



Press Release

Sub: Godavari Biorefineries Ltd. launches 'Jivana Turmeric'

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Godavari Biorefineries Ltd. has entered the spices category under its food brand 'Jivana'. Godavari Biorefineries Ltd. launches Jivana Turmeric after their successful foray with Jivana Classic Sugar, and Jivana Refined Iodised Salt.

Jivana turmeric is hygienic, pure, and rich in colour, flavor and texture with freshness intact. It stimulates protein digestion, and is an excellent blood purifier. The packages are available in 50gms, 100gms, 200gmsto cater to the demands of various segments. It will be available in Maharashtra, Gujarat, Rajasthan and Karnataka. The turmeric is finely packed in high quality packaging material such that it maintains its freshness and nutritional value.

Jivana turmeric is manufactured and packed in Bisnal Village, Bagalkot

Speaking on the launch 'Jivana Turmeric', "Mr. Samir Somaiya, CMD Godavari Biorefineries, said the company has come out with two products Jivana Sugar, and Jivana refined iodised salt which are the two most basic ingredients used by the Indian housewives in their cooking. The company has gained valuable experience in the foods segment after the launch of 'Jivana Salt and Jivana Sugar' and the entry into spices segment was a natural extension of the foray into the market"

About Godavari Biorefineries Ltd

Godavari Biorefineries Ltd is one of India's leading and sustainable company producing sugar, other foods, biofuels, chemicals, power, compost, waxes, and related products, using sugarcane as the primary feedstock. Our aim is to engage in research and innovate by continuously making new products and entering new markets in order to derive the maximum value from our feedstock. Our research areas include sustainable farming, transformation of biomass (chemical, mechanical and biological), product development, and process optimization. Founded in 1939, we have been pioneers in the growing, processing, and utilization of biomass to make a wide variety of products.

We are now working on the next generation bagasse-based bio refinery and also the biotransformation of sugar to biopolymers.

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