



Rajkumar Hukmichand Chordia

A philanthropist who believes in touching hearts and lives through meaningful social and healthcare initiatives, a visionary business leader who strengthened the foundation of a family business of spices to transform it into one of India's most loved food companies, and a spiritually driven individual who believes in the power of goodness...

Shri Rajkumarji Hukmichand Chordia has played different roles for more than 50 years in public life. It has not only shaped strong brands with a global appeal but has brought a lot of cheer to lives of people locally, regionally, and nationally.

A firm believer in Mahatma Gandhi's philosophy of "The best way to find yourself is to lose yourself in the service of others", Rajkumarji or RHC as he is fondly known, has always followed the path of creating opportunities that deliver value for people.

Chairman – Pravin Masalewale

He took over the reins of the business from his father and founder of Pravin Masalewale, Shri Hukmichandji Chordia, in 1978. Driven by passion and innovation he transformed the business through some smart initiatives and aggressive ideas that led to Pravin Masalewale having 7 manufacturing plants in a short period of time. By pushing the envelop regularly, he moved Pravin Masalewale from being a regional spices brand to global brand with more than 10 products categories like RTC, spice mixes, pickles, etc. and numerous products.

After passing of the baton to the next generation, he continues to guide them with his sharp insights and market understanding to make brand Suhana a household name, in his role as the Chairman.

While he led the way in food innovations, he also cared for the hands that made this food revolution possible. The workers at Pravin Masalewale were given

access to facilities like healthcare and education, which helped enhance their living standards.

Managing Trustee – Poona Hospital and Research Centre

He is the Managing Trustee of Poona Hospital and Research Centre, one of Pune's leading and most reputed hospitals. A 300-bedded facility with all modern facilities and an experience team of highly qualified doctors, Poona Hospital serves the people with dedication and care.

Managing Trustee – Vishwanand Kendra

India is the land of Ayurveda, Yoga and alternate medicine. With his ideas and beliefs firmly rooted in this soil, Rajkumarji believes in making healthcare accessible to all. As the Managing Trustee of Vishwanand Kendra, Pune, he ensures that this outreach is a reality.

Vishwanand Kendra is a unique Ayurvedic, yogic and Naturopathy treatment centre solely devoted to the betterment of mind, body and soul by use of ancient alternative medicinal systems, Rajkumarji is actively involved in ensuring that Vishwanand Kendra becomes a centre of excellence.

Shri. Rajkumar Chordia is the recipient of numerous awards and honors, like -

- **1996 - Social Award in Agro based Industrial Management by FIE Foundation.**
- 2000 - Excellent Contribution under the category "Consumer Durables" by TMC Pune.
- 2013 – "Rajasthan Bhushan" Award by Akhil Bhartiya Marwadi Sammelan.
- **2015 - "Pune's Pride Award – 2015" by Residency Club, Pune.**

AWARD & RECOGNITION – PRAVIN MASALEWALE

- 1997 – Fair Business Practices Award by Council for Fair Business Practice, Mumbai
- **2002 - Best Productivity Performance in the area of Fruits and Vegetable processing Industry, by Ministry of Food Processing Industries, GOI.**

- **2006 - National Productivity Award from Ministry of Food Processing Industries.**
- **2007 - Rajiv Gandhi National Quality Award from Bureau of Indian Industries.**
- **2008 - CII-EXIM Bank Award from Confederation of Indian Industries.**
- **2009 - Rajiv Gandhi National Quality Award from Bureau of Indian Standards**
- **2010 - Great Taste Award, UK**
- **2010 - Dr HAB Parpia Food Industry Management Award, AFST**
- **2011 - Great Taste Award, UK**
- **2012 - Great Taste Award, UK**
- **2013 - ITQI Award, Brussels**
- **2015 - Great Taste Award, UK**

SOCIAL COMMITMENT:

Managing Trustee - PRAVIN MASALEWALE TRUST

It is a trust committed to social empowerment through meaningful contributions and initiatives that was founded by Rajkumarji Chordia.

- Pravin Masalewale Trust formed with object of awarding first generation women entrepreneur engaged particularly in industrial activity or service industry under the name “UDYOG JANANI KAMAL PURSKAR”, since 2001.
- The Trust had initiated scholarships for talented players in Chess, Tennis as well as Wrestling. The sponsorship enables the upcoming players monetarily and help them to focus on their game and make rapid strides into international level.
- A timely help to the drought prone areas in Satara, Pune , Jalana and other districts - Trust has taken the task of rejuvenating village lakes and tanks primarily by removing the silt that has accumulated over the years due to which the storage capacity has been reduced.
- Interest-free seed capital provided to Mann Deshi Foundation which in turn support the rural women entrepreneurs to meet their collateral requirements for loans from Mann Deshi Bank, Satara.

- Meals expenses provided to the drought affected farmers children who are undergoing academic courses in Pune.
- **SPORTS EQUIPMENTS LIBRARY** – Sports equipment's provide to needy children who are willing to play but don't have access and equipment especially those who belong to poor families. Main objective – Encourage children to more physically active and helps teach them valuable skills and life lessons through Sport.
