

Evolution of DS Group in the Indian Economy Since 2005

A leading conglomerate with a large presence both nationally and internationally, the Dharampal Satyapal Group (DS Group) is one of the leading names in the FMCG industry. With humble beginnings by the founder, Dharampalji, the company flourished to become a multi-diversified giant under the leadership of his son, Satyapalji.

Here's a brief overview of the rich history and legacy of DS Group since its inception in 1929.

Before 2000: Establishment & Experiments

Initially starting as perfumers in Old Delhi, DS Group traded in scented products like perfumes, soaps, and oils. Later, Satyapalji experimented by blending different flavours and fragrances in chewing tobacco and came out with a unique product: scented chewing tobacco.

In 1963, the company launched India's first branded chewing tobacco with the name: *BABA*. Since then, DS Group has maintained market leadership in the chewing tobacco vertical. Following the success, the company launched *Tulsi* in 1979 and *Rajnigandha*, a premium pan masala brand, in 1983.

Breaking away from the tobacco and perfume industry, DS Group stepped into the F&B sector in 1987. It introduced a new-age, easy-to-use tabletop salt and pepper sprinkler under the brand name, *Catch Spices*.

2000 – 2010: Evolution & Expanding Horizons

The turn of the century came in with a new wave of business innovation for the DS Group.

In 1999, the company introduced India's first 'Natural Spring Water', spices in 2001, and flavoured drinks in 2003 – under the brand - *Catch*. In the same year, the DS Group entered the hotel and hospitality industry as well with the purchase of the Hotel Manu Maharani in Nainital.

The *BABA* brand also introduced *Baba Elaichi* and *Baba Supari* in 2002.

DS Group also entered the packaging space in 2001 — through a joint venture with a Swiss company, Canpac Ltd. Ahead of its time, this joint-venture brought eco-friendly packaging solutions to India.

In 2006, the company entered the agri-business by purchasing semi-arid and fallow lands in and around Delhi to cultivate aromatic and medicinal plants using contemporary farming techniques

like hydroponics. It also expanded its hospitality business with its chain of hotels in Jaipur, Kolkata, Guwahati, and a resort in Jim Corbett the following year.

Along with the addition of new products and businesses into their portfolio, the logo of the company also went under a complete makeover in 2003. And thus, DS Group emerged as a contemporary brand foraying into the FMCG, F&B, and hospitality sectors — exuding modernity, innovation, and change.

2011 – 2020: Extension & Escalations

The next decade saw DS Group introduce more FMCG products into the market, mainly in the spices, beverages, and confectionery business.

The company ventured into the Dairy business in 2011 with the brand name, *Ksheer*. Its confectionery business flourished with *Pass Pass*, *Chingles*, and *FRU*. In 2013, the DS Group introduced *Rajnigandha Pearls*, premium silver-coated cardamom seeds.

2015 was a milestone year in the company's history. *Radisson Blu Hotel*, the first 5-star hotel in the North East, was inaugurated in Guwahati by DS Group — setting a new standard in the hospitality sector. In the same year, it also opened *Crowne Plaza* in Jaipur. *Pass Pass Pulse*, the market leader in hard-boiled candy, was introduced as well.

Tulsi Royal Khajoor Plus and *Rajnigandha Saffron* were also added to the Mouth Freshener basket in 2018. *Catch Spices* continued to expand with the launch of fresh grinds and ginger garlic paste in 2019.

2021: Looking Ahead...

Starting with a perfume shop in Chandni Chowk, the company has come a long way with a rich 92-year-old legacy. Going beyond business, DS Group has seen the country grow and been a part of India's transformation. The company's commitment towards quality, innovation, and customer happiness has resulted in its remarkable rise throughout the decades.

DS Group looks forward to expanding its business in its centennial decade with the launch of new products. The multi-diversified conglomerate continuously seeks innovation, excellence, and providing long-term value for its stakeholders and the community.