



Apis aggressively targets domestic honey market

The largest honey exporter hopes ₹500 crore business in India in next 3 years

FC BUREAU

New Delhi:

Honey exporter and exporter Apis India Ltd, after launching two honey brands - Apis Himalaya and Himalaya Gold with sports vitamin that the TV Sankha as the face, is now looking at capturing market in tea and cookies.

Apis is planning major foray into the domestic retail and institutional market. The company which has an installed packaging capacity of 180 tonnes of honey per day has been so far exporting 75-80 per cent of its capacity to over-

seas markets like the UK and Middle East and also private labelling products for companies like Nirma, Jintona, Wiltast and Pigeon Group.

Speaking in Financial Chronicle, Apis joint managing director Arun Anand says "One of the two variants in honey our main focus will be Apis Himalaya honey in the retail market. Soon we will be focusing more on tea and preserves in the retail market," adding, "Our association with TV Sankha has helped us to stand out among the others well established brands in our product segment. Our sales in the-

last fiscal quarter has increased by nearly 30% both in terms of exportation... In Southern states we have received a greater impact of TV Sankha our brand awareness among consumers and helped expand the market."

Himalaya Gold is a premium product for the niche market and has a limited spread.

The honey market is growing at 30 to 40 per cent and

there is a scope for further growth with people coming to healthier food options. The per capita honey consumption in India is still quite low at about 9 to 10 gm compared to Europe with 2.5 kg, Anand says.

Besides aiming to capture third position in the regional honey market by 2018, the company is going to grow its tea and cookies business where it forayed recently. "We are tea and cookies in the tea and cookies

in India, Pakistan and Malaysia," Anand says.

The company has processing plant in Bunkar, Uttarakhand, has a capacity to process 100 tonnes a day. Plans to set up facilities for tea processing and packaging are also under consideration, the senior executives said.

Apis plans to focus on providing quality, market expansion and strong branding value, says Anand. "We are already in the institutional market. We are looking at becoming a Rs 500 crore business in India in next 3 years", says Anand.

Apis India will mainly focus on Himalaya honey and will soon diversify in tea and preserves in the retail market