



Mr. Kirandip Singh Swani
Managing Director

SWANI SPICES MILLS PVT. LTD

Interview with Kirandip Singh Swani, Managing Director at Swani Spices

TEM: Thank you so much for taking the time to speak with us today, Mr. Swani. To begin with, could you share a bit about your background and what led you to start Swani Spices?

Kirandip Singh Swani: Thank you for having me! My journey with Swani Spices began over three decades ago. I come from a family with a long history in the spice trade. The roots of our business can be traced back to my grandfather, who was involved in the spice industry at a much smaller scale. Growing up, I witnessed the immense potential that spices held not only in Indian kitchens but also globally. After completing my education and gaining some experience in the business world, I decided to take our family business forward. This led to the establishment of Swani Spices, where we aimed to combine traditional methods of spice production with modern technology and innovation to create a product that would appeal to a broader audience.

TEM: Swani Spices has grown to become one of the most recognized brands in the spice industry. What do you think sets your company apart from the competition?

Kirandip Singh Swani: There are several factors that set Swani Spices apart from others in the market. First and foremost, we are committed to maintaining the highest standards of quality. We source our spices from the best farms across India, ensuring that

every batch meets our strict quality control measures. We have an in-house team of experts that inspects the spices at every stage—from procurement to processing—so that we can offer our customers the finest products.

Another factor that differentiates us is our deep understanding of our customers' needs. Over the years, we've built strong relationships with retailers, wholesalers, and end consumers. This has allowed us to innovate and introduce products that cater to different tastes, preferences, and regions. For example, we offer both traditional ground spices as well as ready-to-use spice blends that are convenient and easy to use, especially for international markets.

Finally, sustainability is an important value for us. From reducing our carbon footprint to using eco-friendly packaging, we believe in contributing positively to both the industry and the environment. This long-term vision has helped us build a loyal customer base who share our values.

TEM: It's great to hear that you focus so much on quality and sustainability. How do you ensure that your spices maintain their distinct flavor and aroma, especially as you expand to international markets?

Kirandip Singh Swani: Ensuring that our spices maintain their flavor and aroma is something we take very seriously. We use a combination of traditional practices and modern technology

to retain the natural essence of each spice. For instance, we source our raw materials from specific regions known for producing the best varieties of spices. After harvesting, the spices are carefully cleaned and processed using advanced machinery that minimizes the loss of essential oils and volatile compounds.

Additionally, we follow strict storage protocols to protect the spices from moisture, heat, and light—factors that can degrade their quality. When it comes to packaging, we use materials that protect the spices from external elements, thus ensuring they reach consumers in perfect condition.

When expanding internationally, we also keep in mind the local preferences and how different cultures use spices. For instance, in the US or Europe, the flavor profiles might be slightly different than in India. Our ability to adapt while preserving the integrity of our products has allowed us to build a strong presence in international markets.

TEM: Could you tell us more about how Swani Spices has embraced technology to streamline operations and meet growing demand?

Kirandip Singh Swani: Absolutely. Technology has played a crucial role in helping us scale our operations without compromising on quality. One of the first steps we took was to implement automated processing systems in our factories. This allowed us to significantly increase production capacity while

maintaining precision in grinding and packaging. We've also invested in research and development, where technology plays an integral part. For example, our R&D team works with state-of-the-art tools to develop new blends and to ensure the consistency of our products. Data analytics has been another game changer for us. By tracking customer preferences and purchasing patterns, we've been able to predict demand more accurately and adjust our production schedules accordingly. This not only helps us avoid stock outs but also reduces waste.

On the logistics side, we've adopted advanced software to manage inventory, track shipments, and optimize delivery routes, ensuring that our products reach retailers and consumers in a timely manner. This has been especially important as we expand our presence in global markets, where supply chain efficiency is critical.

TEM : Swani Spices has a reputation for innovation in product offerings. Could you highlight some of your flagship products or recent innovations that have resonated well with consumers?

Kirandip Singh Swani : One of our flagship products has always been our premium range of whole and ground spices. These include staples like cumin, coriander, turmeric, and red chili powder. We've worked hard to ensure that the quality of these spices remains exceptional, as they form the backbone of many of our customers' culinary experiences.

In recent years, we've introduced

a line of spice blends that have been incredibly popular. These blends, such as Garam Masala and Tandoori Masala, have been carefully curated to offer convenience without sacrificing flavor. They cater to a growing segment of busy consumers who love cooking but might not have the time to individually measure and mix multiple spices.

Additionally, we've launched organic spices and blends for health-conscious consumers. Organic products are in high demand globally, and we saw this as an opportunity to cater to that growing market segment. This has been one of our most successful ventures, and it's allowed us to tap into new markets, especially in Europe and North America.

TEM : The spice industry has seen significant growth in recent years. What do you see as the biggest opportunities and challenges for Swani Spices in the coming years?

Kirandip Singh Swani : The growth of the spice industry is certainly exciting, and I believe that we are in a great position to take advantage of that. One of the biggest opportunities lies in expanding our international presence. The demand for ethnic and flavorful ingredients in global markets continues to rise, and we are focused on increasing our footprint, especially in regions like North America, Europe, and Southeast Asia.

Additionally, I believe that innovation will continue to be key. There is a growing demand for convenient, ready-to-use spice mixes, and we plan to

expand our range of such products. We also see a huge opportunity in the health and wellness space, where consumers are increasingly seeking organic and functional spices that offer both flavor and health benefits.

As for challenges, the volatility of raw material prices and the impact of climate change on spice production are concerns that we're closely monitoring. We've been proactive in building strong relationships with our suppliers to mitigate risks related to supply chain disruptions.

TEM : Before we wrap up, is there anything you would like to share with our readers about the future of Swani Spices?

Kirandip Singh Swani : At Swani Spices, we are committed to maintaining the highest quality standards, continually innovating, and expanding our reach to serve more people around the world. We are also focused on sustainability and ensuring that our business practices contribute to a healthier planet. Looking ahead, we hope to continue growing, creating new products, and serving our loyal customers with excellence.

Thank you for this opportunity to share our story. We look forward to exciting times ahead!

TEM : Thank you, Mr. Swani, for your time and insights. It was a pleasure speaking with you!

Kirandip Singh Swani : The pleasure was mine! Thank you.

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In the arid lands of Barmer, Rajasthan, the tale of Greenwave Food Ingredients began in 1958, a humble family venture ignited by the passion of Mohanlal Harakchand Shah. From these roots in the heart of Rajasthan, where each spice carried the essence of the vibrant desert, the journey unfolded.

What is our Promise ?

We believe the priceless ingredient in every product is the honor and integrity of its maker. And at Greenwave Food Ingredients, with integrity as our cornerstone, we assure transparent practices and steadfast support. We have unwavering commitment to quality and at the same time our dedication extends beyond flavour, as we pledge to offer the right price, providing exceptional value to our customers.

Whole Spice

- Ajwain seeds
- Coriander Seeds
- Cumin Seeds
- Dill Seeds
- Fennel Seeds
- Fenugreek Seeds
- Kalonji Seeds or Black Cumin seeds

Ground Spice

- Celery Powder
- Coriander Powder
- Cumin Powder
- Fennel Powder
- Fenugreek Powder
- Yellow Mustard Powder

Oil Seeds

- Black and Brown Mustard Seeds
- Flax Seeds
- White and Black Sesame Seeds
- Yellow Mustard Seeds



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