

A brand-new, cutting-edge factory for Kitchen Treasures measuring one lakh square feet was opened by Kerala Minister for Health and Family Welfare Veena George in Pancode, close to Kolenchery.

Ashok Mani, CEO and Managing Director of Intergrow Brands Pvt Ltd, the company that promotes the Kitchen Treasures brand, gave a speech at the event.

He stated that the new facility was established with an investment of Rs. 40 crore and a production capacity of 1500 metric tonnes per month.

At the event, Premium Chilli Powder, a new product from Kitchen Treasures, was introduced by ManjuWarrier, brand ambassador for the company.

The highest attention to product quality and hygiene, which were given the key focus while setting up the new facility with the most cutting-edge machinery and technologies, according to Ashok Mani, is the guiding principle behind the success of the nine-year-young company.

“We are a 250-products brand now with more than 5 million loyal customers across the world serviced through over 50,000 outlets. We attribute this success to our religious commitment to hygiene and quality, which is ensured through proven processes, technologies and best possible human care,” he said.

To carry forward its commitment to this, the company has also launched a 5-point transparency program called “G.R.E.A.T Promise” in its effort to listen to the consumer and work towards matching their expectations.

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