



PURIGENICTM

International



CONSORTIUM PARTNERS

PURIGENIC™



NIC PESHAWAR



ABOUT

Purigenic International

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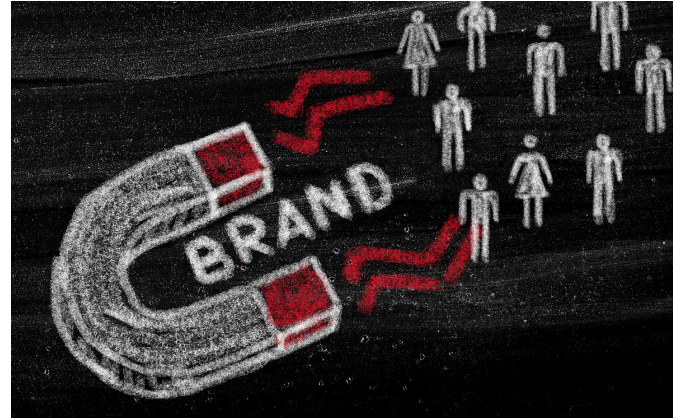
specializes in premium **Rare types of honey** and natural products. We start with the **best of Pakistan**, guaranteeing rigorous national and international testing and compliance. We then export directly to the **USA, GCC, and Europe**, bringing proven quality to the world.



CONSORTIUM PARTNERS

PROBLEMS WE SOLVE

Pakistani Sidr Honey Lacks Global Recognition & Market Access



No Global Brand Awareness

Despite being premium-quality, Pakistani **Sidr honey** is not widely recognized in the **USA, UK, & Europe.**

Regulatory Barriers & Limited Export Channels

Many exporters struggle with **FDA, EU, and UK** compliance, making exports difficult.

Bulk Sales at Low Prices

Pakistani honey is often sold in bulk, repackaged under foreign brands, and resold at higher prices.

Weak Packaging & Storytelling

Lack of premium presentation and marketing prevents it from competing with Yemeni Sidr honey.

SOLUTIONS WE OFFER

Pakistani Sidr honey is poised for global leadership. With **india facing 50% tariffs** versus **Pakistan's 18%** rate, this massive economic edge creates a strategic opportunity to fill the global supply gap and set a new premium standard."



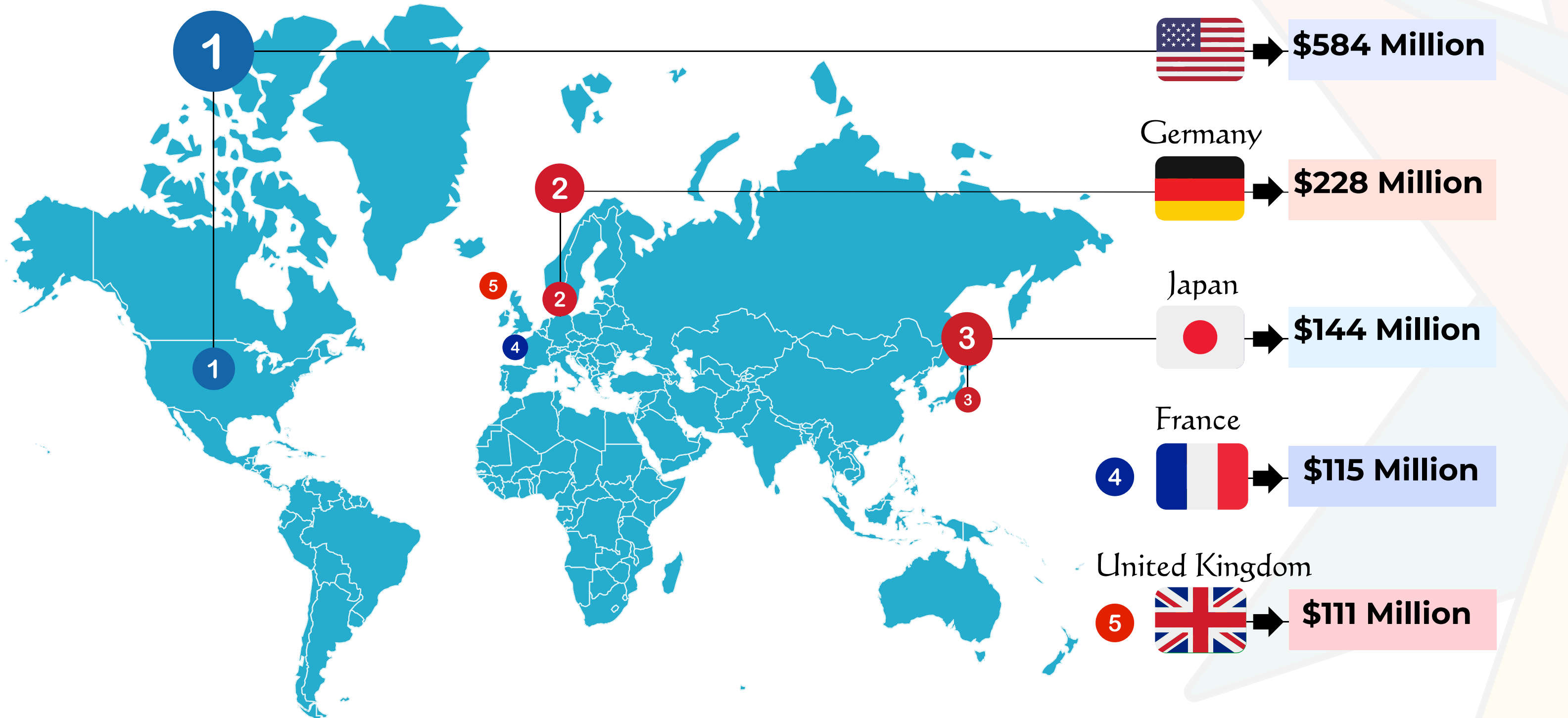
NUTRITIONAL COMPARISON

Nutritional Factor	Pakistani Sidr Honey 🏆	Manuka Honey	Yemeni Sidr Honey
Enzyme Content	5000+ Active Enzymes (Superior digestion & health benefits)	2000-4000 Enzymes	3000+ Enzymes
Diabetic-Friendly	✅ Yes (Lower glycemic index, better for blood sugar)	❌ No (Higher sugar content)	✅ Yes (Moderate glycemic index)
Antibacterial Strength	Strong (High phenolic compounds)	Strong (MGO Methylglyoxal levels)	Moderate
Minerals & Vitamins	Rich in Zinc, Iron, & Magnesium	Moderate	Moderate
Taste & Aroma	Smooth, Buttery, Caramel-like	Earthy & Medicinal	Floral & Mild
Price (Per Kg)	\$55	\$150	\$486

✅ **Sidr Honey** is The Only Honey Suitable for **Diabetics** & the Most Sought-After Honey in the World!

Global Honey Importers

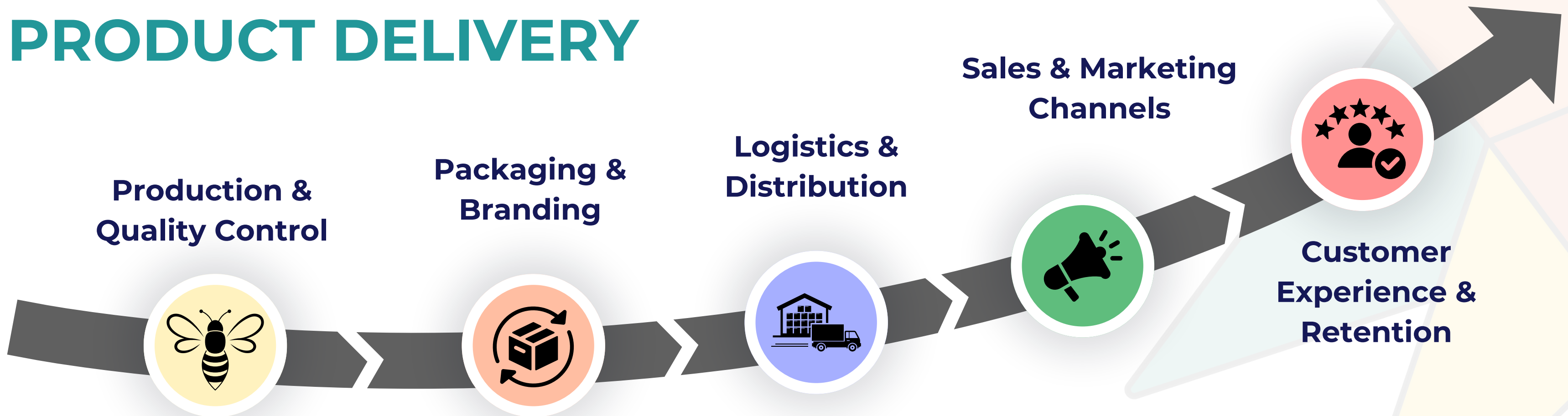
The TradelmeX Report 2023-2024



MARKET ANALYSIS

Region	Target Consumers (After Market & Competitor Analysis)	Potential Selling Price   
 USA & Canada	Diabetic-friendly, health-conscious consumers, organic stores.	 120/kg = 33630 
 UK	Diabetics, bakeries, high-end grocery stores & English breakfast staples.	 150/kg = 54396 
 Europe	Organic enthusiasts, specialty retailers, gourmet shops, bakeries, and diabetics.	 110/kg = 39890 

PRODUCT DELIVERY



REVENUE MODEL

DIRECT-TO-CONSUMER SALES

Selling via Social Media, Amazon, and Purigenic's website. (online Platforms)

Revenue Timeline
1-2 months

B2B & WHOLESALE

Supplying to retailers, distributors, and specialty stores.

Revenue Timeline
3-6 Months
Establish **B2B** partnerships & expand fulfillment centers.

BULK EXPORTS

Selling to international buyers & supermarkets at premium rates.

Revenue Timeline
1 Year+
Secure **bulk export** contracts & scale to new markets.

BAKERIES, HOTEL & RESTAURANT PARTNERSHIPS

Supplying luxury hotels, resorts, and fine-dining establishments with premium Sidr honey.

Revenue Timeline
1 Year+

COMPETITORS IN THE MARKET

Brand	Website	250g Price (Currency)	1 KG Price	\$ £ € (Rs) Price
YEMEN HONEY CENTER	https://yemensidrhoney.com/	80 USD	320 USD \$	\$ 320/kg = 89680 (Rs)
SIDR USA	https://sidr.com/	40 USD	160 USD \$	\$ 160/kg = 44840 (Rs)
LOTE & CO (UK)	https://loteandco.com/	96.43 GBP	385 GBP £	£ 385/kg = 139618 (Rs)
MATERS & CO (UK)	https://matersandco.com/	50.00 GBP	200 GBP £	£ 200/kg = 72528 (Rs)
BALQEES HONEY (UK)	https://balqees.co.uk/	150 GBP	600 GBP £	£ 600/kg = 217586 (Rs)

PURIGENIC'S UNIQUE SELLING PROPOSITION (USP)

Full Control
From Hive to
Jar

ISO 22000,
HACCP &
HALAL
Certified

Direct-to-
Consumer
& B2B Sales

Premium
Packaging &
Traceability

Competitive
Pricing
Advantage



X Factor



Why We're the Best Fit

We've Done Our Homework
Full Control from Hive to
Market



The Secret Sauce

Best Quality at a Reasonable Price



Added Advantage

We Produce our own honey
and can prove the Traceability
through testing

Production, Logistics, and Marketing - The Three Pillars of Sustainable Global Expansion.
We are fighting for the **supreme national interest** by making **Pakistani Sidr Honey** a global leader.

PURIGENICTM

Business Model Canvas

KEY PARTNERS

- **NIC Peshawar** (startup incubation)
- DHL (logistics partner)
- TCS (logistics Partner)
- Shopify (e-commerce platform provider)
- Mr Print Peshawar (Label and packaging provider)
- JINZ Marketing (Digital marketing service provider)
- PCSIR,ISO 22000 HACCAP & HALAL (product testing & certification)
- KP Halal Food Authority (product testing & certification)
- Local beekeepers
- Packaging suppliers (China & Pakistan)

KEY ACTIVITIES

- Sourcing, testing, and processing raw materials
- Branding & packaging
- Social media marketing and content creation
- Order fulfillment & delivery (DHL & local partners)
- R&D for new product variations

KEY RESOURCES

- Beekeepers/Beehives
- Human Resource/Labour
- Partnerships with Food Bodies & Logistic Partners
- Cold-press machinery & local processing units (Warehouse, Equipments) (Rented)
- Trained digital marketing & logistics team (JiNZ)

VALUE PROPOSITIONS

- Pure, lab-tested & traceable products Ethical sourcing (**PCSIR, ISO 22000, HACCAP, HALAL**)
- **Breakfast Lovers**
- Make my own bundle
- Rare Types Of honey
- Bundle Offers (Taste Different types in one purchase)
- Cold-pressed & natural processing methods (No Heating Methods)
- **Traditional remedies with a modern, elegant look**
- **Premium packaging** for local & international markets
- Locally sourced, supporting beekeepers & farmers
- Full control from hive to honey jar

CUSTOMER RELATIONSHIPS

- Certificate of authenticity (**COA**)
- Educational content (benefits, uses, recipes)
- Premium unboxing & thank-you cards
- Post-purchase messages & WhatsApp/Call support

CHANNELS

- Direct-to-Consumer (Shopify)
- Social media platforms
- Local organic stores & exhibitions
- Export markets (Europe, GCC, USA)
- Online marketplaces (Daraz, Amazon, Walmart)

CUSTOMER SEGMENTS

- **B2B**
- **B2C**
- Health-conscious individuals
- Gift buyers (premium gifting)
- Organic product consumers
- Urban middle and upper-middle class
- Export buyers / resellers
- **Age Group:** 20 to 60 years (Core concentration: 25–50 years)
- **Gender:** Both male and female, with a slight female skew in organic and gifting segments, and male dominance in export/reseller category.

COST STRUCTURE

- Raw material procurement (honey, saffron, olive oil, shilajeet, raw material for jams)
- Packaging (labels) design & bottles
- Digital marketing, advertising, Quickbook & Shopify Monthly Subscriptions
- Logistics & shipping (local & international)
- Product testing & quality assurance
- Salaries for team & warehouse handling

REVENUE STREAMS

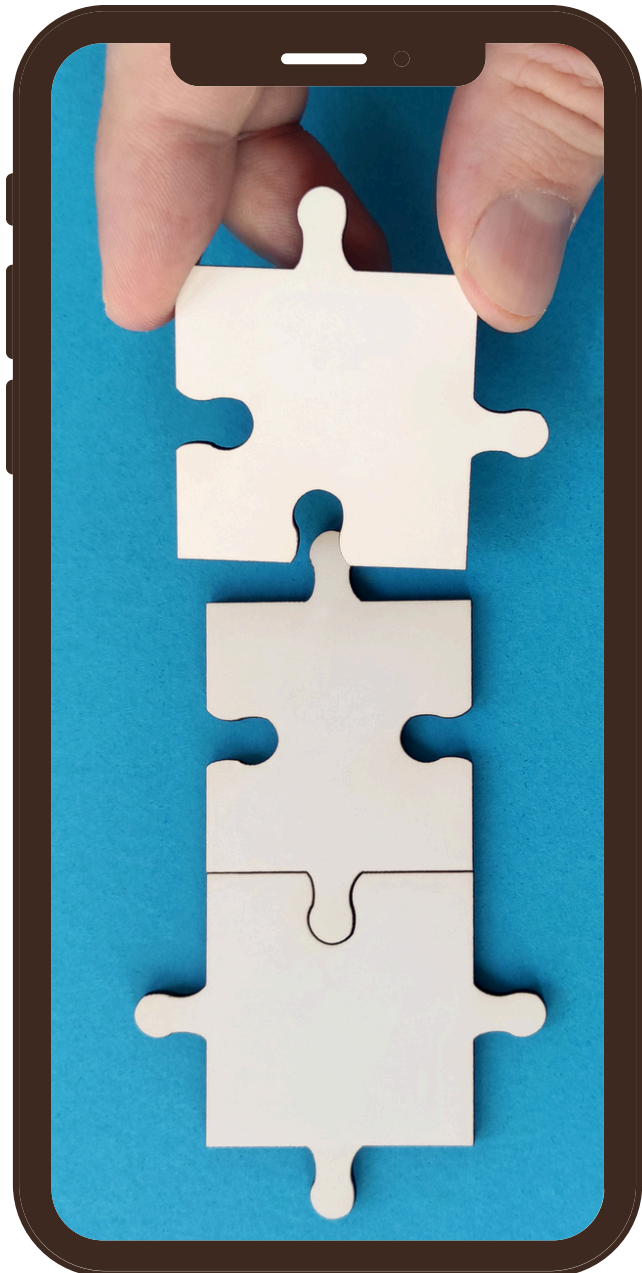
- Product sales (Online, retail & bulk)
- Custom gift hampers (Make my own Bundle)
- Local retail distributions
- Pop up Expos , Organic bazzars
- White-label partnerships
- Export orders



The Two-Pillar Strategy

Our immediate focus is on achieving **domestic** stability, which will serve as the foundation for our planned expansion into the **global market** to ultimately transcend existing boundaries

Current Status



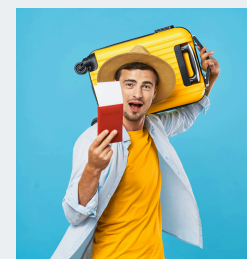
Market Research

Conducted extensive competitor and pricing analysis for international markets.



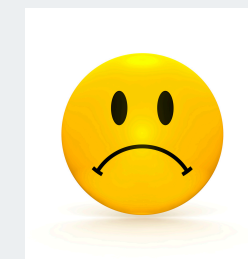
Beta Product

Available and tested for quality assurance.



Customer Feedback

Positive responses from initial buyers and industry experts.



Funding

Self-funded through jobs and consultancy, no angel investors or venture capitalist.

Export growth requires additional funding.

Why Are We Here?

NIC Peshawar x Orbit Startups presents an incredible opportunity for us to enter the market with the right momentum. Unlike traditional institutions that often struggle to create real impact, this program offers a proven platform with access to funding, expert mentorship, and a dynamic entrepreneurial ecosystem. We believe this is the best launchpad to accelerate Purigenic's growth with purpose helping us scale strategically, expand our reach, and bring our natural, locally sourced products to a global audience.

What Do We Expect from NIC x Orbit?

Access to industry experts & mentorship

Networking opportunities with investors & exporters

Support in scaling our operations and refining our business model

International exposure through expos and global networking opportunities

What Support Do We Need the Most?

Funding & Investment

Market Expansion

Compliance & Certification



Our Team



Muhammad Aamir Jawad
Founder & CEO Of Purigenic international

Master's in Food Science & Technology with 7+ years of expertise in food business & digital marketing.



Ishtiaq Ali
General Manager & Mentor

17+ years in R&D, HR, and global trade, successfully exporting to the USA & Europe.



Yaseen Khan
**Supply Chain & Beekeeping
Operations Lead**

Beekeeping & procurement expert, ensuring quality from hive to packaging.



Fatima Durrani
Digital Content Creator

Language Expert with a Bachelor's in Social Studies, leading Content planner.



Salman Khan
Website & Digital Marketing Manager

E-commerce & digital marketing expert, scaling Purigenic across wordpress, Amazon & social media.



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#GoingBeyondBoundaries!



Thank You!