NEWS | FOOD

Bikano injects Rs 400 Cr for establishment of new project in Greater Noida

To meet the rising demand for products especially bhujia, mixture, and snacks category

By **Manbeena Chawla** | March 22, 2023



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Packaged food manufacturing company Bikano has inaugurated its newest plant in Greater Noida as a part of its long-term expansion strategy focused on the northern and eastern region.

The primary goal of the company is to meet the increasing demand for its products in the region and expand market coverage.

By setting up a new facility, the company plans to improve its supply chain efficiency, reduce transportation costs, and better serve its customers in the northern part of the country. Additionally, Bikano plans to compete with other snacking companies in the region by providing a more comprehensive product line and quicker delivery time to its suppliers in Tier 2 and 3 along with rural areas. The company also aims to increase its workforce and provide job opportunities through the new project launched in Greater Noida.

Manish Aggarwal, Director, Bikano- Bikanervala Foods, stated that the company has invested Rs 400 crore for the establishment of its new project in Greater Noida and aims to achieve a turnover of Rs 1800 crore by FY23-24.

Read online: https://nuffoodsspectrum.in/news/14/19943/bikano-invests-rs-400-cr-for-establishment-of-new-project-in-greater-noida.html

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