



Cooking is an Art and you are an Artist

A SPICY TREAT

Since its launch in 2005, Himadri Foods Limited envisions to be the largest and leading manufacturer of spices in India. Its tagline 'cooking is an art and you are an artist' well specifies its ideology.

Himadri aims to offer better quality products by raising food and health awareness globally. It not only aspires to meet customer needs but it also strives to develop new tastes and preferences all over India.

The company intends to expand in terms of volume of products, market share in its category, augment quality control and

enhancement and keep introducing new products in the market. The current market share of Himadri in terms of volume is 4000 tonnes and in terms of sales it is Rs.400 million. The brand generated Rs.200 million revenue in the financial year 2013-14.

Himadri provides a wide range of products – some of them exclusive – that none of its competitors has got to offer. Himadri has an extensive and exclusive range of basic and blended products including Tacos, Manchurian and Jal Jeera Masala.

It offers higher standards in its products like turmeric, chilly and coriander. Himadri is one of the

few companies that use stemless chillies and intact coriander for manufacturing and grinding to enhance the taste and aroma of the final product.

Himadri neither offers its products at lower prices nor does it compromise on quality. It strongly believes in providing the best possible quality of each of its products.

It has laid great emphasis on Research & Development to emulate the changing needs of the market. It has ISO 9001, HACCP and BRC certificates for quality and standards.

Himadri's in-house laboratory is NABL accredited and abides to strict chemical and biological quality specifications. Every small or big department in the company ensures stringent quality control policies and encourages continuous research for efficient production operations and effective management strategies.

Himadri started its brand with about five products and today it has a diverse range of over 50 products serving new tastes and entering new markets by developing numerous ranges. This highlights both the importance and success of R&D within the brand.

The team is committed to process safe, legal and superior quality spices as per customers' requirements by using quality raw materials, strict hygienic conditions and proper testing procedures with a team of qualified and trained personnel. For the purpose, the company communicates both directly and indirectly with the final consumer to ensure that both demand and preferences are satisfied. The company aims to achieve a market share of Rs.2000 million by 2020. ■

