

From a Small Bakery to a Global Brand

Elite Foods: An MSME Success Story from Kerala



How one company scaled globally while strengthening India's MSME ecosystem

The Beginning

Every MSME Starts Small

Elite Foods began in 1986 as a small bread production unit in Aroor, Kerala.

What it had:

- A focus on quality
- A commitment to taste and health
- A long-term vision

What it became is a lesson in sustainable MSME growth.

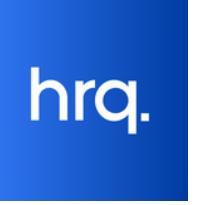


Where Elite Foods Stands Today

Elite Foods at a Glance

- Presence in 20+ countries
- Operations across 5 continents
- Annual turnover: USD 54.5 million
- 37 years in food manufacturing
- Headquartered in Kerala

A truly global company with local roots.



MSME Growth Without Losing Identity

Scaling Without Losing MSME DNA

Despite global expansion:

- Local entrepreneurship
- Regional employment
- Economic stability



Empowering MSME Distributors

Strengthening Small Businesses Nationwide

Elite Food Division serves:

- 60,000+ retail outlets
- Through 1,100 distributors across India

Many of these distributors are small and medium enterprises, creating:

- Local entrepreneurship
- Regional employment
- Economic stability

Job Creation Beyond the Factory

Impact Across the Value Chain

Elite Foods supports employment through:

- Raw material sourcing
- Packaging & logistics
- Manufacturing & retail distribution

Thousands of indirect jobs are created through MSME partnerships.

Raising MSME Manufacturing Standards

Setting the Bar Higher

Elite Foods operates:

- 9 state-of-the-art manufacturing facilities
- Including an SEZ unit for organic products in Thrissur

This pushes MSMEs toward:

- Better quality standards
- Food safety compliance
- Global competitiveness

Global Markets, Local Strength

MSME → Global Player

- 15% of revenue comes from international markets
- Products reach the UAE, USA, UK, Canada, and more
- Create long-term employment
- Balance growth with responsibility

This is MSME-led development in action.



The Bigger Picture

MSMEs Power India's Economy

- MSMEs contribute ~30% of India's GDP
- Employ over 110 million people

Companies like Elite Foods demonstrate how one MSME success can uplift many others.



Final Takeaway

Growth Is Stronger When It's Shared

Elite Foods is not just a food brand.
It's a reminder that sustainable growth happens when
businesses grow together.

**What MSME success stories inspire you the most?
Share your thoughts in the comments..**