

## Types of honey and its grading

All Honey is pure as it is natural. However different flowers have different tastes & what appeals to one may not be liked by another.

## Which type is the best honey?

All honey is pure & best and it depends on individual taste and choice.

## Does APIS own its own beehives or it fetches from producers.

We source directly from the bee keepers from different regions of India. We are in the industry for over 24 years have built a strong network with bee keepers whom we help in terms of training, credits & other benefit. We are one of the few TRUE SOURCE CERTIFIED companies dealing in honey in India.

## How APIS checks quality?

Our production facilities are aligned to the ISO 22000 standards from procurement to processing and till final delivery. Robust Q C Procedures have been put forth with well documented

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process flows that ensures traceability till the bee keeper level. The labs tests for any impurity to meet to strict product requirements as laid down by our various buyers with a clear focus to deliver quality food products.

## What is the USP of APIS?

We are one of the few companies which have been certified with ISO-22000 for documented procedure that applies to Food Safety framed by International body for Honey. The company has also got the famed ORGANIC, TUV, USFDA, KOSHER, EIC, APEDA, FMCG certification. Our Robust Sourcing & deep product knowledge in honey make us stand apart.

Incorporated in the year 1982, the venture is headed by Vimal Anand, Managing Director. APIS India is one of leaders in the field of organized Honey trade in India. With its a world class in-house facilities for testing lab; processing and filtration for honey. It has a state of art manufacturing facility spread in over 7 acre in Rorkee with a capacity to process over 100 tons of honey per day. It has buyers in 25 plus countries & who value for our products.

## Association with PV Sindhu

The brand has always been proud of its Indian ness and has taken many a global frontiers in its journey. It is one are the top players in organized honey trade.

The brand feels Sindhu is a perfect fit to get associated with as she is young Indian who has taken the world on her stride and with her perseverance has become a top rated player in the world. However for both alike there are still many unconquered frontiers. Apis intends to challenge the status quo in the market and become a dominant player in the branded honey in India

## Expansion plans

Launch into newer categories in FMCG with honey being our lead product. There will be plenty of update from us in this space. We are expanding our horizons and get into newer categories like Cookies ; Tea ; Preserves to name a few. There will be also product expansion plans beginning next year onwards.

## Net worth of the company, investments made and revenues projected

Our Company is in exciting phase & crossed 200cr. turnover this year. We want to have a bigger footprint internationally. However it's too early to reveal now.

## Industry updates

Honey Industry is very unorganised and rules roughly 2000cr industry while the organized industry is only 700cr but is expanding every year and its growth is higher than that of the



unorganized sector. The industry although fragmented but is growing. It helps in creating rural jobs as bee keeping is directly related to form revenue & revenue enhancement in rural India.

Major challenge for packer is availability as honey is natural product and major types of honey are not available year long. There are few months which are dull in procurement as there is no produce in certain parts. Hence investments are required to keep to the demand for those months. Honey is directly related to flower hence its production also depends on climate & others natural factors. Any natural calamity or bad spells become a loss for the industry.

India stands as a growing exporter of honey its amount the top 5 players in the field and it's a key source of trade for the Middle East North America and African countries.

## About Amit Anand

Amit Anand, Joint Managing Director, APIS India is Commerce graduate from Delhi University and looking after the key functions, overall Plant Management, Human Resources and Finance. Amit also takes care of the Green Field initiative of the APIS India's factory in Roorkee. Besides, he looks after the company's new initiatives, factory operations and control of plant operations.