



Hafed Launches Multigrain Flour, Biscuits and Namkeen

Why In News?

- On August 22, 2022, **Haryana State Cooperative Supply and Marketing Federation Limited (HAFED) launched multigrain flour, biscuits and namkeen**, expanding its range of consumer products.

Key Points

- The products launched in the HAFED brand include multigrain flour, five different varieties of biscuits, i.e. cumin, coconut, flour-Jaggery-Saunf, naan-khatai and dry fruit biscuits. Other products include six different types of namkeen namely Punjabi Tadka, Gujarati-Mix, Khatta-Meetha, Bikaneri Bhunjia, Peanut Pakoda and Garlic Pakoda.
- HAFED has tied up with Haryana Dairy Development Cooperative Federation Limited (HDDCF) for manufacture and packing of biscuits and namkeen products in HAFED brand through 'M/s Chandigarh Sweets' (major stake of which has been taken by Haldiram Delhi).
- Similarly, HAFED has roped in an agency for manufacture and packing of multigrain flour in the HAFED brand. The main ingredients of multigrain flour include gram, ragi, barley, soybean, maize, jowar, oats, psyllium husk and shyama tulsi.
- The unique combination of about ten ingredients of multigrain flour is very beneficial for health, digestion and increasing immunity in the human body. HAFED will promote sales of newly launched consumer products through its existing network of HAFED outlets, distributors and institutions.
- Speaking on the occasion, Kailash Bhagat, Chairman, HAFED said that HAFED has taken initiatives to boost its sales and broaden its customer base in the current competitive market. This will further strengthen the Federation's overall presence in the market through its consumer products.

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