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PRESS RELEASE

New Bell Labs in India

Bell EMEAI Expands Regional Presence with New Application Laboratories in Sri City

Bell Flavors & Fragrances EMEAI, headquartered in Germany, has officially inaugurated its new state-of-the-art application laboratories at its Sri City production facility in India. This expansion significantly enhances Bell's ability to deliver customer-focused flavour solutions tailored to the Indian market. Equipped with advanced technology, the laboratories support key food and beverage categories, including baked goods, confectionery, and softdrinks.

"With this expansion, we continue to reinforce our position in the flavours industry, delivering high-quality solutions tailored to regional consumer preferences", explained CEO Holger Wetzler.

In the course of expanding its facilities in India and strengthening its regional focus, Bell Flavors & Fragrances GmbH refers to itself now as "Bell EMEAI" – a designation that represents its subsidiaries in Europe, the Middle East, Africa, and India. This change reflects Bell's growing commitment to the Indian market and its strategic presence across these key regions.

Grand Opening in Sri City

The inauguration event brought together customers, partners, and key stakeholders for a firsthand look at Bell's enhanced capabilities in India. The management team joined the local Sri City team in celebrating this milestone, underscoring the company's commitment to the region. The event also provided an opportunity to showcase the new facilities and to emphasize the collaborative approach to flavour and fragrance development.


New Labs, New Possibilities

Bell's continued investment in its Indian operations reflects a strategic commitment to delivering high-quality, customer-focused solutions for the region. The new application laboratories expand the technical expertise in Sri City, allowing the local team to develop and test market-ready solutions. This investment further strengthens Bell's role as a trusted partner in product development and application testing.

"Our application specialists are excited to bring these new resources to life," said Murali Krishnan, Director of Operations Sri City. "With this state-of-the-art environment, we are well-positioned to drive innovation and deliver even greater value to our customers."

Bell's Presence in India

Since its establishment in January 2023, Bell's Sri City plant has been a key hub for producing customized flavours and fragrances for manufacturers in India and the surrounding region. The facility includes two modern production halls, quality control and application laboratories, warehouses, and dedicated office spaces. With a growing team across Sales, Production, Customer Service, R&D, and Operations, Bell ensures seamless service with a strong focus on local customer collaboration and tailored solutions.



About Bell Flavors & Fragrances EMEAI:

Bell Flavors & Fragrances EMEAI is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Based in Leipzig, Germany, the company manages sales offices throughout Europe, the Middle East and Vietnam, as well as a manufacturing facility in India. Bell EMEAI operates as an independent company of Bell Flavors & Fragrances Inc., headquartered in Northbrook, Illinois, with offices in the United States, Canada, Mexico, China, Brazil and Singapore.

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