

SARAOGI SHELLAC GROUP

SAROGI SHELLAC OVERSEAS CORP.

Manufacturer of Seedlac, Shellac and Lac Products.

SARAOGI SHELLAC AND AROMATICS.

Manufacturer of Aromatic Compound “AMBRETTOLIDE”

About Us

We – Saraogi Shellac Overseas Corp was established in 1991.

The Company ventured into trading of Seedlac and MM lemon to USA, through our Agent in USA - H.W. Galland & Co.

Through Mr.Galland we sold our Seedlac and Lemon (Regular & Hi Flow) to William Zinsser Co INC., Mantrose Hauser ,New Parks Corporation, Temuss Products and some other customers from US .

In 1995 we setup partnership with a Manufacturing unit in Balarampur for production of Seedlac, Machine Made TN & Orange Shellac.

By the year 2000 we established ourselves as a reliable manufacturer and suppliers of Lac Based products.We were well established in European, Indonesian and the Middle eastern markets, besides the US market .

In 2002 we established Sticklac Buying in Indonesia for our Sticklac needs. This helped us increase our Market Share.

In 2003 we started selling Dewaxed Shellac Flakes to Fruit coaters in Valencia (Spain) and Cattania(Italy). Soon we captured the complete market for shellac in fruit coating in Southern Europe.

By 2007 we started our own buying house in Lampang (Thailand) to source Sticklac. When ever there was a shortage of Indian Sticklac, we could easily source it from Indonesia or Thailand.

These sourcing were foresighted and helped us specially during the period of 2009-2012 .During these 3 years Saraogi Shellac emerged as major Indian Shellac manufacturer in Global market. Our RM sourcing helped us secure clients who could not get deliveries during crisis from their regular Shellac vendors.

We were able to establish ourselves as most reputed Shellac company from India in the global Market from 2009-2013 and also bagged Export Excellence Awards five Consecutive years.

However , looking at the high Shellac prices we again foresighted that the Global consumption for lac products is soon to reduce. Customers were badly seeking for alternatives. Anticipating this we diversified and forward integrated ourselves by starting manufacturing “AMBRETTOLIDE” under Saraogi Shellac And Aromatics.

2014 was a milestone Year for the group, we started manufacturing of “Ambrettolide” .

We have now established our selves in the Global Ambrettolide market with catering to major customers in the Fragrance & Flavour Industry. Our sales increased and in the upcoming year 2020 we will have our second unit for “AMBRETTOLIDE” running with a double capacity.

Our Establishments

Head Office : Kolkata , India

Manufacturing Units :

Purulia – Machine Made Shellac / Seedlac

Balarampur – Seedlac

Ware House : Khidderpore -Port Area, Kolkata, India

Manufacturing Unit for AMBRETTOLIDE

Unit I- Dankuni, Hooghly , West Bengal

Unit –II – Dankuni , Industrial Area ,
Hooghly , West bengal.



Purulia Manufacturing Unit

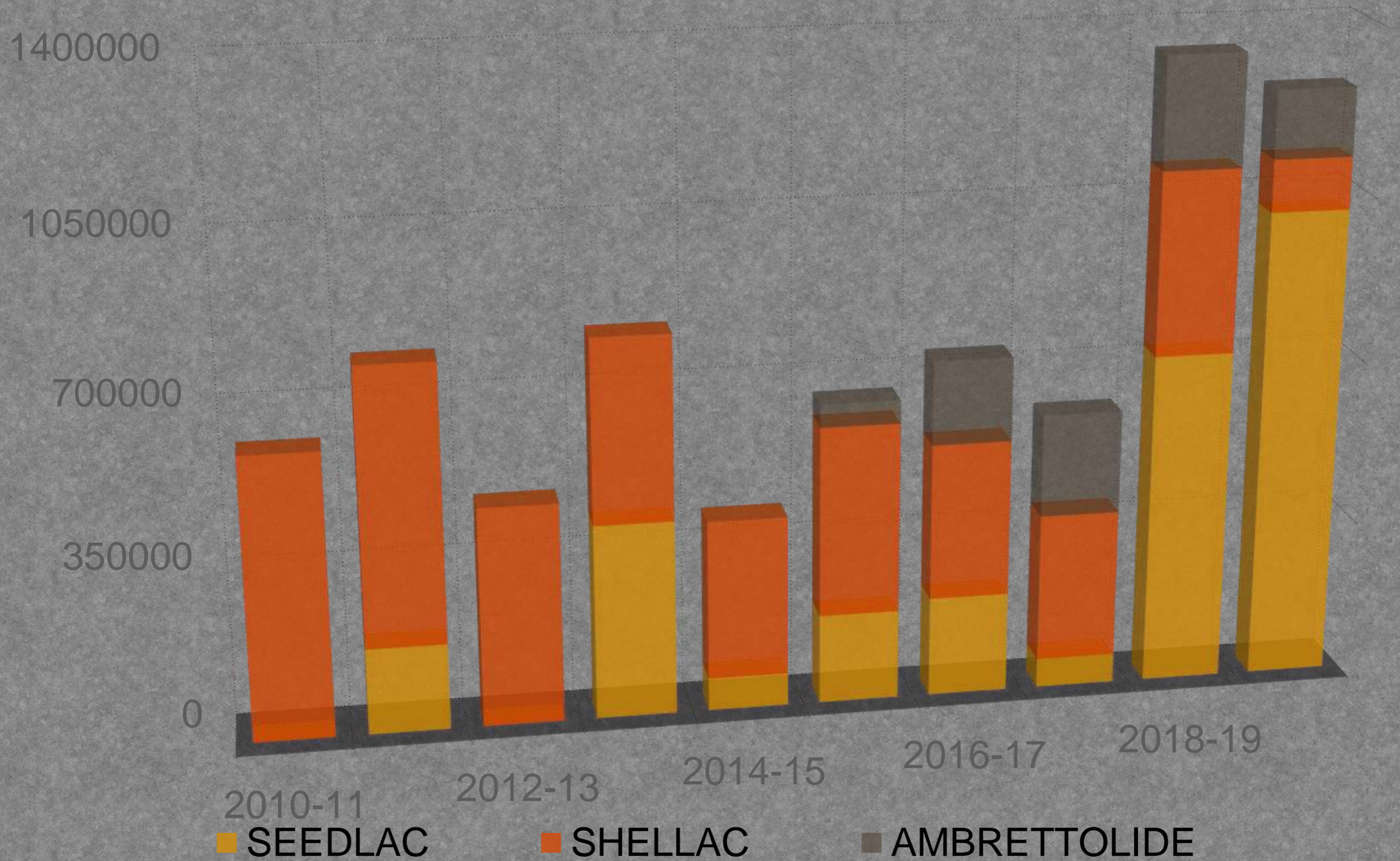


Ambrettolide Manufacturing Unit

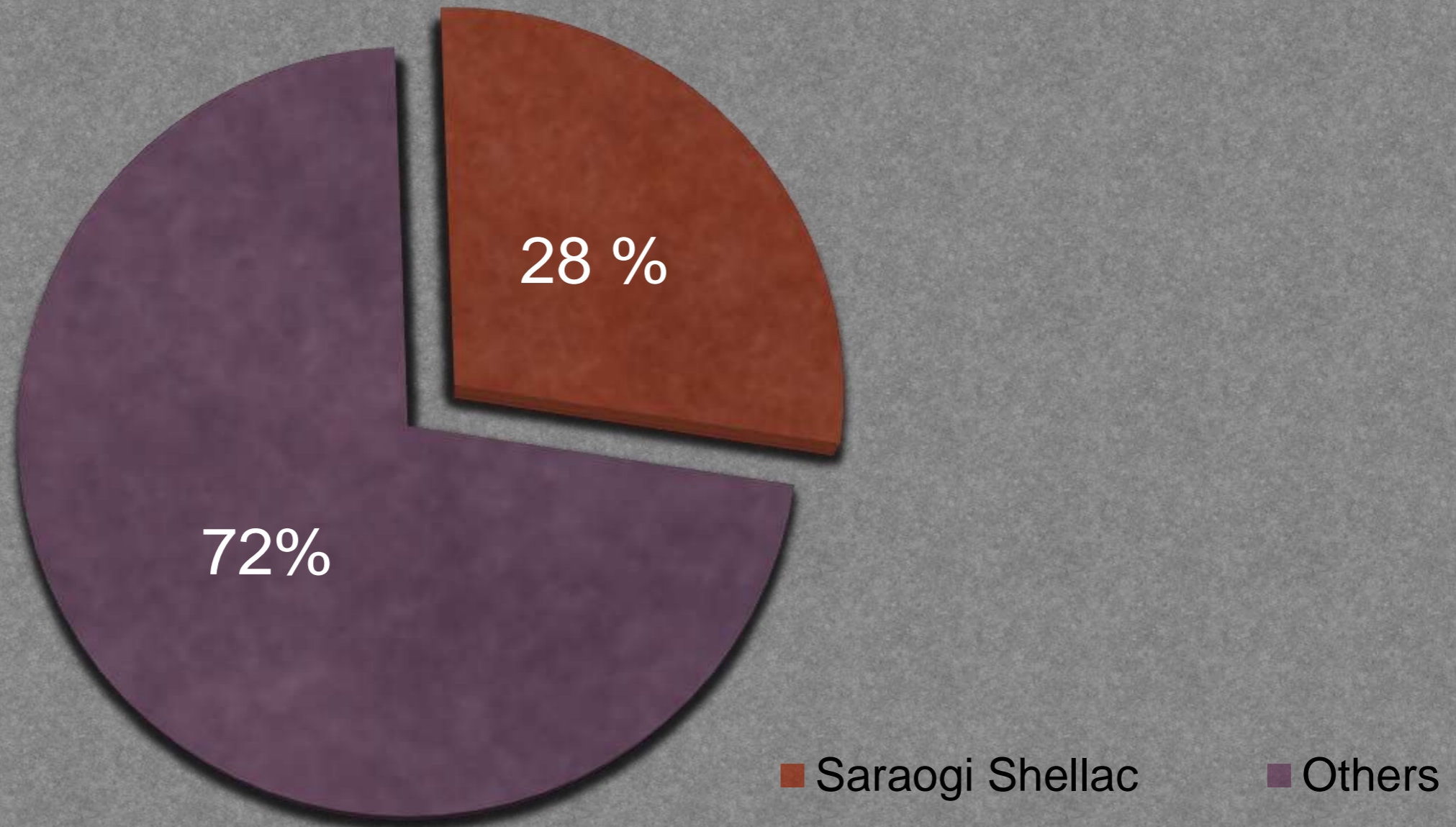


Balarampur Manufacturing Unit

Our Export Performance

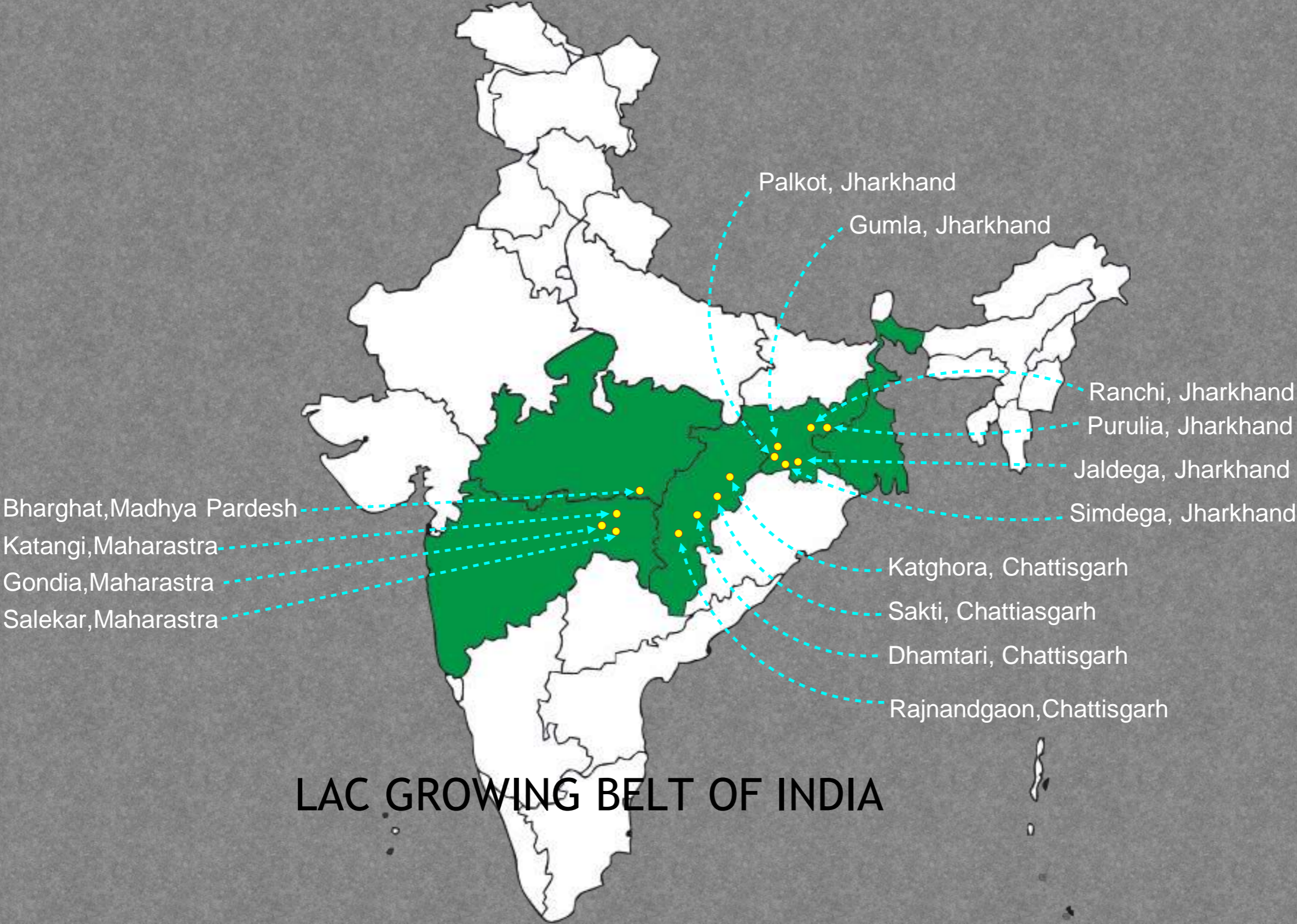


Our Market Share



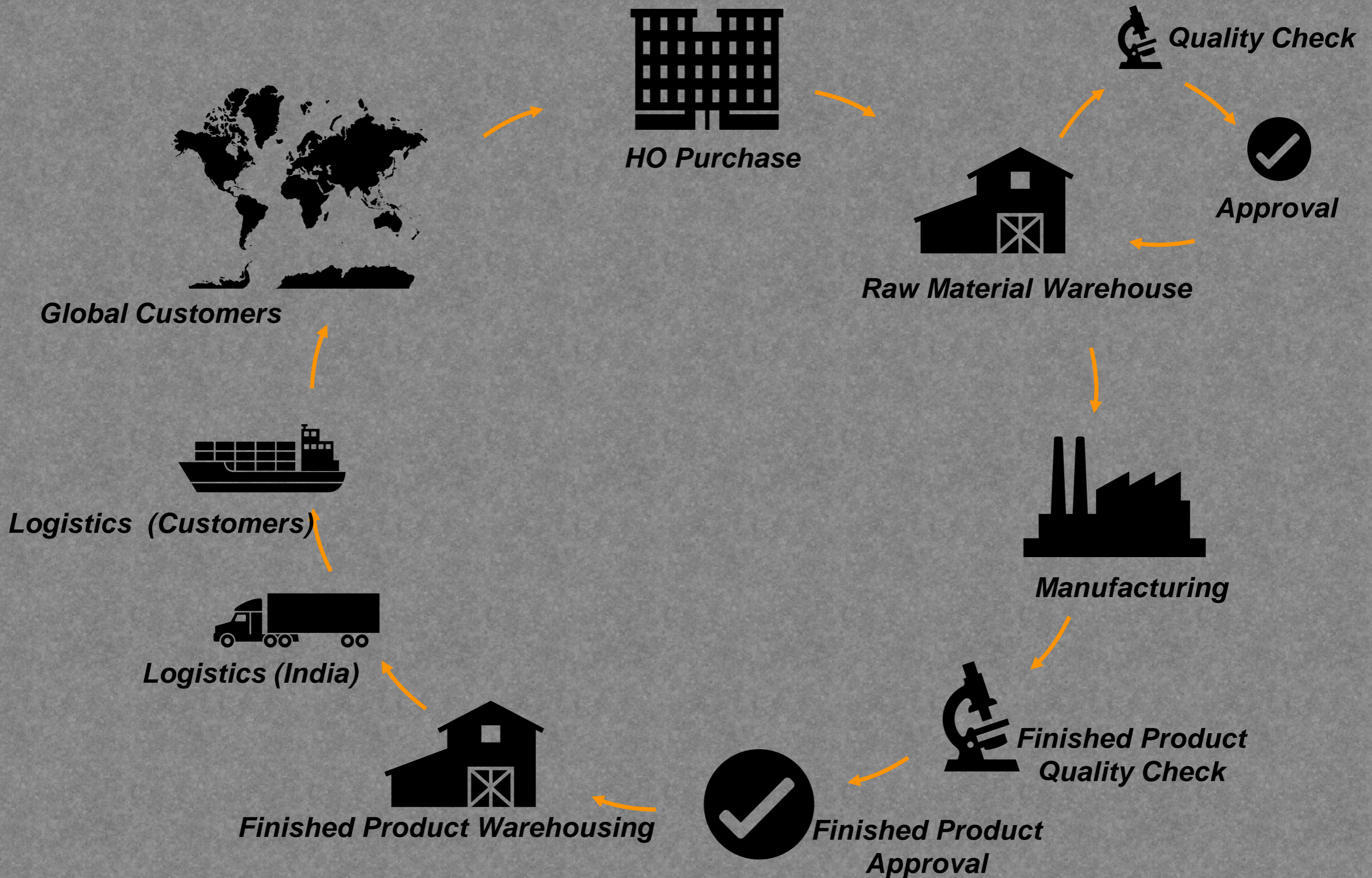
* Data furnished by Shellac And Forest Product Export Promotion Council

Major Lac Producing Areas-INDIA



LAC GROWING BELT OF INDIA

SSG - Supply Chain



AT SARAOGI SHELLAC GROUP TOGETHER WITH MAXIMISING CUSTOMER SATISFACTION, WE ALSO ENSURE :

SATISFACTION AND HEALTHY ATMOSPHERE FOR OUR TEAM WHO HAS LED TO THE GROUP'S GROWTH. HAPPY EMPLOYEES BRING THE GROUP A SENSE OF SECURITY AND WE DO OUR BEST IN MAINTAINING HEALTHY AND SAFE WORK ENVIRONMENT FOR THEM.

OWING IT TO THE NATURE WE DO NOT VIOLATE ANY ENVIRONMENTAL LAWS.

DULY FULFIL OUR SOCIAL OBLIGATION TOWARDS SOCIETY BY ENCOURAGING WOMAN EMPOWERMENT AND FIGHTING AGAINST CHILD LABOUR.

OF COURSE WE STRIVE TO EARN HEALTHY PROFITS KEEPING IN MIND THE INTEREST OF OUR VENDORS BY PROVIDING THEM WITH A FAIR PRICE AND WARM TREATMENT . THE VENDORS ALSO RETURN US THE SAME. THIS CAN BE SEEN AT THAT IN TIME OF CRISIS TIME ALSO WE CLINCHED 50 CONTAINERS OF SEEDLAC AND OTHERS COULD NOT EVEN QUOTE SMALL QUANTITIES, SO OUR VENDOR POLICY ALWAYS PAYS OFF.

Our success story is not long but what ever we have achieved depends upon :

Collective efforts and Foresightedness of each and every person who has been a part of Saraogi Shellac Group.

We assure to visit each and every customer at regular intervals to understand the aspects on which they have an issue and to resolve it, to understand unique need of each and every customer and fulfill them accordingly to keep them with us as always.

Giving the orthodox and one-man-army Shellac society from India a best possible professional approach with responsible and designated personnel

Our Team





