



Own the Color Game!

Dominate the Market.

With AuroGenesis, your products aren't just colorful — they're game-changers. Ready to own the market?

www.aurogenesis.com

What is AuroGenesis?

Auro: Derived from the Latin word aurum, meaning "gold", or it can symbolize something radiant, valuable, or illuminating.

Genesis: From the Greek word genesis, meaning "origin" or "creation."

**Innovation,
Integrity &
Impact**

-AuroGenesis

Who We Are: A Sneak Peek

Every color has a story. A memory. A purpose. At AuroGenesis, we don't just create colors — we craft experiences. We bring to life the hues that define your products, inspire trust, and spark joy in the lives of your customers.

We are the creators of colors that speak louder than words — colors that transform products into experiences, ideas into reality, and businesses into brands. Based in Gujarat, India, AuroGenesis is a trusted name in the world of synthetic food colors, cosmetic pigments, pharma & nutraceutical colors, personal care & homecare colors, and inkjet inks & dyes.

The heart of AuroGenesis lies in the connections we build. For us, every partnership is personal. It's about walking alongside you, offering advice, and celebrating your successes as our own.

We don't just deliver colors; we deliver trust. Whether you're crafting products that delight taste buds, inspire beauty, or simplify lives, we are here to add that spark of brilliance that makes your brand unforgettable.

At AuroGenesis, we believe that color is more than an ingredient—it's an emotion.



Let's create something extraordinary, together.



Color Innovators

Pioneering the science of vibrant, safe, & sustainable color solutions.



Global Reach

Working alongside you to scale your success & achieve your goals.



Industry Specialists

Serving food, pharma, cosmetics, & homecare sectors with precision.

What AuroGenesis Is About?

AuroGenesis is about transforming ideas into brilliance through the power of color. It's about offering solutions, building strong relationships, and ensuring that every color we create tells a story of precision, quality, and care. We are here to simplify your path to success, combining cutting-edge technology with an unwavering commitment to customer satisfaction.

Simply put, AuroGenesis is about adding color to the world—and value to your business.

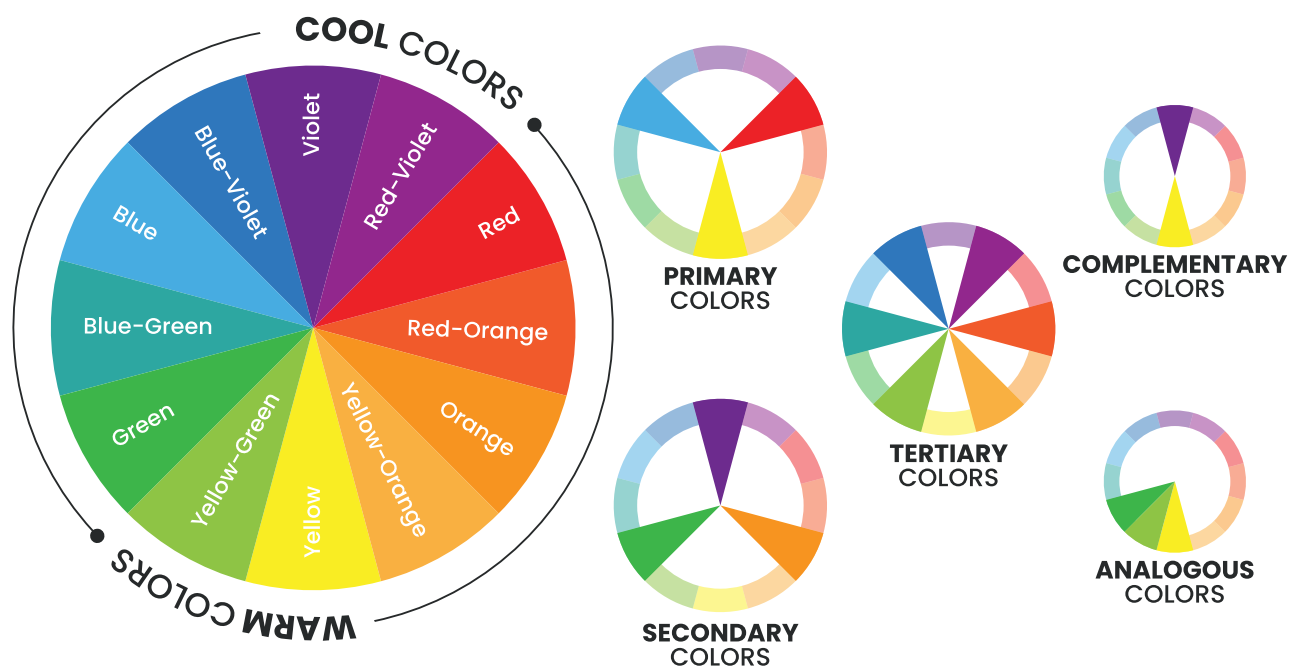


Fig. Color theory – Stop Guessing Colors. Start Creating Impact.

Colors for Every Need, Every Industry

Food Colors

- Auro Synthetic Food Color
- Auro Natural Food Color
- Auro Supra Food Color

Colors

- Auro Pharma Color
- Auro Cosmetic Pigments
- Auro Peronsal & Home Care
- Auro Inkjet Inks & Dyes for Stationary

Dyes & Pigments

- Auro Acid (Acid Dyes)
- Auro Base (Basic Dyes)
- Auro Solve (Solvent Dyes)
- Auro Vat (Vat Dyes)
- Auro Pigments
- Auro Salt



Color Your Way to Success!



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Certifications we have

