

# Welcome to Rama Vision

*Rama Vision Limited (RVL) was incorporated in India in 1989, with the object of producing B/W television picture Tubes in India, in line with national policy of Government of India. With opening of economy and emerging markets of India's youth and their aspirations, RVL planned, in the year 2002, to expand its activities by importing high quality Mother and Baby care products and started its trading division.*

Mother and Baby Care was a segment, which needed an urgent attention to satisfy the growing needs of young Indian parents. **"Pigeon from Japan"** is a world renowned name for products in this category since 1957 and well accepted in 65 countries and manufacturing plants in various countries. Today, RVL feels proud to be associated with world's most renowned brand "PIGEON" for promoting their products in North part of India in which RVL has always exceeded the expectation with continued growth performance.

"Encouraged by the performance of its trading division, the Company also started its **Food Division**. RVL feels proud to introduce to the Indian markets leading International brands like 'Authentic Oriented Cuisine under its own Brand-'**RAAVI**' from Thailand', A world renowned brand '**REAL THAI**' famous for its curry paste and sauces from Thailand.

By now, due to RVL research and marketing teams efforts; products introduced and promoted by RVL have witnessed a tremendous growth in Indian Markets and are enjoying a national presence.

RVL is always ready to expand its business by inducting new quality products in its ever expanding product range through its established infrastructure and distribution network across India.

Since 2002, the Company has given the good growth to the business of Pigeon – Baby and Mother care products which has now become one of the leading International brand in India in imported segment in its category. Accordingly in 2015, the Company also started business as importer and distributor for PAN India, the USA brand named "**GRACO**" – a name famous for Strollers, Travel System, High Chairs, Car Seats and Swings suitable for Children ranging between birth to 3 years. "GRACO" products are going to be a boon for working mothers on drive offering more safety and lessening worries.

In India, RVL covers all sales channels like Baby Shop, Pharmacy, Super Market, Hyper Market, Bulk Sales Markets (Food), Departmental Stores and E Commerce. RVL always emphasis to increase its products presence in all channels.

The Company has added in its existing line of trading business, ***the Brand Nuby, is a Baby Care Brand of U.S.A which includes wide range of infant care products. Our Co. has appointed for distribution of Nuby products in India, which is an established Baby Care Brand of USA. The Nuby™ brand covers feeding, weaning, soothing, play, bath and nursery and boasts patented innovation in all of its categories. Nuby™ is distributed in over 155 countries around the world and has been loved by millions of babies and families worldwide for the last 35 years; The Brand "Nongshim" it's a Global instant noodles and snacks manufacturing company famous for its Shin Ramyun Noodles which gets exported to more than 100 countries. Nongshim is currently no. 1 instant noodle player in Korea and no. 7 in global instant noodle market. In August 2018, Our Company has launched the world-wide renowned French Baby and Mother Care brand,***

**“Mustela ®” in India. The Company started business as Importers and distributors for Pan India. Mustela ® products are majorly composed of organic ingredients, have proven efficacy and are completely safe to use for new-borns. Baby Dove, UK Brand owned by Unilever Limited for baby care, skin and bathing products for all India for General Trade. Trisa, Swiss Brand for oral and personal care products for all India. Personal Care Products of Unilever Brand “Suave” for Kids which include shampoo & conditioner and body wash. “Pepsodent Kids” (International Brand), Unilever Brand, fluoride toothpaste with orange and strawberry flavors under kids range. The Company has added the brand named of Jackpot of Kwality Noodles Industries Pvt. Ltd., Nepal for distribution in Pan India.**

It is all possible due to Company’s ongoing mission of improving the skills of its Human Resources for achieving better sales performance and enhanced quality service to the end user. RVL believes in the principle that “Human Resources are the best Assets to any Healthy Organization.”

With emphasis by the new regime on “MAKE IN INDIA” policy; RVL perceives that its rich experience in manufacturing sector as well in distribution network will help in improving sales and profits to ‘its existing as well to be’ partners. In furtherance **RVL has entered to set up a new unit for manufacturing of Cream filled & Cream Sprayed Wafer Sticks having installed capacity of around 900 MT per annum at Himalayan Food Park, Mahuakhera Ganj, Kashipur, Udham Singh Nagar, Uttarakhand under scheme for Creation/ Expansion of Food Processing & Preservation Capacities (CEFPPC) of Pradhan Mantri Kisan Sampada Yojna (PMKSY) by the Ministry of Food Processing Industries, Government of India (MoFPI).** The Company will start construction & other allied work and expected to commence the unit by 01st April’ 2024.

### Our Principles

<p style="text-align: center;"><b>Ownership</b></p> <p style="text-align: center;"><i>This is our company. We accept personal responsibility and accountability to meet business needs</i></p>	<p style="text-align: center;"><b>Passion for Winning</b></p> <p style="text-align: center;"><i>We all are leaders in our area of responsibility with a deep commitment to deliver results. We are determined to be the best at doing what matters the most</i></p>
<p style="text-align: center;"><b>People Development</b></p> <p style="text-align: center;"><i>People are our most important asset. We add value through result driven training, while encouraging and rewarding excellence</i></p>	<p style="text-align: center;"><b>Consumer Focus</b></p> <p style="text-align: center;"><i>We have superior understanding of consumer needs and deliver products to fulfil them</i></p>
<p style="text-align: center;"><b>Teamwork</b></p> <p style="text-align: center;"><i>We work together on the principle of mutual trust &amp; transparency in a boundary-less organization</i></p>	<p style="text-align: center;"><b>Integrity</b></p> <p style="text-align: center;"><i>We are committed to the achievement of business success with integrity. We are honest with consumers, business partners and with each other</i></p>