



The Sustainable Contribution of “RUCHI”, towards Socio-Economic Growth & Development

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Abstract

“Ruchi Pratibha Foundation” was founded by the pioneer of the food industry and MSME, Dr Sarat Kumar Sahoo, which is there to support educational and welfare activities and award outstanding talent. For sustainability, “Ruchi” involves philanthropic activities, skill development programs and production of environmentally friendly products.

“Ruchi”, one of the leading spice hubs in Cuttack, Odisha, was established in 1976 by Dr. Sarat Kumar Sahoo. Ruchi, a fast-moving consumer goods (FMCG) brand, is widely recognised in households for its spices and ready-to-eat food products. The brand of India is known worldwide for exporting spices such as coriander, turmeric, curry powder, garam masala, and other masalas, along with bakery products. “Ruchi” has thousands of outlets, and it is associated with “Ruchi Soya Industries”, which is presently known as “Patanjali Foods”, which is distinct from the “Ruchi Foodline”. “Ruchi Foodline” has taken initiatives towards sustainable development by providing qualitative products at reasonable prices, employment provisions for the local community, ensuring customer trust and maintaining goodwill.

The main objective of the case study is to focus on the sustainable contribution of Ruchi towards socio-economic growth and the well-being of society.

The methodology of the study is qualitative, and data is collected from secondary sources through the review of related articles from the internet, newspapers and magazines.

Keywords: Sustainability, Philanthropy, Socio-economic growth and social well-being

Introduction to the Study



<https://store.ruchifoodline.com/>

The national and international brand “Ruchi” was established in a rental premise in Cuttack, Odisha, in 1976 with a strong determination and a mere investment by the name of “Om Oil & Flour Mills”. Dr. Sarat Kumar Sahoo, the founder, has converted a small household name into a giant venture by providing a wide range of products. Initially, Om Oil and Flour Mills provided Turmeric, like basic spices, but by 2000, it had expanded into a wide range by providing Cumin, Coriander, Chilli, and Black Pepper in the basic spices group. At the same time, it has gradually included Blended Spices like: Curry powder, Garam Masala, Sambar Masala, Fish Masala, Chicken and Mutton Masala, Chat Masala, etc.



Now, along with Spices, Ruchi Foodline offers Macaroni, Fusilli, Pasta, Noodles and Bakery products like Cornflour, Baking Powder, etc. In Ready-to-Eat food products, Ruchi offers Sattu, Biryani Mix, Instant Dal Tadka, Punjabi Dal Tadka, and Ready Gravies, among others. The brand Ruchi is a beloved Indian brand that adds authentic Indian flavour to its food varieties, ranging from Spices to Noodles and from Sattu to Biryani. Odisha’s households are very familiar with the homemade products of “Ruchi”, which are reliable, hygienic and time-saving alternatives (<https://www.ruchifoodline.com/about>).

Business Review of Ruchi

(<https://www.ruchifoodline.com/about>)

Dr. Sarat Kumar Sahoo, the Managing Director of OFML, invested Rs. 5000 and started the well-known brand name “Ruchi” in Cuttack, Odisha. He was born on 22nd July, 1950 in Ranihat, Cuttack and began the entrepreneurial journey with OM Oil and Flour Mills Limited in 1976. His father Mr. Banamali Sahoo, motivated him a lot and helped him in his journey. Dr. Sarat Kumar Sahoo, along with his helper, started the venture in a rented house, which gradually converted into a leading spices and food production giant. The organisation is engaged in the production of cereals, noodles, pasta, vermicelli, bakery products, beverages, pickles, papads, and frozen ready-to-eat products, gravies and instant mixes. Dr Sahoo, a business management graduate, is renowned across Odisha for his fifty years of experience in the domestic sector and thirty years in the domestic spices and processed food industry. “Ruchi” has made a significant contribution to Odisha's industrial progress by promoting indigenous food products and fostering the growth of the food industry. Dr. Sahoo, the executive chairman of the Odisha Assembly of Small and Medium Enterprises (OASME) has played a vital role in empowering MSME sectors across the state. The visionary ideas of success and perseverance in the food processing sector have brought many awards and recognitions towards him. Apart from MSME, Dr. Sahoo served as a member of Odisha Olympic Association and the President of the Odisha Kabaddi Association. “Ruchi Food line” with the innovativeness of Dr. Sahoo has provided indigenous products with foreign touch like:

Italian Olive Oil, Pesto Sauce, Pasta and Iranian Saffron and Vermicelli of South Korea. In each product of “Ruchi”, the features like hygiene, health and assurance of quality aspects play a very vital role. The outset of producing edible products always focuses on caution and care during packing, and for environmental concerns. Dr. Sahoo and his team emphasise that health and hygiene must be the motto of “Ruchi”. Therefore, for a healthy life, the brand uses anti-fungal, antimicrobial, antitoxins, antioxidants, etc., while selecting the

ingredients. The herbal inputs are being selected and used for spices. “Ruchi” has built up active customers through its strong marketing network in Odisha by utilising more than two hundred dealers, and on a country basis, the brand operates in more than forty super stockists.



Sarat Kumar Sahoo, Managing Director, Om Oil and Flour Mills, had taken his company's products on a bullock cart in search of buyers during their initial years in the business (Photos: Tikan Mishra)

<https://www.theweekendleader.com/Success/2610/the-comeback-entrepreneur.html>

Objective

The main objective of the case study is to focus on the very renowned Masala King “Ruchi” and its food lines, and its beginning, growth and expansion. The study also highlights its challenges and opportunities, CSR activities for its sustainability and its recognitions. This small piece of study ends with the future roadmap and strategies developed by Dr. Sahoo and his legacy.

Methodology

The data is collected from secondary sources from the internet, newspapers, interviews and reviews of articles.

Growth and Expansion of Ruchi Till Now

From its founding year until 2000, the family-owned business “Ruchi” offered basic masala blends, including Coriander powder, Turmeric powder, and red chilli powder, at an affordable rate with consistent taste. During **MID-2000-2015**, “Ruchi Foodline” expanded itself by focusing on technological upgradation and production diversification. By introducing automatic grinding, blending and packaging units, “Ruchi” has updated itself. Again, “Ruchi” has adopted natural aroma, colour preservation and cold grinding technology, which helped the company to move from basic spices to product diversification. The product diversification consists of “Garam masala, Meat masala, Fish masala, Pickles, Snacks, Instant food items” and thus, “Ruchi” has entered into a multi-category Fast Moving Consumer Goods (FMCG) Brand. It has expanded its business network distribution from Cuttack to rural and semi-urban markets. “Ruchi Foodline” is a trusted household brand for its traditional touch with purity, and from the year **2016-2020**, the brand has focused on professional

packaging. This is the era of modernisation and consolidation of shelf-stable packaging, featuring high-quality laminated pouches and attractive designs. During this period, it entered the production of Festive Special Foods and Instant Mix Flours, and “Ruchi” became available in local Kirana stores, supermarkets, and other retail chains across Odisha. It was renowned among statewide FMCG leaders as a local leader. “Ruchi” has qualified in the Food Safety and Standards Authority of India (FSSAI) for its hygienic and qualitative production along with standardised norms.

From the **2000s to 2020s**, “Ruchi Foodline” has diversified its products in a wide range, including the **Frozit brand**, which consists of ready-to-eat foods, noodles, pasta, beverages, pickles, etc. The brand has achieved its growth by market penetration in reaching millions of households through extensive distribution channels. By exporting different food items and spices to different countries, “Ruchi” has made a global footprint.

Since **2020 until now**, “Ruchi Foodline” has upgraded its operations by focusing on the demand of its customers. It has gradually adopted recyclable packaging and collaborated with local farmers of state-level and online or e-grocery stores. As a result, the digital campaigns increase brand visibility and expansion with sustainability. The “Foodline” has strengthened its cold-storage facilities, logistics and supply chain management. The faster distribution channels have covered “West Bengal”, “Jharkhand”, “Chhattisgarh”, “Andhra Pradesh” and other states. The “Largest Spices and Masala Brand” in Odisha is recognised as a popular FMCG brand in today’s market for its traditional taste with purity and customer loyalty. The leadership spirit of Dr. Sahoo has contributed a lot towards the growth of the economy of Odisha and India by enhancing Micro Small Medium Enterprise (MSME) in the food processing sector. His successors Ms. Rashmi Sahoo and Mr. Arbind Sahoo, are taking the brand to new heights of diversification and success.



<https://www.frozit.in/aboutus>

Opportunities of Ruchi Foodline

The basic strength of the “Ruchi Foodline” is its quality and hard work. The centre of Ruchi’s success is the innovativeness of its personnel, who have brought uniqueness in the packaging of different food categories and introduced new varieties of products. With nearly forty-nine years of business experience, “Ruchi” is

operating in seven countries with more than eighteen thousand outlets. The brand operates in thousands of outlets in India and exports its products to the rest of the world ([Ommcom News](#) and [prameyanews.com](#)). Customer loyalty and goodwill of the organisation highlight the brand in the world. The regional food products and spices with a modern touch attract a large number of customers and have transformed the traditional brand into a “Masala King”. “Ruchi” always gives emphasis on local farming and maintains sustainability.



<https://www.ruchifoodline.com/products>

Another strength of “Ruchi” is its initiatives towards “Horticulture”, which provides the second largest source of income after agriculture. For the development of horticulture, the Masala King has created better irrigation and technological practices. For household consumption, “Ruchi” has encouraged small herbal gardens and the nurturing of medicinal plants. It builds strong loyalty and authenticity through developing FMCG powerhouses in different regions, products (<https://www.ruchifoodline.com/>). It maintains consumer preference by providing “No Onion and Garlic Masalas” by focusing on the touch of purity. The brand always tries to maintain a balance in both tradition and technology by focusing values of the culture of India and modern technical know-how. Time to time “Ruchi” has conducted different competitions and enhanced the competency of youth by celebrating and awarding them. A few pictures are presented in the following manner.



<https://www.google.com/search?q=festival+bonanza+offer+prizes+of+ruchi+pictures>

Threats to Ruchi Foodline

Prameyanews.com, an Odisha Bytes, also covered the emotional danger that the "Ruchi Foodline" experienced in November 2025, when Dr. Sarat Kumar Sahoo passed away, which was the greatest loss in the "Masala King" home and business. (<https://www.newindianexpress.com/states/odisha/2025/Nov/03/ruchi-foodline-founder-sarat-kumar-sahoo-passes-away-4>). Ruchi Foodline has experienced various difficulties, both internally and externally, over time. The supply chain break, fierce competition from established competitors, employee discontent, the turnaround plan, as well as natural disasters, socioeconomic unrest, and other obstacles. "Ruchi" has also had significant difficulties in increasing client loyalty and promoting brand activation for some food items.

Internal Challenges

"Ruchi Foodline" has faced employee dissatisfaction several times regarding the enhancement of salary and wages, employee benefit schemes, job security and hygiene. The cultural issues, along with the weak strategies of management, invited challenges to the industry. The industry had to face a lack of proper communication with unclear vision, delay in decision-making, poor direction and orthodox thought in company processes and practices. Employee recruitment, retention and talent acquisition are perennial challenges of "Ruchi Foodline" (<https://www.abacademies.org/articles/the-rise-and-fall-of-ruchi-soya-a-case-study-on-business-failure-16400.html>)

External Challenges)

The “Ruchi Soya Industries” had to face the problem of insolvency and was acquired by “Patanjali Ayurveda” (<https://www.abacademies.org/articles/The%20rise%20and%20fall%20of%20Ruchi-1528-2651-26-6-833.pdf>).



(<https://tradebrains.in/features/biz-ruchi-soya-3/>)

The “Ruchi Foodline” operates in a highly competitive market, and it has always faced threats from its competitors providing spices and FMCG, which are explained in the following manner.

“Ruchi Foodline” faces strong competition from the spices like Mahashian Di Hatti (MDH), a historical brand recognised for traditional spices), Bharat Masala. Everest (offers a wide range of spices), Catch Masala (consists of varieties of spices), Patanjali Ayurveda (another competitor provides spices with ayurvedic ingredients) and the spices line of Tata Consumer Products. “Ruchi Foodline” faces threats from large FMCG companies like Britannia Industries (provides varieties of snacks, biscuits, bakery products and dairy products), ITC Ltd (offers packaged foods, snacks, noodles, etc.), Nestle (consists of Maggi and a vast range of instant food segments), Nilons Enterprises (produces spices, ready-to-eat cook items, pickles and instant mixes), Veeba (offers sauces, condiments and dips), Sweet Karam Coffee (A South Indian Food mixes with traditional touch which is similar to Ruchi), Masan Group (A Vietnamese conglomerate providing diversified food products), Adani Wilmar (the largest conglomerate, which offers edible oils and different foods) and is a broader competitor of “Ruchi Foodline”. Different types of competitors apply different strategies to create threats to “Ruchi”. For example, “Britannia, Nestle and ITC” are using large diversification strategies, whereas “Nilons, Aachi Masala and Sweet Karam Coffee” are applying regional and niche marketing styles.

Other challenges like disruption of supply chain, natural calamities, change in strategies of production, operation, marketing and service to customers due to the pandemic have created different hindrances in the path of success of “Ruchi”. In 2021, “Ruchi Food Line” faced a crisis due to COVID-19 and suffered in the “Regional Thali Challenge” for customers. The spices and easy-to-eat food sector has gone through a very tough phase to deal with the crisis. “Ruchi” has provided support to all staff during the pandemic, as Mr. Sahoo believed that his employees work hard with strong determination and courage at all times; therefore, it is the

responsibility of Mr. Sahoo to help them in unfortunate and unforeseen situations. He provided assistance and medical support to his staff and made them aware of following the Government guidelines.

Another challenge is product adulteration, which demands high expenses on hygienic packaging and quality control measures. At the same time, the “Frozit brand” has faced less satisfaction in products like dal tadka and sonapapdi, etc. “Ruchi Soya Industries” became insolvent, and it was acquired by “Patanjali Ayurveda which is a major soya product company and produces edible oils (<https://www.abacademies.org/articles/the-rise-and-fall-of-ruchi-soya-a-case-study-on-business-failure-16400.html>). “Ruchi” has faced challenges due to the pandemic and natural calamities. It also focuses on different Government Schemes for the benefits of entrepreneurs “Ruchi needs more effective brand activation and customer loyalty, along with product safety strategies. To enhance both profitability and market share, “Ruchi” operates in a volatile environment and updates itself. It accepts changes and challenges to remain sustainable in the domestic market as well as in the international markets.

Corporate Social Responsibility (CSR) activities by “Ruchi” & A Step Towards Sustainability

“Ruchi Foodline” consists of three million happy customers all over the world by providing qualitative products at reasonable prices. The major activities of “Ruchi” are to create awareness among people regarding the hygienic or healthy content of food, proper sanitation, and preventive healthcare measures. Further, it improves the standard of living of villagers by providing them with food and fodder, fruits, firewood and other self-sustaining activities. The slogan “Grahak Hi Ishore” means “Customers are God” has made “Ruchi” very popular in every household, and it keeps a special space in the hearts of loyal customers of “Ruchi”.



<https://www.ruchi.org.in/>

For educational facilities, “Ruchi” has taken initiatives like creating awareness on the benefits of education and how education provides employment, making people self-dependent and enhancing their standard of living, as well as reducing poverty. It also conducts different competitions and distributes prizes to enhance the morale of students. A small picture is presented in the following manner regarding the CSR activity of education, the Rural Centre for Human and the activities of the NGO.



<https://www.ruchi.org.in/>



<https://www.ruchi.org.in/>

“Ruchi” aims towards proper allocation and utilisation of resources by taking effective steps towards conservation of natural resources like soil, water, plants, etc. and making the environment with zero pollution. To arrest soil erosion, “Ruchi” has developed watershed management tools like: improve soil moisture, recharge groundwater, harvest rainwater, restore rainfall, etc. It inspires people to go into the green movement and not to forget the smell of soil, but to emerge with the traditional economy with a modern touch. It believes in and provides funds for the expansion of horticulture, agricultural improvement, and people's empowerment through microcredit. “Ruchi” has also undertaken other initiatives to promote the green economy and rural development, including the use of conventional energy sources, protection and efficient use of energy, and the adoption of rural technologies alongside modern technical know-how.



<https://www.ruchi.org.in/csr-project/>

Regarding CSR activities, “Ruchi” has given priority to reducing poverty and enhancing literacy. Using low-cost construction techniques has provided shelters for homeless people. It tries to eliminate the sufferings of people who are below the poverty line by providing adequate food and pure water facilities. “Ruchi” supports NGOs and organisations working at the grassroots level to strengthen the well-being of rural people. “Ruchi” has been recognised by “Housing and Urban Development Corporation (HUDCO) limited”, “Rashtriya Mahila Kosh (RMK)” of the “Department of Women & Child Development”. The “Ruchi” as a nodal agent promotes micro-credit through Self-Help Groups (SHGs) at the state level, as illustrated in the following manner.



<https://in.images.search.yahoo.com/search/images?p=health+educators+appointed+by+ruchi+masala+company+by+self+help+group>

International NGOs, such as MISEREOR in Germany, OXFAM/Water for Survival in New Zealand, HelpAge International in the UK, BOTH END in the Netherlands, NORAD of Norway, Rotary International USA, and others, are partners of “Ruchi”. Since, ten years, “Ruchi” has been funded by RNZWCS, New Zealand and Charities Aid Foundation to assist provision of building household rainwater tanks, sanitary and health care activities. To provide clean drinking water facilities for different communities, “Ruchi” continuously puts its effort towards a traditional process of conservation of water, which is the “Spring Protection” activities. Time-

to-time, “Ruchi” has engaged in partnership with Johnson & Johnson, Cadbury India, Coca Cola, NDTV and others to discharge Corporate Social Responsibility in different projects of wellbeing and community development projects. “Ruchi” has already introduced developed projects which consist of updated scientific technologies for production in agriculture and focuses on the use of rainwater in harvesting. The replicable model of four villages is very helpful and inspirational for farmers. Time-to-time, “Ruchi” has organised training and demonstration programmes for farmers. The “Kishan Mela” has promoted exposure of farmers and their products. Ruchi has its own Technology Resource Centre (TRC), and it is also recognised by the Council for Advancement of People’s Action and Rural Technology (CAPART) and the Ministry of Rural Development. The TRC has utilised various technologies for agricultural production, including the promotion of high-yielding seeds, medicinal plants, organic farming, rainwater management, environmental protection, health and sanitation, irrigation, and low-cost construction. In 1988, in Himachal Pradesh, “Ruchi” started rooftop water harvesting and worked for rural folks. Similarly, it has upgraded the skills of semi-skilled and unskilled and skilled masons in Solan and Sirmour Districts and used construction materials at a low cost with better quality.

The health awareness campaign has been developed by “Ruchi” to create awareness of health issues which is presented in the following manner.



<https://in.images.search.yahoo.com/search/images?p=healthcare+awareness+campaign+by+ruchi+masala+company>

It believes that prevention is better than cure, and it basically focuses on two basic vulnerable groups of society. Both child and mother healthcare facilities are being developed by “Ruchi”. It takes into consideration proper care facilities in prenatal and post-natal stages, adolescent girls' education, mental health conditions and health risk management in accordance with the new National Health Policy developed by the Government of India. “Ruchi” appoints local women and trains them to be health educators. The health educators work in different healthcare projects in rural areas and apply modern healthcare techniques. They take care of the health survey, child birth and nurture, pre- and post-natal care, and create awareness on different Government policies and health schemes like vaccination, Pulse Polio Campaign, etc. The health educators play a vital role in the development of community health projects by educating rural people on health and nutrition, first aid medical

facility, hygiene, sanitation, pure and safe water, immunisation of children and mothers and awareness of common diseases such as air-borne, water-borne, etc. For women's empowerment in rural areas, "Ruchi" emphasises women's education and training. It has taken initiatives regarding the formation and working of self-help groups to make women self-dependent and improve their socio-economic status (<https://www.ruchi.org.in/activities/>)

Awards and Achievements of "Ruchi"

As "Ruchi" takes initiatives for felicitation with monetary support for student uniqueness and the brightest students (Ruchi Pratibha Foundation), employee welfare, support of MSMEs, creation of employment opportunities and community development programmes, various awards are in the company's possession. In 1998, "Ruchi" received a "Spices Board Certificate" from the Spices Board, Government of India. In 2013, "Ruchi Soya (related entity)" received a CSR award for Community Development at World CSR Congress and in 2014-15, the "Best Industry Award" was gained for industry excellence from OASME. In 2019, "Ruchi" won the "Best CSR Practitioner" award from the World CSR Foundation and for visionary leadership in the business of spices, it was awarded "Times Business Awards-2019" by Times of India. The brand of Odisha and the Pride of India was awarded with "Corporate Excellence Award" by Mr. Naveen Patnaik, former Chief Minister of Odisha, at Mayfair Resort from the Sambad group. For survival and growth during the pandemic, the "Business Eminence Award" was gained by Dr. Sarat Kumar Sahoo, by Dharitri in 2021, and in 2022, Ms. Rashmi Sahoo won the award of "Emerging Entrepreneur of the Year" for her contribution in Frozit (Ready to eat). The award "Times Icon of Odisha 2024" was won by Dr. Sarat Kumar Sahoo for qualitative and innovative food products (<https://www.ruchifoodline.com/about>).

Future Perspectives of Ruchi

Odisha Assembly of Small and Medium Enterprise (OASME) awarded Dr. Sarat Kumar Sahoo, MD of "Ruchi", for the Best Successful Enterprise and Industrial Peace. Dr Sahoo stated that "Ruchi" contributes towards socio-economic progress and sustainable development through its developed operational techniques and clean and green commitment missions. The State Government has allotted a land at Ramdaspur, Odisha, to "Ruchi" to set a plant for production and sales and packaging of beverage and food items, by using international technology. It will provide direct employment opportunities to more than two thousand youngsters. As "Ruchi" provides products of more than three thousand varieties with hygiene packaging and quality maintenance. "Ruchi" focuses on the empowerment of women by providing employment opportunities. The self-help group work together to make their mission successful. "Ruchi" has invested a huge amount of capital to encourage extensive research on the development of the quality and excellence of products. "Ruchi" thinks about both today's generation and future generations by helping poor people of the community by providing them with health, education and employment opportunities. "Ruchi Prativa Foundation" awards local talents and enhances their competency. The culture of the organisation has educated its members to provide a voluntary obligation towards society. Similarly, Mr. Arbind Sahoo, son of Dr. Sahoo and Ms. Rashmi Sahoo, daughter of Dr. Sahoo have proved their dynamic style of leadership by focusing on providing chances to new talent along with hard work, dedication and experience of existing senior workers. They consider every employee a member of the "Ruchi Family", which enhances the morale of employees and creates belongingness. According to Mr. Arbind Sahoo, nothing is impossible in the world, as both mind and heart focus on achieving the goal of the organisation. At the same time, the multi-talented lady Ms. Sahoo believes in enhancing the brand name by providing zero-defect products and services with developed technology. "Ruchi Foodline" sells multi-category spices, foods and beverages has raised its funds from Pixel

Advertising, Tapti Trade Link, and Minimart Vyajpaar and its current valuation is near about Rs. 238Crores having 4844 active competitors. (https://tracxn.com/d/companies/ruchi-foodline/_RJ7tMUor3JkqZBzJUB2Tvt5wo7JBhWR1c5Lr1gXwSs)

Conclusion

This case study is discussed on “Ruchi”, which was started in a small rented house in Cuttack in 1976 and has gradually covered Odisha. It continues to expand and grow by providing qualitative and innovative spices and food items. The sustainability of “Ruchi” is based on its consistency in CSR activities and producing eco-friendly products. The basic corporate responsibilities discharged by “Ruchi” are “Ruchi Prativa Foundation” to award local talent, the “Frozen food line” for women's empowerment by providing employment, and voluntary services to support the community by focusing on a cleaner and greener environment. The success and sustainability of “Ruchi” is based on the broad vision, commitment, and dedication of Dr. Sarat Kumar Sahoo and his ancestors. Director Arbind Sahoo and Rashmi Sahoo are following the footsteps of their father and trying to take the brand to a higher level. In most of the kitchens, whether it is rural or urban, “Ruchi” has its own place. Not only in India but also in the world, “Ruchi” is a very famous brand. Dr. Sahoo has given the mantra of success to entrepreneurs that they should first conduct a market survey on the demand of consumers, and the youth should be self-dependent to provide such products to satisfy the customer demands. The famous quote by Dr. Sarat Kumar Sahoo, “Who knows the way”, shows the way and goes the way, which inspires each businessman who struggles for success.

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