

COMPANYS MARKETING PROFILE

We are Indian & western Salty & sweet Snacks manufacturing company situated in central India state of Madhya Pradesh Gwalior. Geographically we are situated on a very better place as compared to other competitors off ours.

We manufactured premium quality of potato chips, extruded snacks (corn curls), fryums, corn rings, Indian traditional namkeen & Soanpapdi. We have huge capacity of potato chips manufacturing sum around 300 MT (500 Kg/hr), Extruded snacks 200 MT/M, corn ring 200 MT/M, fryums also 200MT/M Namkeen & Soanpapdi more than 250MT/M. we work on different brand names for the products namely Potato Chips "Fatak", Corn curls "Sathak", Fryums "jhapak", Corn rings "funions", Namkeen & Soanpapdi "Badri".

We consiqutely working with a turnover of 32.00 Cr. From last 3 Years growing & stabilizing in market year after year, Badri Vishal have majorly markets in States Madhya Pradesh, Uttar Pradesh, Uttarakhand, Maharashtra, Bihar, Jharkhand, Punjab, Haryana, Rajsthan, Orissa & Chattisgarh. Majority of sales comes from Madhya Pradesh & Uttar Pradesh. We are deeply penetrated our products from urban areas to small & Rural village areas.

In Madhya Pradesh State we have 20 Super Stockiest & 4 Depot's Channel Partner namely in the city of indore, Bhopal, katni & Jabalpur. We have depot's which are been operated by the third party operations where private party manages depot's working & our sales staff manages the sales, while in indore company has its own depot & it's working is managed directly by company's official staff, while talking of Madhya Pradesh it contributes majorly to companies to all over target also Madhya Pradesh has showed us all time high a 1.5 Cr. Per Month Sales consiqutely for several months, other parts of state are been managed through super stockiest point's in small district places. Some Namely Places are Gwalior, chindawada, balaghat & many more.

As Compared to Madhya Pradesh Uttar Pradesh also developed as a strong wholed sales area for us company as like in Madhya Pradesh do not operate with any depot here. In Uttar Pradesh company has 31 Super Stockiest which are located in different parts of state, Company has divided Uttar Pradesh in four parts 1st is Eastern UP, 2nd Western UP, 4th is Bundelkhand. By dividing these company has approached to minute areas of the state &

covered the rural & urban cities through its channel partners and its marketing staff, Uttar Pradesh also contributes majorly to the company's target & resulted with high numbers of 2 Cr. Per month's sale in continuous months,

With this network of super stockiest & depot we have a huge number of distributors which support this channel of marketing. We have 1500 Distributor network all over states which is being supported by 100+ Marketing staff.

Other states contribute us around 30% of total revenue achieved by the company. In these states company working hard & started creating its network from ground zero. Company is expecting large number of contribution from these states in a coming season in expecting growth of 20%.

Company's has major sales contribution through rural areas sums around 70% of Sales from rural & 30% from Urban Areas our future focus is to develop urban cities through growing modern market & increasing distributor's channel in the focused area.

Our brand runs over quality, service & optimum price.