

Company Profile for UAE Embassy & UAE-India CEPA Council



Company Name: Origins Tribe Pvt. Ltd.

Sector Focus: Sustainable Consumer Goods | Health Foods |

Company Overview

Origins Tribe Pvt. Ltd. is a purpose-driven Indian enterprise committed to sustainability, social impact, and nutrition innovation. We operate at the intersection of heritage and health, creating scalable and ethical consumer products that empower local communities. Our flagship venture, Nutri Tribe, is a clean-label health snack brand rooted in the Mithila region of Bihar, India.

Nutri Tribe champions the indigenous superfood Makhana (foxnuts), ethically sourced through a fully integrated Pond-to-Plate model in partnership with a registered Farmer Producer Organisation (FPO) composed of members of the Mallah fishing community. This model ensures traceability, price fairness, ecological preservation, and community ownership across the supply chain.

Products & Services

1. Nutri Tribe – Healthy Snack Line
2. Flavored Makhana (5 SKUs)
3. Makhana–Millet Cookies
4. Nutrimix (Makhana + Dry Fruits Health Mix)
5. Protein Bars (with Makhana Base)
6. Raw and Powdered Spices
7. Different Varieties of Honey
8. Corporate Gifting (Eco Kits): Customisable gifts with bamboo, paper, and natural products
9. Contract Manufacturing & Private Labeling for sustainable product lines

All products are plastic-free, roasted (not fried), and preservative-free, designed for health-conscious urban consumers.

Key Company Highlights

- **Year of Establishment:** 2022
- **Headquarters:** Madhubani, Bihar, India (with Delhi NCR operational base)
- **Market Footprint:** PAN-India through e-commerce, regional distributors, and institutional partners
- **Valuation:** INR 5 Crore+ (Self-assessed; grant-recognized and bootstrapped)
- **FPO Integration:** 200+ Makhana farmers and fishers directly engaged
- **Compliance & Recognition:** FSSAI certified, IEC, APEDA | Recognized by StartUp India & StartUp Bihar
- **Sustainability Commitment:** Plastic-free, community-first, carbon-light operations

Point of Contact

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Location: Bihar | Tamil Nadu | Delhi NCR | Partner Outposts (PAN India)

We are enthusiastic about the opportunity to explore strategic collaborations in the UAE. Our objective is to align with wellness-oriented distributors, retail partners, health-conscious institutional buyers, and ESG-aligned investors seeking authentic, traceable, and community-backed product solutions.

We appreciate your consideration and look forward to meaningful engagement.