



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

- First overseas office opened in South Africa.



1996

1998

- Expanded with offices in UK and France.



1999

2000

- Established offices in Thailand, Vietnam and Philippines.



2002

2003

- Opened offices in China and Mexico.



2004

2005

- 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.

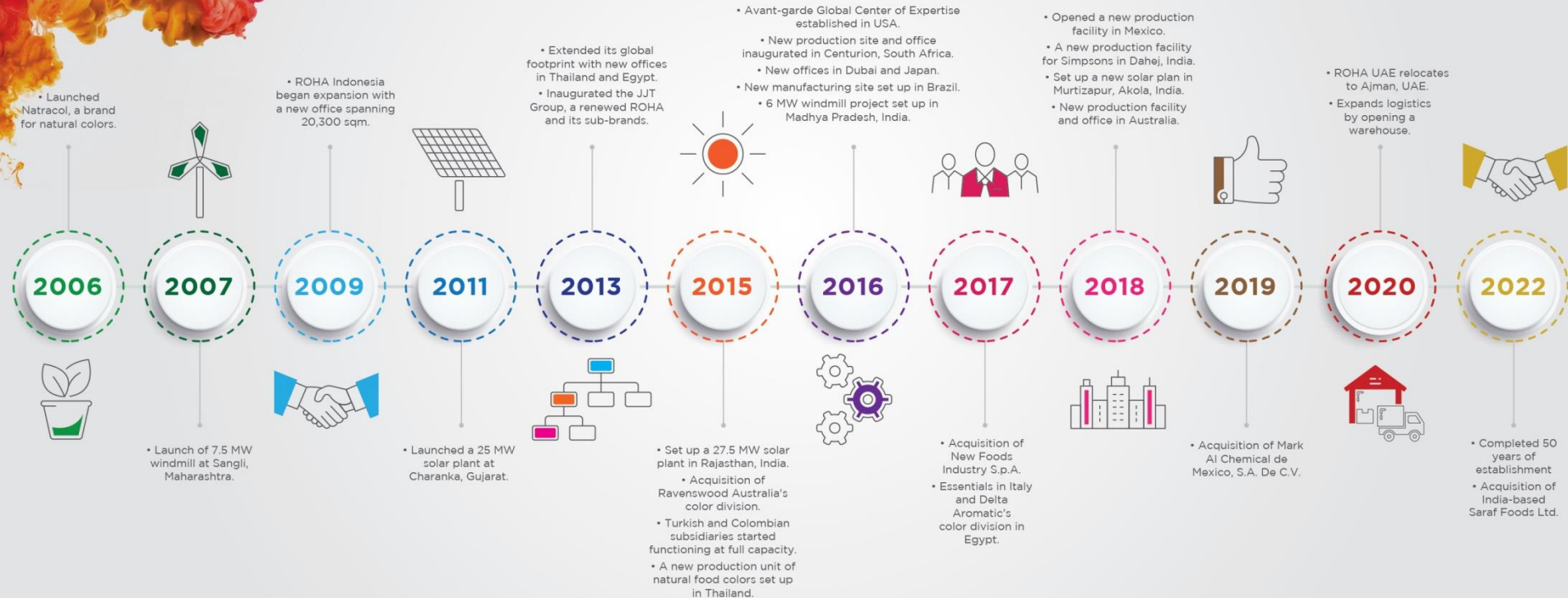


- Established a new headquarter in Mumbai, India.



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

MILESTONE





INNOVATING FOR YOU. WITH YOU.



Colors for industrial use
for wide range of applications



PRODUCT RANGE TRADE NAMES

DYES

SIMACID (Acid Dyes)

Acid dyes are generally sodium, calcium or ammonium salts of an organic acid which are anionic in aqueous solution. These water soluble dyes are known for their bright hues. Selected dyes are available in different forms such as dry powders, granules and liquids. Suitable for use in various applications, such as inks, coatings, household & personal care, soaps, agricultural applications, arts & crafts, reagents, biological stains and pH indicators.

SIMBASE (Basic Dyes)

Basic dyes are usually the chloride, oxalate or double salt of an organic base which is cationic in solution. These dyes are soluble in polar solvents such as alcohols, ethers, glycols and also in water in the presence of acetic acid. These dyes are known for their vibrant colours and high strength. Available in powder, crystal and acetic acid stabilised liquid forms. Suitable for use in various applications, such as inks, paper, coatings, household & personal care, agricultural applications, arts & crafts, reagents, biological stains and pH indicators.



PRODUCT RANGE TRADE NAMES

DYES

SIMPSOL (Solvent Dyes)

These are non-polar dyes with excellent solubility and miscibility in a wide range of organic solvents as well as synthetic and natural resins. Popular solvent dyes fall in several main chemical classes; Azo dyes which are yellow to red in colour, metal complex dyes, Phthalocyanine dyes and Anthraquinones which are green to blue. They are extensively used in plastics, inks, wood stains, coatings, aluminium metal foil and a range of house decorations, candles & waxes, adhesives, mineral oil and petroleum products.

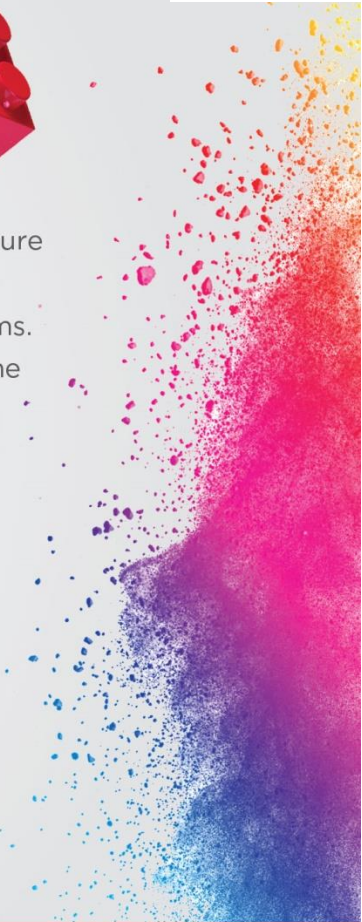
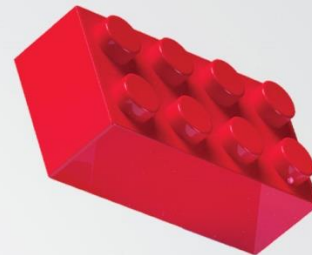


PRODUCT RANGE TRADE NAMES

PIGMENTS

SIMPERM (Organic Pigments)

Synthetic organic pigments are carbon based molecules, usually manufactured under intense heat or pressure from petroleum intermediate compounds, naphthalene, acids and other chemicals. These pigments are insoluble in water and most organic solvents, but are easily dispersible in water, solvents and other mediums. Our products are classified into two categories; Azo & high performance pigments including Phthalocyanine pigments to suit different performance requirements in the final application. Suitable for use in various applications, such as inks, coatings, plastics, powder coatings, household & personal care, leather finishing, agricultural applications, arts & crafts.



PRODUCT RANGE TRADE NAMES

PIGMENTS

SIMPEARL (Pearlescent Pigments)

These pearlescent effect pigments consist of a natural or synthetic Mica base along with various metal oxides to produce shades of silver, gold, bronze and copper amongst others. Varying the particle size of the Mica base allows for effects ranging from a fine satin with high hiding power (small particle size) to glitter with high transparency (large particle size). These pigments can be used in combination with other dyes and pigments to produce stunning effects in a range of applications, such as plastics, inks, coatings, paper, arts & crafts.

SIMSPERSE (Dispersion/Paste)

It is water based pigment dispersions based on either surfactant or acrylic technologies tailored to final use. Our products offer excellent compatibility in many applications system, offers benefits such as free flowing, high strength & gloss, weathering fastness & good opacity or transparency as required.



APPLICATIONS

PLASTIC MASTERBATCH
& COMPOUND



PAINTS &
COATINGS



INKS



HOUSEHOLD &
PERSONAL CARE



DISPERSION &
PASTES



FERTILIZER &
SEED TREATMENT



PAPER, ARTS &
CRAFTS



ROAD MARKING



CANDLES



OTHER INDUSTRIAL
APPLICATIONS





INNOVATING FOR YOU. WITH YOU.

THANK YOU

