

Subtly Spicy: Casting the Magical Spell filled with Authenticity & Refreshing Aroma

Nilon's Enterprises Pvt. Ltd. is a Pune based manufacturer and supplier of a range of processed food products. Having started off in the year 1962 as a proprietorship firm, Nilon's had been primarily engaged in the manufacture and sale of pickles and ketchup. Over the past 20 years, the company had undergone significant changes and expanded its product portfolio by including more items such as ginger-garlic paste, Tooty-Fruity and Roasted Vermicelli. With over 6 decades of presence, the company serves both Indian as well as some of the major export markets, such as Europe, Japan and the U.S. Currently, the company owns and operates 3 manufacturing plants in the state of Maharashtra.

Dipak Sanghavi, Managing Director, Nilon's Enterprises Pvt. Ltd. had an exclusive chat with **Claus** from **Food Infotech**. Dipak Sanghavi shared more details about his company, including mentioning about the product that they had worked on and introduced in the market recently and much more.

Edited Excerpts Below:

Q Please begin by sharing more about your company, its business and its operations for us.

Nilon's Enterprises was started by my father Shri Suresh B. Sanghavi in the year 1962 at Jalgaon, Maharashtra as a pickle manufacturing unit. Currently, we have a total of 3 factories spread over a million square feet that are located at Jalgaon, Maharashtra. We process nearly 65000 tons of fruits, vegetables and spices from our facility.

We are one of the fastest growing brands operating in the Indian Market today. Our company retains a wide and diverse portfolio of processed food products ranging from pickles, papads, vermicelli, macaroni, tooty-fruity sauces, tomato ketchups, jams, etc. We are also one of the leading manufacturers of Pickles, Ginger Garlic Pastes and Tooty Fruity in India. Currently, we are working to grow and expand our presence aggressively in more markets, especially in the spices and sauces category. We have a pan-India presence for our products with over 4000 distribution points and our products are available in over 7-8 lakh retail outlets spread across India. We export our range of products to at least 36 countries across the globe as of today. However, our current focus is on growing our business in the domestic market, since we derive a major portion of our revenues from the domestic market.



DIPAK SANGHAVI

Managing Director,
Nilon's Enterprises Pvt. Ltd.



Q Can you please share with us some details on the products that you've been working on in the recent past?

Recently, we've been keeping more focus on spices. For instance, when it comes to manufacturing garam masala, about 25-30% coriander is added into the garam masala, since it is cheaper and economical to add the same. There are at least 10 different garam masalas. We decided to make a garam masala and named it **10 no. Garam Masala**. Within moments of opening the packet, a significant aroma is obtained that is also unique when compared to other garam masalas. These have also been receiving a lot of traction in the market nowadays. While visiting each and every retail outlet, we also ensure that we open a packet to show to the retailer the aroma that comes from inside the packet. The market has been giving us a good response and we have been able to secure new orders from many of the retailers for our product. In the same way, we are trying to work on other spices too.

Q Would you please tell us more about your online presence?

Currently, we have our own D2C website through which we are making available our products for

sale in the market. Earlier, our products were being made available through online portals such as Amazon and Big Basket. We have been generating a positive response through the online segment recently. As an organization, our focus in the online segment was limited earlier. However, with more improvement in our focus, the results have been better in the online segment. We were also keen to have our own D2C website, where the consumers would be able to obtain a direct access to our range of products from our website. One other reason why we had preferred to have our own D2C website was that it would offer us an opportunity to generate demand among consumers for some of our niche products, some of them being Sprout pickle, Ker-Sangri pickle, Amla pickle, etc. that are being made available by us in the market.

Q Any strategies/plans you have to expand your presence further in the Indian Market in the coming days?

As of today, I can state that our business is more or less fairly distributed across India. Through the years, we have been able to retain a strong market share in Central and Eastern India. The demand for our products in the

Southern region has been comparatively less, as consumers in general do not have the practice of consuming mustard oil. Today, our company holds a market share of 25% in the pickles segment in the country. We are hopeful and confident of growing our market share in this segment in the coming days.

Q How has your business been performing in the past 2 quarters?

We have been able to perform reasonably well over the past 2 quarters. We were able to achieve a growth rate of 22% for FY 2022-23. We are targeting a growth rate of 28% for the FY 2023-24 and hope to achieve the same in the coming year.

Q Please share with us about your future plans.

We would like to continue our focus on our strengths this year too, which is basically to grow our business particularly in the Pickles, Ginger Garlic Paste, Spices and Tooty Fruity segments. 

