



Presented By:

Shubham Singh Shekhawat

BBA III

Content

- ✓ Introduction
- ✓ History
- ✓ Birth
- ✓ Growth
- ✓ Struggle
- ✓ Balaji Namkeen

Introduction

- Founded
- Headquarter
- Products
- Revenue
- Employees
- Key People



History

- The Story Start
- Farming was Tough
- Sold his Agricultural Land
- Entrance
- Boarding & Lodging Mess for College Students
- Given up School



Birth

- Initial Job
- Owner was Pleased
- Hot Selling Items in the Canteen was Wafers
- The Viranis set up a Tawa at Home
- BALAJI
- Went from Shop to Shop



Growth

- Buy a Rickshaw
- Chandubhai Would take Over the Tawa himself
- High Quality Raw Materials
- Profit was Marginal



Struggle

- First Automatic Wafer making Plant
- Machine Constantly broke down
- Brands like Uncle Chips & Binnie's Came in the Market
- Crossed 20 Cr Rs in Revenue





Balaji Namkeen

- Manufacturing Bhujia in small Quantities
- Namkeen is Economical than Wafers
- Entire Range of Namkeen
- Economical Pricing
- Dominate in both Categories
- In March 2013 - Revenue



