



Success stories

Sabrini Foods

Connecting Cultures Through
Food



Creating Brands

Sabrini Foods was started by Uvaraja (Raja) Hariramakrishnan in 1999 to promote Indian ethnic food culture in Australia. Having come here to study an MBA, Raja worked hard in establishing an ethnic brand in a new country, creating the 'Pattu' and 'Sabrini' brands successfully, making them mainstream across Australia and New Zealand.

Improving national operations

Sabrini has now reached the stage where anyone cooking Indian recipes in Australia and New Zealand recognises the quality of ingredients used.

Sabrini Foods first started working with the Entrepreneurs Programme five years ago, to understand what assistance could be provided to Sabrini's growth and strategic plans. Raja says "Our journey started with the first Business Evaluation report given by Vineet Ahuja, which included various recommendations on industry benchmarking and improving

profitability, reducing costs and inventory management etc. were implemented, which was very good for us as it saved considerable operating costs and improved the EBIT, laying the foundations for our rapid growth".

Throughout the years, Sabrini has had regular engagements with the Entrepreneur's Programme and once the foundations were improved, they then looked at the supply chain through the Supplier Improvement Programme which has helped settle the distribution issues and are planning to move to the next level of manufacturing locally. They have taken advantage of Vineet's guidance, mentoring and involvement, along with funding to implement changes.

Proud assimilation into mainstream

Sabrini is the largest Indian ethnic food organisation in Australia and New Zealand with offices in Melbourne, Sydney and Adelaide and distribution to every capital city. They supply high quality ingredients, spices, beans, lentils, Basmati rice, cooking oils and ready to eat Curries, Chutneys, Pastes & Frozen Snacks etc for retail, food service and hospitality.

Sabrini's leadership position has been recognised as the chosen supplier across programmes like Farm to Fork on Channel 10.

"I always tell my people to stay focussed, you are the competitor to yourself and to always work for tomorrow. The Entrepreneur's Programme has helped us to meet this motto and helped make the Sabrini the large and successful organisation it has become". **Raja Hariramakrishnan, Founder.**

In Raja's words, "As the organisation has grown, so has been the need for me to grow as a leader. We have improved our HR practices and with a continuous thrive, created a skilled leadership team. Vineet helped me improve on delegation and set accountability so now I can focus further on the future". Sabrini hopes to continue to take advantage of the programme and reach the next level.