

# Company Profile



- One of the largest and innovative food companies in South India.
- Annual turnover of Rs.3800 million.
- Over 25 years of rich experience.
- 9 own & 6 Outsourced multi-location, Quality-driven, State- of-art manufacturing facilities across India.
- Core categories:
  - ✓ Bakery & Snacks
  - ✓ Flour
  - ✓ Health & Wellness
  - ✓ Ethnic & Convenience
  - ✓ Nutraceutical Range

- Capable of supplying over 500 tons of products/day.
- Food Safety & Quality Control – ISO 22000/HACCP Certified Plants.
- Center for Nutritional Research at Mysore and R&D centers in each unit to meet changing customer expectations.
- Farm-to-Fork Operations – Direct procurement of wheat.



# Mission



- To offer excellent quality of life through healthy products using high quality raw materials, superior techniques and best practices.
- To Ensure Zero-carbon emission in the coming years by adopting and practicing environment friendly policies.
- To constantly innovate through experience & extensive industrial exposure.

# Vision & Values



## ***Vision – ‘The Food Factory to the World’***

- ***By offering Healthy, Nutritious, Safe, Economical Food Products to consumers across the Globe.***
- ***Our vision is supported by our values***  
***Excellence-Customer Focus-innovations-Passion- Empowerment***  
***Motivation - Change - Knowledge***

# The Elite Promise

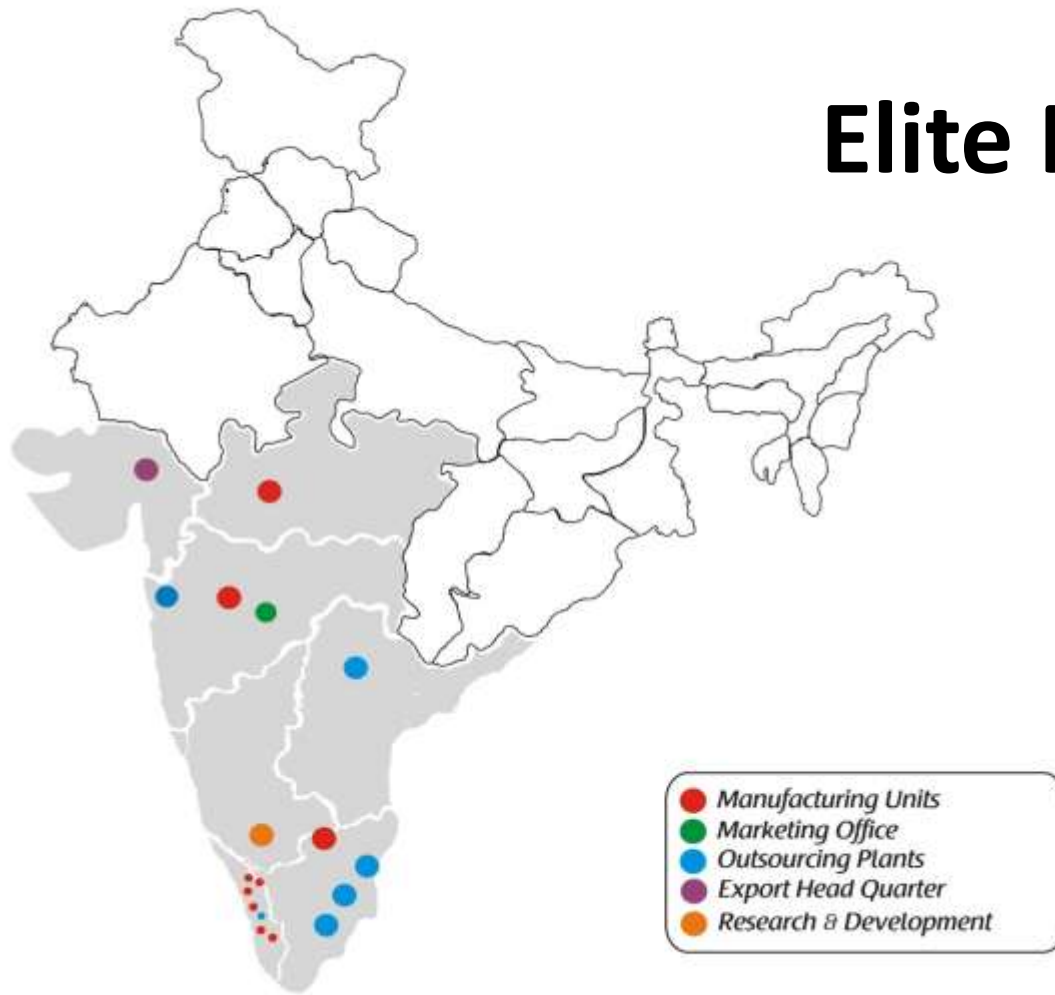
- *We promise to make all our food natural*
- *We promise to bring you organic food*
- *We will ensure, best farm practices are used to cultivate our ingredients better for the planet*
- *We will bring you food which will make you healthy and active*
- *We promise to bring stories of how farmers are dedicated to bring you this good food*
- *We will work as a team to make our world better & healthier and pass on this knowledge to posterity*

*The Promise of Good Health*





# Elite Presence



# “Safe to Eat”



- GMO free wheat, oats and other critical ingredients
- Raw materials tested for pesticides before usage.
- Bio degradable sanitizers & Bio pesticides in the processing area.
- Introduction of enabling assets/technology for the practice of Food Safety.
- Multistage stratified proportionate random Sampling of all input/output variables
- Product Traceability established through SAP
- Continuous training to improve on Food Safety Awareness

# Wellness



- Through fortified products.
- Pesticide tested ingredients.
- Balanced in carbohydrates, proteins to provide a complete balanced diet system.
- Trans fat free products.
- Special formulations rich in micronutrients and antioxidants like tocopherol.
- High fibre food ranges.



# Green Strategy



- Adopt green choices in our day to day operations.
- Pursuing internal green mission programs and support for organics.
- Ensure zero carbon emission
- Institutionalise Green accounting

# Corporate Social Responsibilities



*We integrate corporate goals to societal goals through,*

- *Sustenance of natural resources by conserving on water, planting trees and usage of non-conventional form of energy in manufacturing.*
- *Establishing a Neutraceutical R&D centre at Mysore.*
- *Zero tolerance for child labour.*
- *Fosters practices leading to reduce, recycle and reuse of waste in processing.*
- *Compliance of all legal and statutory norms in business operations.*
- *Financial assistance for medical care.*
- *Sustained role in fostering higher education to the monetarily weaker sections.*
- *Trust based monthly pension for eligible, impoverished individuals.*

# Exports



- We aim to become -

## **‘The Food Factory to the World’**

- Reaching the right place at right time.
- Market presence in UAE, USA, UK, Canada, Australia, Singapore, Maldives, Oman, Bahrain, Kuwait, Qatar, Saudi Arabia, Botswana, Hong Kong & Israel.