

CHATHAFOODS

Chatha Foods Limited

(Formerly Known as Chatha Foods Private Limited)

Regd. Office: 272, Mota Singh Nagar Jalandhar Punjab, Pin code -144001, Phone No. 0181-4616381

CIN: U15310PB1997PLC020578, E-mail: cs@cfpl.net.in, Website: <https://cfpl.net.in>

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PROCESSED & FROZEN FOOD

Chatha Foods Limited Unveils Delectable Vegetarian Range: A Strategic Expansion into North India's Quick Service Restaurant Market

Mumbai, April 06, 2024 - Chatha Foods Limited, a renowned name in the processing industry, proudly announces the launch of its enticing vegetarian range, aimed at catering to the discerning palates of North India's Quick Service Restaurant (QSR) market. With an array of freshly prepared delicacies, Chatha Foods Limited is set to revolutionize the vegetarian dining and snacking experience across the region.

The newly introduced vegetarian range boasts a diverse assortment of flavours, featuring mouthwatering options such as the Chilli Herb Patty, Veggie Patty, Veggie Nuggets, Falafel Patty, Falafel Poppers, Spring Rolls, Go Green Nuggets, Punjabi Chole Tikki Patty, Potato Chilli Peppers, Veggie Cheese Patty, and Paneer and Veggie Patty. Each item is meticulously crafted to deliver an unparalleled taste sensation, promising an unforgettable taste appreciation for patrons.

In a strategic move to penetrate the market effectively, Chatha Foods Limited is embarking on a concerted effort to enlist new distributors in key regions within North India. In the inaugural phase, the company is focusing on Punjab, Himachal, Delhi NCR, Haryana, UP, and Rajasthan. This proactive approach aims to ensure widespread availability of the vegetarian range across various QSR establishments, catering to the diverse preferences of consumers.

To facilitate this expansion initiative, Chatha Foods Limited plans to engage over 40 additional distributors throughout the region. These distributors will play a pivotal role in promoting and distributing the newly introduced vegetarian range to small and medium-sized QSR establishments. By forging strategic partnerships and leveraging the extensive network of distributors, Chatha Foods Limited aims to seamlessly integrate the offerings into the Quick serving and casual dining restaurant industry.

Mr. Paramjit Singh Chatha, Chairman & Managing Director of Chatha Foods Limited, "We are thrilled to unveil our delectable vegetarian range, showcasing the rich tapestry of flavors and culinary traditions that define North Indian cuisine. With our strategic expansion into the Quick Service Restaurant market, we are committed to providing consumers with unparalleled dining experiences while catering to the growing demand for high-quality vegetarian options."

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Village Chaundheri, P.O. Dappar, Chandigarh- Ambala Highway, Distt- SAS NAGAR, Punjab 140506

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Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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