

Govind Foods: The spicier taste of success

This 75th year of Independence, let's talk about Govind Foods India Pvt Ltd (GFI) — one of the leaders of change — that is now known to the whole country for its spices and purity, with its devotion to nurture and develop the brand by consistently providing pure, handmade quality products and excellent service to the consumers in a small town like Datia.



Manoj Khatu (right)

Govind Foods India Pvt Ltd is a leading Spices and Food Products manufacturing company that produces miscellaneous items like Red Chilli Powder, Turmeric Powder, Coriander Powder, Saundh Masala, Vegetable Masala, Pav Bhaji Masala, Garam Masala, Hing and other spices and food products, which are extensively in need to various industries.

PURITY IS THEIR IDENTITY

Speaking about the purity of spices, Sanjeev Sahu, managing director, GFI, while quoting Bharat Vrikshamandir's traditions, change your heart,

and have state-of-the-art and world class machines, and that to see tremendous efforts, we have become the cleanest and modern plant of Govind Foods. The process of all spices and food products is using only the best of ingredients and thus, our products are known for their flavor, purity and high quality. Each construction is specially formulated to impart genuine flavor to various Indian food. More than 15 years of research has gone into preparing these blends, essential in typical and classical Indian cuisine. Our spices that enhance the taste of Indian traditional food are free from artificial flavoring agents, as we do not use synthetic colour and flavour. We are very cooperative with the quality and purity of our products.

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The company's objective is to provide its customers with a high quality and world-class range of spices, spice blends and other products — be it Industrial, Retail and Food Delivery Services. It is Govind Foods's visionary goal to provide international standard services to its customers. Most importantly, the vital reason for the quality and purity of Govind Masala is the processed raw material that's selected and imported from various agricultural production markets of the country, and they are the brand's fundamental pillars, like chili from Andhra Pradesh, turmeric from Andhra Pradesh, Coriander, Fenugreek and North-East states.

Chemical Division," Sanjeev added, "After being an indelible mark of its high quality, on the basis of consumers in MP and Haryana-based region, the company has given impetus to its business in the production of Uttar Pradesh, Uttarakhand, Delhi, Punjab, Haryana, Rajasthan, Bihar, Assam etc. which will help Govind Masala to lay the foundation of a well-organized business with a large distribution network for Indian brands to come."

HANDMADE, NATURAL, SUSTAINABLE
He said, "As a result of our rigorous efforts, our spices like Ground spices, Blended spices, Achar Masala, Garam masala, saundh masala, hing and other food products like Atta, Besan etc, are 100% pure, handmade quality products that are natural, always fresh, chemical free, close to nature and sustainable, made with passion by over 200 workers across the country, and is one of the best spices manufacturer in India. I strongly believe that work done with utmost sincerity and high quality can never let you fail. Thus, in no time, the name Govind Masala became famous among not only the local people but across the country for its purity and quality. We initially started with manually ground spices, but later, to meet the rapidly growing demand for our brand, the company went exclusive to semi-automatic and automatic machines. However, today spices mostly come of express are manufactured and packaged by modern machines and sold all over Central India."

FOCUS ON INFRA & QUALITY

SANJEEV SAHU, MANAGING DIRECTOR, GFI, SPEAKS ABOUT THE REQUIREMENT OF MODERN INFRA AND STRINGENT QUALITY CHECKS TO MEET THE EVER-INCREASING DEMANDS OF THE SPICE INDUSTRY



For all of this, GFI marketing and distribution team is always at the forefront to ensure timely delivery of its products to the supply partners and end consumers

According to Sanjeev Sahu, "A state-of-the-art exchanger plant has been set up by the company in Datia (Madhya Pradesh) in Karamched near ex-manure production area of Gann (MP), where the processing is done. In this enterprise, a state-



of-the-art machine floor plant has also been established in the area for manufacturing those things which produced in Madhya Pradesh, which is known for its quality. Most importantly, before the spices are prepared, the spices are selected after testing its quality in the lab located in the plant, and later they are sent for further processing," he added. "GFI has set up these two plants based on modern machines and sold all over Central India."

ever-increasing demand. The company processes the raw material directly from the production centres of the product to maintain the same taste and quality. The raw materials are first cleaned, dried and tested with the help of special machines. It is then carefully passed through various stages to make the product. Powdered spices are re-tested in fully equipped quality control laboratories to ensure best quality.

To standards, better food products, these spices are rigorously examined on the basis of taste and quality by our skilled quality checkers. They are then meticulously packaged without any human touch in food-safe packets of various proportions that are tightly sealed to extend their shelf life.

And thus, currently, we are working in 1.5 lakh sq ft area, and our monthly production capacity is 1 lakh kg/month at the moment."

India's Fastest Growing Brand

OUR PURITY IS OUR IDENTITY

Flaming Hot & Fiercely Spicy!

EAT HEALTHY & STAY HEALTHY



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