

Cargill Showcases Brand Gemini at Kurkumbh, India Plant

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Cargill opened the doors to its Kurkumbh plant in Maharashtra, India, offering a closer look at its world-class manufacturing standards and stringent food safety and quality practices, while outlining plans to strengthen its edible oils business in India

through its flagship consumer brand, Gemini.

The visit was hosted by Dheeraj Talreja, Vice President & Managing Director, Cargill Food South Asia, who shared Cargill's growth priorities and the strategic importance of the Maharashtra market, where Gemini is a market leader. Well-known Marathi actor Priya Bapat also joined the visit along with select consumers, influencers and media, adding her perspective as a long-standing consumer of the brand.

Maharashtra is a key market for Gemini, where the brand has a strong presence and consumer base. With the highest per capita GDP in the country, high consumption of multiple oils, including sunflower, soybean, groundnut and cottonseed, Maharashtra is a strategically important geography and logistics backbone for Gemini's diversified portfolio of cooking oils. Cargill has had a manufacturing presence in Kurkumbh, Maharashtra, since 2005. Today, this plant employs over 500 people (full-time and contract), engaged in refining and packaging the full range of Gemini oils.

With a strong legacy of 30+ years behind us, Gemini is known for its unshakable consumer trust and superior product quality. As we look at the next 30 years, Gemini is transforming into a future-ready edible oils brand, deeply rooted in India's traditions, while evolving with modern consumers through premiumization, digital engagement, and presence on next-generation distribution channels, said Dheeraj Talreja during the plant tour.

Gemini offers a comprehensive portfolio, including sunflower oil, soybean oil, groundnut oil, rice bran oil, kachi ghani mustard oil, vanaspati, and blended oils. The brand today reaches over 5 million households, catering to diverse consumer needs and is available across 1 lakh+ retail outlets in the state.

With evolving consumer preferences towards premium, health-led and lifestyle-oriented oils, Gemini is considering expanding into a range of premium cold-pressed oils. This reflects a premiumization push for the edible oil brand aimed at driving future growth, while focus on maintaining leadership across its core product categories of sunflower and soyabean oil continues.

Gemini's presence across e-commerce and quick commerce platforms is also being strengthened, indicating the growing online consumer purchasing pattern. While a large percentage of business is still driven by physical retail stores, Gemini recorded strong growth in its e-commerce business over the past year, increasing its contribution to overall sales. As online platforms gain momentum amongst urban audiences seeking convenience and easy product discovery, Cargill is also expanding across these channels to remain close to consumers.

Cargill's Kurkumbh facility has been recognised at the Confederation of Indian Industry (CII) Food Safety Awards 2024, for 'Outstanding Performance in Food Safety' in the 'Large Manufacturing Food Businesses' Fats & Oils category.