



MARKET

REDGOLD products are widespread and cater to all individuals, regardless of age gender, ethnicity or income. The extensive range and diverse options make it the "go to" brand for condiments.

REDGOLD products are available not just at wholesale and retail outlets, but also at market stalls street food vendors.

REDGOLD Tomato products have a major market share in Tanzania. The range of REDGOLD products have spread to all regions of Tanzania and its borders and will soon be exported to other countries.

REDGOLD products are marketed through their own fleet of branded vehicles as well as through distributors, wholesalers & retailers, all over the country.

ACHIEVEMENTS

REDGOLD considers making people happy as their greatest achievement. Their greatest award is when people "Relish them" with every meal.

REDGOLD is the leading manufacturer of tomato paste and tomato sauces.

REDGOLD received the International Organisation for Standardisation of Food Safety and Management System an ISO 22000:2005 Certified Company.

HISTORY

Founded in 1999, Darsh Industries Limited started with humble beginnings in the Themi industrial area of Arusha. Its founder, Mr Bhadresh Pandit, a gemstone dealer, decided to diversify

into tomato products.

Their first product was a basic tomato ketchup. Mr. Pandit soon recognised the potential of expanding into other tomato based products and was the first to introduce tomato paste and tomato concentrate to the country. This was the birth of the brand name REDGOLD.



Darsh Industries Ltd is the leading manufacturer of fruits and vegetable products. The company has grown exponentially in the last decade with sustained profitability, and is known for its quality and innovation. REDGOLD has been built on its founder's philosophy of producing quality products at affordable prices.

PRODUCT

REDGOLD uses premium quality ingredients with top-of-the-line packaging to keep products fresh and easy to use.

PRODUCT RANGE:

Sauces:

Tomato Sauce Standard, Tomato Sauce, Bei Poa, Tomato Sauce Premium, Chilli Sauce, Red & Green Pili Pili Mbuzi Sauce, Chilli Sauce Premium, Garlic Chilli Sauce.

Ketchups:



Tomato and Chilli

Tomato Paste:

Tins and Pouches

Jams:

Mix Fruit, Mango, Pineapple, Orange Marmalade, Strawberry, Raspberry, Red plum

Sachet Products:

Tomato Sauce, Chilli Sauce, Tea Masala, Sugar, Salt and Black Pepper

Whole Spices:

Cumin, Black Pepper, Cardamom, Clove, Cinnamon, Mustard Seeds and Coriander

REDGOLD®

"Ladha ya Kizazi Kipyा"

DARSH INDUSTRIES LTD.

Tomato & Chilli Sauce, Ketchups, Tomato Paste, Jams, Spices, Vinegars, Custard Powder, Corn Flour, Rose Syrup, Honey, Peanut Butter, Sugar & Salt Sachets

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Powder Spices:

Turmeric, Chilli, Tea Masala, Pilau Masala, Cumin, Cardamom, Coriander, Black Pepper, Cinnamon and Ginger

Vinegar:

White and Brown

Pickles:

Mango, Green Chilli, Mix and Chundo

Chutneys:

Tomato and Mango

Other Products:

- Peanut Butter
- Honey
- Corn Flour
- Rose Syrup
- Custard Powder

TOMATO CONCENTRATE

In Bulk, in aseptic Packing

**RECENT DEVELOPMENTS**

REDGOLD test kitchens are always experimenting and trying to come up with new innovative products.

While preserving the nutritional values of the fruits and vegetables processed.

All REDGOLD products pass through stringent quality tests, making them international standards.



Darsh Industries have setup a modern and state of art tomato concentrate processing plant in Iringa. The Iringa plant has capacity to process 200 metric tons of raw tomatoes per day into tomato concentrate to accommodate the increase in demand for their tomato products.

Darsh Industries provides a vital linkage and synergy between agriculture and industries. It helps to diversify and commercialize farming; enhancing the income of farmers, create market for export of Tomato Concentrate as well as generate wider employment opportunities.

PROMOTION

REDGOLD promotes its products through various marketing campaigns, such as print media, radio and TV. In addition to that, they advertise

through banners, stalls, billboards, spot on tasting and road shows.

In addition to all the above, REDGOLD participates in exhibitions, In-store promotions and cooking demonstrations. Their products are strategically placed in shows ... All the while using tagline: "LADHA YA KIZAZI KIPYA"

BRAND VALUES

The name REDGOLD is a guarantee of its own, bringing together the past and the present.

RED represents the tomato, the humble fruit that started this humble company.

GOLD represents the products which are produced with passion and belief of founder which is "Quality products at affordable prices".

Excellence and Quality

REDGOLD guarantees that all their products are made in state-of-the-art production facilities.

REDGOLD is committed to manufacture products with highest standards of quality with high regards for safety, nutrition, and taste. They continually strive to improve quality and food safety management system to meet and exceed customers' expectations.

The company is registered and certified by Tanzania Bureau of standards (TBS), Tanzania Food and Drugs Authority (TFDA) as well as Occupational Safety and Health Authority (OSHA), FSMS-22000:2005

For further information about REDGOLD visit

www.redgold.co.tz



Things you didn't know about Redgold

- REDGOLD is the one and only manufacturer of tomato concentrate in East Africa.
- REDGOLD's portfolio of products uses a high quotient of natural fruits.
- REDGOLD packing is designed for utmost customer convenience.
- REDGOLD isn't a random name with two colours. It also represents the wealth and richness that is in the humble tomato.