



A Quality Product of Sarjena Foods Pvt. Ltd.

Off.: A-101, Kapoor Apts., Punjabi Lane, Borivali (W). Mumbai - 400092

Factory : 1st Floor, L - 5&6. Shri Rajlaxmi Hi-tech Park. Mumbai Nashik Highway  
Sonale Village, Bhiwandi, Thane - 421302. (India)  
Fac. No. : +91 9594997460 / Telefax : 022 28905445  
Email : info@bakerstreet.in | www.bakerstreet.in

CIN No.: U15400MH2011PTC214581

## Kishore Biyani's Future Group makes Strategic Investment in Baker Street Brand taking 35% Equity

*Vishaal R Vira & Nirmal P Gogri, Directors, Sarjena Foods Pvt Ltd.*



With the MISSION "To become one of India's finest Brands offering innovative, tasty, healthy, convenient, high quality, vegetarian food products and educating people on its benefits. We do this so that consumers relish happy moments & save time for family" in mind, M/s Sarjena Foods Pvt. Ltd. was formed by two dreamers viz., Vishaal Vira and Nirmal Gogri who dared to dream with open eyes.

It all started with Acquiring '**Baker Street**' Brand from Max Foods, manufacturers of Bakery products including Khari, Cookies, Toast, Nankhatai, Cake Rusk, in 2011.

The Minds behind the whole story are two interesting personalities viz.,

Mr. Vishaal R. Vira; who is recognized for his in-depth knowledge of almost everything on earth and his ever inquisitiveness to learn and Mr. Nirmal P. Gogri; well known for his art of marketing.

Baker Street is not just a brand, it is an experience. Every product is made with finest ingredients, tremendous passion and best practices which can be seen with a basket of quality certificates received including ISO 22000 and USFDA approval.

We have won the trust of customers like Walmart by passing their Third party vendor audit with 91% on food safety scale becoming their most safe supplier of food products; also including the stringent food safety requirements of Japan based retail outlet chain, Kobe Bussan; in their first visit to our facility.

We have achieved 81% growth in sales turnover in 2012-13 and 73% in 2013-14.

Thanks to our customers' uttermost belief in our brand, our products are exported in more than 19 countries like, USA, UK, Japan, Australia, New Zealand, Singapore, Dubai, Oman, Saudi Arabia, South Africa, Mozambique, Ghana, Malaysia, Canada, Philippines, Mauritius, Ireland, Germany and Spain.

**Baker Street**

Health & Happiness in Every Bite

A Quality Product of Sarjena Foods Pvt. Ltd.

Off.: A-101, Kapoor Apts., Punjabi Lane, Borivali (W). Mumbai - 400092

Factory : 1st Floor, L - 5&6. Shri Rajlaxmi Hi-tech Park. Mumbai Nashik Highway  
Sonale Village, Bhiwandi, Thane - 421302. (India)

Fac. No. : +91 9594997460 / Telefax : 022 28905445

Email : info@bakerstreet.in | www.bakerstreet.in

**CIN No.: U15400MH2011PTC214581**

We are present in domestic channel of modern retail outlets like Big Bazaar, Reliance Fresh, Hyper City, Spencer, MORE, TESCO, Haiko, Max Hyper, etc. In addition to that, we are also expanding collaterally with PAN India distribution with availability in around 15,000+ retail outlets.

Our USP lays in 100% Vegetarian products, Zero Trans fat, No artificial color, No added preservatives, Contains no MSG, Suitable for Jain's.

More than 10 Million packs of Baker Street have been sold Worldwide which proved our claims '**100% Satisfaction Guaranteed**' & '**Best Quality ♦ Great Taste**'.

These investments will help Sarjena Foods to take it to next level of growth with addition of new products and deepening penetration into the geographies served by the company and for a greater push in the export markets.

Future groups' investments align with Baker Street's core business of branded products and would add tremendous value having built a track record of investing for long term; the Infusion will be utilized for setting up additional infrastructure, creating Brand Awareness & expanding distribution network.

"Every enterprise always needs a good Strategic Mentor to take it to the next level. We all know our business best, but by getting into daily routine we forget to see out of box and fail to take it to the next level of success.

We thank Mr. Amrish Chheda of **MasterClass™ Training & Consulting LLP**; that has made our work and progress path so simple that we just need to focus only on our laser sharp strategic executions. It has become a part of our heart & soul. Thanks a Lot MasterClass™ to lead us to this level and we are sure MasterClass™ will help scale us for the journey ahead."

Indus Advisors Pvt. Ltd. acted as the sole financial advisor to Sarjena Foods Pvt. Ltd. for the transaction.

For Further Details Contact:

Mr. Vishaal R Vira: +91 9702977710

Mr. Nirmal P Gogri: +91 9820326776