



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.

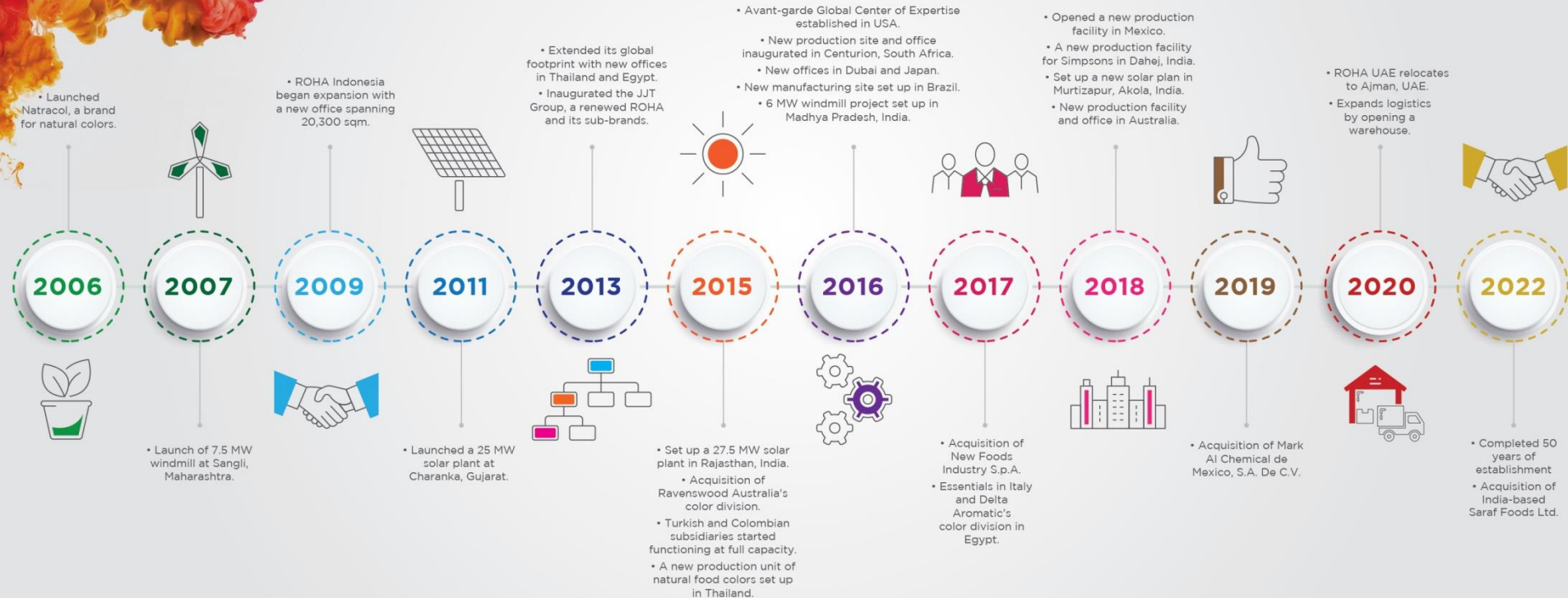
- Office established in Spain.

- Established office in USA.
- Acquisition of Simpsons.

- Established a new headquarter in Mumbai, India.

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

# MILESTONE







Colors for industrial use  
for wide range of applications



ROHA®  
INNOVATING FOR YOU. WITH YOU.

---



SIMPSONS®  
DYES & PIGMENT SPECIALISTS

# 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.

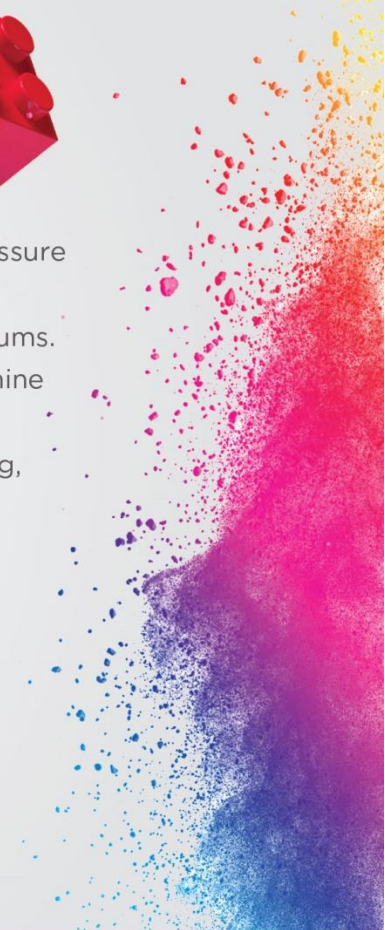


# PRODUCT RANGE TRADE NAMES

## 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

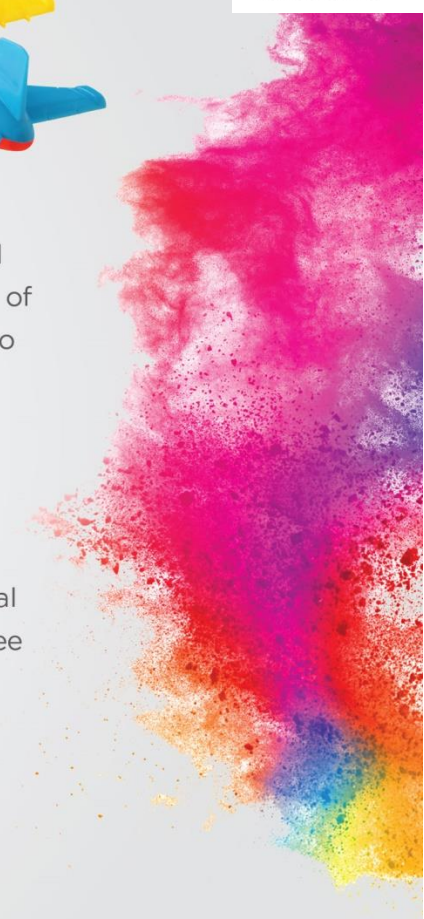
## PIGMENTS

### 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



# DISPERSIONS & PASTES



# DISPERSION APPLICATIONS

PAINTS



INKS



AGRO CHEMICALS



WOOD COATING



ARTIST & EDUCATIONAL  
COLORS



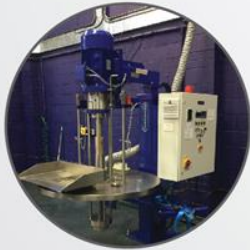
LATEX





# QUALITY CONTROL

- Colour shade and strength (mass and tint)
- AP89.1 and EN71.3 tests (in-house capability)
- Solubility and dispersibility
- Particle size range and distribution
- Light, heat and pH stability
- Heavy metals
- Opacity
- Moisture
- Bulk density



# WATER BASED PIGMENT DISPERSIONS

## SIMSPERSE

SIMSPERSE is the trade name for our range of organic & inorganic pigment dispersions for water based applications. Synthetic organic & inorganic pigments are dispersed into surfactant or acrylic systems tailored to the end application areas.

## SIMSPERSE S

SIMSPERSE S is a range of surfactant based pigment dispersions that offer excellent compatibility in aqueous application areas. This range is completely free of NPE/APE's as well as being VOC free. This range also benefits from being free of MIT.
















## SIMSPERSE A

SIMSPERSE A is a range of pigment dispersions based on a styrenated Acrylic resin. These are free flowing high strength concentrates for aqueous applications, especially inks and construction materials. These are NPE/APE free and are also free of MIT. This range offers benefits such as high gloss and transparency in ink applications and excellent compatibility in construction application demands.



# DISPERSION PRODUCT LIST











## SIMSPERSE S (Surfactant Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS** B
	SIMSPERSE YELLOW S-A (PY1)	Yellow 1	Monoazo	43	6	5
	SIMSPERSE YELLOW S-C (PY3)	Yellow 3	Monoazo	43	7	6
	SIMSPERSE YELLOW S-AB (PY12)	Yellow 12	Disazo	45	4	3 - 4
	SIMSPERSE YELLOW S-AC (PY13)	Yellow 13	Disazo	47	5	4
	SIMSPERSE YELLOW S-DB (PY42)	Yellow 42	Iron Oxide	60	8	8
	SIMSPERSE YELLOW S-DB (PY42) TRANSPARENT	Yellow 42	Iron Oxide	35	8	8
	SIMSPERSE YELLOW S-GD (PY74) OPAQUE	Yellow 74	Monoazo	43	6	5
	SIMSPERSE YELLOW S-GD (PY74) TRANSPARENT	Yellow 74	Monoazo	43	7	6
	SIMSPERSE YELLOW S-HC (PY83) OPAQUE	Yellow 83	Disazo	32	6 - 7	6
	SIMSPERSE YELLOW S-HC (PY83) TRANSPARENT	Yellow 83	Disazo	32	6	6
	SIMSPERSE YELLOW S-IG (PY97)	Yellow 97	Monoazo	43	7 - 8	7
	SIMSPERSE ORANGE S-E (PO5)	Orange 5	Monoazo	42	6	5
	SIMSPERSE ORANGE S-AC (PO13)	Orange 13	Disazo	43	5	4
	SIMSPERSE ORANGE S-CD (PO34)	Orange 34	Disazo	37	5	4
	SIMSPERSE ORANGE S-GC (PO73)	Orange 73	DPP	33	8	7



# DISPERSION PRODUCT LIST









## SIMSPERSE S (Surfactant Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS** B
	SIMSPERSE RED S-B (PR2)	Red 2	Monoazo	40	6	4
	SIMSPERSE RED S-E (PR5)	Red 5	Monoazo	40	7	6
	SIMSPERSE RED S-AOA (PR101)	Red 101	Iron Oxide	70	8	8
	SIMSPERSE RED S-AOA (PR101) TRANSPARENT	Red 101	Iron Oxide	35	8	8
	SIMSPERSE RED S-AAB (PR112)	Red 112	Monoazo	45	7	5
	SIMSPERSE RED S-ABB (PR122)	Red 122	Quinacridone	26	8	7
	SIMSPERSE RED S-ADF (PR146)	Red 146	Monoazo	35	5	4
	SIMSPERSE RED S-AGO (PR170) F3RK	Red 170	Monoazo	40	6	5
	SIMSPERSE RED S-AGO (PR170) F5RK	Red 170	Monoazo	40	6	5
	SIMSPERSE RED S-BED (PR254)	Red 254	DPP	40	8	7



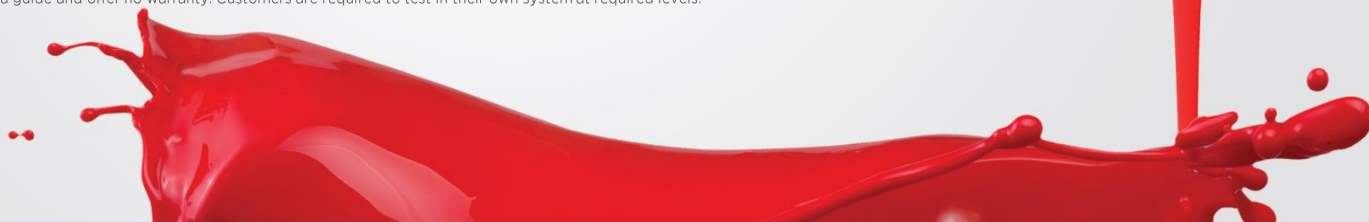
# DISPERSION PRODUCT LIST

## SIMSPERSE S (Surfactant Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS** B
	SIMSPERSE VIOLET S-BC (PV23)	Violet 23	Carbazole	30	7 - 8	7
	SIMSPERSE BLUE S-AE.O (PB15.0)	Blue 15.0	Phthalocyanine	43	8	8
	SIMSPERSE BLUE S-AE.C (PB15.3)	Blue 15.3	Phthalocyanine	45	8	8
	SIMSPERSE GREEN S-G (PG7)	Green 7	Phthalocyanine	50	8	8
	SIMSPERSE GREEN S-AG (PG17)	Green 17	Chrome Oxide	70	8	8
	SIMSPERSE GREEN S-CF (PG36)	Green 36	Phthalocyanine	50	8	8
	SIMSPERSE WHITE S-F (PW6)	White 6	Titanium Dioxide	65	8	8
	SIMSPERSE BLACK S-G (PBK7)	Black 7	Carbon Black	40	8	8














\*Pigment contents can differ slightly from batch to batch due to production yields. Further information available on the TDS.

\*\*Lightness fastness values are supplies as a guide and offer no warranty. Customers are required to test in their own system at required levels.



# DISPERSION PRODUCT LIST







## SIMSPERSE A (Acrylic Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS** B
	SIMSPERSE YELLOW A-AC (PY13)	Yellow 13	Disazo	40	5	4
	SIMSPERSE YELLOW A-AG (PY17)	Yellow 17	Diarylide	35	6	5
	SIMSPERSE YELLOW A-DB (PY42)	Yellow 42	Iron Oxide	60	8	8
	SIMSPERSE YELLOW A-GD (PY74) OPAQUE	Yellow 74	Monoazo	40	6	5
	SIMSPERSE YELLOW A-GD (PY74)	Yellow 74	Monoazo	40	6	5
	SIMSPERSE YELLOW A-HC (PY83)	Yellow 83	Disazo	40	6 - 7	6
	SIMSPERSE ORANGE A-CD (PO34)	Orange 34	Disazo	37	5	4
	SIMSPERSE RED A-B (PR2)	Red 2	Monoazo	40	6	4
	SIMSPERSE RED A-EG.A (PR57.1)	Red 57.1	Monoazo	40	5	4 - 5
	SIMSPERSE RED A-AOA (PR101)	Red 101	Iron Oxide	55	8	8
	SIMSPERSE RED A-AAB (PR112)	Red 112	Monoazo	40	7	5
	SIMSPERSE RED A-ADF (PR146)	RED 146	Monoazo	40	5	4
	SIMSPERSE RED A-AGO (PR170)	Red 170	Monoazo	40	6	5



# DISPERSION PRODUCT LIST

## SIMSPERSE A (Acrylic Dispersion Range)

Hue	PRODUCT NAME	C.I. NAME	PIGMENT TYPE	PIGMENT %	LIGHT A	FASTNESS* * B
	SIMSPERSE VIOLET A-BC (PV23)	Violet 23	Carbazole	30	7 - 8	7
	SIMSPERSE BLUE A-AE.O (PB15.0)	Blue 15.0	Phthalocyanine	40	8	8
	SIMSPERSE BLUE A-AE.C (PB15.3)	Blue 15.3	Phthalocyanine	40	8	8
	SIMSPERSE GREEN A-G (PG7)	Green 7	Phthalocyanine	50	8	8
	SIMSPERSE WHITE A-F (PW6)	White 6	Titanium Dioxide	65	8	8
	SIMSPERSE BLACK A-G (PBK7)	Black 7	Carbon Black	40	8	8

\*Pigment contents can differ slightly from batch to batch due to production yields. Further information available on the TDS.

\*Lightness fastness values are supplies as a guide and offer no warranty. Customers are required to test in their own system at required levels.

*Disclaimer: Information in this publication is general guide but may be subject to alteration. The information on the publication remains the property of ROHA Group (JJT Group companies). Information is correct to the best of our knowledge at the time of writing but it should not be construed as warranty. Downstream Users should conduct their own tests to determine the suitability of this product/data for the purpose. The color shades illustrated within this publication are designed to give a general idea of the color characteristics of each product, not a guarantee of how the product will look in a particular formulation. Different viewing monitors and screen resolutions as well as the specific application may give a different variation of the actual color. Users must satisfy themselves suitability of product, ingredients in accordance with regulations applicable and suitability of product in end application. Roha Group (JJT Group Companies) shall not be liable for any claims or losses of any nature arising directly or indirectly from use of the information, data or other material on this publication/document. Product specific regulatory status available on request.*



# REGULATORY COMPLIANCE AND PRODUCT INFORMATION



**We can also offer compliance with the following regulations:**

- REACH Registration
- Global Multilingual EU GHS and GHS MSDS, CLP Regulation compliance - hazardous product labelling
- EU Eco labelling raw material declaration
- EU Toys EN71.3:2019 (2009/48/EC - 19 elements), Category I, II, III available upon special request
- AZO dyes - 24 banned amines (2002/61/EC & amendments)
- Heavy Metal Packaging Waste (94/62/EC)
- EU SVHC Candidate list compliance





# REACH REGISTRATIONS



- **Pigment Blue** 15.0, 15.1, 15.3, 15.4
- **Solvent Blue** 35, 97, 104
- **Acid Blue** 9 (Brilliant Blue FCF)



- **Pigment Green** 7
- **Solvent Green** 3



- **Pigment Violet** 19, 23
- **Solvent Violet** 13



- **Pigment Yellow** 1, 3, 12, 13, 14, 17, 62, 74, 83, 138, 139, 151, 154, 155, 168, 180, 183, 191
- **Solvent Yellow** 93, 114
- **Acid Yellow** 9 (Tartrazine)



- **Pigment Red** 2, 48.2, 48.3, 53.1, 57.1, 112, 122, 146, 166, 170, 254
- **Solvent Red** 52, 111, 135, 179
- **Acid Red** 87 (Eosine), 18 (Ponceau 4R)



- **Pigment Orange** 5, 13, 34, 36, 64
- **Solvent Orange** 60, 105, 107



- **Pearlescent Pigment Ingredients**  
Natural Mica (exempt), Synthetic Mica, Titanium Dioxide, Iron Oxide, Tin Oxide



# WE THINK GLOBAL, BUT WE ARE LOCAL

We understand that efficient and accurate processing of sales orders is key to our success in developing customer relations and building new partnerships. We always aim to meet and exceed our customers' expectations.





INNOVATING FOR YOU. WITH YOU.

# THANK YOU

