

We envision ourselves to be a value brand that offers the best quality products

1. Brief us about your journey?

My journey has been great, however challenging. I have worked hard in building and restructuring the brands. In my preliminary days, it was clearly difficult to scale up, as networking was not common. Being an alumni of IIM, my specialties lie in business and strategic planning in addition to developing sustainable business models for brands and all these skills helped me in fueling the growth and expansion of Apis India that manufactures products that are healthy.

2. Please give us a brief overview about your company?

Apis India is the third era of Entrepreneurs with boundless active information of the trade. It is one of the forerunners in the field of coordinated honey trade in India. With our global elegance, in-house facilities for testing labs, we do the processing and filtration for honey. We have advanced creation communities unfurling over 7 acres of land in Roorkee, with a potential to process more than 100 tons of honey per day.

With an endeavor to make pure and natural products a part of consumers daily existence, we've made the stride thinking about the changing buy dynamics & creating need for the fine quality branded packaged products. Apis India products have been benchmarked to meet and fulfill all European Union and other



global principles.

3. What are the ranges of products you are dealing with in India?

From generating honey from our own hives to marketing the complete retail packs around the globe, we provide our consumer the best quality product of all time. Our high-quality Apis Himalaya Honey is minimally filtered to offer maximum goodness and a pleasing fragrant flavor in every spoon. We have prolonged our philosophy of natural goodness and health with product range like- Jams, Dates, Soya chunks, Green tea, Choco flakes, Cornflakes, Pickle, Apple cider vinegar, Saffron & Ginger-garlic paste and many more.

4. What is it that made your product unique?

Apis India has got all the documented systems that apply to the Food Safety Management System, framed by the international body that gives us a distinct competitive edge over our counterparts.

All our operations are fully computerized with a well-designed, closed-circuit honey processing line with a clinically proven guide, ensuring best quality and hygiene throughout, in step with the global norms.

5. What are the product innovations in the recent past?

Product innovation keeps the Company growing and we at Apis are using GPS technology which keeps the products untouched when it



Mr. Pankaj Mishra, CEO,
Apis India Pvt. Ltd.

passes through multilevel quality checks especially for the honey category. Recently we also introduced new products in the breakfast range i.e Cornflakes and Chocoflakes to give a healthier and tastier treat to our customers.

All production facilities are aligned to the ISO 22000; 2005 Standards from procurement to processing and till final delivery.

6. Brief us about challenges and opportunities in India in your segment.

All categories of Apis are growing at a very fast pace. Especially our Honey and Dates category that has shown tremendous growth over the recent years.

With the evolving consumer behavior and the focus shifting towards hygiene, the unorganized sector is degrowing and organized is growing.

Consumers these days are making conscious purchases, are cutting down on their sugar intakes, they are more than ever, much concerned about their health, are hitting gyms, all this proves a huge opportunity for a brand like Apis.

Talking about the Challenges, there are obviously a few struggles that a brand has to make.

In products like Honey and Dates, that are completely natural, the sourcing and handling supply chain, becomes a big concern.

Along with this the bigger concern is to deal with False information that revolves around the products like Honey, questioning about its purity.

Though as a brand it is our supreme responsibility to aware the customers with the right information but that comes with a huge investment that needs to be done and eventually becomes a challenge.

7. What are the differences you make as a product manufacturer?

Our company's processing installation meets all European Union standards with a capacity to process 100 tons per day with a homogenization capacity of 120 MT's and filtration capability up to 5 microns at each of its three factories. With a capability to preserve 5000 MTs of honey in controlled

climatic conditions, Apis India annually deals in 12000 MTs with an annual boom of 30%.

8. Brief us about the RD team and quality process of your business?

The organization's culture and quality process is very important to make every employee understand what the organization's ambitions are. We have a very robust RD team which is extremely instrumental in bringing consumers inputs, in terms of their needs, preferences and aspirations to the table to deliver an ease of work in the departments. For the quality parameters, we are equipped with all the necessities that helps us trace the products to the farm level.

In addition, we also send the samples to international labs like Intertek Germany for the testing and quality check.

9. Are you planning to

launch any new product in India?

Product launch is the key for any company to grow and build customer relationships and in current times where consumers are shifting to a healthier lifestyle we are also planning to launch a range of products that are healthy as well as tasty at the same time.

10. What is your vision for Apis India Pvt. Ltd. in upcoming years?

Apis India always believes in taking demanding situations head on and has grown robustly to emerge as a recognized player within the prepared honey trade. We are striving collectively with passion, unity of purpose, and unconventional thinking, to be a dynamic front running brand, which is significantly valued & trusted for its efficacy.

We envision ourselves to be a value brand that offers the best quality products to its customers at an optimum cost.

Changing behavior of consumer & brands during & after Covid-19

Mr. Pankaj Mishra, CEO, Apis India Pvt. Ltd.

With wellbeing, Health & stay at home consumption being the prudent agenda after what COVID - 19 brought, Fast moving consumer good (FMCG) is a sector that went through quite a significant & structural change in response to the situation of the pandemic.

Being one of the biggest sectors in India with diverse businesses, including personal care, household, etc., the FMCG sector underwent a consequential transformation in response to the demand for more convenience, the pandemic, and change in the customer's behavior. Limited access to daily grocery shopping also reduced the consumption of fresh foods, especially fruit, vegetables and fish, which especially benefitted the processed food category from the favorable consumption trends in the initial stages of lockdowns.

In the first phase of the pandemic, our government permitted continuing operations to all the health stores & grocery retailers who were providing the essential & consumer healthcare products, due to which there was a decent spike in this sector. All the E-commerce companies like Grofers and Big Basket also recorded a spike in sales in the initial stages of lockdown with people being confined to their homes and developing a habit of online grocery shopping.

However, the severity of the second wave came with heightened uncertainties, because of people losing their jobs, rise in the spread of the virus, and people getting more precautionary about their savings and spending, brought a lot of challenges for the FMCG sector.

Knowing and facing the crucial situation, there was a notable shift with consumers adopting a more precautionary saving approach with resources aside for medical needs & emergencies.

The situation also prepared brands for the unexpected. Brands had to realign their strategies to reach consumers in new ways and this is where online shopping platforms like Amazon, Flipkart, Big Basket, Grofers, etc opened up their services to deliver 24*7. "Immunity" being the buzzword amongst all, marketers & brands reverted by launching ready-to-eat meal options with immunity-based packaged goods, another thing which pandemic accelerated was the growth of snacking. Continuing to keep health & safety as the priority, Snacking has become the new trend among the millennials as they look forward to keeping a good balance between indulging & being mindful.

Owing to the fear of contracting the virus by going out, digital became the only way to reach out to the consumers because of which communicating with the consumers is another big aspect brands have been focusing upon. Brands have started engaging more purposefully with deeper & more conscious conversations which essentially includes brands talking about their efforts & values in terms of environmental sustainability, community initiatives & most importantly health impacts.

This life-changing event also caused changes in lifestyle behavior of people, leading to which, immunity pretty much became the claim of year, everyone tended to keep more & more focus on their eating habits. Consumers are



becoming more conscious about what they've been eating. Thus, they pay more attention and look out for making more responsible choices about what they eat.

Indians especially were swallowing immunity boosters in whichever form possible homemade or readymade. Honey is known as one of the most effective immunity boosters & the best remedy to cold & cough became very high in demand. Honey is known for many benefits like, strengthening metabolism, keeping the body energized, and building immunity, keeping in mind these factors, honey as a product got a surge in popularity among people.

Honey kadhas pretty much became a part of everybody's lifestyle. Even the Urban Indian also started turning to this age-old concoction of combining kitchen spices & honey to make a warm soothing & immunity-boosting drink.

Following all the necessary precautions, the interest in health also grew with a great number among the people. Everyone became more & more conscious about their eating habits and overall lifestyle, which also led to the surge in demand for consumer health products such as Apple Cider Vinegar, Soya Chunks, Dates, Green Tea, etc.

Now that almost all of the world is fully vaccinated, we are yet to see how will it affect the escalated demand for the healthy food product range.