

Messrs Osaka Ports & Harbors Bureau
24 February 2021

インドにおけるコールドチェーンのビジョン
～衛生的で美味しい食材を食卓へ～

Our vision for cold chain in India
~Bringing hygienic & delicious foods to the table~

SARAYA



From **Product** to **Brand**,
towards creating a **Solution**

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towards creating a **Solution**

COMPANY PROFILE of SARAYA

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**SUSTAINABLE
DEVELOPMENT
GOALS**

- ✓ Established in 1952 at Osaka, Japan
- ✓ Manufacturer of hygiene products (Hand soap, disinfectant)
- ✓ No.1 company for hand disinfectant

✓ Where Hygiene is needed,
there we are.

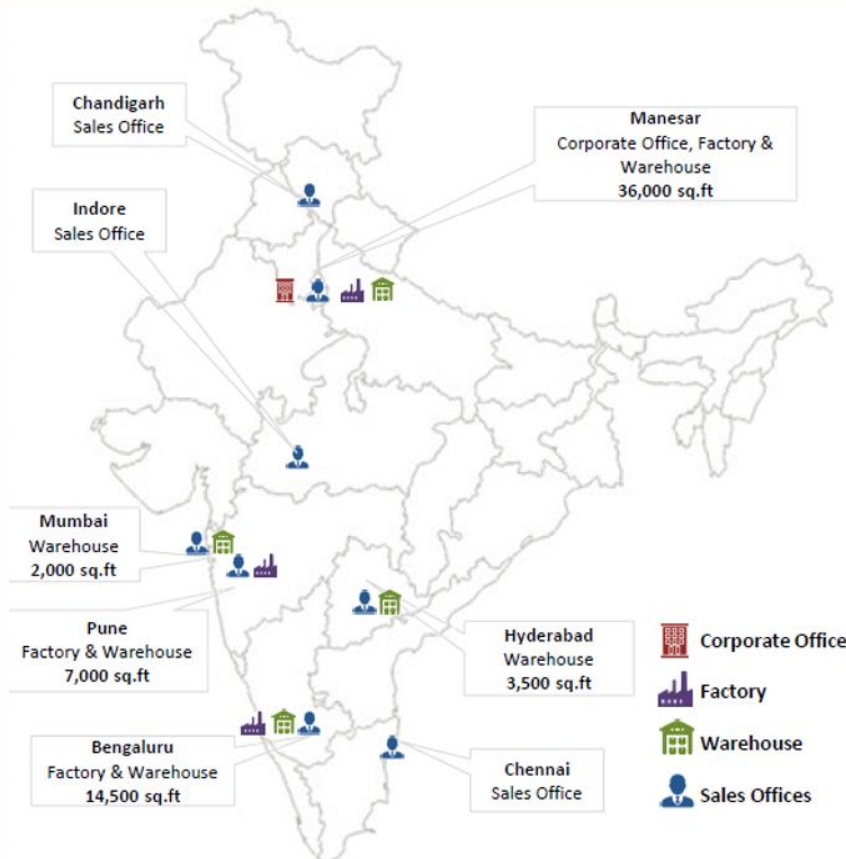
✓ Committing to SDGs

▶ Our reason to be a part of COLD CHAIN



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SARAYA MYSTAIR in INDIA

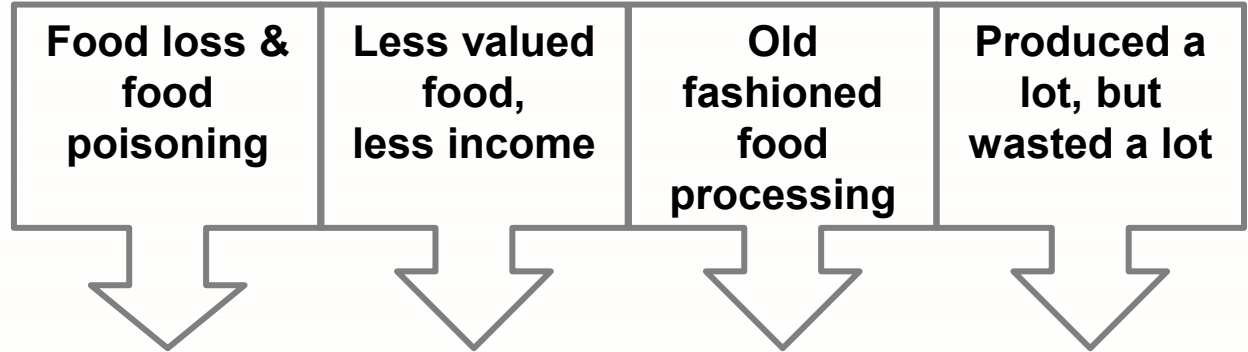


- ✓ Joined Saraya family in 2020
- ✓ Manufacturer of hygiene products (Paper towel)
- ✓ Based in Manesar, New Delhi
- ✓ 3 factories, 8 sales offices in the country



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Why SARAYA is a part of COLD CHAIN ?



The means to achieve SDGs by **SARAYA**



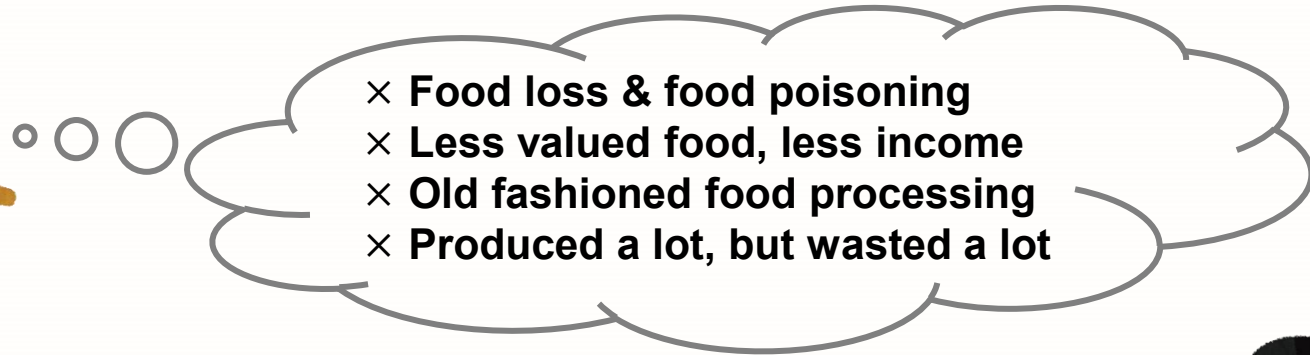


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Consultation for COLD CHAIN



Primary Products
Producer &
Processor

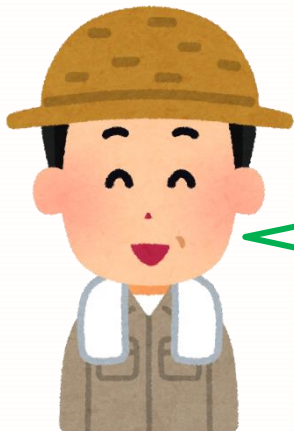


- × Food loss & food poisoning
- × Less valued food, less income
- × Old fashioned food processing
- × Produced a lot, but wasted a lot

- ✓ Offering hygienic food processing solution
- ✓ Offering hygiene items for hygienic kitchen
- ✓ Connecting producer and consumer



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- ☺ Income increasing thanks to diversification of sales channel
- ☺ Frozen foods keeps freshness and good taste
- ☺ Frozen foods expands shelf life of the foods
- ☺ Protecting from food poisoning



CORE PRODUCTS for COLD CHAIN

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SANISTAR

SANISTAR generates “slightly acidic electrolyzed water”, also known as “Sanistar Water”.

It is almost colorless, tasteless and odorless, but has strong efficacy against wide range of bacteria.



RAPID FREEZER

RAPID FREEZER is the a revolutionary food freezer, which immerses food with exclusive refrigerant for fast freezing.

Rapid freezer unique freezing method allows food to be thawed with minimal effect on food texture and quality.



SMART SAN

SMART SAN is the brand for food industry.

We have combined high quality products with the know how required to meet the strict food hygiene standards of Japan.

▶ See next slides for details.



Rapid freezer ~Key item for cold chain~

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towards creating a **Solution**





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towards creating a **Solution**

Model case from Japan

Customer name: Ku-Ri
Business: Fish-processing





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Model case from Japan



Available online store ! (Japan only)





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Model case from Cambodia



Customer name: Cambodia Fresh Farm
Business: Fish-farming (Tilapia)





Model case from Cambodia

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For the establishment of cold chain

- ✓ Partnership is important for sustainable Cold Chain.
- ✓ Need many partners in India to be successful.
(ex. Farmer, Carrier, Food processor, Retail)

If the cold chain is established in India,
the hygienic & delicious food is delivered to
the 7.7 Billion stomachs of all over the world from
the Indian producer.



**Thank you
for your attention**

SARAYA

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