

# Swadhika Foods Provides the Best-in-Class IQF Frozen Fruits and Vegetables Across the Globe

Swadhika Foods is a rapidly growing manufacturer, supplier, and exporter of IQF Frozen Fruits and Vegetables, freeze-dried fruits and vegetables as well as dehydrated fruits, operating from its head office based at Chennai and manufacturing set up at Chittoor, Andhra Pradesh.

Swadhika is engaged primarily in the export of tropical fruits and vegetables. With regard to fruits, mangoes are their primary product, which is closely followed by melons, papaya, and pineapples. As far as vegetables are concerned, they export green peas, sweetcorn, carrot, mixed vegetables, etc. In recent times, tender jackfruit has also become popular as a vegan alternative for meat among several individuals and the demand for the same has also increased rapidly among many of their customers. Apart from that, coconut, ginger, garlic, pineapple, and even riced cauliflower which is considered to be a healthy rice alternative are among the list of products that they are processing and exporting today.

## About the Managing Director

Swarnamugi R Karthik, Managing Director at Swadhika Foods, is an Engineering graduate with Post Graduate Diploma in Embedded Systems. She comes from a business family and has 15+ years of experience in managing their family business in the Engineering & Infrastructure sector. In 2017, she diversified into the food processing sector considering the huge potential for premium quality IQF fruits and vegetables in the international market. Swadhika Foods quickly establish itself as a reliable partner for their clients, thanks to their uncompromising attitude towards quality and client-centric focus.

## Challenges & Opportunities

Swarnamugi says, “Most of our clients are from across Europe and the US. Being a new entrant in the market, the biggest challenge we have had to overcome is to convince clients in international communities and to build trust and reliability factories within a short span of time and get orders from some of the biggest clients in the industry.”

Within a short span of 4 years, Swadhika has exported its products to more than 26 countries. The company takes pride in the fact that they have been able to expand the geographical reach for all its products year-over-year. “We aim to increase the geographical presence further and hope to achieve the target of exporting our products to 50 countries over the next couple of years.

This feat was only possible because we were able to meet the stringent quality standards of products set by the clients. Our manufacturing facility is accredited with all the important International food safety standard certifications including BRC, Halal, Kosher, Global Gap, and Organic certification, she says.”

These products go as inputs to all the food processing industries such as the dairy segment for making juices, ice creams, milkshakes, yogurts, etc., including the baby foods segment. Their products are also packed as fruit mixes in retail packs, which are sold in various supermarkets. Swadhika’s clients are also importers who buy in bulk



Manufacturing Plant



Swarnamugi R Karthik, MD, Swadhika Foods

quantities and subsequently sell them in the HoReCa segment. Some of their big clients are world market leaders in Fruit and vegetable processing.

## Making Decisions: Essential part of Leadership Skill

Swarnamugi takes strategic decisions like acquisitions, new brand development, and tapping new markets. She also takes an active part in the recruitment process. She believes that the drive and culture of the team members should be aligned with that of the company. According to her, people are the backbone of the organization. They are the driving force that helps in the success of the business.

As a leader, she provides a safe space for the employees to express creativity. She encourages new viewpoints, suggestions for improvements, and out-of-the-box solutions from all her employees. This helps in boosting the confidence of people working with the organization and also helps the business. Her motto is to keep innovating and adapting to new ideas, be it business or in life.

## Future Endeavors

Speaking about the future endeavors, she says, “Currently, 90% of our products are being exported to other countries. Very soon, we will be launching our local brand, so that high-quality products are also made available for consumption in the domestic market, which would help women save time in the kitchen.

By 2025, we aim to become one of the largest food processing companies in the world and a household name in India.” ■