





Innovating For You. With You.





FOOD COLORS







DRIED INGREDIENTS



INDUSTRIAL COLORS









We all face changes every day - Change affects us all and we each, deal with change differently. Your ROHA is also changing, our colourful world is getting more playful so we can bring out our best side.

Play, to us, is a concept that aims to bring about a fresh new appeal which is young and creative, with the essence of 'playing with ingredients'. For our customers, Play is about a brand that is easy to interact with and open to innovative experimentation. To our employees, Play is about teamwork and a friendly & happy work culture. Above all, Play at its heart is about incorporating inspiration in everyday life and in everything we aspire to be.

We believe in TEAM, INNOVATE, CREATE and REACH philosophy that transforms the way we work, the way we see and use ingredients, and the value we will bring to clients.

**TEAM -** With an already amazing team at ROHA, we always try to synergise within and across the teams to develop a strong working environment.

**INNOVATE** - Innovation goes from colors to processes with the help of extensive new-age technologies in order to deliver the best value.

**CREATE -** With over 200 natural & synthetic colors, industrial hues and array of extracts and dehydrated ingredients we constantly being raised in response to consumer demands to meet the competitive nature of the marketplace.

**REACH -** Our interactions do not end where geographical borders do. We have strategically placed offices on every continent to be able to serve you anywhere.







### **VISION**

At ROHA, we believe in attaining global leadership through our product portfolio inspired by the values of our founder.

Our thrust is on a vibrant business strategy for the coming decade - one that is rooted in inspiration, trust, and innovation.

# **VALUES**

Maintain high ethics and integrity in the way we work.

Continue to grow closer to our customers, infusing a personal touch and creating a climate of care.

Partner with clients and deliver specific need-based solutions through our global network of dedicated application laboratories.

#### **POLICIES**

We continuously strive to utilize breakthrough technology through advanced research and development.

We stay ahead by offering superior quality ingredients, manufactured in state-of-the-art facilities.

We not only create true value for our customers, but also enrich the lives of our employees who we respect as family.

As we expand our presence worldwide, we continue to give back to society the fruits of our success.









- Founded in 1972 in India, today ROHA is a leading name in the food ingredient industry.
- ROHA has a strong presence across the globe with offices in 22 countries, manufacturing facilities in 14 countries and
   14 technical application labs in different parts of the world.
- ROHA has built a focused portfolio to meet the growing market needs with an exclusive range of synthetic and natural colors, dried ingredients, flavoring extracts and industrial dyes and pigments.
- ROHA's food division has been certified by leading regulatory bodies like ISO, Kosher, Halal, FAMIQS, BRC, Food Safety,
   ISO 22000 & Organic Certification and Industrial dyes and pigments division is certified by EU REACH Registration.



# **GLOBAL FOOTPRINT**

- Offices in 22 countries
- Manufacturing facilities in 14 countries
- 14 technical application labs



ROHA SALES OFFICE & WAREHOUSE

SIMPSONS DIVISION





# MILESTONE

· A small color manufacturing facility was incorporated as Idachem. The brand Idacol was introduced.



1974



1972

- · Launched a new facility in the ROHA district of Maharashtra.
- · Idachem was renamed ROHA Dyechem.

- · Installed India's first spray drying machine.
- · Kaizen management techniques from Japan were introduced into the HR practices.

1980



1990

· Launched special molecules for specialized industry uses.





· First overseas

office opened in

South Africa.





1998





1999

· Expanded with

offices in UK and

France.

· Established office in USA.

> · Acquisition of Simpsons.

· Established offices in Thailand, Vietnam and Philippines.









· Established a new headquarter in Mumbai, India.

· Opened offices in China and Mexico.









· Acquisition of Spain's largest natural color manufacturing facility.







2006







- Inaugurated the JJT Group, a renewed ROHA and its sub-brands.
- Avant-garde Global Center of Expertise established in USA.
- · New production site and office inaugurated in Centurion, South Africa.
- · New offices in Dubai and Japan. · New manufacturing site set up in Brazil.
  - 6 MW windmill project set up in Madhya Pradesh, India.

- · Opened a new production facility in Mexico.
- · A new production facility for Simpsons in Dahej, India.
- · Set up a new solar plan in Murtizapur, Akola, India.
- · New production facility and office in Australia.

- · ROHA UAF relocates to Ajman, UAE.
- Expands logistics by opening a warehouse.

2020







· Launch of 7.5 MW windmill at Sangli. Maharashtra.

















Industry S.p.A.



2018

· Acquisition of Mark Al Chemical de Mexico, S.A. De C.V.

2019



- · Completed 50 years of establishment
- · Acquisition of India-based Saraf Foods Ltd.

2022



• Launched a 25 MW



solar plant at Charanka, Gujarat.



- · Acquisition of Ravenswood Australia's color division.
- . Turkish and Colombian subsidiaries started functioning at full capacity.
- · A new production unit of natural food colors set up in Thailand.











- Futurals is a range of clean label coloring foodstuff
- The range complies with the EU Guidelines on coloring foodstuff
- 100% natural extracted from vegetables, fruits, flowers, herbs, and spices
- · The final product replicates the original properties and ratios of the source in terms of color and sensory balance
- Top quality raw materials to ensure the highest standard products
- Preservative-free and E-Number free options available
- Futurals also delivers customized solutions









### **CONCENTRATES**

• Fruit/vegetable juice concentrates are obtained by eliminating a certain ratio of the original moisture - generally attaining a concentration of 5 to 6 times the actual fruit content

• Futurals juice concentrates maintain consistency while delivering an assurance of freshness and authenticity

• These are prepared, processed, packaged and handled with utmost emphasis on cleanliness to retain natural wholesomeness













- Sourced from spices, herbs, fruits, nuts, and even flowers
- Extracted using water or other authorized solvents approved by European and USA regulations
- Retain the natural, wholesome properties of the original source, without any chemical intervention









- Algae are a rich source of various vitamins as well as minerals
- Commercially cultivated microalgae to be marketed as nutritional supplements
- Some algae provide vibrant colors to a variety of food applications
- Edible algae contribute to the Futurals range of shades

### **FLOWERS**

- Futurals is also sourced from edible flowers
- Used in various culinary concoctions like salads, drinks, soups, jellies, syrups and even in mainline dishes
- Flowers are also a rich source of color









FUTURALS PRODUCT RANGE						DAIRY				CONFECTIONERY				BEVERAGES						PREPARED FOODS					MEAT					PET FOODS	
PRODUCT NAME	FORMS AVAILABLE	AAIRY	OGURT & FRUIT REPARATIONS	CE CREAM	HEESE CHEESE	HOCOLATE & COMPOUNDING COATINGS SUMMIES & JELLIES	IARD CANDIES	ANNED CANDIES	OTHER APPONATER COST DRIVING	TILL BEVERAGES	UICE BASED BEVERAGES	PORTS DRINKS	ORTIFIED BEVERAGES	OWDERED BEVERAGES	ALCOHOLIC BEVERAGES  AKED GOODS	COOKIES, CRACKERS, CAKES) AUCES, SOUP & CONDIMENTS	RY MIXES & SEASONINGS	XTRUTED SNACKS	ASTA & NOODLES	AW MEAT	ULLY COOKED MEATS NOT SHELF STABLED)	ANNED MEAT	MALOGUE USE	EA FOODS	Almos Almos	VET					
	COLOR*	pH STABLE	HEAT STABLE	LIGHT STABLE		L 10	2.0		0	00 0	-					01		u.		0,0	-	ш ю					4	"	-	-	
FUTURALS 1112 LEMON YELLOW		2.5-7.0	EXCELLENT	EXCELLENT	WATER SOLUBLE LIQUID	Y	Y	_		Y	Y	Y	Y 1	Y	Y	Y	Y		Y Y		-	Y	Υ	_	Υ	Υ	_	Υ	_	Y	
FUTURALS 1601 EGG YELLOW		2.5-7.0	GOOD	GOOD	WATER DISPERSIBLE LIQUID	-	Y	Y	100	Y	-		Y			-	100		١	-		Y	Y	Y	Y	Υ		Υ	-	Y	
FUTURALS PRO YELLOW		2.5-7.0	EXCELLENT	EXCELLENT	WATER SOLUBLE LIQUID	- 12	200	Υ	103.0		Y			Y	Y	Υ	Y	- 100	Y Y	1000		7/2/1/2		Υ	- 20			Υ		Y	
FUTURALS PRO YELLOW XL		2.5-8.0	EXCELLENT	EXCELLENT	WATER SOLUBLE LIQUID		_	Y			Y		Y 1	Y	Y	Y	Y	-	_	Y			Y	Υ	Y			Υ	_	Y	
FUTURALS PRO BRIGHT YELLOW		2.0-5.0	GOOD	FAIR	WATER DISPERSIBLE LIQUID	-	Y				Y	-	Y 1		-	Y	Υ		YY	1150		- 100	Υ		Y	-	Υ	YY		Y	
FUTURALS PRO CITRUS YELLOW XL		2.0-5.1	GOOD	FAIR	WATER DISPERSIBLE LIQUID		_	Y			Y		Y	Y			_			Y		157.1	Y			Υ		_		Y	
FUTURALS PRO CITRUS YELLOW		2.5-7.0	GOOD	GOOD	WATER DISPERSIBLE LIQUID	Y	Y	Y	Υ		Y		Y	Y	-				-	Y	_		Y			Υ		_	_	Y	
FUTURALS 2106 APRICOT ORANGE		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Υ				Y		-21	Y	-	Υ	- 2		Υ	Y		Y	_			_	$\rightarrow$	_		-	
FUTURALS 2302 PEACH ORANGE		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y				Y		Υ ١		-	Y			Y	Y	_	Y		-		_	_	_	_	-	
FUTURALS 2605 PUMPKIN ORANGE		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID	_	Y				Y		Y 1	Y	Y	Υ	Υ		Υ	Y		Y	-						$\perp$		
FUTURALS PAPRIKA CF		2.5-7.0	GOOD	FAIR	WATER SOLUBLE LIQUID	Y	Υ	Y	Y		Y		Y						_	Y		Y	_	Y	_	Υ		YY		Y	
FUTURALS PAPRIKA CF		2.5-7.0	GOOD	FAIR	OIL SOLUBLE LIQUID		Y			Υ										Y	_	-	Υ	Υ	Y	Υ	Υ	YY		Y	
FUTURALS 2804 BLOOD ORANGE		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID	_	Y				Y		Y 1	Y	Y	Y	Υ		Υ	Y		Y	4								
FUTURALS PRO PUMPKIN		3.0-7.0	GOOD	FAIR	WATER DISPERSIBLE LIQUID	_	Y	_			Y		Υ							Y	_	_	Υ			Υ				Y	
FUTURALS PRO CITRUS ORANGE		2.5-7.0	GOOD	FAIR	WATER DISPERSIBLE LIQUID	Y	-	Y	Υ		Y	_	Υ						_	Y			Υ			Υ				Y	
FUTURALS 3301 SCARLET RED		2.0-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y				Y			Y	_	1000	-		Y	Y		Y	_								
FUTURALS RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y				Y		Y 1		Y	Y	-		Υ	Y		Y									
FUTURALS 3416 BRIGHT RED		2.0-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y	Y			Y		Y 1	Y	Y	Y	Y		Y	Y		Y									
FUTURALS 3204 WATER MELON RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y 1	Y	Y	Y	Υ		Y	Y		Υ									
FUTURALS 3412 STRAWBERRY RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y 1	Y	Y	Y	Y		Y	Y		Y									
FUTURALS BLACK CARROT		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y 1	Y	Υ	Y	Υ		Υ	Y		Y									
FUTURALS 3503 RASPBERRY RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y	Y	Y	Y	Y		Y	Y		Y									
FUTURALS 3704 CHERRY RED		2.5-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y				Y		Υ ١	Y	Y	Υ	Υ		Y	Y		Y									
FUTURALS BERRY RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y	Y	Y	Y	Y		Y	Y		Y									
FUTURALS PRO RED		2.5-7.0	GOOD	GOOD	WATER SOLUBLE POWDER	Y	Y	Υ		Y	Y	Y	Y					Υ		Y	Y	Y									
FUTURALS PRO MAROON		2.5-8.0	GOOD	GOOD	WATER SOLUBLE POWDER		Y	Y	Υ	Y	Y		Y					Y													
FUTURALS PRO RED VELVET		2.5-7.0	GOOD	GOOD	WATER SOLUBLE POWDER		Y	Υ		Y	Y	Y	Y					Υ	Y	Y	Y	Y	Υ	Υ	Υ	Υ		Y	Y	Y	
FUTURALS PRO MORANGO RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE POWDER		Y			Y	Y		Y	Y	Y	Y	Υ	Υ	Y	Y	Y	Y									
FUTURALS PRO MORANGO RED XL		2.5-4.5	GOOD	GOOD	WATER SOLUBLE POWDER		Y			Y	Y		Υ \	Y	Y	Υ	Υ	Υ	Y	Y	Y	Υ									
FUTURALS PRO DAHLIA RED		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y	Y		Y	Y		Y	Y	Y	Y	Y	Y	Y	Y		Y									
FUTURALS PRO DAHLIA RED XL		2.5-4.5	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Y	Y	Y	Υ	Υ	Υ	Y	Y		Y									
FUTURALS PRO RASPBERRY		2.0-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y		Υ \	Y	Y	Υ	Y		Y	Y		Y									
FUTURALS PRO GARNET RED	· ·	2.0-5.0	GOOD	GOOD	WATER SOLUBLE POWDER		Y			Y	Y		Υ \	Y	Y	Y	Υ	Υ	Υ	Y	Y	Y									
FUTURALS PRO VIVID RED		2.0-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Υ	Υ		Y	Y		Y	Y	Y	Υ	Υ		Υ	Y		Y									
FUTURALS 4204 BRIGHT PINK		2.5-5.0	EXCELLENT	EXCELLENT	WATER SOLUBLE LIQUID		Y			Y	Y		Y	Y	Y	Y	Υ		Y	Y		Y									
FUTURALS 3907 DARK CHERRY RED		2.5-7.0	FAIR	FAIR	WATER SOLUBLE LIQUID	Y	Υ	Υ		Y			Υ						Y	Y		Y	Y	Υ	Y	Υ	Υ	YY		Y	
FUTURALS BEET RED (OIL DISPERSABLE)		2.5-7.0	FAIR	FAIR	OIL DISPERSIBLE LIQUID														Y	Y			Y	Y	Y	Y	Υ	YY		Y	

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Please contact ROHA to check legislation for each country.



PET

MEAT

# **FUTURALS PRODUCT RANGE**

							IRY VERAGES	GURT & FRUIT EPARATIONS	CREAM	ROCESSED CHEESE	MPOUNDING COATINGS	RD CANDLES	NNED CANDIES	HER	RBONATED SOFT DRINKS	LL BEVERAGES CE BASED BEVERAGES	ORTS DRINKS	RTIFIED BEVERAGES	WDERED BEVERAGES	COHOLIC BEVERAGES KED GOODS	DOKIES, CRACKERS, CAKES) UCES, SOUP &	MIXES & SEASONINGS	TRUTED SNACKS EREALS	STA & NOODLES	W MEAT	OT SHELF STABLED)	ALOGUE USE	A FOODS	SINGS	h:
PRODUCT NAME	COLO	R*	pH STABLE	HEAT STABLE	LIGHT STABLE	FORMS AVAILABLE	DA	2 8	i i	5 % 5	8 8	H.	PA	Б	3	E R	S	8	8	AL BA	8 8	3 8	M %	A A	RA II	S	A.	22	5	š 🕺
FUTURALS PRO PINK			4.0-7.0	FAIR	FAIR	WATER SOLUBLE POWDER	Υ	Υ	Y		Y			Y					Υ		Y	Y	Y							
FUTURALS PRO BRIGHT PINK			2.5-5.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y			Y	Y	Y	Y	Y	YY	Y	Y		Y	Y		Y							
FUTURALS PRO FUCHSIA			2.5-7.0	FAIR	FAIR	WATER SOLUBLE POWDER	Y	Y	Y		Y			Y					Y	1	r Y	Y	Y	Y	Υ	YY	Y	Y	Y	/ Y
FUTURALS PRO FUCHSIA XL			2.5-7.0	FAIR	FAIR	WATER SOLUBLE LIQUID	Υ	Y	Y		Y		Υ	Y						,	Y		Y	Y	Y	YY	Y	Y	Y	Y
FUTURALS PRO PRUNE			3.0-4.0	GOOD	GOOD	WATER SOLUBLE LIQUID		Y	Y		Y	Y		Y	Υ	YY	Y	Y		Υ	Y	8	Y							
FUTURALS 6108 SKY BLUE			4.0-7.0	FAIR	GOOD	WATER SOLUBLE LIQUID		Y	Y		Y	Y	Υ	Υ									Υ							
FUTURALS PRO BLUE XL			4.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER		Y	Y		Y	Y	Y	Y					Υ			Y	Y							
FUTURALS PRO BLUE			4.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER		Υ	Υ		Y	Y	Υ	Υ					Υ			Υ	Y							
FUTURALS 7603 KIWI GREEN			4.0-7.0	FAIR	GOOD	WATER SOLUBLE LIQUID		Y	Y		Y		Y	Y									Y							
FUTURALS 7404 APPLE GREEN			4.0-7.0	FAIR	GOOD	WATER SOLUBLE LIQUID		Υ	Y		Y		Y	Y									Y							
FUTURALS PRO PEA GREEN			4.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER		Y	Y		Y		Y	Y					Y			Y	Y							
FUTURALS PRO PISTACHIO GREEN			5.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER		Y	Y		Y		Y	Y																
FUTURALS PRO MINT GREEN			6.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER		Y	Y		Y		Y	Y																
FUTURALS SPINACH			7.0-7.0	FAIR	GOOD	WATER SOLUBLE POWDER														1	Y	Y	Y	Y		YY	Y .			YY
FUTURALS CARAMEL 111L			3.0-7.0	EXCELLENT	EXCELLENT	WATER SOLUBLE LIQUID	Υ	Y	Y		Y	Y	Y	Υ	Υ	YY	Y	Y		Y 1	Y		Y	Y		YY	Y	Y	Y	Y
FUTURALS PRO CINNAMON BROWN XL			3.0-7.0	GOOD	GOOD	WATER SOLUBLE LIQUID	Y	Y	Y		Y	Y		Y	Y	YY	Y	Y		Y	Y		Y	Y		YY	Y	Y	Y	Y
FUTURALS PRO CARAMEL			3.0-7.0	EXCELLENT	EXCELLENT	WATER SOLUBLE POWDER	Υ	Y	Y		Y	Y	Y	Υ	Υ	YY	Y	Y	Υ	Y 1	r Y	Y	Y	Y		YY	Y	Y	Y	YY
FUTURALS PRO BLACK			5.8-6.0	GOOD	GOOD	WATER SOLUBLE POWDER			Y		- 0	Y	4.1	100						-	Y	Y	Y	Y		Y				YY
FUTURALS BLACK			5.8-6.0	GOOD	GOOD	WATER SOLUBLE LIQUID			Y			Y								1	Y	Y	Y	Y		Y				YY
FUTURALS PRO WHITE			2.5-7.0	GOOD	GOOD	WATER DISPERSIBLE POWDER					Y	Y	Y	Y							Y	Y	Y			Y				
FUTURALS PRO MOON WHITE			3.0-7.0	GOOD	GOOD	WATER DISPERSIBLE POWDER					Y	Y	Υ	Υ							Y	Y	Y			Y				
INFUSION RANGE																														
FUTURALS INFUSION BLUE			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID					Y										(									
FUTURALS INFUSION YELLOW			2.5-7.0	GOOD	GOOD	OIL DISPERIBLE LIQUID					Y										Y			Y	Y	YY		Y		Y
FUTURALS INFUSION GREEN			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID					Y									,	1									
FUTURALS INFUSION MINT GREEN			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID					Y									,	1									
FUTURALS INFUSION LIME GREEN			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID					Y										1									
FUTURALS INFUSION DIJON BROWN			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID				7	Y									-	1									
FUTURALS INFUSION RUSSET BROWN			2.5-7.0	FAIR	FAIR	OIL DISPERIBLE LIQUID				3	Y									,	(									

DAIRY

CONFECTIONERY

BEVERAGES

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PREPARED FOODS







