



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.

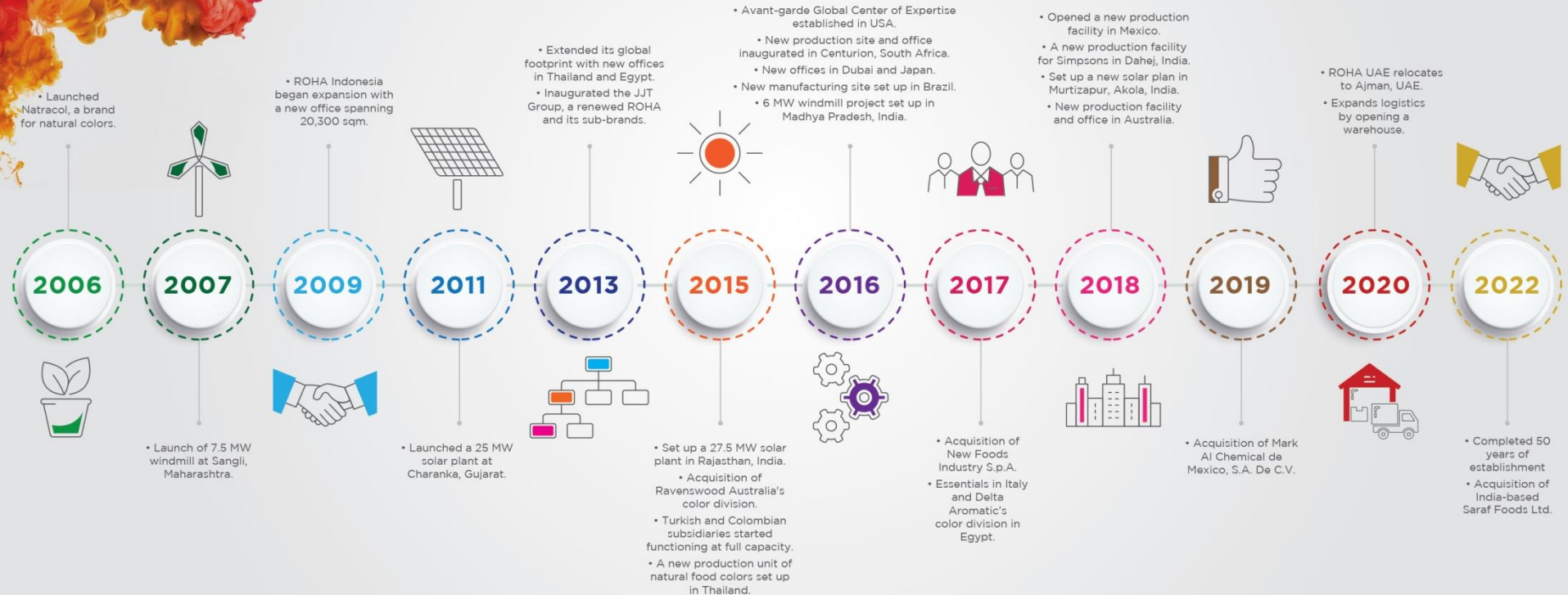
- Office established in Spain.

- Established office in USA.
- Acquisition of Simpsons.

- Established a new headquarter in Mumbai, India.

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

MILESTONE





ROHA®
INNOVATING FOR YOU. WITH YOU.



SIMPSONS®
DYES & PIGMENT SPECIALISTS

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.

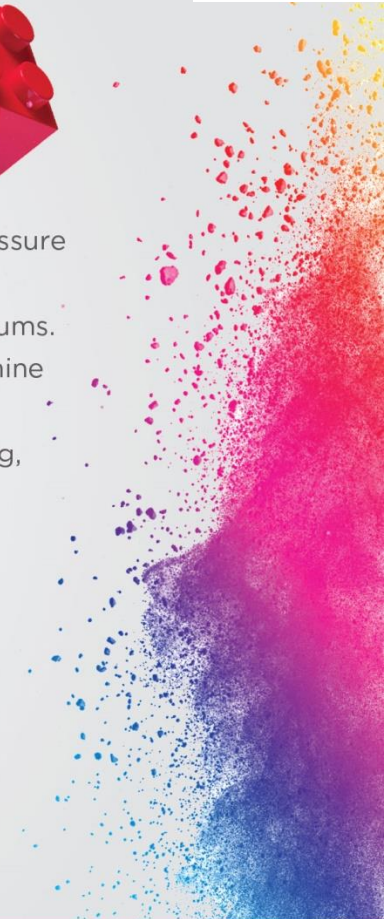
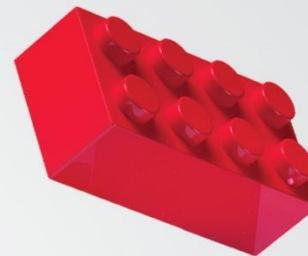


PRODUCT RANGE TRADE NAMES

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

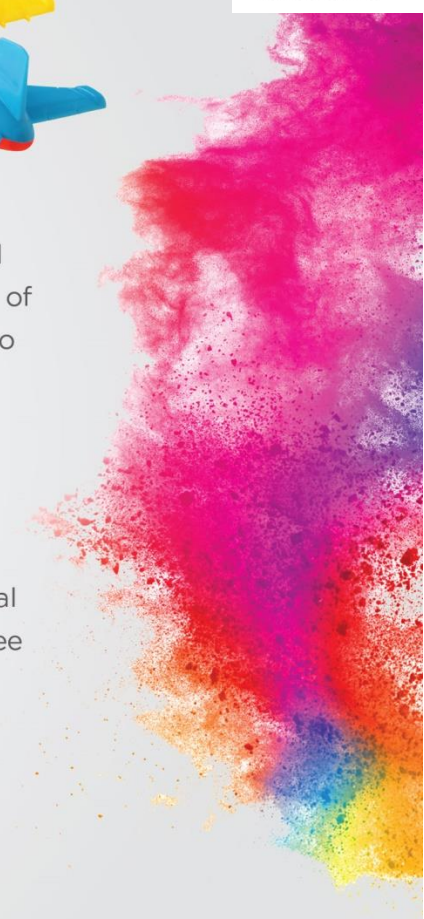
PIGMENTS

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



PLASTIC



PLASTIC APPLICATIONS

WIRES & CABLES



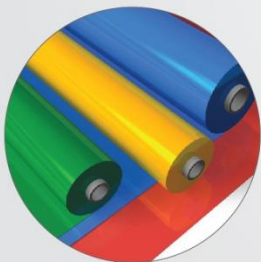
FIBER, FILAMENT
& NONWOVEN



BUILDING &
CONSTRUCTION



FILM & SHEETS



INDUSTRIAL &
HOUSEHOLD PACKAGING



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


















Hue	PRODUCT NAME	C.I. NAME	C.I. NUMBER
	SIMPERM RED DH:B (PR48:2)	Pigment Red 48:2	15865:2
	SIMPERM RED DH:C (PR48:3)	Pigment Red 48:3	15865:3
	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 ABB (PR122)	Pigment Red 122	73915
	SIMPERM RED AGO F3RK (PR170)	Pigment Red 170	12475
	SIMPERM RED AGO F5RK (PR170)	Pigment Red 170	12475
	SIMPERM RED BDB (PR242)	Pigment Red 242	20067
	SIMPERM RED BED (PR254)	Pigment Red 254	56110
	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 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 FB (PY62)	Pigment Yellow 62	13940

**Substance is a diarylide pigment which can release carcinogenic amine 3,3 DCB when processed above 200°C in polymers. These pigments must not be processed above 200°C even if pigment is found stable at temperature above 200°C.*



PRODUCT LIST

SIMPERM – Organic Pigments

Hue	PRODUCT NAME	C.I. NAME	C.I. NUMBER
	SIMPERM YELLOW HC (PY83)	Pigment Yellow 83*	21108
	SIMPERM YELLOW AAO (PY110)	Pigment Yellow 110	56280
	SIMPERM YELLOW ACH (PY138)	Pigment Yellow 138	56300
	SIMPERM YELLOW AEA (PY151)	Pigment Yellow 151	13980
	SIMPERM YELLOW AEE (PY155)	Pigment Yellow 155	200310
	SIMPERM YELLOW AFH (PY168)	Pigment Yellow 168	13960
	SIMPERM YELLOW AHO (PY180)	Pigment Yellow 180	21290
	SIMPERM YELLOW AHC (PY183)	Pigment Yellow 183	18792
	SIMPERM YELLOW AIA (PY191)	Pigment Yellow 191	18795
	SIMPERM GREEN G (PG7)	Pigment Green 7	74260
	SIMPERM BLUE AE.A (PB15:1)	Pigment Blue 15:1	74160
	SIMPERM BLUE AE:C (PB15:3)	Pigment Blue 15:3	74160
	SIMPERM VIOLET AI (PV19) (Bluish)	Pigment Violet 19	73900
	SIMPERM VIOLET AI (PV19) (Reddish)	Pigment Violet 19	73900
	SIMPERM VIOLET BC (PV23) (Reddish)	Pigment Violet 23	51319


*Substance is a diarylide pigment which can release carcinogenic amine 3,3 DCB when processed above 200°C in polymers. These pigments must not be processed above 200°C even if pigment is found stable at temperature above 200°C.



PRODUCT LIST

SIMPSOL - Solvent Dyes












Hue	PRODUCT NAME	C.I. NAME	C.I. NUMBER
	SIMPSOL RED BC (SR23)	Solvent Red 23	26100
	SIMPSOL RED BG (SR27)	Solvent Red 27	26125
	SIMPSOL RED EB (SR52)	Solvent Red 52	68210
	SIMPSOL RED AAA (SR111)	Solvent Red 111	60505
	SIMPSOL RED ACE (SR135)	Solvent Red 135	564120
	SIMPSOL RED AGI (SR179)	Solvent Red 179	564150
	SIMPSOL RED AIE (SR195)	Solvent Red 195	~
	SIMPSOL RED BDB (SR242)	Solvent Red 242	73300
	SIMPSOL ORANGE FO (SO60)	Solvent Orange 60	564100
	SIMPSOL ORANGE FO (SO60) HD	Solvent Orange 60	564100
	SIMPSOL ORANGE FC (SO63)	Solvent Orange 63	68550
	SIMPSOL ORANGE AOE (SO105)	Solvent Orange 105	11227
	SIMPSOL ORANGE AOG (SO107)	Solvent Orange 107	~
	SIMPSOL YELLOW IC (SY93)	Solvent Yellow 93	48160
	SIMPSOL YELLOW IH (SY98)	Solvent Yellow 98	56238



PRODUCT LIST

SIMPSOL – Solvent Dyes

Hue	PRODUCT NAME	C.I. NAME	C.I. NUMBER
	SIMPSOL YELLOW AD (SY14)	Solvent Yellow 14	12055
	SIMPSOL YELLOW AAD (SY114)	Solvent Yellow 114	47020
	SIMPSOL YELLOW ADA (SY141)	Solvent Yellow 141	~
	SIMPSOL YELLOW AFO.A (SY160.1)	Solvent Yellow 160.1	~
	SIMPSOL YELLOW AFC (SY163)	Solvent Yellow 163	58840
	SIMPSOL DISPERSE YELLOW 241	Disperse Yellow 241	~
	SIMPSOL GREEN C (SG3)	Solvent Green 3	61565
	SIMPSOL GREEN E (SG5)	Solvent Green 5	59075
	SIMPSOL GREEN BH (SG28)	Solvent Green 28	625580
	SIMPSOL BLUE CE (SB35)	Solvent Blue 35	61554
	SIMPSOL BLUE CF (SB36)	Solvent Blue 36	61551
	SIMPSOL BLUE IG (SB97)	Solvent Blue 97	615290
	SIMPSOL BLUE AOD (SB104)	Solvent Blue 104	61568
	SIMPSOL VIOLET AC (SV13)	Solvent Violet 13	60725
	SIMPSOL VIOLET EI (SV59)	Solvent Violet 59	62025



PRODUCT LIST

SIMPEARL - Pearlescent Pigments

PRODUCT NAME	Pearlescent Effect	Particle Size
SIMPEARL SI 100 SILVER	Silver Pearl	10 - 60 μm
SIMPEARL SI 103 STERLING SILVER	Sterling Silver	10 - 60 μm
SIMPEARL SI 119 LUSTRE FINE SATIN	Lustre Fine Satin	4 - 20 μm
SIMPEARL SI 120 LUSTER SATIN	Lustre Satin	5 - 25 μm
SIMPEARL SI 123 GLARY SATIN	Glary Satin	5 - 30 μm
SIMPEARL SI 153 GLITTER PEARL	Glitter Pearl	20 - 120 μm
SIMPEARL SI 183 TWINKLING PEARL	Twinkling Pearl	40 - 300 μm
SIMPEARL SI 201 GOLD SATIN	Gold Satin	5 - 25 μm
SIMPEARL SI 205 GOLD	Gold Pearl	10 - 60 μm
SIMPEARL SI 215 RED PEARL	Red Pearl	10 - 60 μm
SIMPEARL SI 219 RED PURPLE	Purple Pearl	10 - 60 μm
SIMPEARL SI 225 BLUE PEARL	Blue Pearl	10 - 60 μm
SIMPEARL SI 235 GREEN	Green Pearl	10 - 60 μm
SIMPEARL SI 249 GLITTER GOLD	Glitter Gold	10 - 100 μm
SIMPEARL SI 300 GOLD	Gold Pearl	10 - 60 μm



PRODUCT LIST

SIMPEARL – Pearlescent Pigments

PRODUCT NAME	Pearlescent Effect	Particle Size
SIMPEARL SI 302 LEMON GOLD SATIN	Lemon Gold Satin	5 - 25 μm
SIMPEARL SI 303 ROYAL GOLD	Royal Gold	10 - 60 μm
SIMPEARL SI 305 RED GOLD	Red Gold	10 - 60 μm
SIMPEARL SI 320 SUNNY GOLD	Sunny Gold	10 - 60 μm
SIMPEARL SI 163 SHIMMER PEARL	Shimmer Pearl	40-200 μm
SIMPEARL SI 351 SHIMMER GOLD	Shimmer Gold	10 - 100 μm
SIMPEARL SI 353 SHIMMER RED GOLD	Shimmer Red Gold	20 - 100 μm
SIMPEARL SI 500 BRONZE	Bronze	10 - 60 μm
SIMPEARL SI 502 RED BROWN	Red-Brown	10 - 60 μm
SIMPEARL SI 504 WINE GOLD	Wine Gold	10 - 60 μm
SIMPEARL SI 520 BRONZE SATIN	Bronze Satin	5 - 25 μm

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REGULATORY COMPLIANCE AND PRODUCT INFORMATION

We can also offer compliance with the following regulations upon specific request:

- REACH Registrations
- Global Multilingual EU GHS and GHS MSDS, CLP Regulation compliance - hazardous product labelling
- Council of Europe resolution AP89:1 compliance
- EU Toys EN71.3:2019 (2009/48/EC - 19 elements), Category 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)



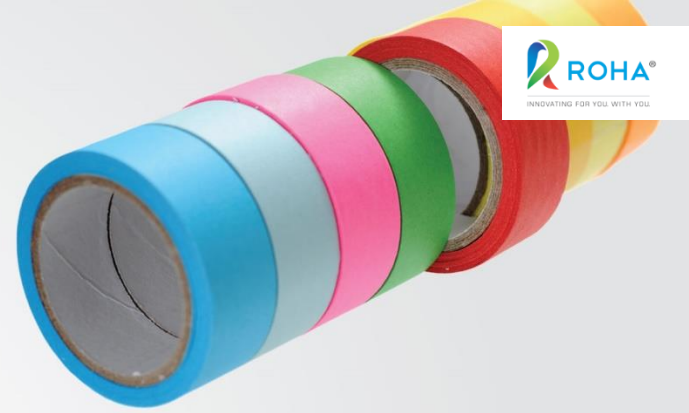
- **Pigment Red** 2, 48.2, 48.3, 53.1, 57.1, 112, 122, 146, 166, 170, 254
- **Solvent Red** 52, 111, 135, 179
- **Acid Red** 87 (Eosine), 18 (Ponceau 4R)



- **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

