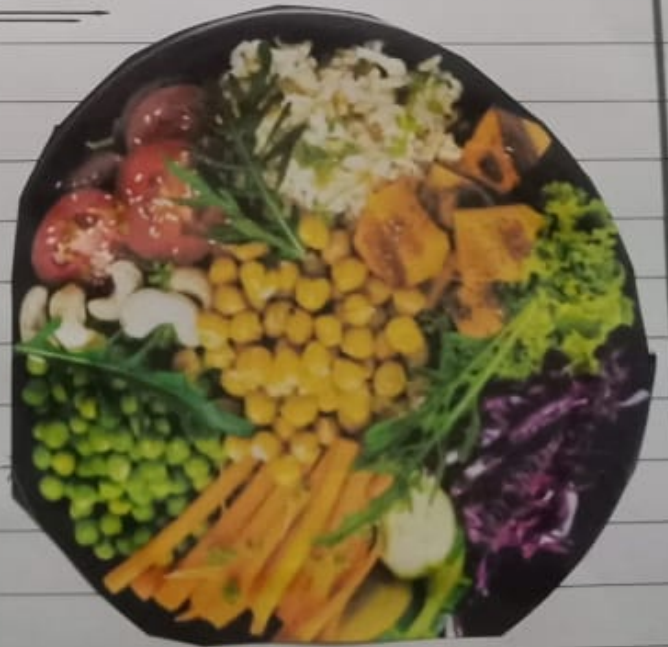
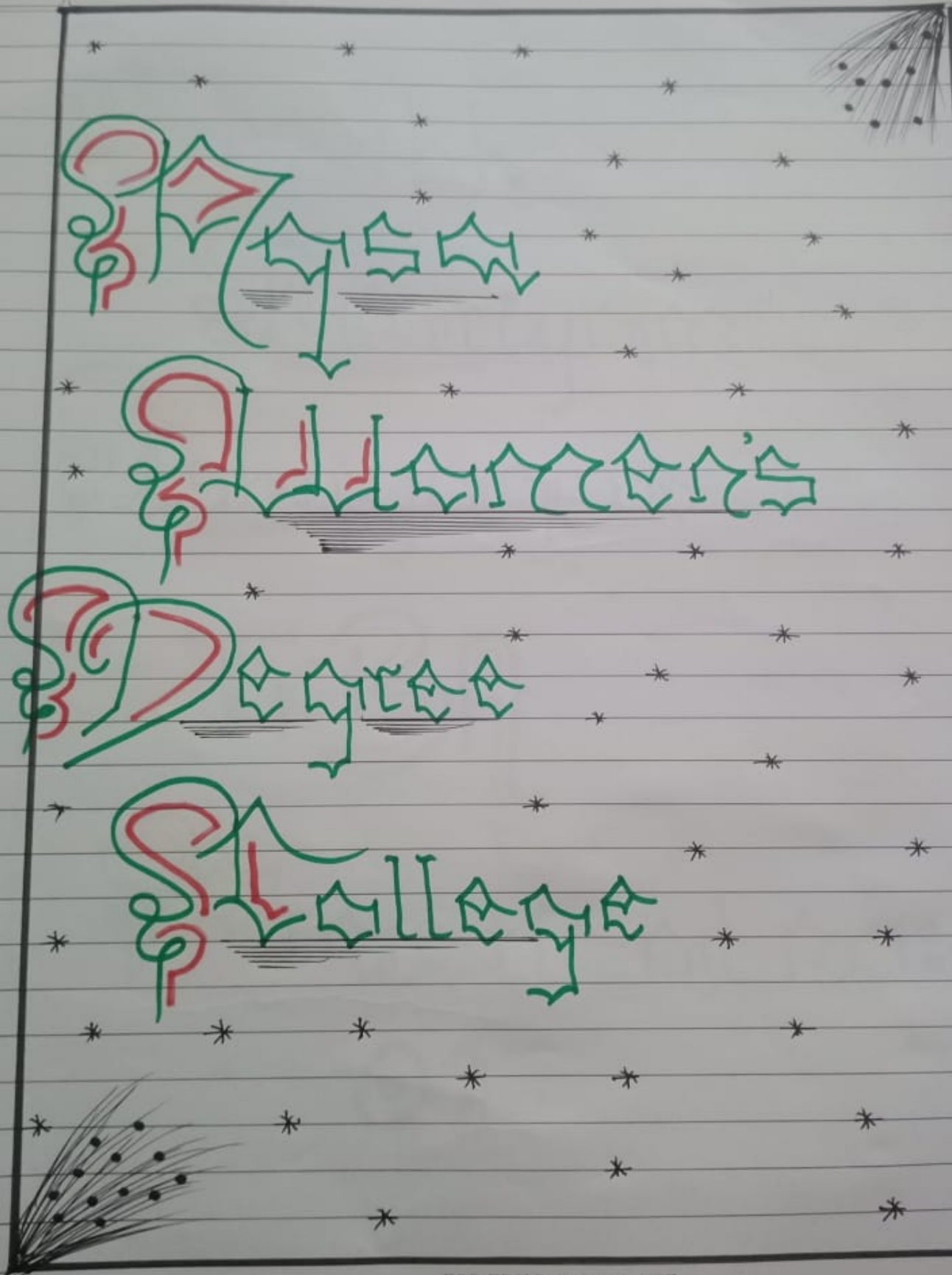


Account

Entrepreneurship

2





Shrikh

Shriyama

Shriyama

TR. BA

Practical no:-

01

INNOVATIVE PRODUCT

SURVEY ONLINE

New Innovative Products

Launched In Market

2020-21

1 PRODUCT NAME :-

CRUNCH KA

SUPERHERO



## INGREDIENTS :-

The brand is launching a range of healthy nuts in the price range of RS 10 and 20- peanut, party, mix, coated Green peas, Roasted pumpkin seeds, Roasted cashew (pepper and Herbs and lightly salted), and Roasted Almonds (light salted). These packs would be available at mom and pop stores local grocery stores.

# Manufacturing :-

FRIDAY, 30 April 2020-21  
13:00PM [IST]  
Om Bureau,  
NEW DELHI



PRICE :-

₹ 10.00 to 20.00

# PRODUCT :-

HIT



# REVIEWS :-

Cornitos, the made-in India nachos brand, launches its new campaign 'Crunch Ka Superhero' campaign range. The campaign talks about the new economical range introduced by the brand and features Delhi Capitals, the IPL team for the tournament.

The campaign video focuses on the aspect of crunch being the hero. It showcases the superheroes of the Delhi Capitals team having a discussion at length about how they can improvise their game. During that discussion, they are now available at an economical price of Rs 10. The players are having fun and enjoying the varied flavors of nachos - cheese & Herbs, Sweet Nacho crisps chilli, Tikka Masala Nacho crisps, and Tomato Mexicana Nacho crisps.

Speaking on the launch of the campaign, Vikram Agarwal, managing director, Cornitos, said, "We are excited to launch the Crunch Ka Superhero campaign with Delhi Capitals for our economical range. The IPL Season allows us to reach Tier 2 and Tier 3 cities with an economical range of products. The campaign will also be promoted on our social media platforms."

# CONCLUSIONS

In today's society, snacking contributes close to one-third of daily energy intake with many snacks consisting of energy-dense and nutrient-poor foods. Choices made with regard to snacking are affected by a multitude of factors on individual, social, and environmental levels. Social norms, for example, that emphasize healthful eating are likely to increase the intake of nutrient-rich snacks. In addition, satiety, the feeling of fullness that persists after eating, is an important factor in suppressing overconsumption, which can lead to overweight and obesity. Thus, eating snacks between meals has the potential to promote satiety and suppress to promote satiety and suppress overconsumption at the subsequent meal.

The brand is also launching a range of healthy nuts in the price range of 10 and 20 - peanut, party mix and etc. Although further prospective studies are warranted to conclusively determine the effects of snack foods on obesity risk, the consumption of healthful snacks likely affects satiety and promotes appetite control, which could reduce obesity.



Food

Entrepreneurship

2



Shaiikh Moniza Sohail

Y.Y B.A

Aqsa Women's Degree  
College

PRACTICAL NO - 01

INNOVATIVE  
Product

SURVEY  
ONLINE



NEW INNOVATIVE  
PRODUCTS  
LAUNCHED  
In Market In  
2020 - 2021



PRODUCT NAME :-

Mondelez India  
Launches Cadbury  
Dairy Milk  
Lolly

# Ingredients

Ingredients. fresh whole milk (36%),  
reconstituted skimmed milk (34%), sugar, glucose-fructose  
syrup, whey solids (milk), glucose syrup, fructose syrup,  
calcium carbonate, butter oil (milk) (1%), stabilisers [Locust  
bean gum, guar gum, Carrageenan], emulsifiers (mono-  
and diglycerides of fatty acids), flavouring.

# Manufacturing

Friday

15 April

2021

4:50 pm.

# Price

₹ 5.

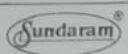


*Cadbury*  
Now in a  
lollypop

NEW



FOR EDUCATIONAL USE



REDMI NOTE 6 PRO  
MI DUAL CAMERA

PRODUCT: HIT / FLOP

Reviews: ★★★★★☆

Indeepreet Singh, associate director - marketing (beverages, meals, candies and gums), Mondelez India, said, "our play in the candy category dates back to 50 years from now, and has garnered unmitigated consumer love as we continue to be the pioneer in providing the best eat experiences to the consumer. This innovation is another testament to our coherent efforts of penetrating deeper into markets and striking the right "chord" with the continuously evolving consumer palate."



# Conclusion :-

Mondelēz India has launched Cadbury Dairy Milk Lolly, with the foray, the company is entering a white space in the category of being the only chocolate lollipop in India. This latest entrant will offer consumers a unique indulgent experience.

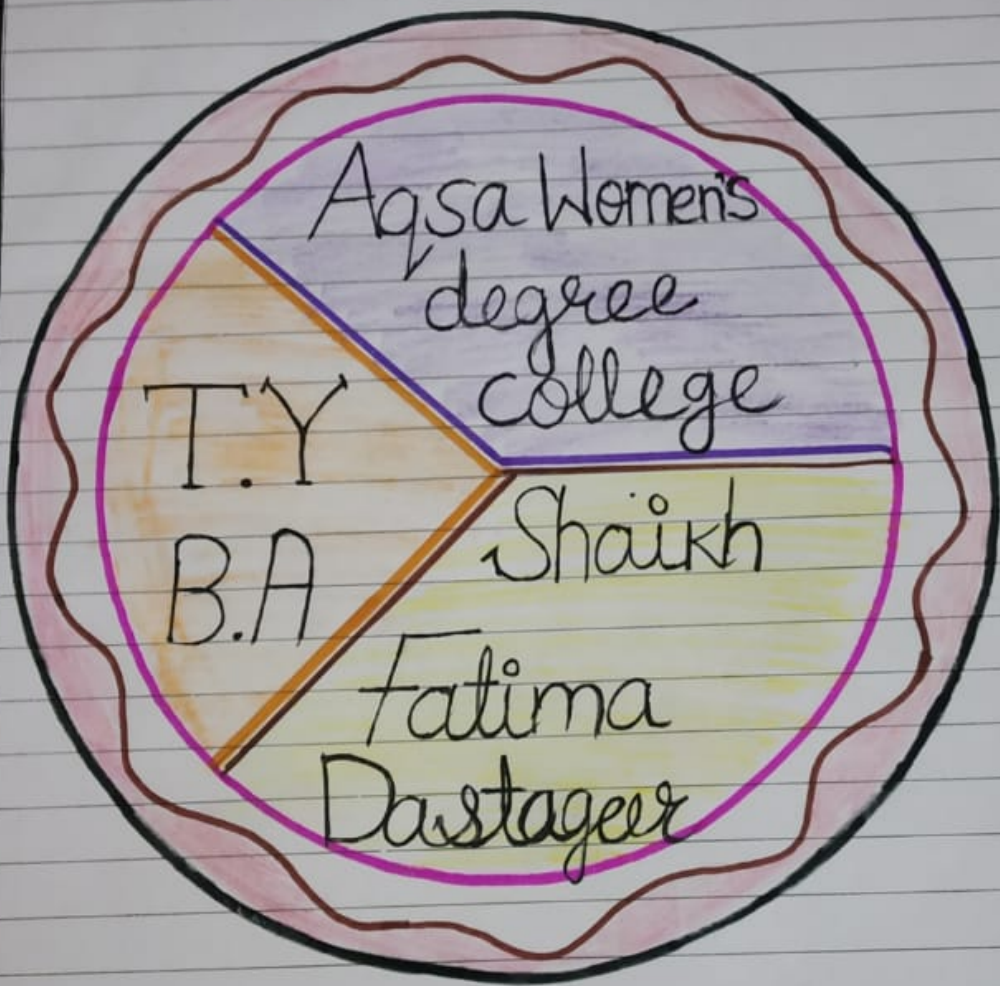
"Cadbury <sup>Dairy</sup> Milk Lolly being the only chocolate lollipop in the segment provides the brand with an opportunity to strengthen its foothold in the category and stay true to its vision of providing consumers with more choice. By uniting India's much loved and most trusted Cadbury Dairy Milk's strong equity and legacy in a new avatar, we are all set to conquer hearts yet again and further solidify our stance in the myriads of snacking options in the country."

1



# Food Entrepreneurship

2



PRACTICAL NO - 01

INNOVATIVE  
PRODUCT  
MARKET  
SURVEY  
ONLINE

4

New Innovative  
Products Launched  
In Market In  
2019 - 2020  
2021

5

Product Name :

Mother's Recipe  
Launches Crispy

PAPAD -

Vadam In Three

New Flavours



TASTE THE LOVE

# LAUNCHES

TRY THE NEW  
CRISPY,  
CRUNCHY  
FLAVOURS  
OF VADAMS



Garlic Red Chilli

Onion

Garlic Green Chilli

7

## Ingredients $\diamond$

The crispy papads are made using the best ingredients of rice flour, whole wheat flour and superior quality of spices and following traditional recipes and no added preservatives.

## Manufacturing

Monday,  
03 May,  
2021, 08:00 AM [IST]

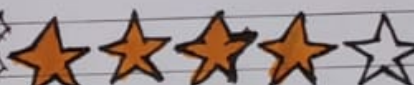
PRICE  $\diamond$

₹ 40.00



# PRODUCT HIT / FLOP

## HIT

Reviews 

Commenting on the recent launch, Sanjana Desai, executive director, Mother's Recipe - Desai Foods, said, "We at Mother's Recipe, feel a great responsibility towards our consumers and in responding to the current market demands. As a with the ongoing pandemic crisis in the country, we've assured that these new variant of crispy papad (vadam) are all hygienically packed keeping in mind safety." Most people like this product. It is good in test, crispy and easy to make.

9

Most popularly eaten alongside a home cooked meal, it can even be enjoyed as a tea time snack for the full family. It is well-liked by children as well, where they can have it as a snack as a home-cooked replacement for chips.

# Conclusion

Snack pellets are one of the fastest-growing markets, with a strong growth trend over the last decade. To cater to the consumer demands, Mother's Recipe has launched three new variants of crunchy delicious crispy papad-vadam mildly flavoured with green chillies, red chillies, and onions.

The brand has launched an exclusive range to offer more variety to consumers. These flavoured crispy papad-vadam can be great as an appetiser and can be eaten with various condiments and chopped vegetables. With its rising popularity, these crispy papad-vadam are now available across the country.

Mother's Recipe is owned by Desai Foods private Limited. The company also owns other brands like Spread on, Dabee, and Elmac. The company has its art manufacturing facilities in 3 Indian States including Pune, Kolkata & Baroda, and is also certified under ISO 9001-2008 and ISO 22000-2005.

Page No. \_\_\_\_\_  
FOOD ENTREPREURSHIP (SEM VI)

NAME: KHAN NAHIDA MAQSOOD ALAM.

Std: T.Y.B.A

Practical <sup>no</sup> 1

1) Online survey of new innovative products launched in market in 2019-2020-2021.

Product name - Amul Haldi doodh



\* price -

\* Descrip

\* Pack

Value

\* Com

\* Nutra

Amfor

plast (

★ price → ₹30.00

★ Description → Amul presents 200ml shot of haldi doodh or turmeric latte. With the goodness of amul milk turmeric forma delicious ready to drink immunity boosting milk beverage. Turmeric is a widely known ayurvedic immunity booster known for its anti bacterial, antiviral, anti inflammatory properties.

★ Packaging (Volume) → 200ml (can)

★ Composition → Milk solids, Sugar, Turmeric powder.

★ Nutritional Information →

Energy, Kcal	: 112
Total Fat, g	: 4.6
Saturated Fat, g	: 3.0
Trans Fat, g	: 0.2
Total carbohydrate, g	: 13.9
Added sugar, g	: 8.1
Protein, g	: 3.6

Calcium, mg : 126

Approx. values.

\* Shelf life → Best before 180 days from packaging when stored in a cool and dry place.

\* Storage condition → Ambient.

\* product features → Immunity booster, Nutritious and healthy, convenient ready to drink beverage value for money.

\* product Application → consume chilled/warm as preferred.

\* Availability → PAN India.

\* Ratings → 3.8

\* Review → 1

\* Taste → (3) (Good) tasty

\* Star → 4★★★★

* Launched →	April 29, 2020 Time: 8:14
--------------	------------------------------

* Hit or Flop →	Hit
-----------------	-----

\* Conclusion :-

As simple as that! The Amul Haldi Doodh is a beautiful yellow colored beverage that is delicious and has balanced levels of sweetness. The taste and aroma were very pleasing, but we wished the nutrition label had some more details.

HEALTHY ENERGY TO DO MORE!  
**Sofit**  
PROTEIN COOKIES

HEALTHY ENERGY 

PROTEIN 

OMEGA-3 

FIBRE & VITAMINS 

CONTAINS  
WHOLE WHEAT,  
OATS & SOYA

**Sofit**

**PROTEIN  
COOKIES**

RAISINS + FLAX SEEDS



PROTEIN COOKIES

**Sofit**

HEALTHY ENERGY TO DO MORE!



PRACTICAL NO : 01

PAGE No.	
DATE	/ /

Online Survey of new Innovative products launched in market.  
2020 - 2021

Product → Sofit protein cookies Raisins & Flax seeds

Price → ₹ 30.00

Manufacture → Paragon

Ingredient Type → Vegetarian & seeds

About Product → The whole wheat cookies with oats and soya claim to be enriched with protein to help in building muscles, omega-3 and multivitamins to stay active. It is also said to contain fibre to help with digestive health. Biscuits are practically a staple in India and offering high-protein variants makes the macronutrient more accessible to the common man.

# Food Entrepreneurship

## Name:—

Ansari Asra  
Ansari Ahmed.

## Std:— T.Y.B.A

## Practicle No:— 01

Innovative Products  
Survey online. (2020)

## Product Name:—

Balaji Flamin  
Hot Nachos.

## Ingredients:—

Corn (74%),  
Edible vegetable oil (Palmolein)  
iodized salt, chili powder,  
Black salt, maltodextrin,  
Dehydrated Vegetable powder  
(Garlic, Onion, Lemon)  
Hydrolyzed vegetable protein  
(Soya), Acidity Regulator  
(INS 330), flavour Enhancer  
(INS 627, INS 631), yeast Extract

Oregano, Anticaking Agent  
(INS 551).

Photo:—

Flamin  
Hot



**Price :-** 5 Rs.

**Manufacture :-**

Balaji Private  
limited.

**Product :-** Hit

**Hit :- (Review)**

Also just now I have tasted the new product of your company and i.e flamin hot nachos ..... trust me it's just sooo yummy and awesome product now available in market.

No no has dated to launch nachos at Rupees:- 5 in whole world..... But this company has don it and it's just best in taste ... I am impressed with the quality, quantity and taste you have made available to everyone.

## CONCLUSIONS:-

Balaji wafers  
flamin hot is: an india  
company and produces  
eatables. flamin hot is very  
tasty nachos brand. few  
flavours. are available in  
the market.

Packaging of  
this product is very good.  
Amazing products. quality and  
tests....

So this product is  
very useful, tasty, value of  
money and best alternative of  
largest flamin hot nachos brand  
in india.

**Name:- Ansari Bilquis Bano**

***Mohd Habib***

**Class: - T.Y.B.A**

**Subject: - Food**

***Entrepreneurship***

**Academic Year :- 2020-2021**

**College:- Aqsa Women's**

***Degree College***

Online survey of New  
innovative product launched in  
2021 name as *Too Yumm!*  
*Rings Tomato Twist Chips*







# ***PRODUCT DETAIL***

## About the Product

Too Yumm! Brings to you the goodness of tomato. It is a great snacking option for your sudden hunger stricks. These are the healthiest potato stix that you will ever get. This healthy snack is baked and not fried. It has great taste and has less fat content compared to other snacks. It is made by mixing dehydrated or dried tomatoes that are powdered and mixed with some spices and other ingredients and baked. It is perfect on the go snack or a mid-day snack.

# **Nutritional Facts**

Nutritional Facts 100g, Energy (kcal) 493, Total Carbohydrates (g) 67, Added Sugars (g) 6.9, Dietary Fibre (g) 2.2, Protein (g) 5.4, Total Fat (g) 22.5, Saturated Fat (g) 10.4, Mono unsaturated Fat (g) 9.4, Poly Unsaturated Fat (g) 2.6, Trans Fat (g) 0.01, Cholestrol (mg) 0, Sodium (mg) 830.

# **How to Use**

1. Just open the pack and consume as it is.
2. Great for a mid-day snack or just too much on whenever hunger stricks.

# *Specifications*

Namkeen Type :-Masala Namkeen

Taste :- Tomato

Flavour :- Tomato

Weight :- 12 gm And 75gm

Model Name :- Rings Tomato Twist

Pack Of :- 12

Container Type :- Pouch

Ideal For :- Snacks

Country of Origin :-



**MADE IN INDIA**

# **Ingredients**

Wheat Flour, Rice Flour, Corn Flour, Edible Vegetable Oil, Gram Flour, Seasoning, Spices and Condiments, Tomato Powder, Onion Powder, Anticaking Agent, Antioxidant, Sooji, Soya Flour, Ragi Flour, Salt and Turmeric Powder

# *Taste*

This healthy snack is baked and not fried. It has great **taste** and has less fat content compared to other snacks. It is made by mixing dehydrated or dried **tomatoes ...**

# *Price*

Too Yumm! Rings Tomato Twist, 12gm  
MRP : Rs 5

Too Yumm! Rings Tomato Twist, 75 gm  
MRP: Rs 50

# *Manufacture*

M4- Heemankshi Bakers Pvt. Ltd, Sy. No. 709, J.P. Darga Road, Mekaguda Village, nandigama Mandal, Ranga Reddy district-509228 Telangana (India)

Lic. No.10014047000100

M8- Ameya Inc, SP-1036, RIICO Industrial Area, Chopanki, Bhiwadi, Alwar, Rajasthan 301019

Lic. No. 10018013001623

M9- GKP Snacks Private Limited, D4-39/A/New Hindustan Gas Company Road-1, Maheshtala, Kolkata-700141, South 24 Parganas, west Bengal

Lic. No. 10019031002915

# **Marketed By**

Guiltfree Industries Limited,  
Duncan House 1st Floor, 31  
Netaji Subhas Road, Kolkata  
700001, India

# **Fssai**

Lic. No. 10017031002079

# **About Product Result In Market And Rating**

**Tomato Twist.** It is made by mixing dehydrated or dried **tomatoes** that are powdered and mixed with some spices and other ingredients and baked. ... It is perfect on the go snack or a mid-day snack.

As the too yummm rings tomato twist have been given a very good response in market and the product hit the market in very less period of time.

**Product :- Hit**

**Review :- 4.3  out of 5  Rating**

**Description**

Rings in Tangy Tomato Flavor. Baked, not Fried



# ***Conclusion***

---

1. Tomato Twist is the perfect savory snack to have at tea time.
2. The Masala Munch is a classic twist flavour with a great combination of spice and crunch.
3. Made with trusted Kitchen ingredients:  
100% vegetarian.
4. Too Yumm provides a whole new range of baked chips products that are low on calories

*Thank you so much for watching my  
online survey innovative product name as  
Too Yumm! Rings Tomato Twist  
launched on 2021*

## “Innovative Products Survey Online”

1. Name: Ayesha Ajmal Nasir

Class: TYBA (Food entrepreneurship-2)

College: Aqsa Women’s Degree College

2. Practical No. 01: “Innovative products survey online”

3. New innovative product launched in market in 2021

Product name: “Cadbury Crunchy Melts Oreo Crème Chocolate Cookies”

Date of launch: 2<sup>nd</sup> February, 2021

4. Ingredients:

Sugar, Wheat Flour, Vegetable Oils (Sunflower, Rapeseed), Palm Oil, Milk Fat, Cocoa Powder (3.5 %), Whey Powder (from Milk), Maize Starch, Wheat Starch, Cocoa Butter, Cocoa Mass, Skimmed Milk Powder, Whey Permeate (from Milk), Raising Agents (Ammonium Carbonates, Sodium Carbonates, Diphosphates), Lactose (from Milk), Salt, Emulsifiers (Soya Lecithins, E442), Dextrose, Flavourings

Allergic Information:

May Contain Eggs, Contains Milk, May Contain Nuts, Contains Soya, Contains Wheat

5. Photo:



6. Price:

Rs. 625/- (Quantity: 156 g)

Base Flavour: Vanilla

7. Manufacture:

Date first available: 2<sup>nd</sup> February, 2021

Brand: Cadbury

## 8. Product “hit/flop”: Hit Product

### 9. Review:

Say hello to your favourite new crunchy cookie...OREO Crunchy Melts! Available now in India, these consist of “cocoa biscuits with milk chocolate chips and a vanilla flavoured filling”.

And they’ve got the balance of all the flavours right! The cookie is super crunchy, which may disappoint gooey cookie lovers, but it makes for a great tea-dunking experience! It has a super strong cocoa chocolate flavour, a bit like Bourbon biscuits but sweetly enhanced with the milk chocolate chips. And the filling rounds it all out with a soft, almost liquid gooey vanilla cream. It’s not really Oreo, but a nice sweet addition to the cookie.

My only gripe about these is the amount you get...just 6 in the pack, and as tasty as they are I’d have liked two more. Is that greedy? Maybe! Find these on Amazon as well in your nearby stores now.

### 10. Conclusion:

Launching a new product is always a challenge for any company no matter what the product is. As long as you’re creating something which catches attention and will help gain more and more customers, with the right marketing strategy it will be a success. This is how “Cadbury Crunchy Melts Oreo Crème Chocolate Cookies” is declared as a hit product with it’s amazing taste, creamy fillings and perfect texture. The only drawback about these is the amount, with just little quantity in the pack. Nevertheless, it has successfully satisfied it’s customers.

# FOOD ENTREPRENEURSHIP

NAME :

Sayyed Nazmeen Abdul

STD :

T.Y B.A

PRACTICE NO. : 01

Innovative products Survey online.

NEW INNOVATIVE PRODUCTS LAUNCHED  
IN MARKET IN 2019.

PRODUCT NAME : AMUL BUTTER  
COOKIES

INGREDIENTS :

Butter cookies -

Amul Butter, Refined wheat flour, Sugar,  
milk solids, coconut cookies, water,  
cashewnut, Liquid Glucose,

PHOTO :



PRICE : 10%

MANUFACTURE : AMUL MILK PRODUCT

PRODUCT : HIT

HIT : (Review)

The Amul butter cookies is 10 superes available in market. First of its kind in Indian - Butter cookies with real butter, contain Amul Butter pure ingredients, zero vegetable fat / plain oil, made in extreme hygienic condition of Amul standards. It is available in easy to carry packs and is a perfect snack for all occasions. Presence of cashew kernels make the cookies crunchy and amul butter given it a rich texture and aroma. The most powerful part of the Amul Butter cookies pack is the presence of the Amul - Green the front. The imagery is instantly recognizable as 'the butter' and directly connotes 'that famous' butter being present in the biscuit Amul butter cookies made of 100% Real Amul butter, high quality castor and No vegetable oil, while many butter cookies available in the market are having only 0.3-4% butter. Amul butter cookies contain 25% butter.

## CONCLUSION :

They we are joint to talk about Amul butter cookies. Amul butter cookies has come into limelight in to focus because Amul is advertising that they have 25% the Amul butter. first of a first a foul Amul has Amul is entering in to the biscuit category and cookies category. It will be because Indian people don't see different between that much the they don't realized is quality a different product. But what Amul is advertising is Amul saying that other cookies other biscuit other butter biscuit or other butter cookies. They have 3.3% butter and 20.22% vegetable oil but Amul butter and 0% vegetable oil and Amul is advertising is this because they are dairy products milk products company they and this have a lot of milk. they are producing lot of butter and other milk products. So were to it realized all this mattered. So they one to enter in to category and cookies category with their and butter cookies and butter biscuit market category they are want to get major market shares of this biscuit market category and they coat this very lightly

distraction of discretion feature and on of the biscuit.

They are showing the Amul girl which is their flagship advertising factor and on of the Amul girl which is their and also they are showing the Amul butter because in Amul butter is market leader.

X — X



Practicals - 1

Food Entrepreneurship-2

Online Survey of new  
Innovative Product  
launched in 2020-2021

Product Name :  
Herby Crush (Lay's packet)



Product details :

Ingredient	potato, Edible Vegetable Oil,
Price / Quantity	sugar, Iodised Salt, spices
Taste	and colorant, Milk solid,
Manufacture Date	cheese powder, Gum Arabic.
	20 Rs (50 gm)
	cheesy & Salty.
	14 February 2021

Product : Hit

## Conclusion

Lay's has introduced Herby Crush and Cheesy Love Flavours by adding its own unique twist to both the Flavours. Combining a widely loved product with its Flavour expertise, Lay's aims to make the two new variants a #Yeh wala food Bahenga experience for fans across the Country.

According to reviews and rating of Herby crush 80% reviews are in favour of the product and 20% are not in favour that means product is Hit.

- One of the main reason of its hit's may be its reasonable price everyone can afford it very easily or cheaply.
- It's ready to eat food so there is no hard work to cook food then eat. It just that buy it, tear it, and eat it.
- It's 100% vegetarian product so everyone can have it.
- If you are a fan of onion and cheese, then you fall in love with this new one way more than ever, the chips are very thin and crispy with right amount of herbs and cheese sprinkled on top is absolutely mouth-watering, majorly garlic powder. because of this combination of Flavours the bit of sweet feeling continues to amaze the taste buds.
- The colour of packaging attract the viewer to buy it.
- It's perfect everyday snack munching in the evening or impromptu get-together. Lay's chips are perfect addition to any occasion.



X

# PRACTICAL No:- 01

Page No.

Date

Online Survey of new Innovative  
Products launched in market  
2020-2021

Product → Coca Cola

Price → 40

Manufacture → Coca Cola Company.

Ingredient:- → Alcohol and  
Carried.

About product → Coca-Cola or  
Coke is a carbonated soft drink.

## Evexia Forti Flakes+ Strawberry Flavoured Fortifie

fast paced life. Modern living. The urban lifestyle. Whether you are an adult or a young child, life has never been so demanding of you or your body, as it is today. And the race begins early, with breakfast. It is with good reason that breakfast is considered the most important meal of the day.

A healthy breakfast kick-starts the body's metabolism providing energy and replenishing blood sugar levels for an active day. However, the breakfast choices (even normal cornflakes) you usually make, might not provide the nutrition and fortification your body needs.

FORTIFLAKES Fortified Corn Flakes is the ideal way to ensure you get a healthy start to the day!

### Why Should You Eat Corn Flakes During Pregnancy?

Corn flakes help you feel rejuvenated throughout the day. This is because they are rich in carbohydrates and provide energy. They are also rich in riboflavin, thiamine, iron, dietary fibre and niacin that make it a wholesome food. Let's take a look at the nutrition a bowl of corn flakes (100 grams) can provide.



### Benefits of Eating Corn Flakes in Pregnancy

Corn flakes are a rich source of nutrients, and therefore, make for a healthy breakfast for pregnant women. Here are some advantages of eating cornflakes during pregnancy:

The dietary fibre in corn flakes helps reduce blood pressure and provide relief from constipation. One average bowl of corn flakes contains about 25 grams of fibre, which can help you manage most constipation-related issues.

Consuming one bowl of corn flakes daily can help reduce the risks of preeclampsia that is triggered by high blood pressure. Preeclampsia can cause severe developmental issues in the foetus.

A bowl of cornflakes for breakfast can fill your stomach with the dietary fibre and satisfy your hunger as well.

Consuming corn flakes also helps maintain your pregnancy weight.

The iron content in corn flakes can help manage anaemia during pregnancy to a certain extent.

Corn flakes are a good source of Vitamin D, Vitamin B-6, Vitamin C, and Vitamin A, which are highly essential for the mother-to-be and the developing foetus.

#### Balanced Protein Content:

Protein content per serving meets 13.5% of RDA requirement and has full complement of Essential Amino Acids.

Protein fortification (16gm/100gm) with quick energy releasing protein in the form of Whey Protein having PDCAAS score of 1.

Bridges the Amino Acids missing in regular cornflakes

#### High Energy Formulation

High Energy formulation to meet the additional energy requirement during Pregnancy and Post Partum.

#### Fibre Enriched:

Enriched with fibre in the form of Fructo Oligo Saccharides (FOS), helps improving gut health and intestinal transit.

Helps increase satiety and reduce the GI of the Breakfast cereal

Completes the lack of dietary Fibre present in regular cornflakes.

Essential Minerals:

Fortified with Folic Acid & Iron, which are essential nutrients required in large quantities during Pregnancy and Post Partum.

Regular cornflakes are devoid of Iron and Folic Acid.

Completes the lack of dietary Fibre present in regular cornflakes.

More nutritious than your regular cornflakes

Name:- Nashrah sheikh feroz

Ty.ba

Thankyou!

Name :- Shaikh Ayesha Siddiqua Muzaffar

Ty. BA

Practical No :- 1

Innovative Products survey online

New Innovative products launched  
in market

2019-20-21

Product Name :- Spout pack

(Lachuan Chutney)

Ingredients :-

→ This chutney is perfect blend

of spices ~~its~~ made with chillies,  
ginger, garlic and onion



# Manufacturing :-

Wednesday 24 March

2021 15:00 PM (IST)

PRICE :-

₹ 55.00

Product :- HIT / FLOP

HIT

Reviews :-

Sanjana Desai, executive director Mother's Recipe, said "the idea for the launch of the Desi Szechwan Chutney is to add convenience and ease of use everyone and at the same time offer an opportunity for experimentation with different food we do not add any MSG or Artificial colors in our Szechwan because we want it to be healthy for everyone in the family to enjoy together."

## Conclusion :-

Mother's Recipe recently launched its Desi Szechwan Chutney 200gm Spout Pack at Rs 55 which is hygienically made and hassle-free for consumers.

Since it still not safe to dine out, due the current rise of covid cases this chutney gives an idea opportunity to experiment with various fusion dishes at home. The chutney is also available in Rs 10 Travel on the go pack this can be quickly added on noodles or rice for a tasty meal.

Wanna make  
something tasty?



FOR THE LOVE OF FOOD

INTRODUCES

# DESI SZECHWAN CHUTNEY



Finest ingredients &  
unmatched quality



No trans-fats



No artificial colours



AQSA WOMEN'S DEGREE COLLEGE

DHOLE NOORIN YASAR

TY.BA

PRODUCT:

**THIS ITEM NESTLE  
CEREGROW GROWING  
UP MULTIGRAIN CEREAL WITH MILK  
AND FRUITS (FROM 2-5 YEARS)  
BABY FOOD.**

CUSTOMER RATING 4.5 OUT OF 5 STARS (5981)

PRICE

₹ 249.00



## DESCRIPTION

With the Nestle Ceregrow Multi-Grain Cereal with Milk & Fruits Cereal, you can give your child the goodness of multigrain, fruits, and milk. Full of essential nutrients, including protein, calcium, and 17 vitamins and minerals (Vitamins A, C, D), this multigrain cereal aids in your baby's growth and development. It also contains iron which helps in your child's cognitive development. With no added preservatives, this nutrient-dense cereal is ideal for children in the age group of 2 to 5 years. It comes in bag-in-box packaging, ensuring that it is safe, hygienic, and fit for consumption.

## INGREDIENTS:

Milk based mix (Milk Solids 25.2%) and Sugar), Wheat Flour (Atta) (22%), Sugar, Wheat Pomegranate puffs (Wheat flour (Atta) (4.6%), Pomegranate juice concentrate (0.9%) Maltodextrin, Starch and Antioxidant (307), Oat Flour (6%), Rice Flour (5.5%) , Soyabean oil, Apple juice concentrate (4.2%), Cereal corn mix flakes (Corn flour (3.7%), Sugar, Malt extract, Sodium Chloride, and Antioxidant (307)), Carrot rice flakes (Sugar, Carrot puree (0.6%), Glucose syrup, Starch and Rice flour (0.04%)), Milk solids (4%), Wheet Mango puffs (Wheat flour (Atta) (2.1%), Mango pulp (0.3%), Mango powder (0.2%), Maltodextrin, Starch and Antioxidant (307), Orange juice concentrate (3%), Wheat Blackcurrent puffs (Wheat flour (atta) (1.9%), Blackcurrent juice concentrate (0.3%), Maltodextrin, Starch and Antioxidant (307), flour Sugar, Glucose syrup, Starch and Rice flour (0.01%)), Minerals\*, Beetroot rice flakes and Vitamins#.

## REVIEWS

*4.5 out of 5 stars*

4.5 out of 5

Date / /

# Food Entrepreneurship

Name: Saleha Shahabuddin Shaikh

Std: T. Y. B. A

Practicle No: 01

Innovative products Survey  
online.

New Innovative products lunched  
in market in 2020.

Product Name: Balaji Stack up-  
Sizzling Chilli

Ingredients: popato, popato  
powder, Edible vegetable oil,  
Salt, Sugar, vegetable powder,  
garlic, onion, tomato chilli  
powder.

Photo:



Date / /  
price : 35Rs

Manufacture: Balaji private limited.

product : Hit

Hit: (Review)

Balaji is Indian Company and pure ingredients used in a product. the taste and flavours which they have is Superb, Sizzling chilli product is hit more people share to own personal opinio in this chips quality and quantity is good. Best reviews out of 5 Stars.

Conclusions:

I am going to share my experience with balaji Stack up- Sizzling chilli. Balaji wafers is an Indian company and produces eatables. Balaji Stack up- Sizzling chilli is very tasty and Crispy chips brand. Best things of this brand is value of money. chips quantity and use material is good & healthy for every person.



Balaji Stack up - Sizzling chilli is Spicy but normal Spicy. children can use this chip. I like to eat Stack up - Sizzling chilli most of the people like Sizzling chilli chips.

When it comes to quantity level then these chips contain more material as compared to other companies. Balaji gives very nice flavour like Solty, chilli tomato, it's main product maximum sold out it wafers because it will give less amount of money big amount of wafers. Specially I like balaji Stack up - Sizzling chilli and more than people satisfied this Stack up - Sizzling chilli and public goods comment in this product. packaging of this products is very good.

Quality  
Assured



**BALAJI**  
WAFERS

Ratlami Sev



# PRACTICAL No. 2

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Date: 11/11/20

online survey of new  
innovative products launched  
in market.  
2020-2021

Product :- Balasi Rakhmi sev

Price :- ₹ 60 400gm Pouch.

Manufacturer :- Balasi

Ingredient :- Gram pulse fl  
Edible vegetable oil :-

About Product :-

Rakhmi sev  
is soft & crunchy snack that is  
prepared with natural  
gram ~~flour~~ flour.