



Innovating For You. With You.



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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



 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

1980

1990



1996



1998

1999



2000



2002



2003



2004



2005

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

- First overseas office opened in South Africa.

- Expanded with offices in UK and France.

- Established offices in Thailand, Vietnam and Philippines.

- Opened offices in China and Mexico.

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

- Launched special molecules for specialized industry uses.

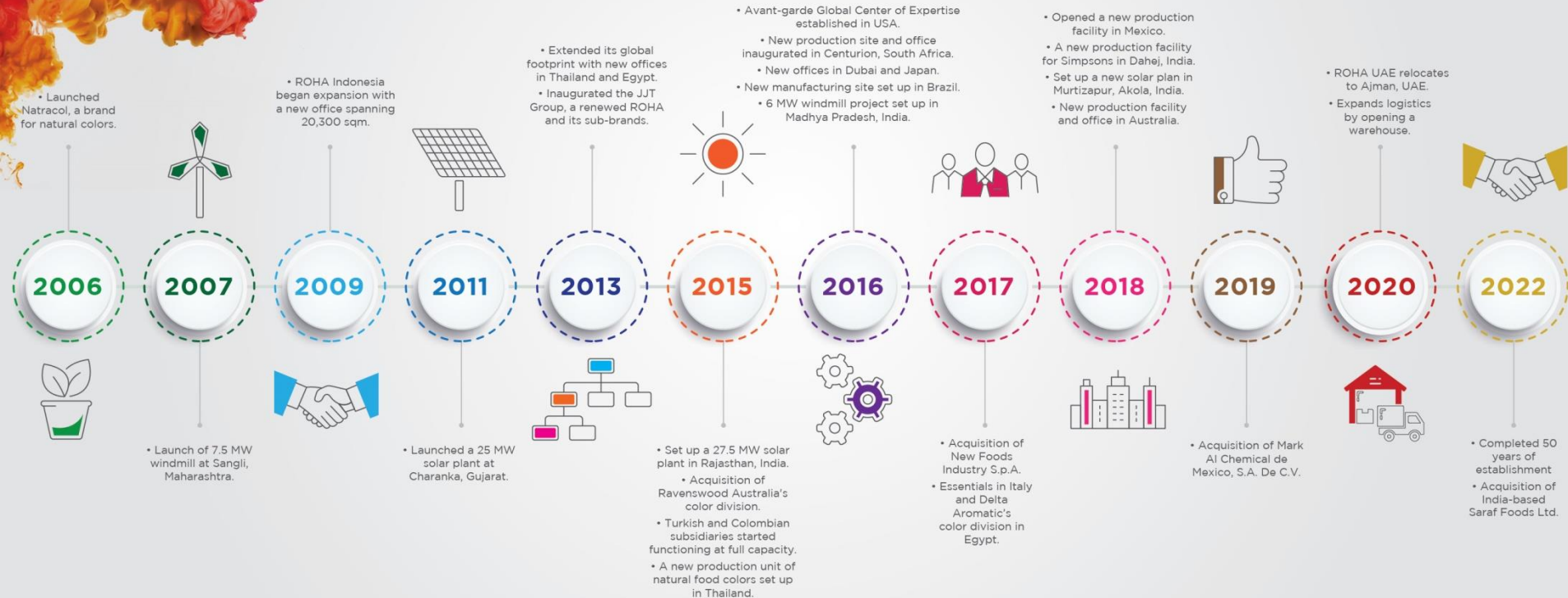
- Office established in Spain.

- Established office in USA.
- Acquisition of Simpsons.

- Established a new headquarter in Mumbai, India.

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

MILESTONE





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ULTIMATE SYNTHETIC COLORS

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

IDACOL
ALLURA RED AC

IDACOL
TARTRAZINE

IDACOL
SUNSET YELLOW

IDACOL
BRILLIANT
BLUE FCF

IDACOL
INDIGO CARMINE

IDACOL
ERYTHROSINE

IDACOL
FAST GREEN FCF

IDACOL
AMARANTH

IDACOL
CARMOISINE

IDACOL
PONCEAU 4R

IDACOL
QUINOLINE
YELLOW WS

IDACOL
GREEN S

IDACOL
BROWN HT

IDACOL
BLACK PN

IDACOL
PATENT BLUE V

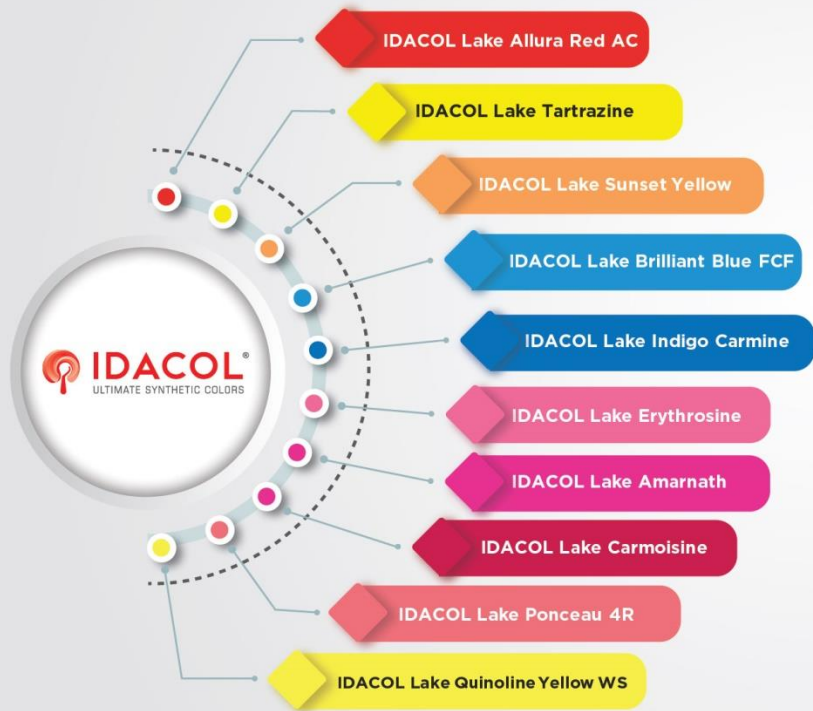


LAKE PIGMENTS

- 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





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THANK YOU

