



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



- Launch of 7.5 MW windmill at Sangli, Maharashtra.

2007



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

2009



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

2011



- 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.
- Inaugurated the JJT Group, a renewed ROHA and its sub-brands.
- 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



2022



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



Colors for industrial use
for wide range of applications



ROHA®
INNOVATING FOR YOU. WITH YOU.

SIMPSONS®
DYES & PIGMENT SPECIALISTS

PRODUCT RANGE TRADE NAMES

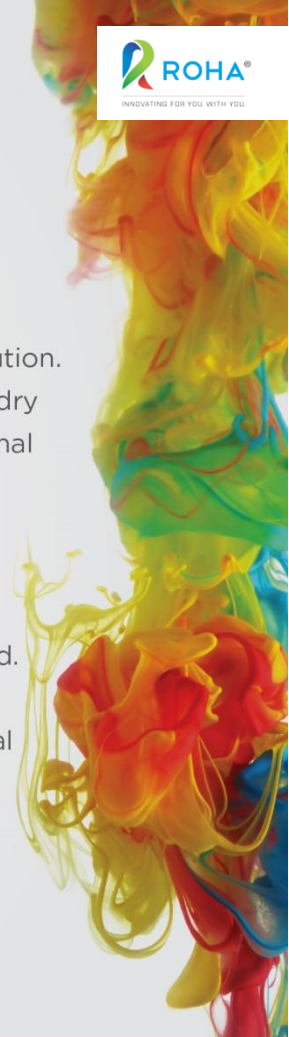
DYES

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.

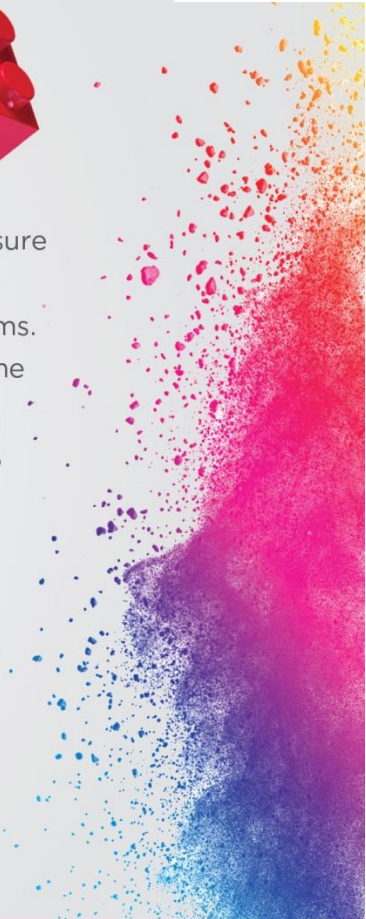
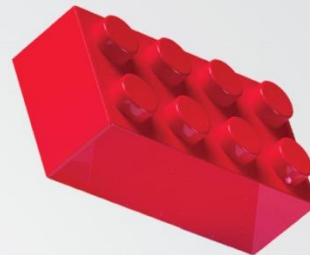


PRODUCT RANGE TRADE NAMES

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

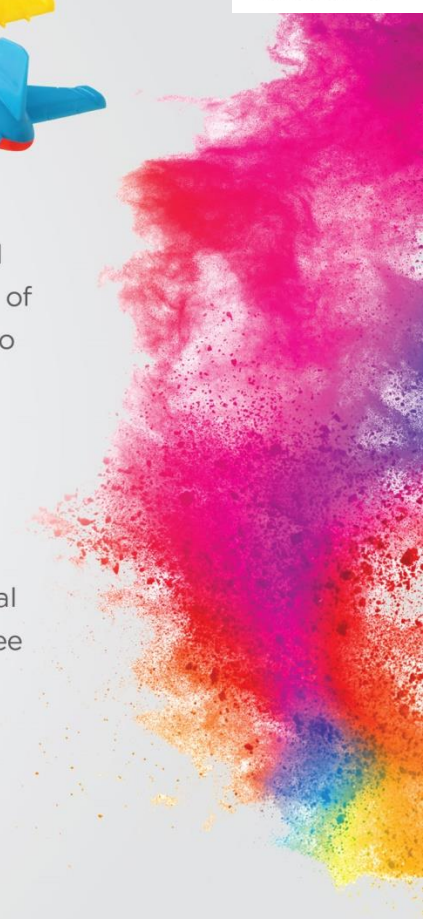
PIGMENTS

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





INKS

SIMPSONS PRODUCT RANGE

We produce a wide range of dyes and pigments suitable for use in a variety of resins and binders to produce inks with suitable properties for a range of printing techniques, including Flexographic, Gravure, offset, UV, digital and inkjet. Our comprehensive product range covers various markets, industries and end applications.



INKS APPLICATIONS

PACKAGING & LABELS



MAGAZINES & STATIONARY



HOME FURNISHINGS



METAL DECORATIVE INKS



SECURITY INKS



ARTS & CRAFTS


















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



PRODUCT LIST


Simperm Organic Pigments (for water, solvent and oil based inks)

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM YELLOW A (PY1)	Pigment Yellow 1	11680
	SIMPERM YELLOW C (PY3)	Pigment Yellow 3	11710
	SIMPERM YELLOW AB (PY12)	Pigment Yellow 12	21090
	SIMPERM YELLOW AC (PY13)	Pigment Yellow 13	21100
	SIMPERM YELLOW AD (PY14)	Pigment Yellow 14	21095
	SIMPERM YELLOW AG (PY17)	Pigment Yellow 17	21105
	SIMPERM YELLOW GD (PY74)	Pigment Yellow 74	11741
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83	21108
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310
	SIMPERM ORANGE E (PO5)	Pigment Orange 5	12075
	SIMPERM ORANGE AC (PO13)	Pigment Orange 13	21110
	SIMPERM ORANGE CD (PO34)	Pigment Orange 34	21115
	SIMPERM ORANGE FD (PO64)	Pigment Orange 64	12760
	SIMPERM RED B (PR2)	Pigment Red 2	12310
	SIMPERM RED DH:B (PR48:2)	Pigment Red 48:2	15865:2



PRODUCT LIST






















Simperm Organic Pigments (for water, solvent and oil based inks)

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPERM RED EC.A (PR53.1)	Pigment Red 53:1	15585:1
	SIMPERM RED EG.A (PR57.1)	Pigment Red 57:1	15850:1
	SIMPERM RED AAB (PR112)	Pigment Red 112	12370
	SIMPERM RED ABB (PR122)	Pigment Red 122	-
	SIMPERM RED ADF (PR146)	Pigment Red 146	12485
	SIMPERM RED AGO (PR170) F3RK	Pigment Red 170	12475
	SIMPERM RED AGO (PR170) F5RK	Pigment Red 170	12475
	SIMPERM RED AGF (PR176)	Pigment Red 176	12515
	SIMPERM RED BED (PR254)	Pigment Red 254	56110
	SIMPERM VIOLET AI (PV19)	Pigment Violet 19	73900
	SIMPERM VIOLET BC (PV23)	Pigment Violet 23	51319
	SIMPERM BLUE AE:A (PB15:0)	Pigment Blue 15:0	74160
	SIMPERM BLUE AE:C (PB15:3)	Pigment Blue 15:3	74160
	SIMPERM BLUE AE:D (PB15:4)	Pigment Blue 15:4	74160
	SIMPERM GREEN G (PG7)	Pigment Green 7	74260



PRODUCT LIST



















SIMPSOL – Solvent Dyes

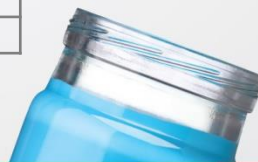
Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMPSOL Yellow AD (SY14)	Solvent Yellow 14	12055
	SIMPSOL Yellow BA (SY21)	Solvent Yellow 21	18690
	SIMPSOL Yellow EF (SY56)	Solvent Yellow 56	11021
	SIMPSOL Yellow GI (SY79)	Solvent Yellow 79	-
	SIMPSOL Yellow HB (SY82)	Solvent Yellow 82	-
	SIMPSOL Yellow ADF (SY146)	Solvent Yellow 146	-
	SIMPSOL Orange FB (SO62)	Solvent Orange 62	12714
	SIMPSOL Red H (SR8)	Solvent Red 8	12715
	SIMPSOL Red BD (SR24)	Solvent Red 24	26105
	SIMPSOL Red BG (SR27)	Solvent Red 27	26125
	SIMPSOL Red DI (SR49)	Solvent Red 49	45170:1
	SIMPSOL Red ABB (SR122)	Solvent Red 122	12716
	SIMPSOL Red ABD (SR124)	Solvent Red 124	-
	SIMPSOL Red ABG (SR127)	Solvent Red 127	-
	SIMPSOL Blue CE (SB35)	Solvent Blue 35	61554
	SIMPSOL Blue DE (SB45)	Solvent Blue 45	-
	SIMPSOL Blue GO (SB70)	Solvent Blue 70	-
	SIMPSOL Green C (SG3)	Solvent Green 3	61565
	SIMPSOL Black C (SBK3)	Solvent Black 3	26150
	SIMPSOL Black G (SBK7)	Solvent Black 7	50415
	SIMPSOL Black BG (SBK27)	Solvent Black 27	50415:1



PRODUCT LIST

SIMACID/SIMBASE: Acid and Basic Dyes

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	SIMACID YELLOW AG (AY17)	Acid Yellow 17	18965
	SIMACID ORANGE AO (AO10)	Acid Orange 10	16230
	SIMACID RED EB (AR52)	Acid Red 52	45100
	SIMACID RED (AR87) EOSINE Y	Acid Red 87	45380
	SIMACID RED BDI (AR249)	Acid Red 249	18134
	SIMACID VIOLET AG (AV17)	Acid Violet 17	-
	SIMACID VIOLET DI (AV49)	Acid Violet 49	-
	SIMACID BLUE A (ABL1)	Acid Blue 1	42045
	SIMACID BLUE I (ABL9)	Acid Blue 9	42090
	SIMACID BLUE IC (ABL93)	Acid Blue 93	42780
	SIMACID BLACK BK (ABK2)	Acid Black 2	-
	SIMBASE AURAMINE O (BY2)	Basic Yellow 2	41000
	SIMBASE METHYL VIOLET 2B (BV1)	Basic Violet 1	42535
	SIMBASE ETHYL VIOLET (BV4)	Basic Violet 4	-
	SIMBASE VIOLET AO (BV10)	Basic Violet 10	45170
	SIMBASE MAGENTA FUCHSIN (BV14)	Basic Violet 14	42510
	SIMBASE VICTORIA BLUE BO (BB7)	Basic Blue 7	42595
	SIMBASE BRILLIANT GREEN (BG1)	Basic Green 1	42040



PRODUCT LIST

IDACOL – Synthetic Water Soluble Dyes (powder & granular)

Hue	PRODUCT NAME	C.I. NAME	C.I. Number
	QUINOLINE YELLOW	Acid Yellow 3	47005
	TARTRAZINE	Acid Yellow 23	19140
	SUNSET YELLOW	-	15985
	ALLURA RED AC	-	16035
	CARMOISINE	Acid Red 14	14720
	PONCEAU 4R	Acid Red 18	16255
	AMARANTH (AR27)	Acid Red 27	16185
	ERYTHROSINE (AR51)	Acid Red 51	45430
	PATENT BLUE V	Acid Blue 3	42051
	BRILLIANT BLUE	Acid Blue 9	42090
	INDIGO CARMINE (ABL74)	Acid Blue 74	73015
	FAST GREEN FCF	-	-
	GREEN-S	Acid Green 50	-
	BROWN HT	-	-
	BLACK PN	-	-

*Water dispersible lakes (pigments) available upon request



PRODUCT LIST













SIMPEARL: Pearlscent Pigments

Hue	PRODUCT NAME	PARTICLE SIZE
	SIMPEARL SI 100 SILVER	10 - 60 μm
	SIMPEARL SI 111 LUSTER FINE SATIN	-
	SIMPEARL SI 120 LUSTER FINE SATIN	5 - 25 μm
	SIMPEARL SI 153 GLITTER	20 - 120 μm
	SIMPEARL SI 205 GOLD	10 - 60 μm
	SIMPEARL SI 302 LEMON GOLD SATIN	5 - 25 μm
	SIMPEARL SI 303 ROYAL GOLD	10 - 60 μm
	SIMPEARL SI 500 BRONZE	10 - 60 μm
	SIMPEARL SI 504 WINE RED	10 - 60 μm



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	Yellow 13	Disazo	40	5	4
	SIMSPERSE YELLOW A-AG	Yellow 17	Diarylide	35	6	5
	SIMSPERSE YELLOW A-DB	Yellow 42	Iron Oxide	60	8	8
	SIMSPERSE YELLOW A-GD	Yellow 74	Monoazo	40	6	5
	SIMSPERSE YELLOW A-HC	Yellow 83	Disazo	40	6-7	6
	SIMSPERSE ORANGE A-CD	Orange 34	Disazo	37	5	4
	SIMSPERSE RED A-B	Red 2	Monoazo	40	6	4
	SIMSPERSE RED A-EG.A	Red 57.1	Monoazo	40	5	4-5
	SIMSPERSE RED A-AOA	Red 101	Iron Oxide	55	8	8
	SIMSPERSE RED A-AAB	Red 112	Monoazo	40	7	5
	SIMSPERSE RED A-ADF	RED 146	Monoazo	40	5	4
	SIMSPERSE RED A-AGO	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	Violet 23	Carbazole	30	7-8	7
	SIMSPERSE BLUE A-AE.O	Blue 15.0	Phthalocyanine	40	8	8
	SIMSPERSE BLUE A-AE.C	Blue 15.3	Phthalocyanine	40	8	8
	SIMSPERSE GREEN A-G	Green 7	Phthalocyanine	50	8	8
	SIMSPERSE WHITE A-F	White 6	Titanium Dioxide	65	8	8
	SIMSPERSE BLACK A-G	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.

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 Food Contact Council of Europe AP89:1 Purity Criteria
- 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
- OEKO TEX 100 Standard analysis available for each batch upon special 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

