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Bikano unveils besan delights

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By **Shraddha Warde** | October 10, 2024



Besan Product Ratlami-Sev

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Bikano, a leading name in the Indian snacks industry, is excited to announce the launch of its new range of besan-based products: Loung Sev, Ratlami Sev, and Bhavnagri Ghanthiya. This initiative is part of Bikano’s commitment to meet the growing demand for traditional, authentic Indian snacks.

The decision to introduce these products is driven by the increasing consumer preference for savoury, indulgent snacks that reflect regional flavours. “At Bikano, we believe in celebrating the rich tapestry of Indian culinary traditions. Our new offerings, Loung Sev, Ratlami Sev, and Bhavnagri Ghanthiya, are not just snacks; they are a tribute to the authentic flavours that resonate with our heritage. By focusing on high-quality besan and traditional spices, we aim to bring the unique taste of these iconic snacks to consumers nationwide, satisfying their nostalgic cravings while ensuring consistent quality and taste,” said Manish Aggarwal, Director at Bikanervala Foods Pvt Ltd.

India's besan-based snacks market offers immense potential, with annual production exceeding 5 million tons, making up over 50 per cent of the country's desi chickpea output. Bikano sees strong regional demand, particularly in Madhya Pradesh and Rajasthan, contributing significantly to its revenue. The company expects these new products to boost sales in the namkeen category by targeting urban and rural markets, especially in tier-2 and tier-3 cities, where besan snacks are highly popular. This expansion is set to drive both volume and value growth for Bikano.

The new offerings cater to the strong demand for besan-based snacks in regions like Madhya Pradesh and Rajasthan, where these traditional items are household staples. Ratlami Sev, Bhavnagri Ghanthiya, and Loung Sev are particularly popular, consumed as everyday snacks and during special occasions.

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