



Halder Group Redesigns Odaana Packaging to Strengthen Domestic Market Presence

As the company celebrates its centenary year, this initiative is taken to establish a competitive edge in the retail sector

Kolkata, 18th September: Halder Group, a legacy manufacturer in the rice and edible oil industry, from West Bengal announced a rebranding initiative for its edible oil brand Odaana on the occasion of their centenary year. This initiative aligns with the brand's philosophy of not compromising with the quality of the product and establishing a strong presence in the domestic market.

The rebranding not only refreshes the brand's image but also highlights the purity and wholesomeness that Odaana offers. The new packaging features the vowel "O" as a symbol of purity, tradition, and authenticity, aligning with the brand's ethos of delivering nutritious food to everyone while reflecting their commitment to QPP (Quality, Price, and Packaging). The packaging is designed to meet international quality standards, combining traditional aesthetics with a sleek, visually appealing look. It incorporates a QR Code for direct access to the company's website, ensuring a seamless digital experience.

The company has introduced new retail pack sizes — bottles and pouches of 450 gms and 850 gms to shake things up while complementing the existing formats like 1 L bottles, 500 ml bottles, pouches, and 15 kgs tins.

Speaking on the rebranding initiative, **Mr. Keshab Kumar Halder, MD & CEO of Halder Group**, stated, "As a part of our centenary year, we successfully launched the Odaana branded soyabean oil and sunflower oil in the Indian market. This marks a crucial step in our journey to diversify our product portfolio and cater to the evolving needs of health-conscious consumers. Our refinery facility in Siuri, Birbhum, West Bengal ensures we deliver the highest standards of quality and perfection, envisioning a Better India through the collective betterment of its people. We are dedicated to fostering a spirit of unity and prosperity, building a Better India for generations to come."

The brand is currently rolling out its product in phases across East India. Marking their presence in Tier 1 and Tier 2 cities like – Guwahati, Silchar, Shillong, Hazaribhag, Burdwan, Malda, Bolpur, and others. Simultaneously, it is planning to expand in more cities across the nation in the coming months.

With the Halder Group celebrating its centenary year, it is undergoing significant changes, shifting from a legacy manufacturing company to making its debut in the retail landscape. They have recently unveiled a new company brand logo, which highlights key elements of the brand's DNA, such as innovation, a forward-thinking vision, and a commitment to excellence. This logo rebranding conveys that the brand is not static but dynamic and adaptable, continuously evolving with the times.

For more information, please visit <https://halderventure.in/> or contact Subhajit Banerjee at subhajit@halderventure.in.

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About Halder Group

Halder Group, a leading rice and edible oil manufacturing company with a legacy dating back to 1924 continues its mission of 'Growing Goodness' in communities worldwide. Originated from B.C. Halder Rice and Oil Mills, founded by the visionary Mr. Brindaban Chandra Halder, has built a century-long heritage of excellence, responsibility, and innovation.

Driven by a vision to nurture humanity and create a well-nourished society, Halder Group's mission is to ensure access to nutritious food to all sectors of the society. With its headquarters based in West Bengal, India, Halder Group has expanded its footprint globally, operating in countries such as Singapore, Benin, Lomé, Ghana, Cameroon, Russia, and Bangladesh. The company offers a diverse range of products including Parboiled Rice, White Rice, Vietnamese Rice and Edible oils under rice brands like Bhojmoti, Bhoj, Moti, Hira, Tumi, Diva, and Millette and oil brands like Odaana and Omaana . Halder Group is dedicated to promoting sustainability and social responsibility while encouraging healthier lifestyles. For further information, please visit <https://halderventure.in/>