

# ANANT FRAGRANCES PVT. LTD.: A Legacy of Scent and Innovation



In the vibrant landscape of India's fragrance industry, [Anant Fragrances Pvt. Ltd.](#) stands as a testament to nearly four decades of expertise, innovation, and a deep understanding of aromatic artistry. Established in 1985 by the visionary Late Shri Chinubhai Shah, the company has grown from its pioneering roots to become a prominent manufacturer and exporter of a diverse range of fragrances, serving both the Indian and global markets.

## **A Spectrum of Scents:**

Anant Fragrances is renowned for its extensive product portfolio, catering to a wide array of industries and consumer needs. Their offerings include:

**Incense Sticks Fragrances:** A core product line, reflecting India's rich tradition of incense, with a focus on developing unique and appealing scents. They are known for producing over 750 metric tons of incense sticks per annum and distributing over 100 products in the Indian market, along with 17 premium products for export, including specialized Agar Wood incense for Middle Eastern markets.

**Detergent Fragrances:** Creating scents that enhance the cleaning experience, from detergent powders to liquid detergents.

**Cosmetic Fragrances:** Developing delightful aromas for a variety of cosmetic products, including creams, lotions, shampoos, and shower gels.

**Perfume Compounds and Oils:** Offering concentrated fragrance components for various applications.

**Fine Fragrances and Perfumes:** Crafting exquisite perfumes for personal use, including traditional Indian attars, French, and Arabic perfumes.

**Home and Floor Cleaner Fragrances:** Contributing to a pleasant ambiance in living spaces.

**Hair Oil Fragrances:** Providing captivating scents for hair care products.

**Hand Wash and Hand Sanitizer Fragrances:** Ensuring a pleasant aroma for hygiene products.

**Other Specialty Fragrances:** Including candle fragrances, car fragrances, and Dhoop fragrances.

The company's strength lies in its ability to create customized fragrances tailored to specific client briefs. This customer-centric approach, combined with a talented team of chemists, marketing experts, and manufacturing excellence, allows Anant Fragrances to provide solutions that resonate with target markets.

#### **Commitment to Quality and Innovation:**

Anant Fragrances places a strong emphasis on quality standards, holding certifications such as GMP (Good Manufacturing Practices). They maintain robust R&D facilities, crucial for continuous innovation and the development of premium products. This dedication has allowed them to not only thrive in the competitive Indian market but also to successfully export to countries like Nepal, Bangladesh, South Africa, Oman, and Germany.

#### **Industry Standing:**

With nearly four decades of experience, [ANANT FRAGRANCES PVT. LTD.](https://anantfragrance.com/) has built a solid reputation within the industry. Customer reviews often highlight the company's good fragrance collection, knowledgeable staff, and positive customer experiences. While some feedback points to areas for improvement in delivery, the overall sentiment underscores a commitment to quality and a strong presence in the fragrance sector. Their participation in industry events like PharmTech, CosmoTech, GAMDA, and Incense Media further showcases their active engagement and commitment to staying abreast of industry trends.

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