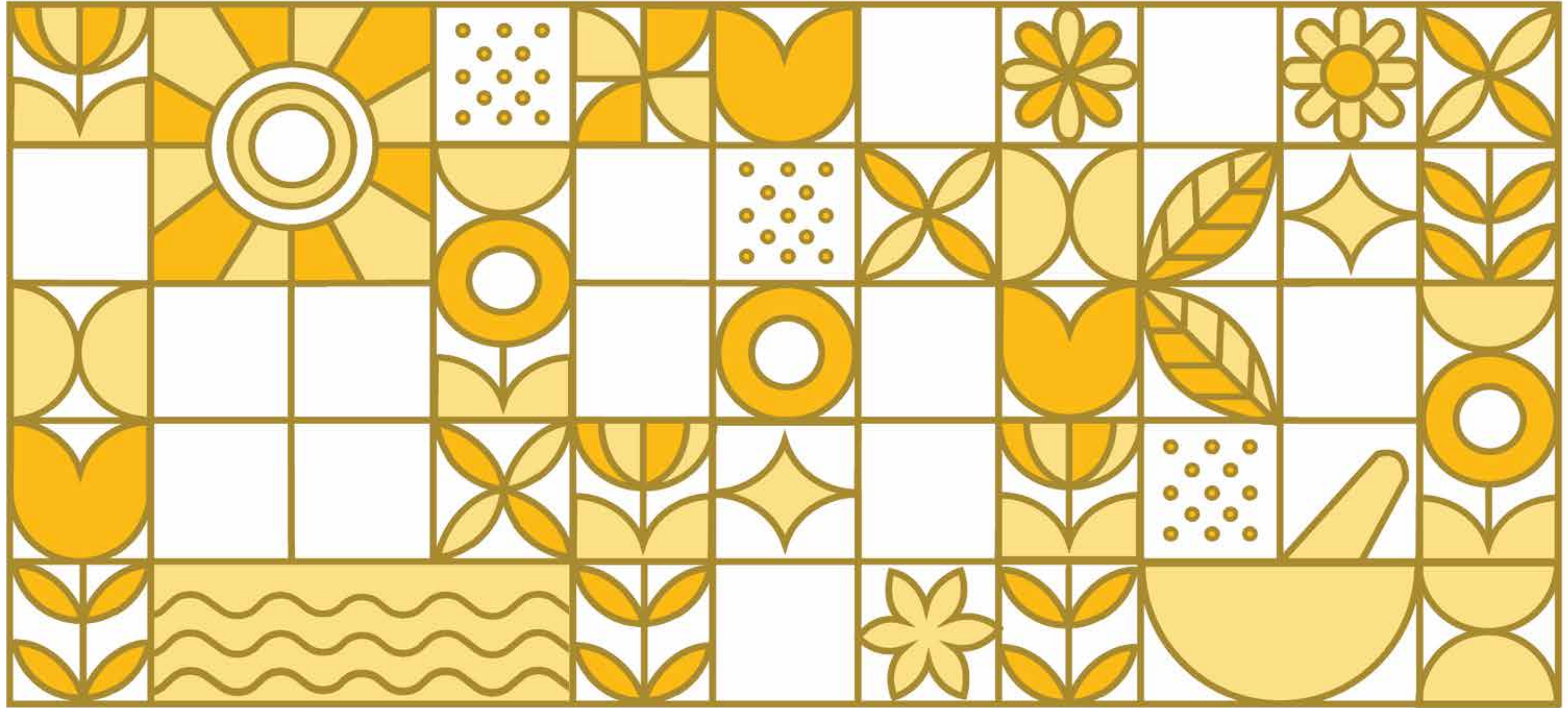


ESTD.
2017

फूल.को

/pʰu:l/ noun: nature// made from temple flowers

©Flowercycling



JOURNEY FROM THE GANGES TO YOUR HOME

Phool.co was launched in July 2017 with 2 kilograms of floral waste and a simple mission of saving the river Ganges from unsustainable floral dumping practices. Battling disbelief, the organisation today upcycles more than 11 tons of floral waste every day, employing more than 200 women from the marginalised sections of the society.

Recently covered as a part of the Business insider’s compelling World Wide Waste series, Forbes 30 under 30, Unilever and other leading awards and recognition, this IIT Kanpur incubated start-up is gaining global recognition for its resolve to build a better tomorrow.

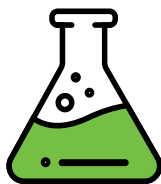
The love, support and appreciation we received from our customers are the reason why we’ve been able to reach this far, who push and inspire us to do our best, every single day. They are the backbone of our business who helped us grow and achieve greater heights!



22,060
tons flower
recycled



203
women employed
full-time



11
tons pesticide
offsetted



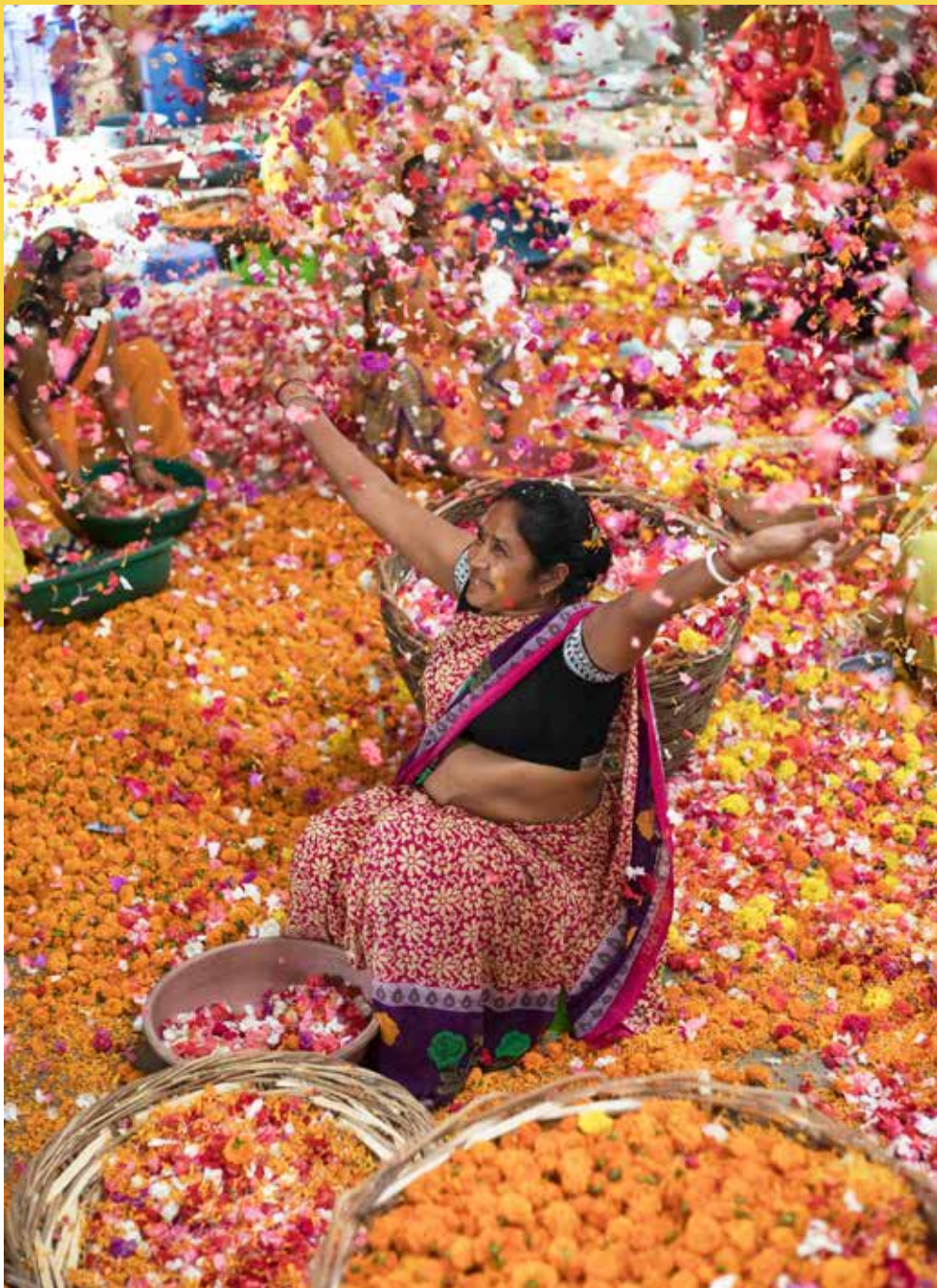
79
children started
school



BUILT ON 3 PRINCIPLES,
OUR PRODUCTS ARE:



GOOD FOR YOU

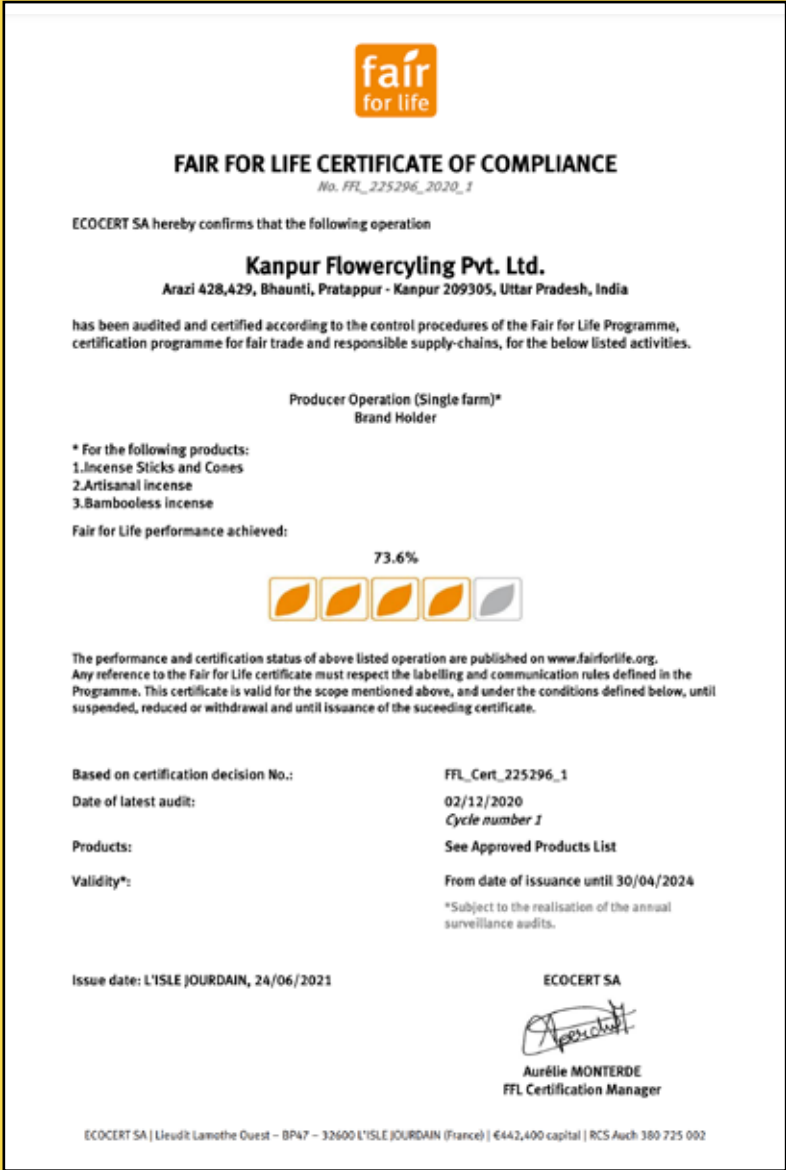


GOOD FOR THE PEOPLE WHO MAKE IT



GOOD FOR THE PLANET

WORLD'S FIRST
AND ONLY INCENSE
BRAND TO BE
APPROVED BY
ECOCERT
GREENLIFE
(FRANCE) AND
CERTIFIED
FAIRTRADE



Ensures fair working conditions and respect for human rights.



Verifies that the product is 100% Natural and chemical-free.



Verifies that the product is 100% Natural and chemical-free.



IN COLLABORATION
WITH OUR CLIENTS

COMPLETE RANGE OF PRODUCTS : FROM WELLNESS TO DECOR

1. CERTIFIED NATURAL INCENSE STICKS & CONES
2. CERTIFIED ORGANIC ESSENTIAL OILS
3. CERTIFIED ORGANIC COLD PRESSED CARRIER OILS
4. DECOR - MARBLE & BRASS
5. DIFFUSERS - MARBLE & CERAMIC

Phool offers a vast array of incense, decor and gifting collections that are handcrafted, eco- friendly, contemporary and culturally entrenched to create the happiness that you can share with your dear ones.



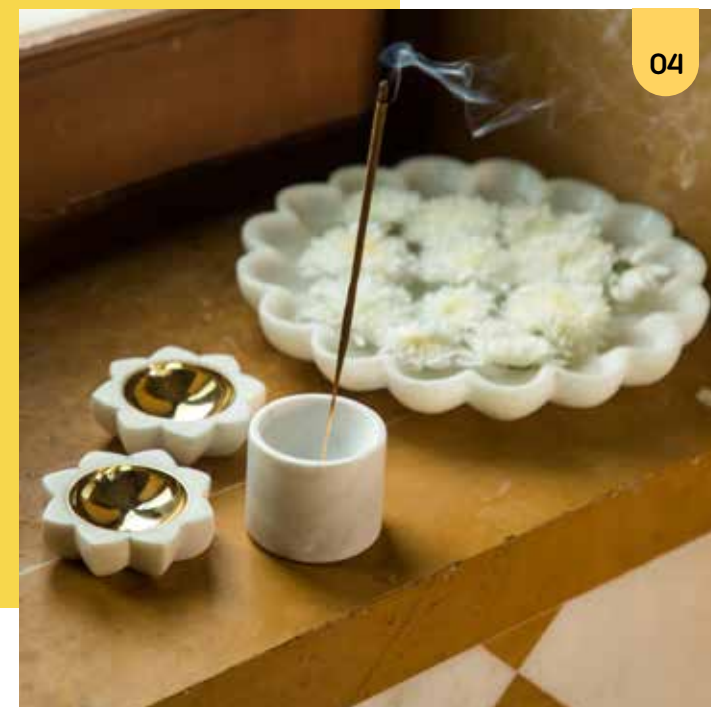
ORGANIC INCENSE STICKS & CONES



CERTIFIED ORGANIC ESSENTIAL OILS



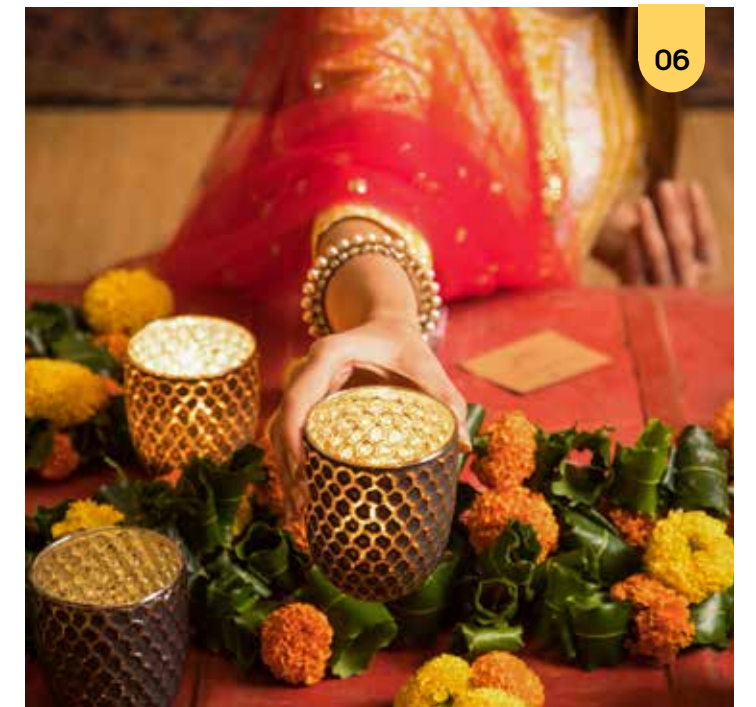
CERTIFIED ORGANIC
COLD PRESSED CARRIER OIL



DECOR - MARBLE & BRASS



DIFFUSERS - MARBLE & CERAMIC



CANDLES



A RANGE OF
THOUGHTFULLY
CURATED PRODUCTS

CERTIFIED NATURAL INCENSE CONES

INR 145/-



HANDCRAFTED



DIPPED IN ESSENTIAL OILS



ALCOHOL & CHARCOAL FREE



SULPHUR FREE



MADE FROM TEMPLE FLOWERS

We use the best ingredients to make the best products for you. PHOOL Certified Natural Incense Cones are made from the highest quality and all-natural ingredients to deliver a therapeutic, uplifting experience.



WHAT'S INSIDE THE PACK?

This box made out of recycled kraft paper consist of:

40 CONES

HARD SHELL
KAPPA BOX

CERAMIC GLAZED
HOLDER

SEED CARD
INSIDE THE BOX



CERTIFIED NATURAL INCENSE STICKS

INR 165/- to INR 245/-



HANDCRAFTED



DIPPED IN ESSENTIAL OILS



ALCOHOL & CHARCOAL FREE



SULPHUR FREE



MADE FROM TEMPLE FLOWERS

We use the best ingredients to make the best products for you. PHOOL Certified Natural Incense Sticks are made from the highest quality and all-natural ingredients to deliver a therapeutic, uplifting experience.



WHAT'S INSIDE THE PACK?

This box made out of recycled kraft paper consist of:

42 STICKS

HARD SHELL
KAPPA BOX

SEED CARD
INSIDE THE BOX

REFURBISHED
WOOD STAND



WE OFFER 16 DIFFERENT FRAGRANCES OF INCENSE CONES & STICKS

These are further divided in 4 different groups :

FLORAL FRAGRANCES

Sweet | Soft | Rich



Rose



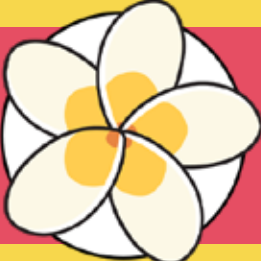
Lavender



Tube Rose



Jasmine



Nagchampa

EXOTIC FRAGRANCES

Camphorous | Herbaceous | Balsamic



Tulsi



Tea Tree



Nargis



Oudh

EARTHY FRAGRANCES

Woody | Warm | Spicy



Patchouli



White Cedar



Vetiver

CITRAL FRAGRANCES

Fresh | Zesty | Crisp



Lemon tree



Eucalyptus



Citronella

GIVING NEW LIGHT TO TEMPLE FLOWERS

Phool Incenses are handcrafted with love by our women flowercyclers, which starts with the process of:

- 1. SORTING
- 2. MAKING POWDER
- 3. DOUGHING
- 4. ROLLING
- 5. ADDING PURE ESSENTIAL OILS
- 6. PACKING THE FINAL PRODUCT



SORTING



MAKING POWDER



DOUGHING



ROLLING



ADDING PURE ESSENTIAL OILS



FINAL PRODUCT

CERTIFIED ORGANIC ESSENTIAL OILS

INR 445/- to INR 945/-



STEAM DISTILLED/COLD PRESSED



100% PURE AND CERTIFIED ORGANIC



UNADULTERATED AND FREE FROM
NASTY INGREDIENTS



NO CHEMICALS. NO PESTICIDES



RECOMMENDED TO USE WITH A
CARRIER OIL

Blessed with some amazing therapeutic properties,
we, at Phool are proud to present 100% pure and
Ecocert Cosmos Organic Certified Essential Oils.



WHAT'S INSIDE THE ESSENTIAL OILS PACK?

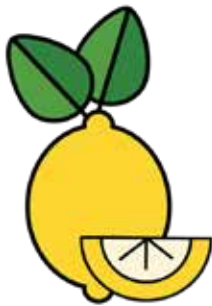
This pack comes with:

HARD SHELL
KAPPA TUBE

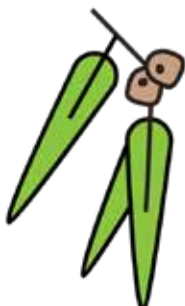
FROSTED
GLASS BOTTLE

HOW TO USE BOOKLET
INSIDE THE BOX





LEMON



EUCALYPTUS



ORANGE



FRANKINCENSE



VETIVER



CINNAMON



WHITE CEDAR



CITRONELLA



SWEET BASIL



PEPPERMINT



TEA TREE



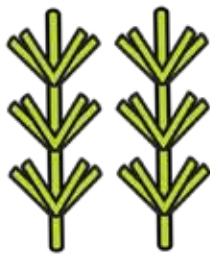
BERGAMOT



PATCHOULI



LEMONGRASS



ROSEMARY



LAVENDER

CERTIFIED ORGANIC
ESSENTIAL OILS

Enriched with therapeutic properties, uncover our range of 100% pure Essential Oils for your aromatherapy sessions and personal care!

#GiftingReimagined

CERTIFIED ORGANIC COLD PRESSED CARRIER OILS

INR 900/-



100% PURE AND ORGANIC



PLANT BASED AND VEGAN



ENRICHED WITH MANY
HEALTH BENEFITS



MULTIPURPOSE USES FOR
YOUR HAIR AND SKIN CARE

Phool's 100% pure, vegan and certified Organic cold pressed Carrier Oils are blessed with some amazing therapeutic and health benefits that can be used for your hair and skin care routine!

PHOOL



PHOOL

www.phool.co



ARGAN



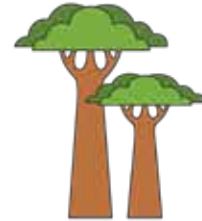
APRICOT



ALMOND



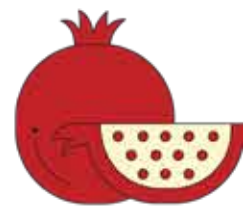
AVOCADO



BAOBAB



CALENDULA



POMEGRANATE



WALNUT



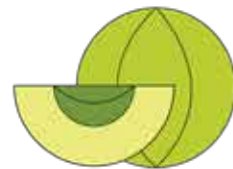
NEEM



WATERMELONN



ROSEHIP



GOOSEBERRY



HAZELNUT



HEMP

CERTIFIED ORGANIC CARRIER OILS

Uncover our range of 100% pure and Organic carrier oils that can help you combat some of your hair and skin care concerns!

CANDLES / VOTIVES

INR 1125/- to INR 1950/-



HANDCRAFTED



MADE OF GLASS

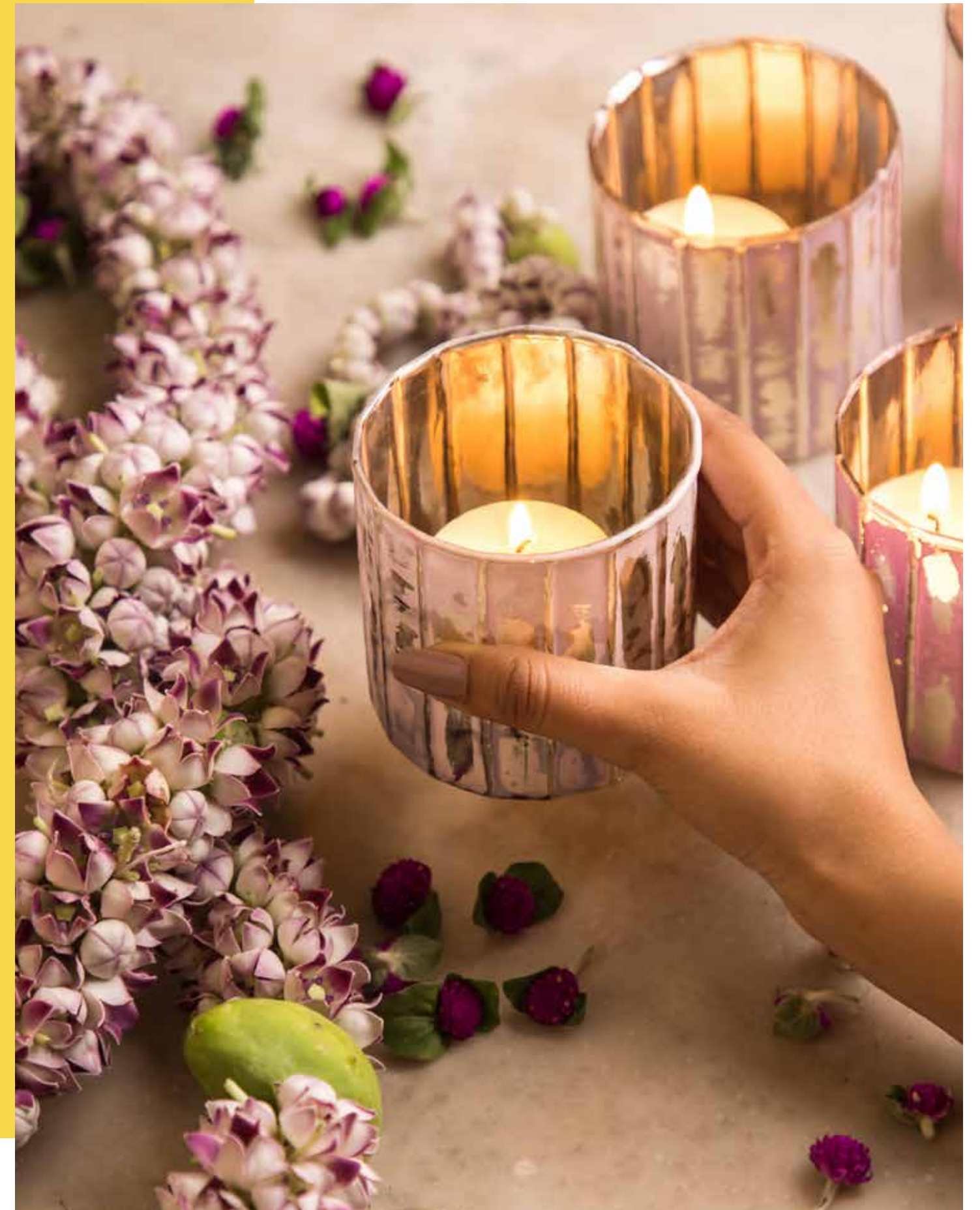


MOUTH-BLOWN TECHNIQUE



COMPLIMENTARY SOY WAX CANDLES

Handcrafted by skilled artisans, we have come up with a range of votives that could be used as the perfect decor and lighting during festive season or for those dinner get-togethers with your family and friends!



UNIQUE RANGE OF VOTIVES



DECOR

MARBLE | BRASS

INR 715/- to INR 3,345/-



HANDCRAFTED BY SKILLED ARTISANS

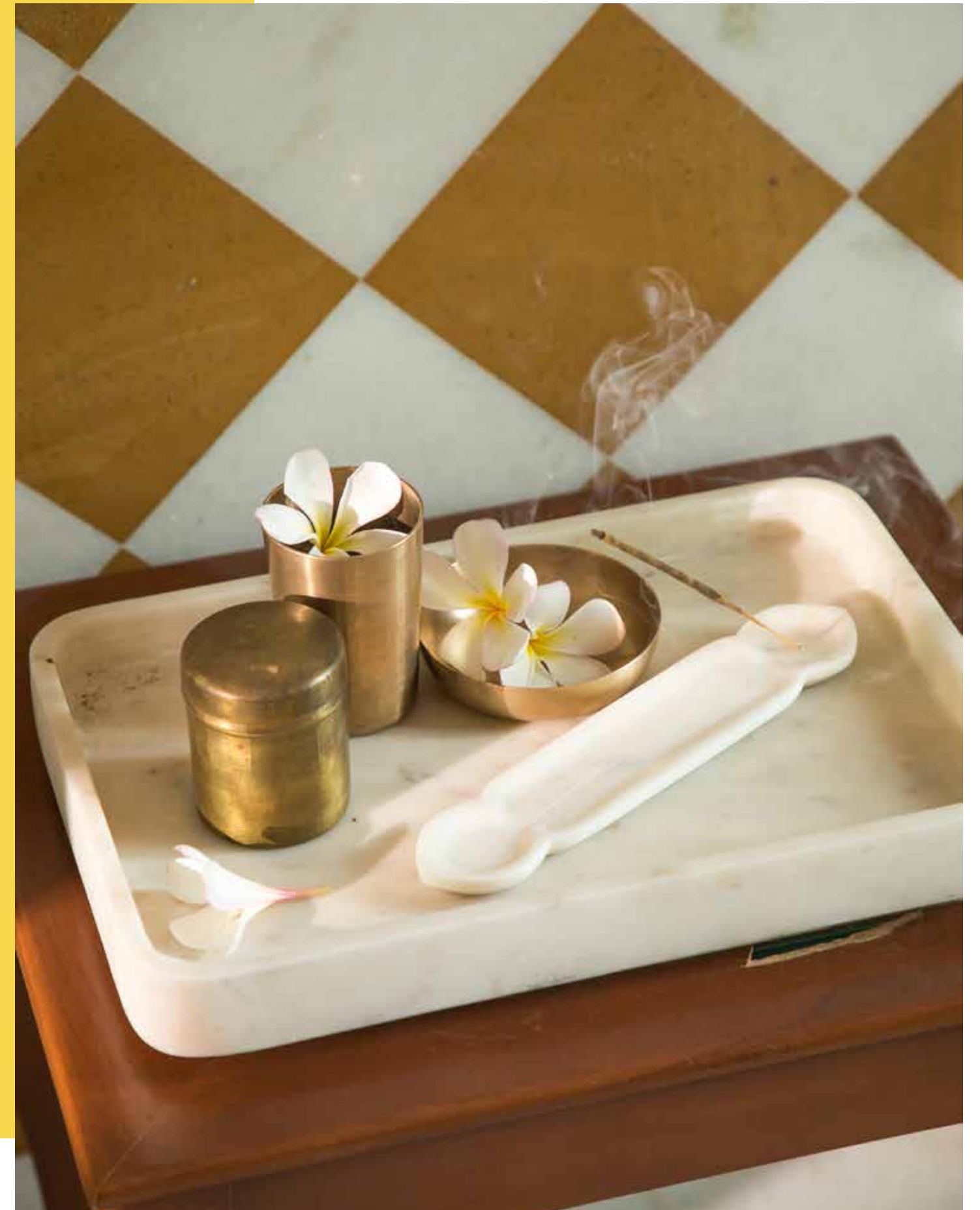


MADE OF MARBLE AND BRASS

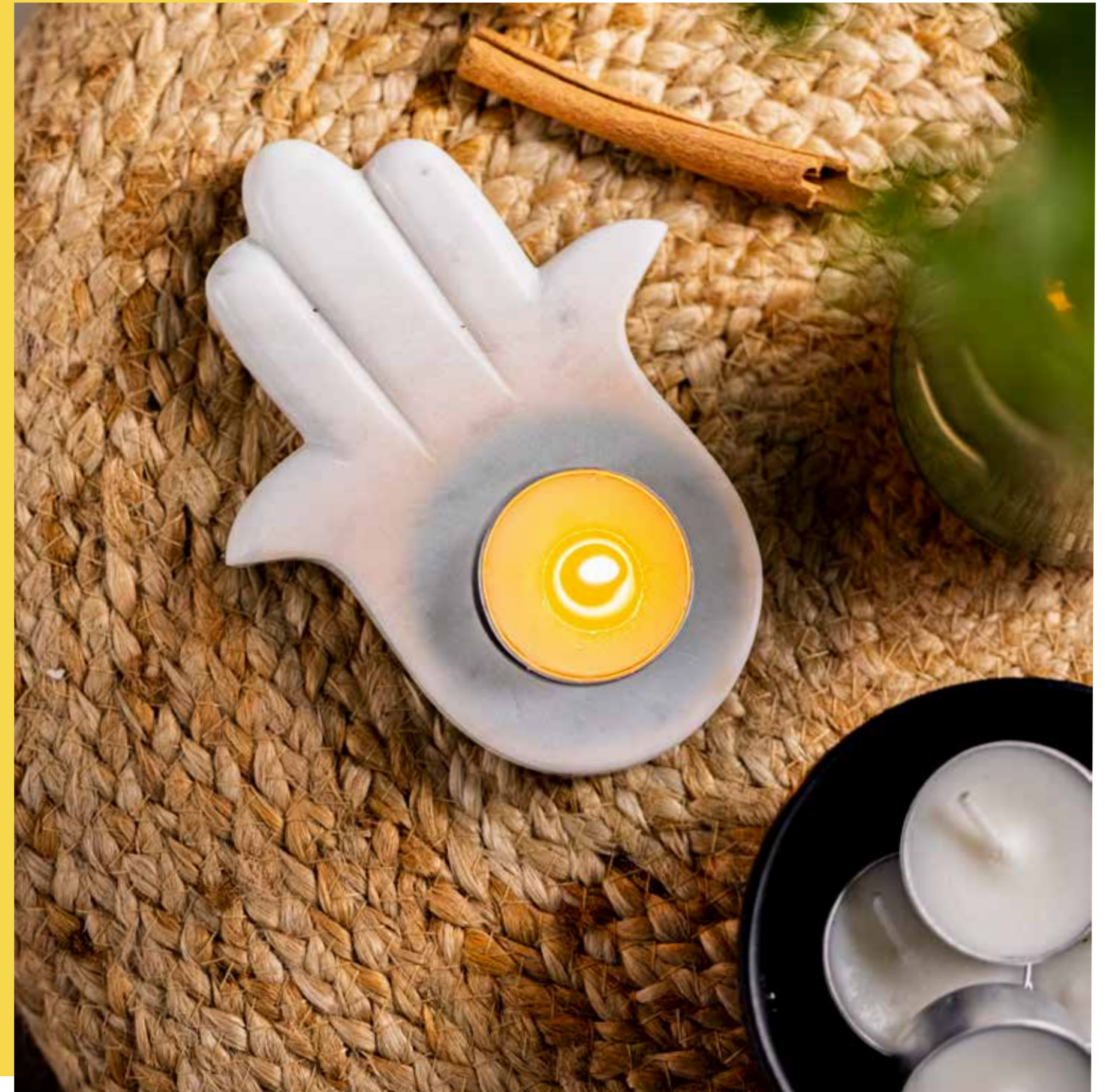


DESIGNED UNIQUELY TO CATCH ALL THE ASH
FROM THE INCENSE STICKS

Add charm and serenity to your home with our Phool marble and brass incense holders which are handcrafted by skilled artisans.



OUR OTHER RANGE OF DECORS



DIFFUSERS

INR 2145/-



HANDCRAFTED



UNIQUELY DESIGNED TO PERMIT THE AROMA TO CIRCULATE AROUND



PERFECT FOR YOUR AROMATHERAPY SESSIONS TO RELAX AND UNWIND



CERAMIC DIFFUSERS ARE ALSO IDEAL FOR DRAWERS, CABINETS, CARS, WARDROBES.

Unique and eye-catching, Phool's diffusers are handcrafted by skilled artisans, perfect for festive occasions and home decor.



OUR OTHER RANGE OF DIFFUSERS





GIFTING FOR ALL
FESTIVE OCCASIONS



Variety of fragrances and personalization options



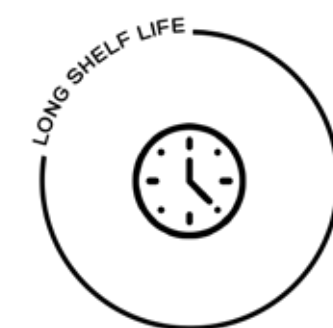
Option to customize and curate your own gift boxes/combo packs



Sustainable Reusable Packaging



Premium and exquisite packaging



Long-shelf life



Chance to make an impact

PIONEERING THE
NEW REVOLUTION
IN GIFTING

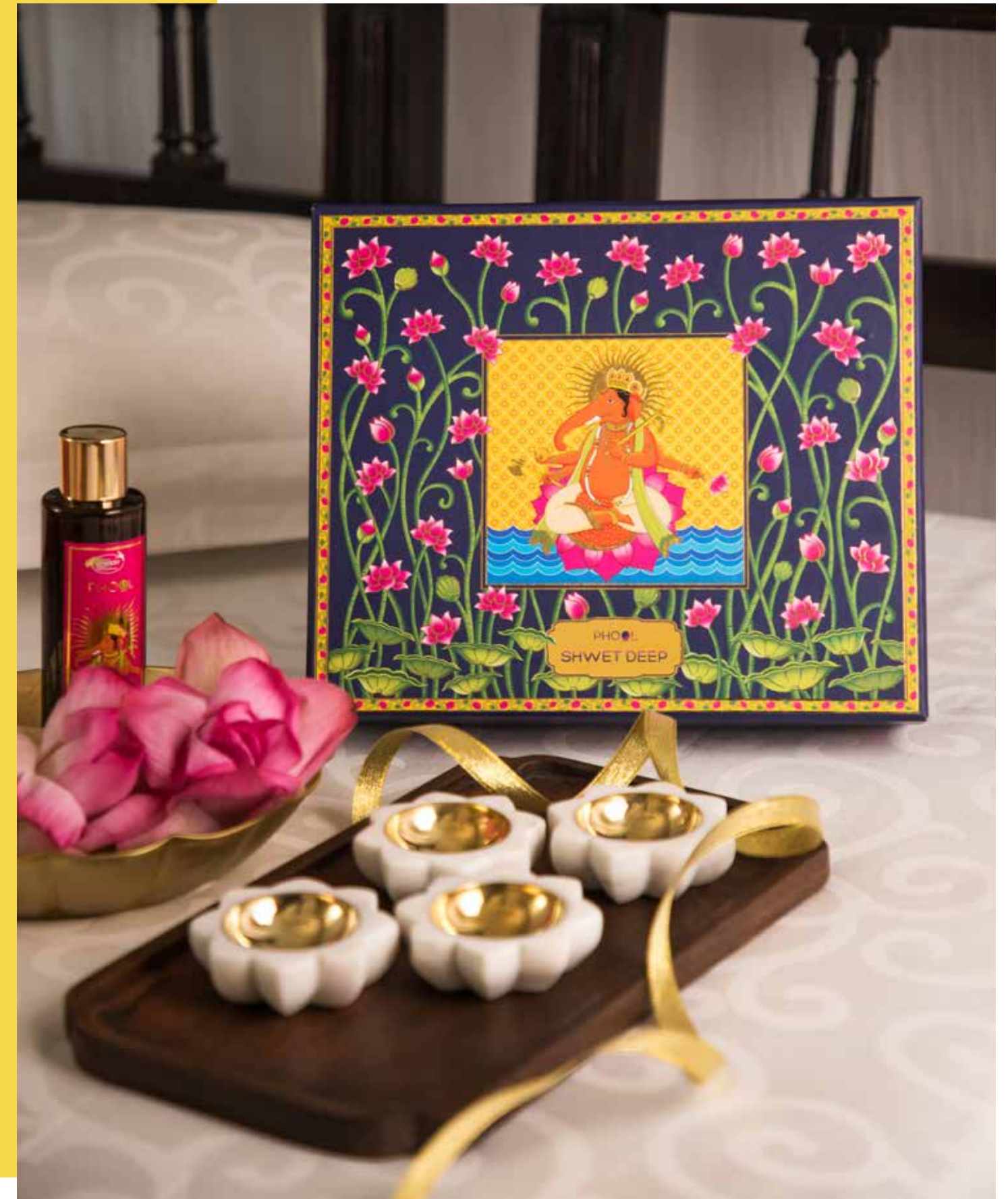
PRE SET
GIFT BOXES
FLORAL |
CLASSIC |
CITRAL |
SHWET DEEP



FLORAL COLLECTION



CITRAL COLLECTION



SHWET DEEP

We have a range of thoughtfully and exclusively curated Phool Gift Boxes fit for any festive occasion to add cheer to your celebrations!

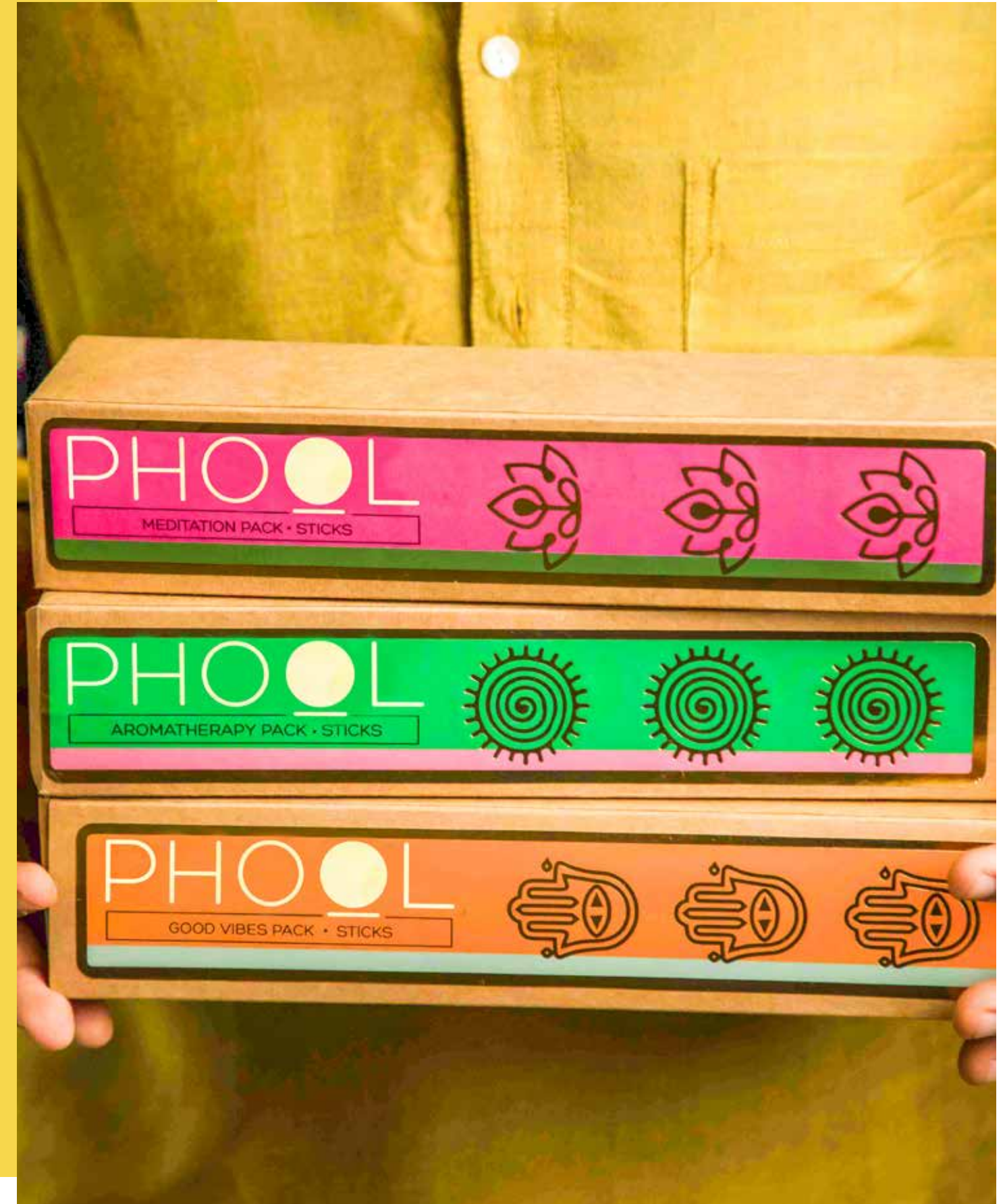
INCENSE STICKS MAKE YOUR OWN COMBOS



MAKE A COMBO OF ANY 2 OF YOUR
CHOICE



PERFECT FOR EVERDAY USE



AVAILABLE IN FIVE PACKS

You can choose and make your own
incense sticks combos as we accept
customizations as per requirements.

ADD NUTS | TEA | TOTE BAGS

Nuts

Any Indian occasion would be incomplete without sweets! Our Jaggery coated Cashews & Cinnamon coated Almonds are rich in calcium, magnesium and potassium. A perfect addition to your festive celebrations!



ADD NUTS OF YOUR CHOICE

Tea

Curated from the Manjhee Valley tea estate nestled in Dharamshala, Himachal Pradesh, Leela Artisanal Himalayan Tea is an exceptional blend of vibrant and fragrant flowers infused in one of India's finest green teas. It is a perfect sensory treat to kick start your day or your festive evenings!

Tote Bags

Made of pure cotton, Phool's tote bags urge you to go environment-friendly and are designed to keep up with your style, ideal for weekend strolls and occasional shopping.



TOTE BAGS PERFECT FOR
EVERYDAY USE



ADD ARTISINAL TEA BLEND

CUSTOMIZATION
CUSTOM MADE
ACCORDING TO
REQUIREMENTS



We also accept customizations as per requirements.

PICK YOUR FAVOURITES



FESTIVE GIFTING:
The gift of memories
that can't be replaced

DIWALI

1. HAPPY DIWALI BOX

INR 845/-

2. PATTERN BOX

INR 345/-

3. LAXMI BOX

INR 1325/-

4. CRACKER BOX

INR 535/-

5. RAMAYANA BOX

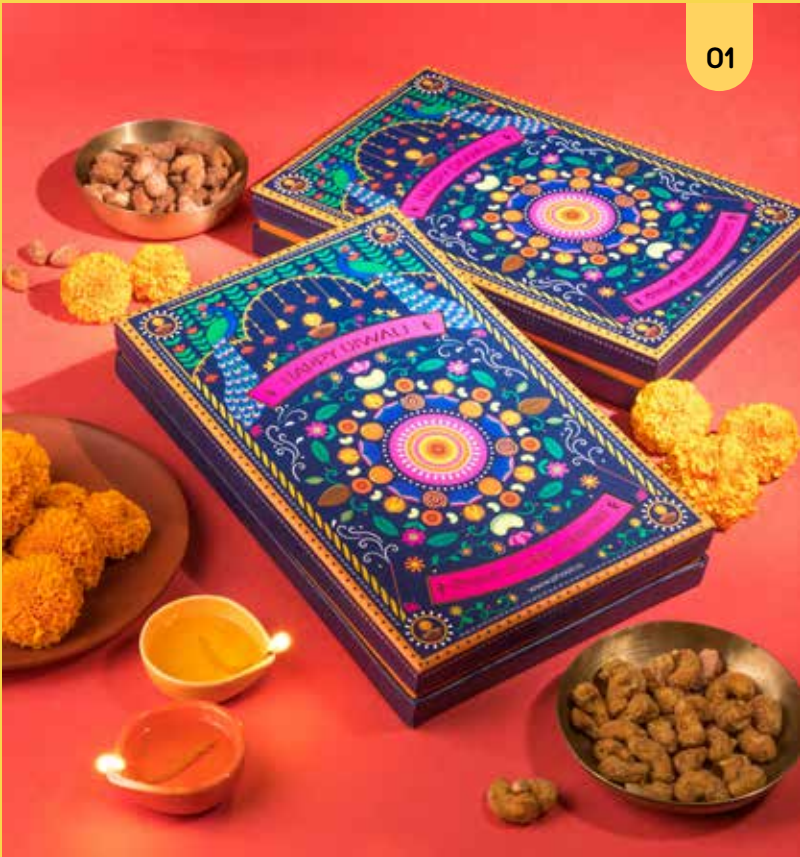
INR 2305/-

6. HAPPY DIWALI TRUCK DESIGN BOX

INR 1005/-

When it comes to Festive gifting, we at Phool are always finding new ways to turn our fun-filled, nostalgic childhood memories into a gifting range of thoughtfully curated handmade products which are good for the consumers, good for the people who make them and good for the planet.





01

HAPPY DIWALI BOX



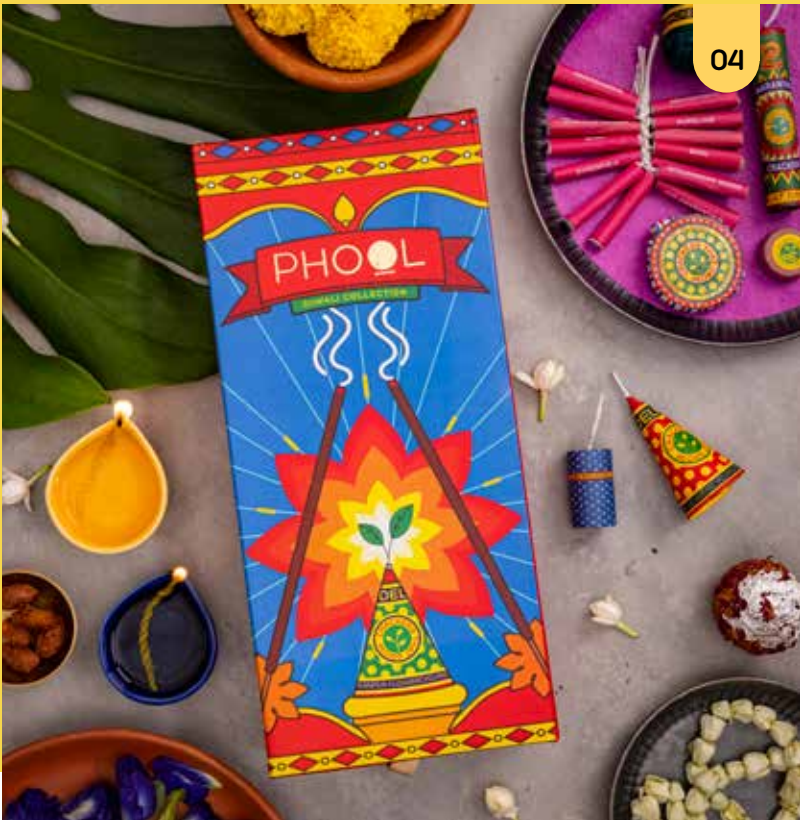
02

PATTERN BOX



03

LAXMI BOX



04

CRACKER BOX

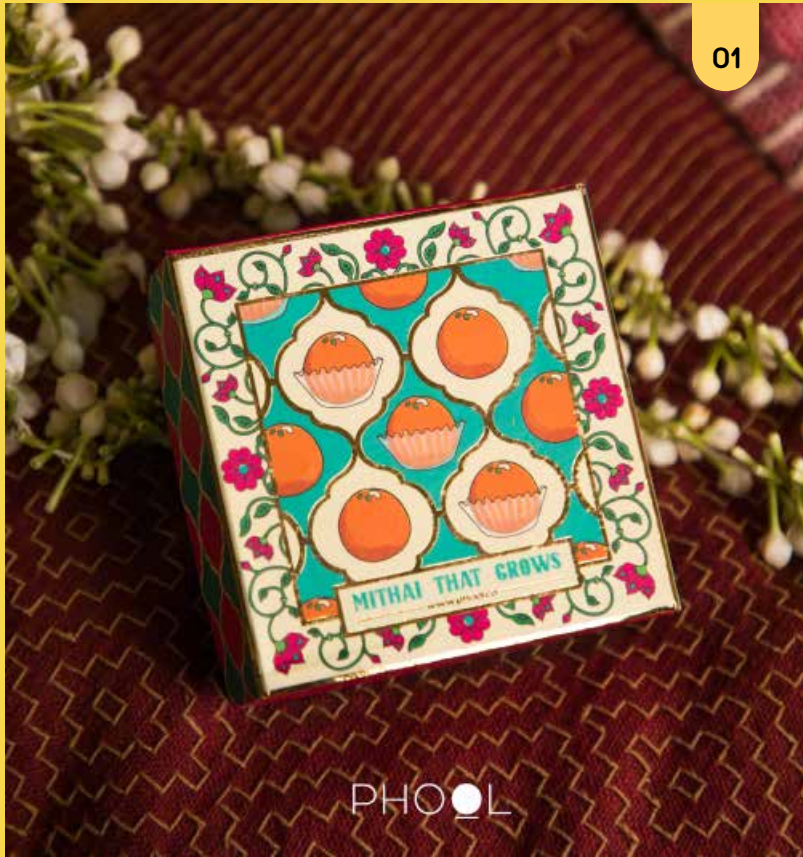


05

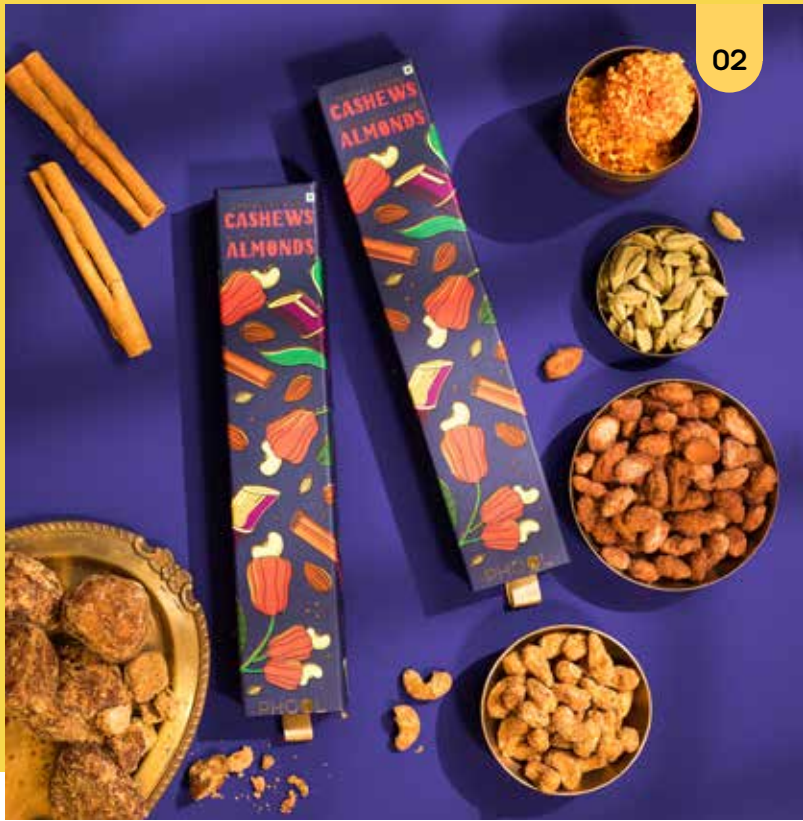
RAMAYANA BOX

DIWALI BOX SPECIALITY

- 1. MITHAI THAT GROWS INTO PLANTS
- 2. CASHEW ALMOND BOX
- 3. CRACKERS WHICH GROW INTO PLANTS



MITHAI THAT GROWS BOX



NUT BOX



PLANT PATAKHA BOX

Diwali is the time where we embark on this joyous occasion with thoughtfully curated gifts that awaits a sweet surprise!

RAKHI GIFT BOX

INR 325/-



PERFECT CHOICE FOR
RAKSHABANDHAN



ORGANIC RAKHIS WHICH GROW
INTO PLANTS



KUMKUM & CHAWAL IN THE BOX

Made from 100% pure organic cotton, these plantable rakhis are handcrafted by rural women and embedded with seeds that you can grow.

HOLI GIFT BOXES

1. HOLI MILAN COLLECTION

INR 2,245/-

2. ORGANIC GULAL WITH THANDAI

INR 585/-



HOLI MILAN COLLECTION BOX

PHOOL Natural Gulaal is our earnest attempt at reviving the lost traditions of making Holi colours with 100% pure and natural plant ingredients. Handmade from flowers offered at temples, Non-GMO cornstarch, this box comes in a set of 4 Gulaal and 1 premium Mishrambu Thandai.

PHOOL HOLI MILAN COLLECTION is an ode to the joyous festival of Holi signifying the arrival of spring. This box is a luxurious curation of all natural products from the choicest brands who share the same ethos as Phool.



ORGANIC GULAL WITH THANDAI



BOTH THE HOLI BOXES

NEW YEAR/ CHRISTMAS

INR 1075/-



CURATED ESEPCIALLY FOR YOU

PHOOL WINTER GIFT BOX is an ode to the magic of winters, thoughtfully curated for those long cozy winter nights.

What's special about this gift box? This gift box also turns into a photo frame to help you cherish some of your memories!



OPTION TO CUSTOMISE ACCORDING TO
YOUR CHOICE



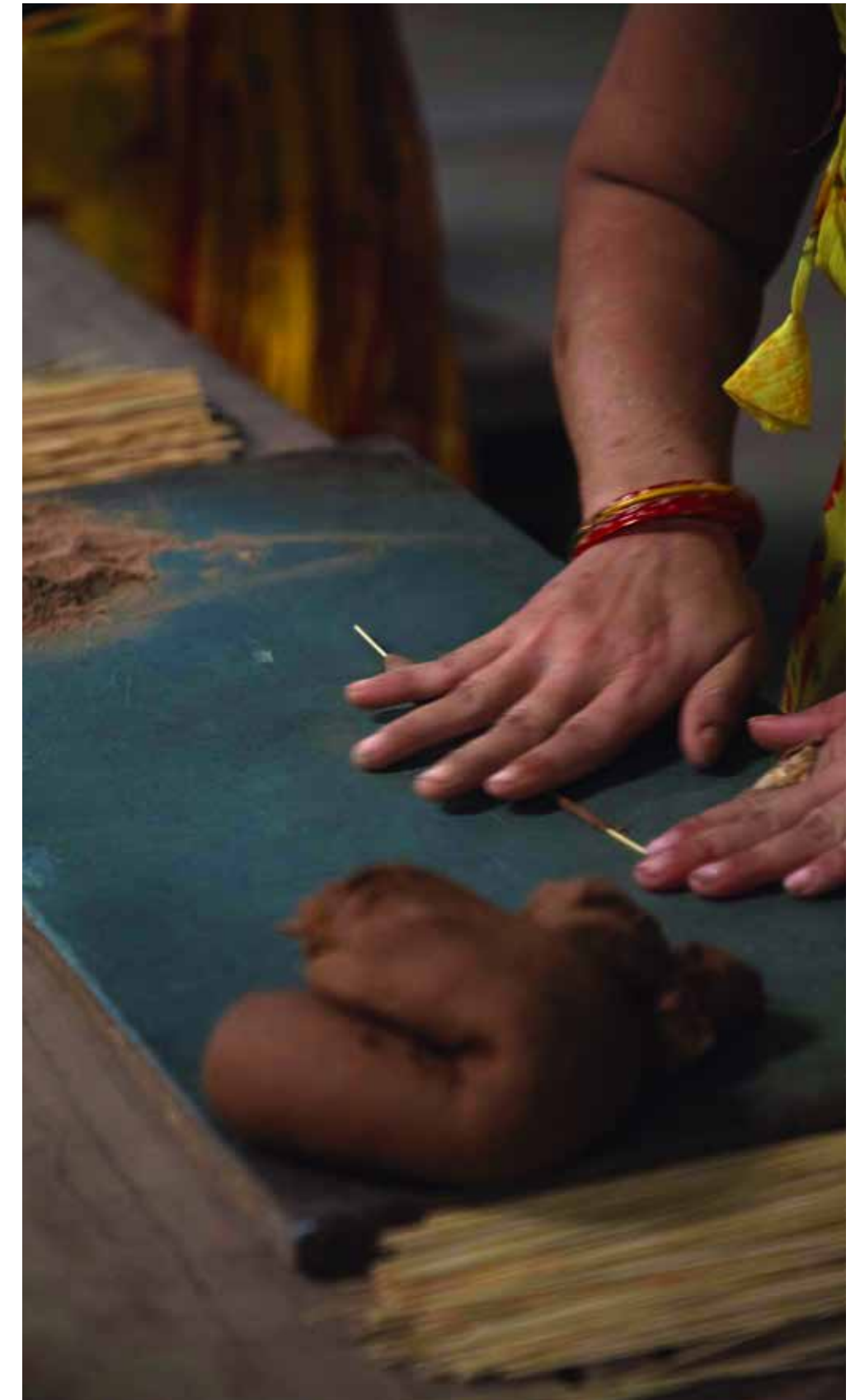
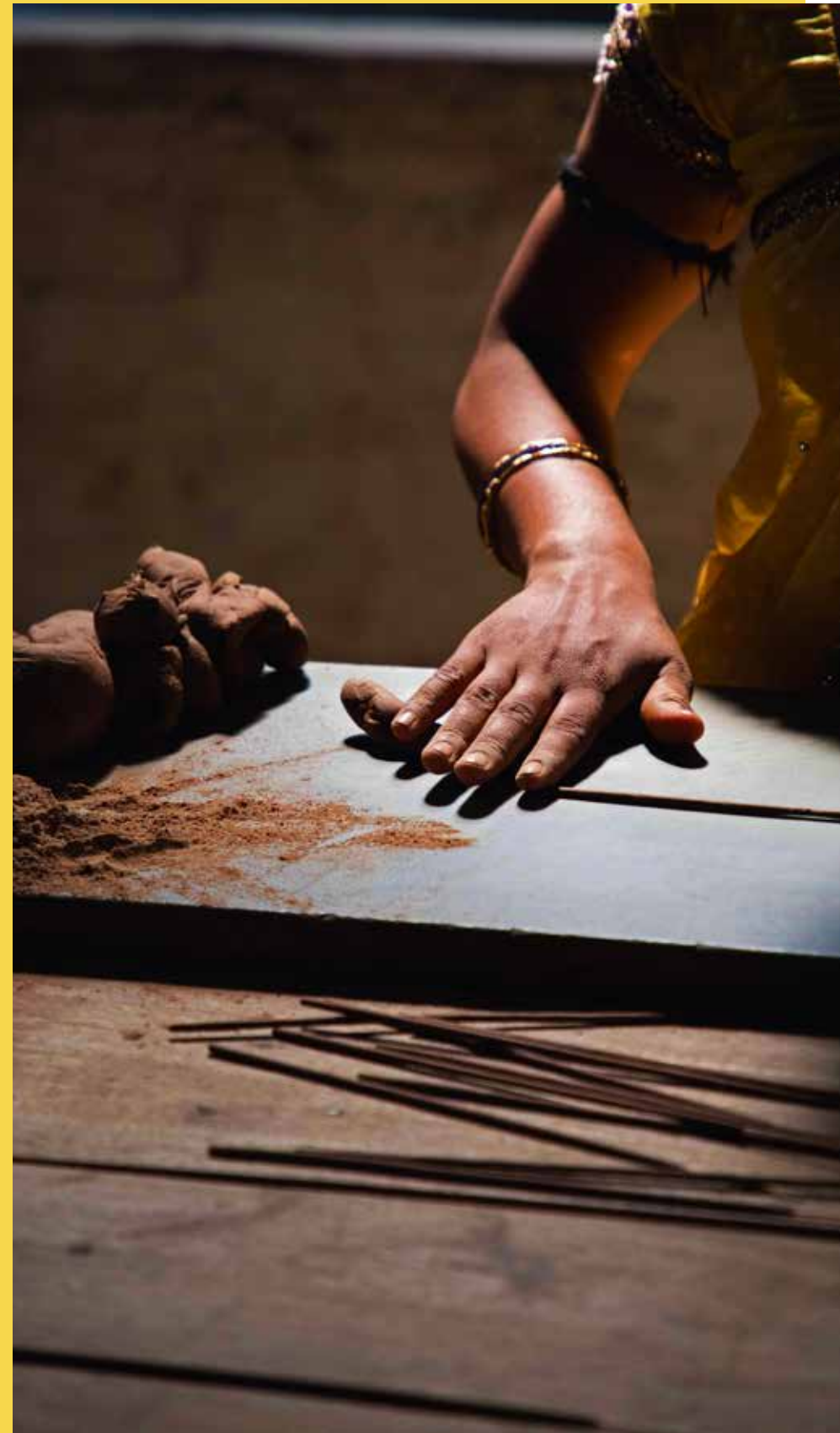
THIS IS DUMMY TEXT

DIY KIT

Soothing aromas to make your home more relaxing, now in a DIY KIT

We have always been flooded with requests to know what goes into crafting pure incense from temple flowers. To enable that experience for you meant laying down our 'flowercycling' process in the most simplified and efficient way. We have successfully found a way to do that with pre-measured ingredients and a comprehensive guide in the DIY Kit box.

This DIY incense making kit will enable you to craft pure Incense Sticks in just 6 simple steps! This simple yet exciting process will bring back the happiest childhood memories of handcrafting and bringing your creativity to life with natural ingredients. The box also contains a card printed on seed paper that can be sown to grow a plant. Thus, adding to the entire experience.





SCAN TO WATCH
THE PROCESS
OF MAKING OF
PHOOL INCENSE

