

HOLYLAND MARKETING

Revolutionizing the Agro-Processing & Food Service Industry

In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. However, despite being one of the largest producers of agricultural and food products in the world, India ranks fairly low in the global food processing value chains. In fact, as with the rest of India (most other sectors), this sector is also largely unorganised and informal. With a vision of setting new benchmarks in the industry and paving paths for radical thinking to meet the customer's demand, Holyland Marketing Pvt. Ltd. (HMPL) has emerged as an organisation which has successfully integrated the entire value chain from the farmers to the end customers. Holyland Marketing stands tall as the market leader in canned food and additives industry with very stronghold in HoreCa and marketing presence across India.

Highly Dedicated Organization

Based out of New Delhi, HMPL was founded in 1995 with a vision of providing quality products to Indian consumers, and the firm dedicated itself to promote & celebrate nature's gift to its home soil. "Through the years, our brands have earned reputation because of our never failing commitment towards innovation and quality," explains Vijay Kumar Budhraj, Founder & Chairman, HolyLand Marketing. The organization today markets over 200 products and 300+ SKUs, which are available across the country though its strong base of dealers & distributors. HMPL's product portfolio includes array of food products

Vijay Kumar Budhraj, Founder & Chairman

Vijay is a leader with dedicated vision to offer the best quality food products to the consumers & people of India. His commitment and passion towards driving excellence is the key reason behind the tremendous success of Holyland Marketing. Vijay is a revered name in food processing industry and has been selected and interviewed by ET NOW as the 'Leader of Tomorrow'.



Shippy Sharma Budhraj, Director

A senior executive with more than 13 years of experience in various industries, Shippy brings in best practices from across the industries. She is an engineer and MBA from the illustrious XLRI, Jamshedpur. She presently looks at Institutional Sales, Exports and Marketing at Holyland Group.



She holds a strong knowledge and experience in HoReCa, Foodservice supplies, Industrial solutions, Exports, Sales force automation and more.

Kapil Budhraj, Director

An MBA in Marketing Management, Kapil is a senior executive with 20 years of experience in the industry. He is responsible for growing the business in South and West India.

Harith Budhraj, Director

A dedicated administrator, Harith is responsible for international sourcing of the products.

Offerings: Canned Fruits, Canned Vegetables, Ready to Eat products, Fish Products, Spices & Herbs, Additives and Tastemakers, Tomato Products, Canned Pulp, Peppers, Pickles, Bakery Products, Coconut Products and more

Office: New Delhi

Commitment to quality is deeply embedded in our culture. We provide the best quality products under our brands to ensure a wholesome experience for our customers

Ensuring Quality


As offering quality products and ensuring the best quality is HMPL's forte, the firm especially takes care of the quality assurance factor for its processed food products by following some stringent procedures; such as the products are picked at the peak of ripeness to lock in the fresh ripened taste and flavour of the fruits/vegetables. To maintain the freshness of the products, HMPL has established processing units near the agricultural areas; hence the freshly picked fruits/vegetables are immediately processed and packed in sterilized cans to keep the nutrients inside and impurities outside. Moreover, HMPL adheres to a strict quality control mechanism and standardized process, where it ensures that the products are hygienically processed and properly packed to preserve the best quality. "Our QC procedures which starts right from the raw material quality assessment to the quality assessment of the finished goods ensures that we pack only the best quality for our customers," explains Harith Budhraj, Director, HolyLand Marketing.

Apart from that, the firm is equipped with fully functional in-house chemical & microbiological testing, laboratories, incubation rooms to ensure that all of its products are safe to consume and meet

the quality standards. "Commitment to quality is deeply embedded in our culture. We provide the best quality products under our brands to ensure a wholesome experience for our customers," states Vijay.

More than just a Firm

Nowadays, where most of the industry players focus only on the business benefits & profits, what differentiates HMPL from others is its ethical value. Being a health conscious food organization, HMPL takes the responsibility for not only providing safe but also nutritious food to its customers. The firm is committed to pack & market only the best quality products under its brands. Alongside, the firm's ISO certified manufacturing facility has been awarded SKOCH Order of Merit for good quality practices.

With such dedication towards the industry, the firm today has become the essential link between the farmers & the end-customers. Besides, HMPL is more than just an organization; it considers itself as a family which comprises of 1000+ dealers & distributors, professional cooks, food service institutions, logistic providers and more. The firm further takes pride on its 30+ agro-processing units along with the hardworking farmers who have passionately dedicated themselves to service quality products since decades. 

like Additives, Canned Fruits and Vegetables, Canned Pulp, Canned Sweets, Olive products, Milk products, Peppers products, Non-Veg products, Pickles, Ready to Eat, and many more.

HMPL has been a pioneer in revolutionizing the agro-processing and foodservice industry since its inception. For instance, the firm is the pioneer of crop risk hedging. HMPL has a strategically defined vendor base across India as well as in the global market, with which it secures an extra edge in the industry. It helps HMPL to tide over crop risks of a single crop cycle and allows the firm to produce & distribute the products throughout the year at competitive prices. Furthermore, HMPL is the first organization to effectively implement product focused manufacturing in the Indian market. Instead of city-based factories processing multiple products, HMPL has encouraged product focused factories in the growing regions leading to increased product quality, transportation efficiencies and better waste management.

COMPANY OF THE YEAR

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COMPANY OF THE YEAR – 2019

Time and again, the swift disruption of technologies and its enhanced adoption among companies has been on a constant rise in India and also across the globe. Especially, the ongoing digital transformation and the onset of Industrial Revolution 4.0 have brought together a horde of people, gadgets, content, services, companies and many other elements across one massive interactive platform. Some of the technologies that are currently in the spotlight are Machine Learning, Artificial Intelligence, Quantum Computing, 5G, Microbiomes, Digital Twins, Robots and Blockchain. Embracing the best might of these technologies and other advancements through domestic as well as foreign investments, diverse businesses across diverse industries have grown by leaps and bounds and are projected to grow even further in the years to come. India, especially, has been experiencing a burgeoning startup and innovation culture, thereby honing its potential to become the world's next Silicon Valley.

Let's delve into a few statistics! According to the Global Innovation Index, India ranks third in the world in terms of attracting investments for technology transactions. Recently, India was also ranked as having the third largest startup ecosystem in the world, while a third of respondents during a recent survey indicated interest in entrepreneurship as a career. No wonder, our country currently stands a real contender among the global players across the technology and innovation sphere. Majorly contributing to this fast-paced growth is the Indian Government, which has been taking the nation to newer heights through initiatives such as Startup India, Rural Electrification, Make in India, Digital India, Ujjwala Yojana Scheme, Swachh Bharat Mission, Ayushman Bharat, GST, Jan Dhan Yojana, and a lot more.

Absorbing the best of these initiatives along with the might of requisite infrastructure, services, connectivity, tools and technologies, India is aggressively working towards becoming leader in terms of industrialization as

well as technological development across the global stage. Our country holds the potential to not only surpass the increasing global competition, but also stand as a source of inspiration to other countries in the world through its innovative, effective and scalable models to create solutions for any sort of global challenge.

Post exploring and analyzing the growth of India in 2019 as well as the companies that excelled with phenomenal growth, siliconindia is extremely proud to present its annual edition: 'Company of the Year – 2019'. An expert and well-experienced panel of industry leaders, CEOs, VCs, research analysts along with siliconindia Editorial Board has unveiled a roster of front-runners across diverse industry verticals. The magazine beautifully portrays the inspirational stories and phenomenal achievements of a range of companies that have been seamlessly excelling in their domain of expertise with offerings par versatility. Besides, the trends and advancements across a handful of industries have also been weaved across the pages of this magazine to bestow our readers with a wonderful reading experience.

