



BUYER DECK 2026 • v4.0

Cocopeat & Coir

Direct-from-origin growing media • OEM private label • Global distribution

For greenhouse projects • Hydroponic farms • Agro-distributors • Garden centres

OMRI

Organic certified

ISO 9001

Quality management

11,200

Pieces / 40HC

17 L/kg

Expansion ratio

1 FCL

MOQ mixed-load

WHY NOW

The structural shift to cocopeat

2030

EU peat moss harvest ban (Ireland, NL phasing)

2024

UK retail peat ban took effect

32k ha

Antalya greenhouse cluster — world #2 after Almería

~70%

India share of global cocopeat exports

8-9×

Cocopeat water-holding capacity vs own weight

+8%

Annual EU cocopeat demand growth (2024-2030 CAGR)

ABOUT TSARA COCO

Brand • Origin • Contract • Quality



BRAND

TSARA Coco / CocoPeat by TSARA — OEM private label brand of TSARA Group.
Year 1 launch 2026.



ORIGIN

Direct from Kerala and Tamil Nadu coast — ~70% of global cocopeat is produced here. OMRI + ISO certified processing.



CONTRACT

Towin Agro Trading Pte. Ltd. (Singapore) — neutral, internationally enforceable framework. SIAC arbitration.



QUALITY

Per-shipment lab certificate (EC, pH, expansion, moisture). 5 washing grades (WS/W/SWS/UWS/UW).

PRODUCT RANGE

9 formats — one supplier, five customer channels

01 5 kg Block

4 grades: Super Pro / Pro / Basic / Mixte 70

02 Growbag 18 L

5 crop grades: Solanum / Cucumis / Berry / Flora / Aero

03 Briquette 650g

Retail-friendly individual pack

04 Cocopeat Tablet

Disc-shaped propagation pellets

05 Seed Starter

Biodegradable propagation tubes

06 Coco Peat Compost

Aged organic substrate (Asola+Neem)

07 Coco Chips

Drainage enhancer (size-graded)

08 Microgreen Mat

Coir grow mats for restaurant supply

09 Coco Pots / Liners

Hanging basket inserts for landscape

CHAPTER 3

5 kg Block — four grades

Grade	Code	Expansion	Best for
Super Professional	TC/CP5/SP	17-18 L/kg	Premium hydroponic
Professional	TC/CP5/P	15-16 L/kg	Professional greenhouse
Basic	TC/CP5/B	13-14 L/kg	Economy / retail
Mixte 70	TC/CP5/MIX70	13-14 L/kg	Tomato / cucumber / pepper



? EXPANSION = COST

Super Pro at 17.5 L/kg × 5 kg = 87.5 L hydrated volume. Basic at 13.5 L/kg × 5 kg = 67.5 L. → +30% more usable substrate from the same block weight. When ordering, always specify the grade code.

CHAPTER 4

Growbag — crop-specific grades

SOLANUM	CUCUMIS	BERRY	FLORA	AERO
TC/GB/SL <i>Target crops:</i> Tomato • Pepper • Eggplant	TC/GB/CU <i>Target crops:</i> Cucumber • Melon • Watermelon	TC/GB/BR <i>Target crops:</i> Strawberry • Raspberry • Blackberry	TC/GB/FL <i>Target crops:</i> Rose • Cut flower	TC/GB/AE <i>Target crops:</i> Orchid • Rare exotics



CHAPTER 5

EC classification — five washing grades

Code	Full name	EC (mS/cm)	Washed	Sifted	Best for
WS	Washed & Sifted	< 0.5	Yes	Yes	Premium hydroponic • EU export • strawberry
W	Washed	< 0.5	Yes	No	Pro greenhouse tomato / cucumber / pepper
SWS	Semi-Washed & Sifted	< 1.5	Partial	Yes	Mid-segment / hybrid use
UWS	Unwashed & Sifted	> 1.5	No	Yes	Large greenhouse (own flushing)
UW	Unwashed	> 1.5	No	No	Soil amendment • mushroom substrate

⚠ ALWAYS REQUEST WS GRADE FOR EU MARKETS

EU FPR compliance + Phytosanitary + heavy-metal docs require washed + sifted product. UWS/UW grades are not export-suitable to EU.

CHAPTER 6

Quality control — 5-stage process



- 1 **Raw material test**
EC + moisture measured at husk intake
- 2 **Post-washing test**
EC verified at washing line output
- 3 **Dried product test**
Moisture % + stone-free verification
- 4 **Post-compression test**
Block weight + dimension verified
- 5 **Final QC pre-shipment**
Random sample: EC, pH, expansion, moisture

OUR ORIGIN

Kerala & Tamil Nadu coast — where the coconut grows up



Why this origin

- ❓ ~70% of global cocopeat exports originate from Kerala & Tamil Nadu
- ✓ OMRI + ISO 9001 certified processing facilities
- ❓ Own washing lines • sun-drying yards • in-house laboratories
- ❓ Per-shipment phytosanitary, fumigation, certificate of origin
- ❓ Loading ports: Tuticorin (blocks) • Cochin (growbags)
- ❓ Direct relationships — no broker layers, no margin stacking

CHAPTER 13

Order codes — speak the supply chain language

TC / CP5 / SP / W S

TC

TSARA Coco

CP5 / GB

5kg Block or Growbag

SP

Grade: Super Pro

W S

Washed + Sifted

Example codes

TC/CP5/SP/WS → SuperPro 5kg Block, Washed+ Sifted (hydroponic premium)

TC/GB/SLP/WS → Solanum Pro grow bag (tomato), Washed+ Sifted

TC/GB/BRP/WS → Berry Pro grow bag (strawberry), Washed+ Sifted

TC/CP5MIX70/UWS → Mixte 70 block (70% peat+ 30% chips), Unwashed+ Sifted

PRICING & VOLUME TIERS

Partner-volume discount program

TIER I

1-2 × 40HC / mo

List

TIER II

3-4 × 40HC / mo

-5 to -8%

TIER III

5+ × 40HC / mo

-12% Distributor Net

CIF reference prices — Low EC 80/20 polybag growbag

Destination	CIF per piece (USD)	40HC total (~11,200 pcs)
Istanbul	\$1.95 - \$2.10	\$21,840 - \$23,520
Rotterdam / Hamburg	\$2.05 - \$2.20	\$22,960 - \$24,640
Almería / Algeciras	\$1.95 - \$2.10	\$21,840 - \$23,520
US East Coast	\$2.20 - \$2.40	\$24,640 - \$26,880

CONTAINER ECONOMICS

40HC FCL — what fits, what it lands at

Format	Pcs / 40HC	CIF Istanbul (mid)	Landed Istanbul +10% duty
5 kg block (Super Pro WS)	~5,200 blocks	\$570 / MT (\$12,540 / 40HC)	\$13,800 / 40HC
Growbag Solanum WS	11,200 pcs	\$2.02 / pc (\$22,624)	\$24,900 / 40HC
Growbag Mixte 70 UWS	11,200 pcs	\$1.77 / pc (\$19,824)	\$21,800 / 40HC
Briquettes 650g (retail OEM)	24,000 pcs	\$0.85 / pc (\$20,400)	\$22,440 / 40HC

DEALER MARGIN EXAMPLE — Solanum WS growbag

Landed Istanbul: \$2.22 / pc → B2B greenhouse direct: \$2.85 (+28%) → Agro-distributor wholesale: \$2.65 (+19%) → D2C online retail: \$3.50 (+58%) • 40HC = \$14,300 - \$39,200 gross revenue.

PARTNERSHIP PROGRAM

Three ways to work with TSARA Coco

BUYER

One-time orders from 1×40HC. Standard list pricing. Lab certificate + EU FPR docs. Sample available.

DISTRIBUTOR

Regional partner with discount tier + exclusivity option. Marketing pack. Co-branded or non-co-branded.

OEM / PRIVATE LABEL

Your brand on our packaging. 5,000 pcs/size MOQ. Die / artwork cost on buyer. Quality identical.

📄 MoU drafting standard: Singapore + SIAC arbitration • 12-month MoU term • 90-day Proof Phase escape hatch • Right of First Refusal for territory expansion

NEXT STEP

Get a free sample — no commitment

☐ FREE 2-5 KG SAMPLE SHIPMENT

Delivered by DHL • arrives in 5-7 business days • no charge against future order

- 1 Email trade@tsara.care with grade interest (e.g. "Solanum Pro WS sample")
- 2 We dispatch 2-5 kg from origin within 3 business days
- 3 You test in your operation for 2-3 weeks • we provide agronomy support
- 4 If satisfied, place container order • sample cost credited against PO



Scan or visit cocopeat.tsara.care

CONTACT

Talk to the founder



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Source • Connect • Deliver

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