

ORNG

From the Orange City to the World

Vision

A deliberate attempt from a city to own itself.

Mission

Sustainable, supreme quality products from Nagpur to the world.

What We're Building

Nagpur is the Orange City. Everyone knows this. Nobody owns it. ORNG is the brand that changes that. We're starting with orange essential oil, cold pressed products, marmalades, and dried peel blends. More products will come from community input. Everything ships direct to consumer through orng.shop. No middlemen.

Structure

Honestly? Nothing is set in stone yet. The north star is the Amul model, where farmers own the brand, professionals run operations, and most of the revenue flows back to the people who actually built it. We're not Amul on day one. But the principle holds: if you build this, you benefit from it.

[Read: The Design Behind Amul's Massive Growth →](#)

Community Driven. Non Negotiable.

This is not a solo project with a community bolted on. The community is the project. But community doesn't mean chaos. It means high agency people making async commitments and actually following through.

Operations: Sourcing, quality, farmer relationships in Nagpur. You get a revenue share.

Distribution: Influencers and creators get tracked affiliate links. Every sale = real money.

Referrals: Customers get unique codes. Share ORNG, earn from every order.

Ideas: Product ideas, packaging feedback, connections. The WhatsApp group is where this lives.

[Read: What is High Agency? →](#)

How We'll Work

Transparency. Every rupee in, every rupee out. No black boxes.

Quality over speed. We ship when it's great. Not before.

Async by default. Contribute on your schedule. No one needs to be online at the same time.

Revenue sharing from day one. Tracked links, discount codes, documented agreements. Not vague promises.

One filter for everything public. All branding, packaging, and messaging gets approved before the world sees it.

ORNG

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