

Category: **Voice Special Award**

Winner: **B.K. Sethi**



Achievers Awards 2011

Presented By



When Bhushan Kumar Sethi (B.K. to virtually everyone today) came to Canada from his native India in 1972, ethnic food was almost impossible to find in mainstream grocery stores. "There were some Italian products in the imported food sections," he says, "but that was about all." B.K. Sethi recognized early that with the rising tide of immigration, there will be a huge market for ethnic food products, and in 29 years since he launched B.K. Sethi Marketing Ltd, it has grown to be a dominant player in the ethnic food space with operations that stretch from coast to coast to yes, almost to the Arctic, as he services stores as far north as Dawson Creek and Yellowknife. B.K. Sethi Marketing Ltd., distributes an extensive array of authentic ethnic food products from a modern warehouses in Scarborough, Ont., and Vancouver, complimented by depots in Calgary, Edmonton, Montreal and Ottawa. It's been a long way since the days when Sethi operated out of the trunk

of his car! Sethi began his company with one product: Su Wong sparerib sauce. He sold his entire first order on the drive home from the supplier! Now his product range exceeds a thousand.

Over those 29 years, B.K. Sethi Marketing has won numerous awards, including a Canadian Grand Prix New Product Award from the Canadian Council of Grocery Distributors for his India House brand of curries, pickles and chutneys. The company has also been awarded the Business Excellence Award by the Scarborough (Ont.) Chamber of Commerce.

B.K. Sethi Marketing is also con-

sulted by governments from other nations that seek advice on business growth in Canada for their nation's products. B.K.Sethi also works as consultant to multinationals including Kraft, Cadbury, Heinz, ACH and have provided services to Unilever and Robin Hood Multifoods (now Smuckers).

B.K. Sethi's vision is clearly coming true and he is preparing for the next big leap.

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