

Press Release:

CavinKare introduces Garden store offering wide range of smaller meals for grab-and-goers

Chennai, 29th October 2019: With an aim to offer fun and excitement to the people in snacking throughout the day, CavinKare has introduced a newly conceptualised snacking food store titled - Garden. With a unique combination of 'quality, 'wide range' and 'affordable', Garden store represents an entirely new shopper experience by satisfying consumers' rapidly growing appetite for quality smaller meals that can be consumed on the run.

The company has opened this newly developed outlet in Chennai and is set to target 500 outlets by the end of 2022, establishing the brand in the busiest locations across five Southern states - Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Kerala. In order to provide a more expanded variety of options to consumer, the store offers everything from Snacks to Sweets, Cakes, Sandwiches, Pastry and Chat items.

Commenting on the launch, inventor of the concept - **Mr. CKR Manu Ranjith, MD of CK Foods Pvt. Ltd.** said, *"It took nearly 8 months for us to go live with this new concept of snacking food store. Consumers are shifting away from the traditional snacking definition to include a more expanded variety of options to satisfy a more sophisticated food palate. And, this evolving definition is majorly being spearheaded by millennials who, generally, have a passion for food exploration and like to try new flavours and push boundaries. Garden store has been introduced to serve this purpose and I am confident of this (Garden store) becoming the preferred choice of snacking destination for consumers across the age groups."*

About Garden:

Garden a 35+ year old brand, marketer of farsan, namkeens, wafers and sweets was acquired by CavinKare in August 2009. Garden Namkeens stands for authenticity and meeting the expectations of every Indian, regardless of his or her region of origin. With more than 100 SKUs over the years, Garden has ventured into the South Indian savouries category by catering to the ever growing demands of its south-indian consumers. On continuity of that, Garden has now opened the retail store, which is purely vegetarian with a wide range of snacks and sweets including a variety of eggless cakes and pastries which would be available at the store.

About CavinKare:

CavinKare is a diversified FMCG conglomerate with business interest in personal care, professional care, dairy, snacks, foods, beverages Ambient & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera&Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's& Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends &Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D centre equipped with latest equipment and technologies constantly supports the divisions in their endeavour. Today, with a turnover of over Rs. 1600crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare 's success is based on it being firmly grounded to its corporate mission 'we shall



achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'. "CavinKare Pvt. Ltd has been ranked as 'India's most trusted FMCG diversified Brand' by The Brand Trust report India study 2016."

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