

# Whenever we decide to enter HoReCa, we are interested to enter as a brand: Orkla CEO

In an exclusive interaction on the sidelines of World Food India, Sanjay Sharma, CEO, Orkla India, a subsidiary of the Norwegian industrial investment company, spoke about plans to consolidate their India business after the recent acquisition of the Kerala-based spices brand, Eastern.



Sanjay Sharma, CEO, Orkla India.

With two leading Indian food and spices retail brands, MTR Foods and Eastern Condiments, under its belt, Orkla India is looking at consolidating its India business by exploiting the synergies and complementarities in terms of procurement, manufacturing and distribution, etc. between the two brands as well launching a new vertical, International Business.

“Today, in terms of size, we are an INR 2200-crore company. We expect to scale the organisation substantially in the next 3 to 5 years by building synergies in operations, HR and administration, finance and digital transformation and sustainability,” said Sanjay Sharma, CEO, Orkla India.

He added that the focus on the retail market would continue for the company, although they cater to HoReCa market in international markets, especially in the Middle East, in a big way. He said that they do not want to get into the HoReCa market as an ingredient player as the ingredient market is a low margin business where price matters more than the quality of the product.