



We are in the business
of making our promise to
the Earth a reality



ATHACHI GROUP





An organization with nature at its heart, and creating sustainable solutions as a vision, the story of Athachi Group is all about making a positive change. Small and big acts of change that lead to transformation of immense proportions, transcending the verticals of businesses the group is involved. Enhancing life, and creating a better future for everyone.

A second-generation organization committed to the cause of preserving, protecting, and nurturing nature, and bringing back the ancient Indian wisdom to limelight, the conglomerate is passionately involved in nature-based farming, wellness offerings, ultra-luxury skin & personal care formulations, investment management, financial advisory, renewable energy, integrated marcom etc.

Headquartered in Palakkad, Kerala, with business operations in India and the UAE, we use contemporary science and smart technology, to build communities that are sustainable, long-lasting, and help in cutting down carbon footprint, thus paying homage to Mother Nature.





śāsvataṁ, prakṛti-mānava-saṅgataṁ...

The relationship between nature and humans is eternal

- A Sanskrit Hymn



We all share a deep relationship with nature

We at Athachi Group believe, nature is at the core of existence, and its intertwined embrace is essential for our well-being. The tapestry of life is intricately woven by nature's magic - through the air we breathe, the water we drink, the food we relish, and the world we build. This symbiotic relationship nurtures our souls, fosters belongingness, and bestows profound peace through its awe-inspiring ecosystem.



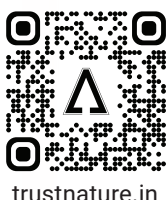
But human greed threatens to end it all...

The human pursuit for growth and development, fueled by rapid technological advancements, has been remiss in protecting the fragile ecosystem, preserving habitats, promoting biodiversity, and respecting our relationship with mother nature.



Restoring the delicate relationship

Reversing the adverse impact of this neglect, including climate change, the group developed the **Athachi Trust Nature®** initiative - a long-term solution that stems from the belief we need to trust Nature, and work with her to rectify the challenges we've created for ourselves, and for all beings. The initiative re-empowers nature with its regenerative power, by combining ancient Indian wisdom and modern eco-friendly technologies.





In synchronization with UN's Mission LiFE

The Athachi Trust Nature® Initiative entails actions beyond farming. In fact, it's in synchronization with the Mission LiFE - Lifestyle For Environment announced by the Hon'ble PM Shri Narendra Modi in the UN.

Just as Mission Life seeks to change individual behaviors to tackle climate change, and replacing **use-and-dispose** economy with a **circular economy**, the Athachi Trust Nature® initiative is universal in its ethos, offers ways and means to arrest climate change, and it is adaptable all over the world.

Mantra for the modern world

Founding principles of the Athachi Trust Nature® Initiative:

- Reinforcing the power of our trust in Mother Nature to provide for all our needs
- Promoting holistic living, biodiversity, and harmonious co-existence for a richer life experience
- Protecting, preserving, and nurturing the ecosystem where all living organisms, weather, and landscape blend to maintain a delicate balance with the environment
- Harnessing the regenerative power of Nature along every step to build resilience in the ecosystem



A journey that started at a magical location

A manifestation of our commitment to this initiative is our bio-diverse agro-forestry farm at Elappully, Palakkad, a verdant village in the fabled Palakkad Gap, a natural geological wonder perched at the foot of the majestic Western Ghats - one of the world's richest biological hotspots teeming with exotic flora and fauna.



Barren land in 2016...



...now a bio-diverse farm



Co-evolution of conscious agriculture

Taking inspiration from India's nature-oriented living, siblings Ms. Deepa Subramanian and Dr. Vishwanath N. Subramanian, who head our R&D team, undertook their life quest to research on the ancient, and scientifically proven farming methods including cow-centric farming, Rishi Krishi, Vedic Farming techniques, and Vrikshayurveda-based methods.



The science of cow-centric farming

From time immemorial, Indians have always held the cow on a high pedestal, revering it as Kamadhenu - the symbol of fertility and the provider of life. Cows are center to sustainable and regenerative method we follow, as cattle grazing helps relatively high carbon sequestration of land. Also, cow dung and urine are used in the preparation of a wide range of manures and formulations that promote plant growth, boost plant immunity, improve soil health, and increase crop productivity and yields.

The cow-centric agricultural practices of India are new to most of the Western countries, which explains their over dependence on chemical fertilizers.



A holistic farming technique was born

Combining these with soil-enriching farming practices of the world, such as Miyawaki, Dhabolkar, Permaculture, Pranic, Biodiverse, Biodynamic etc., and enhancing them with nature-friendly technologies, the two have developed **More Than Organic™** method. This has helped us create a sustainable, naturally enriched, super healthy farm where animals, birds, plants, and humans co-exist happily.



From soil to skin...

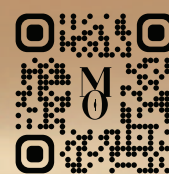
From this happy farm sprouts the purest botanicals, yielding high-potent ingredients extracted through the cutting-edge CO₂ Supercritical Extraction Technology..

Masterfully blending them, the siblings have curated with great passion a bouquet of limited-edition, ultra-luxury skin care formulations: **MOREGANICS®**.



An ode to graceful elegance & timeless beauty

Echoing Athachi's ethos of preserving and furthering natural beauty along with the beauty of nature, the pure-botanical skincare formulations from **MOREGANICS®** satisfy the needs of elites across the globe. With a clean, pure, and effective range of solutions that takes great care of not just their delicate skin, but also the ecology, by following sustainable practices – right from the farm, to their vanity kit. In the process, transforming them from mere consumers into the true champions of the **Athachi Trust Nature®** initiative.



moreganics.in

Gifts of nature with the signature of Sahyadri

Having a profound understanding of the Western Ghats and its delicate ecosystem, we have unearthed many hidden treasures cherished by indigenous communities for their medicinal and culinary significance. Committed to sustainable and ethical stewardship, **DEERA®** - our luxury wellness range, unveils these gems of Sahyadri, with meticulous care to preserve the pristine beauty and ecology of this extraordinary landscape.



deera.in



A window to Nature's generosity

Athachi Sons is the trading platform that takes the primary offerings from Athachi Group to different consumer markets – from rare and pure farm produce, special herbal extracts, wellness products, skincare formulations, to technical instruments, and renewable energy products. Athachi's ethos of offering only pure, natural products that remains sustainable to all stakeholders including the Nature is the common factor that connects the diverse portfolio of products offered by the trading platform.

Finmark General Trading is a top-of-the-line testing equipment provider that leverages Athachi Group's two-and-a-half decades of domain expertise, to offer innovative, cost-effective, and modern solutions for multiple industries. Backed by quick, responsive and customer centric service, our solutions offer destructive as well as non-destructive testing possibilities and cover a wide range of industries:

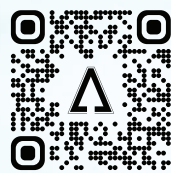
- Construction: Testing of concrete, cement, soil, and aggregates
- Infrastructure: Testing of asphalt, electronic meters, gauges etc.
- Consumables & Accessories: Testing equipment for health industry, electronic digital industry etc.
- Oil, Petroleum, Paper, Textiles, Yarns, Microscopes, Cable Wires & Projectors

A bespoke partner for long-term wealth creation

Dedicated to crafting personalized wealth creation solutions for discerning high net-worth investors, **Athachi Finserv** offers a comprehensive suite of investment and savings products, including Mutual Funds, Equities, Debt Instruments, besides expert Tax and Estate Planning Solutions.

As a team of highly qualified professionals with a deep understanding of financial markets, following meticulous research practices, and insightful perspectives, the team leverages traditional wisdom for present-day needs with strong values of trust and transparency.

Constantly developing new methods, processes, and systems to deliver customized solutions, Athachi Finserv integrates cutting-edge technologies, including Artificial Intelligence, and enhances customer experience. The focus on strong ethics fosters a sense of security and peace of mind to customers, and helps the team build a lasting relationship.



athachifinserv.com

Harnessing the power of the cosmos

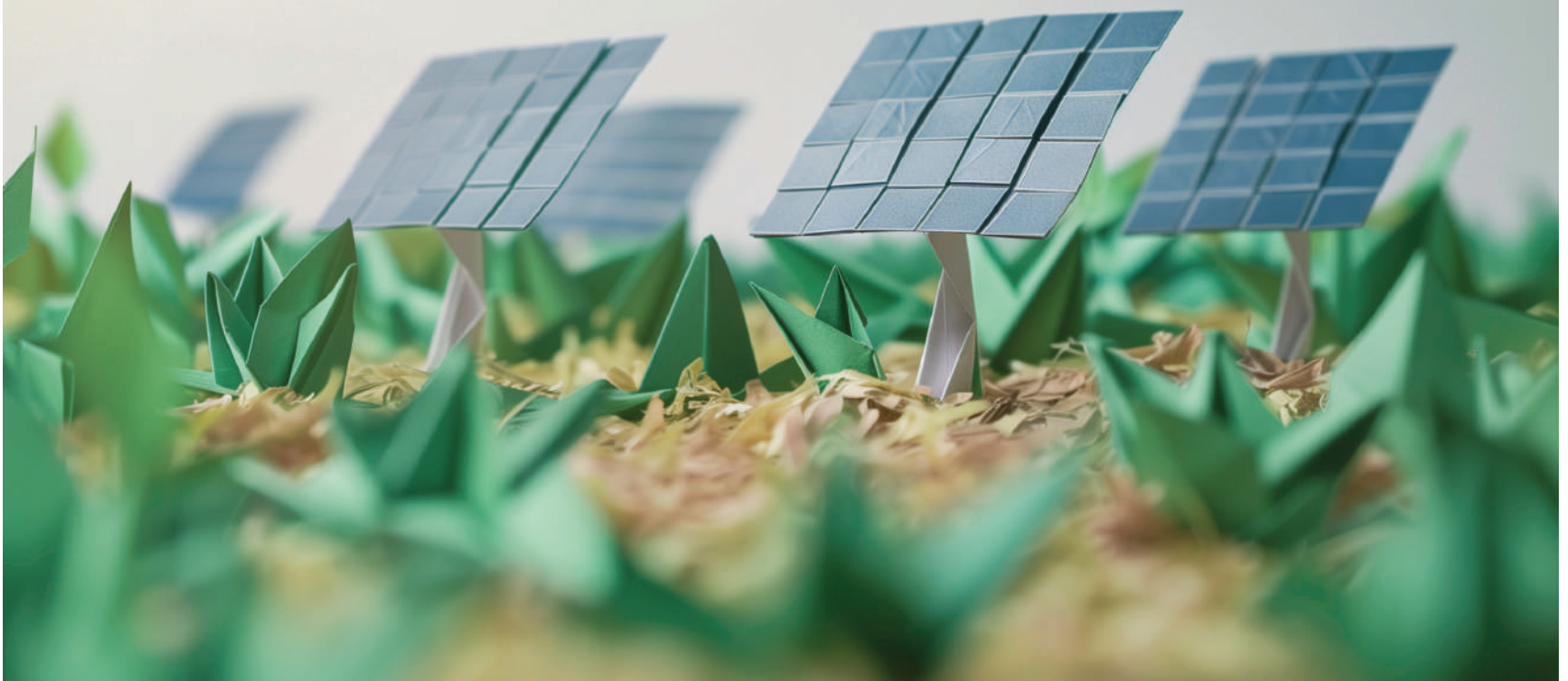
Athachi Solar is an initiative to reduce dependency on fossil fuel, and tap the most reliable source of renewable energy. Abreast with the latest research and development, the company provides the most modern technology and turnkey solutions to address the energy needs for streetlights, residential and commercial properties, besides agriculture.

Athachi Solar also provides off-grid solutions, which is useful for providing electricity to a remote bus shelter, electrification of remote villages with no access to power grids, or in places where laying of cables is expensive or unviable.

The company offers economical and efficient streetlight solutions with built-in sensors to reduce energy output to increase battery life that are easy to install, and solar water pumps that enable farmers in remote areas to save on fuel and raise the quality of their yields.



athachi.com/athachi-solar



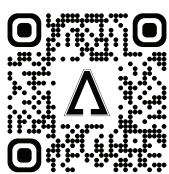


Where myriad dreams take off

Athachi Consulting UAE was incorporated in 2015, with profound knowledge of structured and asset finance with a focus on aviation and aircraft markets. Having extensive experience in financing over 300 widebody aircraft and global spectrum of asset and structured finance, we have amassed deep insight and knowledge of Leasing, Financing, Banking and Capital Markets.

One of our USPs is cost-effective financing solutions through our extensive network of contacts, both in Aviation and Global Financial Markets. We provide sound financial advice and tailored solutions to the aviation industry.

Our recommendations seek to enhance value and to create sustainable long-term success for our clients, who include lessors and financiers, investors, airlines, and corporate aircraft owners.



athachiconsulting.com

Unravelling the whispers of brands cradled in opulence

Athachi-Marc is an integrated marcom agency where seasoned professionals dive into the depths of uncharted territories. Followed by an able team of tech-savvy young dreamers wielding mastery over AI tools, eager to illuminate the rarest gems.

The marketing, strategic, creative and tech teams are skilful in retelling tales of refined taste, excel in the subtle art of seamlessly slipping them through touchpoints that resonate with connoisseurs' lives, and are accomplished in leaving an indelible mark in the marketing communication of ultra-luxury brands.



amarc.in

Athachi Trust Nature® Fellowship

Keen to take the Athachi Trust Nature® initiative among youth, and inspire them to make the initiative their own movement, the Athachi Group extends an invitation to the brightest minds from institutions of higher studies across the nation.

The Athachi Trust Nature® Fellowship Program is a 3-day immersive guided tour of the Athachi Farms in Palakkad, where students will get to know the heart of the initiative, experiencing firsthand the journey from barren land to a thriving biodiverse agro-forest farm, while enjoying a comfortable stay in our private farmhouse.

They will get to learn the various nature-centric sustainable farming techniques. From the ancient methods such as Vedic Farming, Rishi Krishi, and Vrikshayurveda, to the modern ones like Miyawaki, Permaculture, Pranic, Biodiverse and Biodynamic. New innovations being experimented including Living Fence, Slope Farming, Raised Terrace Farming, Pyramid Farming, Tower Farming etc. Besides, a host of soil, seed, and water conservation techniques.





Young entrepreneurs' passion meets a greater purpose

For those brimming with entrepreneurial spirit and a vision to replicate this success, the Group will equip them with the technical expertise and know-how needed to bring their dream to life, offering long-term guidance and access to angel investors who believe in the power of their vision.

Providing economic sustainability to the young entrepreneurs, the group will buy-back the high-quality produce, nurtured in accordance with the Trust Nature® initiative, and will leverage its extensive marketing experience to propel them onto the global stage.

The Athachi Trust Nature® Fellowship program will empower the youth to be active participants in a revolution – one that transforms barren landscapes into vibrant ecosystems, fosters community engagement, empowers local economies, and paves the way for a sustainable future.

The visionaries who sowed the seeds



Athachi Group was founded with a vision to offer sustainable wellness solutions to everyone, with the help of nature, and backed by the science of Ayurveda. This uncompromising ethos is fully compliant with nature, with care for the ecosystem- from plants to animals to organisms to microorganisms and respecting the land.



Alamelu Subramanian (Athachi)



N. V. Subramanian



Visalakshi Subramanian



C. V. Subramanian

Leadership team committed to Athachi's core values



Raju N Subramanian
Chairman



Deepa Subramanian
Vice Chairperson



Dr. Vishwanath N Subramanian
Managing Director



Sunder N Subramanian
Chief Financial Officer



Kalyanakrishnan N Hariharan
Chief Executive Officer



N S Venkatesh
Chairman - Athachi Finserv



Shanker N Choodamani
Chief Investment Officer





**Corporate Office**

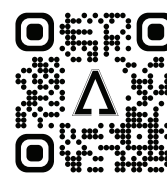
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