

CORPORATE PROFILE

2020



1. About the Company



Saffron Holistic Healthcare Private Limited (Saffron HHPL) is a manufacturing firm, developing forward-looking products for cosmetic, personal care and hygiene and veterinary needs with a holistic approach to creating wellness.

Saffron's state-of-the-art manufacturing facility has been originally established in 2015 a comprehensive product development center in the city of Ahmednagar in Maharashtra.

Saffron Holistic Healthcare developed a high-quality integrated product line that focuses on a well-balanced approach to creating wellness. With constant innovation and a strong understanding of global market needs, we have developed a consistently-evolving line of products that ensure highest global standards.

With the expansion of functional and operational capabilities in the later years, the firm holds a strong competitive edge in the development, manufacture, and delivery of herbal, ultra-modern and sustainable product lines in the areas of cosmetics, personal care, hygiene and veterinary segments.

As part of a long-term plan to expand the current product portfolio, Saffron HHPL plans to enter new segments such as pharmaceutical aerosol formulations for pain management in Human and Veterinary divisions in the next 5 years.



Our Mission

“Leverage advanced manufacturing methods and state-of-the-art technologies to commercialize an array of products that can make a significant contribution to the health and wellbeing of consumers across the globe.”



Our Vision

“Evolve as a leading Indian company that manufactures best-in-class Holistic Healthcare products that are enriching the lives of consumers on a global scale “
Brand Inspiration

Saffron gets its name and inspiration from the famous Saffron plant (Saffron Crocus) that is considered highly auspicious in Indian cultures. For several centuries, Saffron has been finding its use in both culinary and cosmetics purposes, given its countless benefits and unique aroma and flavor. With an aim to carry forward these exceptional qualities, Saffron HHPL focused on creating genuine products emphasizing on rich, naturally-derived and eco-friendly product composition.



Core Values

Product Quality | Manufacturing Excellence

While focusing on innovative product development, Saffron Holistic Healthcare is driven by two core values - product quality and manufacturing excellence.

At Saffron, we institutionalize a set of best practices that revolve around our core values, coupled with an in-depth knowledge and industry expertise in top-line product development.

We support science-based R&D methodologies to manufacture products that help consumers feel more alive, stay healthy and make the best out of natural ingredients - a strictly ayurvedic approach combined with the modern technology.

2. Our Team



**Madhukar Shinde,
CEO, and Founder**

A true visionary and business leader with excellent experience in the field, Mr. Madhukar Shinde is the CEO and Managing Director of Saffron Holistic Healthcare Pvt. Ltd. As a source of inspiration and a great mentor to the top management and company stakeholders, Mr. Madhukar motivates the workforce to keep up with the firm's growth without compromising on company values and ethics.

A renowned market leader in the construction industry across Pune, Mr. Shinde's vision for Saffron is to develop holistic healthcare products that deliver the goodness of Indian herbs to every household across the globe. He is a key decision-maker in the company alongside formulating business strategies and monitoring the entire business operations at Saffron HHPL.



**Swati Shinde,
Managing Director**

As a Co-Founder cum Managing Director of Saffron Holistic Healthcare Pvt. Ltd, Ms. Swati Shinde shares key inputs, delivers dynamic leadership and adds innovation to the company's business operations. Her education in the Pharmaceutical sciences adds great value to the company's vision to develop products with high-quality standards, manufactured with best practices, and delivered at great value for money. While being a key decision-maker in the company, Ms. Swathi also actively participates in the promoting a healthy work environment and culture.



**Major Rishikesh N Gadilkar,
Sena Medal (Retd),
Business Development Head**

As the Head of Business Development, Retd. Major Rishikesh N Gadilkar has set a high standard of professionalism, coupled with an ethical and disciplined work culture in the company. He is responsible for business development and strategic planning to achieve sales targets, increase trade volumes, improve customer base, develop risk assessment strategies and spearhead M&A deals. He also plays a key role in developing and implementing the company's global marketing plan while managing marketing activities - creating strategies to promote the company's products, taking part in marketing events and campaigns and maintaining a strong relationship with business partners.



**Mr. Kedar N Gadilkar,
R&D/ Plant Head**

Mr. Kedar Gadilkar holds the position of R&D/Production Head in the company and oversees the entire formulation, development, testing and manufacturing process lifecycle in the company. As a post-graduate in Pharmaceutical Sciences, Mr. Gadilkar has a decade-long experience working with some of the most prestigious pharmaceutical companies in India. He also overlooks complete administration, licensing, and accounting departments at Saffron HHPL.



**Mr. Sagar Kshirsagar,
Financial and Global Business
Development consultant**

Mr. Sagar's 16+ years of experience as a financial strategist makes him a key contributor to transform Saffron's corporate vision into reality while overcoming complex business challenges for firm's expansion in the global markets. Mr. Kshirsagar overlooks the firm's Capital Management, Forex management, Banking Relationships, Internal Audit and the entire finance department.



**Mr. Umesh Kanade,
QA/QC HEAD**

Mr. Kanade heads the Quality Assurance and Quality Control (QA/QC) Department at Saffron HHPL. His 18+ years of experience in management, control, and panning of all quality control systems guides Saffron to achieve and maintain the highest level of quality systems that are on par with major global organizations.

3. Our Innovative Product Line

We offer an entire line of personal care, personal hygiene and cosmetic products categorized under MY CARE PROFESSIONALS, My Class, My Care+ and My Atmos segments.

Personal Care/Cosmetics

- Moisturizing Body Lotion
- Shower Gel
- Face Wash
- After Shave Lotion
- Cleansing Milk
- Massage Creams
- Face Scrub
- Herbal Face pack
- Cooling Creams
- Massage gels
- Hand wash
- Shaving Foam
- Non Foaming Shaving Gel
- Premium Body lotions
- Sun Creams
- Gels
- Hair Color Developers
- Advanced Shampoo with Conditioner
- Anti-Dandruff Shampoo
- Perfume Deo Spray
- Premium Perfumes
- Body Butters



Home Care

- Advanced Surface Cleaner
- Glass Cleaner
- Liquid Laundry Detergent
- Dish Wash Liquid
- Water-based Air Freshener



Healthcare

- Handrub
- Surgical Hand Wash
- Gel Based Hand Sanitizers
- General Hand Wash
- Surface Disinfectant
- Advanced Surface Cleaner
- Multipurpose Cleaning Gel
- Hand wash Neutral Grade - NG 5



Key Milestones

2015:

Entity Incorporation and the setup of the state-of-the-art manufacturing facility in India, located in Ahmednagar, Maharashtra.

Q1 2016:

The official launch of My Class Perfume Deospray at one of India's prestigious music festivals held in Magarpatta, Pune from 6th - 8th of May.

Q2 2016:

Distributed My Class Perfume Deospray to multiple locations in India - Ahmadabad, Uttar Pradesh and Maharashtra to name a few.

Q3 2016:

Included a brand-new line of veterinary healthcare products to Saffron HHPL's product portfolio.

Q4 2016:

Successfully exported our Medicated Veterinary spray (30K) to a Middle-East Client

Q3 2017:

Increased manufacturing capabilities and developed a strong product-line in personal care, personal hygiene, cosmetics and veterinary.

Q4 2018:

Successful launch of MY CARE PROFESSIONALS a premium men salon personal care product range. Including Massage Creams, after shave lotion, Shaving Foams, Face Wash, Scrubs, Cleansing milk, Face Pack etc.

Q2 2019:

Completed a huge target of achieving 500+ successful wholesalers in PAN INDIA level under MY CARE PROFESSIONALS a premium men salon personal care product range. Also became the highest supplier of after shave lotion in Bulk category (250ml & 1.0 Ltr) in Maharashtra, to cross monthly sales of 7500 ltr of product, which is sold under license with white labeling

4. Corporate Headquarters & Manufacturing Facility



- Saffron's state of the art manufacturing facility spans across an area of 40,000 square feet in SUPA Industrial Area (MIDC) near the city of Ahmednagar, in the state of Maharashtra.
- Out of the entire area, 20,000 square feet is dedicated to cosmetics, veterinary, ayurvedic product manufacture; and the remaining area is made available for corporate tie-ups and expansion of the existing facility.

In-House R&D Capabilities



- Saffron's fully-automated high-capacity production plant adheres to stringent hygiene, safety and manufacturing guidelines set as per global standards.
- The plant has a functional transformer of 500 KVA for uninterrupted power supply, alongside a utility area of 1500 square foot and boasts a capacity to work in three operational shifts.

• Our entire product lines are manufactured at FDA-approved facilities that are in compliance with the Good Manufacturing Practices (GMP).

Employee Staffing



- At Saffron HHPL, we believe that a strong and skilled workforce is the backbone of any organization.

• The facility is home to a team of well-trained, highly experienced and adept workforce distributed across several departments.

• We setup dedicated units and in-built communication channels for an easy and uninterrupted workflow that is on par with international standards.

Equipment Capacity



At Saffron HHPL, we've left no stone unturned in terms of hiring the best personnel, purchasing the best-in-class equipment, and facility maintenance with effective management of costs associated with the capacity and support functions such as IT and Office Administration.

- Dedicated manufacturing units for each product line - cosmetic, personal care and veterinary products.
- The Cosmetic and Personal Care product manufacturing unit has been allocated with scalable equipment capacity to address production requirements as per growing demand.
- The Veterinary products manufacturing unit is equipped with world-class manufacturing infrastructure to develop a range of cutting-edge veterinary products.
- The manufacturing facility is highly-equipped with SS tanks of the required capacity, mixing vessels and other vessels as per standard recommended multi-product design, entailing effective changeovers.
- All the production areas also include suitable line-balancing equipment to facilitate on-time delivery and avoid buildup of surplus inventory among others.

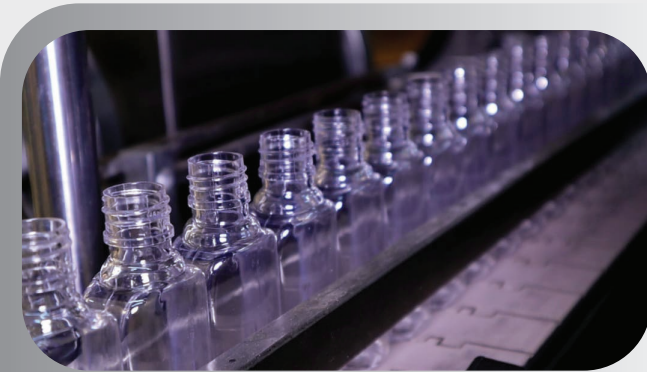
5. Key Manufacturing Practices

Equipment Capacity



At Saffron, we ensure all the Good Manufacturing Practices (GMP) standards are duly adhered to. As per cGMP guidelines, our key manufacturing practices ensure that:

- Manufacturing operations are clearly defined and periodically inspected to meet the quality standards of finished products, to be in compliance with their specifications.
- Availability of all amenities such as equipment, work premises, round-the-clock electricity and water supply, raw material storage and inventory packaging divisions, authorized procedures and instructions and transportation facilities.
- Effective record-keeping practices to create, review, maintain records across all departments in the company by trained personnel.
- Trained and Qualified Personnel are hired as staff members at all levels of operations to ensure standard procedures are adhered to, across all departments.



6. Quality Policy of the Company

"Our Quality Commitment is to deliver high-quality products that ensure highest customer satisfaction by implementing innovative production techniques while being adaptable to changing consumer needs."

At Saffron Holistic Healthcare Pvt. Ltd., we accord the highest quality standards in terms of design, manufacture, production and packaging under strict quality guidelines at par with global standards. Our entire product line is sealed with highest level of consumer safety, and comply with ISO 9001: 2015 standards and assurance as certified by the global regulatory authorities.

The firm's Quality Management System is regularly monitored and duly documented, and equipped with adequate staff and competent personnel.

Quality Assurance

The quality assurance system is appropriate to the manufacturing ensures:

1. Appropriate controls during manufacturing and packing operations to ensure GMP compliance.
2. Prepare, review of documents to fulfill GMP compliance.
3. Appropriate arrangements for storage and distribution of finished products.
4. Periodical quality assessments to ensure adherence to quality system.

Quality Control



- As an integral element of Quality Management System, Saffron's Quality Control Department deals with sampling, analysis of raw materials, packing materials, intermediates and finished goods with proper documentation and relevant specification to ensure that necessary and relevant tests are carried out including microbiological testing.

- Quality control department monitors whether all processes are followed in accordance with GMP by means of the in-process Quality control activities, which provides a closer view of the entire process.

- Proper investigation of market complaints, if any is also handled in consultation with Quality Assurance Department with more emphasis on corrective measures taken to prevent recurrences of such complaints.

7. Competitive Advantage



- Established in 2015, in one of the most famous, holistic and fast-growing city in the country, Ahmednagar, Maharashtra.
- At Saffron, a major part of the raw materials is imported for different countries to meet global quality standards and purchased after proper scrutiny of paperwork such as the certificate of analysis (COA), Material safety data sheets (MSDS), and other technical specifications.
- One of the best competitive advantages that Saffron holds when compared to other companies in the country is the location of the establishment.
- The facility is placed in a well-approved industrial zone with close vicinity to major port Navasheva (JNPT), Mumbai and good connectivity with all major cities.
- The facility is equipped with world-class manufacturing equipment with separate manufacturing, filling, packaging and testing facilities for each product line.
- The facility's location boasts plentiful availability of resources making it highly suitable for the development of pharmaceutical, holistic healthcare and cosmetic products.