



www.ashfruits.com

***Freshness Beyond
Borders***

Bringing nature's best to your doorstep globally sourced, perfectly packed, and delivered fresh with care and commitment.



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irfan@ashfruits.com



Chalai market,
trivandrum Kerala



01.

Welcome To ASH Fruits

SINCE 1965

WITH INTEGRITY & DEDICATION

Established in 1965 by Late Abdul Rahman Shahul Hameed (ASH), ASH Fruits has grown to become a trusted name in the fruits and vegetable trade in Kerala and beyond. What began as a humble venture in the heart of Chalai Market, Trivandrum, has now expanded into a full-fledged export, import, and B2B distribution business.

With a strong foundation built on honesty, quality, and customer satisfaction, ASH Fruits has maintained its legacy across generations. Today, the business is passionately led by Mohammed Irfan Sha, who continues to uphold the values and vision of its founder.

We source the freshest produce from local farms and international markets to deliver premium-quality fruits and vegetables to our partners. Our mission is to bridge the gap between growers and businesses, ensuring timely supply and consistent excellence.

Whether it's bulk orders for hotels, retailers, or international shipments, ASH Fruits remains committed to delivering nothing but the best. With over five decades of experience, we take pride in being a symbol of reliability and quality in the fresh produce industry.

ASH FRUITS

ABOUT OUR CEO

In 2023, Mohammed Irfan Sha took over as the CEO of ASH Fruits, stepping into a role that has been shaped by two generations before him. As the grandson of founder Late Abdul Rahman Shahul Hameed (ASH), he brings a deep rooted connection to the brand's heritage, along with a bold vision for the future.

With a modern and forward-thinking approach, Mohammed Irfan has revitalized business operations, introduced advanced practices in sourcing and logistics, and enhanced customer service standards. His leadership reflects a balance between innovation and tradition ensuring that the company's founding values of quality, trust, and integrity continue to thrive.

Beyond day to day management, he is committed to sustainability, farmer empowerment, and building strong relationships across the supply chain. His fresh perspective and hands-on involvement have already begun shaping a new chapter for ASH Fruits one that's focused on excellence, transparency and delivering



Mohammed Irfan Sha

Vision

To be a global leader in the fresh produce industry by delivering uncompromised quality, cultivating sustainable relationships, and creating value across every link in the supply chain. We envision a future where ASH Fruits stands as a symbol of freshness, trust, and innovation worldwide.



Mission

To consistently provide high-quality fruits and vegetables to our partners and customers through ethical sourcing, efficient logistics, and strong farmer partnerships. We strive to bridge the gap between nature's goodness and global markets with integrity, passion, and responsibility.

Our Services

AT ASH FRUITS, WE ARE DEDICATED TO DELIVERING THE FRESHEST AND FINEST PRODUCE THROUGH OUR WIDE RANGE OF SERVICES:

EXPORT

At ASH Fruits, we specialize in exporting a wide range of fresh, premium-quality fruits and vegetables to global markets. With a strong network of trusted farmers, advanced sorting and packing facilities, and a commitment to international quality standards, we ensure that every shipment reflects our dedication to excellence.



IMPORT

At ASH Fruits, we proudly import a diverse selection of seasonal and exotic fruits and vegetables from our trusted international partners. Sourced from premium global farms, our imported produce meets the highest standards of quality, freshness, and safety.

B2B & B2C DISTRIBUTION

At ASH Fruits, we cater to both Business-to-Business (B2B) and Business-to-Consumer (B2C) markets, ensuring our fresh produce reaches a wide range of customers from large-scale buyers to individual households.



OUR PRODUCTS

FRESH, HIGH-QUALITY FRUITS AND VEGETABLES,
SOURCED WITH CARE AND DELIVERED WITH FRESHNESS.

Fruits



Pineapple



Mango



Grapes



Apple



Banana



Litchi



Jackfruit



Mangoesteen



Watermelon



Pomegranate

Vegetables



Onion



Coconut



Green Chilly



Drumstick



Fresh Curry Leaf



Okra



Fresh Betel Leaf

Serving Across Borders Of



Maldives	UAE	Iran	Qatar	Oman	Bahrain	Russia
Germany	USA	UK	Saudi Arabia	Spain	Netherlands	South Africa
Kenya	Nigeria	Egypt	Nepal	Bangladesh	Malaysia	Kazakhstan



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