

Creating Healthy Food Environment

18th Century FOOD WORLD



Wellness Blends | Vedic Drinks | Sweets & Snacks | Old Fashion Seasonings

Sugar Alternatives | Ancient Mouth Fresheners | Whole Spices Treasure

Cosmetics Range | A2 Ghee & Antique Oils

efforts by-Khushi Agro Pvt. Ltd. India



The Glorious Journey Begins – A TRIBUTE TO GENERATIONS



Corporate Statement

Namaste,

“Every human being is on a continuous journey in his life.

Every personality has a unique purpose and an intelligently determined destiny. In the short period of our residence on this planet, we can use our expertise and knowledge for the benefit of humanity.

Being an ardent follower of Indian culture, Jainism, and trusted Ayurveda, I believe that business should be done with ethics, an empathetic approach, and earning credibility. I believe through these values economic objectives with satisfaction are always achieved.”

Why need 18th Century Goodness Today?

The truth is that in between farm and fork, most food ingredients go through extensive treatments to improve their aesthetic value, resulting in the heavily compromised nutritional quality of food thus dramatically impacting our inner well being.

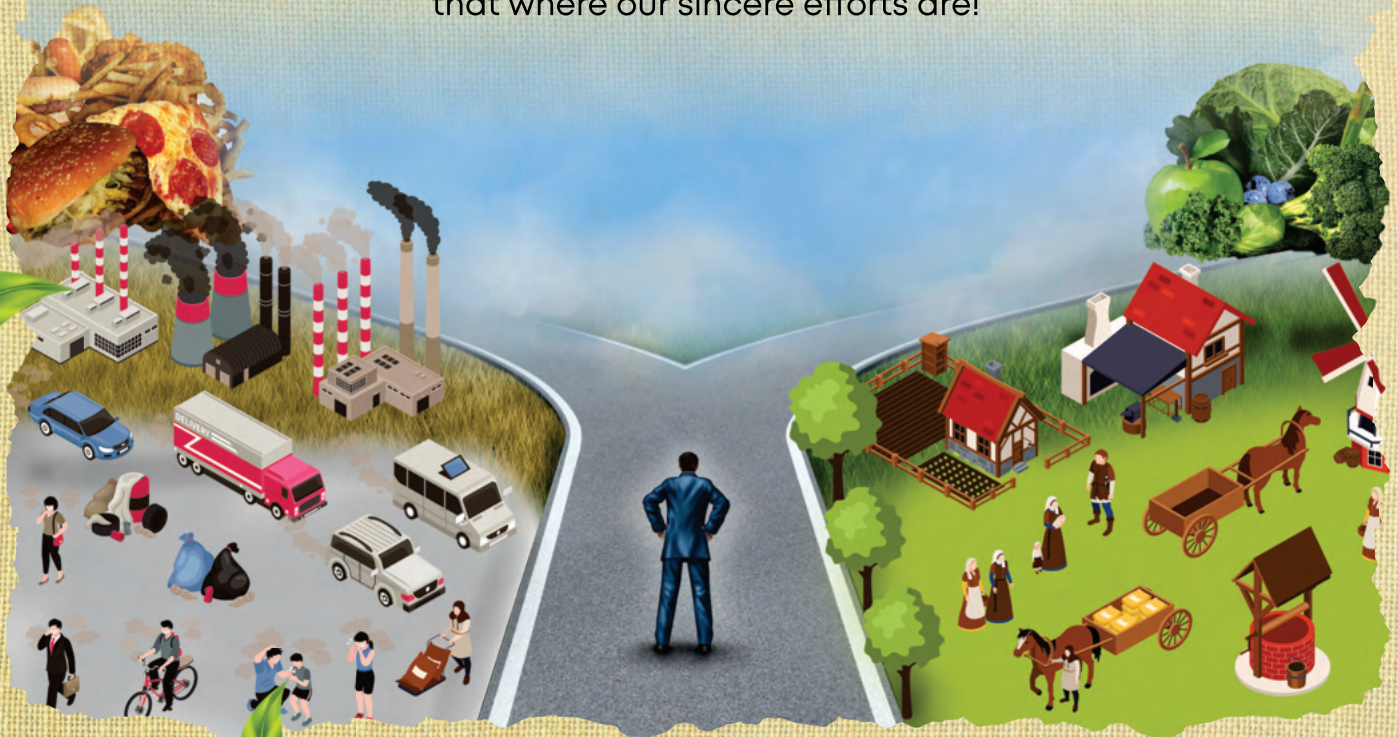
Setting “18th Century goodness” as the benchmark for our brands, we are on mission that emphasizes a healthy lifestyle in modern times while promoting consumer awareness for the right food ingredients.

Ask Yourself!

Will you be able to transfer your traditional Indian food Culture to the next generations? The Key asset we inherited from our ancestors?

It's Time to step back to healthy ayur-style trends!

An evocation for the 18th-century lifestyle and to live well;
that where our sincere efforts are!



Vision :

Our Vision is to build a happy world with a healthy generation. We are committed to improving food quality by providing adulteration-free food products. We aim to establish the 18th century food culture of quality ingredients and healthy food choices.



Mission:

Our Mission is to expand the availability of healthy food products and ingredients across the globe to our consumers through a variety of means-from online shopping to physical store networks.



Quality Policy:

We produce small batches using traditional production techniques to ensure strict quality control with manual inspection. The Huge purchasing power and import experience helps us price and make supreme quality, healthy products.

Our green efforts are centered around minimizing the pollution harming our planet by manufacturing and packaging solutions.





Why Choose Us?

- **Ancestral Wisdom, Modern Well-being:** Dawnlee by Jain Roots revives ancestral food wisdom for today's world. Rooted in trust and care, we provide pure, nourishing, and time-honored food choices.
- **Food with Purpose:** Blending ancient botanical science principles with modern research, we create functional foods that nourish and support well-being.
- **100% Natural & Nasties-Free:** Our products contain no white sugar, white salt, palm oil, cassia, red chili, synthetic additives, or preservatives—only nature's finest ingredients.
- **The 'Why' Behind Every Ingredient:** We prioritize logic, research, and traditional food science to ensure transparency and meaningful nutrition in every product.
- **Reviving Lost Food Knowledge:** We use time-tested techniques to retain nutrition, taste, and healing properties, preserving food's original essence.
- **Sustainable & Ethical:** Eco-friendly packaging and responsible sourcing ensure minimal environmental impact and maximum health benefits.
- **Health for Every Generation:** Empowering families with mindful choices, we make wellness a daily habit through naturally nutritious foods.
- **A Movement for Mindful Eating:** More than a brand, Dawnlee by Jain Roots is a food revolution. From nutritious breakfasts to elixirs, we revive traditional nutrition with research-backed solutions.

Join us in rediscovering the healing power of food—crafted with logic, inspired by tradition, and designed for a healthier future.

Curated Concept-Based Series of Product



Plant Based Wellness Blends

Vedic Drinks



Guilt Free Healthy Snacks

Old Fashioned Magic Masalas



Sugar Alternatives

Ancient Mouth Fresheners



Dry Fruits & Whole Spices

Antique Oils & Ghee



Energy Bars & Sweets

Vending Machines



IMMUNE HERBS

PLANT BASED WELLNESS BLENDS

- Traditionally used to help maintain immune functions.
- Carefully crafted blend of traditional Himalayan herbs.
- Proven and authentic.
- Promote natural detoxification over all well being.
- Treasure of choices as per need.
- Proven ancient science & effective.



ALKALINE HERBS

PLANT BASED WELLNESS BLENDS

- Experience natural renewal with our blend of herbs and spices.
- Made from high-quality, natural alkaline herbs.
- Support PH balance.
- 100% plant based.
- Promote hydration & mineral absorption.
- Proven ancient science & effective.

- Herbal Tea
- Nagkesar

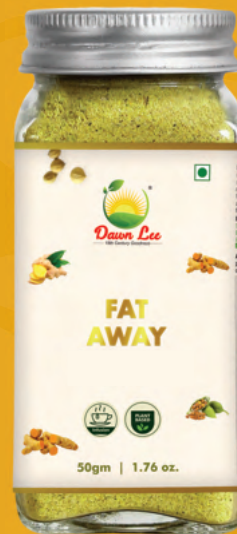
- Dried Rose Petal Powder
- Dried Coriander Leaves

- Dawn Lee Wellness Kit
- Indian Gum Elixir

FAT AWAY

PLANT BASED WELLNESS BLENDS

- Fat-Away combines all-natural spices and herbs.
- Supports weight management, enhances metabolism and enhance well being.
- 100% plant based formula
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.
- Convert kitchen to rasoī.



SUGAR AWAY

PLANT BASED WELLNESS BLENDS

- Miraculous blend of sugar balancing herbs.
- Work on overall detoxification and restore balance.
- 100% plant based formula.
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.
- Convert kitchen to rasoī.

- Herbal Tea
- Nagkesar

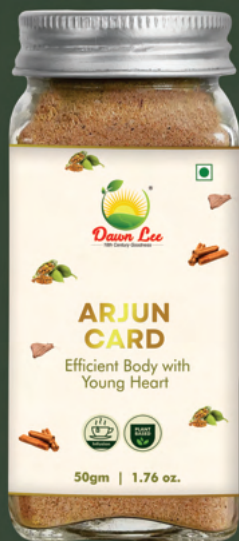
- Dried Rose Petal Powder
- Dried Coriander Leaves

- Dawn Lee Wellness Kit
- Indian Gum Elixir

WISDOM + MEMORY BOOSTER

PLANT BASED WELLNESS BLENDS

- Ancient formulas for enhanced cognitive wellness.
- Fusion of revered memory boosting herbs.
- Promote mental relaxation.
- Aids in focus/memory support.
- 100% plant based formula.
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.



ARJUN CARD

PLANT BASED WELLNESS BLENDS

- Support heart wellness.
- Digestive comfort and circulatory balance.
- Caffeine free drinks.
- 100% plant based formula.
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.

- Herbal Tea
- Nagkesar

- Dried Rose Petal Powder
- Dried Coriander Leaves

- Dawn Lee wellness
- Indian Gum Elixir

THROAT EASE

PLANT BASED WELLNESS BLENDS

- A thoughtful blend carefully crafted to throat discomfort.
- Made from 100% natural ingredients.
- 100% plant based formula.
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.
- Convert kitchen to raso.



ORTHO DELIGHT

PLANT BASED WELLNESS BLENDS

- Unique blend of herbs and natural ingredients that may support bone and joint comfort.
- Ideal for those seeking a natural approach to bone and joint wellness.
- 100% plant based formula.
- Naturally Healing.
- Proven ancient science & effective.
- Treasure of choices as per need.

- Herbal Tea
- Nagkesar

- Red Alum Powder
- Dried Coriander Leaves

- Dawn Lee Wellness Kit
- Indian Gum Elixir

CHOCOLATE LATTE

MILK ELIXIR

- Super Fusion of Cocoa beans and premium dry fruits.
- Taste-enhancer for milk, ice-cream & desserts.
- Zero refined sugar & processed chocolate.
- Kids friendly formula.
- Support overall wellness.
- Vegan friendly.
- Vending machine friendly.
- Discharge hunger naturally.



TURMERIC LATTE

MILK ELIXIR

- Healthy substitute for caffeinated drinks.
- Immunity booster in changing season.
- Added black pepper for curcumin absorption.
- Vegan friendly.
- 100% sugar free.
- Improve sleeps & relax brain.
- Support overall wellness.

- Kashmiri Kahwa
- Asli Thandai
- Signature
- Saffron Latte
- Tea Masala
- Ceylon Cinnamon Latte

B12 HERBLIXIR GUAVA JUICE

TRADITIONAL PREMIX POWDER

- Include spoonful magic to your drink.
- The bright and tangy essence of Pink Guava, a natural flavor & taste in every sip.
- No Permittable Food Colors.
- Best for hydration.
- 100% natural.
- Zero nasties & refined sugar.
- Try with yummy golgappa.
- Blend well for hot & cold.



B12 HERBLIXIR LEMON JUICE

TRADITIONAL PREMIX POWDER

- Include Spoonful Magic To Your Drink.
- The bright and tangy essence of fresh lemons, a natural flavor & taste in every sip.
- No Permittable Food Colors.
- Vitamin & mineral source.
- Best for hydration.
- 100% natural.
- Support overall wellness.

INDIAN GUM ELIXIR

WATER ELIXIR

- A healthy blend of Gum Indian and 8+ Precious Herbs and spices.
- Sugar-Free Instant Drink.
- Healthy Replacement for regular tea,
- Caffeine free.
- 100% plant based.
- Naturally support bones joints & energy.
- Natural healing properties.
- Discharge hunger naturally.



VEDIC COFFEE

WATER ELIXIR

- A deliciously natural coffee alternative.
- Support overall wellness.
- 100% Plant based & Caffeine free.
- Vending machine friendly.
- Discharge hunger naturally.
- No sleep disruption Promote relaxation & focus.
- Inspired by traditional botanical science.
- Gentle on digestion & Non habit forming.

- Herbal Tea
- Arjun Card
- Sugar Away
- Immune Herbs
- Tomato Soup
- Alkaline Herbs
- Fat Away
- Rose Petals Powder

CHYAWANPRASH

40+ POWERFUL HERBS & SPICES

SUPER FOOD

- A masterfully crafted blend for holistic wellness.
- A taste loved by all ages.
- Elevate your well-being sip!
- Ancient Multivitamin formula.
- Natural & plant based.
- Sugar Free.
- Suitable for all seasons and the whole family.



A2 BILONA

GHEE

SUPER FOOD

- Made from curd, churning process, the traditional method.
- Prepared from A2 Cow milk with slow heating so that nutrition does not lose.
- Ancient Indian energy power house.
- High smoke points.
- Prepared with churning process.
- 100% transformation of milk to ghee.

- Choconut Camphor Oil
- Eucalyptus Oil
- Clove Oil
- Lemongrass Oil
- Coconut Milk oil
- Coconut Camphor oil

FIBER FUEL

GUILT FREE HEALTHY SNACKS

- A wholesome blend of almonds, fox nuts, roasted jowar and psyllium to control appetite and boost satiety.
- Plant based seasoning.
- Roasted & less processed.
- Red Chilli, while salt & palm oil free.
- Natural happy way to discharge hunger & munching.
- Research based ingredients.



21 SUPER FOOD

GUILT FREE HEALTHY SNACKS

- Abundant in omega-3.
- Bursting with essential vitamins.
- Plant based seasoning.
- Roasted & less processed.
- Red Chilli, while salt & palm oil free.
- Natural happy way to discharge hunger & munching.
- Research based ingredients.

- Roasted Seed Mix
- Ragi Almonds

- Papad Churi (Chatpata flavor)
- Instant Upama and Poha

- Morning Munch
- Diet Protein

PANJIRI LADDOO

SWEET TREATS

- Good source of Dietary fibers.
- Postpartum Nourishment.
- Improve Metabolism.
- Ancient botanical Science.
- Dadi Nani Ki recipies.
- Low GI formula.
- No nasties and tiffen friendly.
- Power home of energy.



DRY FRUITS LADDOO

SWEET TREATS

- Good source of dietary fiber.
- Good source of Iron.
- Nuts & Dry fruits are rich in healthy fat &
- Antioxidant, support brain health.
- Dadi Nani Ki recipies.
- Low GI formula.
- No nasties and tiffen friendly.
- Power home of energy.

PROTEIN BAR (Chocolate Flavor)

SWEET TREATS

- A good source of nutrients.
- A good addition to a heart-healthy lifestyle.
- Sweetened with natural goodness of dates.
- Full of dry fruits & seeds.
- Zero sugar added.
- Traveling & kids friendly snacks.



JAGGERY KATLI

SWEET TREATS

- Enriched with Premium Jaggery Powder & cashew nuts.
- A cherished recipe passed down through generations by Dadi and Nani.
- Healthy for Kids – Enjoy Without Worries.
- Traveling friendly.
- Low GI formula.
- Ancient botanical Science.

- Ceylon Cinnamon Protein Bar
- Aam Papad
- Chocolate Protein Bar
- Ragi Booster
- Assorted Sweet Box
- Jaggery Katli

JEERAWAN MINT

OLD FASHION SEASONING

- Support the digestive system and bloating.
- Taste enhancer for the cooked food.
- Hing flavor for snacks and fryums.
- Sourced from best origin.
- Ancient science supported nutri-rich formulas.
- Convert kitchen to home pharmacy.
- Treasure of kitchen remedies.



GARAM MASALA

OLD FASHION SEASONING

- Blend of precious herbs & spices.
- Improves digestive fire.
- Versatile spice blend can be used in variety of recipes.
- Last minute game changer of kitchen.
- Sourced from best origin.
- Ancient science supported nutri-rich alkaline formulas.

- Turmeric Powder
- Butter Milk Masala

- Dry Ginger Powder
- Black Salt

- Coriander Leaves Powder
- Nutmeg and Mace Powder

CURE PEP

OLD FASHION SEASONING

- Super blend of high curcumin lakadong turmeric and black pepper.
- Enhance curcumin absorption in body up to 1000 times this ancient formula.
- Support body functionality.
- Ancient Science supported & nutri rich.
- Convert kitchen to home pharmacy.
- Treasure of kitchen remedies.
- Sourced from best origin.



CEYLON CINNAMON POWDER

OLD FASHION SEASONING

- Crafted with Authentic Real Ceylon cinnamon.
- Free of Cheaper Substitutes.
- Real / True cinnamon as per ancient
- Support wellness.
- Source from Sri Lanka.
- Convert kitchen to home pharmacy.

- Turmeric Powder
- Butter Milk Masala

- Dry Ginger Powder
- Black Salt

- Coriander Leaves Powder
- Nutmeg and Mace Powder

MUSCOVADO (DESI KHAND)

SUGAR ALTERNATIVES

- High calcium content.
- Natural alternative.
- Natural Substitute of refined sugar.
- Free from Chemical
- Low GI.
- Support body functionality.



BLACK DRY DATES POWDER

SUGAR ALTERNATIVES

- Best for baby food.
- Natural source of energy & calcium.
- Good source of dietary fiber.
- Natural sweetner.
- Prepared by black dry dates.
- Natural substitute of refined sugar.
- Free from chemicals.
- Support body functionality.

- Mulethi Powder
- Jaggery Powder

- Whole Mishri
- Mishri Powder

- Saffron Rich Jaggery Powder
- Saffron Enrich Dry Dates Powder

CALCIUM RICH

ANCIENT MOUTH FRESHENERS

- Rich in source of calcium and fiber.
- Prevents tooth decay, supports oral health.
- Support strong bones.
- Non habit forming.
- 100% natural and Nasties free.
- Natural Alternative for chewing habits.
- Scientific formula for gut health.
- Suitable for all age group.



FENNEL ZING

ANCIENT MOUTH FRESHENER

- Potent source of calcium.
- Non habit forming.
- 100% natural and Nasties free.
- Natural Alternative for chewing habits.
- Scientific formula for gut health.
- Suitable for all age group.

- Sweet Crunchy
- Gut Ease

- Roasted Clove
- C3 Amla Salted

- Digestive Mouth Freshener
- Spicy Amla

RAW HING

WHOLE SPICES TREASURE

- Free from artificial additives and colours.
- Supports digestion.
- Recognize authenticity with residue free rubbing and silent burning.
- Enhance Shelf life of food.
- Gluten free.
- High potency.
- Ancient Science supported & nutri rich.
- Convert kitchen to home pharmacy.



PURE KASHMIRI SAFFRON

WHOLE SPICES TREASURE

- Supports hearts health and mood improvement.
- High quality known for vibrant, deep orange red color.
- Power house of emotional well being skin, eye etc.
- Best drink to warm up body.

- Turmeric Powder
- Butter Milk Masala

- Dry Ginger Powder
- Black Salt

- Coriander Leaves Powder
- Nutmeg and Mace Powder

RED PEANUTS

SUPER FOODS

- Indian Desi red peanuts
- Mild Roasted, small & sweet.
- Traditional Power House of energy.
- Non GMO.
- Super food due to high fiber and protein.
- Support wellness



CEYLON CINNAMON

WHOLE SPICES TREASURE

- Boost metabolism.
- Cure sleeplessness.
- Known as wrinkle remover.
- Soothes and calm the digestive system.
- True Cinnamon as per ancient botanial Science.
- Maintain Overall wellness.
- Mild sweet & hot flavor.

- Black Cardamom
- Black Pepper
- Green Cardamom
- Poppy Seeds
- White Pepper
- Lalpari Clove
- Stone Flower
- Fennel Seeds

NATURAL FACE CREAM

COSMETICS RANGE

- Experience the magic of nature on your skin.
- Effect to roots of skin and glow naturally.
- Supports skin nourishment, leaving it feeling soft and refreshed.
- Versatile for daily skincare, including under-eye care and body moisturizing.
- Cruelty and toxins free.



HERBLIXIR HAIR OIL

COSMETICS RANGE

- Strengthen Hair, Promote Hair Growth, Improve Scalp Health and Shine, Hair Nourishment and Shine.
- Handmade oil infused with herbs.
- Natural way to cosmetics & massage therapy.
- Prepare with Traditional method.
- 100% Pure, Natural & high potency.

- Wonder Crystal Alum
- Rose Petals Powder

- Tumeric powder
- Kohl (Kajal)

- Coconut Camphor oil
- Face Pack

MAMRA ALMONDS OIL

ANTIQUE OILS

- Made with the best quality Kashmiri Mamra Almonds.
- Unrefined & Pure.
- Rich in vitamins A and E.
- Handmade oil.
- Natural way to cosmetics & massage therapy.
- Prepare with Traditional method.



WALNUT OIL

ANTIQUE OILS

- Super plant source of omega 3's.
- Several therapeutic benefits.
- Mineral free.
- Made with Kashmiri Walnut.
- Handmade oil.
- Natural way to cosmetics & massage therapy.
- Prepare with Traditional method.

- Coconut Camphor Oil
- Lemongrass Oil

- Eucalyptus Oil
- Coconut Milk oil

- Clove Oil
- Camphor oil

Let's Collab



We bring Smiles on Pillars of Nation



Sweet Memories



APPLY FOR

Franchise/ Dealer

INITIAL SUPPORT

Sales Team ▶ Events ▶ Software ▶ Digital Marketing ▶ Economy



Jain Roots
"EXPERIENCE"
DIET & WELLNESS

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of Town

Apply Now



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TOP RANKING ON GOOGLE

Zero Junk Food Station

Fat Away Herbal Drink

Digestive Mouth Freshener

C3 Amla

Vedic Drink Machine



Alkaline Herbs

B12 Lemon

Vedic Drinks

MIT USA Scientist Indore

Gum Tea

Chilli Cassia Free Garam Masala

APPRECIATIONS



Mrs. Kanchan Ji Nitin Ji Gadkari
Humanitarian Leader

“ऐसा रहता है की लोग हमेशा प्रॉब्लम बताते है पर सोल्युशन नहीं बताते पर इन्होंने वो सोल्युशन बताया है की क्या खाना चाहिए । में चाहती हु की हर भारतीय व्यक्ति इन प्रोडक्ट का अभ्यास करे।”



Mr. Gajendra Pratap Sing
(Scientist, MIT, USA)

“They have their own formulation which they have learned from generations. These generations of knowledge wealth is what they have putted in their products.”



Dr. Shri Vinay Sahasrabuddhe
(President ICCR India)



"Today as we observe #InternationalTeaDay, tested Gum-Tea today at Ujjain. Manufactured by a voluntary organisation using all herbal ingredients including natural gum, this healthy tea tested absolutely unique!"



Miss. Shraddha Sharma
(Founder Your Story)



“18th सेंचुरी का जो खाना चाहिए तो हमें जैन रूट्स के पास आना चाहिए “



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“May Everyday be happy,
May everybody be free from disease,
May everybody have good luck,
May none fall on evil days.”



JainRoots[™]
“EXPERIENCE”
DIET & WELLNESS

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