

An Elixir Creator –

Shafia

Food Company

Offering Nature's Purest
Essence to Make You Healthy

Everyone agrees that *health* is the real wealth. To become healthy or to regain health, the only way is to *return* to nature. Artificial intelligence might be the norm in the present and future. However, artificial living and foods cannot be alternatives to natural and healthy ones. It is the most important learning or *re-learning* we had after the post-pandemic *wake-up* call.

Though, the most challenging thing in today's hyper-fast era is getting natural, unadulterated, toxic, and chemical-free, fresh foods, even basic ones like *honey*. Regarded as the *elixir* for the human body and health, honey has been the foundational ingredient of a healthy Indian diet since time immemorial.

This is why, when Shafia Food Company was established in 2019 by I. G. Kadiwala, the Founder and CEO, he kept the company's motto simple: 'Nurturing nature's essence.' Founded on the principles of health, ecology, fairness, and care, says Mr Kadiwala, and led by a dedicated team committed to providing nutritious foods worldwide, Shafia India has been revolutionizing the way people experience honey by offering a tantalizing range of floral honey products.

Delivering Delightful Nature's Bounty to You

"We are committed to providing our customers with the highest quality honey with delightful flowers that ignite the taste buds," insists Mr Kadiwala. *"Where nature's purest essence meets unrivalled quality. Embark on a journey with us as we continue our legacy of delivering the finest honey*

straight from the heart of India," he adds.

Committed to purity since 2019, Shafia India sources its honey exclusively from the pristine landscapes of Punjab, Haryana, Bihar, Himachal Pradesh, Jammu and Kashmir, and Rajasthan. *"With each golden drop, you can experience the untouched beauty and rich flavours of nature, preserved just for you,"* he says.

Reflecting back on his inspirations behind venturing into F&B niche, Mr Kadiwala says that starting up a business needs research, collaboration, and most importantly pursuit of excellence. He shares, *"As a researcher we came to know that people are moving to healthy lifestyles now and they need a pure and pious but deliciousness in their foods."*

A Principled Approach

So there he thought of opening a business called 'honey. *"And we don't only provide 'honey' in jars. We provide originality, taste, and health in the same pack,"* says Mr Kadiwala, adding that the foundation of business success lies in several key principles: **trust in oneself, collaboration** with the team, **thorough research, seeking expert advice, unwavering commitment to work**, and, most importantly, **maintaining purity and authenticity** in all endeavours. These elements collectively form the bedrock of a thriving business environment where individuals and teams can flourish.

Trust in oneself is paramount for any entrepreneur or business leader. It fosters confidence and decisiveness,



I. G. Kadiwala
Founder and CEO
Shafia Food Company

enabling individuals to navigate challenges and seize opportunities. When leaders believe in their vision and capabilities, they inspire their teams to do the same. This self-assuredness creates a positive feedback loop, where confidence breeds motivation and drives collective success.

Collaboration with the team is equally essential. In today's complex business landscape, no one person can possess all the answers or skills required to succeed. *"By fostering a collaborative environment, we leverage the diverse strengths and perspectives of our team members."* This synergy not only enhances problem-solving capabilities but also cultivates a sense of belonging and shared purpose, which is vital for employee engagement and retention.

Research plays a critical role in informed decision-making, says Mr Kadiwala. In an era where market dynamics can shift rapidly, staying ahead requires a commitment to continuous learning and adaptation. *"By investing time and resources into research, we identify emerging trends, understand customer needs, and anticipate potential challenges,"* he adds. This proactive approach positions Shafia India to make strategic decisions that align with its long-term goals.

He further believes that **seeking expert advice is another cornerstone of successful business practices.** Engaging with industry experts and mentors can provide invaluable insights and guidance, helping leaders avoid common pitfalls and make informed choices. This willingness to seek external perspectives demonstrates humility and a commitment to growth, which can significantly enhance a company's strategic direction.

Ensuring Excellence in Every Ounce

"We also believe that working commitments are crucial for translating vision into reality," states Mr Kadiwala. A strong work ethic and dedication to achieving goals instil a culture of accountability and perseverance within the organization. When leaders exemplify commitment, it sets a standard for the entire team, fostering an environment where everyone is motivated to contribute their best efforts toward shared objectives.

"Also, being pure and organic in business practices resonates deeply with our customers and stakeholders alike." Authenticity builds trust and loyalty as consumers increasingly seek brands that align with their values. *"By*

prioritizing ethical practices and genuine interactions, we cultivate lasting relationships with our clients, ultimately driving sustainable success," emphasizes Mr Kadiwala.

The Success Testament

This sustainable success can be seen through the awards and accolades that Shafia India has been honoured with:

- **Excellence in Packaging Design** by Hospisource 2023.
- **Most Innovative Business of the Year** by Brands Council Ratings 2022.
- **Best Emerging Brand Award** at Khadhya Khurak Gandhinagar 2022.

Enamoured, Mr Kadiwala says in gratitude, *"I'm highly honoured and privileged that people are trusting us and loving our brand."* This is because of innovative solutions, agile methodology, sustainability focus, and a strong network. All in all, it works together.

With leadership comes responsibility, and there are key principles that Mr Kadiwala believes are vital for positive outcomes: **empowerment and trust, communication, feedback, vision, and work-life balance.** All these play major roles in making a business successful, like a skyscraper.

Inculcating Techno-Logic

The essence of a startup lies in innovation, disruptions, and enhancing the end-user experience. According to Mr Kadiwala, striking a balance between operational efficiency and customer satisfaction is crucial, especially in this innovative world. Technology integration and cross-functional collaboration allow teams to work together for the best development.

He furthers, *"Integrating digitalization and technological advancements into our core functioning is essential for staying competitive in today's startup ecosystem. We work with digital transformation strategy, collaboration tools, sustainability practices, and, importantly, continuous learning and development."*

A Trailblazing Team

He also believes that the workforce is the cornerstone of their success. Thus, a culture of growth and skill development is essential for business success and customer

“
With a strong presence in India, including Gujarat, Maharashtra, and Madhya Pradesh, Shafia Food Company distributes honey to 1000+ local stores.
”

satisfaction. If your customer is satisfied with your work and brand, kudos!!! It's your win. Continued learning opportunities, mentorship, career development, regular feedback, performance review, etc. All these mini factors play a huge role in making your business successful.

As a leading startup, Mr Kadiwala says there have always been challenges. *"One significant challenge we faced during the early stages of this startup was introducing a new business offering numerous health benefits and convincing customers about its purification and health advantages. It wasn't easy to establish ourselves in the market. However, through God's grace and teamwork, we persevered and achieved our goals."*

Furthermore, he says the startup ecosystem in India is full of potential. There are lots of challenges you have to face without failing and the commitment to giving your best and pure honey. Shafia India never compromises on identifying the real problem, building a strong team, and Embracing agility. Focusing on customer feedback has made Shafia India a successful business. *"We keep in mind that ideas and teamwork will do best when they come together. And that's what Shafia India does."*

The Shafia India's Global Presence

Today, with a strong presence in India, including Gujarat, Maharashtra, and Madhya Pradesh, Shafia Food Company distributes honey to 1000+ local stores. *"Our production capacity meets demand, and we also export honey to Qatar, Bhutan, Canada, and England, thus further strengthening our robust global footprint,"* says Mr Kadiwala.

Looking ahead, he shares their plans: *"We keep realistic goals, and when it's Shafia India, diversity and inclusion are at the top of the list. We create initiatives aimed at fostering inclusivity within the startup ecosystem."* Building a strong community of entrepreneurs and collaborative projects encourages peer-to-peer learning and focus. 📌

