

**Godavari** Nutrifoods Pvt. Ltd.

**COMPANY PROFILE**

Gnpi

**FRUNCHY'S**

## **Overview**

GNPL's has its roots established in 1956 in the form of a manufacturing industry of aluminum doors and windows in Delhi, India.

Sh. Subhash Gupta, the founder of GNPL's always cherished the dream of building an empire, manufacture traditional sweets/ namkeens, leave a mark on every occasion and get close to the heart of the common man. This dream was realized with shifting of its base by diversifying into Ready to eat snacks manufacturing in 2014. In a very short span 'Frunchy's' developed into a brand and became an inseparable part of every occasion.

The product lines were expanded to match the taste of various segments of the society. Namkeens were presented in more durable and commercially viable packaging. This fetched an overwhelming response and in 2017, GNPL's forayed into Potato chips having various flavors and having spread it's network in major cities of India.

## **Our Technology**

Employing State-of-the-art technology, GNPL's started producing high quality, ready-to-eat snacks. From sourcing raw materials to their conversion into finished products, every process confirms to the International norms (HACCP) of Quality & Safety. Human touch is avoided to ensure superior hygiene. Every care is taken to ensure that our products retain Freshness and Flavour.

Apart from exclusive and innovative recipes, exotic presentation and high quality products 'Variety' is the key reason behind GNPL's popularity. With the GNPL's touch makes it more tastier while the hi-tech machinery ensures that the packaging is done in a attractive way

maintaining international standards of hygiene.

## **In Making of India's Favorite Brand:**

Today, GNPL's with its Branch Offices in major cities like Gwalior, Indore and Gurgaon owes its success to the relentless efforts of our founder Chairman Mr. Subhash Gupta a visionary, dynamic leader and a successful entrepreneur. Having both his sons, Mr. Ishaan K. Gupta and Mr. Ramit K. Gupta, both having international experience and degrees in Hotel management and food processing ventured into this to maintain and ensure the quality and taste of Frunchy's.

With innovation as the cornerstone, food quality and taste are the founding principles of the organization. The range of product(s) has already been introduced in selected territories of India in convenient consumer packs under own brand, "FRUNCHY's". The company has already been recognized as a prominent manufacturer and supplier of snack foods in a very short time span having spread its supplies in areas like:

1. Bihar
2. Jharkhand
3. Uttar Pradesh
4. Madhya Pradesh
5. Assam
6. Odisha
7. Kolkata

8. Maharashtra
9. Haryana

Apart from supplying under our own brand, GNPL has also done private label manufacturing for prominent brands like:

1. Big Basket – Bangalore
2. Bikharam Chandamal – Bikaner
3. Samundra Agro Foods - Gorakhpur

Promoted by a well reputed business group having an experience of almost 6 decades in the manufacturing industry, the promoters have now diversified into food processing with an aim to produce high quality Ready to Eat snacks. All the product(s) are produced hygienically using sophisticated, latest modern equipments such as automated process line, nitrogen vacuum packaging, etc. The resulting packed range of products are of highest quality and more than adequately comply with the food safety standards laid by FSSAI and other concerned authorities under a quality certification and endorsement done by a leading company in India. The objective is to meet and serve the needs of growing demand of domestic as well as international consumers.

A constant challenge is there in Product Development and different taste profiles for each product to make the balance between long-term basic research and specific shortterm consumer requirements. There is a close co-operation between product development and sales, market always remain at the forefront.

We firmly believe in developing close business partnerships with our distributors as the key to mutual success. Together, we have achieved an impressive stream of new ideas to add value to the existing products while filling the pipeline for future products.

In summary, flexible production systems, product development, quality assurance and logistics support – to mention only the most important of the areas where the company is breaking new ground for the benefit of its consumers and business partners.

## **List of Products we manufacture:**

### **1. Indian Namkeen:**

- Aaloo Bhujia
- Bhujia Sev
- All in one
- Moong Daal
- Tasty Peanuts
- Sev Murmura
- Khatta Meetha
- Kaju Cornflakes
- Ratlami Sev
- Punjabi Tadka

### **2. Western Snacks:**

- Rings Masala
- Rings tomato
- Rings Pudhina

- Rings Thai Sweet Chilli
- Wheels Masala
- Wheels Tomato
- Cheese Balls
- Wickets Tomato
- Wickets Masala
- Wickets Peri Peri
- Smileys Masala

### **3. Traditional Indian Snacks:**

- Mathri
- Kachori
- Cocktail Samosa

### **4. Potato Chips:**

- Masala Chips
- Tomato Chips
- Salted Chips
- Sour Cream and onion chips

## **Sales and Marketing**

The company runs an impressive Distribution network across many states and cities in India. Managing Four Depots in India, i.e.

- Assam
- Odisha

- Uttar Pradesh
- Gwalior
- Mumbai

Having supplying its products to only general trade till now, GNPL will also start supplying to Modern trade giants like Vishal Mega Mart, Big Bazar, Spencer Etc.

The company has its MRP packs in INR. 5/- and 20/- till now and shall be increasing its portfolio to MRP. 10/-, 40/- and 65/- soon, in order to capture the market size along with Modern Trade Segment.

In a period of 4 years, Frunchy's\ has captured 25-30% market share covering major cities of India and soon will be spread to all the cities of India.

## **Strategy**

Boasting both company- and partner-branded products, Frunchy's has become a top provider of snacks within its industry. It benefits from its vertically-integrated system of manufacturing, warehousing, and delivery.

With its vast snacks portfolio that includes potato chips, namkeens, traditional namkeens, GNPL produces nearly 3,000 Kgs. of snacks per day throughout almost 2 acres of manufacturing space.

As part of an initiative to make its manufacturing more eco-friendly,

GNPL has set up a state of the art Plant and Machinery having strict hygiene control system. GNPL also actively supports and participates in our country's program like 'Make In India' and 'Swachh Bharat Abhiyan'.

## **Our Competitors**

- Haldiram's Foods
- Yellow diamond
- Fritoo Lays
- Balaji Wafers
- Gopal Snacks



**GNPL**