



A world without sugar is hard to imagine, and Parry's – the original sugar maker, has stood the test of time by constantly evolving and adapting to the changing needs of consumers. A single-minded focus on quality has earned Parry's Sugar its foremost place in whichever market it operates. Being one of India's oldest consumer brands, Parry's has pioneered the manufacturing and marketing of sugar in India since 1842. Its wide range of products cater to the diverse needs of consumers and the food and beverage industry, apart from developing and marketing highly specialised and customised products for the pharma industry, which meets the stringently-high standards required for specialised pharma applications.

Market

The history of sugar in India goes back to the fourth century. Back then, it was manufactured by the process of pressing sugarcane to extract the juice and boiling it to get crystals, known as gur. India was the first country that produced sugar by this process. Gradually, sugar's qualities and taste made it famous in other parts of the world, and many countries began manufacturing it as well. The sugar industry is recognised as one of the most critical industries of India as it not only caters to the domestic market but also supports 50 million farmers and their families, becoming one of the largest industries in the world. For India, it is the second largest agro-based industry, after the cotton-textile industry. India is a key growth driver for world sugar, as it has been steadily growing above the Asian and world sugar consumption growth rates. However due to the tough economic conditions facing this industry, the number of sugar mills dropped by close to 15% by January 2020 from a year ago period, contributing to a drop in sugar production to 108.85 lakh tons from 147.40 lakh tons; 38.55 lakh tons lower than last season's production for the corresponding period. India has strict standards for sugar manufacturing, and the entire process is highly regulated. These regulations are spread across the whole value chain, starting from land demarcation, sugarcane price, sugarcane procurement, sugar production, and sale of sugar by mills in domestic and international markets.

Achievements

Parry's Sugar achieves a milestone every time a bite of a dessert or confectionary brings a smile to

someone's face. Sugar is an essential commodity, which is invariably the top three things of any Indian household's monthly grocery basket. Of all the sugar consumed at home in India, more than 90% of it is unbranded and sold loose. Parry's Sugar has taken the lead in making sugar into a brand and has thus created a name amongst the nation's leading sugar brands. Parry's Sugar operates its retail business predominantly in five southern states of Tamil Nadu, Karnataka, Andhra Pradesh, Telangana and Kerala. Unparalleled success in these markets has given Parry's a strong foothold in these markets, and it is now poised for expansion in other parts of Eastern and Western India.

Parry's Sugar has been instrumental in pioneering sugarcane research in India and has been running the R&D centre for sugarcane and tissue culture to develop new and improved cane varieties. Providing specialised training on the use of scientific methodologies has helped more than one lakh farmers to increase their yield and productivity. Additionally, value-added services such as GPS

mapping, soil testing, water management, sustainable farming practices, have helped them with better yields year on year. With vital focus on the environment, Parry's Sugar is the first sugar company in India to start co-generation of green power using sugarcane bagasse, and currently all its co-generation power plants operate on the principle of 'zero effluents', 'zero discharge' and 'zero residues' – where process residue is converted to soil nutrient for organic fertiliser.

The company is also a contributor to green energy by converting the

molasses generated as a by-product in the sugar manufacturing process to ethanol – a fuel blend that helps reduce automotive pollution and the country's oil import bill. E.I.D-Parry's holds the distinction of being the first sugar manufacturer in Asia and first in the world dealing with small holding farmers to be BONSCURO certified – thus meeting the demanding needs of discerning customers to reduce water and carbon footprints in the ecology.

History

Thomas Parry's curious nature to explore the world and determination to expand his business lead him to India. He was one of the first British traders who saw the future of development in India's rural areas and founded Thomas Parry & Company in 1795. In 1842, with his resoluteness, he set up the first sugar mill at Vandipalayam not far from Cuddalore, in what is now known as South Arcot. The Nellikuppam Sugar factory was established three years later, in 1845. In a



subsequent avatar, E.I.D. established a confectionery factory in Nellikuppam in 1914, marking the beginning of a sweet era in the southern part of India. About 61 years later, in 1975, it was his dream that enabled people walking in his footsteps to form E.I.D. Parry and register it in Chennai. Then in 1981, E.I.D. Parry became a part of the Murugappa group, and in 2004, Parry's launched its first-ever branded sugar, and the journey of branded sugar commenced.

Product

Being a customer-centric brand, Parry's Sugar has ensured that the quality of its product delivered to the consumer always exceeds the established standards. A thorough audit and compliance process closely monitors the lifecycle of sugar manufacturing, starting from the procurement of raw material to its conversion into sugar. To ensure that Parry's Sugar always remains the preferred brand for customers, it constantly endeavors to innovate products that are tailor-made to the ever-changing customer requirements. Becoming the first brand to launch pure refined sugar in the southern part of India in 2004, it was the first step to address specific consumer needs which brought Parry's range of domestic sweeteners into the market – Pure

pharmaceutical sugar conforming to Indian Pharmacopoeia (IP), British Pharmacopoeia (BP), US Pharmacopoeia (USP), Japanese Pharmacopoeia (JP) and European Pharmacopoeia (EP) standards.

Continuous efforts to meet the customer demand with high-quality standards makes Parry's Sugar a preferred vendor to major specialty and critical industries such as infant food, beverages, confectionery, etc.

Recent Developments

A consumer company's success lies in the hands of its consumers. Addressing consumer needs is the focal point of the company that aims to meet this demand continuously. Parry's Sugar has recently launched refined sugar made through Sulphur-free process, apart from adding Amrit Natural Brown Sugar to its portfolio. These new lines of products offer added health benefits to health-conscious consumers while being uncompromising on taste. Another one of Parry's recent additions is the Amrit Jaggery Powder – a product that is untouched by hand and completely free

of any impurities – hence it need not be broken, melted or strained prior to cooking or consumption. This is a great innovation in a product category which is primarily made in the unorganised sector and poses a lot of hygiene issues. As a result, Amrit Jaggery Powder has received highly encouraging response from the market.

The company's recent drive to expand its retail footprint across South India has met with considerable success, and it is gearing up to take the brand to the national level in a big way. Its new product development team is working on a slew of product launches which will help the brand further strengthen its position in the coming days.

Promotion

It is not easy to change a mindset skewed to buying a commodity. For any brand, this takes much endurance and innovation. Products like Parry's Amrit Natural Brown Sugar was launched with a robust level of ground activation to establish its myriad health benefits. Wet sampling at hot-spots and self-service outlets was done where various sweet dishes were handed out to try – thus giving the customers an experience of the

100% Natural Sugarcane Sugar.

Sulphur Free Process



product's taste first-hand. When the ground was well prepared, a TVC highlighting the benefits of Parry's Amrit Natural Brown Sugar was rolled out. So, a mix of smart and innovative BTL combined with well-researched and well-made ATL helped it in not only communicating the product benefits but also in acquiring new customers.

Brand Values

Brands deliver value to consumers who are the real drivers of these brands. Parry's firmly believes in its brand values and strives to add value at every stage of the value chain – starting from the farmer, up to the end consumer. Consumers today are highly aware and expect unique, high-quality products that meet their evolving health and culinary needs. But not just great products, they also care about the brand's source of procurement, the process of manufacturing and their marketing strategies. With increasing awareness about global warming and ecological imbalances, consumers have started caring about nature. They are concerned about the environment around them like water sustainability, care for the soil and climate. As a responsible brand, Parry's Sugar is proactive in addressing consumers' concerns and delivers pioneering work along these lines continuously.

Things you didn't know about PARRY'S SUGAR

- * E.I.D. Parry stands for East India Distilleries. It had earlier manufactured popular IMFL brands which was then divested once the Murugappa Group took over the company
- * E.I.D. Parry's is the oldest sugar manufacturer in India, dating back to 1842
- * Dare House – the site where the corporate office stands today was acquired as early as 1803
- * Parry's was the first brand to launch pure refined sugar in 2004

eidparry.com



Refined Sugar, White Label Sugar, Amrit Natural Brown Sugar and Amrit Jaggery Powder – continuing to touch the lives of many consumers by spreading its sweetness.

From extensive research on sugarcane breeding to finding eco-friendly methods of waste recycling and disposal, there is painstaking and relentless effort taken at the backend of the innovation process. A dedicated team invests hours in research to find the best-in-class taste, colour, granulation and quality that gives complete satisfaction to the customers.

Parry's Sugar is also the pioneer in a wide range of specialised and customised products for pharma applications like tablet coatings, liquid orals, dry syrups, intravenous applications and drug delivery systems. These are high quality, customised grades of

