



Innovating For You. With You.



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.





INNOVATING FOR YOU. WITH YOU.

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

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



• Launched Natracol, a brand for natural colors.

2006



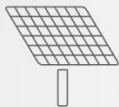
2007



• Launch of 7.5 MW windmill at Sangli, Maharashtra.

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

2009



2011

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

• Extended its global footprint with new offices in Thailand and Egypt.
• Inaugurated the JJT Group, a renewed ROHA and its sub-brands.

2013



• 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.



2015

• 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 Madhya Pradesh, India.
• 6 MW windmill project set up in Madhya Pradesh, India.



2016



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

2017



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

2018



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

2019



• ROHA UAE relocates to Ajman, UAE.
• Expands logistics by opening a warehouse.

2020



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

2022





INNOVATING FOR YOU. WITH YOU.



NATRACOL

Colors enhanced with natural goodness



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



INNOVATING FOR YOU. WITH YOU.

THANK YOU

