



32 Manufacturing Units   10 Agri Sites   31 Depots   10,000+ Employees



DS Headquarters  
C6-10, Dharampal Satyapal (DS) Road  
Sector 67, Noida - 201309, U.P, India.  
[www.dsgroup.com](http://www.dsgroup.com)



Create  
what is **Worth**  
Creating

## DS GROUP



The DS Group (Dharampal Satyapal Group) is a Multi-Business Corporation and one of the leading Fast Moving Consumer Goods (FMCG) conglomerate with strong Indian and International presence. Founded in the year 1929, it is an inspiring and successful business story that blends a remarkable history and legacy with visionary growth and innovation. The Group continues to build successful brands across many categories and its undeterred pursuit for 'Quality & Innovation' has given impetus to consumer loyalty and satisfaction.

The Group's portfolio is extensive and diverse with presence in Mouth Freshener, Food and Beverage, Confectionery, Hospitality, Agri, Luxury Retail, Tobacco businesses and also other investments. Rajnigandha, Catch, Pulse, FRU, Ksheer, Pass Pass, LuvIt, BABA, Tulsi, L'Opera, Le Marche, Birthright and Namah are some of the leading brands, the Group proudly shelters today. Guided by a clear set of values and built on a strong foundation of collective good, Corporate Social Responsibility and Sustainability are integral parts of the Group's business objectives.

The Group works on projects across the country to achieve this objective with a focus on critical areas such as Water, Livelihood and Education. The Group has been steadily expanding its 'green' initiatives, including Energy and Water Conservation, to reflect its response to what the world needs and its own role as a committed corporate citizen.

## OUR FOUNDERS

### VISION

To be a leading 'Quality & Innovation' driven global conglomerate.

### MISSION

We are constantly striving to achieve excellence in diverse endeavours to create sustainable value for our stakeholders and the community at large.

### ETHICS AND VALUES

We stand for empathy, sympathy, compassion, mutual trust, respect, transparency, openness, honesty and integrity which aims at creating an environment that would perpetuate harmonious associations with employees, associates, partners and other stake holders.



**Shri Dharampal 'Sugandhi'**

*1st January 1901 - 23rd June 1964*

**Shri Satyapal 'Sugandhi'**

*14th August 1929 - 4th December 1995*

An idea that originated in the by-lanes of Chandni Chowk in 1929, has found a home in the hearts of people. Upholding the timeless vision of our Founders to deliver quality and innovation, as a leading FMCG Conglomerate; we pledge to take a stride forward in the years to come.

**THE JOURNEY**  
THE CORPORATE MUSEUM

#### **A Triumphant Legacy; A Promising Future!**

The Journey is a tribute to the founders and their fascinating journey of steadfast principles and unmatched business acumen. The journey that started at the turn of millennium and spanned the length of entire 20th century.



## FROM THE MANAGEMENT'S DESK

“Having made some dynamic changes in our business environment, we continue to accelerate the growth and inspire corporate evolution, while sustaining unwavering commitment to unsurpassed quality and novel innovations.”



**Mr Ravinder Kumar**  
Chairman

“Driven by accelerated growth and focused initiatives for diversification, we are strategically expanding our market reach and pursuing the dictum of ‘Create what is worth creating’ to assimilate the existing potential, while exploring new horizons.”



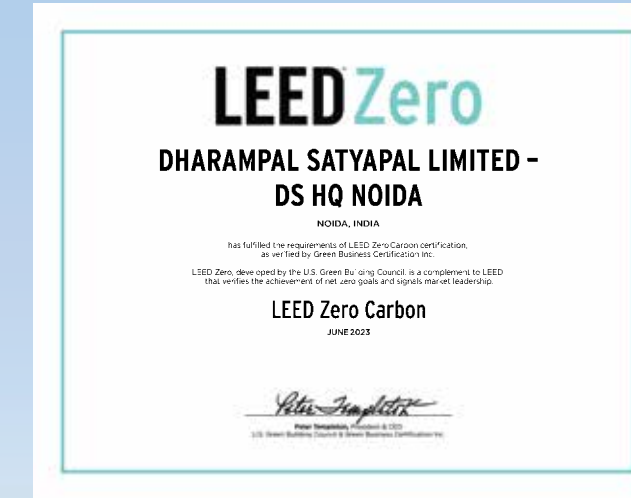
**Mr Rajiv Kumar**  
Vice Chairman

# SUSTAINABILITY

In an endeavour to build a greener tomorrow, the Group is leading the way with intent and action. The DS Headquarters, housing the corporate office, an R&D center with state of art manufacturing facilities has been awarded Leadership in Energy and Environmental Design (LEED) Platinum certification, under the USGBC (US Green Building Council) existing building O&M (Operation and Maintenance) program version 4.0 making it a global leader amongst all LEED v4 O&M existing buildings worldwide. Holding the highest number of credits amongst existing green buildings, the Group remained at the forefront since 2019.

DS Headquarters has also received LEED Zero Carbon Certification, by the USGBC which recognizes spaces operating with net zero carbon emissions from energy consumption and occupant transportation over a period.

As a responsible corporate citizen that truly understands the need of the world we live in today, the DS Group is continually taking mindful action, to build a better world for present and future generations alike. We are not only leaders in business, but are also paving the way for a healthier, more promising tomorrow.



# CSR

Guided by a clear set of values and built on a strong foundation of collective good, Corporate Social Responsibility is an integral part of the Group's business objectives. The Group works on projects across the country to achieve the aforesaid objective with a focus on critical areas such as Water Conservation, Livelihood Enhancement, Education, Community Development, and Gender Equity to help the communities and have a long-term impact in collaboration with various stakeholders, local bodies and recognized NGOs.



## Water Conservation

The DS Group aims to ensure the long-term availability of water through geography-specific conservation measures and judicious utilization of resources. It supports multiple projects in partnership with like-minded grassroots-level organizations in the state of Rajasthan, Madhya Pradesh, Uttar Pradesh, Himachal Pradesh, Uttarakhand, and Gujarat, benefitting millions of people from marginalized communities.

## Livelihood Enhancement

The DS Group believes in inclusive growth through building the capacity of people from underprivileged sections of society. The Group supports a



range of projects related to Livelihood for creating opportunities by enhancing skills, and facilitating an environment that empowers associated communities to explore added possibilities for better income generation. Under the intervention, DS Group directly works with Farmers on improved agricultural practices, diversified crop patterns, organic farming, post-harvesting practices, market linkages, and livestock management.

## Education

Education is one of the key intervention areas for DS Group. As an

essential tool to empower communities for a better future, The Group's initiative focuses on elementary education for tribal and urban slum children, including non-school going children and dropouts.



## Community Development

The Group has taken up an intervention for holistic development of the community to build sustainable communities by addressing social, environmental, and economic challenges of the communities.

It is working with local communities for comprehensive development in the field of Education, Health, Livelihood, and Community Institutions.



## Gender Equity

Realizing the larger objective of 'Fostering Sensitised Boys for a Gender Equitable Society', DS Group introduced 'Project Saamya' in 2021, wherein they work with young boys in the age group of 8-11 years on Gender Equity, Empathy & Respect through activity-based workshops, training sessions, and discussions.

## Awards and Recognitions

DS Group's efforts in Corporate Social Responsibility have been recognized and awarded by various organizations & institutions including Ministry of Jal Shakti, FICCI CSR, CII and other prestigious organizations.



## PHILANTHROPIC INITIATIVES (DS Charitable Trust)

### **SARAL SATYA LEGACY:** Active Senior Living

DS Group dedicated the Saral Satya Legacy, an active senior living project in honor of late Shri Satyapal Ji, and his wife Shrimati Sarla Devi.

The moniker is an amalgamation of their names, and translates to 'Simple Truth'. It was their dream to create a senior living community where elders can live a free life with dignity and grace.

Situated in Knowledge Park 5 in Greater Noida, the project is spread over an expansive 12-acre area of land with three residential and one recreational block that hosts an extraordinary club with modern amenities. By providing nutritious meals cooked in the most hygienic conditions, onsite medical assistance, housekeeping, laundry service, and multi-point security, Saral Satya Legacy frees residents from the mundane aspects of life and allows them to live each day to its fullest i.e. Active Living.



### **SARAL SATYA SCHOOL**

Saral Satya School, Karnal aims to provide quality education to the underprivileged sections of society, free of cost. A well-qualified teaching faculty under the able leadership of the headmistress has been appointed to deliver the innovative pedagogy.

DS Group strives for sustainable development of communities living in Barota and nearby villages by addressing social, economic, and environmental issues and Saral Satya School is one of the significant steps to provide quality education to the most marginalized section.



## FOOD AND BEVERAGES

Catch Salts & Spices has been the vanguard of Indian spices market, adapting tradition and bringing innovation at every step. One of the premium F&B brands of the country today, Catch offers a wide range of Salts, Spices, Sprinklers, Cooking Pastes, Grinders, Gourmet Gravies and Beverages.





'Catch' is also the nation's first 'Natural Spring Water,' bottled at the source in Himalayas. From water to soda, flavoured water to juices and tonic water to ginger ale, Catch offers a vivid spectrum of beverages.



Ksheer, a mass-consumer brand, presents a wide array of dairy delights. Under the Ksheer brand, the offerings include Fresh Milk, Dahi, Fresh Paneer, Chach, Lassi, Ghee (Desi and Cow), Retort Paneer, Flavoured Milk, Dairy Whitener and Sweets (Gulab Jamun and Rasgulla).

Ovino, is a newly launched premium direct-to-customer (D2C) brand currently serving NCR cities. It aims to provide an elevated dairy experience through Single Origin Farm Fresh milk, sourced from DS GROUP's own farms.



## CONFECTIONERY

'Pass Pass' encompasses a broad portfolio of pioneering products in the Confectionery business. 'Pass Pass Chingles' covers the chewing gum assortment and 'Pass Pass Pulse', the leader in the hard-boiled candy segment offers a unique experience of a fruity taste that peaks with a tangy surprise at the core. 'FRU' the soft chew fruit jelly and 'Rajnigandha Silver Pearls', the saffron blended silver coated cardamom seeds, too are a part of the Group's confectionery basket. Luvit brings in a wide range of decadent chocolate and confectionery products which augment the portfolio.



## MOUTH FRESHENER

The Mouth Freshener brand, 'Rajnigandha' is an undisputed leader in the industry. Passion for perfection has been a central premise of the brand since its inception. In the true tradition of excellence, 'Rajnigandha' has been cherished by patrons and connoisseurs for decades.



## BREATH FRESHENERS

Tulsi Royal Khajoor Plus is made from handpicked premium quality dates coated with pure silver leaves and refreshing mint.

Known for its refined taste, pleasing aroma and lasting flavour, BABA Elaichi has set new standards for others to emulate. With green cardamom seeds handpicked from the finest orchards across India, BABA Elaichi's special blend of flavours and spices, enhanced with a pure silver coating, enjoys patronage from consumers across the world.



The DS Group, made its debut into the world of brands with BABA, the first branded tobacco of the Group. BABA, known for its premium quality and refined taste became widely popular in its category followed by Tulsi.



## PREMIUM FLAVOURED TOBACCO



# HOSPITALITY

The Group has 'Namah', Jim Corbett National Park, a member of Radisson Individuals, 'Namah', Nainital, a member of Radisson Individuals Retreats, 'Radisson Blu' in Guwahati, 'InterContinental' in Jaipur, 'Holiday Inn Express' at the Kolkata Airport and 'The Renaissance', Bengaluru Race Course Hotel.



'Holiday Inn Express', Kolkata Airport



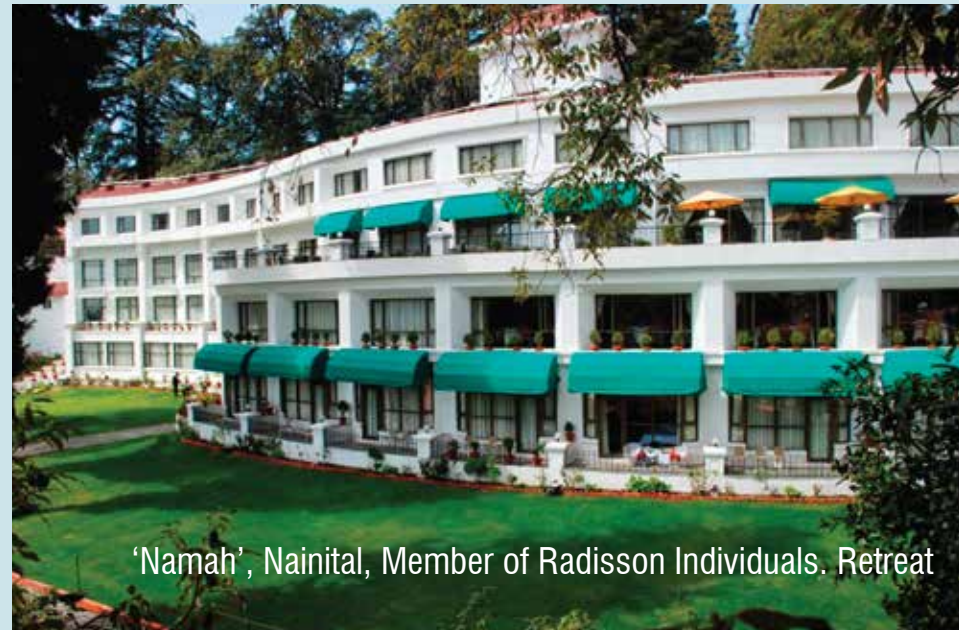
'The Renaissance', Bengaluru



'Radisson Blu', Guwahati



'InterContinental', Jaipur



'Namah', Nainital, Member of Radisson Individuals. Retreat



'Namah', Jim Corbett, Member of Radisson Individuals



## LUXURY FOOD RETAIL

### SOCIETY OF SALAD

A Delhi-based café redefining mindful eating with a bold vision and premium ingredients. Society of Salad was born to advance the 'Eat Good' philosophy and transform how healthy food is perceived.

With exciting flavours, sustainable practices, and a vibrant community, this is clean eating reimagined—fresh, fun, and crafted for the mindful eater.



L'Opéra is a high-end, authentic pastry, bakery house and Salon de Thé, specializing in French products in India. Inspired by the quintessential French **Salon de Thé**, L'Opéra ensures that patrons enjoy a complete and authentic French experience every time.

## INTERNATIONAL PARTNERSHIPS

A pioneer in children's luxury clothing, Les Petits is a multi-brand luxury clothing, accessories and furniture outlet for kids.

The brand houses the finest international labels for kids including Fendi, Dolce & Gabbana, Miss Blumarine, Baby Dior, Young Versace, Simonetta & Quis Quis. Apart from clothing, layette & accessories, the store also offers furniture from Théophile & Patachou and prams by Fendi.



The Group also manages internationally acclaimed brands such as Brioni, Tom Ford, Berluti, Brunello Cucinelli.



*Les Petits*

*Brioni*

TOM FORD

Berluti



BRUNELLO CUCINELLI

## LÄDERACH

DS Group partnered with luxury Swiss chocolate brand Läderach for its maiden launch in India.

Founded in 1962, Läderach is known for its recipes that blend classic notes with modern aspirations. A truly indulgent experience in gourmet chocolates, Läderach are delicately fashioned artisanal chocolates that are an amalgamation of passion and craftsmanship of chocolatiers par finesse.



## AGRI BUSINESS



The Agri business encompasses 'Birthright' Hydroponics and plantation. 'Birthright' has first of its kind and the largest garden centre for exotic and ornamental plants in India, sourced from across the globe.

In keeping with its vision of safeguarding environmental resources even while responding to in-house requirements, the DS Group entered the Agri Business with a focus on large-scale plantations by acquiring waste and semi-arid land parcels in different parts of the country and converted them to lush green forests for plantations purposes.





Le Marche is a premium food store. It has a wide range of products ranging from basic, everyday groceries like staples and spices to exotic imports from across the globe.

Le Marche was conceptualized in the year 2005. The company caters to customers who opt for products ranging across all price points. However, it primarily operates in a premium, niche gourmet retail market catering to the urban, well-travelled Indian consumer who loves to experiment with global cuisine and understands the nuances of ingredients in food.



## OTHERS

The Rubber Thread brand, 'Unitexx', Rigid Packaging brand 'Canpac' and a Flexi Packaging unit for laminates and pouches are the other areas of interest of the Group.

