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Bikano unveils Bombay Mixture

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By **Shraddha Warde** | July 15, 2024



Bombay Mixture

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Bikano, a leading name in the Indian traditional snacks market, announces the launch of its latest offering, the Bombay Mixture. This new flavour promises to cater to the diverse and evolving taste preferences of snack lovers across India and beyond.

With the traditional snacks market experiencing unprecedented growth, mixtures have emerged as the fastest-growing category, contributing approximately 40 per cent to the overall traditional snacks segment. "The launch of Bombay Mixture is a strategic move to tap into the booming traditional snacks market. Consumers are increasingly seeking region-specific products, and the Bombay Mixture meets this demand perfectly. We are targeting to reach 10 lakh consumers with our initial launch plan and expect the Bombay Mixture to contribute 1 per cent to our overall revenue. We aim to increase our market share in the Indian snacks market from 5 per cent to 6 per cent this year," said Manish Aggarwal, Director, Bikano.

The Bombay Mixture is set to be available in a variety of pack sizes and price ranges, ensuring that it caters to a broad audience. From small packs priced at Rs 10 to larger packs of 200g, 400g, and 800g, there is an option for every type of consumer. The product features a blend of high-quality ingredients, crafted to offer a spicy and crunchy taste that’ll appeal to individuals across all age groups, from 18 to 60 years old.

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