

“Munchon’s products appeal to the young generation as a value-for-money proposition”



Manoj Gupta
Executive Director, AFP Manufacturing Co. Pvt. Ltd



Manoj Gupta, Executive Director, AFP Manufacturing Co. Pvt. Ltd, a leading player in the private label manufacturing of namkeens and snacks, speaks to Progressive Grocer about the new frontiers in marketing and branding that his company is looking to scale in the days ahead and his strategy for taking his brand and products across the country.

Tell us about your company and its products.

AFP Manufacturing Co. Pvt. Ltd. is an established name in the private label manufacturing of namkeens and snacks. We are a pioneer in this field with an experience of more than two decades in serving and delivering delectable namkeens and snacks. We have served leading players like Lehar Namkeens, Bharti Walmart, and others. AFP is committed to delivering high quality products, on time and within budget to the industry. We are also one of the best co-packer of PepsiCo (Kurkure) in India since 2011. We manufacture all types of namkeens and snacks under the brand name Munchon’s. Our range includes namkeens (Bikaneri Bhujia, Navratan Mix, Moong Dal, Khatta Mitha, Aloo Bhujia, Mast Bahar, Royal Treat, All in One, Chatpata Mix, Punjabi Tadka, Diet Mixture, Jhalmuri, Salted Peanuts, Heeng Jeera Peanut, Nut Cracker, Karare Peanut and many more) and extruded snacks (fried & roasted).

Which are the features that make your products especially appealing to the young generation?

The young generation is highly conscious of quality, which our Munchon’s products offer. Along with better quality, our products come with attractive packaging and are backed with ATL / BTL activities. All of these combine to make our products highly acceptable as

a value-for-money proposition and creates a brand image that appeals to the new generation.

What would you describe your product’s competitive USP and differentiators?

The USP of our products is their quality standards, which are backed with strong ethics based on our dynamism and drive to deliver high quality products to our valued customers, on time and within the budget. Our price points (MRP Rs. 5/-, Rs. 10/- pack sizes) are compelling enough for customers to convince them to switch brands and take to Munchon’s namkeens and savories.

What has been the growth rate of your products? What are your goals for the future?

Our growth in FY 2014-15 was 17% approximately, in FY 2015-16 it was 20% approximately and in FY 2016-17 we have grown @17% approximately. The company has been broadening its horizons under the Munchon’s brand and is looking to expand its footprint beyond the existing geographical boundaries. Our expansion plans will allow the products to be soon available all over India in the next two years.

What is the sales contribution from Modern Trade and General Trade respectively?

In general, the contribution of namkeens / snacks category to Modern Trade is approximately 6-7%. The rest comes from General Trade but our products do not cater to this channel currently.

