



The Sage Way Global Exim

SECOND-GENERATION EXPORTER · TUMKUR, KARNATAKA

"Delivering the authentic essence of the Western Ghats to global markets — with precision, purpose, and a legacy that spans over a decade."

✈ SINGAPORE (DAILY AIR)

🚢 NEW ZEALAND

🌐 GLOBAL MARKETS

📦 FOB & CIF

13+

YEARS FAMILY
EXPORT LEGACY

2013

VELAN TRADING
HOSUR, TN

Oct '25

SAGE WAY
ESTABLISHED

0

MIDDLEMEN —
DIRECT ESTATE

01 EXECUTIVE SUMMARY

Where *Wisdom* Meets the Way

The Sage Way Global Exim is a Tumkur-based second-generation export house specialising in premium Indian coffee and exotic spices. Our identity is built on a deliberate convergence: 13 years of family trading wisdom from **Velan Trading**, layered with the precision of a supply chain team that was trained in the most unforgiving logistics school there is — daily perishable air freight to Singapore.

Our name reflects our philosophy. **Sage** embodies the knowledge, restraint, and integrity of tradition. **Way** is the modern, disciplined, transparent path from estate to importer — a path our buyers can rely on, every single shipment.

"Our mission is not just to export a commodity — it is to export a story. The story of the Ghats, the farmer, the season, and the soil, delivered flawlessly to a buyer who values authentic provenance."
— HARSHAVARDHAN, FOUNDER & DIRECTOR

02 OUR LEGACY — VELAN TRADING TO THE SAGE WAY

A Family That Has *Always Moved Markets*

In 2013, our family established **Velan Trading** — a commodity export enterprise based in **Hosur, Tamil Nadu**, that grew into one of the reliable names in fresh produce exports to **Singapore** and **New Zealand**. At its peak, Velan Trading operated **daily air cargo consignments to Singapore**, shipping fresh vegetables under unrelenting timelines where a documentation slip meant a spoiled container, not just a delayed delivery.

That operational pressure forged something invaluable: a team culture built around zero-error documentation, proactive customs compliance, and relentless pre-shipment preparation. It is precisely this culture — and none of the complacency that often settles in when the cargo is dry rather than fresh — that now defines The Sage Way Global Exim.

As founder Harshavardhan took the helm of the second generation, he made a deliberate choice: channel the family's logistical excellence and market relationships into India's most reputation-sensitive export categories — specialty coffee and premium spices — where quality consistency and supply-chain integrity command the highest premiums.

THE "SAGE" PHILOSOPHY

In Sanskrit tradition, a *sage* is one who acts from accumulated wisdom, not impulse. We apply this to every trading decision — buying only what we can vouch for, exporting only what we would serve ourselves.

The *Way* is the operational discipline: pre-aligned documentation, traceable sourcing, and communication that keeps buyers informed at every milestone.

FAMILY EXPORT TIMELINE

- 2013** | **Velan Trading Established**
Family commodity export enterprise founded in Hosur, Tamil Nadu. First international shipments to Singapore.
- 2015–** | **Daily Air Cargo — Singapore**
Regular air freight of fresh vegetables to Singapore under Velan Trading. New Zealand route added.
- 2024** | **Estate Network Built**
Direct sourcing relationships established with coffee estates in Chikkamagaluru and Idukki spice farms.
- Oct 2025** | **The Sage Way Global Exim**
Second-generation export house incorporated in Tumkur, Karnataka. All export certifications secured.

Precision Forged in Perishable Exports

When you ship fresh vegetables by air to Singapore every single day, there is no margin for documentation error. A missed phytosanitary certificate does not mean a delayed shipment — it means a written-off container. The Sage Way's operational team was shaped entirely in this environment under Velan Trading (Hosur, Tamil Nadu), and we apply that same zero-tolerance culture to every coffee and spice consignment we handle.

Because our team lived through the consequences of a 4-hour delay in a perishable air cargo lane, we understand that logistics is not a support function — it is the product. Every buyer who works with us receives that same standard of urgency, regardless of whether the cargo is fresh produce or specialty coffee.



AIR CARGO COMPETENCE

Inherited from years of daily air freight to Singapore. Pre-clearance documentation prepared before vessel/aircraft call — no port delays.



FOB & CIF MASTERY

Full command of incoterms. We manage insurance, freight, and customs end-to-end, giving buyers cost-certain, hassle-free delivery.



PROVEN MARKET ROUTES

Established trade lanes to Singapore and New Zealand under our family's decade-long export history — not untested corridors.



FULL LOT TRACEABILITY

Every consignment mapped to its curing works and district. COO, phytosanitary, and grading certificates provided with every shipment.

"The discipline we built shipping vegetables on daily flights to Singapore — where every hour counts — is the same discipline we bring to every coffee and spice export. There is no 'dry cargo complacency' at The Sage Way."

— HARSHAVARDHAN, FOUNDER & DIRECTOR

05 QUALITY & COMPLIANCE




Certifications That Clear Every Port

Every The Sage Way shipment carries the full Indian regulatory compliance suite. Our certifications are not a checklist — they are the foundation of a buyer's confidence that their import will clear destination customs without hold-ups.

 <p>Coffee Board of India Registered Exporter. Mandatory for all green coffee exports; guarantees grade authenticity and origin.</p>	 <p>Spices Board of India Registered Exporter. Ensures quality standards, phytosanitary compliance, and residue limits for spice shipments.</p>
 <p>APEDA Registered Agricultural & Processed Food Products Export Development Authority — enables premium export certifications and market access.</p>	 <p>FSSAI Licensed Food Safety & Standards Authority. Compliance with all food safety regulations at origin before export.</p>
 <p>IEC — DGFT Registered Import Export Code from DGFT — the primary legal authorisation for all export activities from India.</p>	 <p>GST Compliant Full GST compliance for procurement and export billing under Indian tax law, ensuring clean invoicing.</p>

06 SUSTAINABILITY & ETHICAL SOURCING

Every Purchase Sustains a Community

 <p>Shade-Grown, Labour-Intensive Indian coffee is grown by smallholder families under multi-canopy forest. Every kilogram sustains both the farmer and the ecosystem.</p>	 <p>Estate-to-Export Traceability All lots traceable to curing works and district of origin. No undisclosed blending across regions.</p>	 <p>Fair Farm Value Direct sourcing removes exploitative intermediary margins, returning a fair share of the export premium to the grower.</p>
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Partnering with The Sage Way means your supply chain supports the traditional farming communities of Karnataka and Kerala — and gives the end consumer an honest story behind every cup.


DIRECTOR'S NOTE


"Growing up watching my family run daily air freight to Singapore, I learnt one rule above all others: the shipment is only as good as the paperwork behind it. No exceptions, no follow-up excuses."


"At The Sage Way, that rule applies to every coffee bag and every spice lot. If the documentation isn't clean, the goods do not leave the curing works."


— HARSHAVARDHAN
FOUNDER & DIRECTOR

WHY PARTNER WITH US

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No Surprises at Destination
Pre-aligned documents = zero customs hold-ups at discharge port.
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Consistent Grade, Every Lot
Direct estate procurement eliminates grade inconsistency common with aggregator suppliers.
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Transparent FOB / CIF Quotes
All origin costs included. No hidden charges at invoice stage.
- 

Proven International Routes
Singapore and New Zealand corridors active under our family legacy since 2013.

READY TO SOURCE?

Let's Build a Lasting Partnership

✉ EMAIL

export@thesagewayglobalexim.com

🌐 WEBSITE

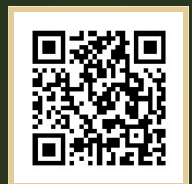
www.thesagewayglobalexim.com

📍 HEADQUARTERS

Tumkur, Karnataka
India — 572102

📦 INCOTERMS

FOB & CIF
Destination



SCAN TO CONNECT



The Sage Way Global Exim

SECOND-GENERATION EXPORTER · TUMKUR, KARNATAKA

*"From the shade of the Western Ghats to the shelves of the world —
with a decade of trust and the precision of daily air freight."*

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www.thesagewayglobalexim.com · Tumkur, Karnataka, India



SCAN TO CONNECT

COFFEE BOARD

SPICES BOARD

APEDA

FSSAI

IEC REGISTERED

GST COMPLIANT