



SHARVAE
Healthcare & wellness

DISTRIBUTOR BROCHURE
2026 – 27

HOME-INSPIRED SNACKS

Snacks you grew up on. Made better.

Recipes that grew up in an Indian kitchen, made with cleaner ingredients and modern food processing — for retail, quick commerce and export.

MAKHANA

EDAMAME

CHIVDA



BetterOpt • a product line by Sharvae

A partnership invitation for distributors • India and International markets
Packaging may change. Samples are available for confirmation before ordering.

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LET'S
CONNECT

FROM THE FOUNDER

It started in my mother's kitchen.

I started **BetterOpt** because I see a strong future in the food and beverage industry and, more importantly, a gap worth solving.

For as long as I can remember, everyone in my family—from children to grandparents—has enjoyed the snacks my mother made at home. They were simple, delicious, familiar, and made with ingredients we trusted.

But I also noticed a challenge. Traditional homemade snacks often rely on oils and other ingredients that limit shelf life and may not be ideal when consumed excessively. I wanted to bridge that gap: take the recipes and flavours I grew up loving and make them available across India and, eventually, globally — with better shelf life, **shorter ingredient lists**, and **a clean-label approach**.

That vision led to **BetterOpt**.



The name reflects what we stand for: a better option for everyday cravings — without compromising on taste, familiarity, or the joy of food.

What started with my mother's recipes is now a journey to build a food brand that brings home-inspired taste, cleaner ingredients, better choices and modern food innovation to consumers everywhere.

Founder, BetterOpt

Packaging may change. Samples are available for confirmation before ordering.

WHY BETTEROPT

Familiar taste. Better build.

Every product starts from a recipe people already know and love, then gets rebuilt for a modern supply chain — cleaner ingredients, controlled processing, and formats built for retail.

01**Home-inspired recipes**

Flavours that need no explanation on shelf. Familiarity is what drives the first purchase — and the repeat one.

02**Cleaner label**

Short ingredient lists, no fillers. Seasonings selected without added MSG or I+G nucleotides. Vegetarian across the range.

03**Roasted, not fried***

Roasted and seasoned rather than fried — a different process, not a lighter version of a fried snack.

04**No added sugar****

Increasingly the first thing a health-conscious buyer checks on pack.

* Chivda and edamame. ** Makhana and edamame.

3

CORE PRODUCTS

5+

FLAVOUR VARIANTS

Nov 2026

RANGE LAUNCH

ROASTED FOX NUTS

Makhana

Light, airy roasted fox nuts — one of the fastest-growing better-for-you snacks in India and abroad. We roast them and finish them with clean-label seasoning.

Process	Roasted and seasoned
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Pack formats	21 g · 81 g
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Packaging	Standee pouch
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FLAVOUR RANGE

Pizza Seasoning

Smoked BBQ

Peri Peri

Fresh Mint

Himalayan Salt & Pepper

+ Gourmet range coming soon



SIGNATURE LINE

Chivda

India’s everyday savoury mix, rebuilt. Thin poha, peanuts and spices are roasted instead of deep-fried, so the snack keeps the crunch people already know while carrying far less oil. It is our house line — and the product that scored highest on texture in consumer testing.

Process	Roasted, not fried
Pack formats	40 g · 120 g
Packaging	Standee pouch



PROTEIN-FORWARD

Roasted Edamame

Whole soybeans, roasted and seasoned rather than fried. A dense, protein-forward snack that travels well and fits naturally within health-food, sports-nutrition, and premium-grocery channels — a format with very little competition on Indian shelves today.

Process	Roasted, not fried
Allergen	Contains soy
Pack formats	30 g · 65 g
Packaging	Pillow & standee pouch

FLAVOUR RANGE

- Pizza Seasoning
- Peri Peri
- Fresh Mint
- Himalayan Salt & Pepper



THE FIRST DRINK FROM OUR HOUSE

GINOUT

LEMON GINGER

Zesty lemon. Warming ginger. The same thinking that shapes our snacks, poured into a bottle — a familiar flavour pairing, rebuilt with nothing unnecessary.

Flavour	Lemon & ginger
Sugar	Zero
Preservatives	None
Format	180 ml PET bottle
Status	In development

- Zero sugar
- Zero preservatives

FIRST ALLOCATION

Partners already on our list will be offered the opening production run before it goes wider. Tell us if you would like to be on it.



COMPANY & COMPLIANCE

Registered and licensed.

BetterOpt is a product line of Sharvae Healthcare & Wellness, Ahmedabad. Every licence and registration a distributor needs to see is already in place — certificates and numbers shared on request.

✓ **GST**
Goods & Services Tax registration

✓ **FSSAI**
Food safety licence

✓ **IEC**
Import Export Code

✓ **LMPC**
Legal Metrology packaged commodities

✓ **EPR**
Extended Producer Responsibility

✓ **MSME**
Udyam registration

✓ **SWIFT Code**
For international payments

✓ **APEDA**
Registered food exporter

AN INVITATION

A Special Invitation for Distributors

We are expanding our snacks portfolio and inviting distributors to be part of the journey.

**Better Returns**

Attractive commercial opportunities that grow with your business volumes.

**Growth Rewards**

Performance-linked incentives and special rewards for consistent growth.

**Recognition**

Outstanding performance celebrated with special recognition and appreciation.

**Exclusive Benefits**

Special opportunities and initiatives for our valued distribution partners.

**Dedicated Support**

Personalised assistance to help you build and expand your market.

**Warm Hospitality**

A relationship beyond business, with thoughtful hospitality from our team.

**Grow With The Brand**

Be part of our expansion and unlock greater opportunities as we grow.

**Meet At Your Convenience**

No fixed meeting date — connect with us and we will find a time that suits you.

GOOD PRODUCTS • STRONG PARTNERSHIP • REWARDING GROWTH

DISTRIBUTION

Let's put BetterOpt on your shelf.

One range, every channel. Tell us where you sell and we'll quote.

CHANNELS WE SUPPLY

 Modern Trade SUPERMARKETS & CHAINS	 Retail INDEPENDENT STORES	 Quick Commerce DARK STORES & Q-COMM	 E-commerce MARKETPLACES & OWN SITE
 HoReCa HOTELS, CAFÉS & CATERING	 Corporate & Gifting BULK & COMBO PACKS	 Export IMPORTERS WORLDWIDE	

TO QUOTE YOU, WE NEED FOUR THINGS

Territory

Where you sell and through which channels.

Volume

Indicative annual quantity by SKU.

Formats

Pack sizes and flavours you want.

Terms

For export: market, port and Incoterms.

TASTE IT FIRST — samples on request. Tell us which products interest you and we'll send a pack.

GET IN TOUCH

BetterOpt

A PRODUCT LINE BY SHARVAE HEALTHCARE & WELLNESS

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LET'S CONNECT

WHERE WE STAND TODAY

Thank you.

The three-snack range is built, tested, and launch-ready.
Here is what is already done.

- ✓ **Flavours locked**

Final line-up confirmed across all three products
- ✓ **Nutritional testing done**

NV panels completed for every SKU
- ✓ **Consumer feedback taken**

Each product tested with real consumers before launch
- ✓ **Gourmet flavours coming soon**

A premium tier already in development
- ✓ **Pack formats confirmed**

Sizes and packaging type locked per product
- ✓ **Export ready**

IEC and AD Code in place; artwork adapts to destination labelling
- ✓ **Licences in place**

FSSAI, GST and IEC complete; trademark registered
- ✓ **Launch ready**

Production and distribution planned for November 2026

ALSO IN DEVELOPMENT

- Gourmet makhana range
- Electrolyte sachets
- Hydration drink

DOWNLOAD THIS BROCHURE IN YOUR LANGUAGE



English
EN



हिन्दी
Hindi



ગુજરાતી
Gujarati



मराठी
Marathi



Français
French



SHARVAE
Healthcare & wellness

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A PRODUCT LINE BY SHARVAE

GINOUT

UPCOMING BEVERAGE LINE FROM SHARVAE

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