



*A Legacy Born from a Bean.*





## A Cupful of Dreams

Over 50 years ago, the Late SLN Sathappa Chettiar acquired a 1,000 acre coffee plantation from the Raja of Chettinad. This plantation was located at the coffee capital of India, Coorg.

Shri. SLN Sathappa Chettiar loved coffee and wanted every coffee drinker to savour a memorable experience. He sowed his dream and the SLN legacy was born. We started trading and exporting coffee through SLN Exports. We also established a curing facility with a capacity of 20,000 MT and a coffee processing unit in the year 2000. We added 200 more acres of coffee plantations by the year 2003.

We entered a new chapter of growth, with the launch of our Instant Coffee Division. Over the years, we have become one of the leading suppliers of processed coffee powder (both roasted and ground & soluble (instant) coffee). We also export over 10,000 MT of green coffee every year. You experience the flavour of SLN, right from the beans you buy to the coffee you drink.



## Mission

Our mission is to actively contribute to the social and economic development of the communities in which we operate. In doing so, we aim to build a better, sustainable way of life for the weaker sections of the society.



## Vision

To create a sustainable and equitable society through inclusive growth.



## Values

We have built our success on the pillars of deep-rooted values:

- Commitment
- Reliability
- Ethics
- Excellence
- Responsibility





## The Aroma of Success

The Late SLN Sathappa Chettiar sowed the seeds of a coffee legacy, which was carried forward by Mr. S. Narayanan, who established SLN as one of the leading players in the coffee industry. He is the greatest role model for his sons, Mr. N. Sathappan and Mr. N. Viswanathan, two visionary leaders who bear the SLN legacy on their shoulders. These dynamic individuals have played an integral role in transforming SLN into a coffee giant. They also spearhead other SLN Group companies, driven by infinite passion for excellence.



# The Flavours of SLN

Over the decades, we harnessed our expertise to establish a strong presence across the coffee business.



## Coffee Beans

We offer superior-quality green and roasted coffee beans. Our green coffee beans are widely popular, owing to their immense health benefits. Our roasted coffee beans are highly preferred at cafes and vending kiosks. We handpick the finest beans, process them under the most hygienic conditions and subject them to stringent quality checks before packing them in moisture-proof, airtight packs to ensure superb aroma and flavour.

## Green Coffee Trading

SLN is one of the largest exporters of green coffee, with an established presence in the international coffee market. With a manufacturing capacity of 30,000 MT per annum, SLN is a supplier of quality green coffee to several leading exporters and coffee shop chains in India.





## Roasted & Ground Coffee

We have a cutting-edge 40,000 MT coffee processing unit for end-to-end manufacturing of premium roasted and ground coffee. We handpick the finest beans from our plantations. We perform several rounds of stringent quality checks on the raw material. Then we roast the beans to perfection, using state-of-the-art equipment in the most hygienic conditions.

The result is an array of refreshing coffees ranging from 100% pure coffee to premium and strong blends, each crafted to delight the coffee aficionado. SLN is the sole supplier of these blends to some of the most renowned coffee brands in India. You might be enjoying our coffee every day!

## Soluble Coffee Powder

We have established 2 soluble coffee powder manufacturing plants of 7,500 MT (spray-dried coffee) and 2,500 MT (agglomerated coffee) capacities in a 17-acre complex in Kushalnagar, Coorg. The facility is equipped with the complete range of machinery, including highly-advanced roasters, grinders, centrifuges, pulverizers and can packing systems imported from across the world.

The state-of-the-art spray drying process guarantees perfect flavour to the last granule. A specially-designed aroma recovery system ensures that your cup of instant coffee smells as authentic as it tastes.







## Impeccable Quality from Bean to Cup

Our company is led and supported by coffee experts who uphold our uncompromising commitment to quality. This reflects in every stage of the coffee manufacturing process. Right from selecting coffee beans to roasting, grinding, processing and packaging, we follow the most stringent standards of quality, hygiene and purity. Our in-house coffee tasters ensure perfection in quality. All our products are Kosher & Halal certified. Our processes are in compliance with the highest international standards like ISO, GMP, FSSC 22000 and FDA specifications.



## Nourishing Sustainability







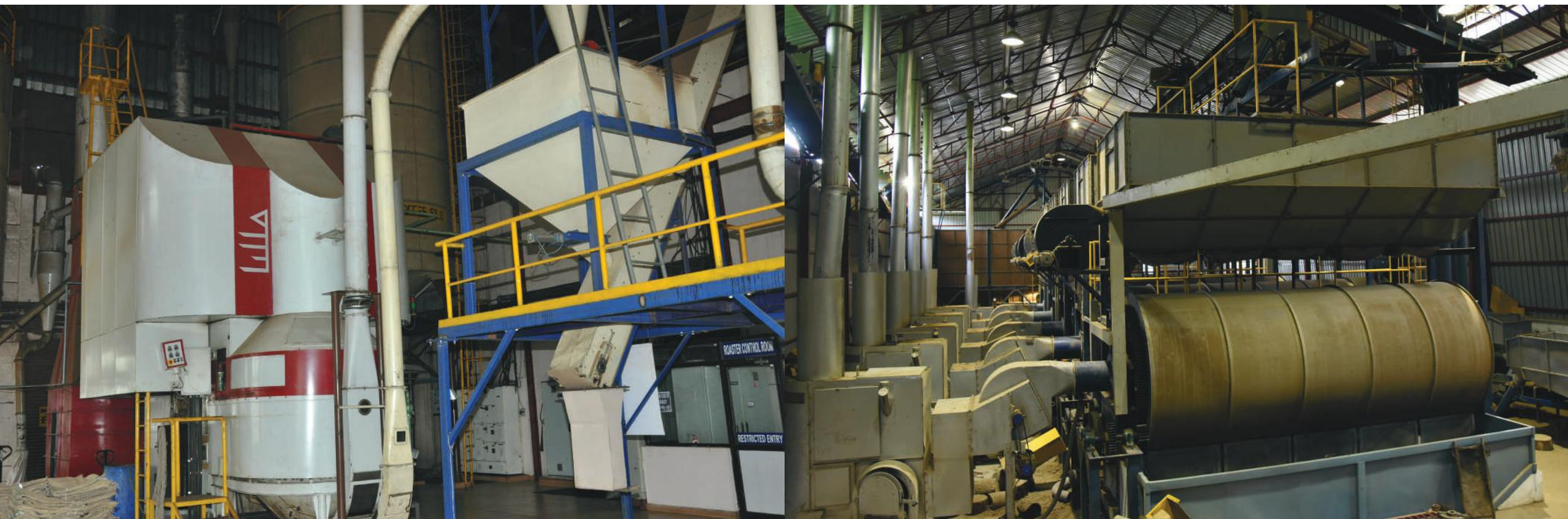
Our company is set in the lap of nature – Coorg. We love the environment and ensure that our infrastructure and processes are nature-friendly. We consistently monitor our plantation practices and manufacturing facilities to ensure a healthy work environment and minimal green footprint. Coffee is Mother Nature's blessing and we want to give back to her in every way we can.



## The Perfect Blend of Expertise and Trust







We at SLN have always believed in delivering beyond 100% to our customers and stakeholders. This has helped us build lasting relationships with leading Indian and international coffee companies. For the past 50 years, we have been bringing them a wholesome experience.



## The Cutting-edge Secret of Great Coffee







Savour the SLN edge:

- Fresh and superior-quality products
- Able to meet huge market demands
- Competitive prices
- Stringent quality checks
- Prompt delivery
- Ethical business practices
- Large infrastructure
- Easy payment modes

**Levista™**

THE COFFEE  
for  
*Coffee Lovers*





## Refreshing India's Coffee-scape with Levista

The 60-year legacy of SLN, rooted in Coorg, the coffee capital of India is proud to launch Levista, a world-class brand that will transform your coffee experience. Levista is born out of the rich expertise of a company that supplies coffee to leading Indian and International coffee companies. Levista carries the timeless flavour of our legacy. It is made from the finest quality coffee beans handpicked from our own estates in Coorg. The beans are then roasted and processed in a state-of-the-art facility and subject to stringent quality tests to ensure that our coffee is on par with international standards. Levista promises to treat coffee lovers to an absolutely memorable experience.



## Enjoy Unlimited Coffee Bliss

Levista coffee is crafted to offer the perfect blend of flavour and aroma. It is available in three variants – Classic (100% pure coffee), Premium (80% coffee & 20% chicory) and Strong (60% coffee & 40% chicory). Each variant has been developed through extensive research to understand the evolving tastes and preferences of coffee lovers. The result is a refreshingly delightful coffee experience that will linger on your taste buds.

Levista is available in an array of convenient packs and sachets that stir up blissful coffee moments throughout your day.









### Levista Classic

100% pure coffee prepared from the finest Arabica and Robusta beans, roasted and ground to perfection. Start each day with the authentic flavour of Coorg in every sip.



### Levista Premium

Inhale the heavenly aroma of premium coffee prepared from the finest Arabica and Robusta beans, ideally roasted and ground to perfection. Enjoy the authentic flavour of Coorg in every refreshing sip.







## A Delightful Range of Blends

Levista can be enjoyed in three exquisite blends created to delight every coffee lover. Whether you like 100% pure coffee or enjoy stronger coffee with a richer taste, we have the perfect blend for you.



### Levista Strong

Enjoy the rich, full-bodied taste of aromatic coffee prepared from the finest Arabica and Robusta beans, ideally roasted & ground to perfection. Savour the refreshingly strong flavour of Coorg in every sip.

# A Wholesome Coffee Experience



Rack Branding with Shelf Strips & Gandola Header



Shelf-stopper Branding





Lift Branding



The Levista experience is designed to win coffee lovers' hearts, even before they take their first sip. It begins when they step into a supermarket and experience Levista in its many delightful forms. We are magnifying the appeal of our brand, through posters, dangles, streamers, gondola tops, shelf strips, shelf POS, wall graphics and elevator branding that will create the perfect mood for enjoying Levista coffee. The experience culminates with a blissful cup of Levista at the sampling stand. That cupful translates into a magical experience at home or on the go.



SLN Coffee Pvt. Ltd.: 53-56, KIADB Industrial Area, Kushalnagar, Kodagu Dist. Karnataka - 571 234. India.

☎ +91 8276 278888 🌐 [www.slncoffee.com](http://www.slncoffee.com)





Coasters



Danglers





Window Branding



Sample Kiosk





Streamers



Island Counter





Cash Counter Stand



Showroom Glass Branding



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