



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



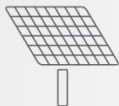
2007



• Launch of 7.5 MW windmill at Sangli, Maharashtra.

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

2009

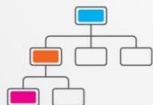


2011

• 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





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.

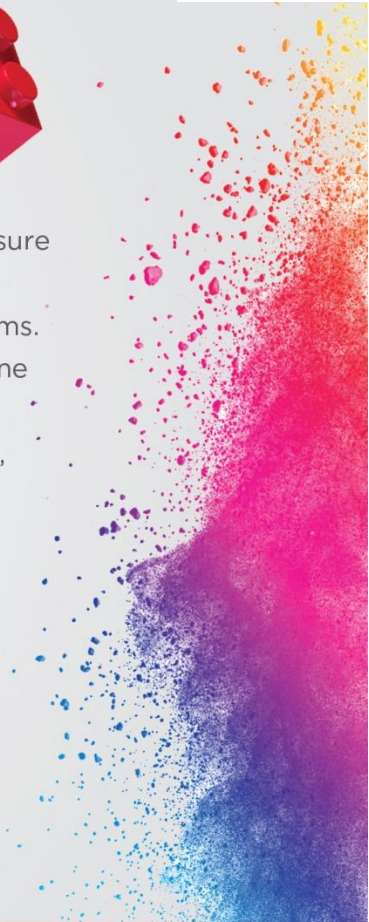
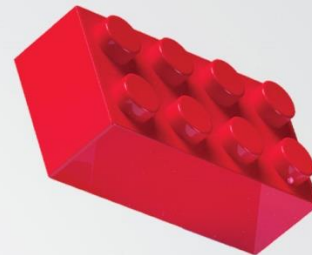


PRODUCT RANGE TRADE NAMES

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

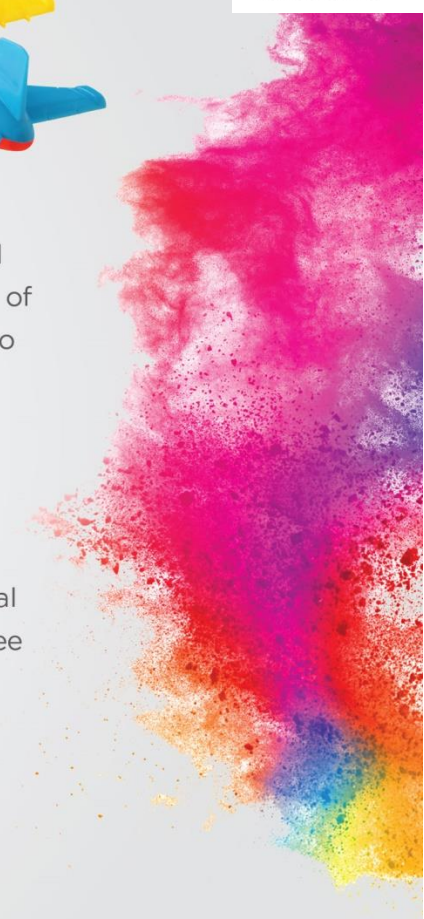
PIGMENTS

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



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





**HOUSEHOLD
& PERSONAL
CARE**



SIMPSONS HPC PRODUCT RANGE

We produce a wide range of pigments & dyes suitable for household and personal care products including acid dyes (powders & liquid blends), pigments & pigment dispersions (surfactants & acrylics). Our comprehensive product range covers various markets in both industrial & household application including:

INDUSTRIAL APPLICATIONS

- Acidic cleaner
- Floor cleaner
- Antifreeze, coolants & de-icers
- Polish and waxes

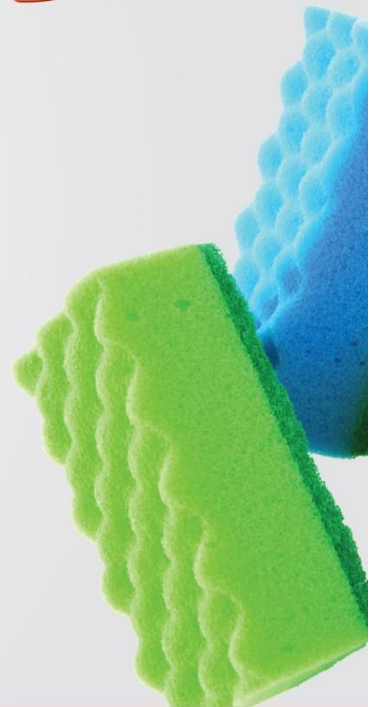
- Alkaline cleaner
- Bleach products
- Car valeting



HOUSEHOLD APPLICATIONS

- Detergent powders & tablets
- Liquid detergents
- Rinse conditioners

- Detergent bars
- Dish-washing detergents
- Mild cleaners



HPC COLOR RANGE



SIMACID

SIMACID is the trade name for our dyes that are a range of anionic sodium or ammonium salts, typically soluble in water. Due to their radiant colors, these are recommended for household applications like detergent powders & tablets, detergent bars, liquid detergents, dishwashing detergents, rinse conditioners, mild cleaners and for industrial cleaners. Our extensive range offers a wide choice of colors for various application requirement, such as light stability, pH stability, bleach stability and solubility. Some dyes are available in different forms such as dry powders, granules and liquids.



SIMPERM

SIMPERM is the trade name for our range of pigment powders that are suitable for coloring solid products such as detergent powders & tablets, detergent bars. Pigment powders are not pre-dispersed and therefore need thorough homogenization. Due to risk of precipitation and agglomeration of pigments, they are not recommended for liquid products without adequate dispersion. The SIMPERM are very durable and have excellent light and heat fastness.



HPC COLOR RANGE

SIMPSOL

SIMPSOL is the trade name for our range of solvent dyes. These are non-polar dyes with excellent solubility and miscibility in a wide range of organic solvents in addition to synthetic and natural resins. Popular solvent dyes fall in to two main chemical classes; Azo dyes which are yellow to red in color and Anthraquinones which are green to blue. These dyes are used extensively in various applications, such as waxes, polishes, candles, hydrocarbon fuels, lubricants, and other hydrocarbon-based non-polar materials. Highly reliable and non-caustic these dyes deliver superior results.



HPC COLOR RANGE



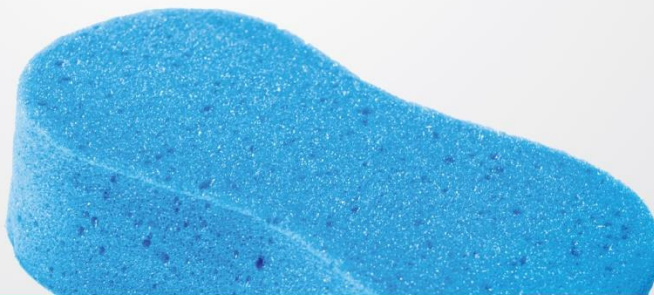
SIMSPERSE

SIMSPERSE is the trade name for our range of organic and inorganic pigment dispersions for water based applications. Synthetic organic and inorganic pigments are dispersed into surfactant or acrylic systems tailored to the end application areas. SIMSPERSE is specially recommended for liquid products with demanding stability criteria.



SIMPERSE S

SIMPERSE 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.



HPC COLOR RANGE



SIMPERSE A
















SIMPERSE 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.

SIMLIQ

SIMLIQ is the trade name of our range of aqueous blends of dyes. This is an in-house facility where liquid blends are made for any of our dyes as per customer's requirement and needs. With our well established knowledge in pigment & dyes industry, we can work with you for precise color matching, shade selection, color blending & develop formulation as per needs. Customers can choose and mix colors depending on application requirements. Our technical team is available for any support with new product development.












PRODUCT LIST - DYES

Hue*	PRODUCT NAME	C.I. NAME	C.I. NAME/SYNONYMS
	BRILLIANT BLUE FCF	42090	• Acid Blue 9 • FD&C Blue No.1
	PONCEAU 4R	16255	• Acid Red 18 • Food Red 7 • Cochineal Red A
	TARTRAZINE	19140	• Acid Yellow 23 • FD&C Yellow No 5
	QUINOLINE YELLOW	47005	• Acid Yellow 3 • Food Yellow 13 • China Yellow
	ERYTHROSINE	45430	• Acid Red 51 • FD&C Red No. 3 • Food Red 14
	CARMOISINE	14720	• Acid Red 14 • Azorubine • Food Red 3
	AMARANTH	16185	• Acid Red 27 • Food Red 9
	ALLURA RED	16035	• Food Red 17 • FD&C Red No. 40
	PATENT BLUE V	42051	• Acid Blue 3 • Food Blue 5 • Sulphan Blue
	SUNSET YELLOW	15985	• FD&C Yellow No. 6 • Food Yellow 3
	INDIGO CARMINE	73015	• Acid Blue 74 • FD&C Blue 2 • Indigotine
	SIMACID YELLOW CF (AY36)	13065	• Acid Yellow 36 • Metanil Yellow
	SIMACID BLUE IC (AB93)	42780	• Acid Blue 93 • Methyl blue
	SIMACID YELLOW AG (AY17)	18965	• Acid Yellow 17
	SIMACID YELLOW GC (AY73)	45350	• Acid Yellow 73

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















PRODUCT LIST - DYES

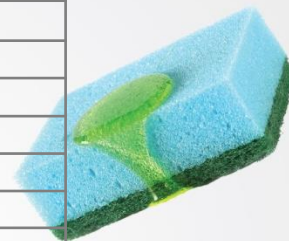
Hue*	PRODUCT NAME	C.I. NAME	C.I. NAME/SYNONYMS
	SIMACID RED EB (AR52)	45100	• Acid Red 52
	SIMACID RED BDI (AR249)	18134	• Acid Red 249
	SIMACID BLUE HO (AB80)	61585	• Acid Blue 80
	SIMACID ORANGE G (AO7)	15510	• Acid Orange 7
	SIMACID GREEN A (AG1)	10020	• Acid Green 1 • Naphthol Green B
	SIMACID GREEN AF (AG16)	44025	• Acid Green 16
	SIMACID GREEN BE (AG25)	61570	• Acid Green 25
	SIMACID VIOLET DH (AV48)	-	• Acid Violet 48
	SIMRECT BLUE HF (DB86)	74180	• Direct Blue 86



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PRODUCT LIST – PIGMENT & PIGMENT DISPERSIONS
















Hue*	PRODUCT NAME	C.I. NAME	C.I. NAME/SYNONYMS
	SIMPERM BLUE AE.O (PB15.0)	74160	Pigment Blue 15.0
	SIMPERM BLUE AE:C (PB15.3)	74160	Pigment Blue 15.3
	SIMPERM GREEN G (PG7)	74260	Pigment Green 7
	SIMPERM ORANGE CD (PO34)	21115	Pigment Orange 34
	SIMPERM RED AAB (PR112)	12370	Pigment Red 112
	SIMPERM VIOLET BC (PV23)	51319	Pigment Violet 23
	SIMPERM YELLOW A (PY1)	11680	Pigment Yellow 1
	SIMSPERSE BLUE S-AE.O (PB15.0)	74160	Pigment Blue 15.0
	SIMSPERSE BLACK S-G (PBK7)	77266	Pigment Black 7
	SIMSPERSE BLUE S-AE.C (PB15.3)	74160	Pigment Blue 15.3
	SIMSPERSE GREEN S-G (PG7)	74260	Pigment Green 7
	SIMSPERSE ORANGE S-CD (PO34)	21115	Pigment Orange 34
	SIMSPERSE RED S-AAB (PR112)	12370	Pigment Red 112
	SIMSPERSE VIOLET S-BC (PV23)	51319	Pigment Violet 23
	SIMSPERSE WHITE S-F (PW6)	77891	Pigment White 6
	SIMSPERSE YELLOW S-A (PY1)	11680	Pigment Yellow 1
	SIMSPERSE YELLOW S-C (PY3)	11710	Pigment Yellow 3



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PRODUCT LIST - SOLVENT DYES

Hue*	PRODUCT NAME	C.I. NAME	C.I. NAME/SYNONYMS
	SIMPSOL YELLOW AD (SY14)	12055	Solvent Yellow 14
	SIMPSOL YELLOW AG (SY16)	12700	Solvent Yellow 16
	SIMPSOL YELLOW BH (SY28)	20010	Solvent Yellow 28
	SIMPSOL YELLOW EF (SY56)	11021	Solvent Yellow 56
	SIMPSOL RED BD (SR24)	26105	Solvent Red 24
	SIMPSOL RED BG (SR27)	26125	Solvent Red 27
	SIMPSOL RED C (SR3)	12010	Solvent Red 3
	SIMPSOL BLUE CE (SB35)	61554	Solvent Blue 35
	SIMPSOL BLUE CF (SB36)	61551	Solvent Blue 36
	SIMPSOL GREEN E (SG5)	59075	Solvent Green 5
	SIMPSOL GREEN G (SG7)	59040	Solvent Green 7
	SIMPSOL VIOLET AC (SV13)	60725	Solvent Violet 13
	SIMPSOL BLACK C (SBK 3)	26150	Solvent Black 3
	SIMPSOL BLACK 5 (SBK 5)	50415	Solvent Black 5
	SIMPSOL BLACK 27 (SBK27)	N/A	Solvent Black 27

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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
- Classification, Labelling and Packaging (CLP)
- EU SVHC Candidate list compliance
- EU Ecolabel compliance (available upon request)
- Global Chemical inventories status
- Application suitability
- Fastness properties and chemical resistance (available upon request)



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

