGORY	DESCRIPTION
Processed Betelnuts	Scientifically cleaned, graded, and size-sorted betelnuts suitable for wholesalers, retailers, paan masala makers, and B2B buyers across India.
Premium Pepper Trading	High-quality black pepper sourced directly from farmers/APMCs and delivered with consistent quality and purity standards.
Farmer Sourcing Network	Direct partnerships with farmers ensuring fair pricing, transparent procurement, and long-term buying commitments.
B2B Wholesale Solutions	Reliable supply to distributors, traders, FMCG units, paan shops, spice dealers, and bulk buyers with assured quality and timely delivery.
Customized Packaging & Bulk Orders	Flexible packaging options (bulk / retail-ready packs) and customized orders based on buyer requirements.
Efficient Storage & Logistics	Moisture-controlled storage, safe warehousing, and smooth transportation ensuring product freshness and reduced wastage.
Digital Trading & Market Expansion	Online presence across digital B2B marketplaces and direct online channels enabling nationwide reach and scalable growth.





## Unique Selling Points (USP)



### ***Direct Sourcing & Fair Pricing***

We procure betelnuts and black pepper directly from farmers and APMC markets, removing multiple middlemen and ensuring fair prices, reliable supply, and traceable sourcing.



### ***Scientific Processing & Grading***

Our in-house facility uses standardized cleaning, grading, and moisture-control methods, delivering consistent quality that wholesalers and B2B buyers can trust.



### ***Premium Quality & Purity Assurance***

Every batch undergoes quality checks for size, texture, and purity—resulting in uniform, high-grade products that meet market and industry requirements.



### ***Digital-First Market Expansion***

We leverage digital B2B platforms and online trade channels to expand nationwide reach, enabling faster transactions, transparency, and scalable growth.



# STP Analysis

## Targeting

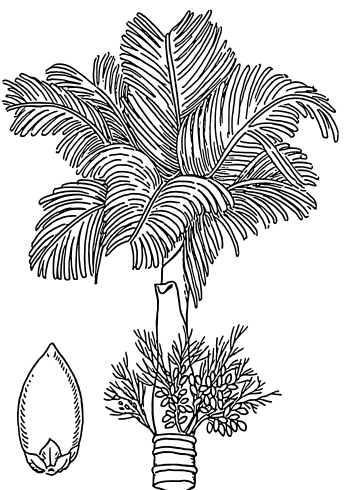
Our primary focus is on bulk buyers who require consistent, graded betelnuts and black pepper, including wholesalers, paan masala makers, regional traders, and B2B online marketplace buyers. We also target farmers seeking fair pricing and long-term procurement partnerships.

## Positioning

Palmora™ is positioned as a reliable, quality-driven agri-processing company delivering scientifically graded betelnuts and black pepper through transparent sourcing and a digital-first trading model.

## Segmentation

We segment the market into wholesalers, distributors, paan masala manufacturers, retail traders, pepper buyers, and digital B2B customers. Farmers supplying raw betelnuts and black pepper are also an essential part of our sourcing ecosystem.



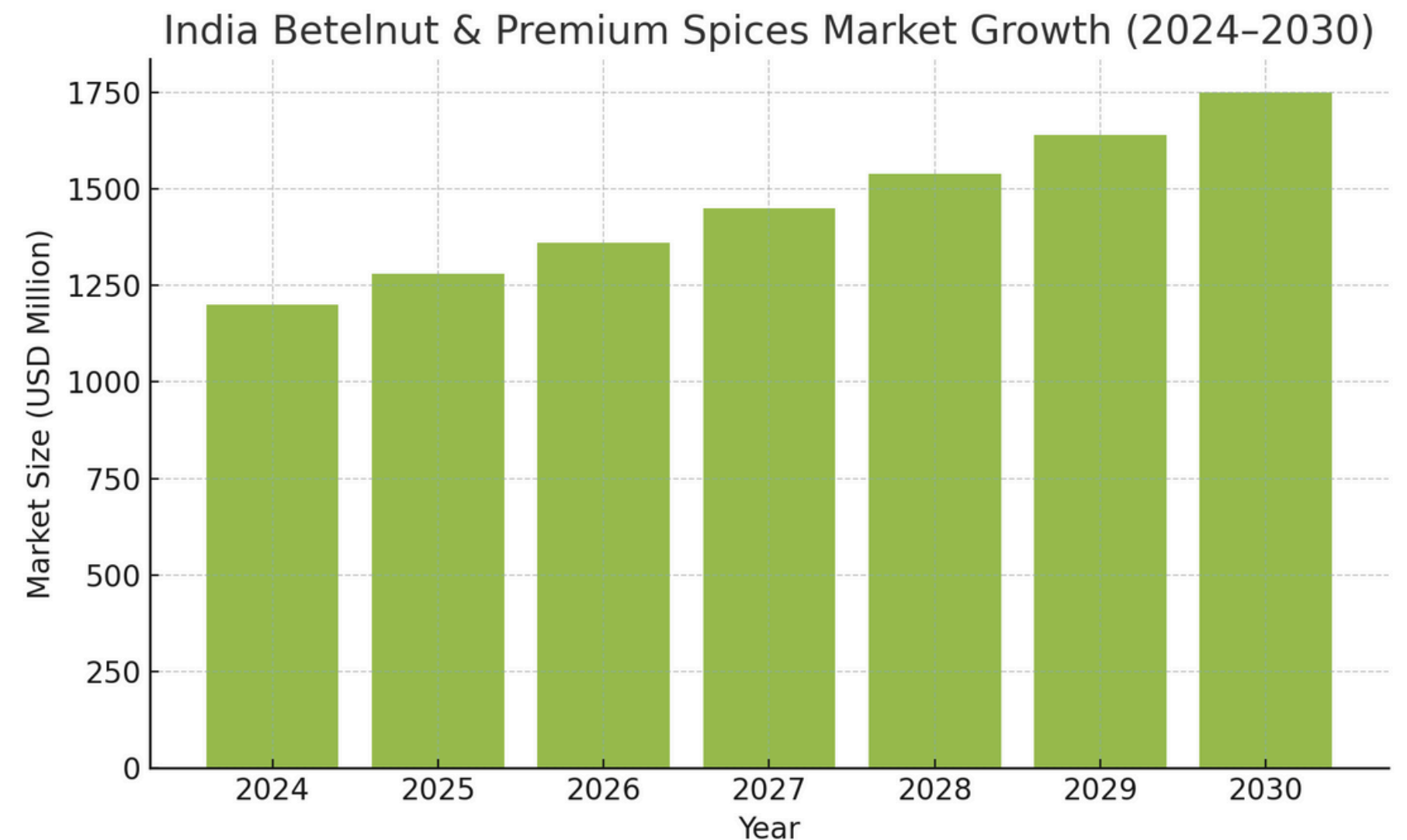


# Market Overview

According to industry reports, India's betelnut (supari) and spices market is witnessing strong and sustained growth, driven by rising consumption, improved processing standards, and expanding nationwide demand. The Indian betelnut market is valued at over USD 1.2 billion, supported by large-scale usage in paan, mouth fresheners, FMCG, and regional trade networks. Similarly, the Indian spices sector continues to grow steadily, projected to reach USD 31–35 billion by 2030, with cinnamon, cardamom, and black pepper being among the highest-value categories.

This growth is fueled by increasing demand for clean, graded, and traceable agricultural products, which aligns directly with PALMORA GLOBAL's business model of scientific processing and digital-first distribution. As buyers shift toward reliable sourcing and standardized quality, companies offering transparent procurement and consistent product grading are gaining a competitive edge in the agri-trading sector.

**Source:** IMARC Group – India Spices & Seasonings Market Report / IMARC – Areca Nut / Betelnut Market Insight





# TAM-SAM-SOM

Category	Definition	Market Size (USD Million)	Explanation
TAM (Total Addressable Market)	Global opportunity combining betelnut & premium spices	≈ 36,200 million	Derived from the global opportunity of betelnuts (USD 1,200 million) + spices projected to reach USD 31,000–35,000 million by 2030. Represents full demand across all countries and trade channels.
SAM (Serviceable Available Market)	India's domestic betelnut + spices market	≈ 32,200–36,200 million (India-focused portion)	Based on India being a major consumer of betelnuts AND one of the world's largest spice markets. This segment includes FMCG, retail, paan masala, food processing, and regional trade networks.
SOM (Serviceable Obtainable Market)	PALMORA GLOBAL's achievable share in initial phase	USD 1.2–2.5 million (Years 1–2)	Assuming 0.01–0.02% capture from the combined India betelnut & spices market through direct sourcing, scientific grading, and digital-first distribution in your target regions.

- **India's combined betelnut + premium spices market represents a USD 32–36B opportunity.**
- **PALMORA™ GLOBAL's scientific processing and digital distribution model positions it strongly in this growing, quality-conscious market.**
- **Initial SOM can scale 3–5× within five years as digital presence expands.**



# Competitor Analysis

*The betelnut and black pepper trading market in India is dominated by traditional traders and regional wholesalers, most of whom operate offline with inconsistent quality standards and limited transparency. Competition is largely price-driven, with minimal focus on scientific processing, digital traceability, or farmer partnerships. Palmora™ Global differentiates itself by offering standardized grading, direct sourcing, and a digital-first supply chain built on quality and trust.*

## Competitive Landscape Insights:

- **Unorganized & Fragmented Market** Most traders still follow manual sorting and offline procurement, leading to variable quality and unreliable supply.
- **Limited Quality Control** Competitors rarely use scientific grading or moisture-controlled storage, resulting in inconsistent product purity and customer dissatisfaction.
- **Low Transparency in Pricing** Traditional buyers and sellers lack real-time pricing data, creating information gaps and unstable market rates.
- **Minimal Farmer Partnership** Existing models offer no long-term contracts or fair-pricing mechanisms, keeping farmers dependent on intermediaries.

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## PALMORA™ – Distinct Advantages

- **Direct Sourcing & Controlled Processing** We procure directly from farmers/APMCs and use scientific grading, ensuring consistent quality and purity across batches of betelnut and black pepper.
- **Quality-First Approach** Moisture-controlled storage, standardized cleaning, and size sorting give us a competitive edge in B2B markets.
- **Digital-Enabled Market Reach** Online B2B platforms and digital distribution expand our customer network far beyond traditional trading routes.
- **Fair & Transparent Partnerships** We provide farmers with stable pricing, long-term procurement commitments, and a transparent supply chain.



# Competitor Analysis

Features / Parameters	Palmora™	Local Betelnut Traders	Regional Black Pepper Traders	Online B2B Sellers (IndiaMART/Udaan)
Direct Sourcing from Farmers	✓	✗	✗	✗
Scientific Cleaning & Grading	✓	✗	Partial ✓	✗
Consistent Quality & Purity	✓	✗	Partial ✓	✗
Moisture-Controlled Storage	✓	✗	✗	✗
Transparent Pricing	✓	✗	✗	✗
Bulk Supply Reliability	✓	Partial ✓	✓	✗
Farmer Partnership & Fair Pricing	✓	✗	✗	✗
Standardized Packaging Options	✓	✗	Partial ✓	✗
Pan-India Supplies	✓	✗	Partial ✓	✓
Premium Black Pepper Portfolio	✓	✗	✓	Partial ✓



# Go-to-Market Strategy

## ***Direct B2B Distribution***

Target wholesalers, paan masala manufacturers, black pepper traders, and regional distributors with consistent, graded betelnuts and black pepper through direct sales channels.

## ***Digital Marketplace Expansion***

List and sell products on IndiaMART, TradeIndia, Udaan, and other B2B platforms to reach nationwide buyers and accelerate lead generation.

## ***Farmer-Linked Procurement Network***

Strengthen sourcing by onboarding local farmers and APMC suppliers, ensuring steady supply, fair pricing, and long-term procurement relationships.

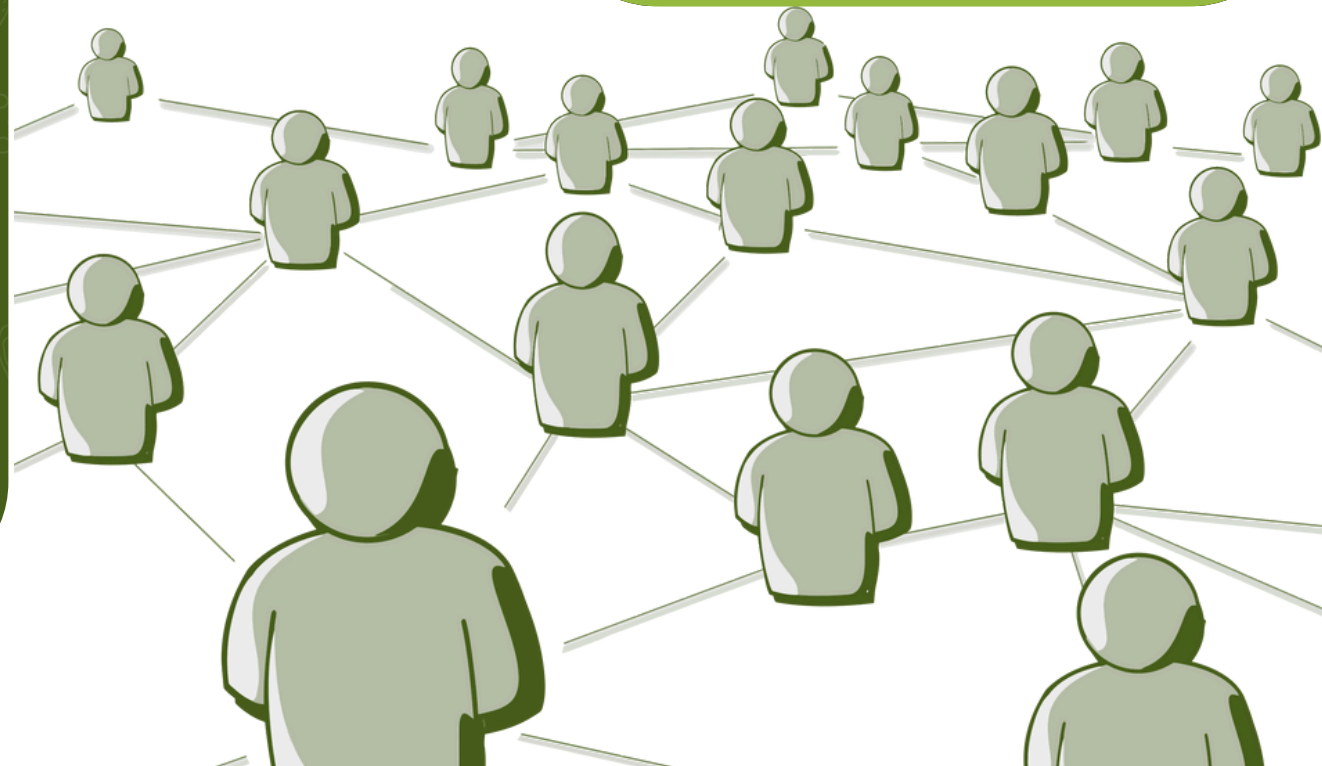
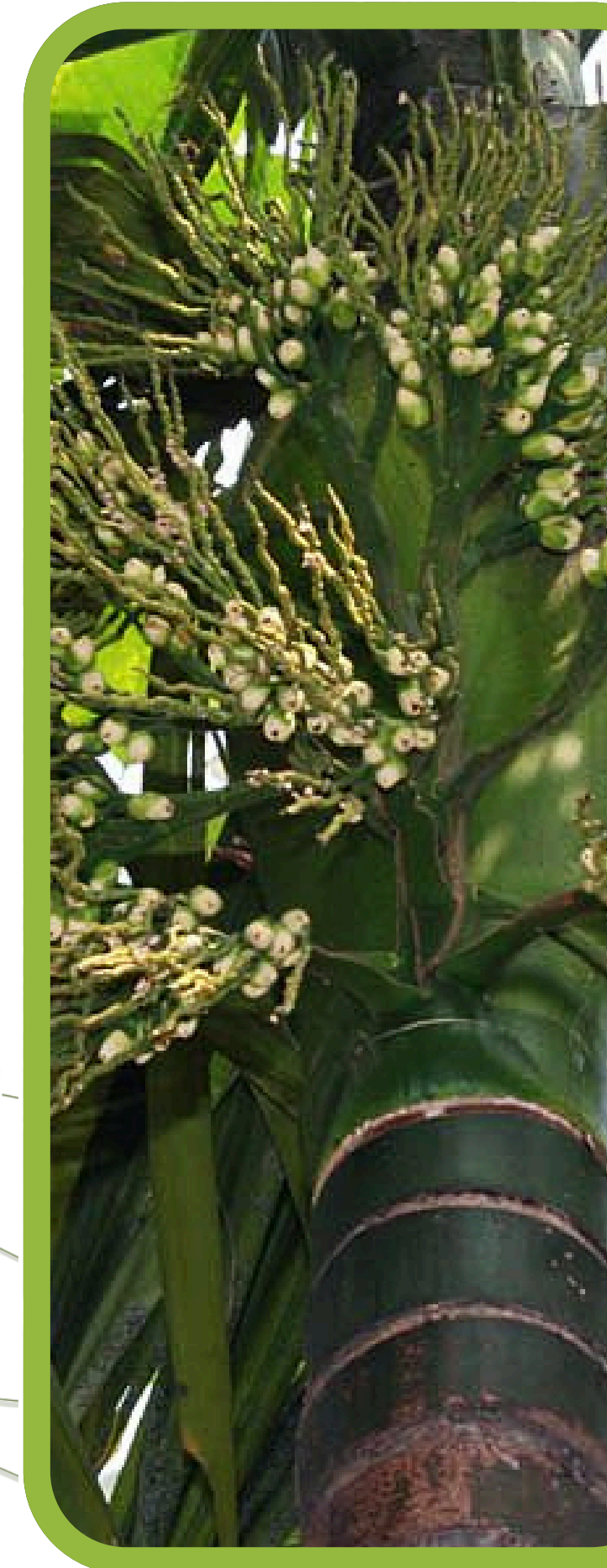
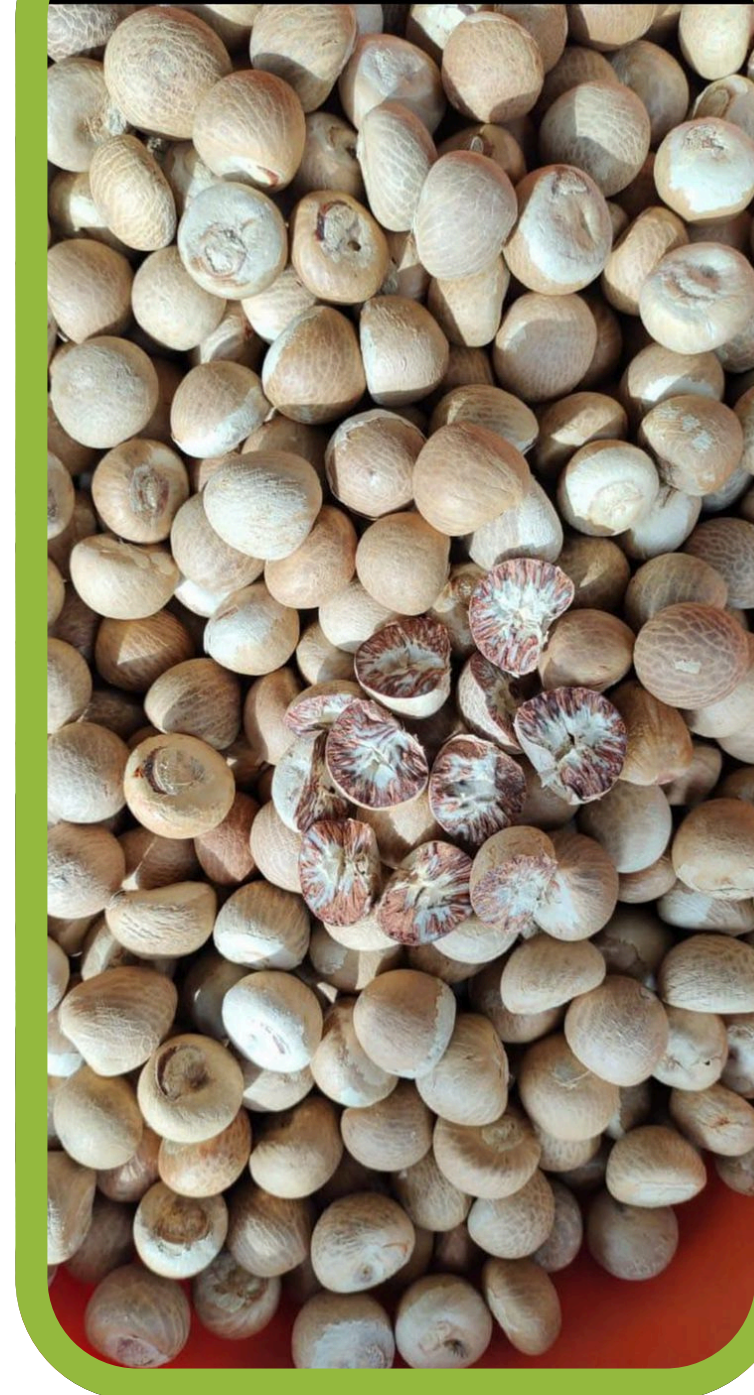
## ***Brand Building & Quality Positioning***

Promote Palmora™ as a quality-driven, trustworthy supplier through standardized packaging, product quality certifications, and transparent communication.



# Empowering Rural Communities

- **Farmer Empowerment** : Supporting rural growers by offering fair and stable pricing, direct procurement, and long-term buying partnerships for betelnuts and black pepper.
- **Income Stability for Farmers** : Reducing dependence on middlemen by creating a transparent sourcing network that gives farmers predictable earnings and timely payments.
- **Employment Creation** : Generating local jobs in collection, cleaning, grading, packaging, and logistics across rural and semi-urban regions involved in betelnut and black pepper cultivation.
- **Strengthening Rural Economies** : Enabling rural communities to grow through capacity building, farmer training, and improved access to markets via digital trading channels.





# Sustainability Commitment

*To demonstrate our responsibility toward the environment and appeal to ESG-driven investors, Palmora™ Global integrates sustainability into every stage of its sourcing and processing operations.*

## **Key Initiatives:**

- **Responsible Sourcing** Partnering directly with farmers to promote ethical harvesting practices, reduce chemical dependency, and ensure long-term soil health in betelnut and black pepper cultivation.
- **Water & Soil Conservation** Encouraging sustainable farming techniques such as controlled irrigation, mulching, and natural soil enrichment to maintain productivity and ecological balance.
- **Waste Minimization** Reducing processing waste by reusing husks, shells, and organic by-products into compost or fuel substitutes, while promoting eco-friendly packaging solutions.
- **Rural Welfare & Livelihood Support** Investing in farmer training, employment opportunities, and community development to enhance rural income stability and sustainable livelihoods.





# Value Chain Overview

*To clearly show your structured sourcing-to-market operations and quality-driven workflow.*

**Farmers ▶ Procurement ▶ Cleaning & Grading ▶ Storage ▶ Distribution ▶ Market/B2B Buyers ▶ Consumers**

*To clearly show your structured farm-to-market process and operational efficiency.*

- **Farmer Network** Building strong partnerships with betelnut and black pepper growers to ensure steady supply, fair pricing, and authentic raw material sourcing.
- **Procurement & Initial Quality Check** Purchasing raw betelnuts and black pepper directly from farmers and APMC markets, followed by basic sorting and impurity removal.
- **Scientific Cleaning, Grading & Processing** Using standardized grading methods to classify products by size, purity, and texture—ensuring consistent, premium-quality output.
- **Storage & Handling** Maintaining product freshness through moisture-controlled storage, safe handling, and secure packaging.
- **Distribution & Logistics** Delivering processed products efficiently to wholesalers, retailers, and B2B customers using streamlined logistics and timely dispatch systems.
- **B2B Sales & Market Reach** Supplying to regional distributors, pepper traders, paan masala manufacturers, retail outlets, and digital B2B marketplace buyers across India.





# Revenue Model



## **B2B Bulk Sales**

Revenue from selling cleaned, graded betelnuts and black pepper to wholesalers, distributors, paan masala manufacturers, and black pepper traders.



## **Digital B2B Marketplace Orders**

Income generated through online platforms like IndiaMART, TradeIndia, and Udaan, enabling nationwide recurring orders and new buyer acquisition.



## **Private Label & Custom Packaging**

Additional revenue by offering bulk buyers customized packaging, size-based grading, and white-label supply for regional brands.



## **Value-Added Processing Margins**

Higher margins earned through scientific grading, moisture-controlled storage, quality sorting, and premium product differentiation.



# Aim to Scale Up

## **Expand Sourcing Network Across India**

*Increase partnerships with farmers and APMC markets across Karnataka, Kerala, Assam, and North-East regions to secure larger, consistent raw material supply of betelnut and black pepper.*

## **Strengthen Digital Market Presence**

*Scale nationwide by leveraging B2B platforms, building a dedicated online brand, and adopting digital tools for buyer acquisition and repeat orders.*

## **Increase Processing Capacity & Product Range**

*Upgrade cleaning, grading, and storage facilities to enhance processing efficiency for betelnut and black pepper, along with developing value-added by-products.*

## **Build Pan-India B2B Distribution Channels**

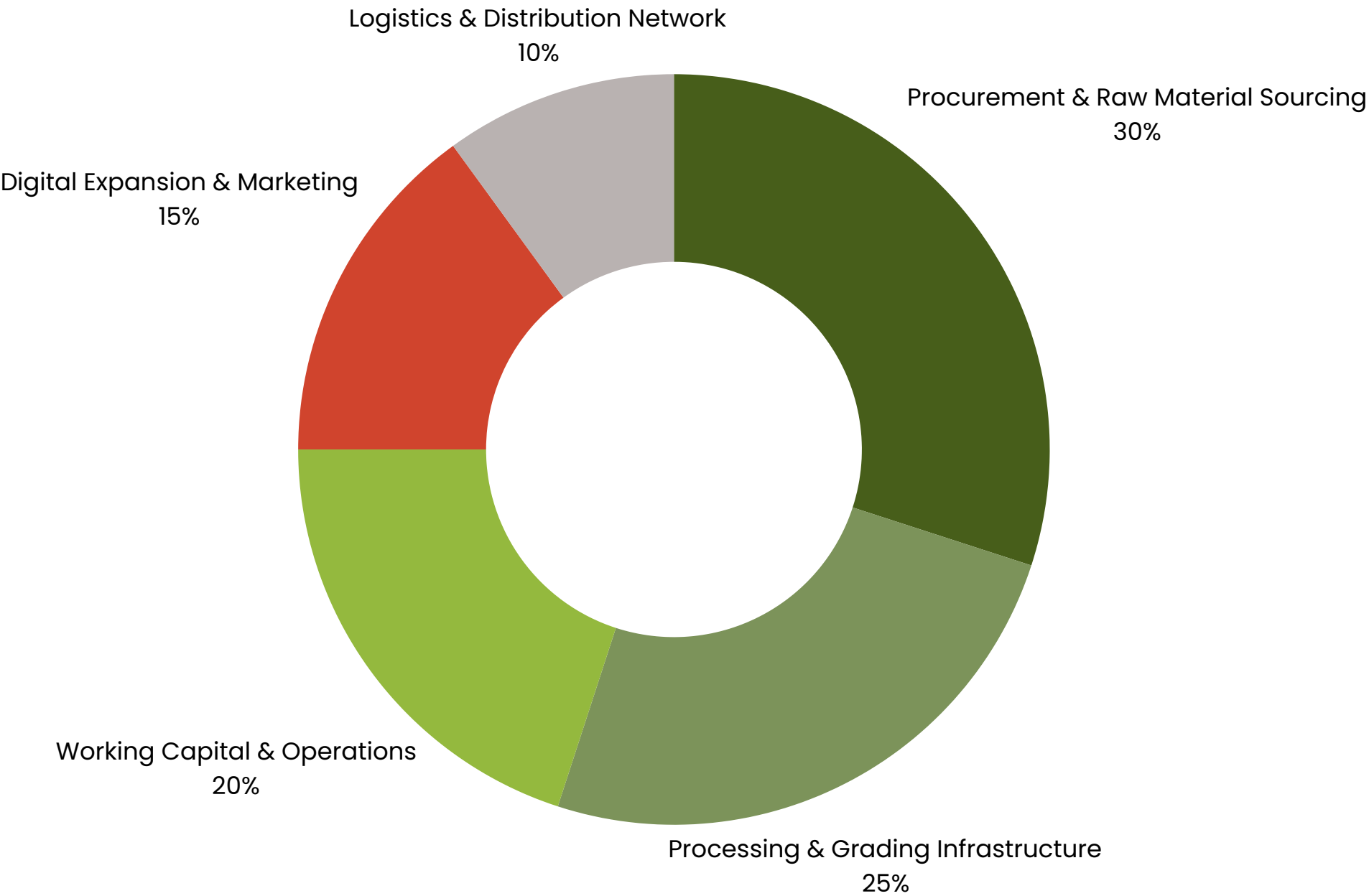
*Develop strategic distribution hubs to supply wholesalers, retailers, and bulk buyers across major consumption regions.*





# Fund Utilization

Category	Utilization (%)	Explanation
Procurement & Raw Material Sourcing	30%	To purchase high-quality betelnuts and black pepper directly from farmers/APMCs.
Processing & Grading Infrastructure	25%	Upgrading cleaning, grading, cutting, sorting equipment, and moisture-controlled storage systems.
Working Capital & Operations	20%	Day-to-day operations including labor, packaging materials, transportation, and warehousing.
Digital Expansion & Marketing	15%	Building online presence, listing on digital B2B platforms, branding, and customer acquisition.
Logistics & Distribution Network	10%	Improving transportation, regional distribution, and delivery channels.





# Future Milestones

## 1. Expand Farmer Network

- Grow sourcing partnerships across key betelnut and black pepper-producing regions.

## 2. Upgrade Processing Facility

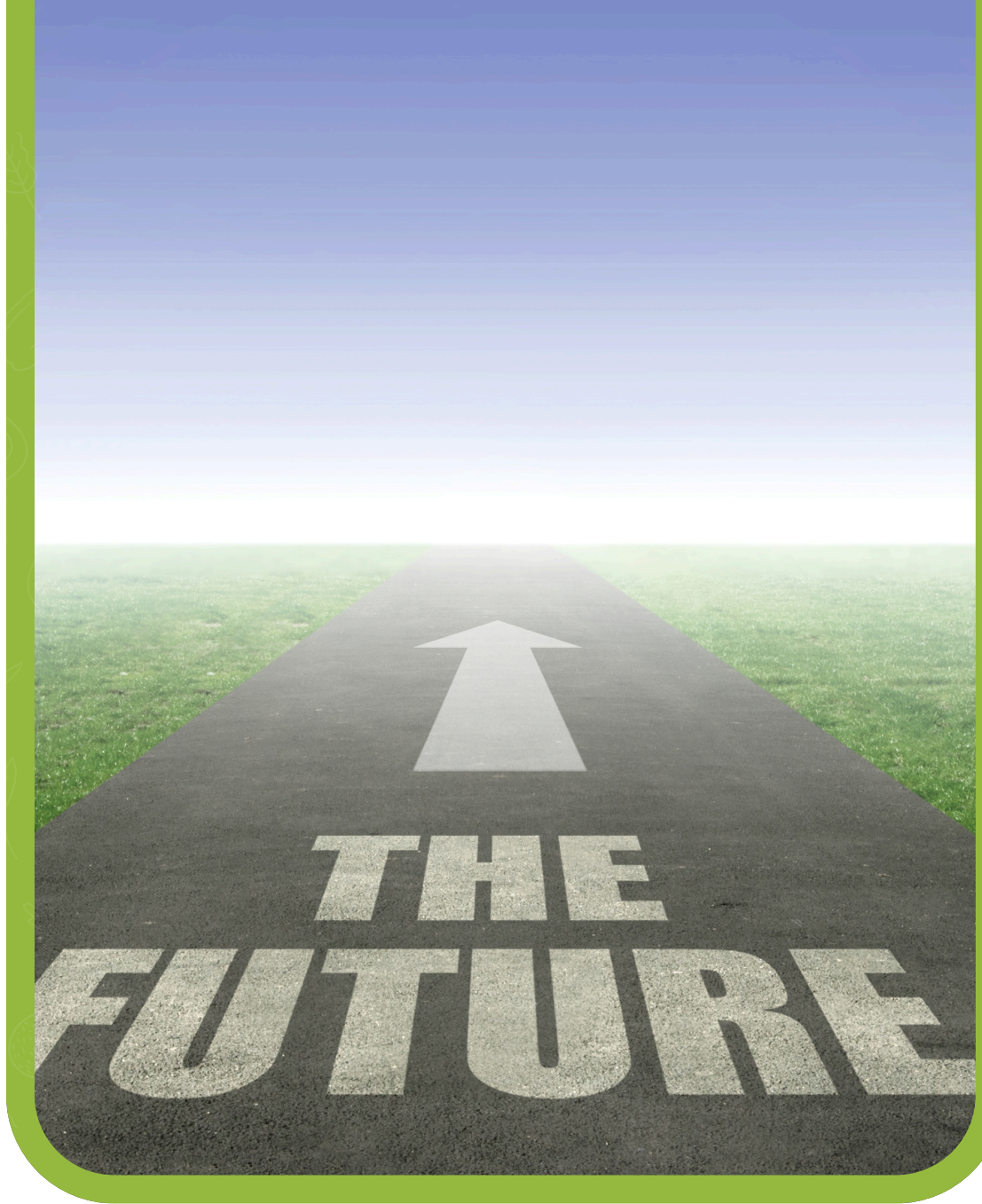
- Enhance cleaning, grading, and storage capacity for higher output.

## 3. Strengthen Digital & B2B Presence

- Scale sales through IndiaMART, Udaan, TradeIndia, and own digital channels.

## 4. Pan-India Distribution Expansion

- Set up regional hubs to reach wholesalers and retailers nationwide.





# Director Information

Name	Designation	Date of Appointment	Experience / Expertise
<b>ABDUL WARIS</b>	Director	28/10/2025	Bachelor of Engineering with 3 years of experience in business management, specializing in marketing, sales networking, and strategic operations, gained during professional experience in Germany.
<b>NUMAN ANSAR BAIG</b>	Director	28/10/2025	12th Standard (Science) with 3 years of experience in material purchasing, quality grading, procurement, and packaging within the agri-trading sector.





# Thank You So Much!

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