

Keventer inks food brand licencing deal with Disney

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Kolkata: City-based Keventer Group has entered into a long-term, pan-India brand licencing agreement with Disney for the food product ranges of the company.

Keventer Agro, one of the leading FMCG companies headquartered in Kolkata, is set to launch a food range in association with Disney India's consumer products business.

Targeted at kids and families, this range of food products named 'Disney Delights', 'Marvel Avengers Delights' and 'Marvel Spider-Man Delights' includes milkshakes, milk and frozen savoury snacks. "Some of the products with Disney branding will be available in organised retail space from this

week itself," said Mayank Jalan, chairman and managing director of Keventer Agro.

Industry experts said that the tie-up in food space for branding is unique as per as Disney is concerned. The US production giant has a tie-up in toys, apparels, footwear and electronics.

According to Keventer,

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the first few products in the range, which hits the shelves this month, will include chocolate milkshake, strawberry milkshake and plain milk. "The packs feature Disney characters such as Mickey Mouse, Minnie Mouse, Disney Princesses, Frozen, fan-favourite Marvel Iron Man, Captain America, Spider-Man and more. Other pro-

ducts, including frozen savoury snacks, are due for release in April this year," it added.

Commenting on the tie-up, Jalan said, "We are delighted to launch an exciting range of nutritious food products for kids and families in association with Disney India's consumer products business. With a strong affinity for Disney's characters and Keventer Agro's robust distribution network, we look forward to introducing fun and flavourful variety of food options."

As part of the collaboration, Keventer Agro shall be responsible for the sourcing, manufacturing and distribution of food products across India. The 'Delights' range will be available across general trade, modern trade and e-commerce portals.