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How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbharta' vision?

By sourcing fruits like mango and guava from Indian farmers and processing them domestically, we create value within India and reduce dependence on imports. Our exports—certified by FSSC 22000 (Food Safety Management), USFDA, BRCGS (Global Food Safety Initiative), SGF (Germany) IRMA certification, Kosher, TUV SUD, Rain Forest Alliance (RFA), Fair Trade, and Organic certifications—showcase India's quality capabilities on the world stage. We enable Indian fruit to reach global juice and dairy brands in processed form, supporting both rural income and India's agri-export ambitions. Our investments in sustainable and ethical sourcing align closely with the government's 'Atmanirbhar Bharat' vision.

What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?

Our success mantra is quality, consistency, and collaboration.

We build long-term partnerships—with clients, farmers, and service providers—based on trust and responsiveness. We stay agile in the face of global disruptions, from fluctuating shipping costs to raw material challenges. Above all, we deliver value through dependable supply, strict quality standards, and the ability to adapt. This approach has helped us become a trusted supplier to leading juice and dairy processors in highly competitive global markets. ■

What are some key milestones that demonstrate your company's adaptability in recent years?

A defining milestone was our conversion to a private limited company in 2009, which enabled structured growth and increased market confidence. Sunrise Naturals is recognized as a **Three Star Export House** by the Government of India. We have successfully completed "**Farm Sustainability Assessment**" in 2025. More recently, we expanded into the U.S. market and deepened relationships with juice, dairy, and food manufacturers globally. During the pandemic, we ensured uninterrupted production and shipments—despite labour shortages—providing critical support to clients depending on our fruit pulps. In response to the Red Sea disruption, we adjusted our supply chains swiftly, avoiding delivery delays and reinforcing our commitment to reliability.