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Tribes India adds more immunity products to portfolio

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By **BioSpectrum Bureau** | December 18, 2020



tribes-india-adds-more-immunity-products-to-portfolio

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This week, 20 more impactful, immunity products have been added to Tribes India range. A large number of new products (immunity-boosting products, produce in the Forest Fresh and Organics range and tribal arts and handicrafts) have already been included by Tribes India in its range in the past two months. All the new products introduced in the past few weeks are available in 125 Tribes India outlets, Tribes India mobile vans and also on online platforms such as the Tribes India E-marketplace (tribesindia.com) and e-tailers.

Among the products launched yesterday include 10 products from the Irulas and Kurumbas tribes of Tamil Nadu. These include three organic variants Shikakai powder, red rice, spices such as nutmeg, nutmeg pickle and two types of Aval (Poha/ flattened rice).

Speaking on the occasion, Pravir Krishna, MD, TRIFED said, “Introducing these new products sourced from tribes all over India into the range enables many tribals access larger markets. Our endeavour has been to impact and transform tribal lives and improve their livelihoods. Go Vocal for Local Go Tribal is the mantra that TRIFED believes in, as it works towards tribal empowerment."

The recently launched Tribes India e-marketplace, India’s leading handicraft and organic products marketplace aims to connect 5 lakh tribal enterprises to national and international markets, showcases tribal produce and handicrafts, making them accessible to customers across the country.

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