



Kräuter
NATURALS™

**INSPIRED BY
MOTHER NATURE**

- Founded in 2005, Kräuter is a member of the Global USD 650 million AKC Group of Companies. The Group was formed over 47 years ago in Germany. It is also the promotor of the Amity Educational Institutions.
- We play a key role in keeping our clients **'Future Proof'** by keeping track of future trends, innovations, disruptive ideas at Global as well as local level etc.
- Kräuter offers customers a complete end to end solution right from market information and entry strategy, customized formulations, unique and environmental friendly packaging to a clean & hygienic manufacturing facility.
- Kräuter combines traditional knowledge with its own in-house research, while choosing the best quality raw materials (herbs) and top manufacturing standards

Why Kräuter?

Specialization in “Natural” Products:

Kräuter specializes in manufacturing “Natural” Personal Care products for adults and babies. We manufacture both Natural products as well as products that have herbs as active ingredients along with approved preservatives and fragrances.

In-House Research:

At Kräuter it is a continuous practice to undertake extensive research. The in-house research facilities conducts research on herbs, formulations, quality manufacturing processes, packaging etc.



Why Kräuter?

Raw Material:

Krauter procures standardized raw materials meeting internationally accepted standards. Working with an established quality management system for raw materials, Kräuter judges the suitability of all materials in advance and only selects materials that pass strict standards of quality and safety.

Manufacturing Facilities:

The manufacturing facilities are **ISO 22716:2007 (GMP for cosmetics)** by **QVC CERT** and **GMP** certified by the Indian Drug Authorities

Packaging Development:

In-house design team for design & development of packaging material like Labels, containers etc.

Regulatory Department:

Kräuter has in-house regulatory affairs department



- ISO 22716:2007 by QVC CERT
- GMP certified by Indian Drug Authority







KRAUTER'S PRODUCT CAPABILITY & PORTFOLIO



Products as per global compliance / certifications:

Krauter has the capability to develop & manufacture products meeting the following international standards as well as any other:

- 1) **COSMOS** -EU compliant
- 2) **REACH** – EU compliant
- 3) **DSL** – Canada compliant
- 4) **Ecocert certified** natural/organic compliant
- 5) **Natrue**- EU complaint
- 6) **Made Safe** – USA compliant
- 7) **Safe Cosmetics** Australia
- 8) **EWG** based.
- 9) **ASEAN** regulations
- 10) **MEA** region regulations

FORMAT CAPABILITIES

Has the manufacturing capabilities for the following formats:

- Liquids – Shampoos, washes, cleansers etc.
- Saponification based washes etc.
- Emulsions – Creams, lotions, butters, masque, scrubs etc.
- Gels
- Oils
- Oil-Gel
- Waxes
- Powders
- Bar soaps- Noodle based, Syndet based

Packmat:

- Bottles
- Tubes
- Sachets
- Pouches
- Roll on
- Jars
- Sprays (non aerosols)

PRODUCT PORTFOLIO

(Not exhaustive)

Skin Care Products

- Body Washes
- Daily Moisturizing Lotion
- Sandalwood Lotion
- Hand Cream
- Hand Wash
- Foot Cream
- Shower Gels
- Lotions – Different variants like moisturizing etc.
- Massage Oil, Oil-Gel
- Foot Care Cream (for dry, damaged & cracked feet)
- Body Butter
- Body Scrub
- Body oil
- Antibacterial Hand Gel
- Food Textured product like Body Yogurt, Bubblegum Texture Wash, Body Sorbet
- Anti-Stretch Mark range consisting Cream/ Butter / Oil/ Gel/ Oil-Gel etc.
- Anti pollution skin range consisting of lotion/ cream/ Gel / Oil-Gel etc.

PRODUCT PORTFOLIO

(Not exhaustive)

Hair Care Products

- Moisturizing Shampoo (98% Natural)
- Shampoos – Different variants
- Anti-lice Shampoo
- Anti-dandruff Shampoos
- Shampoo + Conditioner
- Hair Conditioner
- Water less conditioner
- Hair styling wax
- Hair Gels (wet look)
- Hair Gels (dry look)
- Hair Oils
- Hair Masque
- Hair serums

Facial Care Products

- Anti-age Spot Cream
- Under Eye Cream
- Day Cream
- Night Cream
- Face serums
- Face Oils
- Face Washes
- Face Scrubs
- Face Masque
- Cold Cream
- Skin Glowing Cream
- Glowing Face Wash
- Face wash – Acne care
- Gel – Acne care
- Toner – Acne care
- Lip balm
- Anti- pollution

PRODUCT PORTFOLIO

(Not exhaustive)

Men's range

- Beard Oil
- Beard Wash
- Beard balm
- Beard wax
- Moustache styling wax
- Pre-Shave cleanser
- Pre-Shave oil
- Shaving Cream
- Shaving Gel
- After shave balm

Baby personal care range

- Baby Shampoos
- Baby Lotions
- Baby Washes
- Baby Wash & Shampoos
- Baby Cream
- Baby Oil
- Baby Powders
- Nappy Rash Cream
- Sun Protection Lotion
- Teething Gel
- Mosquito Repellant Roll On/ Lotion/ Cream



PRODUCT PORTFOLIO

(Not exhaustive)

Other Specialty Products

- Intimate Wash
- Prickly Heat Powder
- Mosquito Repellent Cream/ Oil/ Roll on/ Spray / Lotion
- Nipple crack cream
- Itch Prevention Cream
- Toilet Soaps (noodle based, syndet based)
- Hand Sanitizers (alcohol free)
- Fruits & Vegetable Wash
- Petroleum Jelly
- Alcohol Free Hand Sanitizer
- Muscle / Sprain cream & Gel
- Mouth spray



PRODUCT PORTFOLIO

(Not exhaustive)

Pet Range

- Dog Shampoos
- Waterless Shampoos
- Dog Hair Conditioner
- Paw Butter
- Dog Cologne
- Oils etc.

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NATURALS™

Some Major Clients....

- Unilever:



- Marico India



- Bajaj Consumer Care

The Bajaj Consumer Care logo, with 'bajaj' in a bold, lowercase, red font and 'CONSUMER CARE' in a smaller, uppercase, red font to its right.

- Nykaa:

The Nykaa logo, featuring the word 'NYKAA' in a bold, pink, uppercase, sans-serif font.

- Fab India

The Fab India logo, with 'fabindia' in a bold, lowercase, red, script font, and 'SERVING INDIA' in a smaller, uppercase, red, sans-serif font below it.

- Arata

The Arata logo, with the word 'ARATA' in a white, uppercase, sans-serif font centered on a dark blue rectangular background.

- Perfora :

The Perfora logo, with the word 'perfora' in a lowercase, black, serif font.

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- Godrej
- Pigeon, Japan :
- First Cry:
- The Mom's Co.:
- Motherhood
- SCA Hygiene Products, Sweden :
- Mother & Baby

Some Major Clients....



- Apollo Pharmacy, India :
- Zenta Pharma
- Vcare
- Captain Zack





AKC Group of Companies

Established 1973

Chairman Dr. Ashok K. Chauhan

Employees 7000

- **AKC Data Systems:** Software Development & Hardware
- **BACFO Pharmaceuticals (India) Ltd.:** R & D, Manufacturing of Herbal Medicines
- **Cincorp:** Manufacturing of Injection Blow Moulded Bottles
- **Crossborder Placements Ltd.:** Recruitment & Placements
- **Crossborder Legal Systems:** Contracts, Joint Ventures, Legal Services
- **First Grade Force:** Vigilance & Security
- **Kräuter Healthcare Ltd.:** Manufacturing of Natural Personal Care Products
- **Kunstocom (India) Ltd.:** Design & Development of Moulds, Plastic Components
- **Stratega Finance:** Finance & Leasing
- **Technicom Chemie (India) Ltd.:** Turnkey Projects, Marketing of Plants & Machinery
- **Tegro:** Construction & Projects
- **Transmedia Advertising:** Publishing & Advertisements

The promoters of the AKC Group established the Ritnand Balved Education Foundation (RBEF) in 1986, the umbrella foundation of the non-profit Amity Education Group. Amity is India's Leading Education Group with over 150,000 students, 7 universities, 22 campuses, 150+ institutions and global campuses in London, Singapore, San Francisco, New York, Dubai, Mauritius, China & Romania.

- Amity International Schools: Pre-Nursery to 12th Standard
- Amity Higher Education: Management, Law, Biotech, Engineering etc.
- Amity Universities: Uttar Pradesh, Rajasthan & Haryana



CSR Activities of the AKC Group

Amity Humanity Foundation

Amity Humanity Foundation was established in the year 2001, under Ritnand Balved Education Foundation (RBEF), which is an umbrella organization of the AKC Group for all Amity Educational Institutions.

AMITASHA

AMITASHA is the ongoing project under Amity Humanity Foundation.

Amitasha , is the 'ASHA' or HOPE of Dr. Mrs. Amita Chauhan. She wants each girl child to have access to quality education so that they lead a dignified life.



Thank You

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