



CASE STUDY

CATEGORY: FOREIGN LANGUAGE TRANSLATION SERVICES

LOCATION: INDIA (GLOBAL EXPORT TO 30 COUNTRIES,
5 CONTINENTS)

GENERAL PROJECT OVERVIEW

A leading Indian FMCG manufacturer of spices and snacks with a presence in over 15 Indian states and 30 international markets aimed to improve its global packaging compliance. To meet export requirements and enhance customer trust abroad, the company needed accurate translations of its packaging, recipe content, and nutritional information for diverse global markets.

THE CHALLENGE

The client experienced a major compliance failure when a shipment was returned by an Arab nation due to incorrect Arabic translation provided by their previous consultant. This incident resulted in significant financial losses and reputational damage. With exports spanning several countries, each requiring local language content on packaging, the company needed reliable translation services to avoid further risks and streamline international shipments.

THE OUTCOME

MULTILINGUAL PACKAGING LOCALIZATION

 Translated packaging content, recipes, and nutritional information into multiple global and Indian regional languages.

GLOBAL LANGUAGE COVERAGE

 Supported international markets including Arabic, French, German, Russian, Thai, along with Indian regional languages.

REGULATORY & LABELING COMPLIANCE

 Ensured accuracy and adherence to regional regulatory and food-labeling requirements.

CULTURAL & MARKET SENSITIVITY

 Applied native-language expertise to maintain cultural relevance across diverse consumer markets.

LONG-TERM MARKET SUCCESS

 Enabled compliance-free operations and sustained sales growth across global markets for over 10 years.

ABOUT THE CLIENT

The client is the largest procurer, processor and marketer of spices in Maharashtra, offering over 50 ground spices and spice blends. Their range of products includes Pure Spices, Blended Spices, Ready To Cook Spices, Papads, Pickles and as the latest offering, they have the Cuppa Range of Instant Foods.

INDUSTRY

FMCG

YEARS IN BUSINESS

60+

EMPLOYEE COUNT

1000+

GEOGRAPHICAL PRESENCE

India

