



SHIKHA NATURALS

PREMIUM PSYLLIUM HUSK

From India's farms to the world's finest brands



COMPLETE TRACEABILITY / QUALITY ASSURANCE



ABOUT US

One voice for India's farmers

Shikha Naturals Pvt. Ltd. is a **global sourcing and trade company** that gives buyers across the world access to indigenous foods which grow in India.



100%
exports



Bulk & private
label supply



Trust &
compliance



India's farmers have never lacked quality. What they have lacked is a way to reach the world. Across the country, thousands of farmer groups, cooperatives and associations grow exceptional produce, yet most work alone, with little bargaining power and no direct line to global buyers.

We are **uniting unorganized farmer associations from different parts of India** under one platform. By bringing their produce together and presenting it to the world as one, we give them the scale and the united stand they need to sell in the global market, at a fair price and on their own terms.



India has about 146 million farm holdings. Most have no path to the global market.

India has one of the largest farming populations in the world, and roughly **86% of its farms are small or marginal**. The average farm is little more than one hectare, too small to export on its own.

That is the gap we fill. We stand with FPOs and farmer groups so their produce can reach buyers worldwide.

To give farmers strength in numbers, the Government of India set out to form **10,000 new FPOs**, and the target has now been reached. Yet the FPOs formed under the scheme have around **2 million farmer members**, a small fraction of the whole. Many FPOs still lack affordable credit, reliable logistics and direct access to international buyers.

WHAT WE OFFER FARMERS & FPOs



Credit & working capital



Logistics support



Fair price



Global market access



Quality assurance



Export support



Our Certifications

We are fully compliant with all national and international regulatory food mandates by industry-accredited agencies. Our endeavor to provide the best products complements our commitment to quality.



Spices Board
India



Ecocert



Jaivik Bharat

Jaivik Bharat



Bio Suisse



FSSAI



APEDA



India Organic



USDA Organic



EU Organic



Our Core Strengths

HELPING SMALL-SCALE FARMERS & FPOs

Quality produce deserves a fair return. We work to raise the incomes of small-scale farmers and FPOs by opening up ethically priced, quality-driven markets to them.

100,000+

farmers grow psyllium (isabgol) across India*

450,000 ha

of Indian farmland is under psyllium cultivation

#1

India is the world's largest producer of psyllium husk

**Conservative estimate based on the area under psyllium (isabgol) cultivation. Source: ICAR, 2022-23.*

01 Organic & Conventional Supply



We source both certified organic and conventional grades, from vetted farms and FPOs, to match your specification and budget.

02 Clean by Design



Our certified organic range is grown free of synthetic chemicals and pesticides. Our conventional range is also sourced pesticide-free, so whichever you choose, you get clean, compliant produce you can trust.

03 Bulk Packaging



We supply in bulk quantities across the globe, with packing that protects the product from shocks, vibrations, drops and climate hazards.

04 Private Labeling



Put your logo on the label and make it your own food brand. Packaging and labels are tailored to your size, design and price needs.

05 Efficient Service & Timely Delivery



Dedicated account managers help you choose the right products and ensure the fastest delivery by the most economical route.

06 Complete Traceability



100% transparency: full traceability of our produce, right from farm to your doorstep.



How It Works



01

Farmers & FPOs

Psyllium is grown by farmers and farmer producer organizations across India.



02

Shikha Naturals

We unite the farmer groups and provide credit, logistics and trade support, with quality assurance at every step.



03

Global buyers

Supplied in bulk or under your own label, with packaging tailored to your requirements.

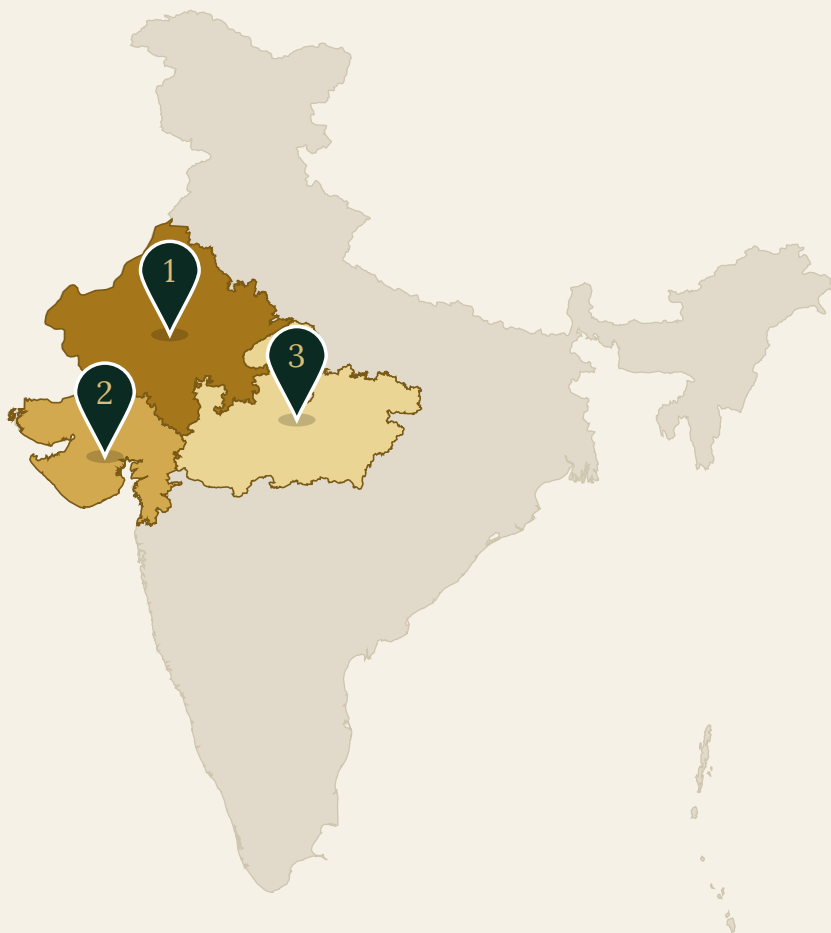




WHERE IT COMES FROM

Sourced from India's psyllium heartland

India's psyllium is grown mainly in three states, ranked here by the area under cultivation. The darker the gold, the larger the crop.



1 Rajasthan

India's largest grower, with roughly 360,000 hectares under psyllium (2021-22). Barmer and Jalore are among its main districts.

2 Gujarat

Second-largest grower, with about 31,000 hectares in 2024. Also India's processing and trading hub, with Unjha its largest isabgol market.

3 Madhya Pradesh

Output has been growing, centered on Mandsaur, Neemuch and Ratlam in the Malwa region.

Map for illustration only, not to scale. Ranked by area under psyllium; sources vary by year.

LARGER ——— SMALLER

OUR PRODUCTS

Psyllium Husk

AVAILABLE IN

 ORGANIC

 CONVENTIONAL

Around **90% of India's psyllium crop is exported** to buyers around the world. We offer it in six purity and whiteness grades. Pick the grade that fits your application.

80%+

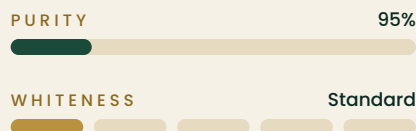
of the world's psyllium husk supply comes from India



95%

STANDARD GRADE

A dependable standard grade for dietary supplements, food and baking where cost matters.



98%

Regular White

EVERYDAY FIBER GRADE

A versatile all-rounder for dietary fiber products, cereals and bakery mixes.



98%

Super White

BRIGHTER APPEARANCE

Whiter, cleaner look for fiber drink powders, health foods and gluten-free baking.



99%

Average White

HIGH PURITY

High purity at a good price, suited to supplement powders, capsules and sachets.

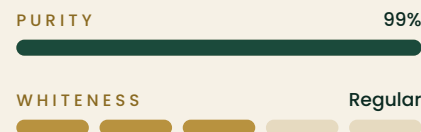


99%

Regular White

SUPPLEMENT GRADE

Consistent high-purity grade for wellness and health-food fiber powders and capsules.



99%

Super White

PREMIUM

Our finest grade, with top purity and whiteness for premium supplements and brands.





OUR PRODUCTS —

Find your grade

	95% Standard	98% Regular	98% Super	99% Average	99% Regular	99% Super
Pharmaceuticals				●	●	●
Nutraceuticals & dietary supplements	●	●		●	●	●
Food & bakery, incl. gluten-free	●	●	●			
Beverages & drink mixes			●			
Health & wellness brands			●		●	●



SHIKHA NATURALS

Ready to source psyllium husk?

Tell us the grade, quantity and destination.

TALK TO OUR SALES TEAM



MINIMUM ORDER

1 MT
metric tonne



PACKAGING

Standard orders are packed in 25 kg polypropylene (PP) bags. Custom packaging options are available.



SAMPLES & COA

Samples and a Certificate of Analysis (COA) are available on request.



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