

MEDIA INFO. AND PRESS KIT



Dear sir

This document contains all the information related to WALA GROUP .its intended for use to the media and press atlarge.the figures and facts are true with best to my knowledge

For any other assistance you may leave a mail on media@walafragrances.com

Or our Press & Media incharge mr Anand on +97 278 2424628

WALA GROUP OF CO, AT A GLANCE

WGC is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials as

well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics and foods, the

pharmaceutical industry and producers of nutritional supplements.

With more than 13 % of share in fragrance market. Headquartered in BHAVNAGAR, GUJARAT, the Company is represented in over 3

countries in Europe, Asia, the United States and Latin America.

WGC works with manufacturers of perfumes, cosmetics to develop new product ideas

and market-ready concepts for things which are an indispensable part of everyday life: perfumes,

personal care products, fabric care products, household cleaners, The company's R&D work focuses on innovative substances and technologies which give consumers a specific added value in terms of quality or function.

Examples include flavorings which make it possible to reduce the salt, fat or sugar in foods, or perfume oils with a cooling effect on the skin.

WGC was formed in 1950 with the name WALA & CO. has been a Privately owned company since

than.

COMPANY PROFILE

With a Indian market share of approx. 12% WGC is the 5th largest supplier on the market of fragrances and flavorings. It develops, produces and sells flavorings, cosmetic active ingredients and raw materials as well as functional ingredients. Customers include large multinational groups of companies as well as important regional and local manufacturers of foods, beverages, perfumes, cosmetics, personal care products, cleaning products and detergents as well as manufacturers of pharmaceuticals. In 2010, WGC achieved sales of around 50 million.

WGC manufactures more than 2000 products. The majority of these substances are based on natural raw materials such as vanilla, citrus products, flower and plant materials. The company sells its products in over 3 countries. In the 2010 fiscal year, WGC generated 4% of its sales in industrial countries in Western Europe and the United States, as well as in parts of Asia was 96%. As of December 31, 2010, the Executive Board had four members: Shri Pratap Singh Nwala (CEO), Upendra Singh Nwala (Head of Industrial perfumes), Prakash .P. Nwala (Head of personal care products)



History

The wala Group was established under the name wala &co by its founder SHRI N .O .WALA in the year 1950 . The company than expanded its operations roots date back to 1950 to 1980, when the two companies were already operational i.e Wala &co ,Wala Inc. the group was then formed in the year 2011 which now includes :

WALA &CO

WALA INC.

WALA FRAGRANCE'S PVT.LTD

SHRESHT FRAGRANCE'S

SAIBABA AGENCIES.

Two divisions: INDUSTRIAL PERFUMES (IP) and END USER PERFUMES (EUP)

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The company is composed of two business divisions: "INDUSTRIAL PERFUMES" and "END USER PERFUMES."

In the EUP business division, WALA GROUP develops, produces and sells end user products like ROLL –ON Perfumes, which are free from alcohol, incense sticks, Aroma and essential oils. that are used by customers and end user at large

In the INDUSTRIAL PERFUMES business division, WCG develops, produces and sells fragrances, cosmetic

ingredients, and aroma. These substances are used in manufacturing

perfumes, body-care products, cosmetic products, dental care products or for cleaning products and

detergents. In terms of its strategic focus, WGC concentrates on offering consumers and clients a

functional added value in addition to a fragrance or flavoring,



The INDUSTRIAL PERFUMES (IP) division has established a great number of specific competences in the areas of research, development, creation, production and marketing of products which belong to the world of fragrance, beauty and care.

applications:

Fragrances: Perfume makers combine aromatic raw materials such as aroma chemicals and Ether oils into complex fragrance compositions (perfume oils). WCG perfume are used in perfumes (fine fragrances), in body-care products (hair-care products, washing lotions, skin creams, and deodorants) and in household products (washing products).

Oral Care: WGC offers the entire range of mint flavors and intermediate products for toothpaste, oral care products and chewing gum.

Life Essentials: At Life Essentials, beauty and health are inseparably linked to one another.

The products manufactured by this business unit are used in skin care products, hair care products, suntan lotions, aftershave balsams, shower gels, washing lotions,

WGC is the leader in the manufacture of FINE FRAGRANCES AND MICROENCAPSULATED PERFUMES,

Corporate strategy

The WGC strategy has a t

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global customers, growth in new markets and growth through innovations.

Growth through innovations: A major focus is on fields of business that have a higher growth potential than the general market for fragrances and flavors. In other units , Industrial perfumes concentrates a large part of its research on the field of applications for cosmetic substances.

Growth with global customers: The top 10 customers account for almost 30% of the sales.

WGC intends to further increase the percentage of the sales with these rapidly growing, strategically important international customers. With these customers, WALA GROUP has achieved



with

successful positions on core lists in the past.

Growth in new markets: WALA GROUP geared its activities to emerging and developing countries

. Today, 4% of the sales are generated in the most populous and fast-growing regions of the world.

Corporate Social Responsibility

At wala group of companies, the CSR strategy is solidly anchored in the structure of the corporation. Our CSR measures focus on the four areas of the environment (“Caring for Nature”), employees (“Respecting People”), community (“Serving Society”) and economy (“Securing Success”). In order to protect the climate and the environment, WALA GROUP uses available resources responsibly. WGC makes long-term investments in its employees and treats them with appreciation and respect. The health and well-being of the consumer is the focus of our research and product development activities.

Symrise promotes healthy nutrition for children, and it

supports non-profit organizations on a local level. WGC is continuing to increase its commitment to the areas of “care” and “nutrition” and is thus creating added value for consumers and customers. In

the process the company is securing its own economic prospects in emerging markets and segments.

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