

The logo features the name "Haldiram" in a white, cursive script font, centered between two thick, wavy yellow horizontal bands. The background is a solid, vibrant red color.

Haldiram

CONTENTS

- History
- Contemporary Times
- Products
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HISTORY

- Founded :- 1937
- Founder :- Gangabisenji Agarwal
- Headquarters :- Nagpur , India
- Area served :- India , Sri lanka , United Kingdom , United States , Canada , United Arab Emirates , Australia , New Zealand , Japan , Thailand and others



CONTEMPORARY TIMES

- Railway plans 2014 :- “serving better food on trains”
- Karnataka Express and Paschim Express :- Vegetarian food
- Bangalore-Ahemdabad Express :- Both vegetarian and non-vegetarian
- Godrej & Vadilal are also interested in serving food in Indian Railways



PRODUCTS

- Haldiram's has over 100 products these are :-
 - Sweets
 - Namkeens
 - Frozen food
 - Cookies
 - Savories
 - Dairy products
 - Ready-to-eat food



SUCCESS STORY

- Success of HUF business
- Small corner shop to a brand worth 1500 crores
- Has hit the right chords of its customers over the past seven decades.
- Market share of 25% with a total turnover of Rs.400 crore.



FRANCHISE & RESTAURANTS

- Haldiram's to add 150 new stores to franchise India
- Other franchise and restaurants :-
 - Mumbai
 - Kolkata
 - Delhi
 - Bangalore
 - More to expand in south and west



Thank you...

