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# Bikano launches new range of maida-based snacks

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By **Pooja Yadav** | July 19, 2021



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**The product line comprises 7 maida-based products**

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Particularly with an eye on the Hindi-speaking market, the launch of 7 new products would not only add to the ever-expanding product portfolio of the snack company and boost its revenues, but also further cement Bikano’s position as one of the most popular and leading snacks brands in the country.

The seven products are Bhakar Badi, Tikoni Mathi, Gol Mathi, Matar Para, Methi Mathi, Mini Samosa & Chai Puri.

“With these items, we not only wish to help patrons relive the tradition involving regular savouries that accompany their chai-drinking, but also expand the range of snack options that they often combine with their beverages. As such, these maida-based savories high on hygiene become a delectable complement to the tea or coffee that they often drink", said Manish Aggarwal, Director, Bikano.

Punjab, Rajasthan, UP, Delhi, Haryana, J&K, Himachal Pradesh, MP and Chhattisgarh would be key target markets for the company in the initial phase. Each of the seven products comes in a pack of 200g and 400g targeted at both value and premium consumer segments.

Read online: https://nuffoodsspectrum.in/news/30/17751/bikano-launches-new-range-of-maida-based-snacks.html
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