



# Hi, There !

At Arasha, building our own brands isn't just business—it's our passion. We love creating and nurturing every product we bring to life. Driven by innovation at our core, our vision is to establish Arasha Foods as India's leading name in FMCG

# Innovate, progress, and Deliver

We innovate to create products that surprise and delight, progress by continuously improving our processes and partnerships, and deliver on our promise of quality and trust to our customers, communities, and stakeholders

## Confections Beyond Ordinary

Established in November 2021, Arasha Foods & Beverages Pvt. Ltd. was founded with a vision to craft confections that go beyond satisfying cravings – creating experiences that spark lasting memories. Driven by a passion for redefining traditional confectionery, we take pride in being innovators in the world of sweets.

# A Mark of Purpose



## Trust and Togetherness

*The hands stand for collaboration, trust, and the bonds we build with our people—our customers, partners, and communities. They represent the foundation of Arasha Foods: working hand in hand to deliver quality and reliability.*



## Innovation Without Limits

*The infinity sign highlights our spirit of limitless innovation. At Arasha Foods, we continuously push boundaries to explore new flavors, formats, and experiences, ensuring our creations remain ever-evolving and future-ready.*



## Joy in Every Bite

*The smile reflects our ultimate purpose—spreading happiness. Every product we make is designed to bring joy, create moments of delight, and put smiles on the faces of people across all generations.*



## Passion in Every Creation

*Led by a vision to create more than just products, Arasha Foods builds Brands with a Purpose. Each of our offerings is crafted to delight consumers while adding value through quality, innovation, and trust.*



## Nature and Responsibility

*The green leaf embodies our respect for nature and dedication to sustainable practices. It is a reminder of our responsibility to craft products that are pure, wholesome, and mindful of the environment.*

# MISSION

"To delight every consumer with innovative, high-quality products that inspires smiles and moments of joy"

# VISION

"Create value for our customers, empower our employees, support sustainable growth, and build a trusted brand that spreads happiness with every bite"



## HONESTY

Doing the right thing,  
always the right way



## OWNERSHIP

Empowered to act,  
accountable for  
outcomes, committed  
to delivering



## GRIT

We Dream Big.  
Bold, determined, and  
unstoppable

**Our values are more than words – they are the spirit of who we are.**

# Passion-Driven Brands For Modern India



Led by a vision to create more than just products, Arasha Foods builds Brands with a Purpose. Each of our offerings is crafted to delight consumers while adding value through quality, innovation, and trust. We believe that brands should not only satisfy cravings but also contribute meaningfully to everyday moments, creating connections that last



**35+ CITIES**

**55+ PARTNERS**

Our rapid expansion reflects a strong commitment to innovation, quality, and collaboration—driving us to bring delightful confectionery experiences to more consumers every day.

# Beyond Taste: A New Era of Indulgence



We believe the future of sweets isn't just about taste — it's about reinventing how people experience indulgence. Every day brings a new chance to share our vision, live our purpose, and push boundaries to create foods and brands that inspire and energize people everywhere

# Interested in becoming a Arasha Partner?

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