

JASmine

JASMINE CONCRETE EXPORTS PRIVATE LIMITED

FIELD OF DREAMS



Nurturing. It's in our nature

We are Jasmine, India's largest manufacturer of floral extracts. We supply the fragrance, flavour, cosmetic, food, pharmaceutical and nutraceutical industries with extracts, from flowers, fruits, roots, bark, seeds, leaves, gums and resins.

That's not all that sets us apart.

From tiller to user - we look at business differently

Jasmine's culture, acumen and advantage stems from an Indian heritage of cultivating and respecting the land. A rich farming tradition runs in our veins. We're also closely connected to the entire supply chain. We're proponents of the long view. Being in a business which is both at the mercy of nature, and the pull and push of the market, it is easy to take a short term approach.

Ours however is different. Given our DNA and our vision of building a sustainable operation, we follow a multi-pronged strategy.

The seeds of trust bear the best fruit

We do business from the heart. Central to our plans and goals is the well being of our farmer community - the ultimate guardians and nurturers of our soil. We're proud to have started a non-exploitative and open way of interacting with farmers. In big ways and small, we have made them stake holders in this business, ensuring progress and prosperity all around.

- * We work closely with our farmers, giving them inputs in terms of finance, technology, seeds, fertilizer and service.
- * We are committed to our growers for the entire life cycle of the crop
- * We protect the tiller from the volatility of the natural extract market through information and economic support.
- * We educate our farmer network about the economic consequences of growing particular crops.
- * We are transparent in the way we evaluate and price the produce, keeping the farmer aware at every step.
- * We advise them on crop rotation and keep them abreast with market trends.

Organic is our mantra for growth

Call it sustainability, call it a roadmap. For us, being there today and tomorrow is a matter of course. Intrinsically, our business welfare is inseparable from that of the land and our farming network.

Standing on strong ground

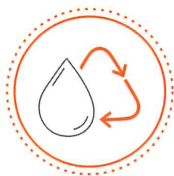
The Jasmine network started in the South, where it sources its key raw materials. It is now spread across India.

The company has two state-of-the-art and eco-friendly plants in the lush flower belt in Madurai and Coimbatore. Being close to the sourcing areas ensures optimal yields and high quality products. It also minimises time delay between harvesting and processing.



TO SOW, TO REAP.

We envision our business in a holistic way. To ensure quality products, competitive pricing, green manufacturing processes, enhanced productivity and profitability, we focus on three things - our people, our usage of natural resources and energy consumption.



WATER MANAGEMENT

Our efficient systems ensure that we only consume the rainfall limit received at our plants.



HEALTH AND SAFETY

Health, safety and environmental concern are the keystones of our corporate culture.



ENERGY SAVING

Our goal is to be a carbon neutral operation and energy saving is a key criteria



SUSTAINABILITY

Jasmine uses localised sourcing, contract farming and sustainable wild harvesting.



TRACEABILITY

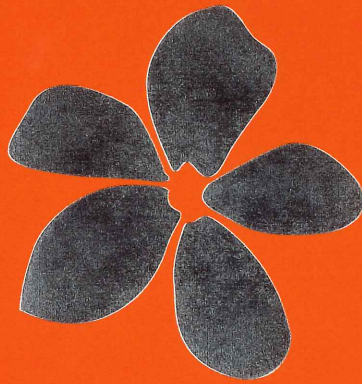
This well-oiled and trusted network ensures quality and reliability in sourcing, as well as 100% traceability.

The sweetest fragrance is from the source

We live up to all the measures listed above. Not because we have to but because of who we are and where we come from. We are proud to bring you the bounty of our land and the timeless skill of our people. Any Jasmine product is a labour of love and respect. Rest assured.



**A NATURAL
HERITAGE**



Jasmine Concrete Exports Private Limited
39 Josier Street, Chennai 600 034, Tamil Nadu, India
P +91 44 2820 2439 **E** jasminecni@jasmine.in **W** www.jasmine.in