





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.











NATRACOL- NATURAL COLORS

- A portfolio of natural colors that covers the entire spectrum
- Quality standards that ensure consistency in shades, every time









PRODUCT RANGE

- Annatto
- Anthocyanin
- · Beetroot Red
- Beta-Carotenes/Carotene
- Canthaxanthin
- · Vegetable Carbon
- Caramel
- Chlorophyll and Chlorophyllin

- Cochineal/Carmine
- Paprika
- Riboflavin
- · Titanium Oxide
- Turmeric / Curcumin
- Iron Oxides
- Lutein
- Lycopene







ANNATTO - INS 160B

- · Acid-proof versions are available
- Imparts yellow to orange shade
- Bixin and Norbixin versions available as well



ANTHOCYANINS - INS 163

Natracol offers modified Anthocyanin that imparts pink-red-purple shades in low pH systems
 (Also offer anthocyanin blue that works at acidic pH)



BEETROOT RED - INS 162

A more reddish/less bluish Beetroot Red extract can be provided on request





BETA-CAROTENES/CAROTENE - INS 160A

 Natracol offers the complete range of Beta-Carotene products including shades of orange and red



CANTHAXANTHIN - INS 161G

- Commercially, it is obtained by synthesis. It offers good stability in light, heat and pH and brings pink-orange shades
- In Europe, it is permitted for use in pharmaceutical products (as E161g) but not for food applications
- Brings pink-orange-red shades



VEGETABLE CARBON - INS 153

 ROHA recommends the use of the paste variants to avoid undue mess within the customer's production facility





CARAMEL INS150A-D

- Caramel colors are derived by controlled heating of carbohydrates
- Caramelization and Maillard browning reactions along with food-grade raw materials result in stable brown shades
- These colors have excellent heat, light and pH stability



CHLOROPHYLL AND CHLOROPHYLLIN/ COPPER COMPLEXES - INS 140/INS 140

- ROHA offers acid-stable versions of chlorophyllin/copper chlorophyllin
- A wide range of more vibrant green shades can be obtained by blending with a yellow color, e.g. Turmeric and Lutein





COCHINEAL/CARMINE - INS 120

- ROHA offers a wide range of exciting shades with improved stability vs standard forms
- · Carmine products with higher stability than the standard forms



PAPRIKA - INS 160C

· A wide range of paprika options are available with improved light stability



RIBOFLAVIN - INS 101

- It can be difficult to incorporate Riboflavin into many liquid products as it has poor solubility
- · As an alternative, Riboflavin -5- Phosphate is a better soluble form of Riboflavin





TITANIUM DIOXIDE - INS 171

- Titanium Dioxide is manufactured from ilmenite and Rutile ores
- ROHA offers a special formulation of Titanium Dioxide Dispersion that does not cause sedimentation during storage of color



TURMERIC/CURCUMIN - INS 100

- · Prolonged exposure to light can cause fading
- Improved light stability can be achieved for limited matrices through novel processing techniques



IRON OXIDES - INS 172

• The Natracol range of Iron Oxides is the synthetically produced version of nature's pigments





LUTEIN - INS 161B

• The shade range of yellow color offered by Natracol can be expanded by blending with other colors, such as green and red



LYCOPENE - INS 160D

- Besides tomatoes, Lycopene is also obtained by fermentation or synthesis
- It is the best option for vegetarian natural red color in many applications at neutral pH
- It is an excellent natural antioxidant.



	NA	TRA	COL	_ PRO	DUCT	RANGE
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DAI	RY		со	NFE	СТІ	ONE	RY		1	BEV	ERA	GES			PRE	PAF	RED	FOC	DS			ME	AT			FOO				PH	IARN	1A
YOGURT & FRUIT PREPARATIONS	ICECHEAM	CHESE & PROCESSED CHEESE	CHOCOLATE & COMPOUNDING COATINGS	GUNNES & JELLIES	HARD CANDLES	PANNED CANDIES	OTHER	CARBONATED SOFT DRINKS	STILL BEVERAGES	JUICE BASED BEVERAGES	SPORTS DRAWS	FORTHED BEVERAGES	POWDERED BEVERAGES	ALCOHOLIC BEVERAGES	COONES, CRACKERS, CAKE	SAUCES, SOUP & CONDIMENTS	DRY MIXES & SEASONINGS	BXTRUTED SNACKS & CEREALS	PASTA & NOODLES	RAW MEAT	(NOT SHELF STABLED)	CANNED MEAT	AVALOGUE USE	SEA FOODS	CASNGS	DRY	WET	COATED TABLETS	COMPRESSED TABLETS	CAPSULES	LIDUID (SYRUPS, MOUTH WASHER, DISINFECTION)	POWDER/ GRANULAR
Y	Y	Y	Y	Y	Y	Y	Y						Y		Y	Y	Y	Y	Υ		Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y

						Y PAGE IDT &	REAM	355	COLAT	MES 8	NED C	95	BONAL	EBASS	STS DA	DERE	OHOCI CO	MES. SI	MIXES	REALS	MEAT	YCC SEE	NEDM	FOOD P	NGS		TED 74	PRESS	D (SY	DER	MENT
PRODUCT NAME	COLOR*	pH STABLE	HEAT STABLE	LIGHT STABLE	FORMS AVAILABLE	BEV	PREF	ES.	S S S S S S S S S S S S S S S S S S S	GUM	PAN	OTHE	STILL	3000	SPOR POR	NO.	ALCC	3 38	DRY	& CE PMC1	RAW	FUEL	CAN	SEA	CAS	DRY	COA	NOO.	NAS MAS	MON	CONT
NATRACOL CURCUMIN/ TURMERIC/ TURMERIC OLEORESINS		2.5-8.0	GOOD	FAIR	WATER SOLUBLE LIQUID WATER SOLUBLE POWDER - OIL SOLUBLE LIQUID	Y	Y	Y	Y	Y	Y	Y				Υ	Y	Y	Y	Y	,	Y	Y	Y	Y	Y	Y	Υ .	Y	Y	YY
NATRACOL LUTEIN		3.0-7.0	GOOD	GOOD	WATER SOLUBLE LIQUID • WATER SOLUBLE POWDER OIL SOLUBLE LIQUID	Υ	Y	Y	Y				Y	Y	YY			Y		Y	,		Y			Y	,				
NATRACOL ANNATTO		2.5-8.0	GOOD	FAIR	WATER SOLUBLE LIQUID - OIL SOLUBLE LIQUID ACID STABLE LIQUID - WATER SOLUBLE POWDER	Y	Y	Y	Y	Y	Y	Y	Y		YY	Y	YY	Y	Y	Y	Y	Y	Y	YY	Y	Y	Y		Y		Y
NATRACOL BETA CAROTENE/ CAROTENES		2.0-7.0	GOOD	GOOD	WATER SOLUBLE LIQUID • WATER SOLUBLE POWDER OIL SOLUBLE LIQUID • EMULSIONS & CLEAR EMULSIONS	Y	Y	Y	Y	Y	Y	Y	YY	Y	YY	Y	Y	Y	Y	Y		Υ	Υ ,	Y		YY	, Y	Υ ,	YY	Y	YY
NATRACOL PAPRIKA		3.0-7.0	GOOD	FAIR	WATER SOLUBLE LIQUID • WATER SOLUBLE POWDER OIL SOLUBLE LIQUID • DEODORIZED PAPRIKA OLEORESIN PAPRIKA OLEORESIN THAT CONTAINS COLOR AND FLAVOUR	Y											Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	,				
NATRACOL BEETROOT		3.0-8.0	POOR	POOR	WATER SOLUBLE LIQUID • WATER SOLUBLE POWDER	Y	YY	Y		Y	Y	Y				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Υ '	Y	Y	
NATRACOL APO CAROTENE		3.0-7.0	GOOD	GOOD	WATER SOLUBLE LIQUID - WATER SOLUBLE POWDER OIL SOLUBLE LIQUID - EMULSIONS	Y	Y	Y	Y	Y	r	Y	YY	Υ	Y	Υ	Y	Y		Y	,		Υ ,	YY		Y	,				
NATRACOL CANTHAXANTHIN		2.5-9.0	GOOD	GOOD	WATER DISPERSIBLE POWDER WATER SOLUBLE LIQUID • OIL DISPERSIBLE LIQUID	Y	Y	Υ		Y	Y	Y	YY	Y	Y	Y		Y		Y	Y	Y	γ ,	Y	Y	Y	,				
NATRACOL CARMINE		2.5-8.0	EXCELLENT	EXCELLENT	CARMINE - WATER SOLUBLE LIQUID - WATER SOLUBLE POWDER ACID CARMINIC - WATER SOLUBLE LIQUID - ACID STABLE LIQUID - WATER SOLUBLE POWDER - LAKE POWDER - LAKE DISPERSION	Y	Y	Y	Y	Y	Y	Y	Y Y	Y	Y	Y	Y	Y	Y	Y Y	Y	Y	Υ ,	Y	Y	YY	Y	Y	YY	Y	YY
NATRACOL CHLOROPHYLL/ COPPER CHLOROPHYLLIN		3.0-8.0	GOOD	GOOD	WATER SOLUBLE LIQUID • ACID STABLE LIQUID WATER SOLUBLE POWDER • ACID STABLE POWDER OIL SOLUBLE LIQUID	Y	Y	Y	Y	Y	Y	Y	YY	Y		Υ	YY	Y	Y	Y Y			Υ ,	Y		YY	Y	γ .	YY	Y	Y
NATRACOL CARAMEL		3.0-7.0	GOOD	FAIR	WATER SOLUBLE POWDER • WATER SOLUBLE LIQUID	Y	Y	Y		Υ .	Y	Y	YY	Y		Y	YY	Y	Y	Y		Y	Y	Y	Y	YY					
NATRACOL IRON OXIDE BROWN DISPERSION		3.0-7.0	EXCELLENT	EXCELLENT	POWDER - WATER DISPERSIBLE SUSPENSION OIL DISPERSIBLE SUSPENSION						Y							Y	Y	Y	,		Y			Y	,				





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





NATRACO	L F	PRO	DDL	JCT	RANGE		DAIRY		CONF	ECTIO	ONERY	S	BEVE	RAGI	ES	PR	EPARE	D FO	ODS		MEA	Т		PET		F	PHARI	MA	INNOV	ATING FOR YOU. WITH
						VERAGES	EPARATIONS ECREAM	RESE PROCESSED CHEESE	DOCOLATE & DMPOUNDING COATINGS	APD CANDIES	ANED CANDES HER	ARBONATED SOFT DRINE	LL BEVERAGES ICE BASED BEVERAGES	ORTS DRINKS	WOERED BEVERAGES	AKED GOODS ACTOR CONTROL CAN	UCES, SOUP & NOMENTS	OF MIXES & SEASONINGS TRUTED SHACKS CEREALS	STA&NOODLES	ALDY COOKED NEATS OF SHELF STABLED)	WINED MEAT	AFOODS	SONGS	× 15	CATED TABLETS	MPRESSED TABLETS	ASHER DISINFECTION)	WIDER/ GRANULAR	NTMBNT - FAT CREAM NTMBNT - GEL	
PRODUCT NAME	COLOR*	pH STABLE	HEAT STABLE	LIGHT STABLE	FORMS AVAILABLE	283	是 豆	22	58 6	3 2	A 10	3 1	5 3	9, 5	8	¥ 26	38	E 0%	8 8	28	3 :	£ 18	3	AQ N	2	8 8	2 33	8	5 5	
NATRACOL TITANIUM DIOXIDE		DISP	GOOD	GOOD	POWDER • WATER DISPERSIBLE PASTE												Y	Y	Y		Y			YY						(4
NATRACOL RIBOFLAVIN WSP		2.5-8.0	GOOD	POOR	WATER SOLUBLE POWDER • WATER DISPERSIBLE LIQUID				1	Y	Y						Y	Y	Y		Y			YY						
NATRACOL ANTHOCYANINS		2.0-7.0	GOOD	GOOD	WATER SOLUBLE POWDER • WATER SOLUBLE LIQUID		Y		,	Y	Y	Y	Y	Y		Y		Y												
NATRACOL CARBON BLACK		3.0-8.0	EXCELLENT	EXCELLENT	POWDER • WATER DISPERSIBLE PASTE		Y	Y	Y	Y	YY	Y	Y			Y	Y	Y	Y						Y	,	Y		Y	
INFUSIONS RANGE - The new and innovative na	tural color deli	very system fo	r fat matrix: perfe	ect dispersible, bri	ghtness and stability for an extensive range of solutions																									
NATRACOL INFUSION GREEN		3.0-7.0	FAIR	EXCELLENT	• LIQUID OIL SOLUBLE				Υ							Y														
NATRACOL INFUSION MINT GREEN		3.0-7.0	FAIR	EXCELLENT	• LIQUID OIL SOLUBLE				Υ							Y														-
NATRACOL INFUSION LIME GREEN		3.0-7.0	FAIR	EXCELLENT	• LIQUID OIL SOLUBLE				Y							Y														
NATRACOL INFUSION RUBY RED		3.0-7.0	GOOD	EXCELLENT	• LIQUID OIL SOLUBLE											Y														
NATRACOL INFUSION CANDY RED		3.0-7.0	GOOD	EXCELLENT	- LIQUID OIL SOLUBLE											Y														
NATRACOL INFUSION YELLOW		3.0-7.0	GOOD	EXCELLENT	- LIQUID OIL SOLUBLE				Y							Y	Y		Y		Y	Y		Y						
NATRACOL INFUSION TORTILLA BROWN		3.0-7.0	FAIR	EXCELLENT	- LIQUID OIL SOLUBLE				Υ							Υ														
NATRACOL INFUSION COFFEE BROWN		3.0-7.0	FAIR	EXCELLENT	• LIQUID OIL SOLUBLE				Y							Y														
	1	14. 15 E. C.			own are only for indicative purposes. Customized blends are available OHA to check legislation for each country.	as per	client's	s speci	fications											1		1	1				1	1		

