

PARAS   
Inspiring taste



OUR LEGACY

Inspiring taste since

1982

A year that marked the beginning of elevating Indian spice industry. A year which was the genesis of Paras Spices Pvt Ltd.

Ever since then Paras spices has committed itself to enriching the quality and standards of spices and also bringing in innovation to this division of food.



OUR LEGACY







## A spice legend

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Paras spices has been a part of our lives, a secret of success for many and an indispensable part of the food value chain. After taking the first step in 1982, with Nestle, Mr. Viney Budhiraja has been ceaselessly working towards building a class of savory ingredients that are unparalleled in taste, quality and safety. Over the span of 35 years, Paras has grown from just being a commodity vendor to an associate partner of major global consumer brands across 15 countries.

As a leading manufacturer, Paras has a vast range of products in its basket including spices & herbs, seasonings, dehydrated vegetables, chicory and an extensive range of specialty food ingredients. We procure our raw materials through a sustainable sourcing program that competently meets the global standards and customer's expectations. Backed by state-of-the-art manufacturing facilities, skilled professionals and years of expertise, we have touched lives with the impeccable taste of our products.

OUR LEGACY

# Vision

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We aim to be a key food ingredients solution partner to global food companies by upholding impeccable standards in quality, sustainability, consistency and value added support services.

# Mission

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- Source responsibly
- Make use of our expertise in market intelligence, robust quality and R & D systems.
- Work as a partner with global food giants by aligning with their objectives and values.
- Have an unflinching attitude towards food quality and safety.





'Spices which were a luxury for the rich still remain priceless for us and are a part of our glorious legacy. We work ceaselessly towards making sure that they never lose their value.'

OUR LEGACY

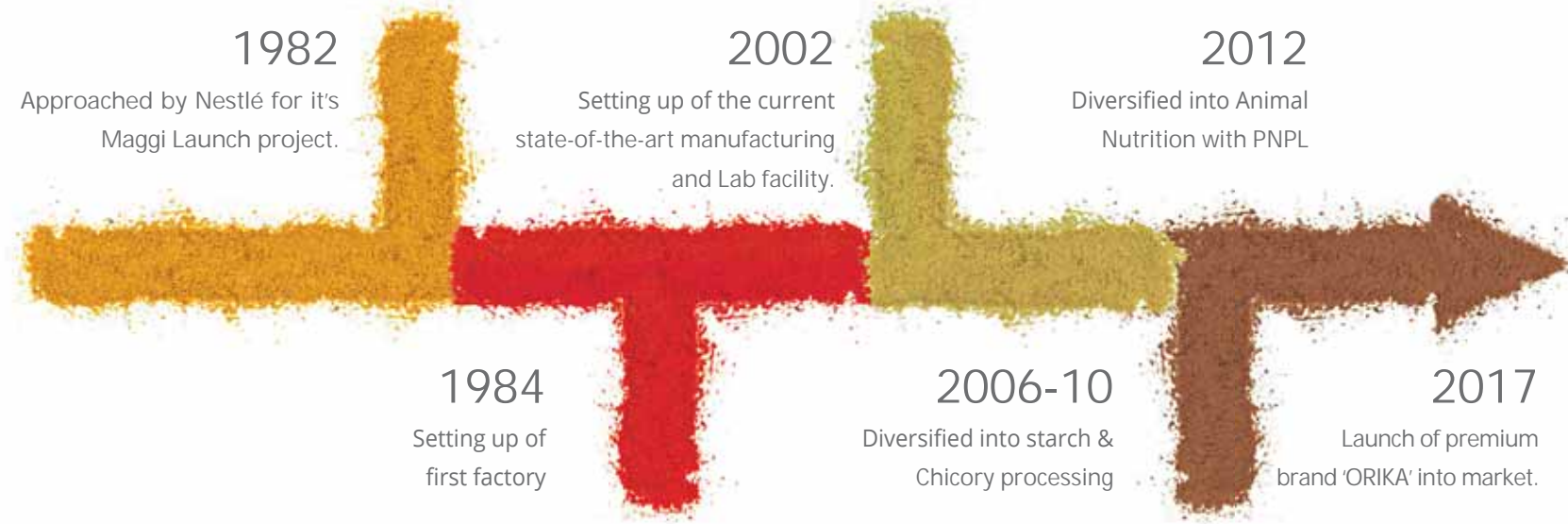
# Clientele

Chances are that you've already experienced rich flavors of Paras Spices through some of your favourite food brands. For years, Paras Spices has extended its services to leading food and beverage brands worldwide. The key ingredients, Paras Spices offers have led to success stories for the brands globally. The unique, authentic taste that comes from the house of Paras Spices complements the brand's personality of delivering nothing but the best. This is the fruit of our mutual hard work which allows us to scale the biggest milestones together, all across the globe.





# Creating landmarks



## CERTIFICATIONS & ACCOLADES

The high-quality spices of Paras has been proudly certified and acknowledged by some of the most prominent institutes of the world.

FSSC 22000 • BRC Issue 7 Grade A • HALAL • KOSHER • SEDEX

OUR LEGACY

The world of Paras Spices is much beyond her factory's boundary walls. We produce hundreds of different kinds of Spices & Ingredients with over 12,000 tons of production every year procured through our Sustainable Sourcing Program spread across 20,000 hectares of Farm area. Consumed by millions every day, each of our product has a tale of its own. Let us explore what goes behind the scenes to make all this possible.









## ABOUT US







## Infrastructure

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Spread across 13 acres, Paras Spices is complete with an in-house spice processing and food solution facility which enables us to provide the best of quality, from the first stage to the last. We have always been pro-active in adopting the latest technologies and this has been one of the major factors contributing to our success. In 2004, we were amongst the first few to introduce steam sterilized spices in India.

# Sourcing

Sourcing is the backbone of any Agro-processing industry. Over the years we have gained expertise in sourcing the right ingredient at the right time & price with upmost focus on Quality & Safety. In tune with our vision, we have been developing sustainable sourcing channels, ensuring complete traceability of the crops under our Sustainability program. Dealing with over 100 SKUs, our approach is that of assuring Quality right from the source which helps us in complying to the stringent International Quality Norms.







# Quality Assurance

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We believe that quality is the responsibility of one and all and shouldn't be compromised under any circumstances. At Paras, it begins from procurement, goes right through the processing to the packaging of the finished product.

With a manufacturing site of over 7,000 m<sup>2</sup> constructed as per GMP compliant standards, we cater to the world's most loved food brands with a focus on Quality Assurance from farm to fork; we put to use our in-house as well as external quality testing capabilities for our entire product range to ensure that the finished product is of the highest quality.

In this quest for quality, we adopt the following approaches to ensure uncompromised quality.

1. Superior quality products and services
2. Continuous process improvement
3. High-quality ingredients from consistent sources



## ABOUT US





# Sustainable Sourcing Program

Sustainable Sourcing Program is on the top of the priority list at Paras. Spread across 20,000 hectares of farm land area, spanning across 4 states of India, our Sustainable Sourcing Model focuses on minimizing our Ecological footprint while trying to improve the farm practices & farm income at large. With sustainability also comes the compliance as we adhere to the stringent of norms right from the farm in tune with IPM, ICM, and Global GAP.

We are also part of the SAN network (Sustainable Agriculture Network) further reiterating our commitment to conservation of biodiversity and rural development.

# Inspiring shared value—Today & tomorrow

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Paras Group has its values embedded at the heart of its commitment to social responsibility. As we deal with companies that create a global impact, our sustainability strategy integrates both social and environmental criteria. We believe in a holistic approach of creating and sustaining long-lasting corporate values both inside and outside the company (employees, customers, suppliers and farmers) not just through monetary gains but by creating value for society in which they thrive. It is being done by:

- Employee empowerment through regular trainings, following ethical labour practices, maintaining gender balance.
- Farmer empowerment by sharing with them the best agronomic practices e.g. Line sowing, drip irrigation etc. through trainings, demonstrations and encouraging fair trades.
- Philanthropy by positive contributions especially to the underprivileged communities, supporting a wide range of socio-economic, educational and health initiatives.
- Improving operational effectiveness throughout the value chain. We have become a zero discharge unit and have been reducing our carbon footprints.





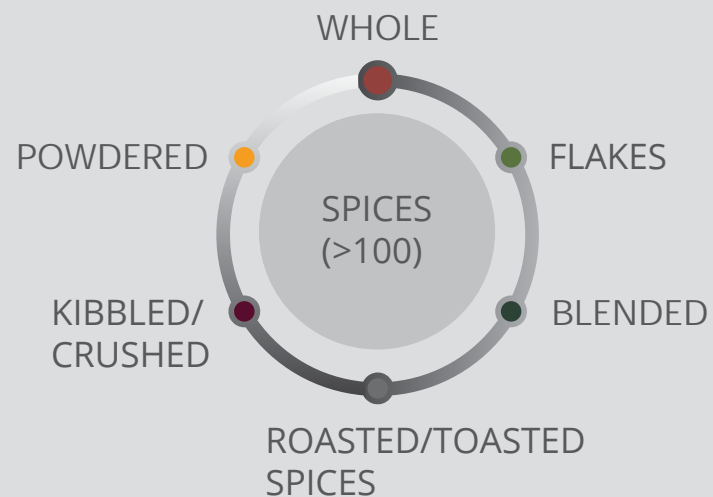


# Toll manufacturing

Paras Spices offers unmatched value proposition with world-class packaging options and in various sizes. We are currently packing nearly 10 crore packaging units of spices & seasonings every month. Private labeling ensures a more value-added and cost-effective product offering to the retail or food service segment. Complete with highly specialized equipment and skilled resources, we provide end-to-end support – from product development till the packaging stage. Making sure the high quality products and services are consistent and compliant and effectively meet customers' requisites.

# Spices & Herbs

Paras offers a wide range of whole, powdered and processed spices & herbs with quality, credibility and consistency matching global standards for microbial load, pesticide residues, mycotoxins, extraneous materials and other contaminants like illegal dyes, etc. The processed spices can also be a blend of various combinations of difficult sizes and physicochemical properties such as colour values based on customer's specifications. To raise the benchmark of our existing products, we have been consistent with our product and process improvements and innovations. We also offer a range of specifications that fit our customers' requirements in terms of product packaging. We have in-house Steam and ETO sterilization capabilities for handling both whole or powdered spices and herbs.





# Chicory

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We at Paras Spices are pioneers in introducing chicory cultivation to Punjab. It is 100% sustainably sourced with line sowing farming technique. Processed in a state-of-the art plant, in the form of roasted and unroasted cubes, it meets international quality parameters exceptionally. No wonder it is exported all over the world.

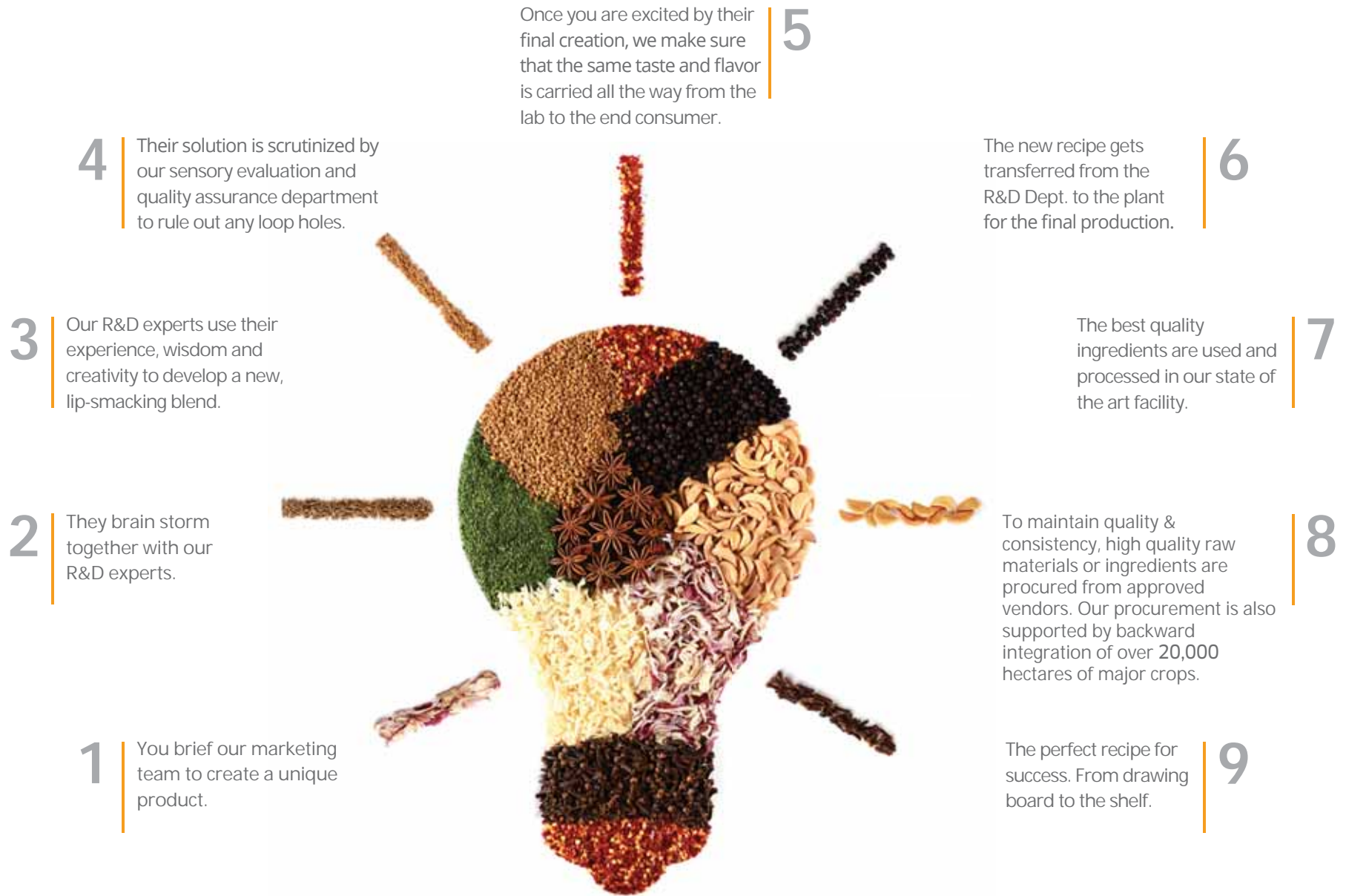




**Savory Solutions** Our R&D department continuously works on creating unique exciting blends that are new to the market. We have a library of over 700 products for different categories like seasonings, dustings, pre-mixes etc. Be it spices, seasonings or

marinades, these flavors are exquisite and unexplored.





How do we turn your ideas into iconic recipes.

# Specialty food ingredients

Paras Spices is a one-stop shop for food ingredients with high-quality specifications having complete foreign body control. We add value to simple ingredients so that they can be used for diverse food applications. Paras Spices has offered various firsts to its partners in this category.

Each of the products undergoes stringent GMP compliant processing technique which ensures high quality is maintained throughout consistently.



Salt



Dried Legumes  
& Powder



Dried Starches



Sugar



Dried Fruits

- Stringent GMP compliant processing
- Complete foreign body control.
- Highest quality specifications maintained.

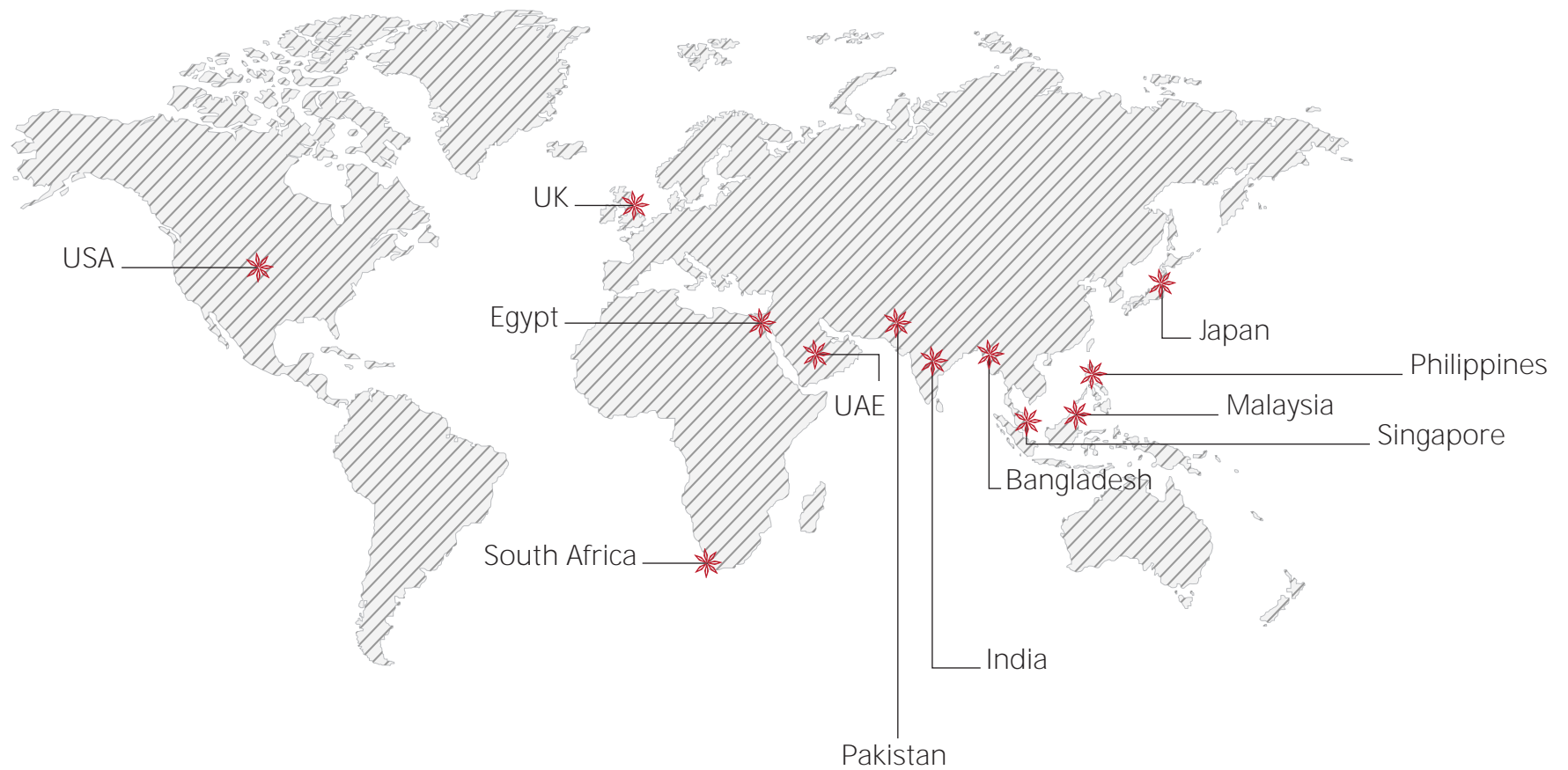




# Dehydrated vegetables

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Dehydrated Vegetables are used conveniently where flavour and nutritive values are of paramount importance. Our proactive, strict monitoring of raw material quality & procurement process ensures control on foreign body, hair and metal contaminations at the incoming stage. Further, our firm compliance to HACCP and GMP on the processing line enables us to overcome the challenges normally associated with dehydrated products. Numerous sieves, magnets and finally metal detectors at critical process steps help us to eliminate these foreign bodies.



# Global Presence

Countries: India, Japan, USA, UK, Bangladesh, Malaysia, Singapore, South Africa, Philippines, Egypt, UAE, Pakistan

"The global food industry is evolving faster than the pace known to conventional wisdom. This evolution is led by higher than ever consumer awareness & expectations and technological advancements. With our pro-active approach we have been able to survive and thrive in this highly competitive market scenario. The reason for success of Paras Spices lies not only in its product knowledge, infrastructure or technology, but also because of our vision. The vision that is to meet and exceed expectations of all the stakeholders ranging from our own employees, vendors, society and most importantly our clients."

Mr. Paras Budhiraja  
Director



# I TOOK A LOT OF TOLL TO BECOME A PERFECT PARAS SPICE.



AND THIS IS ALL THAT I WENT THROUGH TO ATTAIN PERFECTION.

I had always dreamt of joining the world of Paras. Its been mesmerizing for me. & then i was told that its not easy to be there. everyone doesn't make it till there.



## 1 AT THE FARM

I WAS SOWN IN WELL FERTILIZED FIELDS AND THE FARMERS TOOK CARE OF ME VERY WELL. I UNDERSTAND THAT THEY WERE TRAINED WELL BY THE PARAS TEAM. PROPER PLANTATION, NUTRITION AND HARVESTING, I GOT IT ALL.



## 2 TO THE PARAS FAMILY

I WAS EXTREMELY DELIGHTED TO BE RECEIVED BY THE PARAS TEAM AND TAGGED AS ONE OF THEIR OWN.



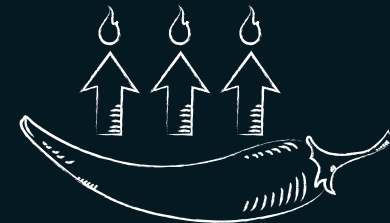
## { 3 I WAS SORTED FROM THE REST }



THERE WERE PLETHORA OF QUALITY TESTS RUN ON ME TO CHECK WHETHER I AM CAPABLE OF JOINING THE PARAS LEGACY.

## 4 my favorite process, ROASTING

AND THE PROCESS I WAS LOOKING FORWARD TO. IT WAS LIKE A MAKEOVER FOR ME. MY EXTRA MOISTURE WAS DRIED UP, I WAS QUALITY CHECKED AND MADE TO SMELL MORE AROMATIC.



## 5 IT'S CALLED GRINDING

THEN I WAS MOVED TO THE EXPERT DIVISION WHERE EACH AND EVERY SPICE WAS GIVEN DUE IMPORTANCE AND MILLED AND GRILLED FOR THE UNIFORMITY AND PERFECT TASTE.



**6** *Blending for the better*  
THE TASTE WAS BLENDED WITH ME LIKE IT CAN'T BE SEPARATED. WE WERE ONE & I WAS SO HAPPY TO BE WITH OTHERS WHO WERE LIKE MIND & LIKE TASTED.

**7** *sterilisation*  
is not scary

I ALWAYS THOUGHT THAT STERILIZATION WAS LIKE VACCINATION AND WE ALL FEARED THIS PROCESS BUT IT WASN'T THE SAME. THIS WAS DONE TO MAKE US HEALTH FRIENDLY AND I LOVED THE FACT I WAS SO USEFUL FOR A PERFECT RECIPE.

## 8 DRESSING UP IN THAT PACKAGING

ALL THIS WHILE I HAD BEEN DREAMING OF GETTING TO THIS GORGEOUS LOOKING PACKAGING AND THAT DAY FINALLY ARRIVED. IT WAS LIKE THEIR HARD WORK AND MY QUALITY PAID OFF.



quality assured

## 9 THE D DAY ARRIVES

WHILE WE ALL WERE IN THE TRANSIT TO REACH THE SHELF, I WAS DECIDING MY POSES TO MAKE WHEN WE REACHED IT. I KNEW I WAS HEADING FOR THE BEST PLACE IN THIS WHOLE WIDE WORLD AND MY LIFE WAS ABOUT TO CHANGE.



# Making all your recipes perfect! Orika by Paras Spices

Orika is the retail brand of Paras Spices, specially created to influence delectable culinary habits. The raw materials used are sourced from the best of regions and add a great deal of flavour convenience. Paras Spices have been the key ingredient behind many global food & beverage brands. And now, it is yours to use. The high quality products are an ode to our years of expertise in sourcing, processing and packaging only the best. Orika opens up a world of possibilities where it has everything necessary to spice up your cooking.

Orika range is a rich catalogue of-



Spices & Herbs



Marinades



Seasonings



Dehydrated  
Vegetables







**REGISTERED OFFICE & WORKS**

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