



# WESTERN INDIA CASHEW COMPANY

India's No. 1 Roasted Nut Exporter | Innovators Since 1932

**WENDERS**, officially known as **Western India Cashew Company Pvt. Ltd.**, is a legacy-rich, 93-year-old snack food company based in **Kollam, Kerala**. Since its founding in **1932**, WENDERS has been a pioneer in India's cashew export industry, earning global recognition for quality and innovation.

Today, WENDERS is India's **No. 1 exporter of roasted nuts**, contributing over **90% of the country's roasted cashew exports**. The company supplies **premium roasted snacks and nut-based food ingredients** to leading global food brands and retailers.

WENDERS operates **BRC, Kosher, Halal, and HACCP** certified facilities across **Kerala, Tamil Nadu, and Vietnam**. In 2025, it opened a **100,000 sq. ft. factory in Karunagappally, Kollam**, inaugurated by the **Hon. Minister for Industries, Government of Kerala**. This state-of-the-art facility features **fully air-conditioned production lines, dedicated R&D and testing labs**, and the capacity to produce **55 tons of roasted nuts per day**—a significant expansion from its earlier 30,000 sq. ft. unit.

## Leadership & Expertise

WENDERS is led by third-generation entrepreneurs:

- **Hari Krishnan R Nair**, President & Director, IIM Calcutta MBA and a B.Com (Gold Medal) from the Sathya Sai Institute of Higher Learning is a global expert in tree nuts who served as Chairman of the Cashew Export Promotion Council of India and played a pivotal role in finalizing the UN-ECE Standard for Cashew Kernels (2009-13) as Rapporteur. He has also held prominent positions in other industry organizations - Chairman of the Global Cashew Council set up by the INC and of CII (Kerala), Board Member of Indo American Chamber of Commerce (IACC) and Federation of Indian Export Organizations (FIEO) and of TiE Kerala.
- **Ganesh R Nair**, who holds an MBA from UCLA and an MS from MIT, and worked with Johnson and Johnson for 12 years in the USA and Europe, drives innovation and strategic growth.

Since 1993, they have driven WENDERS' modernization, innovation, and new product development.

Their combined leadership has positioned WENDERS as a trusted partner to global food and retail brands.

**PUREHEART**, WENDERS' consumer brand, has become a **leading nut snacks brand in Kerala**, and now ranks among the **Top 20 Nut Mixes on Amazon India**. It has expanded its national footprint through **Flipkart**, **Blinkit**, and the company's own **D2C platform** - [www.pureheart.com](http://www.pureheart.com).

## Looking Ahead

With continuous investment in capacity, quality systems, and digital channels, WENDERS is well-positioned to support global food companies looking to expand in India's fast-growing market.

## Did You Know?

"Karma nuts" roasted cashew snacks served at international festivals like the Oscars and Grammys are proudly exported from Kollam, Kerala, by none other than WENDERS.

