

Celebrate the festive season with Tasty Treat's Utsav range of delicious Mithai and chatpata Namkeen

Variety of regional sweets like modaks and mysore pak to all-time favourites like besan ladoo and soan papdi

National, 14th September 2018: Tasty Treat, the ready-to-eat snacking brand from Future Consumer Limited introduces 'Utsav', a range of special Indian sweets and namkeens for the festive season. The Utsav range offers a long list of authentic and traditional gift boxes that feature popular regional, community and all-time-favourite Indian sweets, namkeen, cookies, biscuits and much more. The gift boxes are wrapped in elegant packs and are priced starting from Rs. 150 to Rs. 650.

Keeping in mind the region specific specialties, the Utsav range includes delicacies like **Modak, Gondh Ladoo and Besan Ladoo** which is widely available in Maharashtra and certain markets in India. Similarly, sweets like **Besan Til Ladoo, Dry fruit ladoo, Pandhari Ladoo, Soan Papdi and Patisa** are available in Delhi and in the NCR belt. For those who have a sweet tooth and like many sweets can choose from mega gift boxes like **Imperial, Treasures and Indulgence** which are priced between Rs. 650 to Rs. 500. Likewise, one can opt from medium size gift boxes like **Occasions, Compliments, and Relish** to name a few; these boxes are priced between Rs. 460 to Rs. 360.

Speaking about the festive collection **Sadashiv Nayak, CEO – Food Business, Future Group** says, "Every corner in India celebrates festivals with a special sweet or mithai that is popular in their region. Festivities means feasting over homemade sweets. With changing lifestyles, consumers are falling short of time and can make the most of the Ustav range of sweets and namkeens which are readily available. These gift boxes are tastefully made keeping in mind the food consumed by different communities and regions across the country."

Not only this, Tasty Treat also offers mixed gift boxes which include chatpata namkeens and irresistible sweets. The range features options like **Sparkle, Delight, Crum Yums, Rejoice, Moments** and many more priced from Rs. 150 to Rs. 320. Tasty Treat Utsav range can be purchased from Big Bazaar, Big Bazaar GEN NXT, HyperCity, Foodhall, Nilgiris, Heritage Fresh, Easy Day stores across the country.

ABOUT TASTY TREAT:

Tasty Treat celebrates India's diverse tastes and endeavours to deliver it all, across varied product types, and forms. The range of products includes ready-to-eat snacks, beverages, wafers/biscuits, sauces and more. Some of the popular products are namkeens, wafer biscuits, fruit based beverage, table sauces, frozen, popcorn, cookies, pasta, etc. Besides being sold in all leading modern retail stores like Big Bazaar, Easyday Club, Nilgiri's, Heritage, HyperCity, foodhall, Aadhar Wholesale Market, etc., Tasty Treat is also available in leading modern trade and select general trade outlets.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate,

FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

FOR MORE INFORMATION, CONTACT:

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