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Snacking brand To Be Honest sets Rs 50 crore in revenue within three years

The FMCG arm of Sanjay Ghodawat Group, GCL's To Be Honest (TBH) Foods celebrates 10 years of making snacks healthy and unique

By **Sanjiv Das** | June 18, 2025



TBH Product.

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A leading D2C healthy snack brands, To Be Honest (TBH), has announced its goal to reach Rs 50 crore in revenue by 2028, through market expansion, evolving consumer preferences, and a growing focus on health and wellness. To Be Honest, a brand of Ghodawat Consumer, the FMCG division of the Sanjay Ghodawat Group, is celebrating its 10th successful year in the industry. It offers a range of healthy and unique vegetables and fruit snacks that are innovatively curated using the innovative vacuum vooking process. Their snacks retain over 90 per cent of the nutrients of raw vegetables and fruits.

Salloni Ghodawat, CEO, Ghodawat Consumer says, "As we celebrate a decade of innovation and inclusivity in the healthy snacks market, our ambitious goal of reaching Rs 50 crore in revenue by 2028 reflects our commitment to enhancing the snacking experience for all. We are excited to lead the charge in promoting healthier choices while meeting the evolving preferences of consumers. Our customer-focused strategy has been crucial in adapting to shifting consumer preferences and needs. The journey has just begun, and we are determined to make snacking fun and a healthy alternative for all.".

To Be Honest (TBH) was acquired by the impulse division of Ghodawat Consumer Limited (GCL) in 2023 to enhance the consumer experience and to position TBH as the leading brand in the global healthy snacking market. TBH’s products can be found in over locations across 30 cities and are exported to more than 13 countries. The brand is present on various online platforms, including Blinkit, Big Basket, Amazon, Swiggy Instamart, Flipkart Minutes, and Zepto. Additionally, it is available offline in popular retail stores and outlets such as Reliance Fresh, Modern Bazar, Le Marche, Spencer’s, Nature’s Basket, Foodhall, and MagSon.

As GCL celebrates a decade of TBH, the company is setting ambitious goals for expansion and innovation, aiming to achieve a target revenue of Rs 2500 crore within the next three years. GCL will continue to pursue its mission of developing a portfolio of healthy, unique, and delicious crunchies.

Read online: https://nuffoodsspectrum.in/news/30/22473/snacking-brand-to-be-honest-sets-rs-50-crore-in-revenue-within-three-years.html

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