



AYONI

FOODS



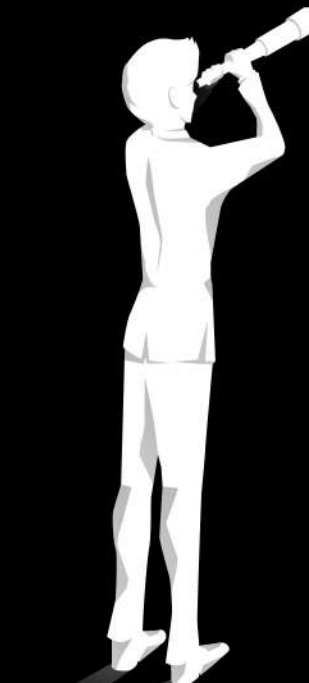
‘Eating Is A Magical Experience
When You Mix It With Love’



The magical journey of PURIDO FOODS PVT LTD began in June 2015 under the vision of Mr. Bharat Patel. The insightful theme of our story is about offering an amazing eating experience to the people where they unite with a common love for food. For this reason we introduced Sloopy Noodles with many lip-smacking flavours as our first product in the FMCG arena. SLOOPY stands for its high-quality products thanks to the state-of-the-art manufacturing units with Avant-garde manufacturing processes one in Rajkot, Gujarat and second at Varanasi, Uttar Pradesh. Therefore, our products are at par in quality and deliciousness be it our Noodles, Masala, Ketchup, Chutney, Vermicelli and Pasta. We have strong faith and believe that one upcoming exciting food products will hold a special place in your heart.

Mission

Bringing magical moments of taste, belonging, and happiness to the world every day and stand by the trust and faith of our consumers put into our products.



Vision

Through a shared commitment to excellence we are dedicated to continuously strive to surpass accomplishments and to be recognized as a leader and most innovative FMCG company.

OUR JOURNEY

Establishment of company PURIDO FOODS PRIVATE LIMITED earlier known as SUPREME BIZ LINK PRIVATE LIMITED in initial time start-up office at Ahmedabad, Gujarat was the centre of the company's existence.

2015

Launched Sloopy Noodles (Feb, 2016). We have stepped into FMCG world with our first product "Sloopy Noodles" that comes in different 'yummilicious' flavours and sizes.

2016

2017-18

Set up manufacturing unit at Rajkot, Gujarat. We started manufacturing facility with name of AYONI FOODS PRIVATE LIMITED.

Expanded distribution network. We have expanded our sales marketing network to 15+ states with 200+ super stockist, 2000+ dealer & distributor.

2019

We have expanded manufacturing facilities and started 2nd production unit at Varanasi, U.P. Also, associated with bollywood star Raveena Tondon as a brand ambassador.

2021

Launched 10+ new products and new flavours like Pasta, Masala, Tomato Ketchup, Schezwan Master etc. & exciting flavours in instant noodles.

2020

2022

We are expanding our vision beyond boundaries. Therefore, we have developed 6+ noodles flavours which are popular in Middle East, Africa, Europe & United States. It will help us to boost our export sales.

Why
AYONI
For Your Brand?



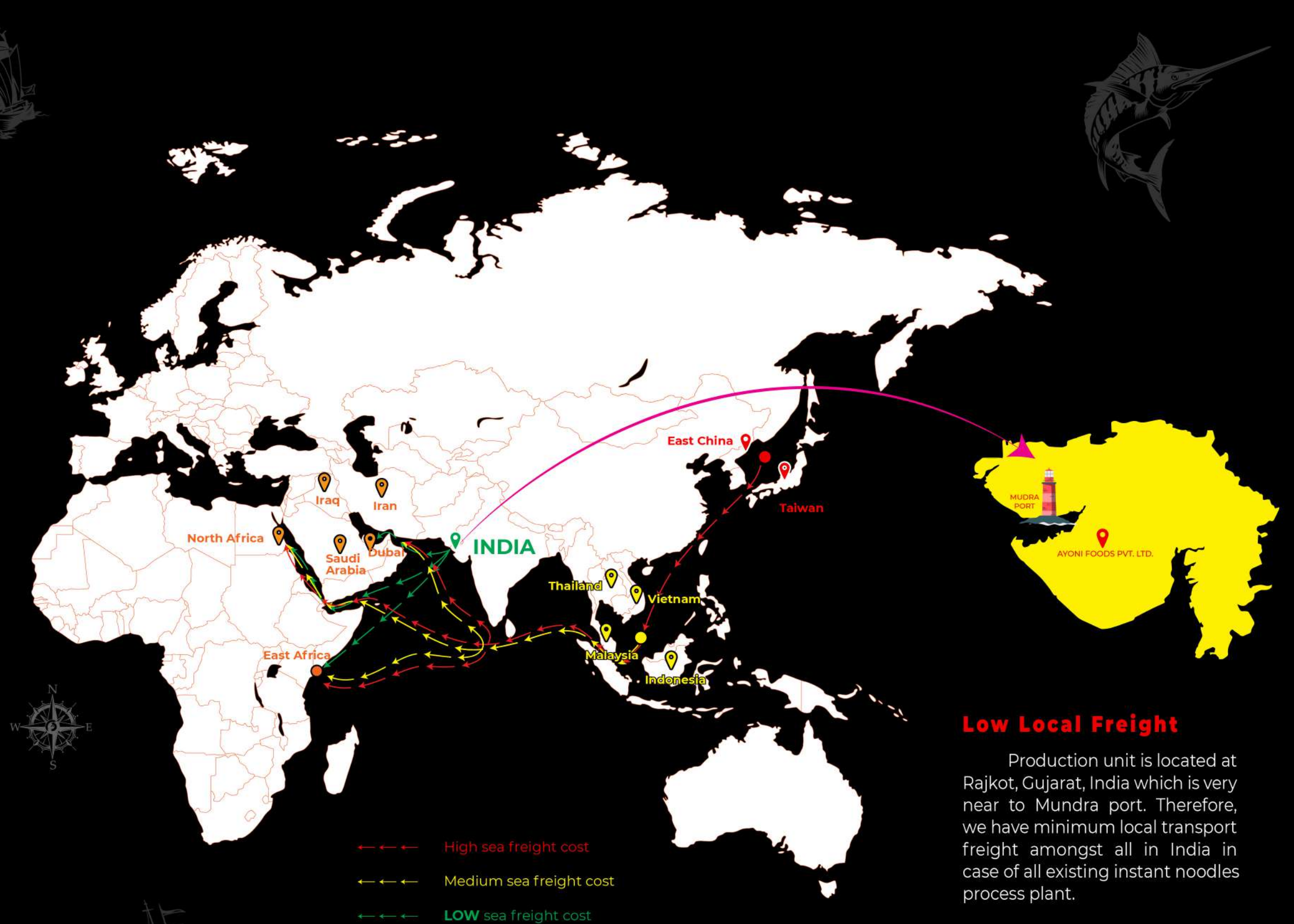
LOCATION

Comparative Low Sea Freight

India's largest commercial and fully operational port is located at Mundra, India.

Mundra port is connecting India to world. It is convenient to get containers from Mundra port due to India's largest and fully operational port. The annual cargo tonnage handled by mundra port was 144.4 million tonnes in FY 2020-21.

Therefore, as can be seen in the side map, Mundra Port is the best location to reduce the sea freight cost compared to other countries.



Low Local Freight

Production unit is located at Rajkot, Gujarat, India which is very near to Mundra port. Therefore, we have minimum local transport freight amongst all in India in case of all existing instant noodles process plant.

LOW COST OF MANUFACTURING

Latest Technology Machinery

We have latest technology processing machinery to get maximum production in term of accuracy. We believe in work with advance technology, minimum human touch to maintain hygiene and consistant quality production.

Fully Equipped Factory

Our production unit is fully equipped with all the necessary equipments, which are required directly or indirectly to maintain quality of product and Productivity of worker.

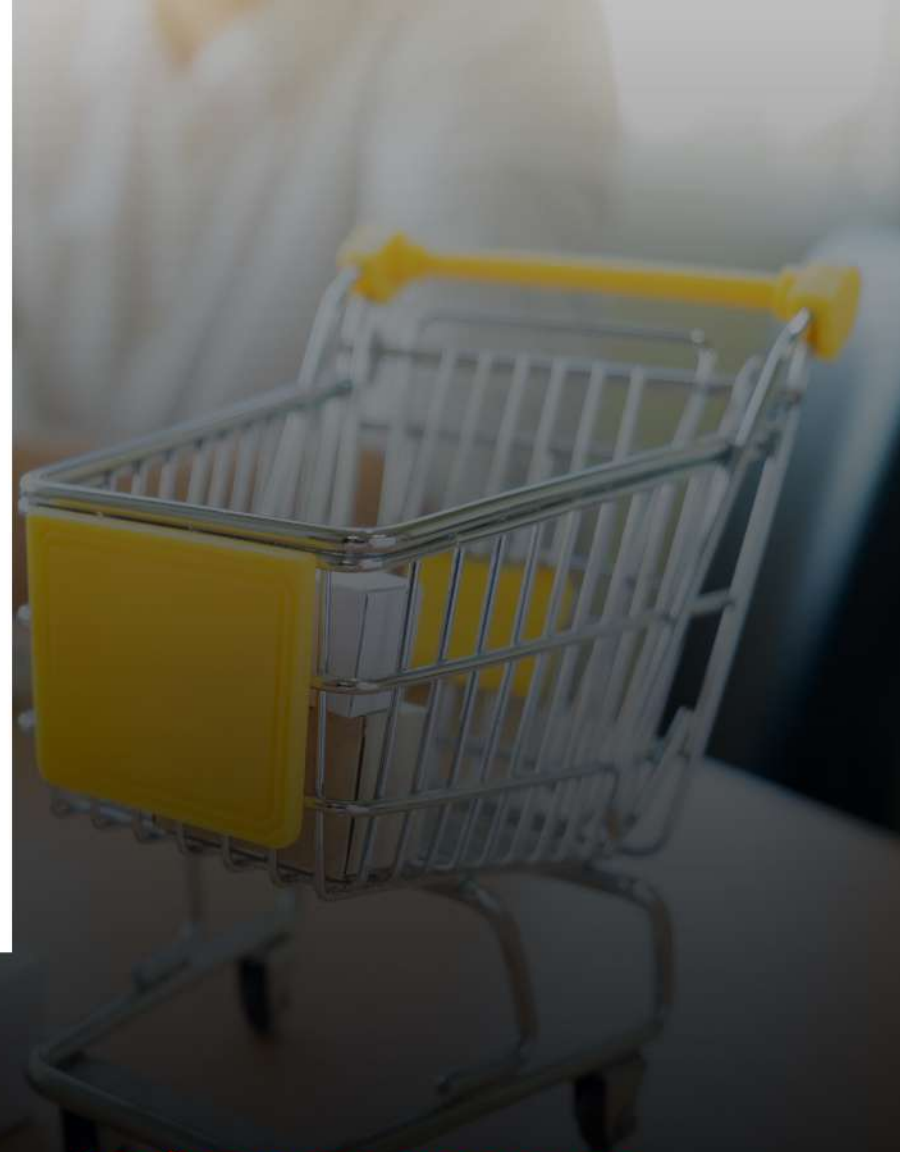
Production Capacity

We have two production units in India's two most favourable locations with combining capacity of 1800 MT per month which is the highest capacity amongst all regional players in India. It helps us to give best dispatch service in Domestic & Export market.



Bulk RM, PM Purchase

As we have huge domestic market in our brand in India, we have already existing set of suppliers, vendors. We have also second plant at distance of 1550 km. It helps us to get best price for commodities to purchase. Our one plant is working in Gujarat state and Gujarat state is known as production hub of India because of its industrial growth. So, we can take many advantages of our location to keep our purchase down respectively.



Saving From Wastages

We are team of technical persons in Production Department. Director is also a member of that team. Therefore, we constant works on how the single penny could be saved from every stage of production process and therefore, we are working with only 1% avg. wastage per month which is very low compared to other plant. That cost difference of wastages differentiates us to keep our product cost best competitive.



Electric Source From Solar

As we believe in renewable energy sources, we have our own roof top solar panels. It helps us to reduce cost of electricity and it is very efficient in India because of its sunny weather round the year. In a nutshell, it helps us to keep our product cost down compared to other brands.



Noodles Making Experience

We are in business of noodles since 10 years. We have visited all plants and observed their patterns & way of working very closely. So, our experience with expertise helps us to stand in cut-throat competitive Indian market with the first position among other regional brands.



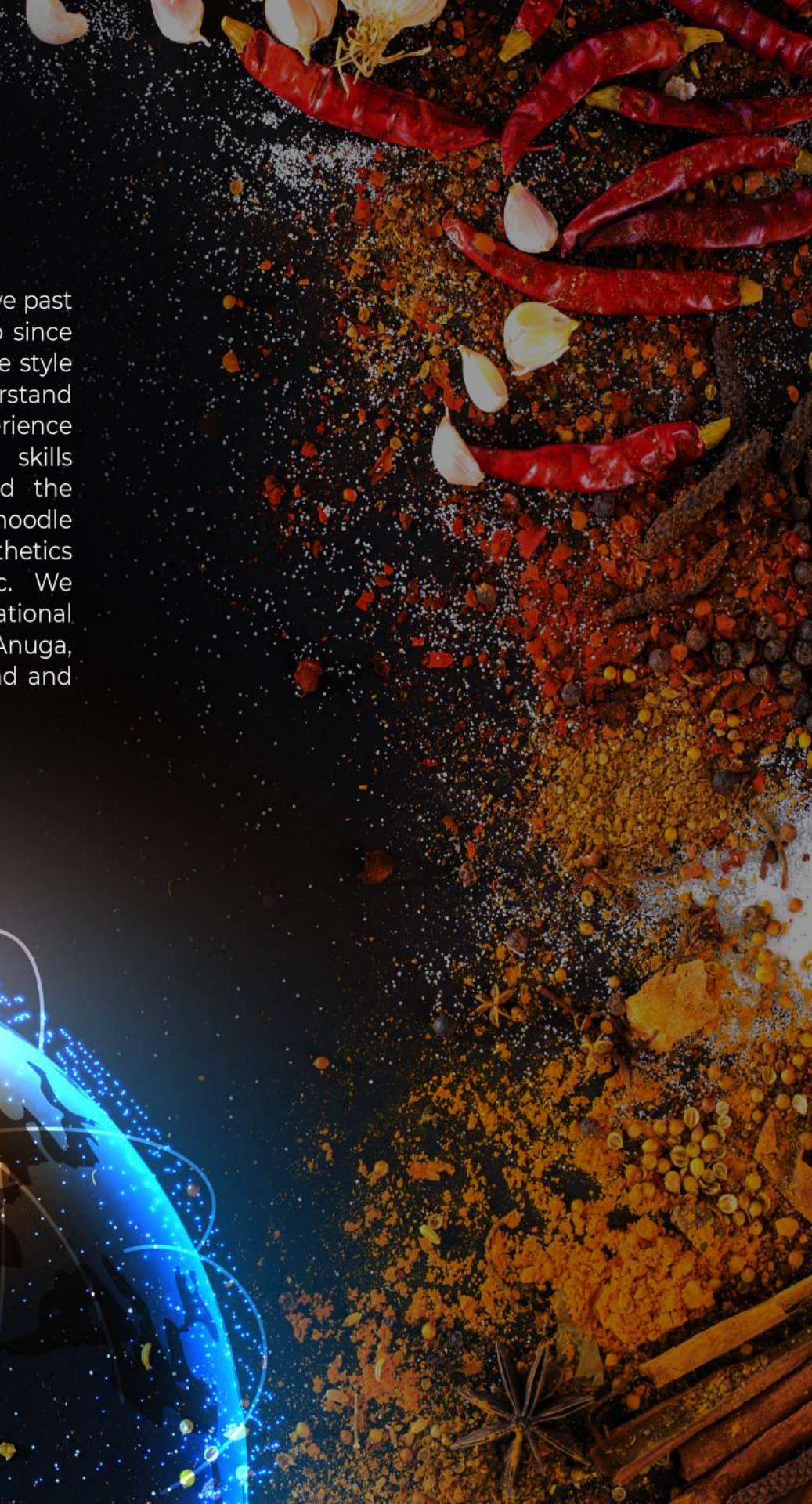
Global Noodles Taste Market

(Seasoning, Flavours)

Later you will see in R&D section in this brochure, we believe in constant R & D and therefore we also maintain our library with all popular flavours. We always follow industrial path of individual region to be ready with supplying popular flavours of that region overnight. This overnight flavours comes with hard work of many months of our R & D Team.

Global Market Experience

As our directors have past experience of global scenario since their educations till way of life style of people, we can easily understand the market. Our global experience & micro level observation skills concludes us to understand the taste (flavours), thread size of noodle cake, Noodle cake size, aesthetics of pack design, boxes etc. We constantly visit the international food exhibitions like Gulfood, Anuga, Indus Food etc. to understand and explore the global market.



Experience Of Making Private Label

We are in this business since 10 years, we have experience of private label. We are also doing some R & D work for big names in India. We had also done private labels from other plants in past, so we have very clear understandings of our roles for doing private label for others. We are already connecting big brands in India to do private labels and discussions are ongoing right now.



Customization

It is biggest weapon of ours to stand against the MNCs. We can customize the products in many ways such as net weight, flavours, box size, design etc. to enter & expand the market. We do not have complex hierarchy which MNCs have. That benefits us & customers to get easy approvals where MNCs take few months to come up with conclusions due to its complex hierarchy.



In-House Lab Facility

When we heard the word FOOD, the first question blink in our mind is how the quality is. To overcome this question, we have in-house laboratory at each production unit to maintain consistent quality. Every batch samples are analyzed thoroughly in in-house laboratory during production to pass the set parameters of quality process. We are following the process that every single Raw materials & Packing materials must be checked in in-house lab first and if it is passed from laboratory then QC department gives green signal to unload the materials else REJECTED.



Own R & D Team

We are with mindset of constant R & D and therefore, we have a huge basket of Ready to Eat & Ready to Cook products in domestic market to feed our channel. We have in-house R & D Team and their role is to develop new flavours and new products which have space in our basket. All flavours of our products are developed by our R & D team. To keep in-house R & D Team is huge cost but we consider it as an investment.



PRODUCTION OATH

Housekeeping

We believe in “if we feel good then other will”. So, we maintain our plants & process area in such a way that all should feel good right from workers to management. We have a separate team for housekeeping whose roles limits to keep the indoor area as well as outdoor area neat & clean. We follow structural reports format to keep this process to run consistently. We also follow system that anyone can visit our production unit without any prior information.

Hygiene

We have fully automatic process machineries which is secure sign to maintain hygiene. Apart from that some process involve human touch, so we have special clothes for working, proper changing rooms & hand wash basins, hair nets, sanitizers, hand gloves which improves the Hygiene process.





Quality Process

As the quality check of our incoming Raw Materials & Packing Materials important, parallely online quality check is equally important.

We follow the structured online check list of QC department right from water quality of R.O. Plant to finished Goods which are being used during production. Nobody can break our in house quality process policy.

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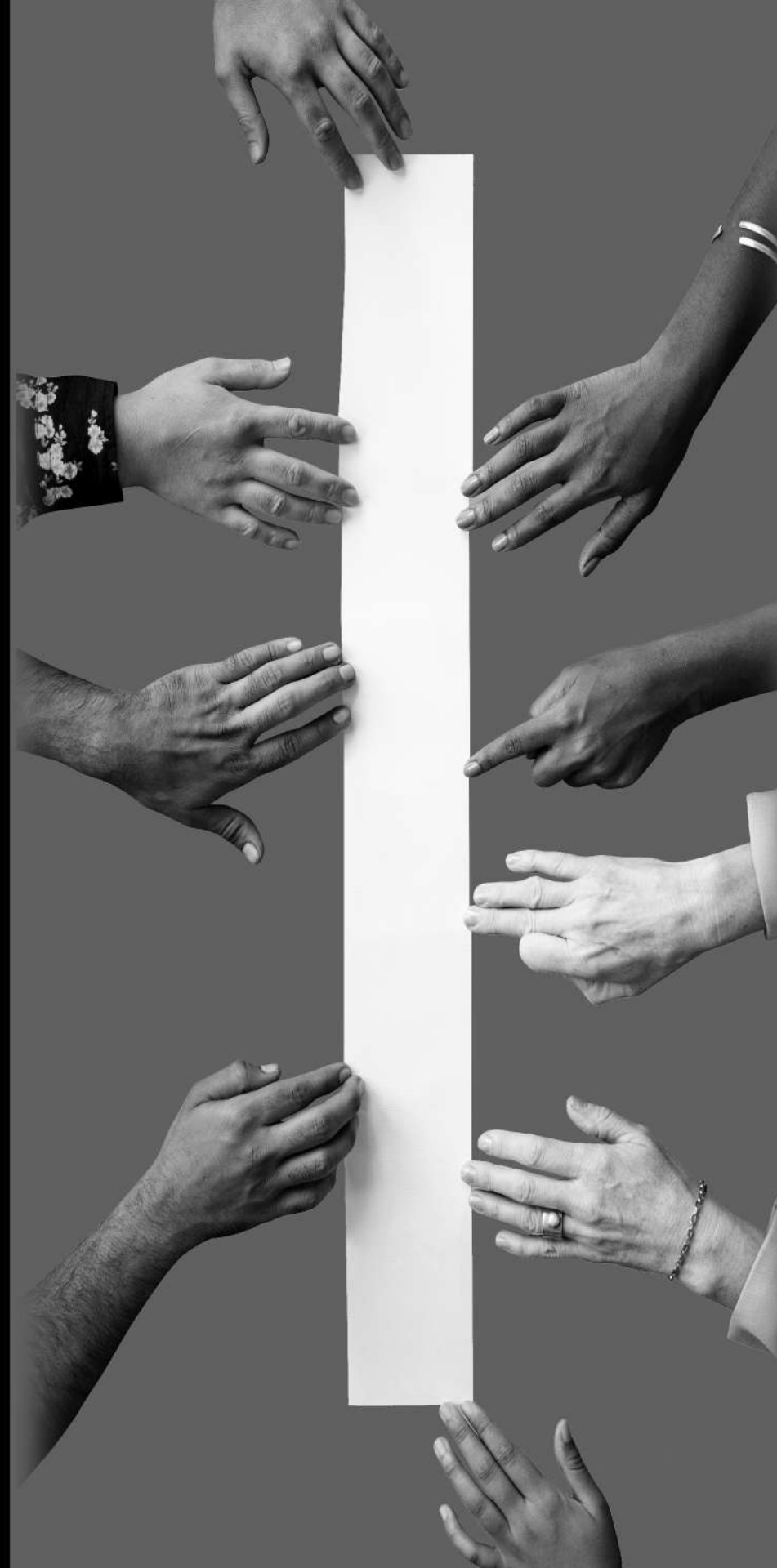


All Required Licenses

As we are going to expand our wings to global market, we are equally taking care of proper documentation. We have FSSAI, APEDA, HALAL, ISO 20000, HACCP Licences which are very basic requirements to full fill compliances. Some countries needs some specific licences that we are arranging as requirements will come.

MINDSET TO GROW TOGETHER

We consider our channel partners as a strong pillar of our company. Our channel partners are our material suppliers, vendors, our dealers/distributors etc. So we have very clear mindset of working as a team. We strictly believe in "Together we grow".




BUSINESS

PRINCIPLES & ETHICS



Business always runs with long term vision and we have to follow business principles & ethics to stand in market for years & years. If we do not have ethical practices in business, we can not assume the future after decades. Transparency is the core value of business and we are very straight forward in all terms of principles & ethics.



Brand Owned & Marketed By :

Purido Foods Private Limited

Office Address :

418, Sanskar Height, Umiya Chowk,
Nr. Mavdi Chowk, 150 Feet Ring Road,
Rajkot-360 004, (Gujarat - India)

☎ **+91 93138 06450**

Manufacturing Unit :

(A) Ayoni Foods Private Limited

Plot No. 3 & 4, Survey No. 111/P/1 & P/2,
Bhunava - Mota Mahika Road,
Village: Mota Mahika, Taluka: Gondal,
District: Rajkot - 360311, (Gujarat - India)


fssai **Lic No. 10018021003068**

(B) Ayoni Foods Private Limited




Arazi No. 2127 & 2128, Off. Varanasi -
Lucknow Road, At Village - Lahangpur,
Pargana-Bayalisi, Tehsil - Kerakat,
District : Jaunpur - 222136 (U. P.- India)

fssai **Lic No. 10021051000416**

FOR TRADE ENQUIRY PLEASE CONTACT US ON FOLLOWING COORDINATES

 **www.sloopy.in**

 **export@sloopy.in**

   **sloopy noodles**