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Haldiram’s Nagpur invests Rs 100 Cr in new dairy manufacturing facility

Setting up a massive dairy facility, with an investment of over Rs 100 crore, Haldiram’s Nagpur is now looking to expand its footprint from its existing markets of Maharashtra, Goa and Chhatisgarh.

By **Manbeena Chawla** | January 11, 2022



haldirams-nagpur-invests-rs-100-cr-in-new-dairy-manufacturing-facility

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The product offerings will include butter milk under the name Matka Jhatka, sold in 200 ml combiblocXSlim carton packs, along with Aam Panna, Jal Jeera, a variety of Lassi products

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SIG, a leading systems and solutions provider for aseptic carton packaging, has been chosen by Haldiram's to help expand its business offerings by leveraging SIG's pioneering filling machines for aseptic carton packs.

For the first time, Haldiram's Nagpur has invested in its own manufacturing set up for filling products into aseptic carton packs and SIG is supplying them with a high-speed CFA 1224 filling machine for combiblocXSlim carton packs from SIG. SIG's filling technology offers excellent flexibility with multiple volume offerings, making it an ideal choice for Haldiram's.

Furthermore, SIG's high-speed filling machine, able to fill 24,000 carton packs per hour, provides sufficient capacity for Haldiram's to expand and grow over the next few years.

Commenting on the partnership, Sushil Agarwal, Director at Haldiram's Nagpur said: "SIG offered us state-of-the-art technology with full flexibility of nine volume sizes on one filling machine, all at high speed. This gives us a lot of options to pack a variety of products in a huge number of different packaging formats and sizes. And even more, the elegant, slim carton packs are very attractive and stand out on the shelf."

Starting from co-packaging its products through contract manufacturers, Haldiram's Nagpur now aims to launch an even wider range of ethnic dairy and non-dairy products, leveraging on its existing retail network and distribution capabilities.

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