

Success Story: Azaruddhin's Journey to Becoming a Leading Cashew Nut Trader

Azaruddhin, hailing from Mattipriyur Village, Alialamangalam Post, Polurt, Tiruvanamalai, Tamil Nadu, is a testament to the power of determination and strategic thinking. With a background in



Electronics and Communication, Azaruddhin initially considered venturing into the job market. However, his entrepreneurial spirit soon led him to explore the business world, ultimately choosing the cashew nut industry due to its growing market potential and demand.

Azaruddhin joined the Agri Business Incubation Centre at ICAR-DCR in Puttur, Karnataka to gain the necessary technical and practical expertise. Here, he received comprehensive training in cashew processing and value addition. Armed with this knowledge, Azaruddhin made a strategic decision to focus on trading cashew kernels rather than processing them. He began sourcing cashew kernels from small factories in the Panruti region of Tamilnadu and selling them in metropolitan cities, quickly building a robust network across India.

In 2020, he established his company, Fazul Traders, in Chennai, Tamil Nadu. As a Sole Proprietorship, Fazul Traders quickly became a prominent wholesaler, supplier, and retailer of premium quality cashew nuts of different grades as well as flavoured cashew kernels and other dry fruits. To better serve his growing clientele, he established two outlets in Chennai and Bangalore for supplying and taking orders. The company's commitment to quality and affordable pricing has made its products highly sought after. Additionally, their prompt and reliable delivery service has helped them build a vast client base.

Today, Fazul Traders has expanded its operations, becoming an exporter, wholesaler, trader, and supplier. With a dedicated team of up to 10 people, the company manages its trading activities efficiently, achieving an annual turnover of 1-2 crores. Azaruddhin's success story exemplifies how strategic trading and networking in the competitive cashew industry can lead to significant achievements. His journey from a village in Tamil Nadu to becoming a leading cashew nut trader in India is an inspiration to aspiring entrepreneurs.

By leveraging his training and market insights, he has demonstrated that success in the cashew nut industry is not limited to processing. His story highlights the potential of kernel trading as a profitable venture and showcases how strategic planning and execution can lead to remarkable success in the competitive business landscape.