


SHRI SOMNATH FOOD PRODUCTS

"Bringing the Flavors of Authentic Spices to Your Kitchen"

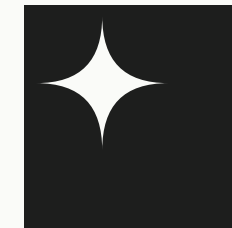




INTRODUCTION

Shri Somnath Food Products is a food manufacturing company based in Patelwas, Rasaliya, Gujarat, established in 2021. We specialize in producing a wide range of high-quality spices and masalas, including single-spice powders (turmeric, chili, cumin) and blended masalas (garam masala, sambar powder, curry mixes). Our products are designed to cater to both retail customers and wholesale distributors, offering freshness, authenticity, and affordability in every pack.

We are committed to delivering pure, flavorful spices that enhance the culinary experience, and our focus on quality, consistency, and customer satisfaction drives our operations. As a growing brand, we aim to expand our reach and become a trusted name in the spice industry, both in India and internationally.



Vision & Mission

Vision

To become a leading brand in premium spices both in India and globally, known for quality, trust, and innovation.

Mission

To provide authentic, high-quality spices that enhance every meal with freshness, flavor, and affordability, ensuring customer satisfaction.



Market Challenges

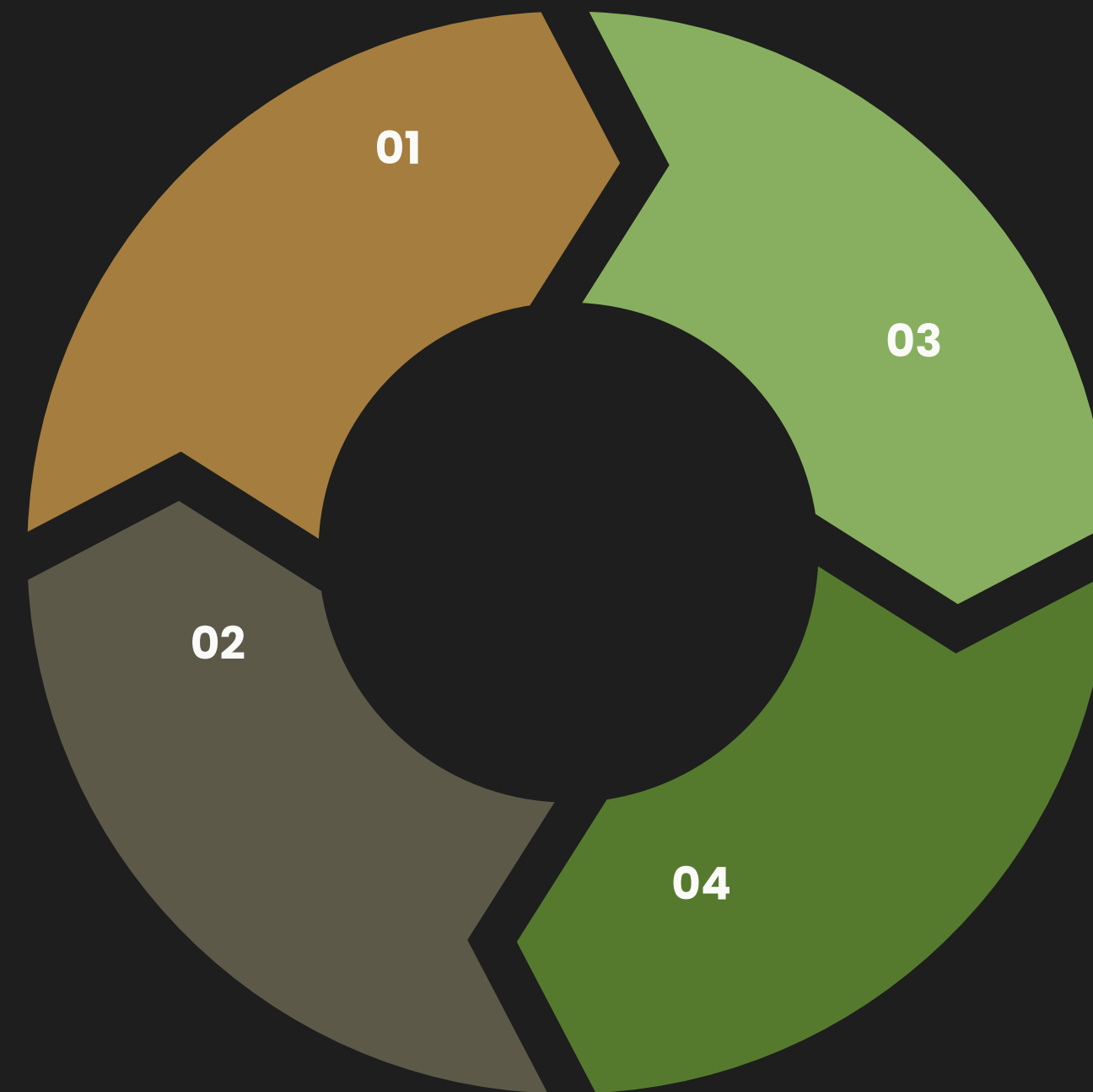


■ Intense Competition

The spice industry is highly competitive with numerous local and national brands offering similar products, making differentiation difficult.

■ Price Sensitivity

Consumers and businesses are often price-sensitive, especially in mass-market segments, putting pressure on margins.



■ Quality Assurance

Maintaining consistent quality and freshness while scaling production to meet growing demand can be challenging.

■ Distribution Network

Expanding and managing an efficient distribution network, both locally and internationally, remains a key challenge for growth.





Our Solutions

High-Quality Products



We use the finest ingredients and state-of-the-art processing to ensure pure, fresh, and flavorful spices.

Affordable Pricing



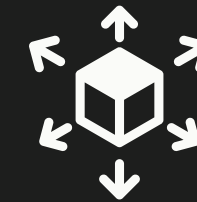
Our products are competitively priced, providing excellent value for both retail customers and wholesale distributors.

Custom Blends



We offer tailored spice mixes to meet the specific needs of businesses, ensuring flexibility and customer satisfaction.

Efficient Distribution



We've built a reliable supply chain that ensures timely delivery to both local markets and expanding national and international networks.



Our Offerings



Single-Spice Powders:

- Turmeric, chili, cumin, coriander, and more.



Blended Masalas:

- Garam masala, sambar powder, curry mix, etc.



Custom Spice Blends:

- Tailored mixes for businesses and restaurants.



Flexible Packaging:

- Retail packs and bulk supplies.





Unique Selling Points

✔ **Authentic, Fresh Flavors**

Premium, fresh spices.

✔ **Custom Solutions**

Tailored blends and packaging.

✔ **Affordable Quality**

High-quality spices at competitive prices.

✔ **Efficient Supply Chain**

Timely local and international delivery.



Our Focus on HoReCa and Export Markets

Shri Somnath Food Products is tapping into the fast-growing **HoReCa** (Hotels, Restaurants, and Cafés) sector, which is expected to reach **USD 442.5 billion by 2035** in India. We began in Delhi NCR and have expanded across key cities, offering premium organic spices to top restaurants and hotels.

In addition to our domestic presence, we're actively exporting our range of over 56 products to international markets, catering to both retail and HoReCa businesses. Our commitment to quality ensures we meet the diverse needs of global culinary establishments, positioning Shri Somnath Food Products for continued growth in both local and international markets.



Target Market



Retail Consumers

Families seeking quality spices for home cooking.



International Markets

Export to countries with high demand for authentic Indian spices.



Wholesalers & Distributors

Suppliers for grocery stores and local markets.



HoReCa

HoReCa needing bulk spices for food production.



Competitive Analysis

Competitor	Strengths	Weaknesses / Gaps
Large national brands (e.g. Everest Spices, MDH)	Strong brand recognition, wide distribution network, broad product portfolio.	Less flexibility for custom or small-batch orders; may have higher prices; sometimes perceived as “mass-market” rather than niche or artisanal.
Regional / smaller spice manufacturers (local masala producers)	Lower costs, region-specific flavor variants, ability to serve niche/local tastes and smaller clients	Limited product range, inconsistent quality or packaging, limited distribution reach, lower brand trust beyond local markets.
Export-oriented spice extract/spice firms (e.g. Synthite Industries Pvt Ltd)	Capabilities for large-scale production, spice extracts/oleoresins, and bulk supply to international buyers.	Focus more on B2B / bulk export, not on retail/spice mixes for home kitchens or small-scale customers.

Market Size



Global Market [🔗](#)

The global spice market is valued at USD 19.30 billion in 2023 and is expected to grow to USD 29.57 billion by 2032, with a CAGR of 4.89%. Asia Pacific dominates the market, driven by demand for ethnic cuisines and natural flavor enhancers.

Indian Market [🔗](#)

The Indian spice market is valued at approximately ₹2,00,643.7 Crores (USD 24.3 billion) in 2024 and is projected to reach ₹5,13,253.9 Crores (USD 62.2 billion) by 2033, growing at a CAGR of 10.56%. India leads in global spice production, consumption, and export.



Revenue Model



Direct-to-Consumer (D2C)

E-commerce sales through online platforms and retail outlets.



Wholesale Distribution

Selling bulk spices to wholesalers and food manufacturers.



Exports

Revenue from international markets through export of high-quality spices.



Private Labeling

Providing custom spice blends and packaging for brands.

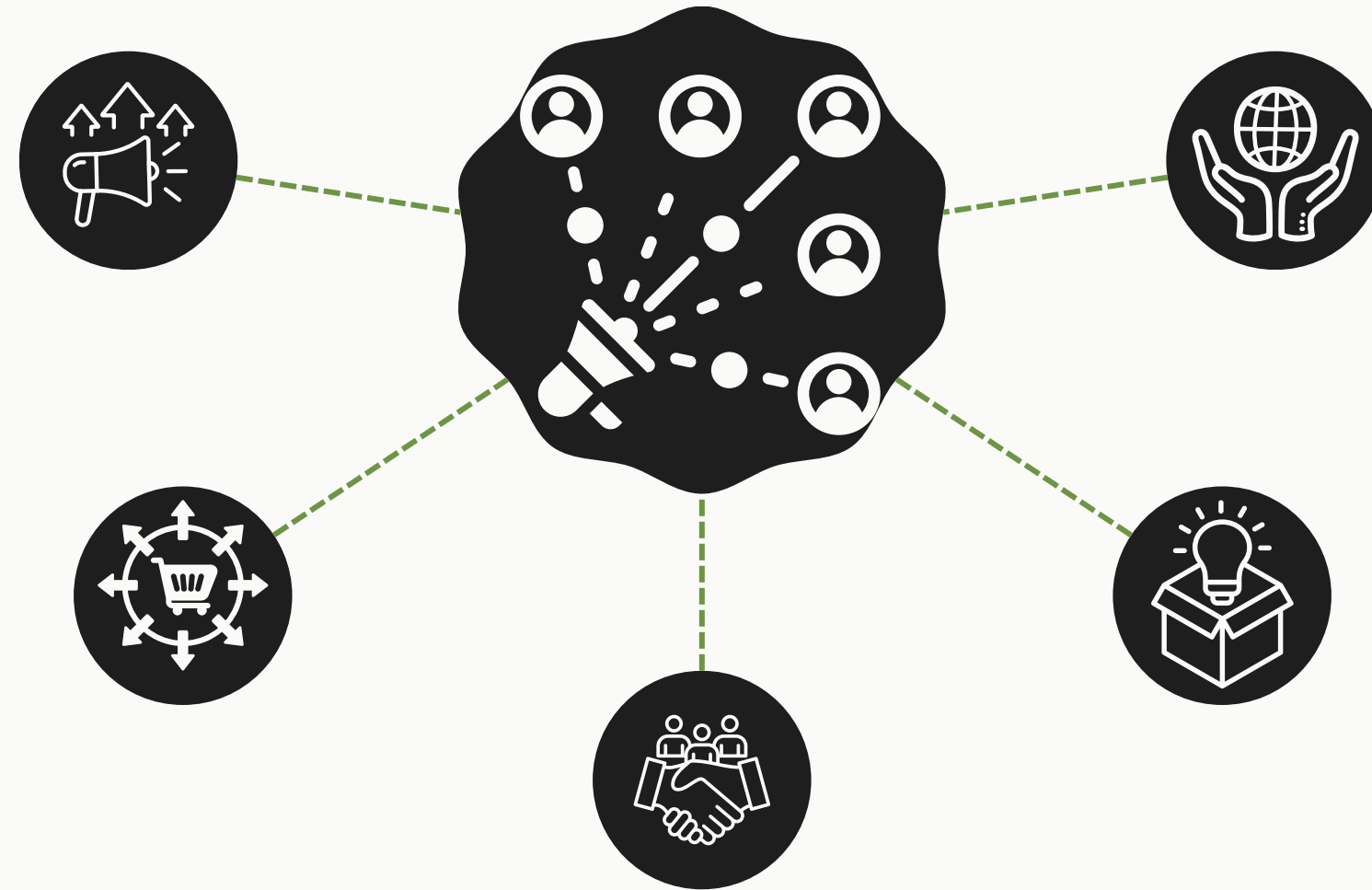
Go-To Market Strategy

Brand Awareness

Leverage digital marketing, social media campaigns, and influencer partnerships to increase brand visibility.

E-commerce Expansion

Focus on online sales through platforms like Amazon, Flipkart, and the company website.



International Expansion

Build relationships with distributors in global markets (e.g., USA, Middle East, Southeast Asia).

Product Innovation

Introduce new spice blends and packaging formats to cater to evolving consumer tastes.

Retail Partnerships

Secure partnerships with supermarkets, local grocery stores, and restaurant chains for broader distribution.

Aim To Scale Up

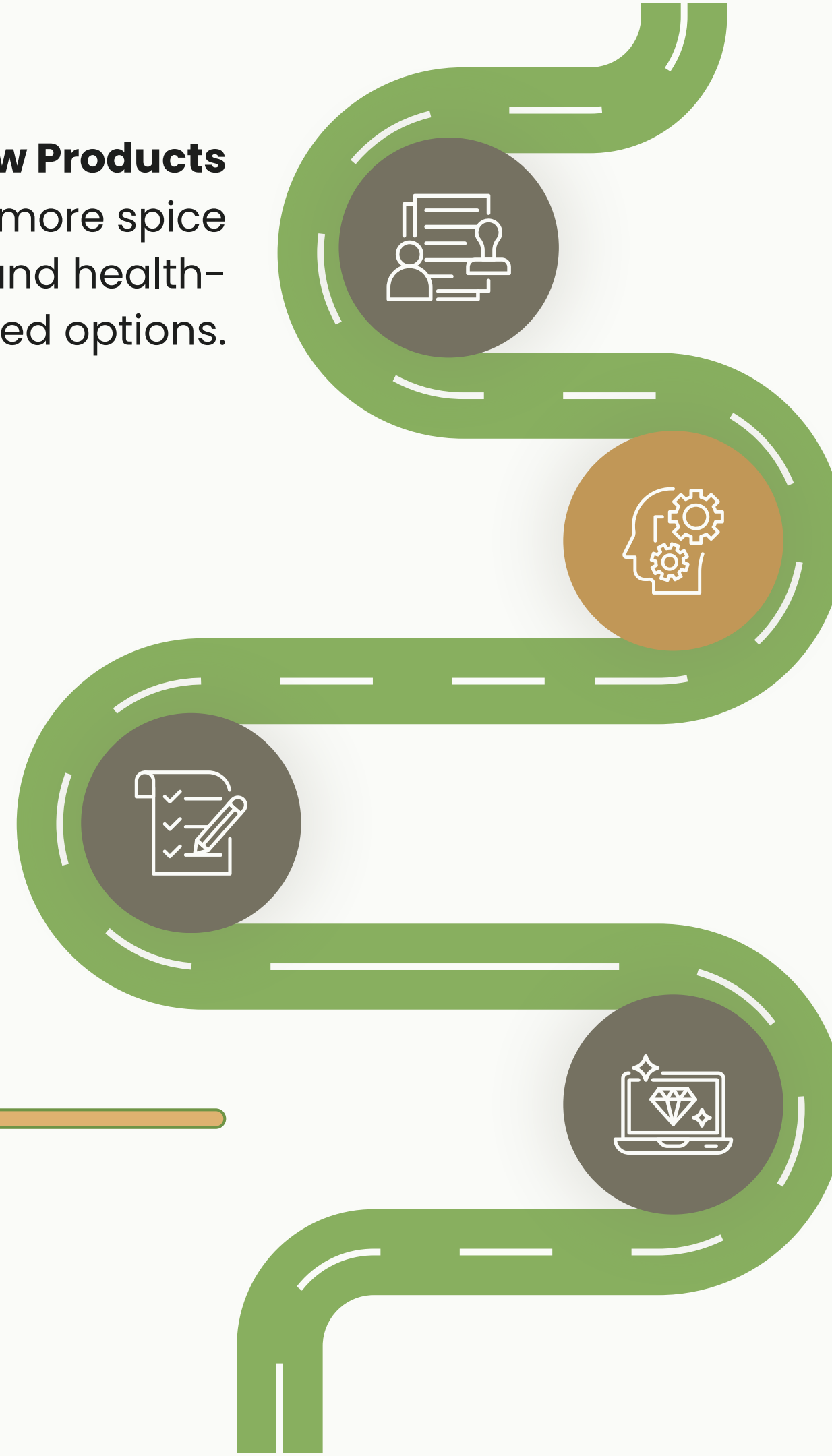


New Products
Develop more spice blends and health-focused options.

Global Expansion
Enter new international markets.

Brand Growth
Boost brand recognition through targeted marketing.

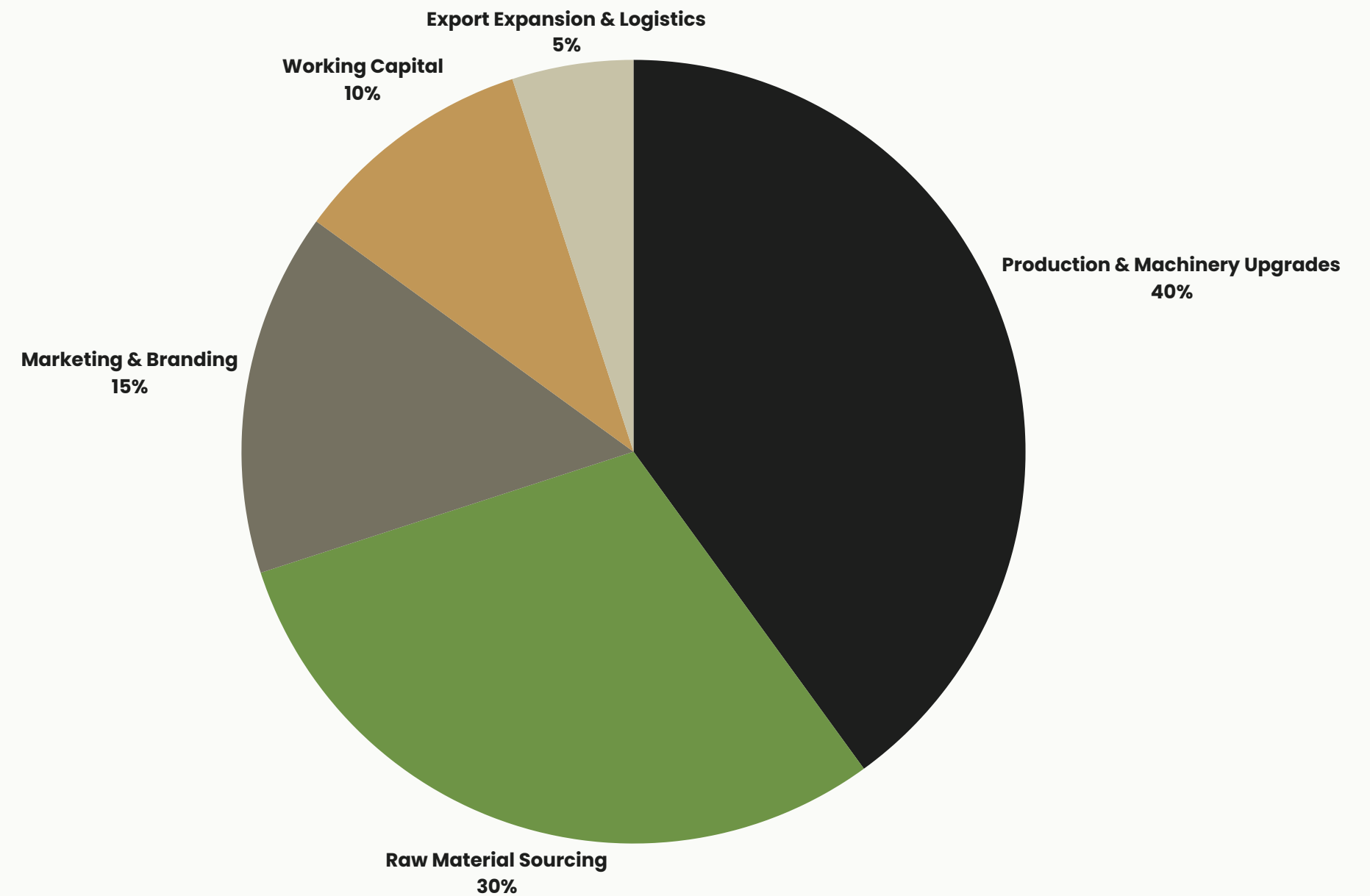
Expand Production
Increase manufacturing capacity to meet rising demand.



Fund Utilization



Area	Amount (INR)
Production & Machinery Upgrades	4,000,000
Raw Material Sourcing	3,000,000
Marketing & Branding	1,500,000
Working Capital	1,000,000
Export Expansion & Logistics	500,000
Total	10,000,000





Our Founder



Patel Hansraj

Patel Hansraj is the Founder & CEO of Shri Somnath Food Products, an MSME-certified company specializing in high-quality spices and masalas.

With a deep passion for traditional Indian flavors, Patel Hansraj established the company to offer authentic, fresh, and affordable spices to homes and businesses. His commitment to quality and customer satisfaction drives the company's success.

THANK YOU

Contact Us

 Telephone
9911445500

 Email
hp6338012@gmail.com

