

# Keventer Agro expands fresh food range

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**KOLKATA, FEB 21/--/Keventer Agro, a fast-moving consumer goods company, headquartered in Kolkata, today announced expansion of the fresh food product segment**



under the Metro brand with the launch of packaged paneer and pouch lassi, sources informed.

Metro Paneer and Metro Lassi, which comes with a shelf life of 7 days, will initially be available across Bengal. Rolling out in a phased manner, the products will be available to the rest of Eastern Indian markets within next 2 months through their distribution network of more than 1,60,000 retail touch points, sources said.

Keventer with its Metro Paneer available in two SKUs, priced at Rs. 75/200ml & Rs. 350/Kg. and Metro pouch Lassi priced at Rs. 10/180ml will endeavour to capture this growing segment, sources added.