



APIS India Honey & Beyond

APIS India is one of leaders in the field of organised honey trade in India with a major focus on export market. The company entered domestic distribution couple of years ago by launching branded honey under APIS Himalaya and APIS Himalaya Gold to cater to growing demand for quality honey from burgeoning health conscious domestic consumers. After

tasting their success in the retail market for their honey, the company is currently looking at diversifying their product portfolio with an ambition to grow the company as a leading FMCG player.

Commenting on their long term vision, Anand said, "We intend to challenge the status quo in the market and become a dominant player in the branded honey as well as established FMCG Company in India. As

APIS India, a branded player in honey market both internationally and domestically, as part of their strategy to become an established FMCG player, especially in the food and kitchen segment, has started adding new products like tea, ginger-garlic paste, dates, etc., to their portfolio. According to **Amit Anand, Jt. Managing Director**, the company is keen to leverage Apis Himalaya branding and put up a comprehensive roadmap to explore the opportunities in the food and kitchen space.

P Krishna Kumar writes.



part of our strategic marketing campaign, the company has started consumer sampling spreads in UP, Delhi/NCR, advertising in public transport, retail boards and have also diversified into hospitality sector, bagging our product placement in premium hotels like Taj Mahal, Delhi & other restaurant chains in Delhi."

As part of its branding and marketing strategy for honey, they had recently roped in ace Shutter, PV Sindhu, silver medalist in the Rio Olympics, as its brand Ambassador. "In a limited span of time, Apis honey is now available pan India in general and modern trade chains and has evoked an encouraging response particularly in the South Indian markets of Andhra Pradesh, Telangana, Karnataka and Tamil Nadu," Anand said. Even the company has major breakthrough in the HoReCa segment, with major hotel chains becoming customers for their honey. "We already have different SKUs to target all segment in honey market. We have blisters pack which is fit for one time consumption majorly designed to target Institutional and HoReCa segment," he said.



HONEY & BEYOND

APIS India has added new product categories into its portfolio in recent years. They currently have tea, handmade cookies, preserves, etc. in their portfolio. The company has also launched Kinia Dates in markets like Hyderabad recently, which will eventually be expanded to other cities as well. "Apart from honey the company has added tea, ginger garlic paste and cookies and is looking to diversify further going forward. We have recently launched Kinia Dates in Hyderabad and it will soon be available across pan India in coming days. The company is keen to leverage their Apis Himalaya Honey brand and put up a comprehensive roadmap to explore the opportunities in the food and kitchen space," Anand added. While the preserves carry the 'Vedic Kitchen' branding, the cookies are marketed under 'Baker's Factory' branding.

"We are adding new products and SKUs in preserve category. Our two new SKUs of ginger garlic paste under the brand name Vedic Kitchen with standard packaging will soon hit the market. Other products in this category are in development phase," Anand stated.

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