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Goyal Salt eyes western and eastern market expansion with Gandhidham plant

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By **Shraddha Warde** | January 3, 2025



Pramesh Goyal, MD, Goyal Salt

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In a strategic move to fortify its footprint in the western and eastern market, Goyal Salt Limited, a leading FMCG player which specializes in salt, is investing Rs 80 crore to set up a large salt manufacturing plant in Gandhidham near the salt capital of Kutch. This development marks a significant milestone for Goyal Salt, as it prepares to focus on new markets. The expansion is part of the company's long-term strategy to enhance its operational capabilities and support its extensive customer base in India.

The company currently works with more than 60 distributors in Northern markets and has appointed distributors in Maharashtra, Gujarat, Assam and Orissa. Currently, the company has a reach of 5000 retail outlets and is expecting to reach every household in the country in the next five years.

With a capacity of 4,50,000 MT and spread over 12 acres of land, the Gandhidham plant is at the trial run stage and expected to be operational by the end of January 2025.

Emphasising the strategic importance of this expansion, Pramesh Goyal, Managing Director said, "The new facility in Gandhidham allows us to get closer to western and eastern markets in the country by reducing logistics cost and hastening the delivery of finished products to our customers. We would like to repeat the similar success we had in Northern markets and both Western and Eastern markets and we are very confident that we will deliver good growth rates with the help of our distributors in this area.

The establishment of Gandhidham facility is another notable step in our ongoing journey to make Goyal Salt a household name in India. As we look forward, our plans include expanding even beyond to South."

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