



Innovating For You. With You.



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FOOD COLORS



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DRIED INGREDIENTS



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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.





# ROHA OVERVIEW



- 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

-  **MANUFACTURING,  
APPLICATION LAB, WAREHOUSE**
-  **ROHA SALES OFFICE &  
WAREHOUSE**
-  **SIMPSONS DIVISION**



# MILESTONE

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



**1972**



**1974**

- 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.



**1974**



**1980**



**1990**

- Launched special molecules for specialized industry uses.

- First overseas office opened in South Africa.



**1996**

- Expanded with offices in UK and France.



**1998**

**1999**



- Office established in Spain.

- Established offices in Thailand, Vietnam and Philippines.



**2000**



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- Established office in USA.

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- Acquisition of Simpsons.

- Opened offices in China and Mexico.



**2003**



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- Established a new headquarter in Mumbai, India.

**2005**

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

# MILESTONE



- Launched Natracol, a brand for natural colors.

- ROHA Indonesia began expansion with a new office spanning 20,300 sqm.

- Extended its global footprint with new offices in Thailand and Egypt.
- 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 UAE relocates to Ajman, UAE.
- Expands logistics by opening a warehouse.

**2006**

**2007**

**2009**

**2011**

**2013**

**2015**

**2016**

**2017**

**2018**

**2019**

**2020**

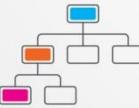
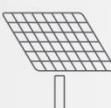
**2022**



- Launch of 7.5 MW windmill at Sangli, Maharashtra.



- Launched a 25 MW solar plant at Charanka, Gujarat.



- Set up a 27.5 MW solar plant in Rajasthan, India.
- 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.



- Acquisition of New Foods Industry S.p.A.
- Essentials in Italy and Delta Aromatic's color division in Egypt.



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



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





IDACOL

A vibrant range of synthetic colors



## A WIDE RANGE OF WORLD CLASS QUALITY

- Idacol is ROHA's flagship brand manufacturing synthetic colors
- Idacol color advantages include: versatility, availability and vibrancy



## VARIETY OF FORMS FOR A VARIETY OF APPLICATIONS

- Available in two forms - water soluble and water insoluble
- One of the widest range of colors in the widest range of forms
- Customizable as per clients' needs



# WATER SOLUBLE DYES

## LIQUID COLORS

- Color dust eliminated in the plant and liquid color manufactured to the exact dye strength
- Available in pack sizes of 1 liter jugs and more
- Available in a variety of shades to satisfy all requirements

## FREE-FLOWING POWDERS

- Preferred in applications of drink mixes. Also available in the plating grade, to impart much brighter shades in a dry form

## GRANULAR FORM

- An improved form of dyes that reduces dust in the plant



# WATER SOLUBLE COLORS

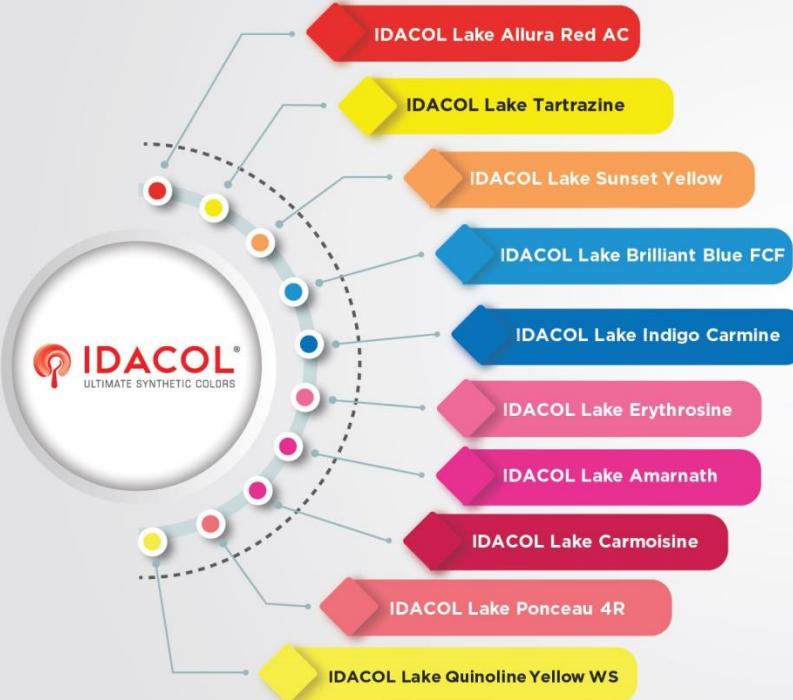


# LAKE PIGMENTS

- Insoluble in water
- Dazzlingly bright, yet with high levels of consistency
- Available in two forms:
  - Powder
  - Pre-dispersed liquid (Dispersions in different carriers such as oil, sugar syrup, glycerin, etc.)
- Customization: Allows color tailored as per requirement



# LAKE PIGMENTS





# IDACOL PRODUCT RANGE

## **WATER SOLUBLE DYES**

\*Color shades shown are only for indicative purposes. Customized blends are available as per client's specifications. Please contact ROHA to check legislation for each country.



# IDACOL PRODUCT RANGE

## LAKE PIGMENTS

PRODUCT NAME	COLOR*	pH STABLE	HEAT STABLE	LIGHT STABLE	FORMS AVAILABLE	Dairy & Beverages	Dairy	Confectionery	Beverages	Prepared Foods	Meat	Pet Foods	Pharma
IDACOL LAKE ALLURA RED		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE AMARANTH		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE BLACK PN		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE BRILLIANT BLUE FCF		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE BROWN HT		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE CARMOISINE		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE ERYTHROSINE		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE FAST GREEN FCF		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE GREEN - S		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE INDIGO CARMINE		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE PATENT BLUE V		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE PONCEAU 4R		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE QUINOLINE YELLOW WS		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE SUNSET YELLOW		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y
IDACOL LAKE TARTRAZINE		3.8-5.8	EXCELLENT	EXCELLENT	• Powder • Dispersions	Y	Y	Y	Y	Y	Y	Y	Y

DYE CONTENT:- Low dye : 12% - 17%, Mid dye : 22% - 27%, High dye : 32% - 42%

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# THANK YOU

