

WHOLY™



Grab a bite,
INSPIRE
someone today!

Wholesome baked snacks



Hello!

We are Wholy!

We know that healthy choices are not the easiest to make, especially when there are only 24 hours in a day and countless things to take care of. Amongst all that chaos and confusion that goes on in a day, our snacks are made to help you take a moment for yourself and eat mindfully.



Our Purpose

We are on a mission to create wholesome, honest and meaningful products that inspire all communities to live their best lives in the most wholesome way possible!

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We exist to inspire
all communities to
live their best lives, in
the most wholesome
possible way

-Tharun Vanjimuthu

Founder & CEO

Purposeful Food Co & Wholy

Come join our movement

Wholy is more than a product or a brand, it is a lifestyle. We aim at evolving to a people powered movement to inspire positive change across all communities. We invite
you to be a part of our movement.





energy ⚡ Wholesome cookie bars

STRAWBERRY | BLUEBERRY | PINEAPPLE | FIG



₹50

OATS FLOUR

Hand milled oats rich in antioxidants & beta glucan.



PEANUTS

They are a great source of protein & healthy fats.



DATES

Packed with Iron



NUTS & SEEDS

They are a great source of protein & healthy fats.



**ALL
NATURAL**



VEGAN



**4g PLANT
PROTEIN**



4g FIBER



Wholegrain fudgy cake

CHOCOLATE | PEANUT BUTTER | HAZELNUT | COFFEE



₹30



ALL NATURAL GOODNESS

With more than 4g serving of prebiotic fibers from wholegrains each cake, you are sure to feel satiated minus the insulin spike & crash.



NOTHING REFINED

We stay away from refined carbohydrates to make sure you do not miss out on the awesome health benefits of wholegrains.



GOODNESS OF PREBIOTICS

Prebiotics in our fudgy cakes become yummy food for your good gut bacteria which in turn is linked to improved heart, brain and immune health.



50% LESS SUGAR

Crafted by culinary experts and created by food technologists and nutritionists, we have just the right amount of sweetness, compared to your regular chocolate cake bars! And, we have stayed away from refined sugars and artificial high intensity sweeteners.



HIGH FIBER



PREBIOTICS



NO MAIDA



ALL NATURAL
NO PRESERVATIVES



Customer Centric Brand

Innovation

We stay on top of food trends to develop innovative products to excite customers. Our team of expert nutritionists and food technologists mindfully curate recipes that are both nutritious and yummy!

Quality

We use state of the art technologies to drive innovation and provide great sensory experience to our customers. Our production facility is certified to meet international standards, deliver high performance and maintain consistent superior quality products.

CERTIFICATIONS





Superior Shopping Experience

Our products are merchandised to grab the attention of shoppers and drive sales. Regular sampling and promoting activities drive off take, brand awareness and hence sustainable sales.



Product Portfolio

Product Name	Product Category	MRP (Rs)	GST	Barcode	HSN Code	Shelflife	Case Qty
 Chocolate wholegrain fudgy cake	Bar cakes & confectionary/ healthy snacks	30.00	18%	8908020710072	19059010	180 days, room temperature	12nos x 40g
 Hazelnut wholegrain fudgy cake	Bar cakes & confectionary/ healthy snacks	35.00	18%	8908020710089	19059010	180 days, room temperature	12nos x 40g
 Peanut butter wholegrain fudgy cake	Bar cakes & confectionary/ healthy snacks	35.00	18%	8908020710096	19059010	180 days, room temperature	12nos x 40g
 Coffee wholegrain fudgy cake	Bar cakes & confectionary/ healthy snacks	35.00	18%	8908020710102	19059010	180 days, room temperature	12nos x 40g
 Strawberry wholesome energy cookie bar	Wholegrain jam cookies/ healthy snacks	50.00	18%	8908020710003	19053100	180 days, room temperature	12nos x 50g
 Blueberry wholesome energy cookie bar	Wholegrain jam cookies/ healthy snacks	50.00	18%	8908020710010	19053100	180 days, room temperature	12nos x 50g
 Fig wholesome energy cookie bar	Wholegrain jam cookies/ healthy snacks	50.00	18%	8908020710034	19053100	180 days, room temperature	12nos x 50g
 Pineapple wholesome energy cookie bar	Wholegrain jam cookies/ healthy snacks	50.00	18%	8908020710027	19053100	180 days, room temperature	12nos x 50g

Customers that trust us



Milgiris
1933



AMMA NAANA



CHENNAI GROCERS

SSVM INSTITUTIONS





a purposeful brand

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