



DISCOVER *the new*
FRESHLY FROZEN FOODS

for a healthier future

Surprise your family with our tasteful range of products to share!
This healthy specialty will **revolutionize your appetizer**

OFFERING YOU HEALTHY VEGETABLES EVERYDAY





Ever since our establishment, we have been true pioneers. We were one of the companies in India to realise the full potential of frozen vegetables & fruits, and their ability to make people's lives healthier and easier.

This pioneering spirit has been part of our company's DNA ever since.

Every day we deliver proof that frozen vegetables and fruits still hold many opportunities to innovate. We take pride in finding new ways to answer the needs of modern consumers, who may be spending less time in the kitchen, but have not lost their interest in great-tasting, healthy food on the contrary.

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We use the same innovative approach in all aspects of our business, from the techniques we use on our contract farming fields to determine the optimal moment of harvesting, to our advanced logistics in which we share warehousing space and loading capacity.

Collaboration with our associates, partners and customers has been an important success factor as well. We build strong partnerships, not just supplying the great products, but helping them. Likewise, we are investing in long-term relationships with the farmers that are growing our vegetables & fruits, guiding them towards more efficient and sustainable working methods and creating mutually beneficial partnerships.

Finally, it almost goes without saying that our people are of utmost importance in realising our ambitions. It is their hard work, their commitment and their talent that have made our company.

We hope our brochure will bring you insight into our company, the way we do business and how we see things. But most of all, we hope it can inspire you to collaborate with us. We are already



Grofresh Agrofoods in a nutshell

Grofresh Agrofoods Pvt. Ltd. is a global market player operating from India in frozen foods.

We transform freshly harvested vegetables & fruits into food products that are easy to store, conserve & consume.

Our products respond to the needs of modern consumers who want to enjoy healthy and tasty food, with a minimum of preparation time. We offer our customers including retailers, food service companies and the food industry in general – a wide range of innovative and high-quality products, excellent service, and advanced logistics.



Product range

vegetables / vegetable mixes & purees / fruits / organics / herbs / sauces

3 market segments

Retail – vegetables, vegetable mixes, fruits, sauces and purees for consumers

Food service – frozen vegetable and fruit products for use in the catering industry, including restaurants, hospitals and company canteens

Business-to-business – ingredients for the food industry

The best of nature, always fresh

We have perfected our craft, preserving all the good things that nature has to offer – without the need for additives – and making them available anytime, anyplace.

Available in every season

Harvested at precisely the right time – when they are at their very best frozen vegetables and fruits can be enjoyed all year long, bringing healthy variation to our diet and adding much-needed vitamins and minerals in every season.

Preserved at the peak of perfection

Our IQF (Individual Quick Freezing) freezing technology pauses the ingredients at the peak of perfection, preserving colour, texture, flavour and nutrients until consumers are ready to enjoy them.

Prepared in no time

Frozen vegetables and fruits are already washed, peeled, sliced or diced, saving time in preparation, and making it easy to store and conserve them in any home.

Nothing goes to waste

Our frozen vegetables and fruits can be perfectly portioned. Just take the amount needed – for one person or a family, a main course or a side dish and the rest can be saved for later.

Close to the farmer's field

All our vegetables and fruits are sourced locally, usually within a maximum range of 40 km from our production plants. This close connection to the field enables close collaboration with the farmers and ensures the freshness and quality of our products, while reducing our environmental footprint. It also makes it easier to monitor quality and crop progress. We invest in long-term partnerships with our farmers and help them work in a more efficient and sustainable manner.

Local sourcing, all over India

The Grofresh plant is strategically located in Thumkur District of Karnataka state in India.

A wide variety of vegetables and fruits locally process them within a few hours after harvesting, guaranteeing maximum freshness and nutritional value. At the same time, it also reduces the environmental impact of our activities. Finally, the geographical spread of the fields – with a great variety of soil types, temperature and weather conditions – balances out risks and ensures the continuous availability of our products.

Long-term partnerships with farmers

Grofresh has developed long-term partnerships with the farmers that are growing our vegetables and fruits. We work closely together to minimize the time between harvesting and processing, because every minute counts.

Our agronomists guide them every step of the way: selecting the right varieties, optimizing cultivation and protection of crops and determining the best moment for harvesting. We invest in education and help farmers discover new agricultural techniques to reduce the environmental impact of their activities, safeguarding nature and biodiversity. We give our full support to farmers who want to make the transition to organic cultivation.



Working smarter every day

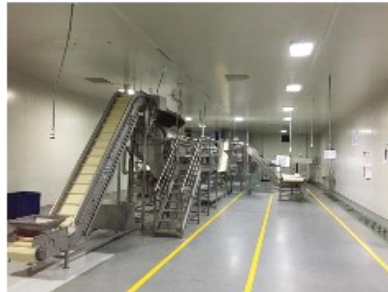
Grofresh strives for operational excellence in all its activities, from the cultivation in the farmer's fields to the distribution of our products. Our focus on continuous improvement ensures we are using our resources in the best way possible, making our workplaces safer, increasing our cost-efficiency & improving the quality of our products & processes.

Quality throughout the chain

We use advance technology to continuously monitor our production processes, ensuring quality, food safety and full traceability throughout the entire chain, from the moment the vegetables are sown on the field to when they are packed & distributed to our customers and determine the right moment for harvesting. These developments will enable us to increase efficiency & monitor quality even further down the chain.

The search for continuous improvement

We look for ways to work smarter every day. We analyze our processes, define the crucial parameters, eliminate waste and improve those things that really make the difference. All our employees are both committed and involved in



A global player, always near you

Grofresh started as a small local enterprise & grew into an international supplier of fresh-frozen vegetables & fruits. Today, we are exporting our brand in some of the most fertile regions in Asia & Europe. Thanks to our international sales and distribution network, our products are now available to consumers in India & some other foreign regions.

Fostering nature

The mission of our company is to enable a healthier future by making it easier for people to consume more vegetables and fruits. But we can only achieve this goal if we also make the necessary efforts to foster nature and minimize the impact of our activities on the environment.

Reducing food waste



As a food company, we are intensely aware of just how valuable products of nature are. Our frozen products can be perfectly portioned & are easily preserved over a longer period, reducing the amount of food that goes to waste at the consumer's home.

We take the same care in our production plants. Our wide range of products enables us to process all the different grades of the harvested products. Vegetables and fruits that do not have the right visual appearance or shape are used other residues go into animal feed or fertilizer for our fields, thereby closing the loop.

A new way to have vegetables



DELECTABLE AROMA



PRESERVED TEXTURE



NATURAL COLOUR



FLAVOUR MAINTAINED



Frozen Sweet Corn Kernel



Frozen Green Peas



Frozen 4 Ways Mix Veg



Frozen 3 Ways Mix Veg



Frozen Cauliflower Florets



Frozen Whole Okra



Ginger Garlic Paste



B2B offerings

SWEET CORN



IQF WHOLE SWEET CORN KERNEL



IQF CUT SWEET CORN KERNEL



FROZEN CORN ON COB



RETORT SWEET CORN

CARROT



IQF CARROT DICE



IQF CARROT SLICE



IQF CARROT STRIPS

CAPSICUM



IQF CAPSICUM DICE



IQF CAPSICUM SLICE

GREEN PEAS



IQF GREEN PEAS

JALAPENO



IQF JALAPENO DICE



IQF JALAPENO RINGS

B2B offerings

SPINACH



FROZEN SHREDDED SPINACH



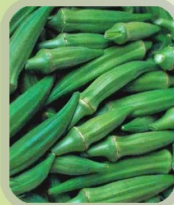
FROZEN SPINACH CUBE

BROCCOLI



FROZEN BROCCOLI FLORETS

OKRA



IQF WHOLE OKRA



IQF CUT OKRA

CAULIFLOWER



IQF CAULIFLOWER FLORETS

GREEN BEANS



IQF GREEN BEANS CUTS

BITTER GOURD



FROZEN BITTER GOURD RINGS

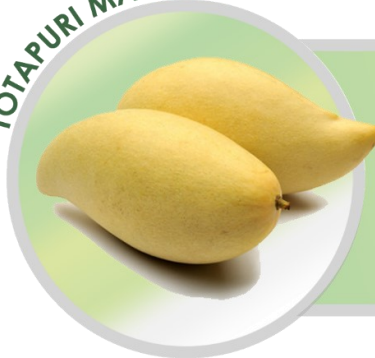
BETROOT



IQF BEETROOT DICE

B2B offerings

TOTAPURI MANGO



IQF TOTAPURI MANGO DICE



IQF TOTAPURI MANGO CHUNKS



FROZEN TOTAPURI MANGO SLICE



FROZEN TOTAPURI MANGO PUREE

ALPHONSO MANGO



IQF ALPHONSO MANGO CHUNKS

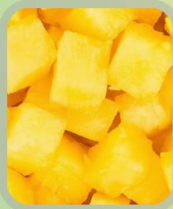


FROZEN ALPHONSO MANGO SLICE



FROZEN ALPHONSO MANGO PUREE

PINEAPPLE



IQF PINEAPPLE DICE



IQF PINEAPPLE CHUNKS



FROZEN PINEAPPLE SLICE



FROZEN PINEAPPLE PUREE

CHICO



FROZEN CHICO SLICE

B2B offerings

CANTALOUPE



IQF CANTALOUPE BALLS



IQF CANTALOUPE CHUNKS

HONEY DEW



IQF HONEY DEW BALLS



IQF HONEY DEW CHUNKS

PAPAYA



IQF PAPAYA DICE



IQF PAPAYA CHUNKS

JAMUN



FROZEN JAMUN PUREE

B2B offerings

COCONUT



IQF COCONUT DICE



IQF COCONUT CHUNKS

TENDER COCONUT



IQF TENDER COCONUT MALAI



FROZEN TENDER COCONUT WATER

STRAWBERRY



IQF STRAWBERRY SLICE



IQF WHOLE STRAWBERRY

CUSTARD APPLE



FROZEN CUSTARD APPLE PUREE

Dehydrated Fruits Range

BANANA

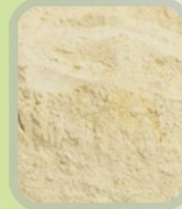


RAW BANANA POWDER



BANANA FLAKES

JACKFRUIT



TENDER JACKFRUIT POWDWE



TENDER JACKFRUIT SLICES

PINEAPPLE



PINEAPPLE RINGS

MANGO



MANGO SLICES

CHIKOO



CHIKOO SLICES

Dehydrated Vegetables Range

CARROT



CARROT POWDER

MIX VEG



MIX VEG

CABBAGE



CABBAGE FLAKES

RED ONION



RED ONION FLAKES

BEETROOT



BEETROOT FLAKES

SPINACH



SPINACH FLAKES

ORIGANO



ORIGANO FLAKES



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