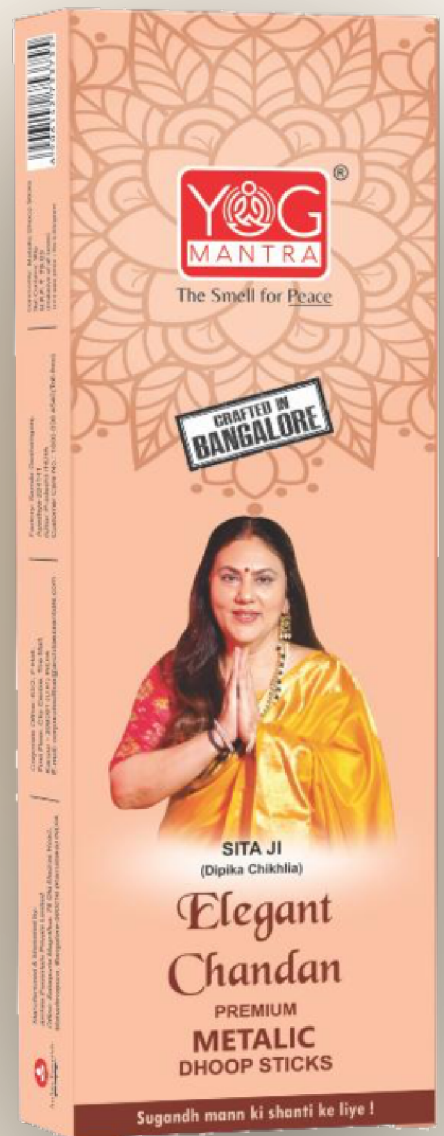




EXPORT CATALOGUE • 2026

Incense worth putting your name on.

Made in Ayodhya since 1994 — extruded, dried and packed on our own line, so what reaches your shelf is what you approved. Eight in ten of the people who make it are women from the villages around us.

EPCH • ZED CERTIFIED • IEC • MSME UDYAM • FSSAI


The Smell for Peace

● Where we are from

Thirty years, one town, one floor.

Ayodhya is a pilgrimage city, and for as long as anyone can remember its households have rolled incense for the visitors who come. The craft is older than any company here, ours included. We are from this town and we learned it the same way everyone else did.

We started selling in 1994 to the shops of our own city — people who would tell us to our face if a batch was weak. That is a harder audience than any export buyer. What we did differently came later: we took the work out of scattered homes and put it on one floor, with machines to hold the standard and people trained to watch it.

The fragrance itself is developed in Bengaluru, where modern perfumery meets the older knowledge of aromatherapy — and it is applied to the sticks back in Ayodhya. One city crafts the scent; the other gives the product its meaning.



MADE BY HAND — AYODHYA

PRODUCT WITH PURPOSE

Good in the room. Good behind it.

Our ambition is an ordinary one: make a good product, make it the same way every time, and let the making do some good where it happens. Purpose here is not printed on the carton — it is in how the carton gets filled.

1

A floor that stays together

The same people, season after season. Continuity of skill is why a reorder matches the sample you approved.

2

Work close to home

Eight in ten of them are women from the villages around the factory, in regular employment.

3

A school in the same town

300 children a year at Diksha Vidyalaya. Its alumni have gone on to MBBS, B.Tech and JRF.

None of this is a levy on your price. It is simply how the business is run, which is why it will still be true on your third order.

Approved, not asserted. The Arpan Foundation is registered under 12AA, carries 80G tax-exempt status and holds FCRA clearance to receive funds from outside India. The company is ZED certified and a member of EPCH. Every one of those can be inspected — and withdrawn.

● Who we are

A family business that never left the temple town.

Ayodhya is a city where incense is not a lifestyle product. It is lit before work, before food, before travel, and in every one of its temples several times a day. Making it well here is not a market opportunity; it is a local standard you get held to.

We began in 1994 as a small family unit supplying that market, and grew the way businesses in this trade actually grow — one distributor at a time, on repeat orders rather than on launches. The company was incorporated as Archita Essentials Private Limited in 2020.

Today the same family runs it, with a workforce of 31 to 50 people and a product list that covers most of what an Indian household puts on its puja tray.



PRODUCTION FLOOR — AYODHYA UNIT

1994

FOUNDED IN AYODHYA

100%

IN-HOUSE MANUFACTURING

80%

WOMEN IN THE WORKFORCE

4

CITIES OF OPERATION

● Four cities, four jobs

Ayodhya

Manufacturing. Dough, rolling, Accu-Dry drying, perfuming, packing.

Bengaluru

Fragrance development — scents crafted before they come to Ayodhya.

Kanpur

Registered office, commercial and export documentation.

Lucknow

Distribution and regional trade.

● Registrations

EPCH

ZED CERTIFIED

IEC

MSME UDYAM

GST

FSSAI — FOOD LINES

EPCH

Member of the Export Promotion Council for Handicrafts, set up by the Government of India.

ZED — Zero Defect, Zero Effect

Government quality certification, assessed on process control, consistency and environmental effect.

IEC

Import Export Code from the DGFT — without it no Indian company can ship abroad.

● Order of operations

Everything under one roof.

Raw material in at one end, sealed export cartons out at the other. No job work, no outsourced rolling, no traded stock.

01 Dough

Charcoal-free base, wood powders, gums and herbs weighed to a fixed formula and kneaded. The formula for each SKU is recorded, not improvised.

02 Rolling

Extruded and rolled on our own machines. Bambooless lines skip the core entirely, so the whole stick is fragrance material.

03 Accu-Dry drying

Sticks enter closed drying chambers instead of a sun yard. Moisture is brought down to a set level and held there.

04 Perfuming

Fragrances developed in Bengaluru are applied here in Ayodhya — dipped or sprayed to a measured pick-up, then cured. Every fragrance has a retained reference sample.

05 Packing

Pouches filled and sealed on line, retail packs counted and cased by machine, batch-coded, and shipped in export cartons with your labelling.

● Plant & equipment

A hand makes one good stick. A machine makes the ten-millionth one identical.



Stick making & drying

Extruded and rolled to a set diameter, length and weight, then dried in Accu-Dry chambers. You get the same burn time and stick count per gram, every carton.

Automatic pouch filling

Filled to a weighed target and heat-sealed on line. You get net weight that survives a customs check and seals that hold the fragrance in.

Automatic carton packing

Retail packs counted and cased mechanically. You get a packing list that matches the container and predictable case sizes.

Machines do the repeatable work. People do the work that needs judgement — assessing a dough, smelling a batch against its reference, catching the pack that is not right. Handwork is a virtue when it is also consistent.

● The one thing to know



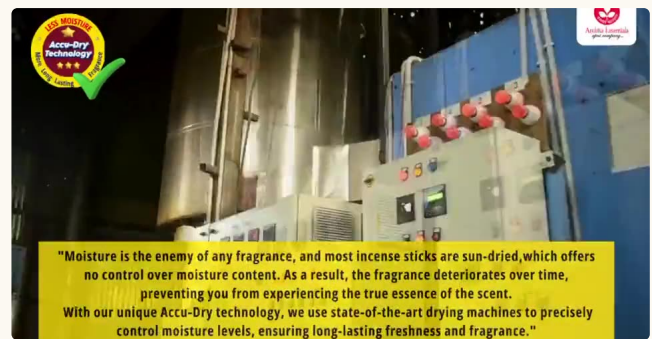
Moisture is the enemy of fragrance.

Around nine in ten Indian incense makers dry their sticks in the sun. Sun drying is free, but it is weather. There is no control over the moisture left in the stick, and that residual moisture keeps working on the perfume long after the carton is sealed.

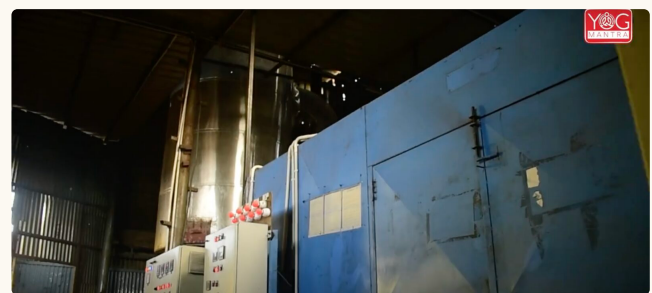
The buyer feels this as inconsistency: the sample was beautiful, the shipment is weaker, and the reorder is different again.

Our Accu-Dry chambers remove that variable. Sticks are dried to a controlled moisture level in every batch, in every season. The fragrance is then applied to a stick in a known condition rather than an unknown one.

Less smoke. More fragrance.
The same fragrance, next container.



ACCU-DRY LINE — AYODHYA



CHAMBER AND CONTROLS

● What we check before a container leaves

Reference sample

Every approved fragrance is retained. New batches are smelled against it, not against memory.

Burn test

Sticks from each batch are lit and timed. Burn time and residue logged against the spec sheet.

Weight audit

Filled packs re-weighed on line. Net weight declarations have to hold in the destination market.

Batch coding

Every pack carries a batch and date code, so a query from your shelf traces back to a shift.

Carton integrity

Drop and stack checks on export cases. Incense is fragile and containers are not gentle.

Solar-run floor

Much of the unit runs on solar — a claim you can carry onto your own pack.

● What we ship

Four divisions, one supplier, one invoice.

Pooja essentials and incense, traditional Indian pickles, sauces and condiments, and vrat foods. Every item is manufactured by us, not traded. Pack sizes, burn times and carton configurations can all be changed for your market.

Division 01 — Pooja Essentials & Incense: incense sticks, bambooless dhoop sticks, cone dhoop, pooja oil, camphor and hawan samagri, in two brands — Archita (economical) and Yog Mantra (premium). **Division 02 — Pickles:** Archita Chatpata mix, mango and red stuffed chilli, in 200 g / 500 g / 1 kg. **Division 03 — Yameeto:** continental, green chilli and soya sauce, and white vinegar, in 600 ml and 900 ml. **Division 04 — Bhog Prasad:** makhana, sabudana and refined groundnut oil.



Incense sticks

Masala, charcoal-free and flora agarbatti in 8" and 9". Sleeves, boxes, jars and multi-variant cartons.



Premium agarbatti & dhoop

Economical pouch packs and metallic bamboo-less boxes. Charcoal free.



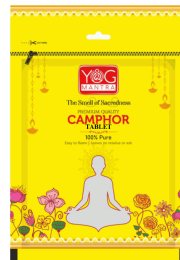
Bambooless dhoop sticks

The premium line. 50 minutes of burn, roughly 90 minutes of lingering scent.



Cone dhoop

1.5" cones, 80 g jar, about 20 minutes of burn. Six fragrances.



Camphor

100% pure refined tablets in printed pouches and clear jars.



Pooja til oil

Ayodhya Deepotsav sesame lamp oil, 900 ML PET bottle.



Hawan samagri

Made with pure hawan ingredients. 50 g / 100 g / 200 g cartons.



Makhana & sabudana

Pond-farmed fox nuts and bleach-free sabudana under our Bhog Prasad label. FSSAI registered.

● 01 · Incense sticks

Agarbatti

Masala, flora and charcoal-free sticks in 8" and 9". Sold as single-fragrance packs, multi-variant cartons and jars.



8" · MASALA

Premium masala sleeves

Ten fragrances: Lavender, Arabic Gold, Royal Oudh, Sandalwood, Nag Champa, Wild Forest, Natural Rose, White Sage, Dragon Blood and Dark Opium.



8" · BAMBOO LESS

Mix Dhoop Sticks

Blessing Series — six fragrances including Kesar Gulab, Khilte Mogra and Dark Love.



ECONOMICAL POUCH

Premium Agarbatti — Pouch Pack

Rose, Mogra, Pineapple, Belpatra, Sandal and a 3-in-1 assortment.



FLAT BOX PACK

Jumbo Dhoop Sticks 4 in 1 (Flat Box)

Landscape box for counter display. Sandal, Kacha Bela, Saffron, Rose.



3" · ~15 MIN

Bamboo Less Dhoop Sticks — Ruby Series

Bambooleless dhoop sticks. Twelve fragrances in one carton.



90 G / 300 G

Premium jar

Flora agarbatti in a reusable jar. About 45 minutes of burn.



MONTHLY PACK

Sadhna 3 in 1 Poojabatti

Three fragrances in one hanging pouch, built for modern trade pegboards.



9" · 6 IN 1

Archita 6 in 1 Poojabatti Box Pack

Tulsi, shudh ghee and kapur. Six fragrances in one box pack.



FLORA STICK

Archita Yukti Flora Sticks

Tulsi, shudh ghee and kapur, with a long-lasting fragrance.

Cone dhoop, camphor, pooja til oil and hawan samagri are shown on the following pages.

● 02 · Metallic & bamboo less

Metallic bamboo less

No bamboo core, so the whole stick is fragrance material — it burns clean and leaves no stick behind.



90 G · 50 MIN

Premium Slim Metallic Bamboo Less Agarbatti (4 in 1)

Elegant Chandan, Red Rose, Mogra and a 3-in-1 assortment. About 50 minutes of burn, with the scent lingering roughly 90 minutes.



RETAIL BOX

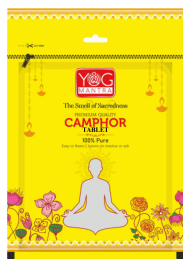
3D Metallic Dhoop Sticks (4 in 1)

Rose Chandan, Kaccha Bela, Bakhoor Oudh and Morning Blossom.

● 04 · Camphor · 05 · Pooja oil

The rest of the tray.

Importers rarely want incense alone. These are the companion items that fill the same shelf and travel in the same container.



100% PURE

Camphor tablets

Printed pouch pack for aarti and diffusion.



JAR PACK

Refined camphor

Clear retail jar, screw top.

Pooja til oil

Yog Mantra Ayodhya Deepotsav — sesame lamp oil for daily diya lighting. 900 ML PET bottle.

Hawan samagri

Archita Poojabatti — made with pure hawan ingredients, in 50 g, 100 g and 200 g cartons.

Mixed containers

Incense, dhoop, camphor and food lines ship together on one invoice, segregated by master carton so fragrances do not cross.

● 06 · Food lines

Pickles, sauces and vrat foods

Three more divisions that load into the same container. All FSSAI registered and packed for ambient transport.



200 G / 500 G / 1 KG

Chatpata pickles

Mix, mango and stuffed red chilli, traditionally made.



600 / 900 ML

Yameeto sauces

Continental, green chilli, soya and vinegar.



250 G · FOX NUT

Premium makhana

Up to 90% large-grade seeds from traditional pond farming.



1 L (910 G)

Refined groundnut oil

Trans fat free, with vitamins A, D and E. Natural sabudana 500 g also available.

● Specifications

Product specifications

Every line we ship. Carton counts and outer dimensions are confirmed on your proforma invoice.

PRODUCT	NET WEIGHT	STICK	BURN	FRAGRANCES
Premium Masala Incense Sticks	50 g	8" masala	~40 min	Nag Champa, Royal Oudh, Sandalwood, Rose, White Sage, Dragon Blood, Wild Forest, Arabic Gold, Lavender, Dark Opium
Ruby Series Bamboo Less Dhoop Sticks (12 in 1)	8 sticks	3" bambooless	~15 min	Bela Phool, Champa, Lavender, Orchid, Chandan, Guggul, Kasturi, Kewda, Mogra, Pineapple, Rajnigandha, Rose
Mix Dhoop Sticks	8 sticks	8" long	60 min	Kesar Gulab, Dark Love, Forest Woods, Khilte Mogra, Million Wishes, Pineapple
4-in-1 Premium Jar	90 g / 300 g	9" flora	~45 min	4 variants per carton
Archita 6 in 1 Poojabatti Box Pack	45 g / 95 g	9" black	~40 min	Chandan, Genda, Gulab, Kaccha Bela, Kewda, Mogra
Archita Yukti Flora Sticks	30 g · 16	8" flora batti	~40 min	Pouch packing
Archita Sadhna 3 in 1 Poojabatti	400 g	8" black	~30 min	Gulab/Mogra/Chandan · Lavender/Jasmine/Champa · Pineapple/Woods/Kasturi
Premium Slim Metallic Bamboo Less Agarbatti (4 in 1)	90 g	6" long	~60 min	Elegant Chandan, Red Rose, Mogra, 3-in-1
3D Metallic Dhoop Sticks (4 in 1)	Retail box	6" long	~60 min	Morning Blossom, Bakhoor Oudh, Rose Chandan, Kaccha Bela
Jumbo Dhoop Sticks 4 in 1 (Flat Box)	Shelf pack	6" long	~90 min	Saffron, Rose, Kaccha Bela, Sandal
Cone Dhoop Jar	95 g	1.8" cone	~20 min	Mogra, Lavender, Rose, Patchouli, Woods, Sandal
Camphor Tablets	50 / 100 g	tablet	—	100% pure · no black ash
Ayodhya Deepotsav Pooja Til Oil	900 / 450 ml	PET bottle	—	Blended til and edible oil · no black fume
Hawan Samagri	50/100/200 g	carton	—	Pure hawan ingredients
Chatpata Pickles	200 g / 500 g / 1 kg	PET jar	—	Mix, Mango, Premium Red Stuffed Chilli · mustard oil
Bhog Prasad Makhana	250 g	fox nut	—	Well cleaned, big size foxnuts
Bhog Prasad Natural Sabudana	500 g	sago	—	Non sticky · easy to soak · no bleach
Bhog Prasad Refined Groundnut Oil	1000 ml	PET bottle	—	Trans fat free · vitamins A, D, E

Indicative HS codes

Agarbatti and dhoop 3307.41 · Camphor 2914.29 · Sabudana 1903.00 · Makhana 2008.19. Confirm against your own tariff schedule before filing. We state the code used on every invoice.

Incoterms

EXW, FOB Indian ports, and CIF to most destination ports. Quote the one you want and it will be priced that way. Carton dimensions and gross weight are given at quotation stage, not afterwards.

● For importers and private label

We can ship our brand, or build yours.

Private label

Your brand name, your artwork, your language, your regulatory text. We supply the dielines, print the laminate and cartons, and ship it looking like yours.

Contract manufacturing

You bring a fragrance direction or a competitor sample; we develop against it and the approved reference governs every batch afterwards.

Distribution rights

Country or regional exclusivity for Yog Mantra against an agreed annual offtake, with marketing assets and point-of-sale artwork provided.

Buying agents

We work comfortably through agents and sourcing offices, with clear commission terms and direct factory access for inspections.

● From enquiry to container

01

Brief

Category, destination market, target price band, rough annual volume.

02

Quotation

Item-wise pricing with pack sizes, carton configuration and your incoterm.

03

Samples

Couriered for the shortlisted SKUs. For private label, a printed dummy before plates are cut.

04

Proforma & production

PI issued, production scheduled, batch codes assigned.

05

Documents & dispatch

Invoice, packing list, certificate of origin and food-line paperwork, sent ahead of the vessel.

● Markets we are building

UNITED ARAB EMIRATES

SAUDI ARABIA

KUWAIT

IRAQ

SINGAPORE

MALAYSIA

NIGERIA

UNITED KINGDOM

UNITED STATES

● Who makes it

Revenue with respect.

Incense making in rural Uttar Pradesh has largely been women's work, done at home and scattered across households — skilled, but rarely recognised as a trade.

We brought it onto a factory floor. The women who dip, sort and pack for us are trained on the line and stay with it, most of them from the villages around the factory and from marginalised sections of society.

Through the Arpan Foundation we help run Diksha Vidyalaya in Ayodhya, a school for children whose families could not otherwise pay for one. Three hundred children are supported every year; its alumni have gone on to MBBS, B.Tech and JRF.

The Foundation is registered with the Government of India under **FCRA** (cleared to receive foreign contributions), **80G** (donations tax-deductible in India) and **12AA** (charitable trust, annually audited). Certificate copies on request.



ROLLING LINE, AYODHYA



DIKSHA VIDYALAYA, AYODHYA

- Good for the room it is lit in.
- Good for the hands that made it.
- Good for a classroom in Ayodhya.

80%

WOMEN IN THE WORKFORCE

300

CHILDREN SUPPORTED
YEARLY

6,000+

CHILDREN REACHED IN
AYODHYA

100 kVA

SOLAR PLANT ON SITE

FCRA REGISTERED

80G EXEMPTION

12AA REGISTERED

ANNUALLY AUDITED

● Powered by the sun

A **100 kVA Tata solar plant** carries the working load of the Ayodhya factory — about 1,12,625 kWh a year. It keeps an estimated 92 tonnes of CO₂ out of the air, and it keeps the line running when the grid does not. Power cuts are routine in Uttar Pradesh; delivery dates should not be.

The carbon figure is estimated from plant capacity at 4.25 peak sun hours over 265 working days, using the CEA grid factor of 0.82 kg CO₂/kWh. Metered generation will replace it once a full year of data is in hand.

● Next step

Send us your brief.

Tell us the category, the market and the quantity. You get a quotation, a spec sheet and a sample plan back — usually within two working days.

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Plant & studio

Ayodhya, Uttar Pradesh — manufacturing
Bengaluru, Karnataka — fragrance
development

EPCH

ZED

IEC

MSME UDYAM

GST

FSSAI

CSR PARTNER: FCRA • 80G • 12AA

