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Two Friends, One Vision: The 99+ NutriCo Story

In the vibrant city of Vijayawada, on <u>November 27th, 2023</u>, two friends unfolded into a momentous occasion. Two distinct ideas took shape: Millets House, an idea dedicated to highlighting the nutritional prowess of millets, and a concept for a health-focused restaurant. These ideas were born from our shared passion for promoting a sustainable and healthy lifestyle.

As we travelled further into our entrepreneurial journey, on <u>December 17th</u>, 2023, we identified an opportunity in the wellness sector - producing cold-pressed edible oils. This decision perfectly complemented our initial concepts, weaving together our commitment to health and nutrition.

The essence of our collective dream was encapsulated on <u>December 28th</u>, 2023, when we named our venture 99+ NutriCo. This name was a bold declaration of our mission: to create products that not only nourish but also empower people to lead healthier, longer lives, ideally surpassing 99 years. It was not just a brand name; it was our promise to contribute to the longevity and well-being of our customers. Funny enough, the first name we toyed with was "AbGaNi Jamal Kudu." However, we quickly realized it sounded less like a nutrition company and more like we were in the business of manufacturing bombs! Needless to say, we decided to go with 99+ NutriCo instead, aiming for a name that embodied our mission without the unintended explosive connotations.

Our story is not just about the inception of a company; it is a chronicle of friendship, ambition, and the transformative power of a shared vision. From our initial discussions to the materialization of our ideas, our journey was fuelled by a blend of individual strengths, a unified approach, and a deep-seated commitment to enhancing life through nutrition. '99+ NutriCo' stands as a testament to our belief in the power of teamwork and is a symbol of our dedication to making a significant impact in the world of health and longevity. As we continue to innovate and expand, our venture remains an inspiring example of what can be achieved when friends unite under a common and noble goal.



On <u>January 6th , 2024</u>, under the bright skies of a new year in Vijayawada, we, the two founders of 99+ NutriCo, came together to sign the partnership deed. This significant act was not just a formalization of our business arrangement; it was a symbol of our mutual trust, commitment, and shared dreams. This deed represented the tangible embodiment of our journey from friends to partners, united by a vision to impact lives positively through our health-centric ventures. As we penned our names, we felt a surge of inspiration, knowing that each signature was a promise to ourselves and the world. We were embarking on a journey not just to build a successful enterprise, but to forge a legacy of health and longevity. In the heart of this bustling city, we were laying down the cornerstone of what we hoped would be a beacon of innovation and wellness. Our venture, 99+ NutriCo, is more than a company; it is a testament to the belief that together, we can create a future where living beyond 99 years is not just a possibility, but a common reality. This partnership deed was our first step towards a future where health and happiness go hand in hand, and where every milestone reached is a celebration of life itself.

On January 23rd, 2024, a new symbol of innovation and commitment emerged in the form of a unique logo for 99+ NutriCo, meticulously handcrafted by us, the founders. Each curve and line were infused with our passion for health and longevity, a reflection of our journey from mere concepts to tangible realities. As we sketched and painted, our aspirations and dreams transformed into colours and shapes, symbolizing the essence of our venture. The logo, a vibrant blend of green and gold, represented growth, vitality, and prosperity, mirroring the rich tapestry of life we aimed to enhance through our products. It was not just an emblem of our brand; it became a beacon of hope and health, a visual promise to our customers that in 99+ NutriCo, they would find a partner in their quest for a healthier, longer life. As we unveiled this masterpiece, it marked another milestone in our journey, not just as business partners but as visionaries committed to making a difference in the world, one healthy choice at a time.





At 99+ NutriCo, our relentless pursuit of excellence has led us to a significant milestone in our journey. We are proud to announce the integration of a state-of-the-art, 200 kg per hour seed crushing line sourced from the world's leading industry manufacturer. This strategic enhancement, a decision taken unanimously by our partners on <u>February</u> <u>3rd</u>, 2024, is a testament to our unwavering commitment to quality. Our primary objective has always been to provide the best quality oil, and with this advanced technology, we ensure that every drop of oil we produce meets the highest standards of purity and nutritional value. This investment reflects our dedication to excellence and our promise to deliver only the best to our customers. At 99+ NutriCo, we are not just crushing seeds; we are setting new benchmarks in the industry for quality and innovation.

With the machinery in place, the next chapter in our story saw us turning our attention to the art of branding – specifically, the design of our product stickers, on this day, <u>February 9th</u>, 2024. This was not merely about aesthetics; it was about encapsulating the essence of 99+ NutriCo's promise in every glance. Our sticker was crafted to be a testament to our commitment to health and longevity, a visual pledge that every product bearing our name was a step toward a life beyond 99. Our stickers became more than just labels; they were beacons of hope and health, inviting individuals to join us in our quest for a flourishing future. It was a meticulous process, where creativity met purpose, ensuring that our values were vividly reflected in every product that left our doors, ready to fuel the lives of those who chose us. In every detail, we saw an opportunity to inspire, to motivate, and to remind everyone of the boundless possibilities ahead, with 99+ NutriCo as their companion on the path to surpassing a century of vibrant living.





On <u>February 22nd, 2024</u>, a pivotal moment in our journey unfolded as we finalized the design and quality of our innovative bottle, marking a significant milestone in our commitment to sustainability and consumer satisfaction. Our meticulously crafted bottle features double CTC caps with an auto-lock mechanism, a design choice emblematic of our dedication to preserving the originality and freshness of our products. Notably, the bottle's construction from 55 grams of polypropylene material stands as a testament to our environmental consciousness, ensuring degradability post-usage and aligning with our vision of contributing to a healthier planet. This milestone is not merely about packaging innovation; it symbolizes our relentless pursuit of excellence and our deep-rooted belief in sustainability as a core value. As we continue this path, we are inspired by the possibilities that lie ahead, steadfast in our mission to offer products that are not just consumed but cherished, fostering a future where both people and the planet thrive.

On <u>March 6th, 2024</u>, a pivotal moment in our story unfolded as the much-anticipated machines were dispatched to our facility, marking a significant leap towards actualizing our dreams at 99+ NutriCo. This day was not just about the machinery arriving; it symbolized the tangible beginning of our commitment to revolutionizing health through nutrition. As the anxiety and anticipation heightened among us, we were reminded of the immense potential these machines held for enhancing life spans beyond 99. Let this chapter serve as a testament to our dedication, a beacon for those aiming for a century of vibrant living, and a reminder that with resilience, passion, and a clear vision, we can transform challenges into milestones towards a healthier future.





On <u>March 9th, 2024</u>, a serendipitous moment graced 99+ NutriCo when Mr. Bala Subramanyam, a beacon of agricultural enthusiasm and a champion for human health, coincidentally became our first guest. This unexpected visit felt like the universe affirming our endeavours and goals. Mr. Subramanyam, known for his passionate involvement in various educational and research programs aimed at enhancing health and nutrition, embodies the spirit of innovation and dedication we hold dear at 99+ NutriCo. His accidental presence among us on this day sparked an added layer of joy and inspiration within our team. It reminded us that sometimes, the most meaningful connections are those we do not plan for. Mr. Subramanyam's life's work, closely aligned with our vision, highlighted the synchronicity of our paths. His commitment to a healthier future through agriculture and nutrition makes this coincidence not just a happy accident but a symbolic nudge towards the greater good we aim to achieve. It is a reminder that in the journey of fostering health and longevity, allies and like-minded souls may appear when least expected, enriching our mission and fortifying our resolve to fuel life beyond 99.





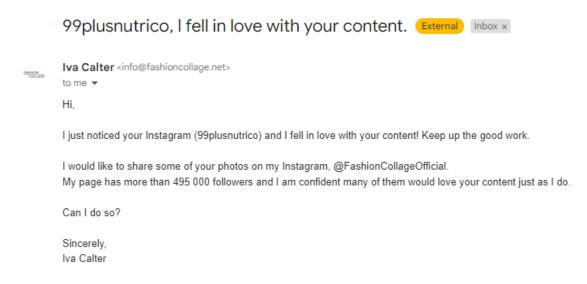
On <u>12th March 2024</u>, amidst the buzz of creativity and determination, we and our children gathered with a common purpose: to assemble a shelf. This task, simple yet significant, encapsulates our profound commitment to the very essence of 99+ NutriCo. Together, we demonstrate not only our dedication to detail but also our personal investment in every facet of the business. The camaraderie and shared effort highlight a journey that transcends mere business objectives, embodying a deeper mission to enhance life's quality. This day's endeavours are a vibrant illustration of our ethos: to integrate care, quality, and a vision for a healthier future into our brand's core. It underscores our conviction that true success lies in the journey itself—the love, the dedication, and the passionate pursuit of enriching lives, striving for a world where longevity and health flourish hand in hand with 99+ NutriCo's promise.



On <u>March 15th</u>, 2023, we experienced a moment that sent electric waves of excitement through our entire team at 99+ NutriCo. It was one of those defining moments that make you realize your dreams are not just fleeting thoughts; they are beacons guiding others to your light. An email arrived from Iva Calter, the visionary behind the illustrious @FashionCollageOfficial on Instagram, a platform where creativity and inspiration bloom with its more than 495,000 followers. Iva's words, "I just noticed your Instagram (99plusnutrico) and I fell in love with your content! Keep up the good work," were like a melody to our hearts. It was not just the compliment that thrilled us; it was the recognition of our hard work and dedication to spreading health and longevity that truly moved us. The thought of our mission touching lives beyond our immediate circle and being shared on such a grand stage was exhilarating. This moment was more than an email; it was a clarion call to all of us at 99+ NutriCo and to every soul out there with a dream. It reminded us that what we do matters, that our daily grind contributes to a



larger tapestry of inspiration and change. It was a vivid testament that when you pour your heart into your work, the world takes notice, and sometimes, it responds in the most uplifting ways.



Finally, the date was decided to launch our venture – <u>March 20th, 2024</u>. Excitement fills the air as we stand on the brink of turning our dreams into reality. This journey, fuelled by a blend of friendship, ambition, and a shared vision for a healthier world, is more than just a business venture; it is a leap towards creating a legacy of vitality and longevity. Our goal stretches beyond mere success; it aims to redefine the essence of living, making a century of life not just a possibility but a common reality. At 99+ NutriCo, we are committed to nurturing a world where every individual can embrace a future filled with health, happiness, and a lifespan that defies the limits of time. Let this be the dawn of an era where the quest for longevity is not just a mission but a journey shared with every soul that dreams of a life filled with endless possibilities.





Following the eagerly awaited launch of 99+ NutriCo on March 20th, 2024, the very air buzzed with anticipation and excitement. When we made our first sale on March 22nd—a bottle of groundnut oil—it was more than a commercial transaction; it was the physical manifestation of our dreams and aspirations. This was not just any bottle of oil; it represented our unwavering commitment to purity, health, and sustainability, all carefully priced to reflect the value we offer to our customers.

This first sale, as outlined on our whiteboard with hand-written prices, was not merely a business milestone; it was an emotional moment that filled us with immense satisfaction and joy. It was a confirmation that the path we had chosen, one that emphasizes the finest seeds and traditional methods, was not only viable but deeply resonant with our community's desire for a healthier, longer life.

This achievement marks the beginning of a journey toward changing how people view their health and nutrition. Every bottle of 99+ NutriCo oil sold is a step towards realizing our vision of a world where longevity is not an exception but a norm. It is a reminder of the profound impact that high-quality, nutrient-rich, cold-pressed oils can have on our well-being. As we continue this path, every sale, every customer's smile, and every moment of satisfaction fuels our resolve to keep pushing boundaries and to keep championing the cause of health and longevity.





Just weeks after opening on March 20th, 2024, a landmark moment for 99+ NutriCo arrived on April 4th, 2024, marking a day of dual celebrations. Not only did we reach an impressive milestone of 100 Litres of cold-pressed oil sold, but coincidentally, it was also the day we milled 100 kilograms of seeds continuously at our facility. This serendipitous alignment of numbers is not just a coincidence; it is a testament to our commitment and the support of our community. April 4th now stands as a memorable date in our journey, symbolizing both our growth and the hard work behind our pure, health-enhancing oils. A day truly to remember!

On the morning of April 13th, amidst the usual hum of Vijayawada's bustling life, we, the founders of 99+ NutriCo, convened for a purposeful breakfast at our favourite local eatery. The agenda was clear yet challenging: to refine our marketing strategy in a way that would bring our cold-pressed oils even closer to consumers, while keeping operational costs minimal. Our aim was to maintain the affordability of our products, ensuring they remained accessible to all. As we sipped our tea and discussed various tactics, ranging from enhanced digital campaigns to community partnerships, a moment of clarity struck. It was one of those striking ideas that seemed so simple yet so revolutionary—vending machines. These would not only eliminate the need for costly



real estate and manpower but also place our products directly in the paths of everyday consumers, from busy malls to residential complexes, thereby increasing accessibility and convenience.

Vending machines would serve as standalone points of sale that are easy to manage and maintain. They would feature digital displays, showing videos and detailed product benefits that educate while enticing the customer. This setup would significantly reduce overhead costs and align with our sustainable practices by minimizing resource use. Energized by this idea, we sketched out the initial steps: sourcing the right machines, identifying strategic locations, and creating engaging content for the digital displays. The collaborative nature of our discussion turned this breakfast meeting into a pivotal moment in 99+ NutriCo's journey towards innovative consumer engagement.

As we concluded our meal, it was clear that what began as a routine strategy meeting had transformed into the birth of a new era for 99+ NutriCo. This innovative approach was not just about selling oil; it was about making healthy living accessible and engaging, resonating deeply with our mission of longevity and wellness for everyone.

99+ NutriCo: Nurturing Longevity with Cold-Pressed Edible Oils

At 99+ NutriCo, nestled in the heart of Vijayawada, our journey in promoting a healthier, more sustainable lifestyle takes a significant stride with our premium range of Cold-pressed edible oils. This traditional method of oil extraction, revered for its ability to retain the purity and nutritional integrity of the oil, is at the core of our philosophy. Our oils are not just a culinary ingredient; they are a cornerstone of our mission to empower individuals to lead a life that spans well beyond a century.

The Essence of Cold-Pressed Oils: Our oils are extracted using the time-honored Coldpressing technique. This method ensures minimal heat generation, preserving the essential nutrients, flavors, and aroma of the oil. Unlike commercial refining processes, Cold pressing maintains the natural antioxidants, vitamins, and minerals, making our oils a treasure trove of health benefits.

Varied Range for Diverse Needs: Our portfolio includes a diverse array of oils - from groundnut to sesame, each with its unique health benefits. Groundnut oil, rich in



monounsaturated fats, is excellent for heart health, while sesame oil, laden with antioxidants, plays a pivotal role in combating oxidative stress.

The Health Advantages:

Heart Health: Our oils are a boon for cardiovascular health, owing to their high content of unsaturated fats, which aid in lowering bad cholesterol.

Improved Metabolism: The natural properties of our oils contribute to a better metabolic rate, essential for longevity.

Antioxidant-Rich: These oils are a natural source of antioxidants, which are crucial in fighting free radicals, thus delaying the aging process.

Skin and Hair Benefits: The natural vitamins and minerals in our oils promote healthier skin and hair, epitomizing the essence of internal and external well-being.

<u>A Pledge for Longevity</u>: At 99+ NutriCo, we do not just sell oils; we offer a promise of a healthier, longer life. Our belief is that the right nutrition is the key to surpassing the 99-year mark, and our Cold-pressed oils are a fundamental part of this nutrition. By incorporating our oils into their daily diet, we envision our customers embarking on a journey towards a centenarian lifestyle, replete with vitality and vigor.

<u>Sustainability - A Core Value:</u> Our commitment extends beyond health. The Coldpressing process is environmentally friendly, echoing our dedication to sustainability. By choosing our oils, our customers not only invest in their health but also contribute to a healthier planet.

<u>A Community - Centric Approach:</u> We believe in growing together. By sourcing our raw materials from local farmers and engaging with the community, we foster a network of collective growth and shared prosperity.

As 99+ NutriCo continues to innovate and expand, our Cold-pressed edible oils remain a testament to our unwavering commitment to longevity, health, and the environment. Our ambition is not just to see our customers live for 99+ years but to ensure those years are filled with health, happiness, and vitality.



Nuvvu Ginja Oil (Whole Black Sesame): Whole black sesame oil, extracted from the whole black sesame seeds, is a nutritional powerhouse. This oil is rich in calcium, magnesium, and iron, supporting bone health and overall vitality. It also contains high levels of antioxidants and anti-inflammatory compounds, which help protect against chronic diseases. The robust, nutty flavor of whole black sesame oil makes it a delightful addition to various culinary dishes, while its nutrient-dense profile benefits overall health and wellness.



Nuvvu Pappu Oil (Hulled Black Sesame): Hulled black sesame oil, derived from dehulled black sesame seeds, offers a lighter flavor and a wealth of health benefits. It is packed with antioxidants, vitamins, and minerals, promoting heart health, and reducing oxidative stress. The oil is also known for its anti-inflammatory properties, making it beneficial for joint health. Its high zinc content supports immune function, and it is widely used in cooking and as a nourishing massage oil.





Groundnut Oil: A delightful blend of taste and health, our groundnut oil is a perfect balance of monounsaturated and polyunsaturated fats. Ideal for various culinary uses, it is high in vitamin E and has heart-healthy properties. Its mild flavor makes it a favourite for frying and sautéing.



Sunflower Oil: Light and healthful, our sunflower oil is a heart-friendly choice. With a subtle taste, it is ideal for cooking at high temperatures. Rich in vitamin E and low in saturated fat, this oil is a popular choice for those conscious about their heart health and overall well-being.

Coconut Oil: Celebrated for its multitude of health benefits, our coconut oil is a miracle in a bottle. Exceptional for both cooking and cosmetic uses, it is rich in lauric acid and known for its antimicrobial properties. This oil is a must-have for those seeking a healthy lifestyle.





Safflower oil, extracted from the vibrant blossoms of the safflower plant, this golden oil is a beacon of purity and wellness. With a high content of unsaturated fats, particularly linoleic acid, it stands as a champion for heart health, aiding in lowering cholesterol levels and promoting a healthy cardiovascular system. Its high smoke point makes it an ideal choice for both cooking and salad dressings, ensuring that every dish is not only healthful but also delicious. At 99+ NutriCo, our Safflower oil is cold-pressed to retain its nutritional profile and natural aroma, embodying our commitment to providing products that support a life of health and longevity. Choose 99+ NutriCo Safflower oil for a touch of nature's best in your kitchen, where purity meets taste and tradition meets wellness.





Black Mustard Oil: Black mustard oil, known for its pungent aroma and strong flavor, is a staple in traditional Indian cooking. Extracted from premium black mustard seeds, this oil is rich in glucosinolates, which have been shown to have anti-cancer properties. Additionally, it contains high levels of omega-3 fatty acids and is excellent for cardiovascular health. Black mustard oil is also valued for its antibacterial and antifungal properties, making it a powerful ally for skin and hair care.

Yellow Mustard Oil: Yellow mustard oil is celebrated for its robust flavor and numerous health benefits. Extracted from the finest yellow mustard seeds, this oil is rich in omega-3 and omega-6 fatty acids, which support cardiovascular health. It also possesses antimicrobial properties, making it beneficial for maintaining a healthy digestive system. This versatile oil is perfect for cooking and as a massage oil, promoting skin and hair health.







Flax seed oil is a nutrient-rich supplement known for its high content of alphalinolenic acid (ALA), an essential omega-3 fatty acid. Renowned for its potential health benefits, flax seed oil supports heart health, reduces inflammation, and promotes healthy skin. It is also rich in lignans, which possess antioxidant properties and may help balance hormones. With its mild, nutty flavor, flax seed oil is an excellent addition to smoothies, salads, and other cold dishes, providing a convenient way to enhance your diet with essential fatty acids.



Each of these oils reflects 99+ NutriCo's dedication to quality, health, and longevity, offering a range of flavors and health benefits to suit various dietary needs and culinary preferences.

99+ NutriCo state-of-the-art infrastructure

In the heart of our 99+ NutriCo story lies a state-of-the-art infrastructure, meticulously designed to uphold our commitment to quality, purity, and health. Our process begins with the careful selection of seeds, where we strictly purchase only those with the right/optimum moisture content. We maintain a precise 50 seed count per ounce, ensuring that only the best quality seeds are used. This attention to detail in the selection phase is crucial as it sets the foundation for the superior quality oil that is extracted.

At the core of our production facility, we have installed three exquisitely crafted machines, a harmonious blend of traditional and modern aesthetics, combining wood and stone. These fully automatic cold press machines are the cornerstone of our oil extraction process. Engineered to operate at low temperatures, they utilize a soft press



technology, ensuring that the natural essence and nutritional value of the oils are preserved.

Our commitment to purity is further exemplified by our sophisticated filtration system. Fully automated, these filters diligently remove any seed cake particles from the oil, maintaining the pristine clarity and quality that our customers deserve. Following the filtration process, the oil is transferred to 500-Litre stainless steel (SS) tanks, where it undergoes a natural sedimentation process. This step is crucial, allowing any remaining impurities to settle, thereby ensuring that the final product is of the highest standard.

The journey of our oil from the press to the bottle is a testament to our dedication to hygiene and quality. Our automatic bottling machine, a marvel of modern technology, carefully fills crystal clear bottles with the freshly extracted oil. This process is not only efficient but also minimizes human interference, aligning with our philosophy of maintaining the highest levels of hygiene and purity.

At 99+ NutriCo, every drop of oil reflects our unwavering commitment to health and quality. From the careful selection of raw materials to the meticulous processes in our state-of-the-art facility, we take utmost care to ensure that our products are not only healthy but also embody the trust our customers place in us. Our infrastructure is not just a physical space; it reflects our values, our dedication to excellence, and our promise to deliver the best to those who seek a healthier lifestyle.

Sample II	D		1		2410643			
Name of the Sample			1.0	Cold Pressed coconut Oil				
Date of Receipt			1.0	30-Apr-2024				
Job Ref. No.			1.0		TR/243/24-25			
Place of receipt / Lab			1.0	Hyderabad				
Sample particulars			1	Batch No: 99COCOAPRTKR , Sample Quantity : 250 ML				
Sampling Details			1	Sample Not Drawn by us				
Analysis Starting Date			:	06-May-2024				
Analysis Completion Date			1	17-May-2024				
Sample C			1.0	Fit for analysis				
Test Res	ults							
S.No	Test Parameter	M	Unit o		Test Method	Test Result		
1	Botanical Source				Customer provided protocol	Dried coconut meat		
2	Colour		-		CommGrade/L3-HYB-GEN-018	creamy white		
3	Description		•		Visual Observation	creamy white transparent liquid		
4	lodine value				IS 548 (Part 1/Sec 2) : 2021	10.82		
5	Refractive Index at 40°C		-		IS 548 (Part 1/Sec 2) : 2021	1.4486		
6	Saponification Value				IS 548 (Part 1/Sec 2) : 2021	260.84		
7	Unsaponifiable matter		g/100g		IS 548 (Part 1/Sec 2) : 2021	0.43		
8	Water %	-	g/100g		IS 548 (Part 1/Sec 2) : 2021	0.003		
9	Physical Appearance		•		Visual Observation	creamy white transparent liquid		
10	Acid value				IS 548 (Part 1/Sec 2) : 2021	0.20		
11	Odour				CommGrade/L3-HYB-GEN-018	Charecteristic		
12	Peroxide value		meq/kg		IS 548 (Part 1/Sec 2) : 2021	2.17		
13	Solubility				Visual Observation	Insoluble in alchol and water		
14	Specific Gravity				IS 548 (Part 1/Sec 2) : 2021	0.91		







Launch of 99+ NutriCo Bag-in-Box 5 Litre Pouch



On 17th July 2024, we proudly introduced our innovative Bag-in-Box 5 Litre pouch, a first of its kind in the industry. This unique packaging is designed with food-grade polyethylene, ensuring it is BPA-free and eco-friendly. By using 85% less plastic compared to traditional packaging, we significantly reduce our environmental footprint, making a positive impact on the planet.

The Bag-in-Box 5 Litre pouch is not only eco-friendly but also tamper-proof, ensuring the safety and integrity of our premium cold-pressed oils. The moisture-controlled pouches maintain the freshness and quality of the oils, providing you with the purest form of nutrition.

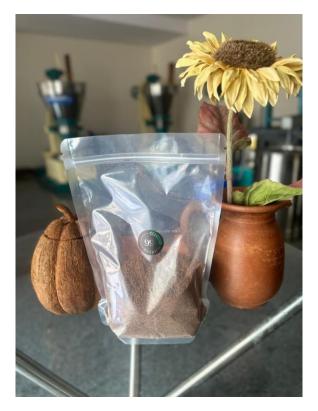
This groundbreaking packaging solution represents a new chapter in our commitment to sustainability and health. It offers our customers a convenient, safe, and ecoconscious way to enjoy the benefits of our cold-pressed oils. With this launch, we continue to uphold our promise of delivering products that are both good for you and good for the environment.

Experience the purity, health benefits, and superior quality of 99+ NutriCo oils in our new, innovative packaging.



A New Chapter in Our Nutritional Journey

Today, 28th May 2024, marks a significant milestone at 99+ NutriCo, as we proudly introduce our deoiled cake powder for both human consumption and as a natural fertilizer. This innovative product is crafted with the same dedication to health and sustainability that is the hallmark of our brand. Each batch of deoiled cake powder is made from the finest seeds, ensuring optimum moisture content and is finely ground using a hammer mill. Presented in beautifully designed, standup transparent pouches, each package is sealed to guarantee freshness and protect against moisture. This product not only offers a nutritious supplement for human consumption but also serves as an excellent organic fertilizer, enriching soil with essential nutrients for plant growth. Embracing our commitment to natural, sustainable practices, we are thrilled to offer a product that nourishes your health and the health of our planet. Today, we are not just launching a product; we are sowing the seeds for a healthier tomorrow.



We are thrilled to document a proud moment in the journey of 99+ NutriCo within the pages of our storybook. Our recent test report confirms the high-quality standards of our Cold Pressed Coconut Oil, derived from the finest dried unsulphered copra. It



consistently exhibits a creamy, transparent texture and maintains excellent values in saponification and acidity, ensuring each drop is crafted for your health. This achievement is a testament to our unyielding commitment to purity and excellence. We proudly uphold these standards, reinforcing our mission to deliver superior health benefits and taste to our valued customers. It is not just oil; it is a promise of a healthier life captured in every drop.

The day we realized the importance of getting the trademark registration for 99Plus NutriCo, on April 19th, 2024, was a pivotal moment in our journey. It was not just about protecting a name; it was about safeguarding a vision. We knew that our commitment to health and longevity, embodied in our range of cold-pressed oils, needed to be anchored in a unique identity that customers could trust and recognize. This decision was a declaration of our dedication to quality and innovation, a step towards ensuring that our efforts to fuel life beyond 99 years would be recognized and cherished. It was a moment of clarity and determination, where our shared dream crystallized into a tangible goal, marking the beginning of a legacy that we were proud to build and protect.

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On August 5th, 2024, 99+ NutriCo proudly steps into a new era by securing prime retail space in Cherries Stores. This momentous achievement symbolizes more than just a business expansion; it is a bold stride towards fulfilling our vision of promoting health and longevity. By offering our cold-pressed oils in these prime locations, we are bringing the essence of a healthier, longer life directly to our community. This milestone is a celebration of our unwavering dedication and a beacon of our commitment to enriching lives with quality and purity. As we forge ahead, 99+ NutriCo stands as a testament to the power of perseverance and passion, ready to fuel the journey beyond 99 years.





A memorable day was etched into the history of 99+ NutriCo, as we proudly presented our premium cold-pressed oils to esteemed celebrities who graciously embraced our mission of promoting health and wellness. This picture captures the genuine smiles and heartfelt moments shared with these influential figures, each holding a bottle of our meticulously crafted oil. Their support is not just an endorsement but a powerful testament to the quality and integrity of our products. As they stand with us, these celebrities embody the values of a healthy lifestyle, inspiring countless others to make conscious choices for their well-being. This collaboration marks a significant chapter in our journey, reinforcing our commitment to fuel life beyond 99 years and celebrating the unity of passion and purpose in every drop of our oils.





13th August 2024, We are excited to announce the launch of our new product– Physically Refined Pure Rice Bran Oil. This marks an important milestone in our journey to offer a diverse range of healthy oils while staying true to our core values of purity, quality, and integrity.

At 99+ NutriCo, we have built our reputation on producing the finest cold-pressed oils, ensuring that each bottle is packed with the natural goodness of seeds, free from any chemical processes. We understand that many of our loyal customers have placed trust in us because of our unwavering commitment to cold-pressed extraction methods. This trust is something we deeply value, and we want to assure you that it remains at the heart of everything we do.

Why We Introduced Physically Refined Rice Bran Oil: Rice bran oil is unique in its composition and offers several health benefits, including high levels of antioxidants and a balanced fatty acid profile. However, due to the nature of rice bran, achieving the best possible quality and retaining its nutritional benefits requires a different process. We chose to use a physical refining method, which involves no chemicals and is the gentlest way to refine rice bran oil while preserving its natural goodness.

Our Commitment: No Compromise on Cold-Pressed Standards: Our commitment to producing cold-pressed oils from seeds remains as strong as ever. The introduction of rice bran oil does not signify a shift in our values or processes for our other products. All our seed oils continue to be cold-pressed, ensuring they retain their full nutritional profiles without any refining.

Transparency and Integrity: We believe in complete transparency with our customers. The term "physically refined" refers to a process that carefully removes impurities without the use of harmful chemicals. This is particularly important for rice bran oil to ensure it meets the highest standards of quality and health benefits. This product is an addition to our portfolio to meet the needs of those who seek the unique benefits of rice bran oil, but it does not alter our approach to cold-pressed oils.

Trust and Quality: We have chosen to introduce this product because we believe it complements our existing offerings and meets a specific need without compromising



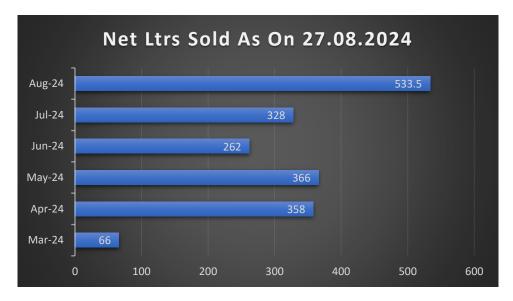
our principles. Our goal is to provide with a broader range of healthy oil options, all while upholding the rigorous standards of 99+ NutriCo.

The Distinction of Our Rice Bran Oil: Our Physically Refined Pure Rice Bran Oil is single refined, a process that gently refines the oil to retain its natural dark colour and rich, thick texture. Unlike many other brands on the market that undergo deep refining and double deodorization, leading to a light-coloured, low-viscosity oil, our single refining process ensures that the oil remains close to its natural state. The proof of this can be seen in the darker colour and thicker texture of our oil, which indicates minimal processing and maximum retention of its natural goodness. We take pride in offering you a product that is not only nutritious but also stays true to the integrity of its source.

The launch of Physically Refined Pure Rice Bran Oil reflects our commitment to innovation and quality. We are excited to continue providing you with the very best in health and nutrition.







August 2024 marks a significant milestone in our journey at 99+ NutriCo, as we proudly crossed the sale of 500 Liters of our premium cold-pressed oils in a single month. While we recognize that there is still a long road ahead, this achievement fills us with immense pride and serves as a powerful reminder of why we embarked on this mission. This small yet meaningful success has given us a tremendous boost, reaffirming our belief in the path we have chosen.

Our motive has always been clear: to fuel life beyond 99 years by providing the purest, most natural oils that nourish both body and soul. Each Liter sold represents not just a product, but a step towards healthier lives and a brighter future for our community. As we celebrate this milestone, we are more inspired than ever to continue our journey with renewed vigor and an unwavering commitment to quality, purity, and the well-being of our customers. This is just the beginning, and we are excited to see what the future holds as we move forward, one drop of oil at a time.





(20.09.2024) We are excited to introduce our latest 99+ NutriCo packaging innovation: a three-layer nylon stand-up 4 Litre pouch with spout. This food-grade packaging is designed with sustainability and practicality in mind. It features 12 microns of natural polyester, offering stiffness and durability, along with 15 microns of nylon, which acts as a strong barrier to protect the freshness of our cold-pressed oils. The inner layer is made of 180 microns of LLDPE (Light Low-Density Polyethylene), providing excellent flexibility and ensuring food safety.

This BPA-free, recyclable 4 Litre pouch ensures your favourite oils stay fresh, while the convenient spout allows for easy pouring and minimal spillage. With a sleek and modern design, this 4 Litre pouch combines both functionality and eco-consciousness, aligned with our commitment to provide natural, high-quality products to our customers.





99+ NutriCo Influencer Collaboration Policy

At 99+ NutriCo, we are passionate about spreading the word on the health benefits and superior quality of our cold-pressed oils. We believe in the power of community and value the influence that you, as an influencer, have on your audience. In recognition of your efforts to promote our products, we are excited to offer an exclusive reward policy tailored for our influencer partners.

Exclusive Influencer Reward:

₹10.00 Extra Discount: As a token of our appreciation, influencers who promote 99+ NutriCo will receive an extra ₹10.00 discount, per bottle, on top of any current offers mentioned in our WhatsApp catalogue.
Terms 8: Conditioner.

Terms & Conditions:



Order Type: This policy is strictly on a cash and carry basis to ensure a smooth and straightforward transaction process.

Minimum Order Quantity: Influencers are required to place a minimum order of 5 litres across any combination of our cold-pressed oils to be eligible for the extra discount. Pricing Terms: All prices are ex works, meaning that the cost is calculated at the point of production. Influencers are responsible for the collection of their orders and any associated delivery or shipping costs.

Collaboration Process for Influencers:

Promotion: Influencers are encouraged to share their genuine experiences with our products through their preferred social media platforms.

Order Placement: Orders should be placed directly through our dedicated WhatsApp Business for influencers.

Verification: Influencers must provide proof of promotion (e.g., post link or screenshot) when placing their order to qualify for the extra discount.

Pick-Up: Once the order is ready, influencers will be notified to arrange for pick-up directly from our facility.

1. Switch to WhatsApp Business: First, make sure you are using WhatsApp Business on your phone.

2. Create Your Catalogue: Next, create a catalogue in your WhatsApp Business. Add all our products, along with their pictures and prices.

3. Update Products and Prices: Check our master catalogue at 7730974777 to ensure your catalogue's products and prices are the same.

4. Share Your Catalogue: Now, share your catalogue with your contacts. Show them what we have got!

5. Take Orders: Start accepting orders from your contacts. Keep track of what they want.



6. Collect Payments: Collect payment for the orders. Make sure it is secure and confirm when done.

7. Pay 99+ NutriCo: Send the collected payments to us at 99+ NutriCo for the orders.

8. Plan the Dispatch: We will handle sending the products out from our facility. You just let us know where they need to go.

9. Collect Your Reward: Once everything is settled, do not forget to collect your reward for all your hard work!

Just like that, you are helping spread the word and sell our cold-pressed oils!

We believe that this policy not only rewards our influential partners but also encourages a healthy lifestyle among their followers. By joining hands with 99+ NutriCo, you become a part of a movement dedicated to enhancing life with purity and wellness. We are excited to have you onboard and look forward to a fruitful collaboration.

Warm regards, The 99+ NutriCo Team

99+ NutriCo Retailer Collaboration Policy

At 99+ NutriCo, we are dedicated to promoting the benefits of a healthy lifestyle through the superior quality of our cold-pressed oils. We deeply value the partnership with our retailers, who play a pivotal role in bringing our products closer to consumers. In recognition of this essential partnership, we are delighted to introduce a tailored reward policy exclusively for our retail partners.

Exclusive Retailer Reward:

5% Discount: To show our appreciation for your efforts in promoting 99+ NutriCo's products, retailers will receive a 5% discount on top of any current offers mentioned in our WhatsApp catalogue.



Terms & Conditions:

Order Type: This policy is strictly on a cash and carry basis to ensure a smooth and straightforward transaction process.

Minimum Order Quantity: Retailers are required to place a minimum order of 20 Litres per variety to qualify for the exclusive discount.

Pricing Terms: All prices are ex works, meaning that the cost is calculated at the point of production. Influencers are responsible for the collection of their orders and any associated delivery or shipping costs.

Collaboration Process for Retailers:

Product Knowledge and Promotion: We encourage our retail partners to familiarize themselves with the unique qualities and benefits of our cold-pressed oils. Sharing this knowledge and your genuine experiences with customers can significantly enhance the promotion of our products in-store and through your digital platforms.

Order Placement: Retail orders should be placed directly through our dedicated retail support channel. This ensures efficient processing and personalized service to meet your specific needs.

Order Collection: Once your order is prepared, we will notify you to arrange collection directly from our production facility. This ensures that our products reach you in the freshest possible condition, maintaining the highest level of quality for your customers.

We believe this collaborative approach not only benefits our retail partners but also supports the broader goal of promoting a healthier lifestyle using our pure and natural oils. Partnering with 99+ NutriCo means joining a community dedicated to wellness, purity, and the shared success of our brands. We are eager to welcome you to our family and anticipate a rewarding and prosperous partnership.

Warm regards, The 99+ NutriCo Team



99+ NutriCo Vending Collaboration Policy

At 99+ NutriCo, we continuously seek innovative ways to make our cold-pressed oils more accessible while promoting a healthy lifestyle. Our Vending Collaboration Policy enables interested parties to engage in a profitable vending operation, offering our premium oils through state-of-the-art vending machines.

Objective:

This policy is designed to foster entrepreneurial opportunities and expand the distribution of our products via automated vending solutions. Our motive is to enhance longevity and health through easy accessibility of our high-quality oils to all individuals, ensuring that our nutritious products reach a wide and diverse audience.

Process and Guidelines:

1. Machine Purchase: To participate in this vending collaboration, it is mandatory to purchase vending machine directly from 99+ NutriCo. This ensures that all machines meet our high standards for quality and functionality.

2. Machine Specifications:

- Our vending machines are designed to dispense 1-Litre oil bottles for customer convenience.

- Each machine is equipped with a digital display to show process videos, detailed product information, and health benefits of our oils, enhancing customer engagement and education.

- The machines accept payments via UPI, facilitating easy and secure transactions.

3. Location Identification and Setup:

- Potential locations for vending machines must be mutually agreed upon by both 99+ NutriCo and the collaborators, ensuring optimal placement for customer access.

- Collaborators are responsible for proposing potential locations, while 99+ NutriCo will provide assessment and approval to maximize visibility and foot traffic.

4. Oil Procurement:



- All oils dispensed in the vending machines must be purchased, strictly on cash and carry basis, directly from 99+ NutriCo to maintain quality and consistency across all units.

5. Promotion:

- Collaborators are encouraged to promote their vending locations actively. 99+ NutriCo will support these efforts through both digital and physical marketing materials.

7. Pricing Compliance:

- Products must be sold at fixed retail prices set by 99+ NutriCo to ensure brand integrity and customer trust.

8. Refills and Maintenance:

- Regular maintenance and refilling of the vending machines are required to ensure continuous operation and availability of products. Training on routine maintenance and refilling procedures will be provided.

9. Rewards and Incentives:

- 99+ NutriCo offers 7.5% discount on top of any current offers mentioned in our WhatsApp catalogue, designed to motivate collaborators to maximize their sales and customer satisfaction.

Support from 99+ NutriCo:

We provide comprehensive support to our vending partners, including initial training on machine operation, ongoing marketing support, and operational guidance. Our team is committed to the success of each vending collaborator.

This objective now clearly emphasizes the health benefits and accessibility goals of the vending collaboration, aligning with your company's mission to make quality nutrition available to everyone.





FAQ's

Q: What does 99+ NutriCo manufacture?

A: 99+ NutriCo manufactures cold press oils with Groundnut, Coconut, Nuvvu Pappu, Kaala Til, Sunflower, Safflower, Mustard & Flax Seeds.

Q: What makes 99+ NutriCo's cold-pressed oils special?

A: At 99+ NutriCo, we use time-honored cold press methods to extract oil directly from the finest seeds. This process retains the full flavor, aroma, and nutritional content of the oil, making them not just a culinary delight but a healthful choice. Moreover, our oils are uniquely single pressed and soft pressed, ensuring maximum purity and quality in every drop.



Q: If the soft pressing method is used, doesn't that result in a lower yield and therefore a higher price for the oil?

A: Of course, soft pressing does result in a lower yield, which can lead to a higher price. However, this approach aligns perfectly with the whole ethos behind cold-pressed oils. Applying less pressure keeps temperatures low during extraction, preventing the significant heat that can destroy the nutritional value of the oil. This careful process ensures that the oil retains its full spectrum of health benefits.

Q: Why is there sometimes seed sediment observed in the oil bottle? A: At 99+ NutriCo, we are committed to providing the most natural and pure products. Our oils are produced using an age-old natural process that does not involve refining or modern chemical methods. Due to this, it is normal to occasionally observe seed sediment at the bottom of the bottle. This sediment is completely harmless and is a testament to the minimal processing our oils undergo to retain their natural goodness and nutritional value. It signifies our commitment to maintaining the integrity of the oil, just as nature intended.

Q: How does 99+ NutriCo's cold-pressed oils compare to refined oils? A: Our cold-pressed oils are crafted without the high heat or harsh chemicals used in refining oils, ensuring the integrity of their natural nutrients. In contrast, refined oils, while more transparent and flavor-neutral, lack the rich nutrients that our oils offer.

Q: What is the shelf life of 99+ NutriCo's cold-pressed oils?A: Our oils are freshest when consumed within six months from the date of opening.Store them in a cool, dark place to preserve their essence and health benefits.

Q: Are there any additives in 99+ NutriCo cold-pressed oils? A: No, our oils are pure, containing no additives, preservatives, or artificial agents. We believe in delivering the oil as nature intended.

Q: Why are 99+ NutriCo's cold-pressed oils more expensive than regular oils? A: Usage of the finest seeds, the meticulous process of cold pressing and yields less oil than modern methods. However, this ensures a higher quality product that is richer in nutrients and flavor.



Q: How does 99+ NutriCo guarantee the purity of its oils? A: Each batch of our oil undergoes rigorous testing for purity and quality. We transparently track our oils from farm to bottle, ensuring they meet our high standards.

Q: Is 99+ NutriCo's bottle tamper-proof?

A: Yes. Our meticulously crafted bottle features double CTC caps with an auto-lock mechanism, a design choice emblematic of our dedication to preserving the originality and freshness of our products.

Q: Why do the oil measurements appear different in each bottle? A: Our oils are filled manually, which might occasionally result in slight variations in the fill level visible in each bottle. Nevertheless, we rigorously ensure that every bottle is filled to meet or exceed the volume of 1000 ml, guaranteeing that our customers receive the full value they expect and deserve.

Q: Will the prices of 99+ NutriCo products remain the same without any changes? A: No, the prices of our products are subject to change. At 99+ NutriCo, we commit to manufacturing our oils from the finest seeds available. However, the cost of these seeds can fluctuate significantly, as they are commodities. These variations in seed prices directly influence our product pricing. Therefore, while we strive to offer the best value, our prices will vary in response to changes in the costs of our raw materials.

Q: Are visits to the 99+ NutriCo production facility possible for us and our followers? A: Absolutely! We warmly welcome you and your followers to experience the essence of 99+ NutriCo first-hand by visiting our state-of-the-art production facility. This opportunity allows you to delve into the meticulous process behind our cold-pressed oils, witness the unparalleled purity and quality standards we uphold, and understand the significance of the finest seeds we select for our products. To ensure a seamless and informative visit, we kindly request that you provide us with at least one hour's notice in advance. This will allow us to prepare for your arrival and ensure you receive the comprehensive experience you deserve.



Q: Can 99+ NutriCo produce oil from seeds not listed in the current catalogue? A: Yes, we are open to producing oils from other seeds upon request, provided there is a minimum order quantity. Please contact us for details on specific seeds and minimum quantities.

Q: Can retailers request custom packaging for large orders? A: Custom packaging can be arranged for large orders to meet specific retail needs. Contact us with your requirements, and we will work with you to find a suitable solution.

Q: What is the process for returning or exchanging products? A: At 99+ NutriCo, we are committed to providing our partners and customers with the highest quality cold-pressed oils. Due to the nature of our products, we are unable to accept returns or exchanges once an order has been processed and dispatched. We encourage our retailers and influencers to review their orders carefully before finalizing to ensure satisfaction with the selected products. If you have any questions about our products before making a purchase, please reach out to our support team for assistance.

Q: Why does froth sometimes form when using cold pressed oils for cooking? A: Froth formation in cold pressed oils during cooking is a natural occurrence and indicates minimal processing of the oil. Unlike refined oils, cold pressed oils are extracted without high heat or chemical solvents, retaining their natural properties. The froth is typically due to trace proteins naturally present in the seeds from which the oil is pressed. This frothing does not affect the quality or safety of the oil; rather, it is a testament to the oil's purity and lack of refining. When you choose 99+ NutriCo's cold pressed oils, you are opting for a product that maintains the wholesome goodness of its source ingredients, ensuring you get the most natural benefits from your cooking oil.

Q: Are all 99+ NutriCo oils suitable for various types of cooking applications? A: No, at 99+ NutriCo, we categorize our oils based on their ideal culinary uses to ensure optimal flavor and health benefits. It is important to choose the right oil for specific cooking methods due to differences in smoke points and flavor profiles. Below is a guide to help you select the appropriate oil for your cooking needs:



Cooking Type	Recommended Oils	Usage
High Heat Cooking	Groundnut	Suitable for frying,
	Sunflower	sautéing, and other high-
	• Kusuma	temperature cooking.
Medium Heat Cooking	Coconut	Ideal for baking and light
	 Nuvvu Ginja (Black 	sautéing.
	Sesame)	
	• Nuvvu Pappu (Blace	
	Sesame)	
Low Heat Cooking	• Flax	Best used for dressings,
	Black Mustard	dips, and marinades where
	Yellow Mustard	minimal to no heat is
		required.

By selecting the right oil for your specific cooking method, you not only enhance the flavor of your dishes but also maximize the nutritional benefits of the oils. Each oil in our collection is tailored to meet different culinary needs, ensuring that every meal is as healthy as it is delicious.

Q: Can we send back the bottles for refill?

A: Absolutely! You can send back your empty bottles for a refill, and by doing so, you're making a choice that benefits both your health and the environment. Refilling your bottles not only ensures you continue enjoying the purity of our oils but also plays a part in reducing plastic waste. Together, we can make a positive impact on nature, one refill at a time.

Q: Can we send back the bottles for your reuse?

A: We appreciate your intention to contribute to sustainability. However, due to our tamper-proof caps, we are unable to reuse the bottles for others. But don't worry! You can still send your bottle back for a refill. This way, you get to reuse the bottle and continue enjoying the same high-quality oil, knowing that the integrity of your product is always protected.



Q: How do I send back the used bottles for a refill?

A: It is simple and rewarding! Just WhatsApp us a picture of your used bottles at 7730974777, and that is it! We will take care of the rest by arranging to collect the bottles from you. But there is more—we want to thank you for your commitment to saving nature. As a token of our appreciation, you will receive a ₹10 per Liter discount on the price displayed in our WhatsApp catalogue.

And here is another reason to feel good: once your bottles are refilled, we will deliver them back to you free of cost within Vijayawada! For our valued customers outside Vijayawada, there is a small delivery charge, but when you consider the impact, you are making on the environment, it is a small price to pay for a big difference. Together, let us continue to fuel life beyond 99 years, sustainably and joyfully!

Q: Where else can we buy 99+ NutriCo products?

A: We are pleased to offer our products at various brick-and-mortar stores for your convenience. Below is a list of locations where you can walk in and purchase our premium cold-pressed oils:

Store Name	Store Address
Tunuguntla Coconuts	Shop No 212, MGWC Complex
	Gollapudi, Vijayawada
Cherrys Sweets	Diagonally opposite to VPS School
	Moghulrajpuram
	Vijayawada
Cherrys Sweets	Main road
	Gurunanak Colony
	Vijayawada
Sree Arihant Stores	Sivalayam street
	One Town
	Vijayawada
Sri Durgaa Laakshmi Enterprises	Near MGWC Complex Canteen Gate
	Mahendra Nagar, Gollapudi
	Vijayawada

By making our products available at these trusted outlets, we hope to bring the essence of health and longevity even closer to you. Whether you prefer shopping in person or



online, 99+ NutriCo is committed to ensuring that you have easy access to the purest oils, whenever and wherever you need them.