



PHOOL

MADE FROM TEMPLE FLOWERS
PHOOL

PHOOL
LUXURY INCENSE STICKS

PHOOL
LUXURY INCENSE CONES • TUBEROSE

PHOOL
LUXURY INCENSE CONES • PATCHOULI

PHOOL
LUXURY INCENSE CONES • PATCHOULI

PHOOL
LUXURY INCENSE STICKS • LAVENDER

PHOOL
LUXURY INCENSE STICKS • PATCHOULI

PHOOL
LUXURY INCENSE STICKS • LOBAN

PHOOL
LUXURY INCENSE STICKS • VETIVER

PHOOL
LUXURY INCENSE CONES • NARGIS

PHOOL
LUXURY INCENSE CONES • EUCALYPTUS

PHOOL
LUXURY INCENSE STICKS • CITRONELLA

PHOOL
LUXURY INCENSE STICKS • LEMONGRASS

PHOOL
LUXURY INCENSE STICKS • LAVENDER

PHOOL LUXURY INCENSE

Phool is preserving the Ganges by repurposing temple flowers into 100% certified natural products like incense sticks, incense cones, and Gulaal. These products are handcrafted by women coming from the marginalised sections of the society, providing them with better livelihoods.

FLOWERCYCLING





226

women employed
full-time



6862

tons flowers
recycled



19

children
started school



680

kgs pesticides
offsetted

CERTIFICATIONS

We are proud of the new addition to our packaging - the three logos. It took us 9 months of hardwork, continuous process improvements and supply chain enhancements to ensure you get what we claim. PHOOL incense is the world's FIRST AND ONLY Incense to be approved by ECOCERT GREENLIFE (FRANCE) along with now being certified Fair For Life!





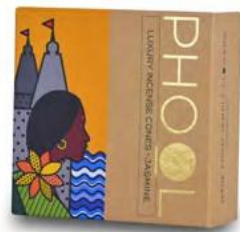
PHOOL
INCENSE COLLECTION

PHOOL INCENSE CONES

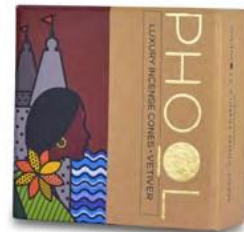
Enriched with therapeutic properties, explore and choose from a range of 15 fragrances!

MRP: INR 145

CONTENTS: 40 U



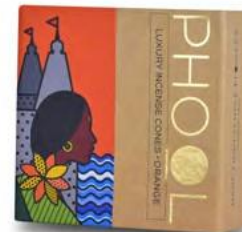
JASMINE



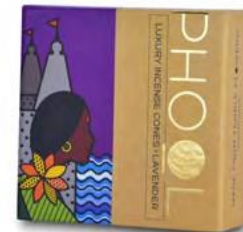
VETIVER



TULSI



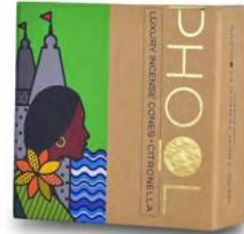
ORANGE



LAVENDER



EUCALYPTUS



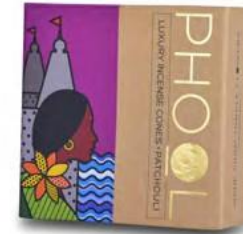
CITRONELLA



LOBAN



INDIAN ROSE



PATCHOULI



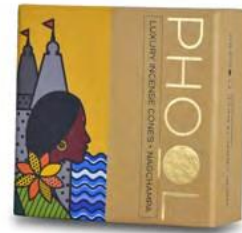
TUBEROSE



NARGIS



LEMONGRASS



NAGCHAMPA



TEATREE



JOURNEY SO FAR

[Phool.co](https://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 2 tons of flowers every day, employing more than 123 women from the marginalised sections of the society. Having sold their first incense stick online in September 2018, the brand has seen a stellar growth not just in terms of orders but also recognition. Recently covered as a part of the Business insider's compelling World Wide Waste series, this IIT Kanpur incubated start-up is gaining global recognition for its resolve to build a better tomorrow.

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RECOGNITION



United Nations
Climate Change

BILL & MELINDA
GATES foundation

PETA

Forbes

Stanford SOCIAL
INNOVATION Review

CORPORATE CLIENTS



PEPSICO

Google

TITAN

