



# **VAJRAA FROZEN FOODS**

MOVVA PRANEETH CHOWDARY

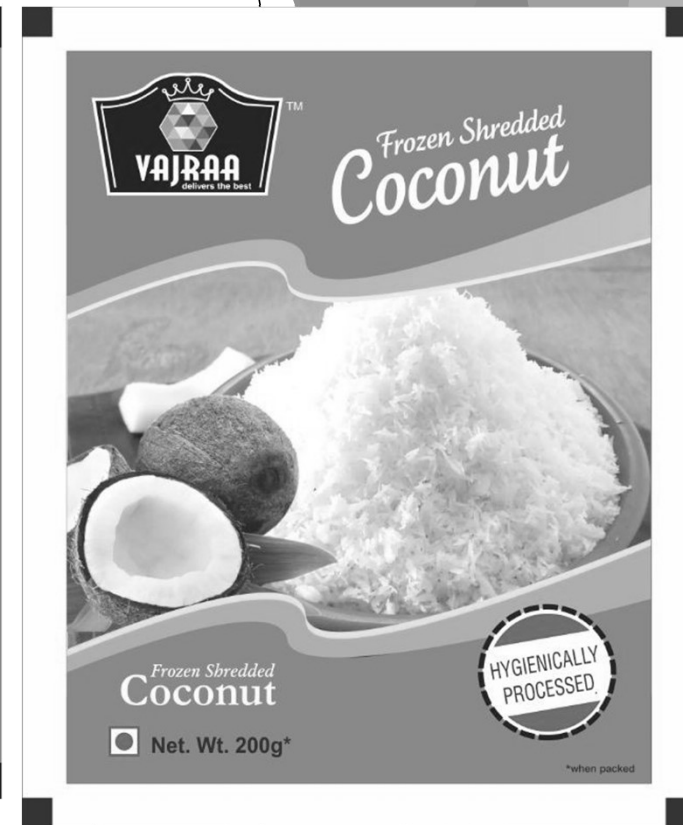
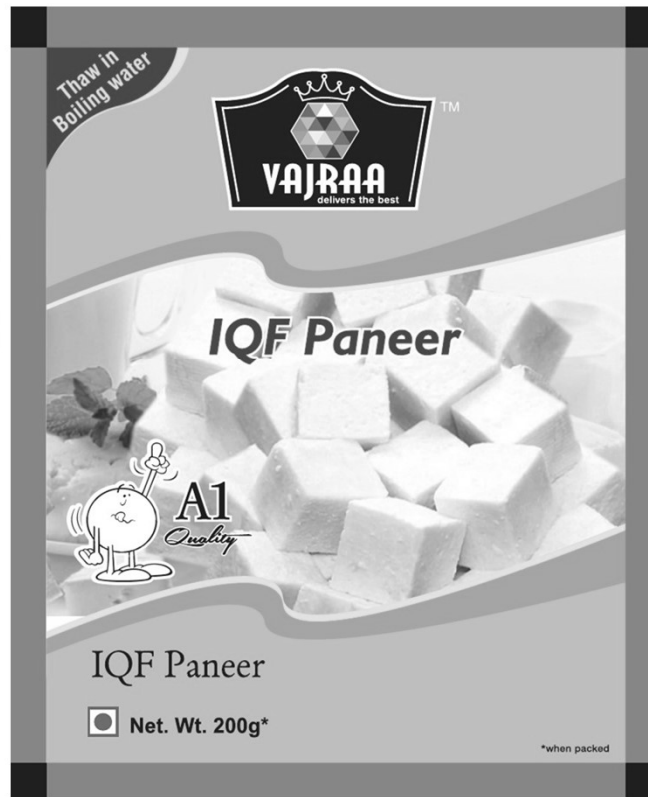
# A BREIF OF TODAYS PRESENTATION

- ▶ PRODUCTS WE SUPPLY
- ▶ PRODUCTION PROCESS
- ▶ PLACES WE SUPPLY
- ▶ HOW WE SUPPLY
- ▶ PEOPLE WHOM YOU CAN CONNECT ME WITH
- ▶ HOW YOU CAN REFER ME WITH EASE
- ▶ FAQs

# PRODUCTS WE SUPPLY TO RETAIL MARKET



# NEWLY LAUNCHED PRODUCTS FOR RETAIL



# CORE PRODUCTS FOR INSTITUTIONAL SUPPLY

- ▶ GREEN PEAS
- ▶ SWEET CORN
- ▶ BABY CORN
- ▶ PANEER
- ▶ SHREDED COCONUT
- ▶ SWEET CORN SAMOSA
- ▶ SPRING ROLLS

# VALUE ADDED PRODUCTS FOR INSTITUTIONAL SUPPLY

- ▶ MANCHURIAN BALLS
- ▶ PANEER PAKODA
- ▶ PARATHA -MALABAR ,STUFFED&NAANS
- ▶ VEG & NON VEG PIZZAS

# PROCESS OF FREEZING PRODUCTS AT OUR PLANT

- INSPECTION OF RAW MATERIAL FOR QUALITY AND INFESTATION
- PRE CLEANING WITH RO WATER
- BLANCHING (FOR VEGETABLE ONLY)
- FREEZING @-40C FOR HIGH QUALITY ICE CRYSTALL FREE FREEZING
- PACKING AND STORING OF PRODUCT FOR USE

## PLACES WE SUPPLY

- MODERN TRADE
  - MORE , RELIANCE , SPENCERS , VIJETHA ETC
- RETAIL
  - KASHYAP , KARICHIWALA ETC
- HOREKA
  - DASSPALA ,NOVOTEL , TAJ ETC
- INSTITUTIONAL
  - PICKLE MAUFACTURERS ETC
- BULK SALE
  - THERE MANY EOU WHICH WE ARE SUPPLYING TO



# HOW WE SUPPLY

- WE ONLY SUPPLY IN REFRIGERATED NETWORK ONLY THERE BY ENSURING PERFECT QUALITY TILL THE END CONSUMER



## PEOPLE WHOM YOU CAN CONECT ME WITH

- SUPER MARKETS
- HOTELIERS
- PEOPLE INTERESTED IN DISTRIBUTION OF FOOD PRODUCT
- EXPORTERS OF FOOD PRODUCTS
- FARMERS

# HOW YOU CAN REFER ME WITH EASE

- ANY WHERE THERE ARE ICE CREAMS BEING SOLD IN SHOP I CAN PLACE MY STOCK FOR SELLING .
- YOU CAN HELP ME OUT BY REFERING GOOD DISTIBUTORS (who want to earn good and steady income )
- ANY WHERE YOU ARE EATING OR PURCHASING FOOD IS ALSO A POTENTIAL COUSTOMER TO ME
- ANY COMPANY WHO ARE USING REFEREGIRATED FACILITIES CAN ALSO BE MY POTENTIAL CUSTOMERS

## SUCCESS STORIES

- WE ARE THE FIRST COMPANY TO ACHIEVE ONE YEAR SHELF LIFE FOR PANEER WITHOUT ANY ADITIVES
- AFTER OUR INTRODUCTION OF OUR BRAND IN MORE SUPER MARKETS THEIR SALE OF FROZEN FOODS PER MONTH GREW FROM 12 LAKHS TO 54 LAKHS WHICH IS ALMOST 5 TIMES

## FAQ

- WHAT IS THE SHELF LIFE OF YOUR PRODUCT ?

1 YEAR AT -18 C AND 3 YEARS AT -25C

- WHAT IS THE DISTRIBUTION MODEL ?

WE ARE OPERATING ON C&F TO DISTRIBUTOR TO RETAILER MODEL

- TYPES OF PRODUCT AVAILABLE ?

YOU CAN GO THROUGH THE BROUCHER PROVIDED TO YOU

- TYPE OF SUPPORT PROVIDED BY COMPANY ?

WE PROVIDE MARKETING SUPPORT , ADV MATERIAL AND PRICE SUPPORT FOR SPECIFIC HIGH VOLUME COUSTOMERS

# THANK YOU FOR THE WONDERFULL SUPPORT GIVEN

SPECIAL THANKS FOR

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EACH AND EVERY MEMBER

THANKS IN ADVANCE TO EACH AND EVERY ONE FOR THE BUISNESS WHICH WILL  
PASSED