

Anmol Industries captivates global audience at Indus Food 2025

Category: Business

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Greater Noida, 28th January 2025: Anmol Industries Limited (Anmol), a leading packaged food company, participated in three-day Indus Food event held recently at the Expo Centre in Greater Noida. Known as Asia's premier Food and Beverage (F&B) Trade Show, Indus Food serves as a dynamic platform for companies like Anmol Industries to showcase India's innovative food offerings to a global audience.

Organised by the Trade Promotion Council of India (TPCI) with support from the Department of Commerce, this export-focused trade show facilitates global partnerships while highlighting India's unparalleled F&B offerings. At the event, Anmol

Industries showcased its diverse product range, including biscuits, cakes, rusks and indulgent snacks.

Solidifying the brand's position as a household favourite, the brand reaffirmed its commitment to delivering products that are not only delicious but also affordable for all. In this expo Anmol garnered widespread attention for its innovative flavours and premium quality.

Speaking on the occasion, **Mr. Aman Choudhary, Executive Director-Marketing at Anmol Industries Limited** said, ***"The Indus Food 2025 expo provided us with an invaluable platform to connect with a global audience and demonstrate our innovative product offerings with unique blend of flavours. Ensuring inclusivity for every demographic the event reflected our vision of becoming a trusted brand both in India and in international markets. Our portfolio of products showcased at the expo, have been thoughtfully crafted to cater to diverse tastes and preferences."***

Visitors at the stall of Anmol Industries experienced premium variants of Anmol products, including biscuits, cakes, rusks, cookies and crunchy chocolate-coated wafers which have become national favourites. The event provided a unique opportunity for the brand to connect directly with consumers and understand their preferences. It also served as a platform for Anmol Industries to share its perspectives on the standards of packaged foods.



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A series of interactive sessions, consumer engagement activities, and knowledge-sharing sessions were organised to discuss various aspects of the industry. Topics of discussion included food quality, nutritional awareness, and the importance of making informed purchasing decisions.

By participating in Indus Food 2025, Anmol Industries reaffirmed its role in shaping India's position as a leading player in the global F&B trade, leveraging the event's extensive reach to expand its market presence and forge strategic alliances.

About Anmol Industries:

Anmol Industries Limited is a renowned packaged food company with a strong focus on biscuits, cakes, cookies, and Rusk. Celebrating its 30th year, Anmol has solidified its position as a leading player in the Indian FMCG industry, boasting an annual turnover exceeding 1650 Crore.

Anmol offers a diverse product portfolio, comprising 61 varieties of biscuits, 14 types of cakes, 4 types of Rusk and an array of cookies in the Indian market. Notably, Anmol Industries has recently ventured into the Wafer category with

its new offering, CRUNCHY – Choco Coated Wafers. This strategic expansion demonstrates Anmol's commitment to innovation and meeting evolving consumer preferences

Anmol Industries demonstrates a robust global presence through its export activities, distributing over 30 unique varieties of biscuits to more than 30 countries across the world. This international outreach exemplifies Anmol's ambition to extend its product offerings and brand influence beyond the domestic market. By exporting a diverse range of biscuits, Anmol not only expands its market reach but also introduces Indian flavours and quality to a global audience.

Beyond its commercial success, Anmol Industries prioritizes consumer satisfaction by delivering high-quality products and demonstrates a strong dedication to environmental sustainability through safe and responsible practices. The company actively participates in various social initiatives encompassing education, healthcare, clean drinking water, and employee volunteerism. Anmol collaborates with communities, governments, and NGOs to drive positive change and contribute to a cleaner, brighter future for all.