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# BVF invests Rs2350 Mn for minority stake in Haldiram Bhujiawala

Haldiram Bhujiawala Limited retails its products under the brand Prabhuji

By **Shraddha Warde** | November 11, 2024




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**Haldiram Bhujiawala Limited retails its products under the brand Prabhuji**

Kolkata-based Haldiram Bhujiawala Limited has announced the successful closure of its Private placement round, with Pantomath's Bharat Value Fund (BVF) investing Rs 2350 Mn in the Company for a minority stake. Haldiram Bhujiawala Limited retails its products under the brand "Prabhuji"

Haldiram Bhujiawala Limited has a strong legacy of more than 6 decades in the snacks and savoury industry. The Company retails its products under the brand name of "Prabhuji" offerin portfolio with 100+ SKUs, which enjoys strong brand recognition, especially in Eastern and North Eastern Indian markets besides running the quick service restaurants in West Bengal and North-Eastern States. The modern brand, 'Prabhuji' has become the buzzword, which is backed by the Company's new-age marketing strategy. The brand ambassadors are Bollywood legendary actors, Shahrukh Khan and Rashmika Mandanna.

Haldiram Bhujiawala Limited has a potent mix of its retail business as well as distribution business. The Company has a distribution network of approximately 2000 distributors servicing more than 200,000 retailers across the country. The company operates 19 retail outlets and 60 franchise stores establishing its direct consumer reach. Currently, the Company's markets include West Bengal, Bihar, Jharkhand, and the North-Eastern regions. The Company will use the funds to expand its manufacturing and markets outside of Eastern and North-Eastern Indian markets. Haldiram Bhujiawala Limited operates three manufacturing units with a combined capacity of 6,035 Metric Tonnes Per Annum (MTPA).

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Read online: https://nuffoodsspectrum.in/news/29/21694/bvf-invests-rs2350-mn-for-minority-stake-in-haldiram-bhujiawala.html

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