



## ANANDA

EPITOME OF TASTE & HEALTH

**E**stablished by the visionary Chairman Radhey Shyam Dixit, during the Phase-III of Operation Flood, known as the White Revolution of India, Ananda started its operations from Siyana Factory in 1989. Setting a remarkable example of unceasing dedication, devotion & motivation, the group has eventually evolved into a renowned brand which is synonymous to great taste & health.

Basking in the glory of its wide range of products, the group has achieved a turnover of over 1200 crore and over the years it has launched an ever-growing range of initiatives to

source sustainable supplies of fresh, pure, tasty and nutritious products 'directly from farm' – a sentiment close to its heart.

### A BLISSFUL JOURNEY

In a bid to uphold the true spirit of its tagline 'Anand Karo' meaning 'pursue your bliss', the group aims to spread joys by being a consistent yet economical source of delectable nutrition for the people of India by replicating the country's traditional culinary techniques on a large scale. Further, it endeavors to be harbinger of bliss for its partners, stakeholders, employees and associates by being pivotal to the future

growth of the dairy industry and aiming to increase its turnover by 30% by 2030.

### RISING HIGH ON THE ESCALATOR TO SUCCESS

Endeavoring to be one of the most competitive companies with a strong emphasis on efficiency in operations, technology, reliability for consumers & thrust on expansion & development of new products, Ananda is an organization that combines scientific, financial, managerial & operational skills & resources to rejuvenate its customers' lives & its infrastructure & human capital integrates to flower a robust performance

to provide an impetus to the Indian dairy industry as a whole. Its well recognized market presence with a strong product portfolio marked up with strong brands, streamlined & efficient infrastructural capabilities, which boast of technical prowess, high quality production & cost effectiveness are the key success factors necessary to withstand the winds of expansion. Its well-monitored marketing, milk collection network & product distribution network is aimed at attaining brand equity among its wide-reaching & ever expanding consumer base.

