



Feel the richness of  
spices



*The king of taste's*



**Export Quality**  
From The Experts



## Serves Like A Mother

Mother's love is divine, so is what she feeds ! We at Haritham Foods makes sure we hand pick the pure ingredients, puts extra care in process to make all our products are as pure as served by a mother. We started our journey before 22 years at Calicut. Our Company was founded by Mr. M.K.Sethumadhavan. We have a wide range of product portfolio such as condiments, jams, flours, payasam mix, etc.

Our Company is registered under two companies **Neelambari Exports and Sethu's Haritham**. **Sethu's Haritham** is dealing with the export of condiments to Gulf countries and **Neelambari** is mainly focusing on the Kerala market and also does exporting to Gulf countries. The Company is now headed by Mr.K.V. Viswanadhan, son of Mr. M K Sethumadhavan.





## OUR CORE VALUES

### **1.Integrity**

It is the foundation on which we build relationships and trust, and it is one of the fundamental values that we seek in our employees

### **2.Responsibility**

We are capable of making rational or moral decisions on our own, and that we are ready to be answerable to others for our behavior.

### **3.Respect**

Respect begins within oneself and stems from dignity, a basic human right. For us, ignity comes from a place of value, worthiness and sense of self-respect.

### **4.Pioneering**

We always try something that has not been done before, for example by developing or using new methods or techniques.



## VISSION STATEMENT

### "HEALTHY FOOD HEALTHY LIFE"

- Mission statement

We will provide innovative but at the same time healthy food products of highest quality and superior presentation.







## OUR PRINCIPLE

- Haritham envisions to work with integrity
- We aim to develop positive environment at our establishments and bring in continuous development through that.



## **MK SETHUMADHAVAN** OUR FOUNDER

Sethu's Haritham, The premier in homely taste condiments was founded in malabar 24 years back by inspiring business personality Sri Sethumadhavan



**SAAD LAFI SAAD AL MUTAIRI**  
DESERT ROSE GENERAL TRADING  
Co.W.L.L KUWAIT



**SAEED BIN RAJAB AL MALIKI**  
MUASSASA AL JOWZAH AL DAHABIYA  
Est SAUDI ARABIA





## The Man Behind: Mr K.V.Viswanathan



Quality of the products and hard work are the short cuts for the success. This is the only advice given by Mr. M.K.Sethumadhavan, our founder to his son Mr. K .V. Viswanadhan who is the Managing Director of our company. Years on, Haritham has been implementing a strict inner management to open up a new world. We strive to create value for our customers and opportunities for staff members. Apart from encouraging good teamwork, we care for our workmates sincerely, work with strong sense of responsibility, keep pursuing efficiency, cooperate well with each other and progress together.



## OUR STRONG PILLER



**SHEEBA VISWANATHAN**  
Director



**ARUN VISWANATHAN**  
Director



**KIRAN VISWANATHAN**  
Director



**SHIKHA VISHNU**  
Finance Head



**UDHAYA KUMAR A G**  
Head- Purchase



**KRISHNAN K K**  
Head- Operations

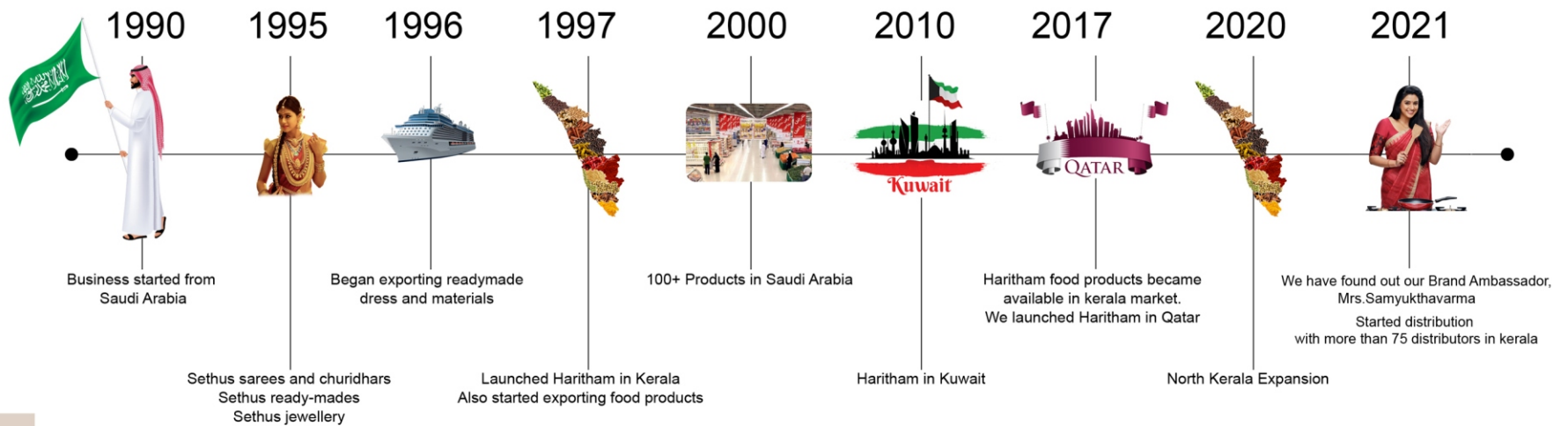


**V M MAHESH**  
General Manager





## GROWTH OF A SEED INTO A TREE



## PRODUCT CATEGORIES



Rice & Rice Products



Wheat Products



Coconut Products



Pickles



Masala Products



Spice Products



Tea & Coffee



Snacks



Payasam Products



Jam



Other Products







# #Spicexperts



## Natural Ingredients

Only the best- quality Raw materials are handpicked, according to rigorous standards set to deliver the best.



## Hygienic Preparation

Prepared in a fully automated state of art facility with no hand/human interaction.



## Rigorous Quality Check

Each products that finds you passes through stringent quality checks to ensure its long lasting freshness.





## FACILITIES

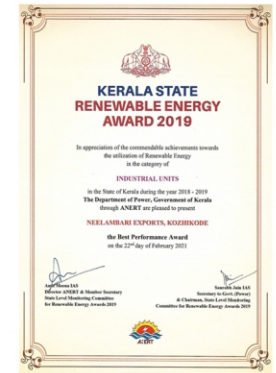








## THE ONLY FOOD COMPANY IN KERALA POWERED BY SOLAR ENERGY





## Our Team



**WAYANAD**



**KOLLAM**



**KOZHIKODE**



**RIYADH**



**KUWAIT**



## THE PROFESSIONAL APPROACH

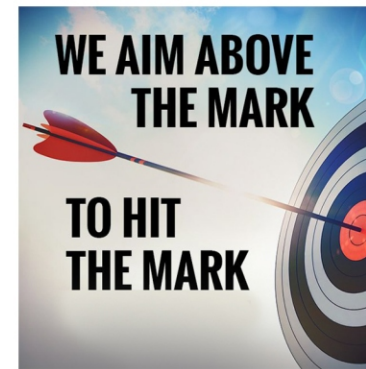


At Haritham, we believe that professional workplace behavior is necessary for the long-term success of a business, whether it's a big corporation or small business. Employee interactions and relationships with customers are of vital importance to ensure that company goals and objectives are met. A professional work place attitude and appearance allow employees to take pride in their work and improve worker performance. Managers who

behave professionally set an appropriate example by encouraging their people to conduct themselves in a manner that supports companywide success. We have set clear HR policies and Standard Operating Procedures for communication inside and outside the organisation.





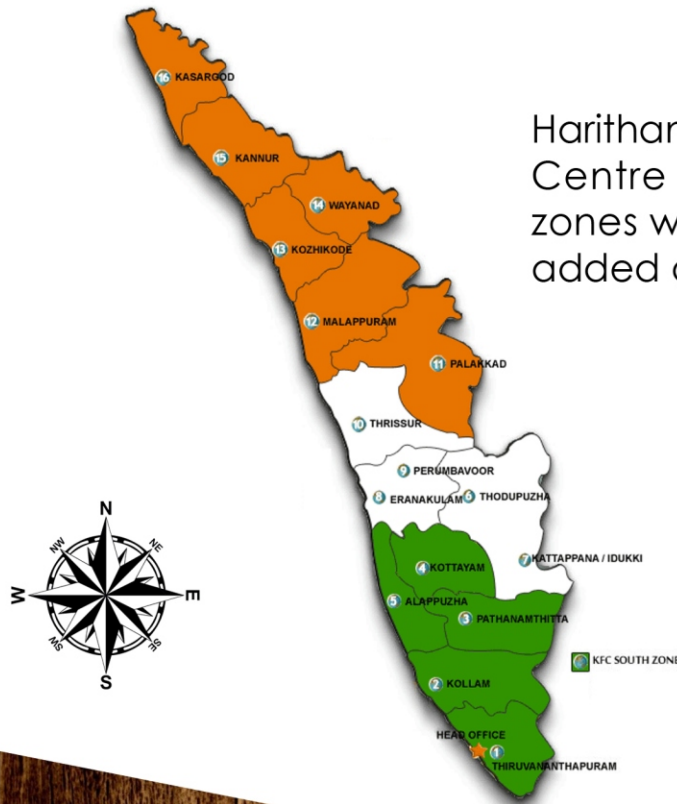


#### Aiming High!

We aim to have a PAN India presence in the next few years by serving more and more people as per their taste. Our value system and vibrant team aims to fly high with this target in mind thus enabling a happy society around!



## HARITHAM ZONE WISE MARKET



Haritham operates in Kerala in 3 zones named North, Centre and South. It is getting expanded in each zones with more and more distributors and retailers added day by day.

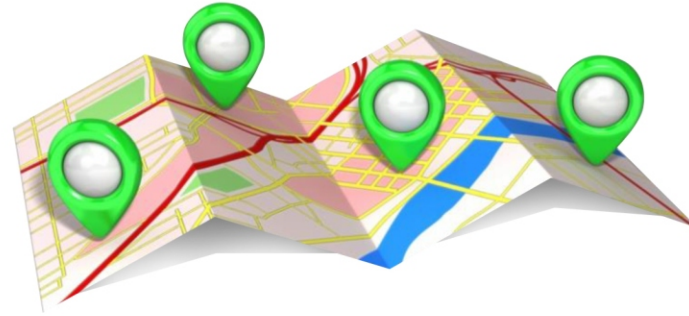




## ORGANISATIONAL OVERVIEW

5M+ Customers	300+ Employees	75+ Distributors	50+ Vehicles
160+ Products	4+ Countries	100 K+Sq.Ft Production Unit	100 K+ Retail Unit





#### SETHUS EXPORTS

📍 **Address:** Morikkara, Kakkodi  
Kozhikode-673014  
Kerala, India

✉ **Email:** calicut@harithamfoods.com

📞 **Phone:** +91 495 2266003, 2266009  
+91 81113931444

#### NEELAMBARI EXPORTS

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#### SETHUS EXPORTS

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#### NEELAMBARI FOODS & SPICES

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#### MUSSASA AL-JOWZAH AL DAHABIYA EST

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#### DESERT ROSE

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