



Editor's Choice



CERTITUDES

- Apart from the Indian market, Shakti Bhog has a very large consumer base in the USA, New Zealand, Australia, UAE and Qatar.
- The brand focuses on offering quality to consumers by having in-house advanced grain testing labs.

BEACON OF TOMORROW

- The Shakti Bhog organization owns Asia's largest wheat flour manufacturing plant.
- The plant has a capacity to produce 3,000 MT of wheat flour daily as per European Standards.

Shakti Bhog was the very first brand to bring to Indian consumers the concept of packaged wheat flour, and this concept was purely driven by a quality-centric thought with a focus on end consumer's health and nutritional needs. The 'deliver quality to consumer' vision resulted in the processing and packaging of wheat flour processed in the most advanced processing plants in that era when food-processing technology was in its nascent stage. With its vast experience spread over 45 years, Shakti Bhog is evolved as one of the most trusted and admired manufacturers, exporters and marketers of branded FMCG products, which include Wheat Flour, Gram Flour, Refined Flour, Instant Porridge, Semolina, Basmati Rice, Poha, Biscuits, and the most recent Ready-To-Eat Cereals.

Shakti Bhog is the fastest-developing FMCG group, which has both manufacturing and distribution setups pan-India with its HQ in the country's capital New Delhi. The organization has more than 5,000 distributors in India, and this extensive and elaborate distribution network showcases the strength of Shakti Bhog brand's reach to consumers in the country. The company has continuously grown and extensively expanded its product portfolio. The Shakti Bhog brand has launched more than 15 categories in branded packaged food product space. The organization's mission is to develop the brand in such a way that it is nutritious in properties, delicious in taste and rich in quality.

The drive to continue serving high-quality and innovative food products can only be possible with advanced testing done in a high-end research and development lab. The organization has specially created a 'Research & Development Cell' for continuous improvements and betterment of its consumer product.

Shakti Bhog believes in serving the best in quality to its consumers, and today the organization exports its packaged food products to over 70 countries globally.

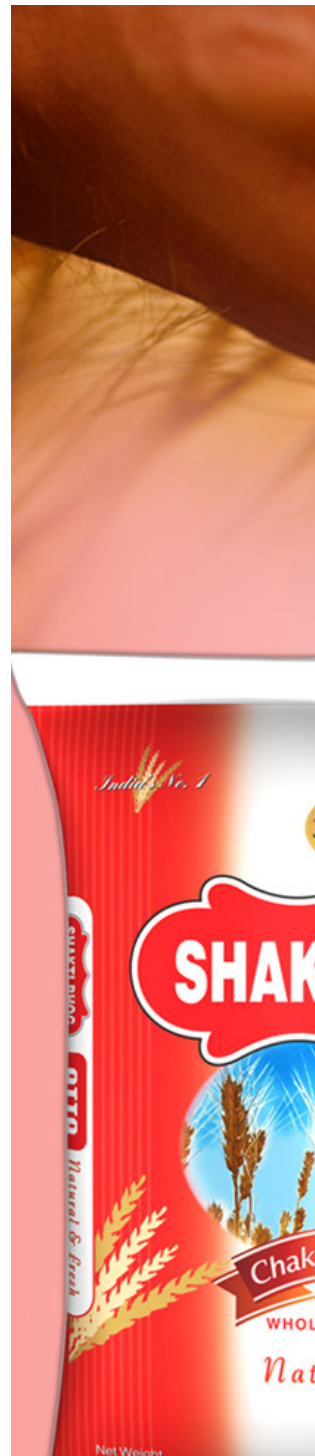
With the support of excellent QC on crop procurement, R&D facilities and state-of-the-art manufacturing plants, the product categories of Shakti Bhog including whole wheat flour, basmati rice, extra long grain & medium grain rice, Divss range of biscuits, cookies and confectionery, instant wheat meals, packaged tea, Heat-n-Eat food product range, clarified butter (Ghee), gram flour, fine wheat flour, unroasted porridge/cracked wheat, semolina and rice flakes are world-renowned.

CORE STRENGTHS OF SHAKTI BHOG

Production: Shakti Bhog has a unique infrastructure, which includes new-age quintessential manufacturing technology with in-house consumer and institutional packaging units spread across the length and breadth of India supported by self-owned advanced warehousing facilities and a very effective supply chain for its brands to reach its distribution partners and finally the end consumers.

People: In terms of employee motivation, most of the employees have been serving the organization for as long as they can remember and are happy to be associated with the organization as it offers a very amiable working environment.

The team includes some of the best technocrats, business-oriented professionals and sincere workers in various functions, who have years of experience and knowledge.





Shakti Bhog

The Catalyst of Change in Quality Packaged Staples

Shakti Bhog is one of the most admired and recognized FMCG brands and a renowned name in both the domestic and international markets. The organization was established in the year 1970 and commenced with a vision to offer consumers high-quality staples

