



Harikrishnan R Nair
President



WESTERN INDIA CASHEW CO.

WICC, known as "WENDERS," is a 91-year-old snack food processing, marketing, and distribution company based in Kollam, Kerala.

From its origin in 1932, pioneering the processing of cashews for the United States and Europe, WENDERS has committed to deliver the highest level of quality expected by customers globally. This quality commitment has driven WENDERS to expand its product range to include various nut-based and allied food products, establishing partnerships with leading global food companies and retailers.

Today, WENDERS is led by the highly qualified third generation of the family business, Mr. Hari Krishnan Nair, and Mr. Ganesh Nair. Hari holds an MBA from IIM Calcutta and a B.Com (Gold Medal) from the Sathya Sai Institute of Higher Learning. Ganesh holds an MBA from UCLA, and an MS from the Massachusetts Institute of Technology.

As the President since 1993, Hari has driven WENDERS' modernization, innovation, and new product

development. He is widely recognized as an expert in the tree-nut industry, frequently sharing his knowledge at national and international forums.

Notably, Hari served as Chairman of the Cashew Export Promotion Council of India and played a pivotal role in finalizing the UN-ECE Standard for Cashew Kernels (2009-13) as Rapporteur. He has also held prominent positions in other industry organizations - Chairman of the Global Cashew Council set up by the INC and of CII (Kerala), Co-chair of various panels of CII - Southern Region, Board Member of Indo American Chamber of Commerce (IACC) and Federation of Indian Export Organizations (FIEO) and of TiE Kerala.

Currently, WENDERS is the largest exporter, responsible for over 90% of India's value-added (roasted) cashew exports. It supplies snack nuts in consumer packs to retailers and specialized nut-based food ingredients to global food companies.

Its factories in Kerala, Tamil Nadu, and Vietnam are BRC, Kosher, HACCP and Halal certified. WENDERS boasts being the first BRC & Kosher certified (2006), the first USFDA audited and the first SEDEX (Sustainability, Safety and Employee Welfare) audited nut factory in India.

Its "PUREHEART" brand of nut-based snacks and spreads has rapidly grown to become the most popular nut-products brand in Kerala and enjoys strong brand positioning in three States.

Looking ahead, WENDERS is investing in expanding its processing capacity and capabilities and looking for more global partners. With its expertise in quality management systems, long-standing relationships with top food companies and retailers, and successful execution of green field projects, WENDERS is an attractive partner for global food and retail companies looking to enter and expand in the flourishing Indian market.

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