



GOLDEN CROWN

A CROWN JEWEL OF THE PROCESSED FOOD SECTOR

Understanding that in this highly competitive world, fighting to stay relevant is immensely important, Holyland Marketing Pvt. Ltd. has not only strived to offer the best to the people, but has also proven to be one of the best in the business, time and again

When Holyland Marketing was established back in 1995, the Founder Vijay Kumar Budhraj was set for humble beginnings and simple expectations.

EXCEEDING EXPECTATIONS

What happened took everyone by surprise. The continuous growth spurt of the company has led to it being one of the top suppliers to many restaurants, hospitality chains, pizza chains, and hotels.

Their flagship brand, the Golden Crown, is one of the most popular processed food brands in recent memory. It has quickly become one of the nation's most trusted processed food brands, with over 600 dealers and distributors across the country, and 30+ vendors. Over 150 products means that Golden Crown has something for everyone.

Holyland Marketing is recognized as the foremost buyer and trader of a superior quality range of processed food items, sourced from the dependable vendors of the industry using outstanding quality raw material and pioneering knowledge

in observance with the global eminence ethics. Competing with brands such as Del Monte and Birla, and leaving them biting the dust, has become somewhat of a trademark of Golden Crown. Holyland Marketing has been keeping up the good work for the best part of more than two decades, and it looks set to continue on the same path.

FOLLOWING VALUES AND PRINCIPLES

Under the dynamic leadership of Mr. Budhraj, all expectations have been exceeded by a country mile. As a result of the innovation and principles in practice at Holyland Marketing, it has fast become a force to be reckoned with.

In Mr. Budhraj's own words, "I am happy today with our performance not because of the numbers alone, I am happy because this performance symbolizes Victory - a Victory of principles and conviction; honesty and hard work; of customer demands - his choice & desire for quality service."

The clear value that he places in his principles is evident. Holyland Marketing derives from the same values and

principles, and the company's short-term successes are part of a much larger long-term vision.

The organization acknowledges the role of distributors, vendors and dealers in its success, and it is exactly these kinds of values that maintain the integrity of the organization.

Their long-term vision is much more than just earning profits. Holyland Marketing wants to become one of the most trusted names in food processing all over the world, and not just in India. Who's to stop them? The sky is the limit!

Holyland Marketing and Golden Crown are not just brands; they are pioneers of the processed food industry. Delivering exactly what the customers want has helped them achieve this stature, and they are not ready to give up on it just yet.

These past years have brought lots of achievements and accolades to the company, but they feel that it is just the beginning. Today marks the start of decades of success, but they are taking it one step at a time. There is perhaps nothing that Holyland Marketing cannot achieve.