



BHASIN HOLDINGS CO., LTD.

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COMPANY PROFILE

About us

Bhasin Holdings Co., Ltd. Was established in March 3rd 2011 having Aarti and Kobe Spice brand for importing, distributing, packaging and marketing of spices, Herbs, nuts, grains, pulses, beverages and other food products.

BHD is one of the leading distributor and e-commerce Company in the field of international foods and beverages in Japan. Over the past few years, the company has achieved an aggressive growth and emerged as to the forefront of analogous companies. BHD has identified strategies and targets based on the principle of achieving customer satisfaction through product quality, reliability and efficient service by providing wide range of products with competitive prices.

The success story of the company is a commitment to the distinction in the services and the quality of import and distribution operation. The company has transformed from a mere distributor to develop brands and successfully market various products ranging from dry to frozen foods items and beverages.

The company owns dedicated logistics and sales team for delivery, distribution and marketing of products to reach out all segments in Japan market. BHD and its group company are having 68 employees who are trained by a distinctive authority of managers having experience and high competence in the food market.

BHD strives to scale new heights by various innovative ideas and strategies, being implemented as part of its growth and expansion.



OUR VISION

The vision of the company is to become the number one and leading company in importing and distributing of foodstuff which is considered by employees, clients, competitors, suppliers and management as best company performance among other companies in Japan.

OUR MISSION

Our company's is to be recognised as high quality supplier of goods and services by providing goods and services of the highest standard to meet the need of our customers viz. Co-ops, Super markets, wholesale markets, Groceries, Restaurants, Cafeterias and Food Service companies in Japan.

BHD plan to increase the distributor channels by offering variety of products range with high quality and well-known trade agencies, which makes the company to make its own market and adopt a distinctive and competitive strategy, which is not available with the competitors under exclusive trademarks. This will help the company to attract new client resulting in aggressive growth and high profits to maintain its competitiveness locally.

Having efficient and high performing human resources and motivated employments with high rate of achievement is one of the basic strength of a company. Hence we strive to ensure that our client including employees, whom we provide a fair job atmosphere, are getting equitable, sincere, and honest treatment, making them feel that they are the partner in the company's success.

Fast Facts

Name:	Bhasin Holdings Co., Ltd.
Founded:	Founded in March 3, 2011
President:	Arun Bhasin
Capital:	80 Million Yen
Employees:	68
Sales:	650+ Million Yen in the Fiscal Year 2014
Business:	Dealing in Spices, Herbs, Nuts, Grains & Pulses, Beverages, E-Commerce and Indian Restaurants.
Brands:	Aarti and Kobe Spice
Headquarters:	1-9, Wakamatsu-cho, 8-chome, Nagata-ku Kobe-shi, Hyogo-ken, 653-0038, Japan Tel: (+81)078-798-5000 Fax: (+81)078-798-5509 E-mail: info@bhd-japan.jp Web: http://www.bhasinholdings.jp/

List of Aarti Indian Restaurants

1997: Aarti Opens its 1st Indian Restaurant in Kobe Kitano

2006: Aarti Opens its 2^{ed} Indian Restaurant in Kobe Sannomiya

2007: Aarti opens its 3rd Indian Restaurant in Kobe Sanda Premium outlet

2009: Aarti Opens its 4th Indian Restaurant in Kobe Shin-Nagata

2011: Aarti Opens its 5th Indian Restaurant in Kobe Kenchomae

2011: Aarti Opens its 6th Indian Restaurant in Ibaraki Ami Premium Outlet

2012: Aarti Opens its 7th Indian Restaurants in Osaka Abenolucious Shopping Mall

2014: Aarti Opens its 8th Restaurant in Osaka America Mura Big Step Shopping Mall

E-commerce Branches

2007: Open online shop in Rakuten-Ichiba Japan

2009: Open online shop in Amazon Japan

2009: Open online shop in Gurunavi Japan

2009: Open our 1st online shop (www.aarti-japan.com)

2011: Open online BHD shop in Rakuten Ichiba

2011: Open online BHD shop in Amazon Japan

2012: Open 1st Kobe Spice Store “Spice Boutique”

2012: Open our 2^{ed} online shop (www.aarti-nagata.com)

2013: Open Online BHD Shop in Yahoo Japan

2013: Open online shop in Pompare Mall Japan

2013: Open online shop in Yamada Mall Japan

2013: Open online shop in Yahoo Japan

Media: In Television, Newspapers and magazine

2010:

{TV} NTV Indian Curry Trail Set was introduced by Aarti

2012:

In July {TV} Asahi Broadcasting Corporation “Its 1st Morning, The raw journey Salad, Every Saturday 8PM broadcasting Aarti Vegetable Curry & Nan set was introduced.

In August & September {Magazine SAVVY} Aarti Kenchomae Restaurant was published.

In October {Magazine KANSAI WALKER} Aarti Kenchomae was published.

2013:

In February {Magazine} “Osaka Loop Line Book” Aarti Abeno Lucious Restaurant was published.

In June {Magazine} “Kobe reputation of good shop 2013 Version” Aarti Kenchomae Restaurant was published.

2014:

In Feb {Magazine} Aarti Shin Nagata Restaurant was published

In March {Magazine} Grafis Mook “Kobe Tea Walk” Aarti Kenchomae Restaurant was published.

In May & June {Magazine} Spinach Chicken curry and rice were introduced.

In July {TV} ABC Asahi Broadcasting Corporation “Good Morning Call ABC” Aarti Big Step restaurant was aired.

In August {Magazine} Kobe Newspaper September issue Aarti Shin- Nagata Kobe Spice Store “Spice Boutique” was published.

Special Events

2012:

Participated in “Rakuten Special Event” in Hanshin Department Store Umeda Head Office.

2012-2014:

Aarti Restaurant Participated in “Kobe Selection Sales Event” 8th time in 2015. Kobe Spice Curry & Original Curry Powder was published in Kobe Selection 8 magazine.

2013:

Participated in Special Sale event at Nishinomiya Hanshin Department store.

2014:

Participated in Special Sale event “Hankyu Marche” at Hankyu department store Umeda Head Office.

Future Plans:

The company has outlined many future plans including the one to keep abreast with the development of foods manufacturing area. It plans to pursue in providing new products and services in the field of marketing, distributing and developing of new ways and methods of preservation and storage. In addition, the company is obtaining new reputed agencies from regional and international companies in order to cover new market and focus on its growth and economical status, among those plans are:

- *Expansion through increasing the existing agencies categories linked with the company.*
- *Expansion of the local market through increasing number of customers by addition of food services and restaurant division of the company.*
- *Increasing local market share of the company by adding new reputed agencies to strengthen the brand portfolio, this will contribute to increase our market share.*
- *Evaluation and developments of new departments in order to increase their productivity and efficiency through appointing executives having experience and high competency.*
- *BHD intends to present the new products and new services in different of foodstuffs like activities of opening Tea Chains/ Café Chains Viz. Aarti Café and Kobe Spice Stores.*

Why Bhasin Holdings Co., Ltd. ...

- *BHD has well-qualified and well trained sales force that is familiar with MTR products and is skilled in demonstrating the advantages of those products to the customers in Japan.*
- *BHD has sufficient resources required for aggressive sales and marketing of MTR products.*
- *BHD Team will put best effort to achieve market share and other sales goals in specific geographical or other area of responsibility.*
- *BHD can give commitment to stock recommended inventories of products based on the need of the local market.*
- *BHD can give commitment for prompt payment of all financial obligations.*
- *BHD will promptly communicate with MTR regarding changes in the local market and/or distributor own business.*
- *BHD is recognised as high quality supplier of goods and services that encourages long-term loyalty on the part of the customer towards MTR and its products.*
- *BHD has best facilities and uses latest technology necessary to consistently perform the above functions.*