

drink  
**Pure**  
F R U I T S



*Drink it... Feel it...*



To,

OUR CURRENT & FUTURE CUSTOMERS.

Before introducing I would like the privilege of thinking you for sharing your precious time with us & for showing your interest in working with us at Shruti International ,I'd like to take this opportunity to welcome you not just to our company ,but as an extended member of our family .

I have spent my entire life in fish industry setting up this group with extreme hard work & dedication.

King Fish Products (p) Ltd , Founded in 1986 an expertise in manufacturing the Best Quality Fish Meal , Squid Meal and Frozen Seafood ,

Since its inception , we continue to serve and remain the best in our Quality Products for both Local and International Market throughout US , Europe ,Middle East and Asian Market .

Now I have Introduced "Shruti International a FMCG company on my daughter's name Shruti ,my son Anshul Goel & Son in Low Gaurav Aggarwal " they have taken the responsibility to expand the business to new heights I couldn't be more proud as a father of this accomplishment we have made. Although we take an extremely proactive and progressive approach to our business today ,one thing has not changed Our family's commitment for providing the best quality, selection & pricing for all of our customer's need , along with outstanding delivery and customer service support .

The company is established to manufacture Pure Rang of Products in each category with innovative technology for our esteem customers of all age groups. To thrive in this globalization , Manufactures must develop new ways to become more consumer – driven and stay ahead of the competition . Shruti International Research & Development Team " develops all range of products what you crave for , how much calories and nutrition you need & most Innovative recipies.

Shruti International has created its first brand which is manufacturing Non Alcoholic Beverages " Drink Pure Fruit " a unique fruit drink with USP of adding pulp of international quality, anti oxidants and expiry of 9 months which can be consumed by any age group .

Over the years we have established a reputation for excellence in all that we do , and we intend to continue this family tradition in earning your business .

We consider it a great privilege to be able to serve you , We thank you for this opportunity to work together and make you a part of our " Pure SI World " Pure People Power .

Sincerely

CM Goel  
Chairman  
Pure SI Group of Companies  
Pure People Power

drink  
Pure  
FRUITS





## ABOUT M/S SHRUTI INTERNATIONAL

M/s Shruti International is service driven and customer focused organization, it is India's leading FMCG Company for providing "Pure Range of products and creating awareness about quality and purity. it is our intention to build branded pure products which is widely recognized , accepted and trusted.

M/s Shruti International is registered trademark of M/S Shruti International. Our group is working for Food and Beverages .Our people are our real asset and they provide great strength to business. Individual dignity is respected and those who have knack for creating innovative ideas and gives enough space to give shape to their ideas. We provide equal opportunity to all our employees and constantly encourage them to develop their skills - set and competencies. At M/s SHRUTI INTERNATIONAL, We Assure excellence in each and every solution we provide. Our Innovative thinking . Effective strategies , sound business acumen and technical expertise have earned us commendation from our esteemed clients for impeccable implementation of cutting – edge solutions. Our basic proposition entails that our company's business should refresh the market. Enrich the workplace, protect and preserve the environment and strengthen the community .We leverage our unique strengths to actively support and respond to local needs - be it the need of education, health, water or nutrition. We have used our distribution network for disaster relief, our marketing prowess to raise awareness on issues such as PET (polyethylene terephthalate) recycling and our presence in communities to improve access to education and potable water.

## PRODUCTS AND SERVICES

### Pure Fruit Drink /Juice / Nectar

**Product:** Ready to Serve (RTS) beverages: Apple, Mango, Litchi, Guava, Orange, Mixed Fruit Drinks & Pineapple juice and nectar etc.

**Description:** Contains nature pulp, permitted synthetic / nature Food color and flavor (Natural, Nature identical and Artificial Flavoring substances as well as permitted class two preservative and anti – oxidant).

**Appearance:** Each product has the characteristic appearance, color, aroma and taste of Natural Fruit Drink.

**Processing:** Each fruit drink is obtained from natural fruit pulp in combination of natural sugar and color, flavor and suitable anti oxidant to maintain the nature taste for a longer time period

**Authenticity :** The product is made from natural , fresh and wholesome fruit pulp of the specified fruit variety and is does not contain any resistible content .

**Hygiene & sanitation:** The product is processed and packed under well designed and controlled hygienic environment following Good Manufacturing Practices (GMP), Quality Management System (QMS), as well as in accordance with FSSAI (Food Safety and Standard Authority of India).

**Primary Packaging (Bottle):** Suitable clean, new plastic pet bottle, all packing materiel in contact with the product is food grade quality.

**Secondary Packaging material (Label):** Each bottle is clearly marked with the product designation, Processor and Packers, country of origin, net volume, Batch no. / Lot, Mfg. Date, Time, Nutritional information and necessary information Benefits of Fruits Juices.



Refreshing and Invigorating or relaxing and calming. Fruit and juices provide a concentrated boost of benefits for today's eat – on – the run lifestyle. They are full of nutrients: easy to consume and save a lot time. Yet they have the goodness of whole fruits & vegetables. In fact, today are seen as 'vitamin and mineral cocktail taking a glass of fruit and juice on a daily basis is an easy to ensure that the body gets vital vitamins and minerals.

The best part is they fit in all sorts of lifestyle. As a part of healthy diet, juices help in all sorts of ways – too keep the digestive system in order. fight infection and diseases, For starts, a glass of fruit juice can give energy in the morning, exactly when it's needed the most .Orange Juices, for instances is rich in vitamin C, White Cranberry, juice has long been known to help prevent bladder infection Similarly some other juice – like Orange Carrot – are rich on natural goodness of antioxidant nutrients like beta – carotene and Vitamin C, which help strengthen immune system.

The important role of fruit juices in the diet was confirmed by the 2005 Dietary Advisory committee report. This report states that:" with the exception of fiber, fruit juices provide substantial contributions to several vitamins and minerals" This clearly indicates that fruit juices are an excellent complement to whole fruits as a part of healthy eating plan.

## **Important Function of Fruit Juices:**

### **Nutritional Benefits**

*Fruit Juice are naturally fat free*

**Fruit Juices provides fruit energy :** fruits , vegetables & their respective juices provide substantial amounts of fruit carbohydrates , which supply energy to power all body work – from heartbeats and household work to school homework and office work, even that spreads across our face.

Fruits and vegetables contain significant amounts of vitamin & minerals. Vitamins are required for carrying out many vital functions of the body and many of them are involved in the utilization of the major nutrients like proteins, carbohydrates and fats. Minerals and micro elements are necessary for the nerve and muscle function and are the building material for some body tissue.

**Fruit Juices with NO ADDED SUGAR help meet 5 – a – day – plan**

### **Protective Benefits:**

Fruits, vegetables & their respective juices contain substantial amount of biologically active non – nutrient compounds called photochemical. These protective components exert various beneficial in the body Fruit Juices are naturally rich in potassium & low sodium. Research indicates that diets rich in potassium & low in sodium helps in maintaining heart health.

Fruit juices are rich in antioxidant nutrients that help strengthen body's natural defenses

Fruit and juices are a perfect food supplement. They are far more powerful than isolated nutrients found in vitamin pills. Nutrients influence each other and therefore, they should not be separated because nutrients combined naturally in food work together more effectively than when they are separated as a single supplement.



# *Our Distribution Network in* *WORLD*



# *Our pure Fruit juice*





# *Our pure range of Fruit juice*



**Available in. 160 ml, 200 ml, 500 ml and 1 liter**

Our 200 ml  
Tetra pack





# Our 200 ml Tetra pack





# Our 160ml Tetra pack





# Our 160ml Tetra pack



# OUR PURE range of *Cold drinks*





# OUR DIET range of *Cold drinks*



Available in. 250 ml, 600 ml, and 2 liter



# 100% ORIGINAL range of *Cold drinks*



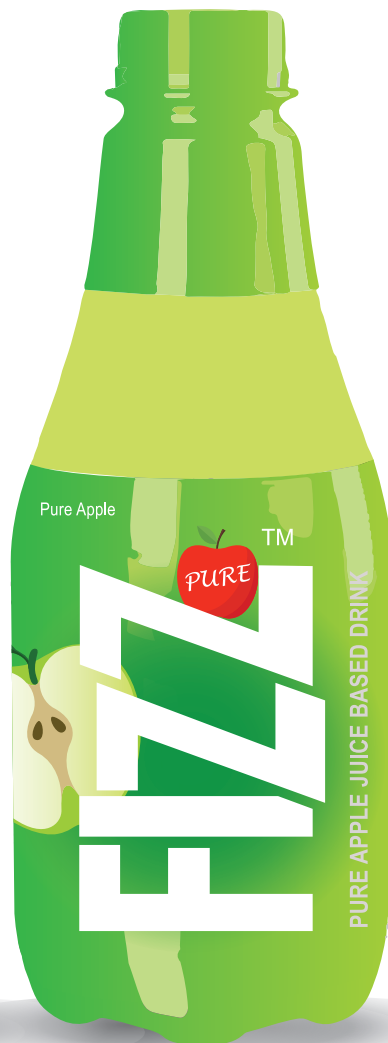
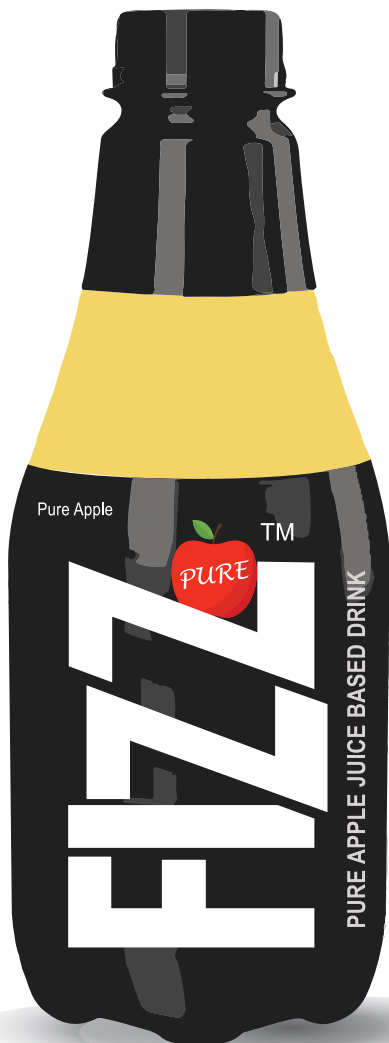
Available in. 250 ml, 600 ml, and 2 liter

# OUR range of *Pure Drinks*



# OUR range of

# *Pure* FIZZ





# OUR range of *Pure Water*











*Drink it...*

*Feel it...*

# drink PURE FRUITS

*Drink it...  
Feel it...*



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