



*Magic
in your
hands*

BAKERS
The Authentic Taste of India



  Bakers Colours & Flavours (India)



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Creating magic, adapting the hearts of millions with over 95 delightful varieties from bakery products, puddings, milkshakes, ice creams to health foods products.



History

Bakers Colours and Flavour (India) is a part of the Bakers Group, headquartered in Coimbatore, South India. The group was established by Sri Vidyasagar Vij, a Punjabi whose travel all the way down South led to the discovery of his muse in 1980.

Feeding the hungry is one of the most satisfying vocations in the world and is a part of the psyche for the common Indian. He ventured into the food category with a revolutionary zeal and long term vision. The Bakers brand was launched with just three products Custard Powder, Corn Flour and Baking Powder in its product range. While all other companies were selling 20kg and 25kg packs Bakers aimed directly at the individual, household kitchens with bakery ingredients and desserts in smaller packs. The aim was to delight the customer with products that suit their palate and taste. To enjoy every meal, have fun every day.

Today we have around 35 products in 77 SKUs and the numbers are still growing. As part of the growth strategy we also have expanded into different markets and the brand is available in all the South Indian States, Goa, Parts of Maharashtra, Punjab and Andaman. We also export regularly to Fiji, Maldives, Qatar and Australia.

Infrastructure & Process

Our infrastructure is geared to manufacture the highest quality products. With state of the art machinery and maximum levels of hygiene we not only conform to all production standards set by the government but better it by a fair margin.

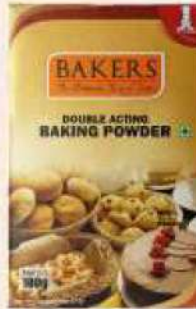
We use process control where our Quality Control team ensures quality at each step of the process so that our end products are the best in the category and that too at very affordable prices. It starts with having the best quality raw materials, procured from the source to the optimal processes down to quality check for the finished products.

We also have a very committed R & D team. We regularly launch new products after due diligence. We have a system where we do blind product tests to find out whether the taste and flavour are better than the best in the category. Then we use a panel to test the acceptability to the consumer after which we go into the market with the new product.

Bakery Products



Choco Chips
Net. Wt : 100 g Box
1Kg Pouch



Double Acting Baking Powder
Net. Wt : 100 g Box | 50 g Box



Cocoa Powder
Net. Wt : 50 g Box
100g Jar | 250g Jar



Strawberry



Pineapple



Vanilla



Raspberry



Mango

Custard Powder
Net. Wt : 100 g | 500 g Box



Whipping Cream Powder
Net. Wt : 1Kg Pouch | 500g Box
100g Box | 50g Box

Bakery Products



Icing Sugar
Net. Wt : 100 g Box
250g Jar



Corn Flour
Net. Wt : 100 g Box
200g Box



Dried Yeast
Net. Wt : 25 g Box



Gelatin
Net. Wt : 50 g Box
1 Kg Pouch



Baking Soda
Net. Wt : 100 g Box



**Variety Custard
Mix Powder**
Net. Wt : (4 x 25g) 100 g Box

Healthy Food



Corn Flakes
Net. Wt : 500 g Pouch



Glucose - D
Net. Wt : 100 g Box
50 g Box

Instant Mixes



Rava Dosa Mix
Net. Wt : 500 g Box



Baji Bonda Mix
Net. Wt : 200g Box

Stabilizers



C.M.C Mix Powder
Net. Wt : 50 g Box
1Kg Pouch



G.M.S Mix Powder
Net. Wt : 50 g Box
1Kg Pouch

Preservatives



Sodium Benzoate
Net. Wt : 50 g Box
1Kg Pouch



Potassium Metabisulphite
Net. Wt : 50 g Box
1Kg Pouch

Taste Enhancers



Mono Sodium Glutamate
Net. Wt : 25 g Box



Citric Acid Mix Powder
Net. Wt : 50 g Box

Jelly Crystals



Jelly Crystal Mix Powder
Net. Wt : 85 g Box



Vegetarian
Jelly Crystal Mix Powder
Net. Wt : 90 g Box

pudding Mix (Instant China Grass)



Vanilla

Pineapple

Strawberry

Chocolate

Mango

Pista

Instant Pudding
Mix Powder
Net. Wt : 80 g Box

Icecream Powder



Pista

Strawberry

Mango

Pineapple

Chocolate

ButterScotch

Vannila

Icecream
Mix Powder
Net. Wt : 100 g Box

Milkshake Powder



Badam

Rose

Strawberry

Butterscotch

Chocolate

Vanilla

Mango

Pista

Milkshake Mix Powder

Net. Wt : 100 g Box

250 g Box

Badam Drink Mix



Swad Badam
Drink Mix

Net. Wt : 200 g Box



Really Badam Drink
Mix Powder

Net. Wt : 200 g Box
1Kg Pouch | 1Kg Jar



Drinking
Chocolate Powder

Net. Wt : 100 g Box | 100g jar
250 g jar



Caramel Pudding
Mix Powder

Net. Wt : 65 g Box



Plain China Grass
 Net. Wt : 10 g Box
 10g Pouch



Halwa Mix
 Net. Wt : 200 g Box
 25kg Bag



Rose



Mango



Strawberry



Butterscotch



Elachi Pista

**Falooda
 Mix Powder**
 Net. Wt : 200 g Pouch

New Products



**Belgian Choco
 Frappe**



**Cold Coffee
 Frappe**



**Vanilla
 Frappe**

Frappe Mix Powder
 Net. Wt : 100 g Box



Basil Seeds
 Net. Wt : 100 g Box



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