



Bagnry's[®] **1958**

Setting up of the first flour **mill in Shivsagar**, Assam





1970

Joined hands with global clients like,

Bagny's®





1991

Introduced oat milling technology in India to make oats, launched new products such as **muesli**, **cornflakes**, etc





1994

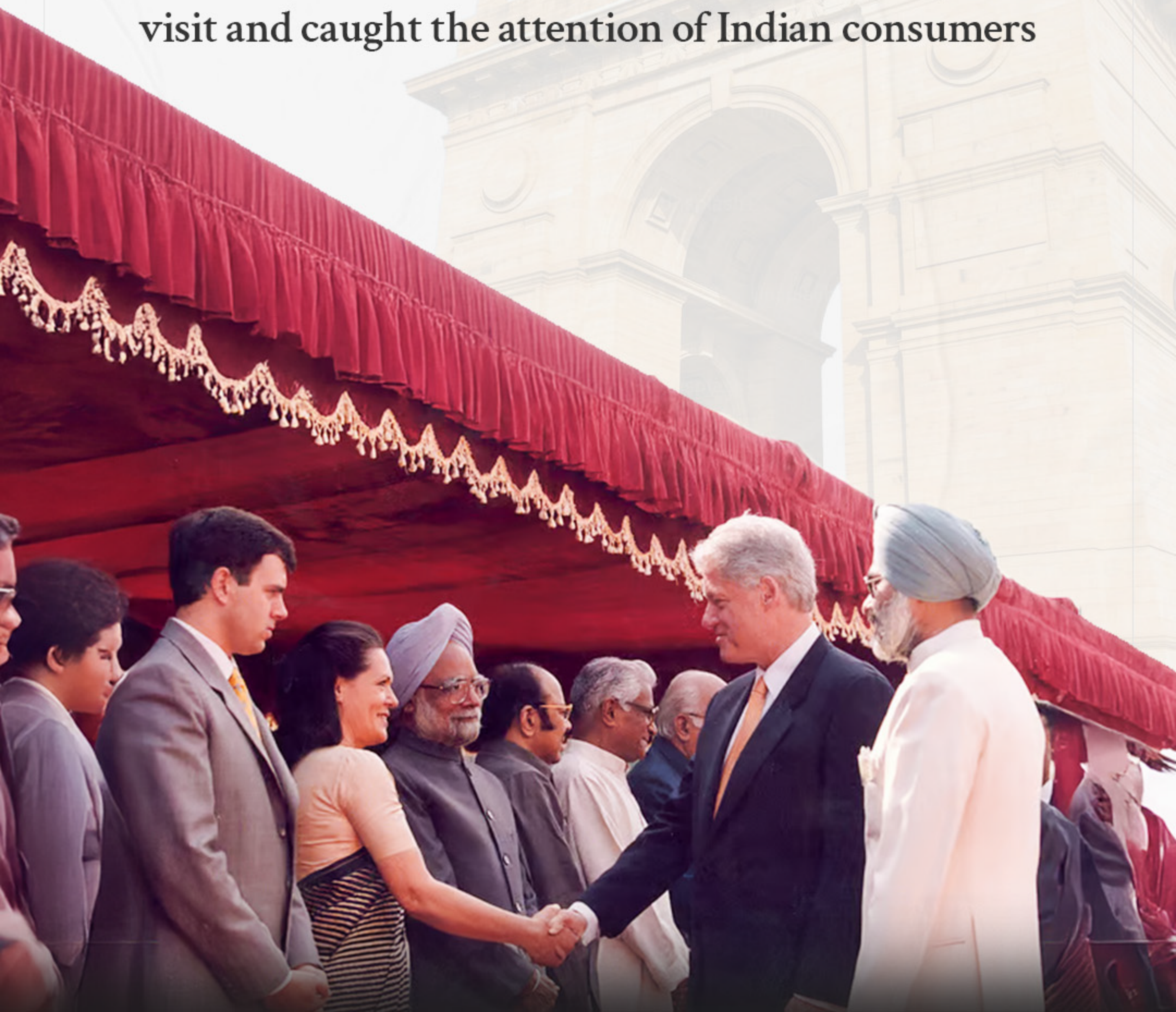
Introduced Swiss breakfast cereal called **muesli in India**





2000

Made to the b'fast table of **Mr Bill Clinton's** during his India visit and caught the attention of Indian consumers



2001

Gain Customer Acceptance

leaflets about the brand

Distributed free samples



feedback from retailers,
nutrition experts etc

put up its products at exhibitions



2003

Innovated Muesli with multiple fruit flavours
“The fruitier the merrier”

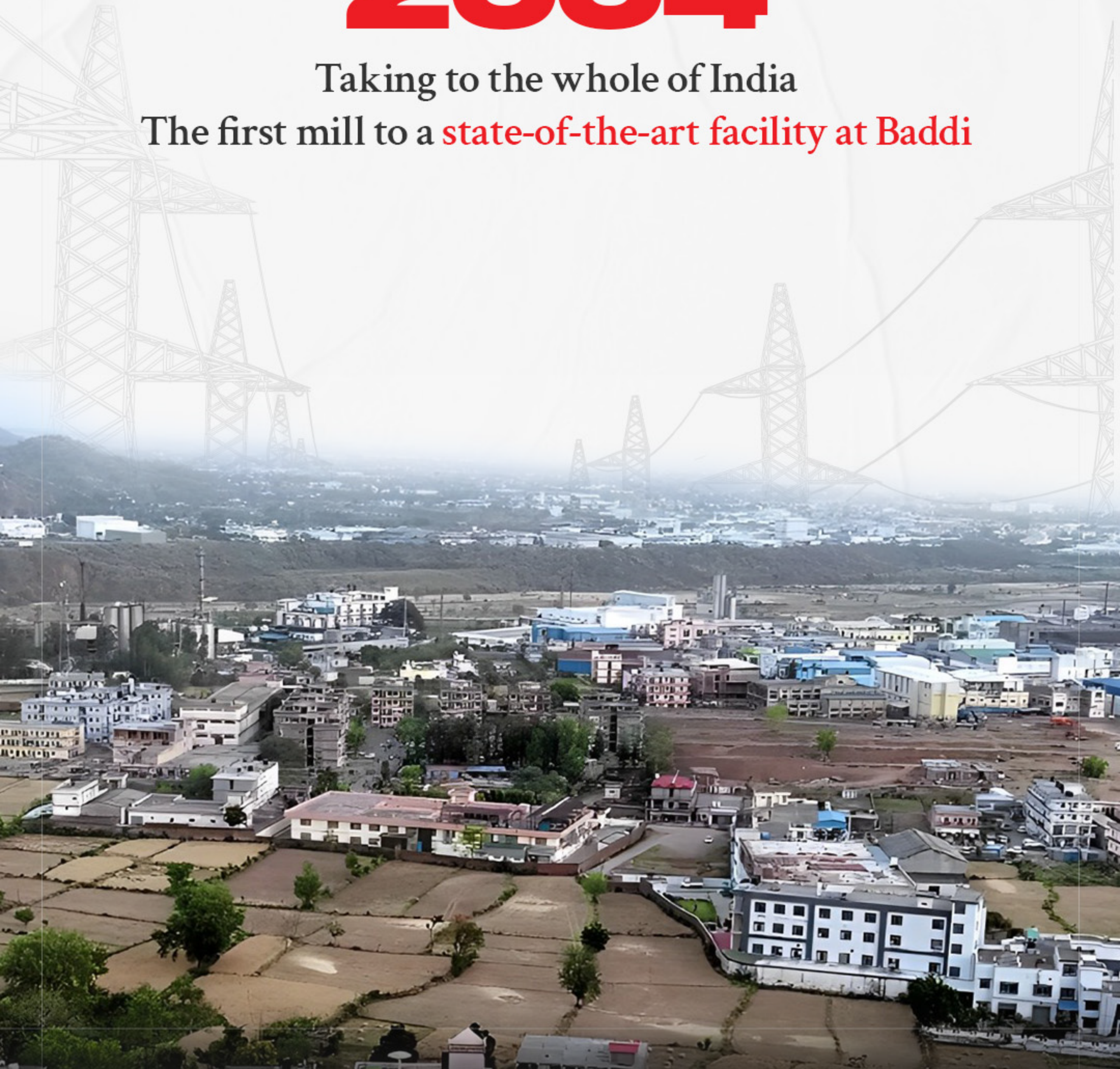




2004

Taking to the whole of India

The first mill to a **state-of-the-art facility at Baddi**

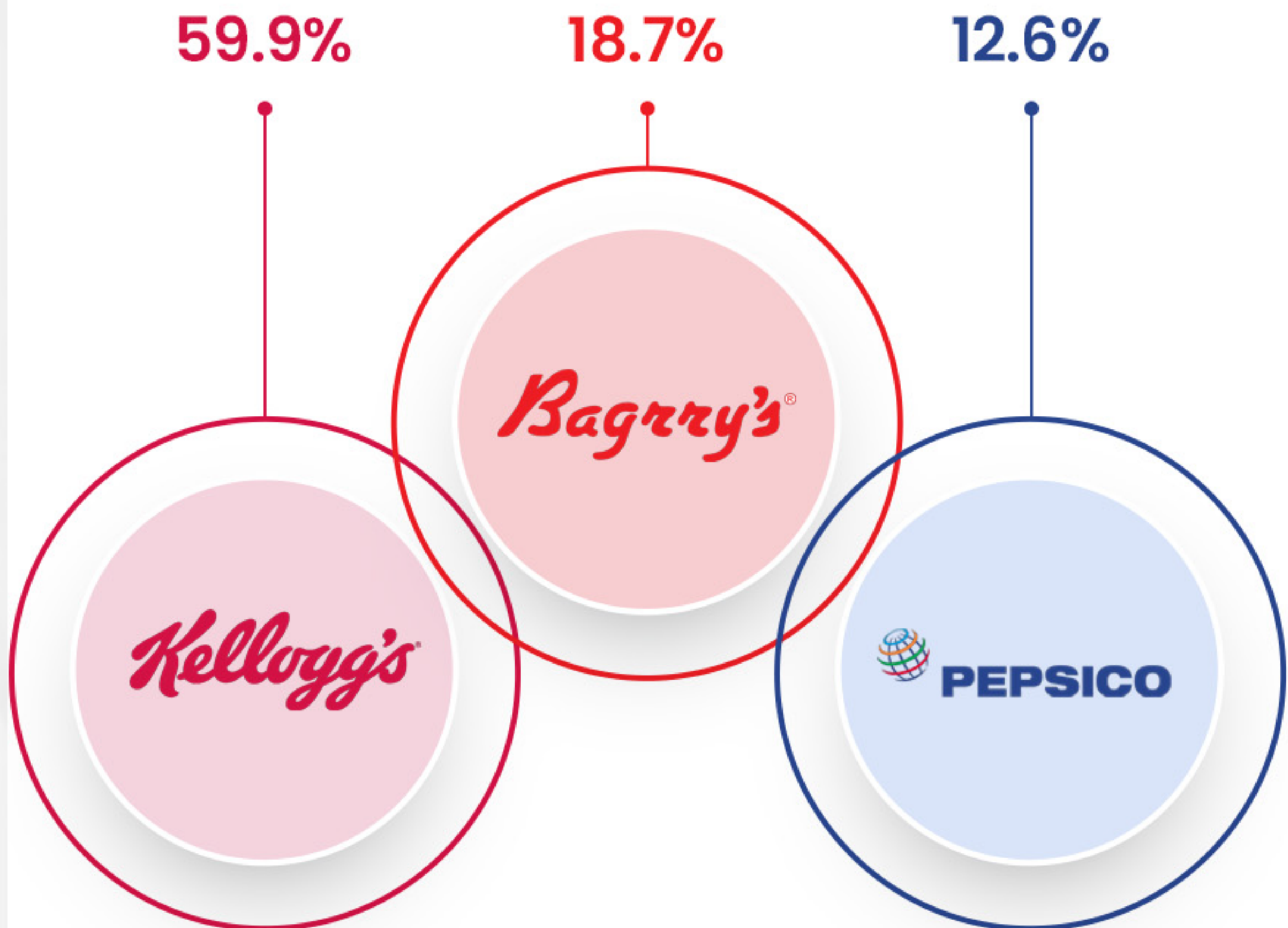




2016

Bagrry's had become the second biggest breakfast cereal brand in **India after Kellogg's.**

Breakfast-Cereal Maker





2016

Bagrry's On the Go, -QSR to serve healthy food & Beverage
3 kiosks in Delhi NCR–Fortis Hospital, KPMG Office,
and one in a Retail Mall.





2017

Bagrry's onboard the Indian Railways





2018

Bagrry's for Kids – range of cereals





2019

Received Eat Right Awards from **FSSAI**





PRODUCT BASKET



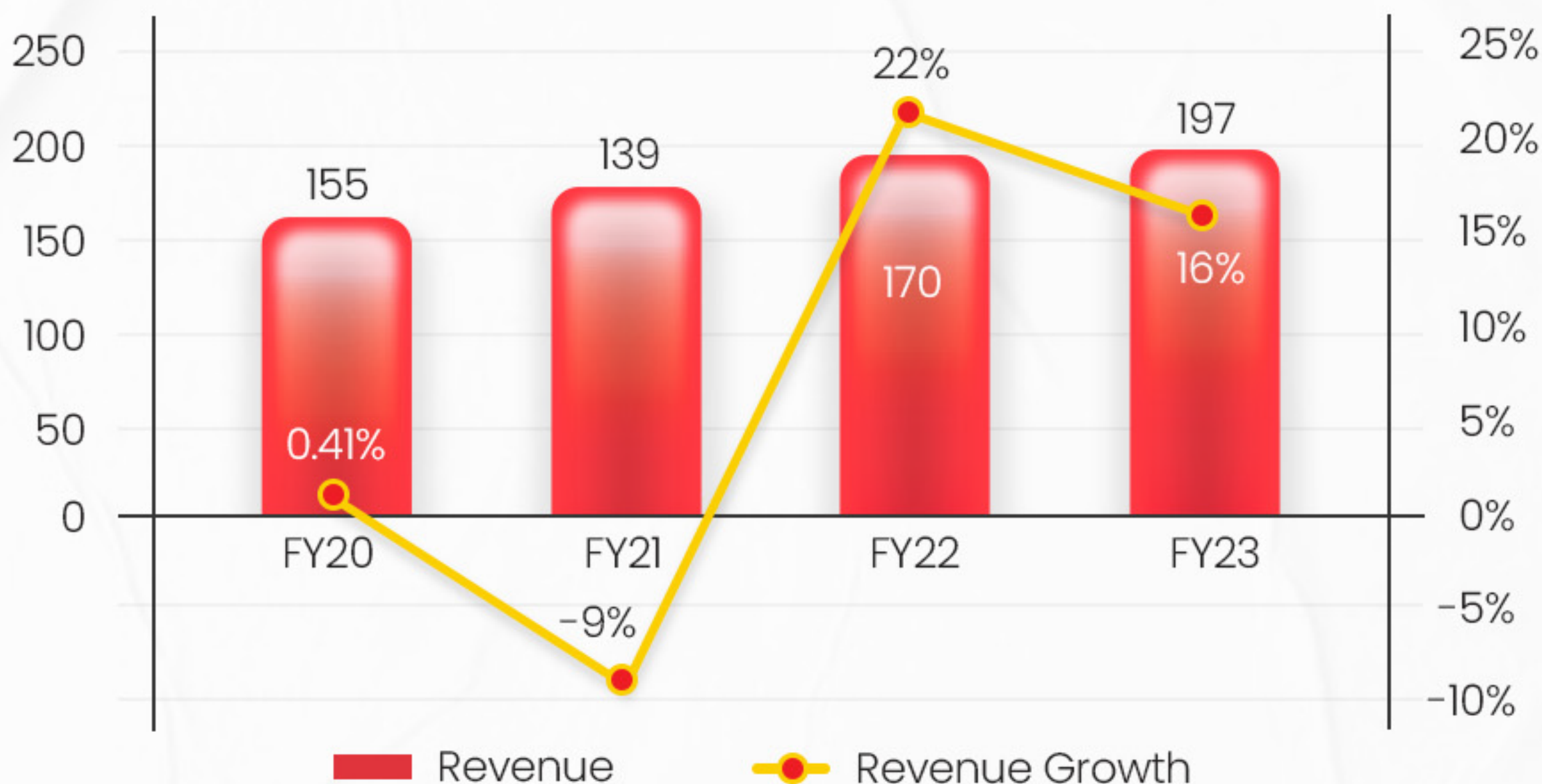


Bagrry's introduces new vegan-friendly Drinks

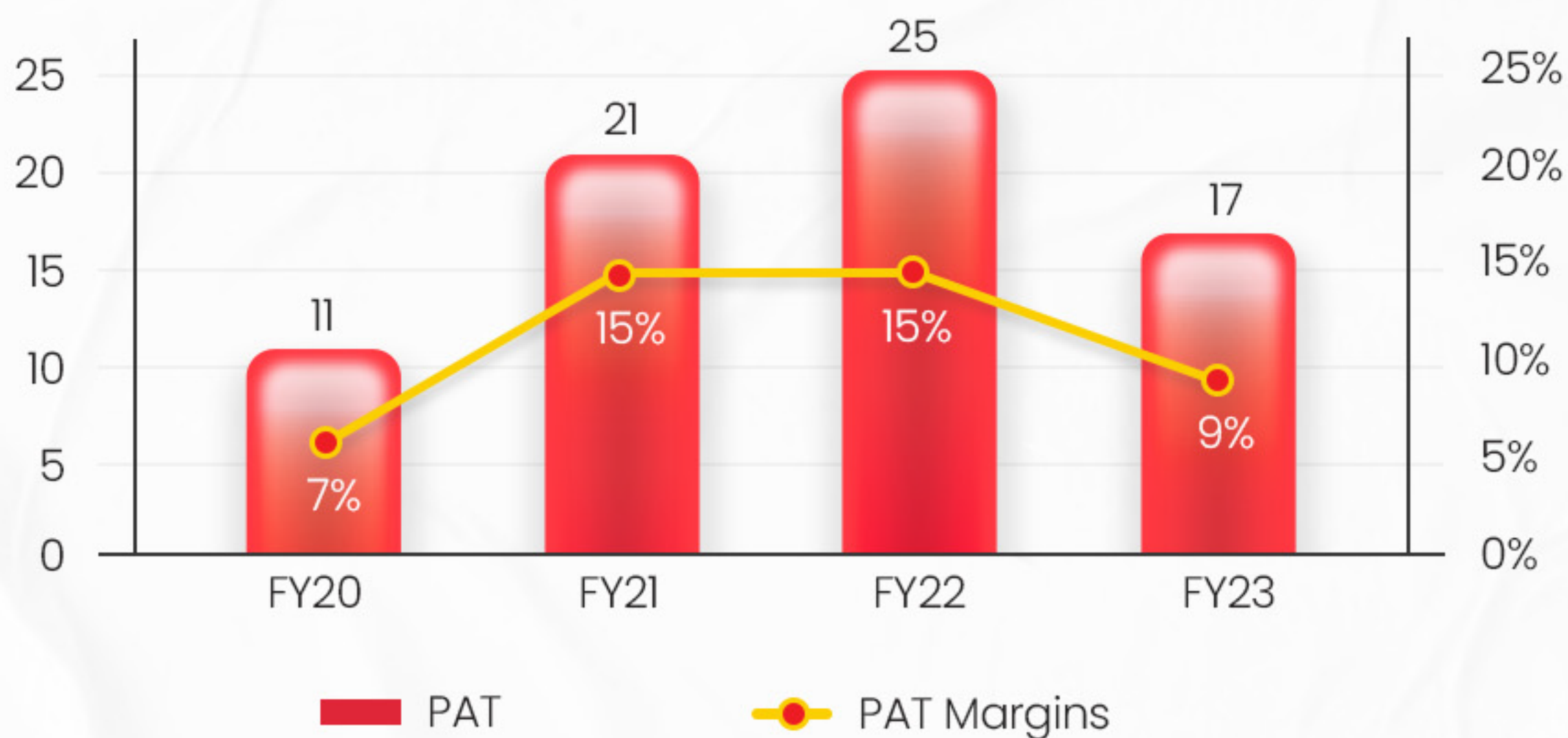




Revenue (in ₹ Cr)

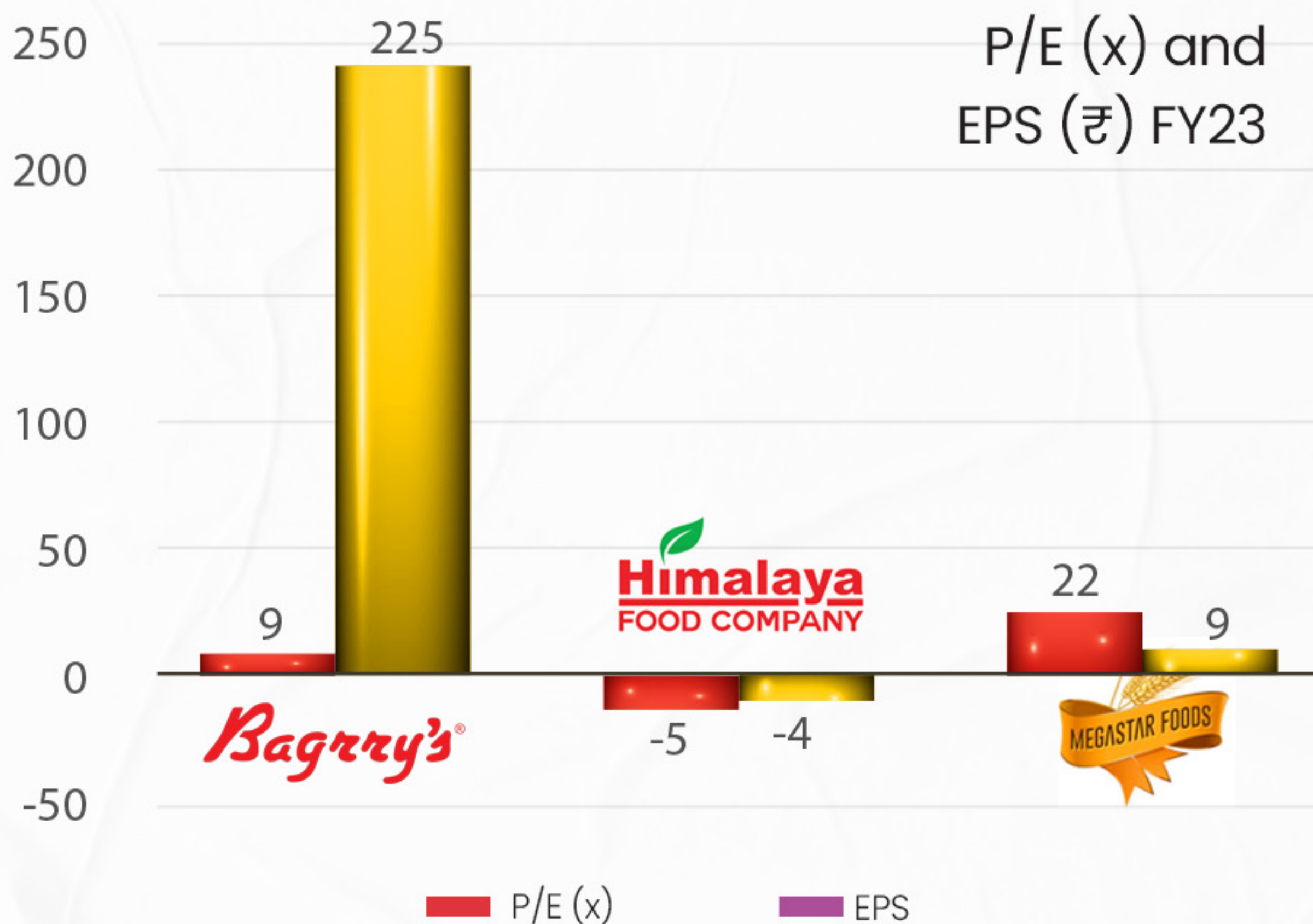


Profit After Tax (in ₹ Cr)





Peer Comparison





Market Position and Clientelle



sole supplier of oat flour for
Maggi oat noodles



Refined wheat flour for
Maggi instant noodles



oat flour for the baby food
brand **Cerelac**



wheat flour for **Yum! Brands**



ITC takes oats for Aashirwad
Multigrain Atta and **Sunfeast biscuits**



Wheat bran is a specialised
ingredient in **Dunkin' Donuts burgers**

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