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Hatsun Agro invests Rs 450 Cr across new manufacturing facilities

Chennai-based Hatsun Agro Product (HAP) is investing about Rs 450 Crores in business across new manufacturing facilities to expand capacities in Ice Cream, Milk, Curd, Milk Products and Cattle Feed and also in distribution, Sales and Marketing before the

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



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Q2 FY22 revenues up by 23.24%

Chennai-based Hatsun Agro Product (HAP) is investing about Rs 450 Crores in business across new manufacturing facilities to expand capacities in Ice Cream, Milk, Curd, Milk Products and Cattle Feed and also in distribution, Sales and Marketing before the end of FY 2022.

THe company has recently inaugurated 'HAP Daily' outlets in Indore, Madhya Pradesh and Kharagpur, West Bengal. With the launch of these stores HAP officially marks its presence in these states. In addition to the entire range of Arun Ice creams, these outlets will also retail other products from Hatsun such as Ghee, Skimmed Milk Powder and Dairy Whitener.

In addition, Arun Ice creams has launched an all new ice cream bar variant – Neapolitan Bar, made of three distinct flavours Vanilla, Strawberry and Chocolate all layered together in one bar.

Sales registered for HAP in Q2 FY22 was Rs 1635.41 crores as against Rs 1326.99 crores in Q2 FY 21, recording a growth of 23.24%.

Read online: https://nuffoodsspectrum.in/news/30/18152/hatsun-agro-invests-rs-450-cr-across-new-manufacturing-facilities.html
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