



Looking back and looking ahead

We are ending 2021 and it seemed not very long ago when at the beginning of this year, we were hoping that this world would be in much better shape than last year. With Omicron, we are not sure anymore as to what to expect in 2022. Here, in Last Forest, it has been a roller coaster of a year. Just when the financial year 2021 was ending, we were hopeful but then the summer was a massive wipe out. Maybe it was much harder to deal with because you knew the consequences were just not going to be very pretty. And so, though a tough year, but one that has helped each one of us to grow as individuals but at the same time to realize the value of teamwork. We are working hard with internal and external inputs to ensure that no one loses hope and their sense of purpose.

Though the financial numbers have not been exciting, we have many things to be thankful for and we can just list down a few of them. Bang on 1st April, Last Forest got accepted as a member of the Mountain Partnership Initiative of FAO. It was a nice feeling but the following couple of months saw nearly zero revenue when the world went into a meltdown. It's always hard to recover from such a shock. It was also audit time when the rigorous audit of WFTO was on us - it not only audits what LFE's practices are with its employees but also its vendors - that includes Aadhimalai. We've been trying to get the e-commerce space active, but it has been a hard mountain to climb. September brought a rude reminder that we fell far short of market expectations when a swamp of orders on an app, on a weekend, knocked the stuffing out of us. However, it taught lessons and has made everyone confident that any size of order can be dealt with. We have on-boarded more platforms and hope that this will pay off in the coming months. The rains have not helped and the pressure on vendors to produce unexpected numbers remains something that we are working on together.

Higher level of compliance for overseas markets has meant that we have had to work hard to find more organized supply chains. Hoping that FY23 will be much better. There have been some big deals in the pipeline and the team is working to close them out. A new market of Kerala has opened with a tie up with Elements, a long-term partner. Trifed has performed much beyond expectations, onboarded Big Basket in Bangalore, on the CRED app and hopefully, some exciting ones around the corner.

There is so much more that can be written but signing off with the hope that Last Forest can continue to build on its reason for existence - "making every customer a custodian of this earth".

A wrap up of December!



The last month of the year has been a fun one , with Last Forest products now taking the next step on the Amazon India front as we are ready to roll - onboarded with Amazon (FBA) in Tamil Nadu and Maharashtra. A huge progress in terms of logistics and order fulfilment. The team had a refreshing session together to reflect and celebrate the teamwork and importance of each other in the organization during our quarterly staff meeting where ideas, appreciation and thoughts flowed through the day – will continue to help keep us motivated through the new year!



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Featured Product

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