

Keventer Agro to expand frozen food business to northern, southern parts

Firm to invest in cold-chain infrastructure

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Keventer Agro, the food processing arm of the Keventer group, is planning to aggressively expand its frozen foods business and increase its sales by 60 per cent during the current financial year, backed by an expansion of footprint and launch of region-specific products.

According to Sunil Kajaria, CEO, Keventer Agro, frozen foods currently account for around five per cent of the company's total turnover of ₹980-1,000 crore. Sales from the category, which is now close to ₹50 crore, is expected to increase to ₹75-80 crore during 2021-22 fiscal.

"We have been largely restricted to eastern India, but now we plan to expand our footprint in the northern and southern parts of the country. We have already



Sunil Kajaria, CEO

started establishing our presence in Jammu and Kashmir, Chandigarh, parts of Uttar Pradesh and NCR in the north and Hyderabad and Vijayawada in the south," Kajaria told *BusinessLine*.

The total market for frozen foods in India is estimated to be close to ₹7,000 crore, of which institutional sales account for nearly 70 per cent, and the remaining is from retail. The industry has been growing at around 8-10 per cent on a year-on-year basis.

Keventer Agro saw its business from frozen food segment more than double in the last financial year, albeit on a small base. The company is hopeful of increasing its sales to ₹200 crore in the next

three years. "We saw our sales double in FY21 backed by the impetus received from eastern region as the pandemic has led to a shift in food consumption habit with people preferring to have ready-to-eat and ready-to-cook products," he said.

Frozen food portfolio

Keventer Agro, which has a broad basket of products in its frozen food portfolio, including veggies such as sweet corn, green peas, breads, sausages, veg and non-veg snacks, kebabs, ready-to-fry, heat-and-eat apart from potato-based products, is exploring the possibility of rolling out products specific to the needs of a particular region.

The company will also invest in creating cold chain infrastructure. Keventer Agro, which is currently present across 580 modern trade and over 5,000 general trade outlets, is looking to add 2,000 in modern trade and 10,000 in general trade in the next 2-3 years.