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# Oterra opens colour blending and application centre in Kerala

This facility is designed to serve the growing markets in India, the Asia Pacific region, and the Middle East

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**This facility is designed to serve the growing markets in India, the Asia Pacific region, and the Middle East**

Oterra, a global leader in natural colours for the food and beverage sector, has inaugurated a new colour blending and application centre in Kochi, Kerala, India. This facility is designed to

serve the growing markets in India, the Asia Pacific region, and the Middle East.

According to the press release, the centre is located within Oterra's Akay Natural Ingredients subsidiary and features state-of-the-art colour blending and application laboratories to assist customers in their transition to natural colours.

"India and the wider Asia Pacific region are becoming increasingly important markets for us, as consumers are favouring products made with natural ingredients," said Oterra CEO Martin Sonntag. "India's strategic location offers easy access to emerging sectors not only within the country but also in neighbouring regions like the Middle East. With this new facility, we can provide better service to our customers in these areas."

Previously, Oterra exported raw materials to its factories in Europe for processing and then imported the finished blends for use in India. Now, the company can supply some of the most commonly used colour shades in the food and beverage industry—such as yellow, orange, red, and pink—directly from this facility. These colours are made from natural raw materials like turmeric, paprika, annatto, and red beet.

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