



Exploring the Greatness of the Smallest

Ankur Chemfood Ltd.

Selected 2011-13



Managing Director : Mr. Ashok Parekh

Established : 1994

Product: Edible Salt :- Triple refined free flow iodized salt: Brand – Ankur, Master Cook, Annapurthi, Ezy cook; Low Sodium Salt: Dr. Salt ; Double Fortified Salt : Dr. Salt

Industrial Salt :- High Purity Industrial Salt; Pure industrial Salt; Medium Grade Salt; Super Fine Salt; Tablet Salt

History: Ankur Chemfood Ltd started their first refinery with production capacity of 200MT per day in year 1994. Slowly and steadily increasing production capacity today stands at 3500 MT per day. The Company has continuous upgradation of infrastructure, functional and logistic setup. The company now has premises spread over 1.50 Lakh sq. meters.



Achievements: ♦ The Company has the World's Largest Salt Refinery with annual capacity of 12 lakhs metric tonnes.

- ♦ The Company is proud of being First Refined Salt Manufacturer whose products are endorsed by ICCIDD (The International Council for Control of Iodine Deficiency Disorders)
- ♦ Ankur Chemfood Ltd is the first ISO 9001:2008 Certified Refined Salt Manufacturer of India.
- ♦ The products are approved by Bureau of India Standards.
- ♦ The Company has been awarded with Prestigious National Level “Bhartiya Udyog Ratan Award” by the Indian Economic Development & Research Association, New Delhi. This has been given for being Prominent Achievers of the Millennium, appreciating the excellent quality of our products.
- ♦ Ankur Chemfood Ltd has been nominated amongst the top three companies of India for “Emerging India Awards 2010” by ICICI Bank, CRISIL and CNBC; the function was held at Macau.
- ♦ Ankur Chemfood Ltd was the first company to introduce Double Fortified Salt & Low Sodium Salt

Market: We market in all the states of India as well as export to the Middle East, Far East, Europe, West African countries, South Africa, North Africa, Asian Pacific countries and the Indian sub continent.

Recent Developments: We have started our 5th production unit last year with production capacity of 1500 MT per day. We have also launched consumer friendly packing solutions.

Facilities for staff: We believe that Human Capital is the biggest asset for the company. We are an equal opportunity employer.

We offer opportunities for in house, in group promotion schemes. Provide regular training to staff.

We regularly hold cultural activities, spiritual programs, sports activities for employee and their family members.

Mantra to become a successful entrepreneur: Strong belief in our corporate punch line: - Exploring the greatness of smallest.

Brand visibility: Product Quality, Innovation and fulfilment of customers need are our core values. We have a well established distribution channel in India. We also use the electronic and print media for our brands visibility. Our core brands Ankur Salt and Dr. Salt have a strong promotion plan for the enhancement of the brand visibility.

Future plans: We have very focused plans for the vertical and horizontal growth of the company. We are planning to come up with other products where our products and by-products can be use as a raw material (e.g. detergent powder and cakes).

Corporate social responsibility: We significantly contribute to the awareness programs for use of iodine to prevent iodine deficiency disorders. We actively participate in the improvement of the quality of Salt consumed by society. We are also actively involved in charity for society & animals. Financial and non financial support in child education and other Social Welfare activities are a part of our agenda.

Salient features: World largest Salt refinery; Well acceptance of products in more than 30 countries; Innovative product Dr Salt - a brand of low sodium salt. It is recommended for high blood pressure patients, heart disease patients and individual who want to reduce the amount of his daily intake of salt; Innovative product Double Fortified Salt, which is fortified with iron and minerals. This products is advisable to majority of population specially children, pregnant women and elderly people.

