



Pravin Masalewale -50 years of commitment

Pravin Masalewale (PM) a 50 years old spice company has delved deep into the exotic world of spices, unlocking and revealing the authentic blends that make the popular Indian dishes so distinctive in taste, flavor and aroma. The company follows the highest possible quality standards through a regular and rigorous process of International Quality Certification and Management Process to market its **AMBARI** and **SUHANA** brands.

The Legendary Beginning

PM was founded in Pune in 1962 by a tirelessly entrepreneurial couple, Shri. Hukmichand Chordia (affectionately addressed as 'Bhau') and Smt. Kamalbai Chordia (Bai). From humble beginnings, PM today produces two globally recognized brands- **AMBARI** and **SUHANA**.

Founding Principles

For years, PM has been churning out products with an outstanding quality. And while doing so, it has remained grounded in its values;

- Ethics before all**
- Best In Best Out**
- Always, value each buyer and value for each buyer**
- Your wish is our command**
- Endeavour to excel**
- Growth through partnering**

The perfect blend of Innovation, Expertise, Quality & Leadership

The thorough research and deep understanding of consumer needs reflects in PM's exclusive and customized range of products. With state-of-the-art manufacturing plants at Yavat, Hadapsar and Shirval in Pune, Maharashtra (India), PM has been consistent in its world-class quality of spices. With about 90,000 kg of spices being manufactured per day, the manufacturing processes at PM ensure a stringent quality control with international standards. PM has been certified by some of the reputed organizations for its highest processing & quality standards.

Trust in the form of consistent Accolades

At PM, trust of customers and our business partners is extremely important. It is trust and consistent quality, which has manifested itself in form of various certifications & awards.

1. 1996 FIE Foundation award to Shri Rajkumar Chordia, Chairman, Pravin Masalewale
2. 2006 National Productivity Award from Ministry of Food Processing Industries.
3. 2008 CII-EXIM Bank Award from Confederation of Indian Industries.
4. 2007 & 2009 Rajiv Gandhi National Quality Award from Bureau of Indian Standards.
5. 2010, 2011 & 2012 Great Taste Award, UK.
6. 2012 Dr. H.A.B. Parpiya award for best-managed food industry from AFSTI etc.

The aroma of Suhana has spanned and surpassed national and international boundaries. Today, Suhana has a distribution network in more than 16 states of India through 40 C & F agents, 1149 distributors and over 2,00,000 retailers. PM has also made a head way in international markets like USA, South Africa, UK, Mauritius, Kuwait, Nigeria, and many other countries.

With the trust of our customers, world-class array of products and a zest for innovation, PM with its **AMBARI and **SUHANA** brands is steadily marching towards a promising future.**

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