

CASE STUDY LT FOODS

LT Foods selects Rovema as preferred supplier for packaging systems.

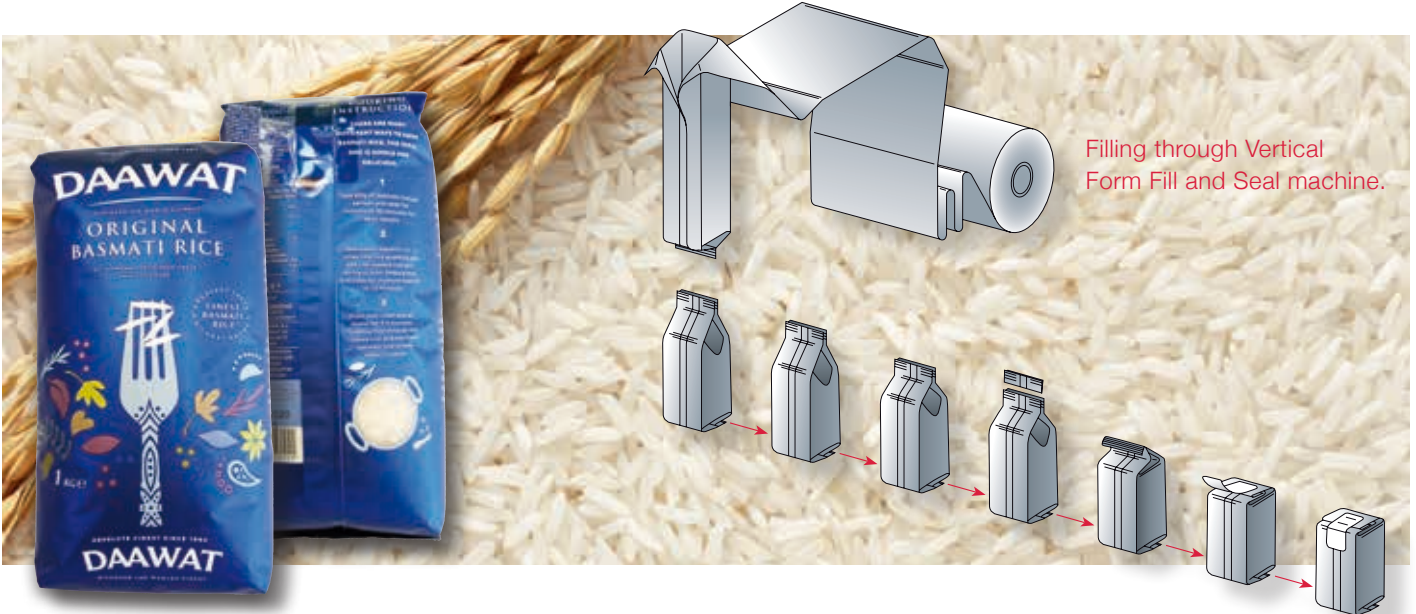


LT Foods opens first rice mill outside of India

LT Foods is a listed company business located in India and belongs to the leading suppliers of Basmati-rice. LT Foods is represented in more than 65 countries worldwide and takes care of the entire supply chain: from farm field-rice milling, to processing, to packaging and distribution to the stores. The first rice mill outside of India has opened in Maasvlakte-Rotterdam in June 2017. While LT foods have already established No.1 Brand Royal in USA market.

The idea to start LT Foods' first rice mill outside of India comes from to increase global footprint of brand Daawat and give consumer farm to fork experience. The decision to set up a rice mill outside of India was a challenge for us. We were soon convinced that we had to start in Northern Europe. Having to supply the main raw material, rice, we had some major ports on our shortlist, including Hamburg, Antwerp and Rotterdam.

LT Foods chose Rotterdam. This location convinces in many areas, e.g. accessibility to the port, good cooperation with the Dutch Embassy in India and the Dutch government and the fact that almost everyone in the Netherlands speaks English, which greatly simplifies cooperation.



Filling through Vertical Form Fill and Seal machine.

LT Foods packaging
DAAWAT

A brilliant cooperation

The packaging machines were selected based on researches in Europe: "We visited the Interpack fair in 2014 and we met ROVEMA. We also visited several rice mills and it was clear to us quite quickly that **ROVEMA would become the preferred supplier for our packaging-lines,**" explains Aditya Arora, Director of LT Foods Europe.



A good decision, the cooperation runs brilliantly, LT Foods is a satisfied ROVEMA client: "From the first day on, the people of ROVEMA have advised us well and focused on building a long-term relationship. They helped us in making the right choices within this complex process. The set-up and installation went very well, so we were operational in a relatively short period of time. We are also satisfied with their customer-service, attentive and good help is provided."

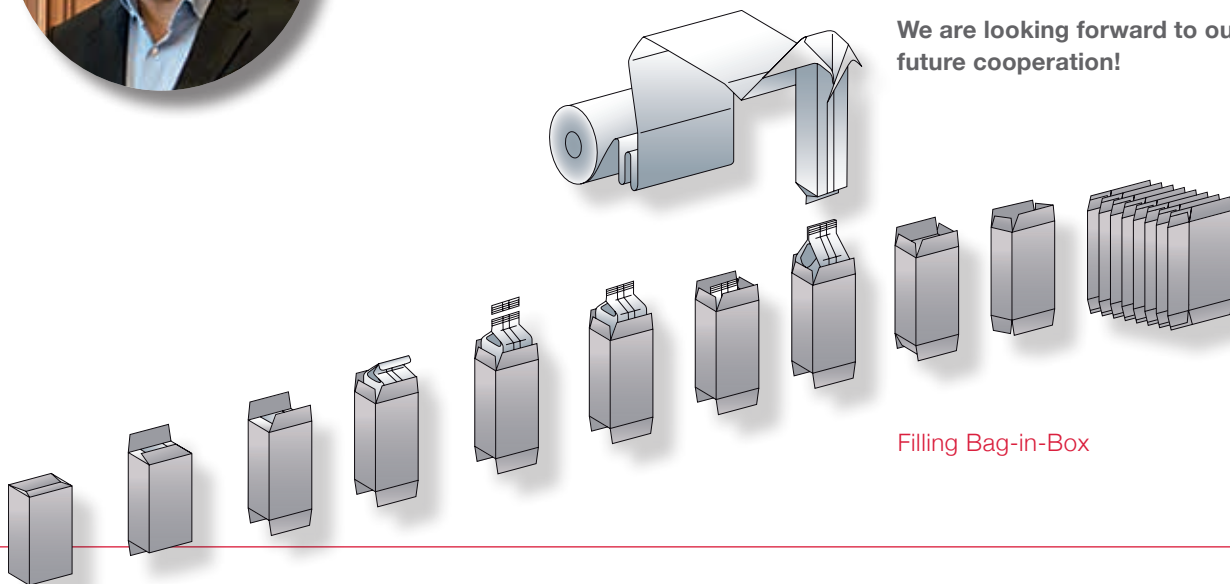
Currently,

- a SBS 250 block bottom packaging machine,
- a Bag-in-Box line for cooking bags
- a CMV cartoning machine for direct filling and
- a Wrap Around final packaging machine EW are being used. The factory is running at full speed in barely 1 ½ years.

Growth is proceeding satisfactorily and LT Foods has ambitious plans for the future: „Our Rotterdam-rice mill is running according to plan. We expect growth in both the volume of private-label products and in our own „Daawat“ brand.“

As a result, ROVEMA will certainly be a partner for future packaging-investments.

We are looking forward to our future cooperation!



Filling Bag-in-Box



www.rovema.com
www.ltgroup.in

ROVEMA
Passion for packaging