GRB®

Sign of purity

Pure Ghee | Instant Mixes | Spice Blends | Sweets | Snacks | Ice Cream

A delightful beginning...

For over 5 decades, consumers have come to expect nothing less than the best from GRB. The company constantly delights customers with new products that carry the promise of traditional taste and unmatched sign of purity. The hallmark of GRB products has been its unique product differentiation which is a result of employing state-of-the-art technology in all its manufacturing processes to create an authentic homemade taste. The company initially started with manufacturing and marketing of Ghee under the brand names GRB and GRB Udhayam. The product has various quality certifications. Today, these two brands are icons in the market for top quality desi ghee that meets the stringent standards of the homemaker.

Pioneered by the Managing Director, Mr. G. R Balasubramaniam, GRB ghee has set a new standard in the industry with their aroma, inimitable taste and unique granulated structure & consistency that can only be achieved in traditional homemade ghee.

Great taste begins here

GRB is equipped with top-of-the-line manufacturing facilities at Hosur, a strategic location on the Tamilnadu border. The company owns 6 state-of-the-art factories for their product lines. Backed by quality manpower, hi-tech manufacturing machinery and premium quality processing systems, GRB consistently delivers the best products to its customers.

Quality at every step

GRB is committed to providing the best quality products to its customers, be it Ghee, Instant Mixes, Masalas, Spices, Ice Creams, Sweets and Snacks.

As an ISO 22000:2005 certified company, GRB maintains quality process and standards at every step of its manufacturing, right from sourcing of raw materials to the finished product. GRB sources its raw materials from the industry's best and mostly it is directly from the source. These raw materials are thoroughly checked at the internal lab before processing.

The manufacturing steps are mostly automated, monitored and inspected at every stage of the processing and the finished products are packed with the highest quality packaging materials to retain freshness when it reaches the end customers. This ensures hygienic, pure and traditional homemade taste.

Innovation the route to success

Apart from adhering to quality norms, GRB has gone that extra mile to ensure that customers get the same taste and aroma of the products, exactly the way they made. A step in that direction is the innovative packaging called ARP (Aroma Retention Pack).

ARP is a unique feature from GRB. The PET jar is uniquely designed to keep the aroma intact. A high barrier coated sleeve that surrounds the jar protects the ghee against sunlight which eventually increases the shelf life and retains the aroma and freshness.

Spreading the delight

Marketing plays a vital role in the success of GRB. The company has a strong team of marketing professionals who strive hard to meet the daily marketing challenges. A systematic sales management system ensures that sales are handled in an organized manner. It also has functional offices in every market that operates from in South India. The centralized production unit at Hosur ensures quick turnaround time for the sales team to respond to the unforeseen increase in demand in markets across the globe.

Customized to customer needs

Consumers buy ghee as a part of their monthly purchase, sometimes fortnightly or weekly, depending on the need. GRB understands the buying patterns of its customers and has made their products in different unit sizes, starting from the 10ml packs to the 10 litre packs, thereby making it convenient for the customers.

The Road ahead

GRB as a brand has become synonymous with 'Traditional taste' and 'Purity'. With a wide network that is backed by a team of dedicated and skilled professionals who are on their toes everyday to deliver quality products at stringent deadlines, GRB is all set to become a leader in the Indian and overseas market.

Food Safety & Quality Certifications:

- FSSAI
- ISO 9001:2005
- ISO 22000:2005 (HACCP)
- AGMARK
- APEDA
- HALAL
- EIA LICENSE – EXPORT COUNCIL OF INDIA
- US FDA Registration
- US FDA FCE Registration (Food canning establishment)
- Registered Exporter Spices Board of India

Available in multiple formats and SKUs

Sweets

GRB sweets redefine the taste of sweets in the Indian market today. Since milk and milk products are a major ingredient in most traditional Indian sweets, GRB's strength comes into play naturally. Their sweets are made with rich pure GRB Ghee that stands apart from the rest in the market.

GRB Sweets in the ready to eat category such as Gulab Jamun, Rasogolla, Soan Cake and Soan Papdi are every sweet lover's delight. Their fully automated machines ensures consistence in form, size and taste of the sweets. The right blend of flavours make the sweets melt in the mouth. The 'easy stay-tab open' cans not only preserve the sweets in its original factory packed fresh-taste but also makes the can opening convenient.

Canned Rasogolla | Canned Jamun | Canned Rasmalai | Canned Cham Cham
Canned Raj bhog | Soan Papdi (Cardamom) | Orange Soan Papdi | Chocolate Soan Papdi
Butterscotch Soan Papdi | Mango Soan Papdi | Pineapple Soan Papdi | Regular Soan Papdi
Regular Soan Cake | Butterscotch Soan Cake | Pineapple Soan Cake | Bombay Halwa | Mysore Pak
| Mango Halwa | Pineapple Halwa

Instant Mix & Ready to Cook Rice Mix

GRB Instant Mix and Ready to Cook Rice Mix is a result of extensive research and development at GRB labs with the quest to perfect the blend of ingredients to match the taste and aroma of fresh homemade food. Made from farm-fresh natural cereals, pulses, spices and other ingredients in varied combinations, GRB Instant Mix and Ready to Cook Rice Mix has become a success among the modern homemakers within a short span from the time it has entered the market. GRB Instant Mix and Ready to Cook Rice Mix not just offers convenience but also gives the homemakers a variety of great quality traditional delicacies that can be prepared and served in a short time to delight the family members.

Instant mix: **Gulab Jamun Mix | Rava Dosa Mix | Payasam Mix | Ragi Dosa Mix | Vada Mix | Upma mix | Rava Idly Mix | Badam Drink Mix | Bajji Bonda Mix**

Ready to cook: **Methi Rice Mix | Ghee Pongal | Dal Rice Mix**

Pure Spice & Spice Blends

In a fast paced world, time has become a luxury. Realizing this, GRB has come up with a wide range of pure spice and spice blends to make Indian homemaker's life more convenient. GRB pure spice and spice blends are made with the finest quality ingredients. The authentic taste that is loved by many has been well preserved in this exciting new range. GRB employs special pneumatic grinders to ensure that the flavour and taste of the food materials that are being grounded is not altered due to the heat generated during grinding.

Pure spice: **Chilli Powder | Coriander Powder | Turmeric Powder**

Spice blends: **Garam Masala | Sambar Powder | Rasam Powder | Puliogare Powder | Bisibele Bhath Powder Chutney Powder | Paruppu Powder | Vangi Bhath Powder | Multipurpose Powder**

Town Bus Snacks

We often recollect the fun moments from our childhood days about our love for snacking. It is associated with many memories such as holidays, parties, visiting relatives, picnic with family and friends. Snacking on scrumptious homemade bites while travelling to college after our summer vacation and distributing it to our best buddies is still fresh in our minds. Town Bus is all set to rekindle our taste buds and our memories. Made from traditional recipes and fresh ingredients, Town Bus products will make us feel nostalgic about our memorable journeys and the taste will take us back in time. There are only fun times ahead with Town Bus snacks.

TOWN BUS®

PURE MILK ICE CREAM

Ice Cream

GRB Ice Creams are made from fresh milk at the company's state-of-the-art and exclusive manufacturing plant in Hosur. GRB Ice Cream range includes a variety of interesting favours. With over 40 varieties in the basket, the irresistible taste of fresh milk Ice Creams highlights the brand's promise of purity.

Our Global Presence

Sign of purity

Registered Office:

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No.10, III Phase, SIDCO Industrial Estate, Hosur – 635126, INDIA.

Corporate Office:

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