



SWADESHI DISHA

For Life....

TM

Kerannruth

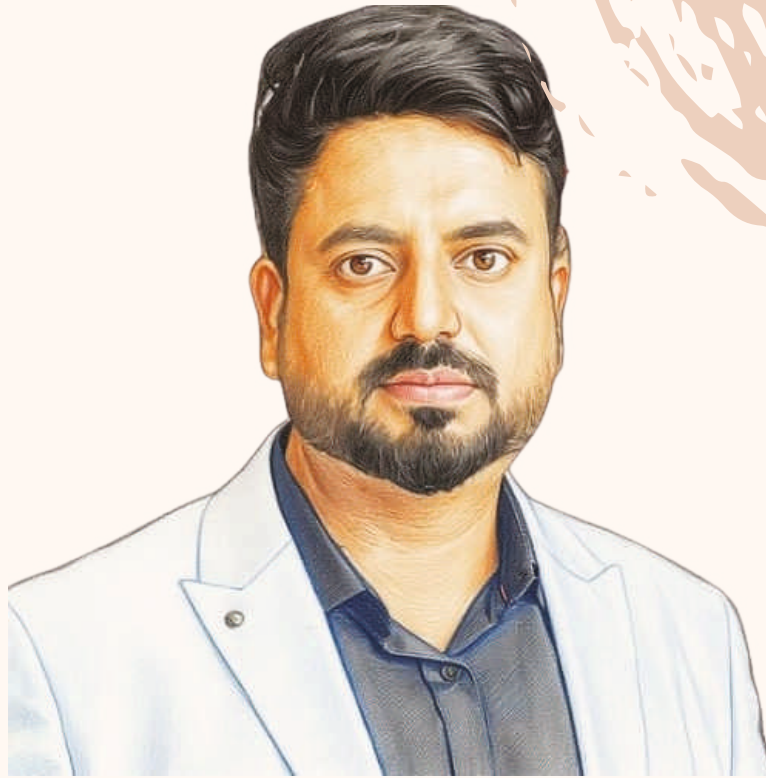
My health and my family's health.

- **Responsibility**
- **Importance**
- **Awareness**
- **Usage**
- **Encouragement**

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Swadeshi Disha



SWADESHI DISHA

The Brand of Future



The book you are reading not only gives you information about the products, but also clarifies your perspective on health

Today, the issues we commonly see — fatigue, indigestion, gastric problems, constipation, piles, insomnia, lack of motivation, and stress management — have become very common in everyone. If we ignore these thinking they are minor problems, they can lead to major health complications in the future. These issues weaken the body's immune system, allow infections to spread, create inflammation and swelling, and prevent various organs from functioning properly. This leads to organ failure and pushes us toward a series of major diseases such as diabetes, heart attack, stroke, asthma, Alzheimer's, and even cancer. We need a solution for these problems — but that solution should not create more problems

- It must be completely natural.
- It must be composed of the earth element.
- It must have a history of thousands of years.
- It must be something that belongs to our roots — something from our own soil.
- It must be the very nectar we first consumed when we came into this world.
- It must be, scientifically, one of the greatest sources of strength



The solution we are searching for must be capable of addressing all the problems we face today. It should be easily accessible and simple for people of all age groups and all walks of life to follow. Most importantly, it should be tasty. Come, let us present such a wonderful concept before you

**For today's health problems and as the first choice
for a healthy long life — Keramruth Virgin Coconut Oil.**

First, let us understand why Keramruth Virgin Coconut Oil. Along with improving our current health, for the health of future generations as well, the genes present in our body play a very important role in carrying forward our lineage. These genes do not transform through any kind of non-vegetarian food — they get modified only through plant-based sources.



For example, let us take tomato and tamarind. A tomato plant grows only for about three months. It does not have the strength to withstand heavy rain, wind, or heat. Anyone can pull out the plant with just one hand. Now think about the quality of the fruit that comes from such a weak plant. On the other hand, look at the tamarind tree. It has the strength to live for thousands of years. Even if there is no rain for ten years, or even if the fiercest storms strike, this tree can withstand them. Usually, without the help of machines, it is impossible to even shake a part of this tree with our hands. Now imagine how special and powerful the fruit of such a tree must be. After understanding these two things, if we observe our habits, we notice that we eat tomatoes (a lower-quality fruit) about 10%, whereas we use tamarind (a higher-quality fruit) only about 1%.



After long-term usage, notice for yourself which type of food influences the genes in our body. In the same way, in our organization, without confusing customers for commercial purposes, we want to show the right path to ordinary people who are facing today's health challenges.

Keramruth Virgin Coconut Oil is the first choice for solving today's health problems and for a healthy long life.

Mustard plant

Life cycle: 3 months
Root size: Depth: 0.5–2 feet
and Radius: 1 foot



Sunflower plant

Life cycle: 4 months
Root size: Depth: 3–4 feet
and Radius: 1–1.5 feet



Groundnut plant

Life cycle: 5–6 months
Root size: Depth: 1–1.5 feet
and Radius: 1–1.5 feet



Sunflower, groundnut, kusube, mustard, and sesame — all these plants grow for three to five months and can extend their roots only up to about half a foot into the soil. Our soil has lost fertility, and many oilseed crops are hybrid varieties, which are referred to as genetically modified. That means these are recently modified plants developed to increase yield, and they do not contain the nutrients we desire.

Why are coconut trees so valuable?

Coconut has a history of living for about 800 years. Its roots extend roughly 10 feet deep and spread over an area of about 60 feet. Continuously absorbing various minerals and nutrients from the soil into its tissues, it naturally provides us with a great source of strength. Regular use of this enhances its potency and longevity, positively influencing our genes and helping us achieve robust health.



Coconut tree

Life cycle: 80–800 Years
Root size: Depth: 6–10 feet
and Radius: 30–60 feet



At this point, I want to give an example. Normally, crabs we observe weigh around 100–200 grams, while sea crabs weigh 1–2 kg. But on some specific islands, crabs have been found weighing up to 30 kg and living for about 40 years. Scientists, amazed, observed their diet and found that they eat coconuts. Hence, these crabs were named Coconut Crabs. A simple change in diet unknowingly made by an ordinary crab has altered its lifespan and strength in this way.

Now, with all this knowledge, you understand why we should consume Keramruth Virgin Coconut Oil made from such coconuts.

Is Keramruth Virgin Coconut Oil suitable for people from all regions of the world?

Let us understand, through a scientific analysis, the importance and current usage of coconut oil even in regions where coconut cultivation is not traditionally practiced.

Let us identify four regions on this Earth.



The first is a metropolis with the highest levels of radiation and pollution.



The second is the Himalayan mountain region, exposed to extremely cold temperatures.



The third is the Sahara Desert, exposed to extreme heat.



The fourth is the Amazon rainforest, which receives extremely heavy rainfall.

All these regions are inhabited by humans, and there is no special food for the children born there. For the children born in these four regions, the nectar created by God to help them adapt to the local environment is mother's milk. It contains sodium and lauric acid, which help the child's body build immunity to adapt to any external environmental conditions.



Sodium monolauric acid does not go through our digestive system like other foods; instead, it mixes with the saliva in our mouth and spreads throughout the body within 10 minutes, providing energy quickly. This is a marvel of creation.

After mother's milk, the only nectar on this Earth that contains about 56% sodium monolauric acid is Keramruth Virgin Coconut Oil.

No matter where you are, whatever the conditions, whatever your age, or whatever your problems, Keramruth Virgin Coconut Oil provides the greatest support to help your body fight against them.



Sodium monolauric acid was the first food consumed by every human born on this Earth through mother's milk. It is universally familiar to people from every region. We continue its use through Keramruth Virgin Coconut Oil.





What is Virgin Coconut Oil?

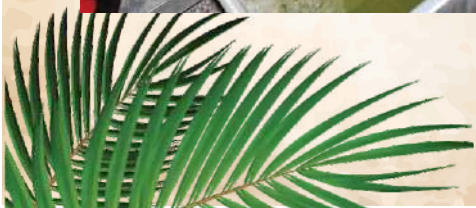
Many people do not have the correct information about this. There is a significant difference between copra oil and virgin coconut oil. Important factors include the method of preparation, processing, and selecting the right coconuts. "Virgin" means unaltered oil. For example, when oil is extracted from dried copra using a press, water and a little jaggery are added, which prevents the oil from staying fresh for a long time. The nutrients in copra oil are lower compared to virgin coconut oil.



The seed may look good, but only the seed with the husk intact is truly good. When the husk is present, it contains vitality, which is very beneficial for the body. Similarly, if we want to plant a coconut tree today, simply using copra will not grow a tree; the right coconut is needed. The oil extracted from coconuts that have the qualities suitable for growing a tree is called Virgin Coconut Oil.

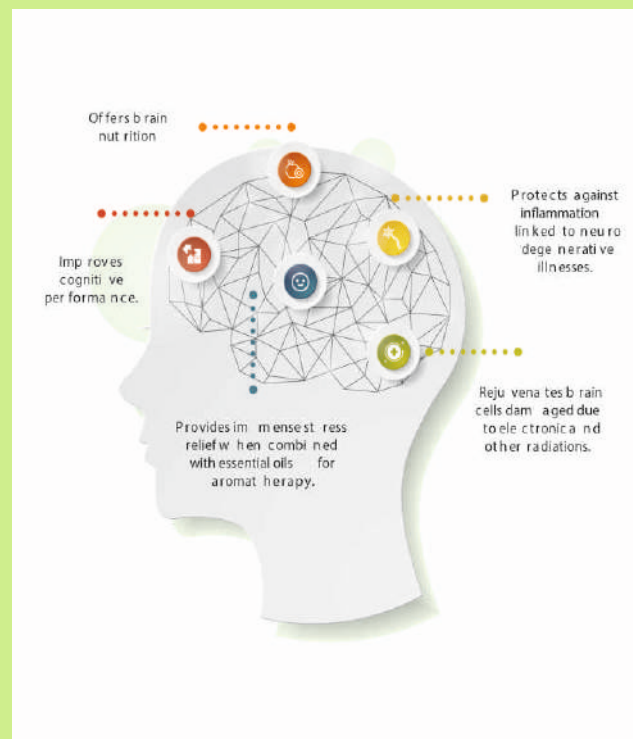


There are several methods, and we produce Virgin Coconut Oil using the Direct Micro Expeller method. We purchase high-quality coconuts required for virgin coconut oil production directly from farmers. Then, we remove the husk, wash it with hot water to preserve all the nutrients, and grind it into small pieces. Without applying direct heat, moisture is extracted from the raw coconut using hot air. Oil is then extracted through the cold-press method, filtered twice, and delivered to customers through selected packaging. Since this production method is more rigorous than ordinary copra oil, the price differs. However, in terms of quality and shelf life, there is no change in aroma for up to about ten years. Most importantly, all the equipment used in producing Keramruth Virgin Coconut Oil is made of stainless steel, making it completely safe for direct consumption.



Uses of Keramruth Virgin Coconut Oil in nourishing the brain and protecting its cells.

The human brain is a very delicate organ and also highly susceptible to stress. It monitors the functions and activities of all parts of the body, signals the body to produce the necessary hormones, and directs the organs on when and which hormones to produce. It collects and stores observations, learned information, and experiences—sometimes with images—and provides the required information when needed. In short, the brain is the reason a person can be recognized as a distinct individual in society. Unfortunately, we pay little attention to brain nourishment. Day by day, stress on the brain is continuously increasing in all areas, while its nourishment is declining significantly. While cells in other parts of the body can regenerate if they die, brain cells cannot be regenerated once they die. Diseases resulting from this are called memory disorders or Alzheimer's disease.



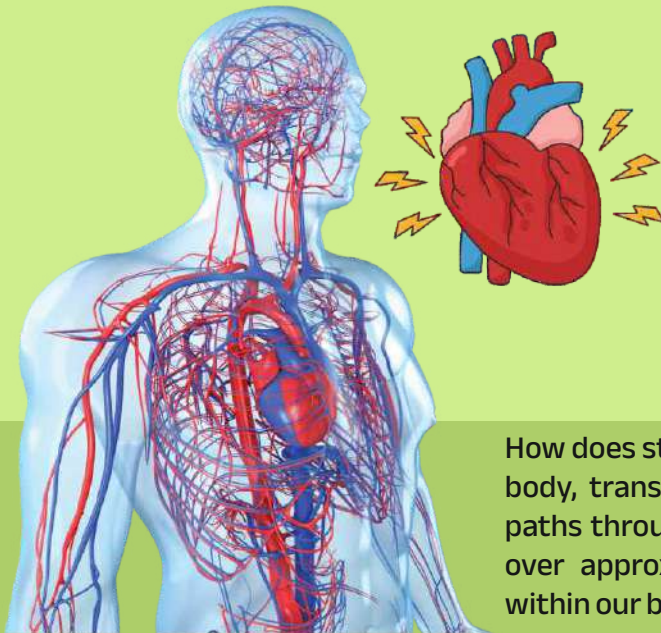
Regular use of Keramruth Virgin Coconut Oil increases the production of ketones in your body, repairs stressed and damaged brain cells, fully regulates brain stress, and helps you remain calm and composed in any situation.



Our entire personality can be shaped by the brain. The brain plays a crucial role in distinguishing us in society. Therefore, its nourishment is essential. Even our little children face increasing expectations—from studying for many years, working hard, to handling stress once they start working. Every aspect of married life and daily activities creates stress on their brains. Hence, attention to brain care must begin today. Approximately 60% of the human brain is composed of fat. When we consume quality fat, our brain functions very actively and efficiently.

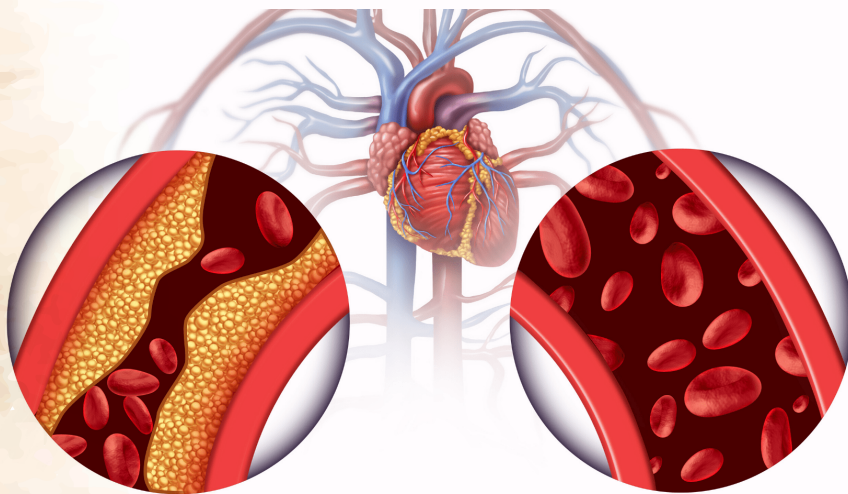


Uses of Keramruth Virgin Coconut Oil in heart care.

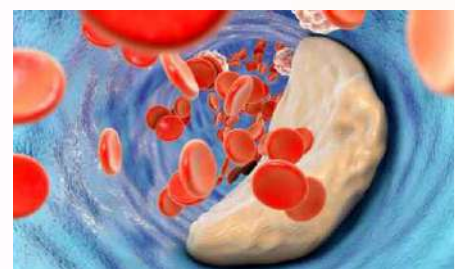


Regardless of age, we have seen that even outwardly healthy individuals can fall victim to serious heart diseases. Sportsmen, movie stars, gym trainers, and even very young students fainting is very alarming. Before a heart attack, let us understand the work of the heart. A healthy heart pumps about 7,200 liters of blood daily, which is 216,000 liters in a month and 2,592,000 liters in a year. Now, multiply this by your age, and you will realize how powerful our heart truly is.

How does stress develop in such a heart? Blood acts like a vehicle in our body, transporting oxygen and energy to all parts of the body. The paths through which it circulates are the blood vessels, which stretch over approximately 100,000 kilometers and function as the roads within our body.



Low-Density Lipoprotein (LDL)



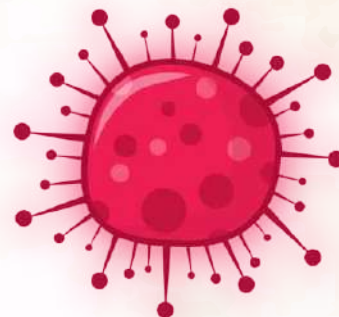
High-Density Lipoprotein (HDL)

Our changed lifestyle and the high carbohydrate foods we consume convert into glucose in the body. When this energy is not properly used, it circulates in the blood as LDL, gradually clogging our blood vessels. Just as roads get congested with traffic jams, clogged blood vessels increase stress on the heart muscles. As the heart muscles face more stress, they weaken, eventually leading to a heart attack. Even though blood vessels are over 100,000 kilometers long, the body naturally produces LDL (bad fat) and also HDL (good fat). HDL binds to LDL in our blood vessels and removes it through the liver, keeping the heart healthy and supporting the strength of heart muscles. Continuous use of Virgin Coconut Oil can improve your heart health noticeably within a few years.





Protective shield of Keramruth Virgin Coconut Oil against deadly diseases like cancer.



As we saw on the first page, issues like indigestion, acidity, constipation, and insomnia start small within our body, gradually weakening the immune system and allowing free radicals to act, which helps the roots of cancer to grow. What we should be concerned about is that over 200 types of cancer have already been identified, and many more are likely to be discovered. If cancer is detected in its early stage, it can certainly be treated. However, cancer grows silently in the body without giving even a small warning and often becomes noticeable only in the third stage, by which time our efforts may be insufficient. It is ironic that even wealthy individuals, ministers, some prime ministers, scientists, and doctors fall victim to diseases like cancer. The reason is that in the first and second stages, cancer does not give us any small hint at all.



Nowadays, chemical-laden substances are common and easily reach us through the food we eat, the clothes we wear, soaps and shampoos we use daily, drinking water, and the air we breathe. Year after year, as chemicals increase in impact and new chemicals enter the market, the risk of cancer is rising daily. The solution is the continuous use of Keramruth Virgin Coconut Oil. This nectar, enriched with antifungal, antiviral, antibacterial, and antimicrobial properties, breaks down into monolaurin in our body, reaching every part and protecting us from the growth of any harmful cells. Additionally, the sodium monolauric component works with every daily dose to rebuild the body's immunity, unknowingly creating a strong protective shield inside the body. Today's younger generation is addicted to junk food, and no matter how much we warn them, they often consume it unnoticed. The individuals who are the pillars of our households work in this polluted environment for us. Protecting them is everyone's responsibility, and Keramruth Virgin Coconut Oil is the nectar that builds their protection and shield.



Uses of Keramruth Virgin Coconut Oil in managing diabetes.

In diabetes, there are two types: Type 1 and Type 2, each with different causes, but the primary reason in both is a weakened immune system. Problems starting from digestive issues like acidity and constipation gradually increase infections in the body, creating inflammation. This stress affects the pancreas, reducing insulin production. With the use of Keramruth Virgin Coconut Oil, immunity is restored. This nectar, enriched with antifungal, antiviral, and antibacterial properties, reduces infections in the body. Its anti-inflammatory qualities soothe inflammation, relieve stress on the pancreas, and support insulin production.



Additionally, it helps reduce insulin resistance in the body, breaks down unnecessary energy cells, eases stress on the liver, and supports overall health. Continuous consumption of Keramruth Virgin Coconut Oil reduces carbohydrate cravings, decreases unnecessary energy production, and helps maintain insulin balance in the body. Overall, individuals with diabetes can achieve lasting relief from fatigue, numbness, inflammation, insomnia, and similar issues.

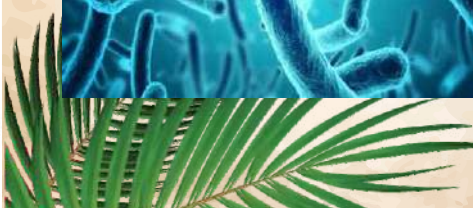
Permanent solution for gastric, constipation, and related foundational health issues — Keramruth Virgin Coconut Oil!

Since the three problems mentioned here are directly related, let us understand all three together.

TASTING POWDERS



Since the three problems mentioned here are directly related, let us understand all three together. Nowadays, the food we consume contains excessive spices, artificial tasting powders, flavors, and MSGs, which directly harm our digestive system. A remarkable source of energy that easily provides the body with energy from all the food we eat is Keramruth Virgin Coconut Oil, enriched with medium-chain fatty acids. Even when mixed with everyday food, it plays a crucial role in ensuring the body receives complete energy. Coconut oil, rich in sodium monolauric acid, has anti-inflammatory properties that soothe irritation in the intestines and stomach, stimulate digestive enzymes for active digestion, and create a thin protective layer that eliminates bacteria causing repeated stomach discomfort, providing permanent relief from acidity. Once sodium monolauric acid enters our body, it converts into monolaurin, strongly fighting the ulcer-causing bacteria in the stomach, including *Helicobacter pylori* (*H. pylori*), providing permanent relief from stomach irritation.



After proper digestion in the previous stage, Keramruth Virgin Coconut Oil plays a very important role in protecting the health of our liver. It helps absorb nutrients, nurtures beneficial bacteria needed by the liver, eliminates harmful bacteria that disrupt digestion, and delicately protects the liver from the stress caused by today's food habits. The liver is often called the body's second brain. Its health is key to solving many major health issues in our body. To naturally nourish such a vital organ, the use of Keramruth Virgin Coconut Oil is essential.



Uses of Keramruth Virgin Coconut Oil for effective body weight management!

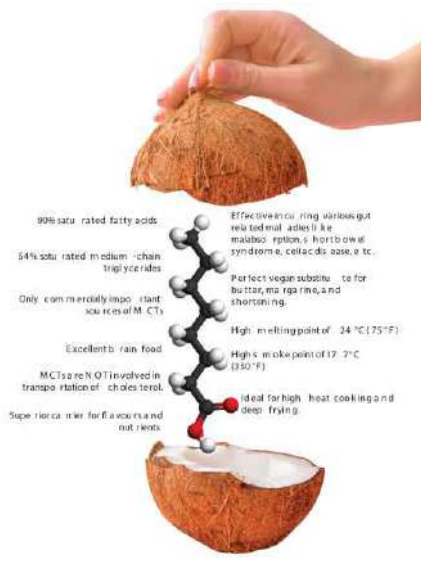


Today, body weight is a major problem affecting many people and is one of the most discussed topics worldwide. As body weight increases, a person's lifespan may shorten, organs may not function properly, and fatigue and lack of interest become common. Weight gain does not occur suddenly; it gradually increases day by day and eventually appears as a major problem. It must be managed naturally and with discipline.

On the path to achieving your goals, Keramruth Virgin Coconut Oil cares for you like a mother and supports your efforts effectively. Drinking Keramruth Virgin Coconut Oil on an empty stomach first thing in the morning is an important habit. It provides quick energy, motivates you for exercise, gym training, or yoga, reduces inflammation in the body, boosts immunity, and gives a lasting feeling of fullness and strength.



Star aspect of Virgin Coconut oil Medium Chain Fatty Acids (MCTs)



If taken 30 minutes before breakfast, lunch, or dinner, Keramruth Virgin Coconut Oil boosts your metabolism. It is rich in MCTs (Medium-Chain Triglycerides), which are rapidly absorbed and converted into energy. This increases your metabolic rate and reduces hunger. MCTs promote a feeling of fullness, leading to reduced snacking and overall lower calorie intake. Some studies show that consuming MCTs in the diet can result in eating fewer calories later in the day. It also helps burn harmful body fat. The body converts MCTs into ketones, which serve as energy that stimulates fat burning and thermogenesis (heat production in the body), helping to burn body fat more effectively. Targeting belly fat, Keramruth Virgin Coconut Oil also supports blood sugar control and improves insulin function.



Uses of Keramruth Virgin Coconut Oil for relief from joint pain, knee pain, and other body aches!



Today, the increase in knee and joint problems is primarily due to poor diet and neglect in joint care. Once harmful foods enter the body, they increase the spread of infections, aggravate inflammation, put stress on muscles, and cause deterioration of cartilage between joints. Global studies show how essential good-quality fats are for cartilage nourishment. Keramruth Virgin Coconut Oil actively works at every stage, serving as a permanent natural pain reliever. It first reduces infections in the body and provides lasting relief from inflammation-related problems.



Sodium monolauric acid restores immunity in the body and rejuvenates muscle strength. By preventing cartilage deterioration and supplying the necessary nutrients, Keramruth Virgin Coconut Oil continuously supports joint care, helping permanently relieve joint pain and aches in other parts of the body.



Role of Keramruth Virgin Coconut Oil in glowing and healthy skin!



Keramruth Virgin Coconut Oil

- **Anti-fungal**
- **Anti-bacterial**
- **Anti-viral**

**A unique nectar possessing
all these properties.**

It protects our hair and skin from all types of bacteria, viruses, and fungi, prevents protein loss, provides deep nourishment like a natural moisturizer, and keeps them youthful.



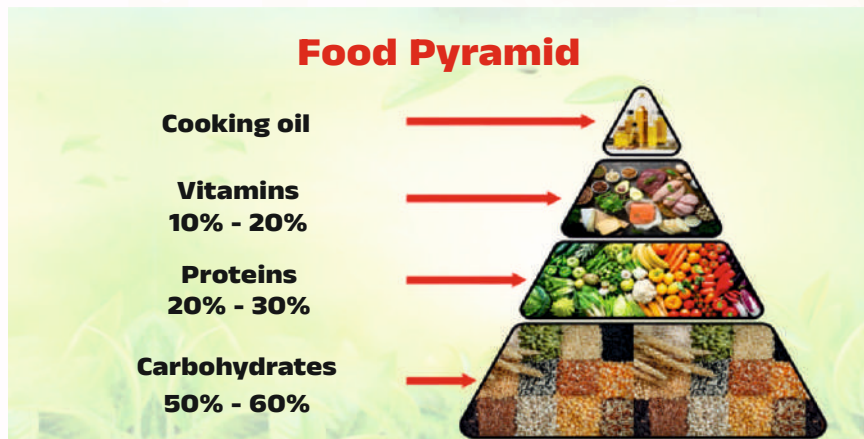
When applied to the skin, coconut oil acts as an excellent moisturizer. It strengthens the skin's protective layer, keeping it soft and hydrated. This helps reduce fine lines and stretch marks, increases collagen levels in the skin, and aids in wound healing. As a result, the skin becomes more supple, firm, and youthful in appearance. Compounds present in coconut oil can stimulate the function of specific proteins

related to cell longevity and support DNA repair. Regular use of coconut oil directly contributes to the elongation of cell tips. Its antimicrobial and anti-inflammatory properties help maintain healthy cells and slow down the aging process.





If you want to perfect your kitchen, cooking with Keramruth Virgin Coconut Oil offers the following benefits!



Observe the above food pyramid.

All the foods we consume are represented in that pyramid. At the very top of the pyramid are the cooking oils. This means that when oils are combined with food, they help in digestion and allow the energy from the food to be efficiently absorbed by the body. That's why cooking oils are placed at the top of the food pyramid. Here's another critical point: if the oil you consume is impure or low quality, it can turn the entire nutritional value of the foods in the pyramid harmful. We strongly recommend using Keramruth Virgin Coconut Oil for cooking whenever possible.

- The cooking remains consistently high in quality and freshness.
-
- For example, breakfast prepared in the morning does not spoil even by night.
-
- It helps the nutrients from vegetables, dry fruits, spices, and pulses get fully absorbed by the body.
-
- Compared to ordinary cooking oils, using about 50% less of this oil reduces calorie deposition in the body.
-
- Even if the quantity used in cooking varies slightly, it does not affect the taste; this oil has the power to perfectly balance everything.



- According to science, oils on this earth that are heated above 150°C during frying become toxic, negatively affecting digestion.
- Keramruth Virgin Coconut Oil has a boiling point of 140°C, so it vaporizes before becoming harmful.
- Every fried item prepared in this oil retains its nutrients and is very light.
- Among frying oils worldwide, Keramruth Virgin Coconut Oil ranks at the top.



Who all can use Keramruth Virgin Coconut Oil?

Use of Keramruth Virgin Coconut Oil for newborns:

For children of this age, it should be used only through body massage. It protects them from external infections, deeply nourishes their delicate skin, forms a fine layer to prevent dryness, and helps keep the baby healthy. It also supports the strengthening of the baby's muscles. You can notice that little children feel very happy.



For children after two years:

We can give it in food form, 5 to 10 ml per day. At this age, children often suffer from cold, cough, and fever repeatedly. Once children start receiving external food after protection from mother's milk, these problems become more noticeable. Regular use helps protect children and supports healthy growth and development.



From around ten years up to 25 years:

Raising children today is a significant challenge. They need protection from junk food and must receive the right amount of nutrients to prepare them for education and life. Keramruth Virgin Coconut Oil plays a very important role in this. It stimulates and sharpens their brain, strengthening children to face any kind of stress. It enhances immunity, providing protection so that infections cannot harm them. It nourishes the body's muscles properly, supporting the overall growth and development of all body



From 25 to 50 years:

This is the period when maintaining health becomes even more crucial. If we have paid proper attention to our health since childhood, the risk to health during this stage is significantly reduced. This is a golden phase in everyone's life—a time to achieve all life's accomplishments. Hormones in the body must function properly during this time, and all processes are coordinated by the brain. Activating the brain, supporting proper digestion, and preventing health issues before they arise are essential. Keramrit Virgin Coconut Oil plays a very important role in protecting the body, ensuring long-term health, and preventing chronic problems from affecting you.



After 50 years:

Generally, digestion slows down in everyone, and the body's ability to extract energy from food becomes slower. In such situations, Keramrit Virgin Coconut Oil provides quick energy and helps maintain vitality and liveliness. During this period, pains in various parts of the body and joint-related issues are common. By nourishing the body from the root level, it plays a very important role in supporting a smooth and active lifestyle.





How to use Keramruth Virgin Coconut Oil?

By using this in cooking, every food you eat gets enriched with sodium monolauric acid, making each meal as perfect as mother's milk. With 56% of the properties of mother's milk present in just one liter of this oil, you can imagine how effectively it can protect your family. In today's times, a major problem is the deficiency of nutrients in food. This provides a direct solution, allowing you to prepare fresh, nutritious, and tasty meals every day.



Consuming this directly on an empty stomach provides incredibly beneficial effects. After waking up in the morning, before washing your face or drinking water, you can take it according to your age:

- **For children aged 2 to 20 years: 5–10 ml**
- **For adults above 20 years: up to 20 ml**

Do not swallow it immediately. Place it in your mouth and keep it there for 5–10 minutes. During this time, it mixes with your saliva and transforms into monolaurin. All the essential nutrients are then prepared in their purest form in your mouth and, within 10 minutes, reach every part of your body, providing energy and a sense of satisfaction. Afterward, you can drink a cup of warm water. Doing this twice a day can create a noticeable improvement in your overall health.



For those who wish to reduce body weight, consuming 15 ml of this oil three times a day, 15–30 minutes before meals, can help. It creates a feeling of satiety, leading to reduced food intake, while also accelerating fat burning in the body. This makes your weight loss journey much more effective and manageable.



At night before sleeping, massaging just two drops of coconut oil onto the navel area and limbs can bring remarkably effective results. This gentle application helps nourish the body, improve circulation, and supports overall wellness while you rest.



Massaging with Keramruth Virgin Coconut Oil not only supplies essential nutrients to your body and prevents muscle weakness but also deeply moisturizes the skin, which is your largest organ. In today's stressful lifestyle, this practice provides a perfect and relaxing rest. At our organization, this virgin coconut oil is infused with Ayurvedic herbs, making it highly effective and therapeutic.



Introduction of Our Company



“Swadeshi Disha Sanstha” was established in 2012. The founding family has been cultivating coconuts for around five generations, making coconut farming their primary occupation. Alongside coconut cultivation, they have focused on producing high-quality coconut plants and have successfully encouraged thousands of farmers to take interest in coconut farming by distributing quality coconut saplings. This remarkable achievement in coconut cultivation and sapling distribution was led by the founder’s father, who played a pivotal role in guiding and inspiring farmers. The founder’s parents

Shri K. C. Parameshwaraiah and Sri Gowramma

is a progressive farmer who has devoted his entire life to agriculture and now plays a crucial role in producing high-quality Keramruth Virgin Coconut Oil. Observing the remarkable health transformations from their work, he strives to bring similar positive changes to everyone. Alongside him, the founder’s mother, Gowramma, oversees the production unit with meticulous care, ensuring strict hygiene and attention to every detail, providing responsible service to every user of the oil. Their combined dedication can truly be described as devotion beyond words. The crops they cultivated with lifelong effort have now reached global recognition, fueling their enthusiasm even further. Not stopping there, they have expanded the journey by creating various multipurpose products from Keramruth Virgin Coconut Oil, achieving success and making it an extraordinary journey of innovation and dedication.

**Asha K**

CEO

Swadeshi Disha



KERAMRUTH AYURVEDA HAIR OIL

Using the Ayurvedic products mentioned here along with Virgin Coconut Oil, this perfect oil deeply nourishes the hair up to the roots, prevents protein loss, and reduces hair fall. Its anti-fungal, anti-viral, and anti-bacterial properties provide a lasting solution to scalp issues such as lice and dandruff. The natural ingredients in it, with regular use, make the hair shiny, straight, and silky, transforming it into healthy and lustrous strands.

KERAMRUTH AYURVEDA BEAUTY OIL

This marvelous oil, prepared by blending Keramruth Virgin Coconut Oil with Ayurvedic herbs, enhances the skin's radiance and helps fade blemishes, giving the skin a smooth, glowing, and flawless appearance. Its unique Ayurvedic formulation works to permanently reduce dark circles around the eyes, stretch marks, sunburn marks, scars, and marks caused by burns, helping you achieve healthy and rejuvenated skin. It can also be used for massage, promoting relaxation and aiding in muscle recovery.



KERAMRUTH PAIN RELIEF OIL

This oil is recommended for providing a complete relief from common issues like headaches, shoulder pain, and body aches. Prepared by blending Keramruth Virgin Coconut Oil with Ayurvedic herbs, this oil, unlike other oils, does not cause a burning sensation upon application. Instead, it soothes the affected area, deeply nourishes the tissues, and helps in permanently alleviating pain. Unlike pain creams and oils available in the market, which provide only temporary relief due to chemicals and heat generated, this specially formulated oil protects you from pain in the long term and offers lasting relief from joint and muscle discomfort.



Keramruth Moisturizing Soap



**Deep Nourishment
& Hydration**



**Strong Skin
Barrier**



**Gentle & Effective
Cleansing**



Soothe & Soften Skin



**Enriched with Virgin Coconut Oil + Shea Butter
+ Jojoba + Aloe Vera + Vitamin E**



Moisturizing Soap

Keramruth Moisturizing Soap: Daily-use products made with Keramruth Virgin Coconut Oil, vitamins, and rich antioxidants play a crucial role in overall body nourishment along with maintaining cleanliness. These products are available at world-class quality and reasonable prices, and long-term use can provide even better results. Naturally prepared with modern technology, these products will leave you pleasantly amazed. Keramruth Moisturizing Soap: Nowadays, we often buy soaps influenced by attractive advertisements. One crucial aspect to consider in a soap is TFM (Total Fatty Matters). The fatty layer between our skin and muscles keeps our skin soft, nourished, and prevents dryness. Soaps with low TFM destroy the natural moisturizing layer of the skin, gradually damaging this largest organ of the body and reducing its suppleness. Just as the borders of our country need dedicated soldiers for protection, our skin requires products made with equal care and dedication because we wash our body countless times in our lifetime. If the soap you use harms your skin even once, imagine the problems that could arise from long-term use. Keramruth Moisturizing Soap, enriched with Vitamin E extract, is a completely natural soap suitable for everyone, from children to adults. Long-term use will show visible improvements in your skin, which you can notice yourself.

Keramruth Toothpaste



The way we start our day sets the tone for the entire day. Think about what we all use to start the day. Most commonly, it's chemical-laden toothpaste, often promoted with flashy advertisements that promise freshness and brightness. How ironic it is that all this "freshness and glow" comes at the cost of heavy chemical usage—something we often overlook. We need to be very cautious before using toothpaste because the area we apply it on is not just our teeth—it's also where essential oral microbiota produce vital enzymes for our body. Even a slight negative impact here can affect the entire digestive system and may be the starting point of various health issues. Understanding this, our company has created a toothpaste using Keramruth Virgin Coconut Oil, along with clove extract, neem extract, black pepper oil, babul extract, and several other Ayurvedic ingredients. This toothpaste is designed to give a natural, refreshing start to your day. The key feature is that it is not overly salty and does not cause discomfort in the mouth, because we have completely avoided chemicals. Virgin coconut oil naturally protects against bacteria and fungi for a long time. As a result, your mouth stays fresh for hours, and it helps address common issues like gum bleeding, sensitivity, and other oral problems in a natural way. If you want, I can also make a shorter, crisp promotional English version of this for marketing purposes. Do you want me to do that?



Keramruth

Conditioner & Shampoo

Smooth & Silky Hair

Deep
Nourishment

Soft &
Shiny Hairs

Promotes
Hair Growth

Prevents dandruff
and promotes hair growth

 Swadeshi Disha

Keramruth Shampoo and Conditioner: In today's pollution-heavy environment, hair care has become a major challenge. Moreover, most shampoos available in the market contain high levels of chemicals, which further damage already weak hair. Many commercial shampoos are made using cheap chemicals like sulfates, paraffin, and silicone, and are marketed with attractive advertisements. When such chemical shampoos are applied to the scalp, they not only affect the hair but, after rinsing, can come into contact with the face and other body parts, potentially causing harm throughout the body. The impact is particularly severe for young children. Keramruth Virgin Coconut Oil Shampoo is free from sulfates, parabens, and silicones, and is enriched with Vitamin E, Biotin, and Keratin. It cleanses the hair effectively while providing deep nourishment to the scalp. After shampooing, conditioning is essential for optimal hair care. The Keramruth Conditioner contains Avocado Oil, Shea Butter, and Papaya Extract, which help prevent protein loss, reduce hair breakage, combat scalp dryness, and enhance overall hair health. It restores uniform shine, smoothness, and silkiness, providing long-lasting nourishment and a luxurious feel.

Keramruth Body Lotion

BENEFITS

Deep Hydration

**Non-Greasy
Formula**

**Antioxidant
Protection**

**Soothing and
Calming**



enriched with

Virgin Coconut oil

Hyaluronic Acid

Vitamin C

Ceramide Complex

**Coconut
Dream Cream**

Keramruth Body Lotion: We have meticulously crafted the Keramruth Body Lotion with the highest care. After bathing, millions of pores on our skin open up. If these are not properly moisturized, pollutants from the environment can enter through the pores, causing dryness, roughness, wrinkles, and premature aging. Our skin is the largest organ that brings us pleasure through touch, and hence it deserves the best care. Enriched with Keramruth Virgin Coconut Oil, Ceramide Complex, Hyaluronic Acid, and Vitamin C, this lotion adapts perfectly to all skin types and provides a refreshing experience every time. It protects against harmful viruses, bacteria, and fungi, relieves dryness, and brings effective improvement in skin health.



Keramruth sunscreen

benefits



Non Greasy Formula



**SPF 50+ UVA + UVB
Protection**



**Broad Spectrum
Protection**



Keramruth Sunscreen: Sometimes we are amazed by nature's balance. The cool air from refrigerators and air conditioners releases gases that damage the ozone layer, exposing our skin to intense ultraviolet rays from the sun, which can lead to serious diseases like skin cancer. In rural areas, farmers are often directly exposed to the sun while working outdoors, making full sun exposure unavoidable. Just like our body needs water, our skin requires moisture too; without it, the skin can become dry, darkened, and prone to long-term damage. We present Keramruth Sunscreen enriched with Virgin Coconut Oil and SPF 50+++, which means it blocks 98% of harmful sun rays. Its unique blend of Virgin Coconut Oil, Sunflower Oil, and Aloe Vera Gel protects the skin from heat stress caused by machinery, hot winds, artificial cold, and radiation, supporting healthy, well-nourished, and protected skin.

Keramruth Face Wash

Gentle Cleansing

Brightening Effect

Acne Control

Deep Hydration

Natural
Ingredients

Fresh and Clear Look

For all skin types

Keramruth Face Wash: Our skin acts like a bank: just as banks give interest when we deposit money and charge interest on loans, our skin rewards care and nourishment. When treated with natural products, it remains healthy, hydrated, and free from blemishes. On the other hand, using chemical-laden products in haste can gradually make the skin dull, fatigued, and lifeless. The facial area contains delicate tissues and intricate nerve networks, making it sensitive. Using a chemical-free, natural face wash enriched with Keramruth Virgin Coconut Oil ensures your face feels refreshed and radiant.

Key Ingredients & Benefits: Virgin Coconut Oil: Deep nourishment and hydration. Aloe Vera: Soothes and protects against environmental stress. Vitamin C: Helps reduce dark spots, pigmentation, and promotes glowing skin. Regular use of Keramruth Face Wash protects and nourishes your facial skin, leaving it healthy, vibrant, and stress-free.

Keramruth

Brightening Cream

BRIGHTENING CREAM
BRIGHTENING CREAM
BRIGHTENING CREAM
BRIGHTENING CREAM
BRIGHTENING CREAM
BRIGHTENING CREAM
BRIGHTENING CREAM



Soothing Effect



Glowing Skin



Lightweight
on Skin



Intense Hydration



Sandalwood

Turmeric

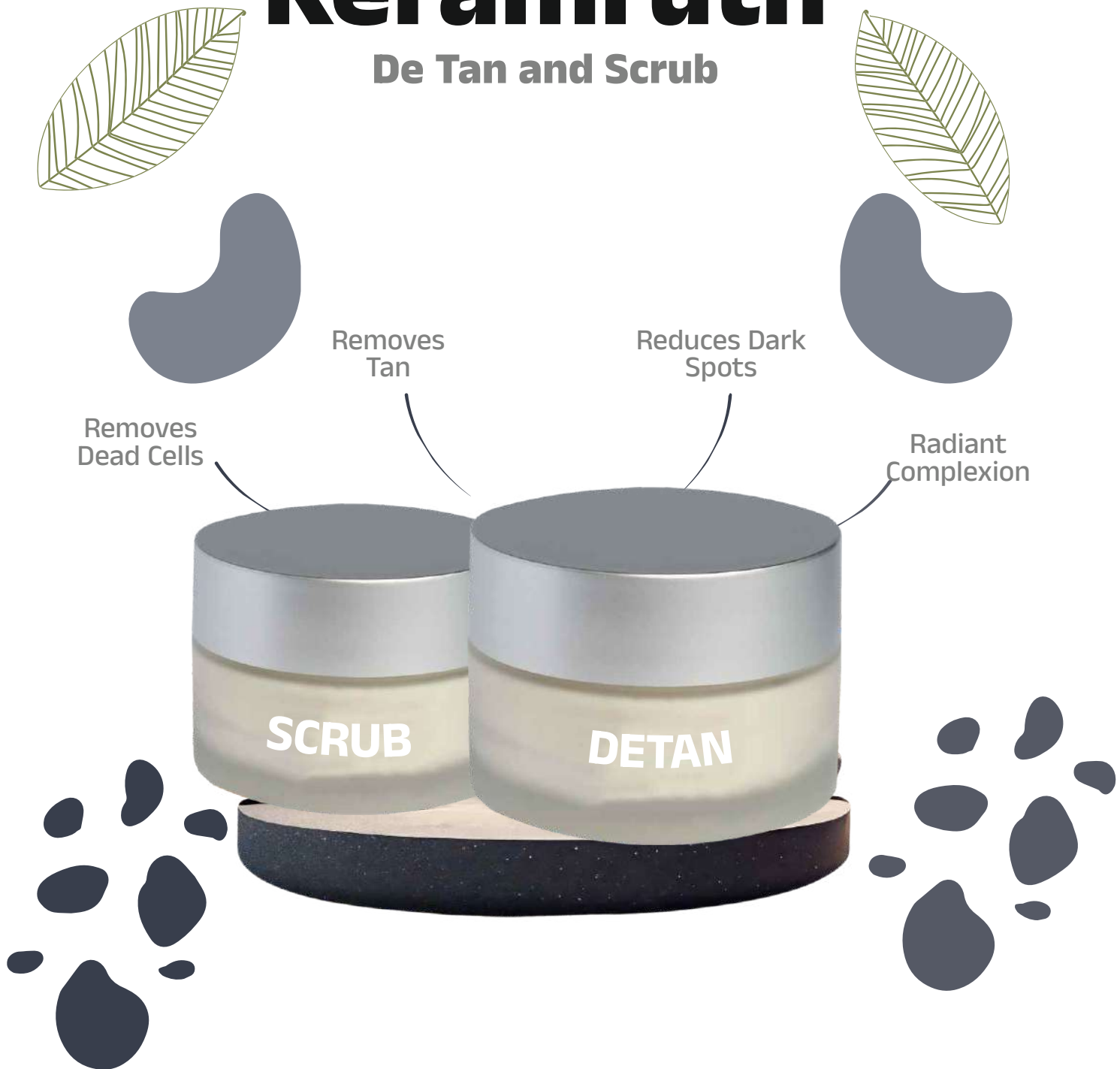
Immuniate your skin naturally

Keramruth Brightening Cream :-

We all desire to look beautiful, and looking beautiful shouldn't be considered expensive. Enriched with the nourishing qualities of mother's milk found in Keramruth Virgin Coconut Oil, along with the goodness of fragrance oils, almond oil, and turmeric extracts, this Brightening Cream suits all skin tones and helps you achieve radiant, fair, and glowing skin.

Keramruth

De Tan and Scrub



Keramruth D-Tan and Scrub:

When exposed to sunlight for long periods without any protection, certain areas of the body can get damaged by ultraviolet rays, causing tanning and uneven skin tone compared to other parts of the body. Enriched with Keramruth Virgin Coconut Oil, this cream helps protect the skin from damage, gently remove tan, and restore your skin to its natural, healthy tone.

Keramruth

Lip Balm



Lip care

Keramruth Lip Balm:

During winter, protecting our lips from cold, and in summer, shielding them from heat and sun exposure, is extremely important. Keramruth Lip Balm, enriched with Virgin Coconut Oil, Shea Butter, natural Beeswax, Vitamin E, and Turmeric, helps protect your delicate lips while keeping them healthy, nourished, and soft all year round.

NUTRACEUTICALS

Nature-Inspired Wellness Blend

Our company's nutraceutical product range is the result of specialized research, developed naturally from plants to address specific health concerns. Each product is formulated to provide the nutrients required to support and nourish the body in accordance with the particular health need.

Keramruth Virgin Coconut Oil, when used regularly, naturally and effectively supports up to 80% of the body's health requirements. For other specific health issues, our nutraceuticals include nutrients sourced from globally renowned regions to ensure the highest quality and efficacy.

Our nutraceuticals are primarily based on three key combinations: herbal extracts, vitamins, and minerals. These ingredients blend seamlessly with your diet, acting directly on health concerns without causing any adverse side effects. Some of these formulations are proudly first-of-their-kind in India.

Historically, for thousands of years, humans relied on plants and natural remedies for their health needs. Only in the last 50 years have hospitals and medicines become widespread. Our ancestors directly identified plant-based solutions for various ailments, which were natural, cost-effective, and free from side effects, ensuring a healthy life. Inspired by this wisdom, our company has developed this nutraceutical range to bring natural, high-quality health solutions to you.

Swadeshi Disha Gut Health Tablet

Nature-Inspired Wellness Blend

**Comprehensive Gut Health
Solution for overall Wellness**



Swadeshi Disha Herbs Gut Health

Gut Health is a treasure of natural nutrient-rich blends designed for issues like indigestion, acidity, and constipation. Medicines commonly taken for acidity and constipation, when used for a long time, can disrupt overall health due to their side effects. Therefore, we present this technology-enhanced natural formulation as a safe and effective solution for you.

Introduction to Gut Health



Second Brain

The gut contains 100 million neurons, which influence mood and mental health.



Immune System

70% of immune cells are located in the gut lining.



Microbiome Diversity

100 trillion bacteria, over 1,000 species



Nutrient Absorption

Vitamins, minerals, and amino acids are essential for absorption.



Overall Health

It is directly related to energy levels, sleep quality, and immunity.



Vitamins

- B3 (Niacinamide)
- B2 (Riboflavin)
- B6 (Pyridoxine HCL)
- B1 (Thiamine Mononitrate)
- B12 (Cyanocobalamin)

Vitamin B1

- Supports the production of digestive enzymes
- Increases carbohydrate metabolism
- Promotes healthy gut motility

Vitamin B6

- Supports neurotransmitter production
- Increases protein metabolism
- Regulates immune function



Amino Acids

- Prebiotics
- Fructooligosaccharides (FOS)
- Provides nourishment to beneficial gut bacteria
- Supports a healthy gut environment
- Increases mineral absorption

Vitamin B2

- Supports digestive tract health
- Increases antioxidant protection
- Promotes nutrient absorption

Vitamin B12

- Supports neurotransmitter production
- Increases protein metabolism
- Regulates immune function



Amino Acids

- Probiotics
- Bifidobacterium (6 strains)
- Lactobacillus (8 strains)
- Lactobacillus (3 strains)
- Saccharomyces (Yeast)
- Bacillus (Coagulans)
- Streptococcus (Thermophilus)

Vitamin B3

- Probiotic colonization improvement
- Nutrient absorption increase
- Gut-brain axis optimization

Synergy

- Probiotic colonization improvement
- Nutrient absorption increase
- Gut-brain axis optimization

Dosage Recommendations

- take 2 capsules, do morning and evening
- Follow the habit of taking at the same time every day
- 30 minutes before or after meals

Duration and Results

- Minimum 8 weeks for visible results
- 3–6 months for optimal results
- Continuous use recommended for maintenance
- Keep 2–3 hours apart from antibiotics

Hydration

- Drink 8–10 glasses of water daily
- Proper hydration increases nutrient absorption
- Water improves synovial lubrication

Safety and Usage

- Pregnant or breastfeeding women should consult a doctor
- Discontinue use if any allergic reactions occur
- Temporary fullness (bloating) may occur in the initial stage

Swadeshi Disha Deep Sleep Tablet

Nature-inspired wellness blend

**Nutraceutical support for restorative
sleep and improved health**



ಸ್ವದೇಶಿ ದಿಶಾ ಡೀಪ್ ಸ್ಲೀಪ್ ಟ್ಯಾಬ್ಲೆಟ್

Our body hormones need to be balanced for constant activity. It is the method for us to behave gently, sleep well overall, and live healthily. Our food style, increasing work stress, and digital media we use today—phone, TV, computer—blue rays emitted from them disrupt the melatonin hormone in our body. They push us towards insomnia. Insomnia reduces our body's metabolic and immunity along with brain function, pushing us towards a stressful lifestyle ahead. For all these problems, Swadeshi Disha Deep Sleep is a natural solution that never becomes addictive. Along with peaceful sleep, it is a divine medicine to reduce your daily stress.

Key Components



Botanical Extract

Valerian, Chamomile, Jatamansi, Passion Flower, Brahmi



Amino Acids

L-Theanine, L-Tryptophan, L-Theonine



Sleep Hormones

Regulates circadian rhythm



Essential Minerals

Magnesium oxide supports enzymatic reactions

કે જાગ્રિડિયમ્



Botanical Extracts

- Tagara - Nature's Tranquilizer
- Passion Flower - The Anxiety Reliever
- Brahmi - The Cognitive Enhancer
- Chamomile - A Gentle Soother



Amino Acids

- L-Theanine - The Relaxing Amino Acid
- L-Tryptophan - Serotonin & Melatonin Precursor
- L-Threonine - Nervous System Support
- Promotes relaxation without drowsiness



Sleep Harmones

- Melatonin - The Sleep Hormone
- Regulates circadian rhythm & sleep-wake cycle
- Helps signal to body that it's time to sleep
- Particularly helpful for jet lag & shift work



Essential Minerals

- Magnesium Oxide - The Relaxation Mineral
- Critical cofactor for 300+ enzymatic reactions
- Regulates neurotransmitters & hormones
- Reduces muscle tension & promotes relaxation



Tagara (*Valeriana wallichii*) Extract

Contains valepotriates and sesquiterpenes that enhance GABA activity Helps shorten sleep latency (time to fall asleep) Supports deeper, more restful sleep Reduces anxiety and promotes natural sleep onset.



Magnesium Oxide - The Relaxation Mineral

Regulates neurotransmitters and hormones involved in sleep Reduces muscle tension and promotes relaxation Supports smoother transition into sleep

Key Ingredients



Brahmi (*Bacopa monnieri*) Extract

- Helps calm mind before sleep
- May reduce anxiety and improve memory
- Brain Health Support



Jatamansi (*Nardostachys jatamansi*) Extract

- Promotes mental clarity and reduces stress
- Helps calm the mind before sleep
- Supports healthy sleep patterns

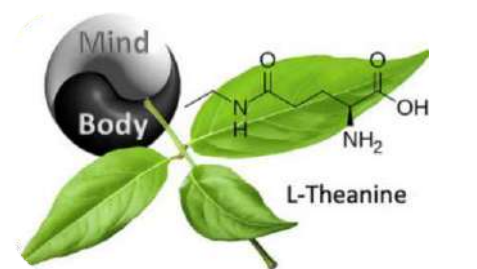


Passion Flower (*Passiflora foetida*) Extract

- GABA Enhancer
- Increases GABA levels in the brain, similar to valerian
- Traditionally used to reduce anxiety and promote relaxation
- Helps calm the nervous system for restful sleep
- May improve sleep quality and reduce nighttime awakenings



L-Tryptophan & L-Threonine



Melatonin – The Sleep Hormone



Natural Sleep Regulator

Regulates the body's internal sleep-wake cycle.



Sleep Signal

Signals to the body that it's time to sleep. Reduces sleep latency — shortens the time it takes to fall asleep.



Travel Support

Helps with jet lag and shift work.



Safety and Usage Guidelines



Recommended dosage 1 Tablet daily



Take 30 minutes before bedtime for optimal results



Caution advised for pregnant/nursing women



Consistent usage maximizes benefits while minimizing risk



Conclusion

Swadeshi Disha Deep Sleep combines proven natural extracts and amino acids to support restorative and peaceful sleep. Safe and effective when used as recommended. A thoughtfully crafted multidimensional formulation that addresses both sleep quality and relaxation, backed by scientific evidence.

Key Benefits

Gentle, non-addictive solution for nighttime wellness Holistic alternative to conventional sleep aids Multi-ingredient approach for comprehensive support

SWADESHI DISHA LIVER CARE Tablet

Nature-Inspired Wellness Blend

Comprehensive Nutraceutical Supplement for Liver Health



Swadeshi Disha Liver Care Tablet

When chemical substances enter the body through our food, and if you consume alcohol, smoke, suffer from diabetes, or have increased body weight, all these create excessive stress on the liver, disrupting the body's balance. If you want relief from all these problems, it must be done through your liver detoxification. Therefore, using our traditional products along with scientific principles—for example, antioxidants like arsenic help liver regeneration, and medicine prepared from black grape seeds aids smooth digestion. Along with this, powerful extracts from cinnamon and black pepper are used here. More than 18 herbal extracts, minerals, and vitamins here perfectly keep your liver healthy and support overall body development.

Introduction to Liver Health



Detoxification

Detects toxins - Metabolizes medicines/alcohol



Metabolism

Processes nutrients - Converts to energy - Stores glucose



Protein Synthesis

Produces essential proteins - Creates components needed for blood clotting



Bile Production

Has immune cells - Fights against infections



Immune Function

Supports the Immune System • Helps Combat Infections

Key Ingredients



Milk Thistle (*Silybum marianum*)

- Antioxidant
- Toxification
- Hepatoprotective
- Anti-inflammatory



Dandelion (*Taraxacum officinale*)

- Liver detox
- Bile production
- Anti-fibrotic
- Reduces oxidative stress



Amla (*Phyllanthus emblica*)

- Liver support
- Antioxidant
- Hyperlipidemia control
- Metabolic syndrome



Curcumin (*Curcuma longa*)

- Anti-inflammatory
- Antioxidant
- Chemotherapy protection
- Anti-fibrotic



Cinnamon Bark (*Cinnamomum verum*)

- Improves lipid profile
- Reduces insulin resistance
- Supports liver enzymes
- Anti-inflammatory



Vitamin E (D-Alpha Tocopherol)

- Potent antioxidant
- Reduces oxidative stress
- Cell membrane protection



Arjuna Tree Bark (*Terminalia arjuna*)

- Antioxidant
- Liver detoxification
- Improves liver function
- Reduces excess bile



Coffee Senna (*Cassia occidentalis*)

- Anti-inflammatory
- Liver-supporting
- Traditional remedy



Black Pepper (*Piper nigrum*)

- Enhances bioavailability
- Reduces excess bile
- Reverses liver injury
- Synergistic with curcumin



Yarrow Flower (*Achillea millefolium*)

- Regulates blood lipids
- Improves liver enzymes
- Anti-inflammatory
- Diabetes support



Safety and Usage Guidelines



Recommended Dosage

Daily 2 tablets



Time

Take with food – to increase absorption



Duration

Take for 3–6 months for best results



Hydration

Drink 8–10 glasses of water daily



Important Precautions



Pregnancy



Children



Medicines



Medical conditions



Surgery



SWADESHI DISHA DIABETIC FORMULA Tablet FOOD FOR SPECIAL DIETARY USE (FSDU)

Nature-Inspired Wellness Blend

**A Comprehensive Approach to
Blood Sugar Management**

Swadeshi Disha Diabetic Formula:

Diabetes is one of the most increasing health problems today. To get permanent relief from it, you can obtain a naturally powerful developed mixture here. Developed from more than 30 plants with nutrients, minerals, and vitamins, it helps keep you away from diabetes. Along with this, if anyone in your family has diabetes problems, they can take one course per year after 30 years to permanently protect themselves from diabetes. It is very effective in the initial stage. If suffering from diabetes for a long time, use this formula for a long time to get wonderful results. It is effectively developed for both Type 1 and Type 2 diabetes.

Introduction to Diabetic Health



Blood Sugar Regulation

Multiple mechanisms to control glucose levels



Insulin Sensitivity

Enhances cellular response to insulin



Complication Prevention

Supports nerve, kidney, and cardiovascular health



Synergistic Action

Ingredients work together for enhanced efficacy



Comprehensive Care

Comprehensive care

Key Ingredients

Methi (Trigonella foenum-graecum)

Active components

- Trigona line – Improves insulin sensitivity
- Diosgenin – Stimulates insulin secretion
- 4-Hydroxy isoleucine – Increases glucose uptake

Traditional use

- Ayurvedic medicine for
- blood sugar control Used in Middle Eastern cuisine & medicine

Key benefits

- Reduces fasting glucose levels
- Improves insulin sensitivity



Kaimukha (Cactus speciosus)

Active components

- Berberine – Isoquinoline alkaloid
- Berbamine – Anti-inflammatory .
- Palmatine – Glucose metabolism

Traditional use

- Used in Chinese & Ayurvedic medicine
- Traditional remedy for metabolic disorders

Key benefits

- Activates AMPK pathway
- Improves insulin sensitivity
- Reduces hepatic glucose production



Vijaysar (Pterocarpus marsupium)

Active components

- Epicatechin – Beta-cell regeneration
- Pterostilbene – Antioxidant
- Marsupin – Glucose metabolism

Traditional use

- Ayurvedic "Wood of Sugar" Water glasses made from heartwood

Key benefits

- Regenerates pancreatic beta-cells
- Improves glucose uptake
- Reduces oxidative stress
- Enhances lipid profile



Berberis aristata – Source of Berberine

Active components

- Saponins – Antihyperglycemic effect
- Castunolide – Anti-inflammatory
- Dehydrocostus lactone – Insulin secretion

Traditional use

- Traditional medicine in India & China Used for diabetes & metabolic disorders

Key benefits

- Induces insulin secretion
- Enhances tissue insulin sensitivity
- Reduces blood glucose levels



Meshashrunji (Gymnema sylvestre)

Active components

- Epicatechin – Beta-cell regeneration
- Pterostilbene – Antioxidant
- Marsupin – Glucose metabolism

Traditional use

- Ayurvedic "Wood of Sugar"
- Water glasses made from heartwood

Key benefits

- Regenerates pancreatic beta-cells
- Improves glucose uptake
- Reduces oxidative stress
- Enhances lipid profile



Bitter Gourd (Momordica charantia)

Active components

- Polypeptide-p – Insulin-like compound
- Charantin – Hypoglycemic agent
- Momordicosides – Glucose metabolism

Traditional use

- Most effective sugar medicine in Ayurveda
- Used for diabetes across Asia

Key benefits

- Mimics insulin action
- Enhances insulin sensitivity
- Reduces postprandial glucose



Safety and Usage Guidelines

Meshashrungi (Gymnema sylvestre)

Active components

- Gymnemic acids – Sugar absorption blocker
- Gurmarin – Sweet taste suppressor
- Triterpenoids – Beta-cell regeneration

Traditional use

- Ayurvedic medicine "Sugar Destroyer"
- Used in India for over 2,000 years

Key benefits

- Blocks glucose absorption in intestines
- Stimulates insulin secretion
- Regenerates pancreatic beta-cells

Zinc (Zinc Citrate)

Mechanism of action

- Essential for insulin storage in pancreas
- Stabilizes insulin hexamers structure
- Acts as antioxidant for beta-cells

Clinical effects

- Reduces oxidative stress
- Protects pancreatic beta-cells
- Improves insulin secretion

Key benefit

- 60% of diabetics have zinc deficiency;
- supplementation improves glycemic control

Magnesium (Magnesium Gluconate)

Mechanism of Action

- Acts as a cofactor for tyrosine kinase activity
- Improves cellular glucose uptake
- Reduces inflammatory response

Clinical Effects

- Enhances insulin sensitivity
- Reduces fasting glucose levels
- Prevents diabetic complications

Key Benefits

- 42% of diabetics have magnesium deficiency
- Supplementation can reduce diabetes risk by 15%

Dosage Recommendations

Take 2 capsules, morning and evening Follow the habit of taking at the same time every day

Duration and Results

- Minimum 8 weeks for visible results 3–6 months
- for optimal results
- Continuous use recommended for maintenance

Special Populations

Elderly: Start with half dose

Diabetes medicine users: Monitor blood sugar accurately

Heart disease: Consult doctor Before surgery:

Stop 2 weeks before surgery, consult doctor

Precautions

Pregnancy & lactation

Severe liver/kidney disease

Type 1 diabetes (without medical supervision)

Children under 18

SWADESHI DISHA ORTHO JOINT CARE Tablet

Nature-Inspired Wellness Blend

**Comprehensive Support for
Joint Health & Mobility**



SWADESHI DISHA ORTHO JOINT CARE Tablet

SWADESHI DISHA ORTHO JOINT CARE Tablet Nutrient-deficient food, increased water pollution, daily increasing body weight without proper exercise, muscles become weak. Due to excessive use of chemicals and body age increasing more than our current age, the process of infection spreads rapidly in the body. In this situation, the quality fat collection between our bones is called ಕಾರ್ಟಿಲೇಜ್, and when it lacks nutrition, pain appears in all parts of the body. To solve this, all kinds of creams and medicines are used, and finally surgery becomes necessary. For permanent solution from this, we are presenting this product with an excellent mixture. Here we have mainly a mixture of collagen and ಹ್ಯಾಲೂರೋನಿಕ್ ಆಸಿಡ್ processed from plants that strengthen even the worst condition muscles and help return to natural state. Along with this, ಅರಿಶಿನದ ಸಾರ and ginger root extract and ಕರಿ ಮೆಣಸಿನ ಸಾರ reduce pain from all parts of the body, eliminate infection, and support muscle strengthening. Calcium, Vitamin K2, Vitamin D3, Magnesium, and 10 more effectively reduce bone swelling and work for its reconstruction.

INTRODUCTION TO ORTHO JOINT CARE



Cartilage Function

ಎನೇಬಲ್ ಮೂವ್‌ಮೆಂಟ್, ಫ್ಲೆಕ್ಸಿಬಿಲಿಟಿ, ಅಂಡ್ ಸಪೋರ್ಟ್ ಬಾಡಿ ವೆರ್ಟಿಕ್ಯಾಲ್



Key Components

ಕಾರ್ಟಿಲೇಜ್, ಸ್ಟ್ರೋಮ್‌ಲರ್ ಫ್ಲೂಯಿಡ್, ಲಿಗಮೆಂಟ್ಸ್, ಟೆಂಡನ್ಸ್, ಅಂಡ್ ಬೋನ್ಸ್



Cartilage

ಸ್ಟ್ರೋಮ್‌ಲರ್ ಫ್ಲೂಯಿಡ್, ಕುರನ್ಸ್ ಜಾಯಿಂಟ್ಸ್ ಅಂಡ್ ಪ್ರಿವೆಂಟ್ ಬೋನ್ಸ್ ಫ್ರಮ್ ರಬ್ಬಿಂಗ್ ಟುಗೇದರ್



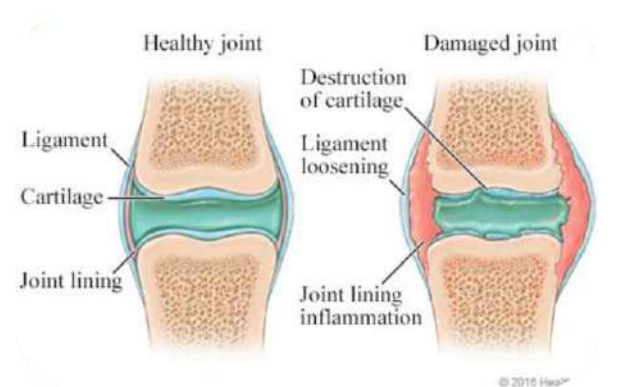
Synovial Fluid

ವಿಸ್ಕಸ್ ಫ್ಲೂಯಿಡ್ ಲುಬ್ರಿಕೇಟ್ ಜಾಯಿಂಟ್ಸ್ ಅಂಡ್ ರಿಡ್ಯೂಸ್ ಫ್ರಿಕ್ಷನ್



Joint Health

ಎಸ್ಟ್ರೋಜನ್ ಫಾರ್ ಮೊಬಿಲಿಟಿ, ಕ್ಯಾಲ್ಸಿಯಂ ಆಫ್ ಲೈಫ್, ಅಂಡ್ ಓವರ್‌ಆಲ್ ವೆಲ್ನೆಸ್ಸ್





Key Ingredients

Shallaki (*Boswellia serrata* Extract)

- Powerful anti-inflammatory properties
- Reduces joint pain and stiffness
- Improves joint mobility
- Proven effective for osteoarthritis



White Willow Tree (*Salix alba* Extract)

- Natural source of salicin
- Provides pain relief properties
- Reduces fever and inflammation
- Traditional remedy for joint pain



Curcumin 95% (Turmeric Extract)

- Potent anti-inflammatory agent
- Powerful antioxidant properties
- Reduces joint pain and swelling
- 95% standardized extract



Ginger Root (*Zingiber officinale* Extract)

- Potent anti-inflammatory agent
- Powerful antioxidant properties
- Reduces joint pain and swelling
- 95% standardized extract



Vitamin D3 (Vitashine – Plant-Based)

- Enhances calcium absorption
- Supports bone density
- Reduces inflammation

Vitamin K2 (Menaquinone MK-7)

- Directs calcium to bones
- Prevents calcification in joints Works synergistically with D3

Calcium (Citrate & Seed Forms)

- Essential for bone strength
- Supports muscle function
- Reduces fracture risk

Magnesium (Magnesium Gluconate)

- Supports bone formation
- Reduces inflammation
- Improves muscle relaxation

✓ **Glucosamine Sulfate**

✓ **Chondroitin Sulfate**

✓ **Hyaluronic Acid**

✓ **Curcumin 95%**

✓ **MSM (Methylsulfonylmethane)**

✓ **Plant-Based Collagen**

✓ **Boswellia Extract**

✓ **Essential Vitamins and Minerals**



Safety and Usage Guidelines

Dosage Recommendations

- Take 2 capsules, morning and evening
- Follow the habit of taking at the same time every day

Hydration

- Drink 8-10 glasses of water daily
- Proper hydration enhances nutrient absorption
- Water supports joint lubrication

Duration and Results

- Initial effects in 2-4 weeks
- Maximum benefits in 3-6 months
- Continue use for long-term support
- Consistency is key for best results

Lifestyle Integrations

- Combine with low-impact exercise
- Maintain healthy weight to reduce joint stress
- Avoid excessive strain on affected joints
- Consider physical therapy for additional support

SWADESHI DISHA HAIR FORMULA Tablet

Nature-Inspired Wellness Blend

**A Comprehensive Hair
Nutraceutical Solution**



Swadeshi Disha Hair Formula

Stress passed down through generations, deficiency of biotin, iron, protein, and zinc in the food we consume, hormonal imbalances occurring in the body, excessive stress, polluted environment, overuse of chemicals, and harmful UV rays from the sun during the day — all these are major reasons for poor hair health. When we look at these issues, relying only on external hair-care products makes it difficult to achieve effective results. If you want a permanent solution to these problems, supplying nutrients from within the body can help you achieve truly effective results. In this direction, this product is a powerful blend of herbal extracts, minerals, vitamins, and amino acids — a complete combination that can deliver results beyond your expectations. Along with improving your hair health, it also helps with stress management, enhances skin radiance, and supports overall healthy skin and hair maintenance.

This is a comprehensive nutraceutical formulation designed to address multiple aspects of hair health through scientifically proven natural ingredients.



Promotes hair growth and reduces hair fall



Strengthens hair follicles and improves scalp health



Enhances hair thickness, shine, and overall quality



Combines traditional Ayurvedic wisdom with modern science



Key Ingredients

Alma



- Rich in Vitamin C and antioxidants
- Strengthens hair follicles
- Prevents premature greying

Bhringaraja



- Enhances hair growth and density
- Reduces hair fall
- Provides conditioning to the scalp

Onion



- High in sulfur content
- Boosts blood circulation
- Strengthens hair roots

Flaxseed



- Rich in Omega-3 fatty acids
- Provides shine and luster to hair

Bamboo



- High in silica content
- Strengthens hair softness

Biotin

- Vitamin B7
- Essential for keratin production
- Strengthens hair follicles

Vitamin B5

- Increases hair strength

Vitamin C

- Strengthens hair follicles

Curry Leaf



- Rich in amino acids
- Reduces hair thinning
- Promotes hair growth

Ashwagandha



- Reduces stress-induced hair fall
- Improves scalp blood circulation

Hibiscus



- Natural conditioner
- Prevents split ends
- Nourishes hair follicles
- Enhances hair shine

Black Grape Seeds



- Rich in antioxidants
- Protects from damage

Moringa



- Contains cytokinins
- Promotes cell growth

Vitamin E

- Improves scalp blood circulation

Vitamin A

- Prevents dry scalp

Calcium

- Prevents hair breakage



Safety and Usage Guidelines

Dosage Recommendations

- Take 2 capsules, morning and evening
- Follow the habit of taking at the same time every day

Hydration

- Drink 8-10 glasses of water daily
- Proper hydration
- Enhances nutrient absorption
- Water supports joint lubrication

Time & Results

- Minimum 90 days for visible results
- Initial improvement in 4-6 weeks
- Best results after 6 months of continuous use

Precautions

- Pregnant or nursing mothers should consult a doctor
- Discontinue use if any allergic reactions occur
- Not recommended for children under 12 years

SWADESHI DISHA REBALANCE Tablet

Nature-Inspired Wellness Blend

A Comprehensive PCOS Care Nutraceutical Supplement

Hormone Balance • Fertility Support • Metabolic Health



Swadeshi Disha Re-Balance

This formula is specifically designed for women. Polycystic Ovary Syndrome (PCOS) is commonly seen in more than 20% of girls today, characterized by irregular menstrual cycles, infrequent, prolonged, or heavy menstrual bleeding, excessive hair growth on the face, back, or abdomen, oily skin leading to acne, and difficulty in gaining or losing weight. Hair-related issues include thinning or hair fall on the scalp. Skin darkening occurs in areas like the neck and thighs. Infertility results from ovaries not releasing eggs properly. This condition is often more severe in girls consuming unhealthy diets and leading stressful lifestyles. To naturally address these problems, this formula has been developed. It uses rare herbal extracts to boost immunity, essential vitamins to regulate hormonal control, and minerals to enhance body vitality. It is highly supportive for the health of girls affected by hormonal imbalance and stress.

A comprehensive nutraceutical supplement specially formulated to address the multifaceted symptoms of PCOS through targeted nutritional support.



Restores hormonal balance



Improves insulin sensitivity



Fertility enhancement



Metabolic support



Key Ingredients

Myo-Inositol

- Reduces androgen production in the ovaries and lowers hyperandrogenism
- Restores ovarian function by regulating follicle development
- Improves egg quality and embryo development

Ashwagandha KSM-66

- Adaptive properties balance the stress response
- Reduces cortisol levels
- Regulates thyroid function

Melatonin

- Reduces excess androgens
- Improves LH:FSH ratio
- Acts as an antioxidant in the ovaries

Punarvarna

- Renowned as the body's "rejuvenator"
- Powerful anti-inflammatory properties
- Supports reproductive system health

Soy Isoflavone

- Estrogenic activity by binding to estrogen receptors
- Lowers testosterone levels
- Improves insulin sensitivity

Moringa

- Moringa Lowers insulin levels
- Reduces androgen production
- Decreases TNF- α expression

Shatavari

- Balances hormone levels
- Regulates the HPO axis
- Contains phytoestrogens

Cranberry Extract

- Rich in polyphenols and antioxidants
- Supports urinary tract health
- Promotes the growth of beneficial gut microbiota



Safety and Usage Guidelines

Dosage Recommendations

- Take 2 capsules, morning and evening
- Follow the habit of taking at the same time every day

Hydration

- Drink 8-10 glasses of water daily
- Proper hydration enhances nutrient absorption
- Water supports joint lubrication

Time & Results

- Minimum 3–6 months for visible benefits
12+ months of regular
- use recommended for optimal results
- Suggested to continue as part of a long-term PCOS management plan

Precautions

- Discontinue use if any allergic reactions occur

Swadeshi Disha Testo-18 Tablet

Nature-Inspired Wellness Blend

A nature-inspired wellness nutraceutical
supplement for men's vitality.



Swadeshi Disha Testo-18 Tablet

This formula has been specially created for men, and while developing it, we have carefully considered many important factors to bring you an exceptional product. Generally, after the age of 30, men experience increased levels of stress. Poor eating habits in childhood, the pressure of studies, and the struggle to find a good job all create stress that may not be noticeable at a young age. But as the body ages, fatigue begins to show—skin loses its glow, muscles lose strength, interest in various activities declines, and overall life becomes dull and un motivating. For those seeking a natural and long-lasting solution, this formula works effectively. Made from 18 powerful herbs, it is essential for helping you regain a refreshed and energetic life. With regular use, it supports your health and strength day by day without causing any side effects. Along with this, you can actively participate in gym workouts, yoga, cardio exercises, and sports—this formula naturally enhances your enthusiasm and interest in all these activities. For a strong and healthy body, this formula is truly a remarkable product, crafted to perfection.

Formulated with a powerful blend of energy-boosting, adaptogenic, and circulation-supporting ingredients to naturally support testosterone, enhance strength and vitality, improve sexual wellness, increase stamina, and promote stress resilience and overall well-being.



Restores hormonal balance.



Improves insulin sensitivity.



Fertility Enhancement



Metabolic Support



Key Ingredients

Ashwagandha KSM-6

- Increases testosterone levels in men by 17%
- Reduces cortisol that competes with testosterone
- Enhances stress resistance and energy



Kapikacchu

- Contains natural antioxidants that protect testicular cells
- Stimulates dopamine release, promoting GnRH release and testosterone production
- Natural source of L-DOPA (dopamine precursor)

Safed Musli

- Traditional Ayurvedic vitality booster
- Supports healthy testosterone production
- Improves physical performance standards

Gokshura

- Contains protodioscin that stimulates Luteinizing Hormone (LH)
- LH signals the testes to produce more testosterone
- Enhances athletic performance and recovery

Korean Ginseng



- Ginsenosides enhance nitric oxide synthesis
- Increase blood flow to reproductive organs
- Clinical studies show improved sexual performance
- and testosterone levels

L-Arginine & L-Citrulline

- Precursors for nitric oxide production
- Enhanced blood flow increases nutrient delivery to the testes
- Supports exercise performance and recovery



Overall Key Benefits

- Vitality, libido, and overall wellness
- Enhanced sexual health
- Increases libido and sexual desire
- Better sexual function and performance
- Boosts confidence and satisfaction
- Increases energy and vitality
- Reduces fatigue and improves stamina
- Improves stress management and mood
- Enhances mental clarity and focus



Safety and Usage Guidelines

Dosage Recommendations

- Take 2 capsules, morning and evening
- Follow the habit of taking at the same time every day

Hydration

- Drink 8-10 glasses of water daily Proper hydration
- enhances nutrient absorption
- Water supports joint lubrication

Time & Results

- Use for 8–12 weeks for optimal results.

Precautions

- Discontinue use if any allergic reactions occur
- Consult a doctor if taking medication or having medical conditions
- Not suitable for individuals under 18 years
Do not exceed the recommended dose



SWADESHI DISHA NUTRIFOODS



Swadeshi Disha Nutri Food :-

Our kitchen is not just a place to produce food. It is where we build the foundation for achieving anything in life, living uniquely in society, maintaining a strong mindset, staying active and joyful, and preparing the next generation to be healthy. Our mission is to fill such a kitchen with a robust range of nutritious foods and protect every layer of our health pyramid. Daily, our body feels hunger, which indicates that metabolism is functioning properly. At this point, you have two choices: convert that hunger into a source of energy in a healthy way or let it become a root of poor health. If you understand this principle correctly, health will be in your hands. Eating whatever is available without thinking or just for taste can disrupt the body's natural processes and lead it toward illness. To prevent this and turn every hunger into healthy energy, we are introducing products designed with unique elements. These include: Natural, non-GMO products that ensure each meal provides proper nutrients in the right amounts. Foods that reduce stress on the liver. Foods that support healthy blood circulation without overloading the system. Foods that stimulate mental sharpness, regulate brain stress, and promote joy. These foods are also extremely easy to prepare—just 10 minutes is enough to make dosa, idli, or paddu. No prior cooking experience is required. They are perfect for daily office-goers, people in PG accommodations, and travelers, making healthy meal preparation extremely convenient.



Nutri Coffee

Detoxifies the liver

Helps blood circulation
and aids in cancer prevention

Single Origin
Special Coffee

Pure Arabica
Medium Roast

Swadeshi Disha Nutri Coffee



When it comes to coffee, many people are often confused due to lack of accurate information. Let's explore what makes perfect coffee. Most of the coffee consumed at home or in hotels is not real coffee; often, it contains less than 10% actual coffee. Leading universities and health organizations worldwide have recognized coffee as a powerful beverage that can help manage fatty liver, reduce body weight, boost energy, improve blood circulation, and provide protection against deadly diseases like cancer. It is also a rich source of antioxidants that help sharpen focus and enhance mental alertness. Many commercially available coffees mix additives like chicory (a low-cost root) and milk with sugar, which, instead of promoting health, can disrupt digestion and overall wellness. So, how should coffee be consumed, and what is truly good coffee? Let's summarize: Karnataka's Malnad region is renowned for coffee cultivation, producing two main varieties: Robusta and Arabica. Robusta is more acidic and cheaper, while Arabica has lower acidity, superior taste, and a higher price. Coffee beans are processed in two ways: Dry processing: All cherries are harvested together, dried, and then beans are separated from the pulp. This method mixes pulp and bean, reducing freshness, taste, and nutrients. Fermented wash (Wet processing): Ripe cherries are harvested, pulp is separated while the beans are fresh, washed with pure water, and dried. This method preserves nutrients and enhances taste and aroma. Our coffee is made from organic Arabica beans grown in a single region of Sakleshpur, Hassan district. The beans are fermented, medium-roasted, and prepared in two convenient forms: Drip bags: Perfect for travel or quick preparation, allowing easy brewing of pure black coffee anywhere. Coffee powder in bottles: Can be used with a coffee filter at home to prepare pure black coffee cost-effectively. Black coffee is excellent even when prepared with room-temperature or cold water, which enhances quality compared to hot brewing. Cold black coffee has been shown to be highly beneficial. Swadeshi Disha Nutri Coffee is ideal for people with diabetes and those with a stressful lifestyle. Consuming it twice daily helps maintain energy and alertness. By introducing this premium coffee, we bring you a beverage comparable to the most expensive coffees worldwide, guiding you toward better health and wellness in just a few months.

Swadeshi Disha

Keramruth
Crunch



Swadeshi Disha Keramruth Crunch

Coconut Chips and Nutri Bar

Every bit of knowledge we gain would transform into wisdom. Every penny we earn would stay with us. Every task we do would bring us joy. Doesn't it feel wonderful to hear such meaningful words? We have embarked on a mission to bring this meaningful principle into health. What if every time you felt hungry, you were given truly nourishing food? A strong, healthy body would naturally be yours—and we are making a small effort toward that goal. Typically, hunger arises between meals, in the afternoon, or in the evening between lunch and dinner. What we eat during this time, even in small amounts, plays a vital role in maintaining health. Unfortunately, most commonly consumed items—biscuits made from refined flour and hydrogenated oils, fried snacks, or coffee and tea from the market—turn good hunger into harmful energy, strain digestion, and disturb afternoon meals. Regularly following such habits can lead to chronic health issues. We took this challenge and created a product that is tasty, nutritious, and scientifically designed. If you've read this book from the beginning, you already understand the importance of coconut. Here, we use fresh, pure coconut, washed and dried with hot air without frying in any oil. We mix it with natural vanilla to provide a relaxing flavor experience, and in another variant, we add Indian spices to create spicy chips. For children, we incorporate dark chocolate—today considered a nutrient-rich food—turning it into chocolate chips. The product contains pure coconut oil, which enhances flavor and supports healthy digestion, turning hunger into nourishing energy. It's easy to carry, ideal for children to take to school, and delicious enough to eat anytime. Pair it with a cup of black coffee, and you can imagine the rich, complete nutrition it provides. In the coming days, energy nutri bars will also be introduced, fulfilling our vision to provide seven types of specially curated foods for seven days in your weekly routine.

Moringa Nutri Mix with Omega 3



Rich in Vitamin A, Vitamin C, and Calcium.



Rich in Nutrients – A Powerful Superfood



Diabetes- and Heart-Friendly



Immunity Booster

Nutrition in Moringa					
1 GRAM ORGANIC MORINGA LEAF POWDER		17g CALCIUM from MILK	25g IRON from SPINACH	15g POTASSIUM from BANANAS	
	=				
		20g Betacarotene (raw form of VITAMIN-A from carrots)	7g VITAMIN-C from oranges	4g PROTEIN from eggs	
					
			4g FIBER from oats		

Swadeshi Disha Moringa Nutrimix with Omega 3

Every bite of food we eat should act as medicine, be rich in nutrients, be easy to use, and above all, be delicious. These principles are deeply ingrained in our organization. Today, many young people are moving away from home-cooked meals and relying on outside food, claiming it's either not tasty or they don't have time to cook. To address these challenges thoughtfully, our organization has developed an effective product. Nutritional highlights of 1 gram of Moringa powder: 17% more calcium than milk, 25% more iron than spinach, 15% more potassium than bananas, 10% more vitamin A than carrots, 7% more vitamin C than guava, higher quality protein than eggs, 4% more fiber than oats. This is why Moringa is called the "Green Gold" of the world. We have combined it with flaxseed—the only plant-based source of Omega-3—to support brain and eye health. The blend is complemented with curry leaves, creating a mix that is revolutionary in the health sector. It can be easily added to any meal. Mixing it into the food you serve ensures that all nutrients are preserved and absorbed directly by the body. It enhances taste, making any dish two to three times more flavorful, without compromising nutrition. For children who refuse vegetables or other nutritious foods, adding this mix to their meals can create a remarkable transformation in their health. Even during stressful days when cooking is difficult, simply mix this powder with hot rice along with 2 spoons of Keramrit, virgin coconut oil, or ghee. The taste is unparalleled, and the preparation is effortless while providing Himalayan-level nutrition. Benefits of regular use: Strengthens muscles, Supports eye health, Builds strong body tissues, Improves digestion, Enhances children's mental sharpness, Provides a renewed sense of energy and vitality.

Keramruth

Desi Ghee



If you want to understand the importance of ghee, visiting Ayurvedic hospitals and treatment centers will show that many medicines are recommended to be taken with ghee. Thousands of years ago, great sages already understood its significance. Today, there is much confusion about ghee consumption. During the Green Revolution in Indian agriculture, indigenous seeds were lost, and domestic cow rearing was affected. Our ancestors, recognizing the value of pure fat, reared cows in their homes, treated them with respect, and even worshipped them. However, with the arrival of foreign cow breeds in India, traditional practices were disrupted. These foreign cows have low immunity, and even though they produce large quantities of milk, its nutritional content is less than 10% of indigenous cows. To boost milk production, these cows are fed high-urea fodder, and stress hormones develop due to improper feeding and confinement. High milk production also affects their fertility, requiring artificial female hormones, which then enter the milk. Consumption of such milk exposes young girls to hormones prematurely and causes feminizing effects in boys. Consequently, some

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people are abandoning dairy products altogether. Making ghee scientifically requires proper traditional methods: the milk must be curdled after cooling, butter extracted, and then processed carefully to produce pure ghee. Today's commercial ghee often skips these steps, simply separating fat from milk, heating it, and selling it cheaply, which scientifically cannot be considered pure ghee. To preserve our heritage and provide pure food, our organization has launched a large-scale indigenous cow initiative. Indigenous cows have higher immunity and produce nutrient-rich milk without stress hormones. Using organic feed, we have taken a novel step: for the first time in India, we are giving indigenous cows virgin coconut oil to produce a new kind of powerful ghee. We are pioneers in virgin coconut oil production, using only the highest-quality coconuts without electrical or high-heat processing, ensuring minimal stress during oil extraction. Just as the coconut oil is pure, so is the cow feed. Testing revealed 24% fat and 20% protein content in this feed. Providing such nutrition increases the cow's immunity and the quality of beneficial bacteria in its udder, resulting in superior milk. Following traditional methods, we produce Keramrit Desi Ghee, which, when consumed regularly, slows aging, strengthens body tissues, tastes delicious, and retains medicinal qualities—truly a nectar for children. Swadeshi Disha, as the name suggests, aims to strengthen indigenous



Having grown up under the guidance of my father from a young age, I learned from him the values of discipline, punctuality, hard work, and patriotism—lessons he imparted to us daily as much as he emphasized the importance of food. The skills I acquired early on to face life's toughest challenges inspired in me a long-standing vision: to contribute meaningfully to our land. "Swadeshi Disha" draws its name from the ancient language of our world, representing the world's first civilization and one of the earliest constitutions. At a time when awareness of health was minimal globally, our ancestors undertook pioneering practices, including daring skin surgeries, thousands of years ago. In such a context, our mission is to cultivate indigenous pathways and showcase their significance to the world. We believe that if food itself is medicinal, there is no need for external medicines, and we are committed to serving as a vital bridge between farmers and consumers. Rooted in the richness and heritage of our culture, these products are crafted from our own soil. We consciously choose not to commercialize them through contemporary digital platforms. Instead, our goal is to provide employment opportunities to farmers, our organization, and our team through these products. We take immense pride in our organization's commitment to treating every customer's investment and their family's health with the highest respect and integrity.

Gurulingaiah K P

Founder and Managing Director
Swadeshi Disha

