

B2B Services & Technical – Website Content Sample

Translating complex scientific processes into clear, benefit-driven value propositions for global B2B buyers. Converting industrial waste into high-value sustainable ingredients through the "Red to Green" narrative framework.

Role: Content Strategist & Copywriter | B2B Biotechnology

Industry: Biotechnology / Sustainability / B2B Ingredients / Natural Products

Content Type: Website Content | B2B Services | Technical Communication

Portfolio Sample: Website Content | B2B Services & Technical

Demonstrating strategic B2B content that translates complex scientific processes into clear value propositions while establishing supply chain credibility and ESG compliance

Quick Links to Pg. Sections

[Page #1: Landing Page](#)

[Page #2: About Us](#)

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Note: Key Statics to the end of the sample

Strategic Overview

This comprehensive website was developed for Oram BioChem, a pioneering bio-resource company based near Pune, India. The primary challenge: translating high-level scientific processes—Supercritical CO₂ Extraction, circular economy models, bioactive compound isolation—into clear, benefit-driven value propositions for global B2B buyers in nutraceuticals, cosmetics, food, perfumery, and animal nutrition.

The target audience includes technical procurement managers, R&D directors, and sustainability officers at international companies who understand ingredient science but need proof of supply chain reliability, ESG impact, and competitive differentiation.

Key Strategy Pillars

- **The "Red to Green" Narrative Framework** Developed proprietary storytelling to explain the circular economy model: industrial waste ("Red"—bio-byproducts destined for landfills) transforms into high-value sustainable ingredients ("Green"—cosmeceutical actives, animal feed, bioactive compounds). This visual metaphor makes complex waste valorization immediately comprehensible for non-technical stakeholders while satisfying technical buyers' sustainability requirements.
- **Traceability & Impact Credibility** Highlighted massive supply chain scale—2,000+ farmers, 10,000+ acres—to provide immediate ESG (Environmental, Social, and Governance) credibility for international partners requiring ethical sourcing verification. This positions Oram BioChem as infrastructure-backed, not just technology-capable, addressing buyer concerns about supply consistency and audit-ability.
- **Vertical Versatility Architecture** Structured content across five distinct industries (Nutraceuticals, Food & Flavor, Cosmeceuticals, Perfumery, Animal Feed) to allow vertical-specific entry points while demonstrating diversified technical capability. This prevents pigeonholing while satisfying search intent for "turmeric extract supplier" vs. "sustainable animal feed ingredients."
- **Lead Generation Through Gated Technical Assets** Implemented "Download Company Profile" CTAs requiring email submission to access full technical data sheets. This captures high-intent leads (procurement managers researching suppliers) while providing sales team with context (which vertical, which product) for personalized follow-up.

Website Architecture

Total Pages: 5 core pages

Site Structure: Landing Page → About Us → Products & Solutions → Sustainability → Contact

Content Strategy: Balance technical data with brand storytelling for B2B buyer journey

Page #1: Landing Page

Strategic Intent: High-level value proposition establishing immediate credibility through scale (2,000+ farmers), technology (supercritical CO₂), and sustainability (Red to Green). Drive deeper exploration into vertical-specific products or company story.

Content

Hero Section:

Transforming Nature into Innovation

Where Bio-Resource Meets Sustainability

From farm to formulation, we deliver high-performance natural ingredients that power nutraceutical, cosmetic, food, and animal nutrition industries across the globe.

[\[Download Company Profile →\]](#) | [\[Request Sample →\]](#)

Welcome to Oram BioChem

At Oram BioChem, we don't just extract ingredients; we engineer solutions that honor nature while advancing science. As a pioneering bioresource company near Pune, we transform India's rich agricultural heritage and bioresources into sustainable, high-purity bioactive ingredients and upcycled products using advanced technologies like supercritical CO₂ extraction.

Our commitment goes beyond product quality. Through our "**Red to Green Pathway**" philosophy, we convert industrial bio-byproducts into valuable resources, support **2,000+ farmers** across **10,000+ acres**, and deliver eco-friendly solutions that meet the world's growing demand for clean-label, traceable ingredients.

Whether you're formulating nutraceuticals, developing cosmetics, sourcing authentic spice extracts, or seeking sustainable animal feed and farm input solutions—**Oram BioChem is your partner in natural innovation.**

What Sets Us Apart

Why Leading Brands Choose Oram BioChem

- **World-Class Technology** Our state-of-the-art facility near Pune features advanced supercritical CO₂ extraction units and green chemistry solutions, ensuring solvent-free, high-purity ingredients that meet international quality standards.
- **Sustainability at Our Core** We practice what we preach. Our circular economy model upcycles waste into wealth, reducing environmental impact while creating economic value. Every product supports cleaner manufacturing and a healthier planet.
- **Farm-to-Product Traceability** With direct access to 2,000+ farmers and 10,000+ acres of cultivated land, we ensure consistent quality, ethical sourcing, and complete supply chain transparency from raw materials to actives.
- **Innovation Backed by Breakthrough Formulations** Our proprietary extraction technologies and patent-pending formulations—including high-bioavailable turmeric actives and nutrient-rich cattle feed ingredients—deliver performance that conventional methods can't match.

Our Solutions

- **Natural Ingredients That Perform** We serve multiple industries with scientifically-backed, sustainable bioactive solutions tailored to your specific formulation needs.
- **Nutraceutical Ingredients** High-bioavailable turmeric actives, debittered fenugreek extract, omega oils, and plant-derived functional ingredients for health and wellness formulations.
- **Food & Flavour Solutions** Premium spice extracts, aroma oils, clean-label preservatives, and functional fibers for enhanced taste, nutrition, and shelf-life.
- **Cosmeceutical Actives** Specialty oils, turmeric-based anti-inflammatory actives, natural alternatives like Bakuchiol, and antioxidant-rich botanical extracts for skincare.
- **Perfumery Compounds** Essential oils, high-purity aroma chemicals, and sustainable natural aromatic ingredients for authentic, memorable fragrances.
- **Animal Feed Solutions** Patent-pending cattle feed ingredients and eco-friendly nutrition from industrial bio-byproducts and non-edible oil seeds.

[\[Explore Products by Industry →\]](#)

Our Impact

Building a Sustainable Future, Together

2,000+ Farmers

Empowered through fair pricing, training, and sustainable cultivation practices

10,000+ Acres

Supporting organic agriculture and traceable sourcing across India

Zero Waste Vision

Converting industrial bio-byproducts into valuable, eco-friendly solutions

The Red to Green Pathway

Upcycling Industrial Bio-Byproduct Waste

At Oram BioChem, waste isn't an endpoint—it's an opportunity. With our **"Red to Green Vision,"** what others discard we transform into valuable ingredients: industrial bio-byproducts become eco-friendly animal feed, non-edible oil seeds become cosmeceutical actives, and agricultural residues become valuable bioactives.

This circular approach doesn't just reduce environmental impact—it creates jobs, supports rural economies, and delivers measurable ESG value to our partners.

[\[Learn About Our Sustainability Model →\]](#)

Ready to Transform Your Formulations?

Whether you're developing the next breakthrough nutraceutical, crafting premium cosmetics, or seeking sustainable feed solutions, Oram BioChem delivers the natural ingredients and technical expertise to bring your vision to life.

[\[Contact Our Team →\]](#) | [\[Download Technical Specifications →\]](#)

Page #2: About Us

Strategic Intent: Establish company credibility through founder expertise (60+ years combined experience), scale (farmer network), and values alignment (sustainability, integrity, social responsibility). Position as long-term partner, not transactional supplier.

Content

A Green Bio-Resource Company

Working Towards RED to GREEN Pathway

Oram BioChem is a pioneering bioresource company based near Pune, Maharashtra, dedicated to transforming natural resources into sustainable, high-performance ingredients. With a powerful blend of cutting-edge research and a deep-rooted commitment to social responsibility—a philosophy deeply inspired by Indian heritage—we manufacture ingredients for nutraceutical, food, cosmetic, perfumery, and animal feed industries using bioactive ingredients and upcycled products through advanced technologies like supercritical CO₂ extraction and proprietary green technologies.

With access to over **2,000+ farmers** cultivating **10,000+ acres**, and a state-of-the-art facility near Pune, Oram BioChem blends science, sustainability, and partnerships to deliver reliable natural product solutions for B2B clients across India and international markets.

Company Story

Founded to bridge science and sustainability, Oram BioChem began with a mission to turn natural bio-resources into innovative solutions. From debittered fenugreek extracts to turmeric formulations and eco-friendly animal feed ingredients, we continue to build on a legacy of green innovation.

Our guiding philosophy, **"Red to Green Pathway,"** ensures that waste streams—agricultural residues and bio-byproducts that would otherwise be discarded—are converted into valuable, eco-friendly products. **Red represents waste destined for landfills; green represents the sustainable ingredients we created.**

Visionaries Building Tomorrow

At Oram BioChem, our founding team brings together over **six decades of combined experience** at the intersection of biotechnology, pharmaceuticals, and natural product chemistry. With backgrounds in pharmacy, organic chemistry, and advanced extraction sciences, our leadership combines academic excellence with proven industrial expertise. From developing high-purity bioactive ingredients and upcycled products using advanced technologies like supercritical CO₂ extraction, to advancing global research collaborations across Europe, Africa, and Asia, our team has consistently been at the forefront of innovation.

This collective experience empowers Oram BioChem to integrate world-class research with indigenous knowledge, ensuring that every solution we develop reflects both scientific precision and a commitment to sustainability.

Our Core Values

- **Innovation:** We continuously push the boundaries of biotechnology, investing in research and development to create novel solutions. Our patent-pending formulations and proprietary extraction technologies demonstrate our commitment to scientific advancement and industry leadership.
- **Sustainability:** Environmental responsibility is woven into everything we do. Through our Red to Green Pathway, we transform waste into value, minimize our ecological footprint, and champion circular economy principles that benefit both business and the planet.
- **Integrity:** We build lasting relationships through transparency, ethical practices, and honest communication. From fair pricing for farmers to reliable delivery for clients, we honor our commitments and operate with unwavering integrity.
- **Partnership:** Success is collaborative. We work hand-in-hand with farmers, clients, and communities to create shared value. Our partnerships are built on mutual respect, trust, and a shared vision for sustainable growth.
- **Quality:** Excellence is non-negotiable. We maintain rigorous quality standards throughout our processes, from sourcing raw materials to final product delivery, ensuring that every ingredient meets international benchmarks.
- **Social Responsibility:** Inspired by Indian heritage, we believe in giving back. By empowering farmers, generating rural employment, and supporting sustainable agriculture, we contribute to the social and economic development of the communities we serve.

Vision & Mission

Vision: To be a globally trusted Bio-Resource and natural products company built on sustainability, innovation, and impact.

Mission: To enhance human, animal, and planetary well-being through eco-friendly Bio-Resource solutions.

Farmer Partnerships & Sourcing

Our farmer network ensures traceable, reliable raw material sourcing.

We work closely with farmers through:

- Sourcing from 2,000+ farmers cultivating high-quality raw materials
- Promoting organic cultivation practices for sustainable agriculture
- Providing fair pricing and long-term partnerships
- Supporting rural economies with employment generation and training
- Supply of bio-products that enhance soil health and crop yields

This collaborative approach ensures consistent quality while empowering farming communities.

Our Facilities

Location: Near Pune, Maharashtra

Technology: Advanced supercritical CO₂ extraction units & green technology solutions

Capacity: Scalable production to meet diverse B2B requirements

Quality: Manufacturing aligned with international standards

Page #3: Products & Solutions

Strategic Intent: Vertical-specific product breakdowns allowing buyers to self-segment by industry. Technical specifications satisfy procurement requirements while benefit-driven language speaks to formulation teams and marketing stakeholders.

Content

Natural Ingredients Supplier

As a leading natural ingredients supplier, Oram BioChem delivers sustainable, plant-based bioactive solutions across nutraceutical, food, cosmetic, perfumery, and animal nutrition industries. With advanced **supercritical CO₂ extraction (SCFE)** technology, we ensure eco-friendly, solvent-free, and high-purity ingredients that meet international quality standards.

Nutraceutical Ingredients

Oram BioChem provides a wide range of nutraceutical ingredients, formulated to support human & animal health and wellness through nature's bioactives.

Key Products

- **Antioxidants:** Plant-derived compounds that fight oxidative stress and support cellular health. Ideal for dietary supplements and functional foods.
 - **Omega Oils:** Essential fatty acids for heart and brain health. Sourced from premium natural sources with high bioavailability.
 - **Debittered Fenugreek Extract:** Rich in dietary fibers and bioactive compounds. Supports digestive health, metabolism, and blood sugar management. Our proprietary debittering process removes unpleasant taste while retaining nutritional benefits.
 - **Turmeric Active:** High Bioavailable Full Spectrum Turmeric Extract (Patent Pending). Advanced turmeric formulation with enhanced absorption and efficacy. Contains complete spectrum of curcuminoids and turmerones for anti-inflammatory and antioxidant benefits.
 - **Dietary Fibers:** Natural dietary fibers promoting digestion, gut health, and immunity. Suitable for functional foods and supplements.
 - **Applications:** Dietary supplements, functional beverages, health foods, sports nutrition
- [Request Technical Data Sheet →]**

Food & Flavour Solutions: We deliver natural food ingredients and spice extracts that enhance taste, nutrition, and shelf-life for global food brands.

Key Products

- **Spice Extracts:** Premium extracts from turmeric, ginger, cardamom, black pepper, and more. Standardized for consistent flavor and bioactive content.
 - **Aroma Oils:** Essential oils for beverages, culinary applications, and food flavoring. Authentic profiles with superior shelf stability.
 - **Natural Preservatives:** Clean-label alternatives to synthetic preservatives. Extend product shelf-life naturally while meeting consumer demand for transparency.
 - **Functional Fibers:** Tailored dietary fibers for bakery, dairy, and health foods. Improve texture, nutrition, and digestive health benefits.
 - **Applications:** Food processing, beverages, bakery, dairy, sauces & condiments
- [Download Product Catalog →]**

Cosmeceutical Actives: Our cosmeceutical actives combine science and sustainability to deliver safe, effective skincare and cosmetic formulations.

Key Products

- **Specialty Oils:** Synergistic Kokum, Neem, and Karanja oils deliver non-greasy moisture, skin regeneration, antimicrobial action, and UV protection.
- **Wheat Grass Extracts:** Antioxidant-rich vitamins and minerals for skin rejuvenation and detoxification.
- **Specialty Herbal-Based Combinations:** Synergistic botanicals promoting holistic skin health, targeting aging, sensitivity, and hydration concerns.
- **Specialty Derma Actives:** High-performance compounds, including Bakuchiol (a natural retinol alternative) and Turmerones, deliver advanced anti-aging benefits, promoting skin renewal and inflammation reduction without causing irritation.
- **Applications:** Skincare, haircare, anti-aging formulations, natural cosmetics

[Request Sample Kit →]

Perfumery Compounds: We specialize in natural aromatic ingredients tailored for perfumery industries.

Key Products

- **Essential Oils & Extracts:** Authentic aromas from spices, herbs, and botanicals. Extracted using SCFE technology for pure, concentrated profiles.
- **Aroma Chemicals:** High-purity, sustainable alternatives to synthetic fragrance compounds. Consistent quality with natural origins.
- **Custom Blends & Solutions:** Tailored formulation support to create unique, proprietary natural aromatic profiles for your product line.
- **Traceable Botanicals:** Verified single-origin sourcing ensures ethical production and consistent aroma quality across batches.
- **Applications:** Fine fragrances, personal care products, home fragrances, aromatherapy

[Contact Perfumery Team →]

Animal Feed Solutions: As a sustainable natural ingredients supplier, we transform industrial bio-byproducts into eco-friendly animal feed solutions.

Patent-Pending Cattle Feed Ingredient: Nutrient-rich and eco-friendly feed solution derived from industrial bio-byproducts. Provides essential proteins, minerals, and digestive support while reducing environmental waste.

Benefits:

- Cost-effective alternative to conventional feed ingredients
- Reduces industrial waste going to landfills
- Supports animal health and productivity
- Eco-friendly and sustainable sourcing

Applications: Dairy cattle, poultry, livestock nutrition

[Learn More About Animal Nutrition →]

Ready to Formulate with Purity?

Partner with Oram BioChem

Download our profile, or request a sample or data sheet to begin innovating with our high-purity ingredients.

[Download Company Profile →] | [Request Sample →] | [Contact Sales →]

Page #4: Sustainability

Strategic Intent: Deep dive into circular economy model and ESG impact. Satisfy international buyers' sustainability audit requirements while demonstrating measurable social and environmental outcomes.

Content

A Sustainable Green Bio-Resource Company

Explore Our Circular Economy Model

As a pioneering sustainable Bio-Resource company in India, Oram BioChem integrates science, sustainability, and social responsibility. Our business model is built on the principle of transforming waste into wealth through eco-friendly biotechnology, delivering solutions that benefit industries, communities, and the environment.

**Circular Economy Using Biotechnology
Turning Waste into Value**

We specialize in a bio-resource based circular economy, ensuring that industrial bio-byproducts—materials typically destined for landfills—are converted into eco-friendly, high-value solutions.

**Our Red to Green Pathway
What is "Red to Green"?**

Red represents waste products with no apparent value—industrial byproducts, agricultural residues, processing waste.

Green represents the sustainable, valuable ingredients we create from these materials.

Examples of Our Circular Solutions

- **Industrial Bio-Byproducts → Animal Feed Ingredients:** Food processing waste like eggshells, spent grains, and oil cakes are transformed into nutrient-rich cattle feed supplements, reducing landfill burden while providing cost-effective livestock nutrition.
- **Non-Edible Oil Seeds → Cosmeceutical Actives & Livestock Nutrition:** Seeds unsuitable for human consumption are processed into specialty oils for cosmetics and protein-rich feed components.
- **Agricultural Residues → Bioactive Ingredients:** Post-harvest materials and processing byproducts are converted into functional ingredients for various industries.

This model reduces pollution, minimizes waste, and provides cost-effective sustainable solutions while supporting circular economy principles.

Rural Employment & Responsible Sourcing

Through a network of **2,000+ farmers** cultivating over **10,000 acres**, Oram BioChem promotes sustainable agriculture and community development.

Our Impact:

- Fair pricing and contract farming agreements for farmers
- Village-level processing units generating rural jobs
- Training in organic cultivation practices and sustainable farming
- Supply of bio-products for soil enhancement and crop improvement
- Long-term partnerships ensuring income stability

For B2B buyers, this creates a traceable, reliable supply chain while delivering measurable ESG impact and supporting rural livelihoods.

Eco-Friendly Biotechnology for Global Markets

Our technologies, including supercritical CO₂ extraction and green chemistry, deliver eco-certified, residue-free products for nutraceuticals, food, cosmetics, and animal nutrition.

Environmental Benefits:

- Reduced carbon footprint through waste valorization
- Energy-efficient manufacturing processes
- Solvent-free, non-toxic extraction methods
- Alignment with clean-label and sustainable ingredient demand
- Support for circular economy and zero-waste principles

Ready to Source with Green Impact?

Partner with Oram BioChem

Transition to an eco-certified, hazardous residue-free supply chain and reduce your carbon footprint with our green chemistry solutions.

[\[Download Sustainability Report →\]](#) | [\[Contact Sustainability Team →\]](#)

Page #5: Contact

Strategic Intent: Dual-purpose contact page serving B2B buyers (ingredient sourcing, technical questions) and farmers/suppliers (partnership opportunities). Lead capture for sales follow-up.

Content

Contact Oram BioChem

Partner with Our Experts

We'd love to hear from you. Our team is ready to assist with any questions regarding our nutraceutical ingredients, spice extracts, cosmetic actives, perfumery compounds, or eco-friendly animal feed solutions (products manufactured by Oram BioChem).

Whether you have a specific request, need technical guidance, or are exploring a potential partnership, simply reach out. We ensure a prompt and thoughtful response from the right team member.

Inquiry Form

Fill out the form below and our team will respond within 24-48 hours.

[Form Fields: Name, Email, Company, Industry, Product Interest, Message]

[Submit Inquiry →]

Get in Touch with Us

Registered Office & Manufacturing Facility

Oram BioChem Pvt. Ltd.

Address: Near Pune, Maharashtra, India

Phone: +91-82081 17966

Email: connect@orambiochem.com

Why Contact Oram BioChem?

Buyers & Business Partners

- Access to high-quality natural ingredients
- Custom product development & contract manufacturing
- Reliable sourcing backed by 2,000+ farmer network

Farmers & Suppliers

- Fair, long-term sourcing agreements
- Training in sustainable cultivation practices
- Contribution to India's green bio-resource movement

Strategic Logic Points

- **Insight #1 – Red to Green Visual Metaphor:** Creating simple color-coded framework ("Red" = waste, "Green" = valuable ingredients) makes complex circular economy immediately comprehensible for non-technical stakeholders while satisfying sustainability audit requirements.
- **Insight #2 – Scale as Credibility Signal:** Leading with "2,000+ farmers, 10,000+ acres" addresses primary B2B buyer concern: supply consistency. This positions Oram as infrastructure-backed, not just technology-capable.

- **Insight #3 – Vertical Segmentation:** Structuring products by end-use industry (Nutraceuticals, Cosmetics, Food, Perfumery, Animal Feed) allows self-segmentation while demonstrating diversified capability. Prevents pigeonholing as "turmeric supplier" only.
- **Insight #4 – Technical Transparency:** Including specific technical terms (Supercritical CO₂ Extraction, Bakuchiol, Patent-Pending Formulations) satisfies R&D directors' need for competency validation while benefit-driven language speaks to marketing stakeholders.
- **Insight #5 – Gated Technical Assets:** "Download Company Profile" CTAs capture high-intent leads (procurement managers researching suppliers) while providing sales context (which vertical, which product) for personalized follow-up.
- **Insight #6 – ESG Integration:** Rather than isolated "Sustainability" page, ESG messaging woven throughout (farmer empowerment, waste reduction, clean-label demand) positions sustainability as operational reality, not marketing add-on.

Strategic Overview

This project involved developing a comprehensive website for a pioneering bio-resource company based near Pune. The primary challenge was translating high-level scientific processes—such as **Supercritical CO₂ Extraction**—into a clear, benefit-driven value proposition for global B2B buyers.

Key Strategy Pillars

- **The "Red to Green" Narrative:** I developed a proprietary storytelling framework to explain the circular economy model, where industrial waste ("Red") is transformed into high-value sustainable ingredients ("Green").
- **Traceability & Impact:** Highlighted a massive supply chain involving **2,000+ farmers** and **10,000+ acres** to provide immediate ESG (Environmental, Social, and Governance) credibility for international partners.
- **Vertical Versatility:** Structured content across five distinct industries: Nutraceuticals, Food & Flavor, Cosmeceuticals, Perfumery, and Animal Feed.

Lead Generation Strategy:

- **Gated Content Assets:** I implemented a "Download Company Profile" call-to-action. To access the full technical data sheet and profile, users are required to submit their email address.
- **Sales Enablement:** This strategy allows the client to capture high-intent leads from the Nutraceutical, Cosmetic, and Food industries for direct follow-up.

Site Architecture & Scope:

To ensure a comprehensive B2B user experience, I structured the website into **5 core pages**, balancing technical data with brand storytelling:

1. **Landing Page:** High-level value proposition and the "Red to Green" vision.
2. **About Us:** Company heritage, leadership expertise, and core values.
3. **Products & Solutions:** Detailed technical breakdowns for five specific industry verticals.
4. **Sustainability:** In-depth explanation of the circular economy model and social impact on rural farming.
5. **Contact:** Lead generation page tailored for B2B buyers and farmer partnerships.