

EVEREST

For centuries spices have flavoured the world's most romantic recipes embellishing them with colour, fragrance and taste. Though wars are no longer fought over them, many of the blends are family secrets guarded zealously by men and women of the house. Everest has worked around these impediments and recreated their magic in a range of 44 outstanding blends and pure spices. Today, Everest straddles the Indian market like a giant colossus, its tentacles reaching every corner of this vast market through half-a-million outlets. This overarching spread has been reaffirmed by ACNielsen's Independent Retail Outlet Survey of 2014 and by thousands of accolades the brand receives from grateful, happy and satisfied consumers each year.

Market

Across time, spanning several centuries, is a word that has seeped down into the lexicon of every chef and every food in the world. It's called spices. Without them foods would be incomplete, bland and insipid. Indeed, such has been the spell cast by them that they have often been the cause of wars. Huge armadas have set sail to protect sea lanes – predictably called spice routes – that have been furrowed by the hulls of mighty ships carrying them for the tables of the rich and famous. India has been the centre of this ancient trade. And Everest – at the absolute pinnacle of the modern version of this eclectic business – has been the conjuror that has opened up foods' magical, forgotten world of colours, tastes and aromas.

Though the stakes are high in the business of spices, it holds a timeless allure for entrepreneurs. Spices have always been in high demand, regardless of continent, culture, season or fashion. Global craze for the tropical cash crop preceded its reliable supply by several centuries. Roman tables clamoured for the erratic Arabian merchandise of Indian pepper as far back as the 8th century. The once volcanic Indian peninsula, chiefly the Deccan Ghats which trap north-easterly clouds over dense green plantations, the volcanic islands of Indonesia, Java and Sumatra and Malaysia and Sri Lanka where 86% of the world's spices grow even today, once drew the whole world to their natural estuaries and bays.

Today, cumin, cardamom, cinnamon, fenugreek, fennel, turmeric, chilli, cloves, mace, nutmeg, saffron and other precious cargo leave roughly the same docks for a modern market spread all over the world. The domestic market has simultaneously evolved into a hugely competitive, variegated field. Spice trade now comes in organised and unorganised, processed and unprocessed, packaged and loose, branded and unbranded sectors.

The march of time has left indelible footprints on the style of spice consumption. Today, if consumers have less and less time, they have more and more choices. Spices are no longer bought whole and ground in the mortar and pestle. From getting ready-made powdered spices, and now pre-blended spices, the market has progressively made its preferences clear.

If nature did not make spice already so challenging, its fragmented market did. The spice market is not the least homogenous. It changes from region to region, with local cuisines bearing down on the purchase habit in a very significant manner. With such almost insurmountable hurdles, establishing a national brand of repute is

a huge challenge and developing an international presence even more demanding.

Everest is an exception, an aberration rather than the rule in the uneven spice market. It is India's largest spice exporter and commands the nation's respect for consistent quality, purity, freshness and flavour – each an exacting venture by itself.

Achievements

If spices had voices, each would speak a different language. And Everest would speak 44 of them fluently, getting their grammar and syntax consistently correct. There is no wizardry but 52 years of dedication towards achieving purity, freshness, authenticity and taste of every spice.

Everest is India's No. 1 spice brand (Source: ACNielsen Independent Retail Outlet Survey, 2014). Today, confirmation of this achievement is reflected in India's largest spice factory with a capacity to blend up to 100 metric tonnes of spices each day.

From processing to packing and the use of state-of-the-art technology sourced from Germany ensures there is no compromise or loss in quality. The freshest, purest whole spices sourced directly from farmers and *mandis* reach the consumer with all their wholesome properties and taste intact.

To deliver the freshest, just-out-of-the-factory spices, Everest has developed a highly efficient C&F agent-distributor-retailer-consumer distribution model. It has spent considerable time and effort in improving the distribution network so that the brand is on shelves in the shortest possible time so consumers get to buy the freshest product.

The unparalleled success of Everest has reaped several rewards. It has been the proud recipient of the Superbrands status five times in succession – 2003, 2006, 2009, 2012 and

2014; it has also won the Consumer Reaction award instituted by the Bharti Vidyapeeth Institute of Management Studies and Research and DNA – twice in 2004 and 2005.

Presenting
Amma's secret
recipe for
delicious sambhar.

Everest Super
Sambhar Masala.

EVEREST





History

Post independence, the dormant Indian spirit of entrepreneurship found its calling. Vadilal Shah came from a community of family-run businesses. Employing his to-be-soon-tested entrepreneurial skills he broke away from convention converting his small shop into a minor factory for grinding spices. Vadibhai, as he was fondly called, criss-crossed the country searching for top quality raw materials. This was the humble beginning of a brand that would bring together the nation's best flavours.

Later as his enterprise grew and attained wide acceptance for pure spices he experimented with blends. Discovering near-forgotten culinary recipes and catering to the palates of different regions would have been a daunting task for anyone; for Vadilal Shah, however, it was a mission. He spent several years perfecting his blends till he was certain that people would accept blended spices from Everest as willingly as they had its pure spices.

In 1968 Bombay witnessed the launch of Everest Garam Masala, Tea Masala and Kesari Milk Masala. Today, Everest has 44 varieties of spices and spice-blends in the market – each appreciated as the definitive taste of popular dishes across Indian households.

Product

Everest spices are available in two forms: pure spices and blended masalas. The raw materials are always sourced from regions best-known for those ingredients. The basic ingredients – the pick of the harvest – are prepared and packaged to ensure that they retain their true flavour and aroma.

Authentic blends are created by Everest after extensive research into traditional cuisines and evaluating modern preferences in taste. The diverse Everest range available in the market includes Garam Masala, Super Garam Masala,

Royal Garam Masala, Shahi Garam Masala, Sabji Masala, Sambhar Masala, Pav Bhaji Masala, Chhole Masala, Shahi Biryani Masala, Tea Masala, Jaljira Powder, Jiralu, Pani Puri Masala, Meat Masala, Tandoori Chicken Masala, Chicken Masala, Egg Curry Masala, Fish Curry Masala, Chaat Masala, Kitchen King Masala, Super Rasam Masala and Kesari Milk Masala.

The Everest range of pure spices meets all the needs of Indian kitchens, with turmeric powder, three varieties of red chilli powder (Kashmirilal, Tikhalal and Kutilal), coriander powder, black pepper powder, dry ginger powder, dry mango powder, kasuri methi, cumin powder, white pepper powder and saffron.

Recent Developments

Everest is a brand that has grown from experience and market lessons. All its recent developments are a result of new learnings, responses to macroeconomic changes and the dynamics of demand.

Everest Hingraj and Super Sambhar Masala are the latest examples and present an authentic taste of rich Indian curries. Everest Shahi Paneer Masala, another new offering is blended to enhance the taste of soft, fresh cottage cheese and give the dish a rich and intricate dimension. Everest Rajma Masala, its third new development, brings alive the robust and lively flavours of Punjab's all-time favourite food.

Promotion

The first spice brand to go national on television, Everest takes reaching its consumers as critically as it does manufacturing desirable products for them. Its spice commercials through the years have helped make Everest Pav Bhaji, Chhole, Sambhar and Tikhalal spices universal. To take the challenge of India's regionally fragmented market head-on, Everest's commercials promote regional spices and blends rather than the whole range.

The commercials take nothing away from mom; indeed, they help reaffirm her status as the best cook in the world. This two-pronged promotion of brand belief and products has made Everest a national brand with a regional range.

In 2014, Everest Super Sambhar Masala entered the fortress-like market of the South with an endearing character named Masala Amma. The commercial was supported by strong below-the-line activity. Sambhar became the single-largest selling blended spice product in the country. However, traditionally established brands posed an almost insurmountable challenge. Everest broke through the resistance marching forward on the strength of its superior quality and what-the-doctor-ordered promotion.

The Hingraj commercial made the fragrance of asafoetida pertinent once more in the consumer's mind. Everest also took the opportunity offered by the festive season to promote its premium saffron through print. Promotion and placement is a key in the success of premium products. Everest solved both with one stroke – an eye-catching, convenient Everest saffron dispenser – that boosted both promotion and placement.

Brand Values

Taste is a challenging task and success only comes from an obsessive, system-driven quality mechanism. In simple words, it takes passion. Everest has focused on the great taste of purity while supporting it with constant research, innovation and technology. Everest's case study successes lie in reaching the very heart of India's vast culinary world and enriching various cuisines and dishes with its spices and blends. The aim of Everest is to help every mother feel more confident about her labour of love.



Things you didn't know about EVEREST

- ▶ Vadilal Shah, founder of Everest Masala, started his career in a 200 square foot shop
- ▶ Today, Everest spices are available in over 500,000 outlets
- ▶ Everest is India's No. 1 spice brand
- ▶ The Everest factory is India's largest spice plant with a capacity to blend up to 100 metric tonnes of spices each day
- ▶ Everest was the first spice company to introduce spices in small sachets
- ▶ The first product to be launched by Everest was Milk Masala

