SUSEGAD

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Welcome to SUSEGAD – THE FRAGRANCE OF GOA

To commemorate the occasion of the Silver Jubilee celebrations of its incorporation, the Crescent group of Companies has forayed into the Air Care and Personal Care fragrance segments, with its flagship Brand “SUSEGAD – THE FRAGRANCE OF GOA”. The Brand was launched on 17 th February 2019, at the hands of Shri Shripad Yesso Naik, Hon. Minister of State, Ministry of Ayush, in presence of Guest of Honour, Shri Keshav Kamat, past President Goa State Industries Association(GSIA) and Shri Sameer Keny, MD, Crescent group. The Company has recently opened 2 Exclusive retail outlets in Goa, one in Margao and the other at Cuncolim, offering its range of Perfumes, Attars, Air Fresheners, Fragrance Oils, Fragrance Diffusers, Fragrance Candles, Natural Essential Oils and Gifting Ideas in Fragrance products. Significantly Crescent group has become the 1st Goan company to launch its own Brand of Fragrance Products. Incorporated in 1994, with the altruistic objective of generating employment in their Chairman’s hometown, Cuncolim, the Crescent group of companies is the only Aromatic Ingredient manufacturing company of Goa and till date employs only Goans. A decade ago, the group went in for Backward Integration and ventured into the manufacturing of Natural Essential oils and Spice oils. Over the years the group has grown and is supplying Fragrance Ingredients to leading Perfumery houses across the world. The Company’s inspirational founder, Mr. Sudhakar Keny, who hails from Sanvorcatto, in Cuncolim village of Goa, is probably the first person from Goa to acquire expertise in the Perfumery field and has an awe inspiring experience of 55 long years in the Perfumery Industry.