

COMPANY PROFILE



We are one of the youngest organizations in the field of Ready To Eat savories and we are manufacturing Fryums, Khakhra, Multigrain based, Namkeen, Potato chips with more than 25 varieties that are unique in taste and best in quality.

Email: care@asthamurtifoods.com

Website: www.asthamurtifoods.com

Phone Number: +91 9168686868

Address: 130/10 Tarini Mandir Road, Laxmipur, Bhawanipatna, 766001, Kalahandi, Odisha

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01 OUR MISSION, VISION & VALUES

MISSION

To serve our best and delicious Indian snacks while focusing on Physical, Mental and Spiritual health.

VISION

To serve delicious and healthy Indian snacks to every family worldwide.

VALUES

Towards our Pillars (Employees)- As giving respect is one of our core values, We start with The Pillars of AFPL Family, Our employees.

Towards end products- As we consider each of our Encouragers (Consumers) as family members, We cook our products not only with required ingredients but also with Pure intentions, Love and Passion.

Towards our Encouragers (Consumers)- यथा आहार- तथा विचार:- As is the food, So is the thought. It is our basic Karma to make sure the wellbeing of our encourager's Physical, Mental and Spiritual health.

02 WHAT MAKES US DIFFERENT

- We treat our Encouragers as family members, So keeping them contented constantly is one of our top most priorities.
- We are one of the initiators in our region to introduce automation in RTE (Ready To Eat) food, Specifically in Processing and Packaging.
- We are launching our own Mascot that will spread awareness on life teachings with entertainment. To fill our young Encouragers mind with positivity.
- “Cooking with pure intentions provides food for the soul”, So we prepare and cook with Pure intentions, Love and Passion.

03 Business PHILOSOPHY

Ethical practices- Sourcing one of the best quality raw materials.

Transparency- Honesty and truthfulness being two of the fundamental characteristics in our culture that leads to transparency in our business. Which naturally strengthens our bonding with the people associated with us.

Competition- Striving to surpass our own benchmarks constantly.

Employees Centric- Equal opportunity employer, No discrimination of religion, Caste, Gender, Color, etc.

Approach- Clear stance on providing healthy foods.

Strong Commitment Values- रघुकुल रीत सदा चली आई प्राण जाए पर वचन न जाई- Inspired by Ramacharitmanasa, We believe and implement the same.

Patriotism- Fortunate to start from our beautiful country, We are equally dedicated in our approach to serve our best Indian snacks to every family worldwide.

Open for suggestions- Constantly looking forward to improving our products and services, and always open for relevant changes to provide the best for our Encouragers as per Encourager's suggestions and feedbacks. We are available at:
Email: care@asthamurtifoods.com
Website: www.asthamurtifoods.com
Phone Number: +91-9168686868.

04 THE PROCESS HOW WE WORK

Purchasing- We ethically procure directly from the producers.

Storage- We store the materials in temperature-controlled environment with well-maintained hygiene to make sure the freshness of the product remains the same.

Cooking- We prepare food with Pure intentions, Love and Passion for our Encouragers, Suitable to their health and expectations, As we believe "Cooking with Pure Intentions provides food for the Soul".

Packaging- We are one of the initiators of our region to bring automation in packaging to serve hygienically packed foods for our Encouragers.

Dispatch- We are taking utmost care to make sure that our best and delicious products reaches to our Encouragers via our Sales Allies in the least possible time.

05 ABOUT OUR PRODUCTS

As we cook our products with pure intentions, Our focus is not only on physical health, But also we do take care for Mental and Spiritual health as well. For our Encouragers, We serve the best tastes of India with 25 Products under 5 different categories as of now:

Fryums - ABCD

- Jeera Papad
- Katori
- Kurkure
- Mixed Fryums
- Pasta
- Polo
- Riffil

Khakhra - Chilli Flavour

- Garlic Flavour
- Gujarati Khakhra Flavour
- Jeera Flavour
- Methi Flavour

Multigrain- Beet Nachos

- Halka-Fulka Samosa
- Masala Nachos
- Methi Puri

Namkeen - Champakali Gathiya

- Masala Papdi Gathiya
- Nimki
- Papdi Gathiya
- Tikha Gathiya
- Vanela Gathiya

Potato Chips- Chilli Flavour

- Masala Flavour
- Salted Flavour

06 Our Company LOCATION



**130/10 Tarini Mandir Road
Panchayat- Laxmipur
City- Bhawanipatna
Pincode- 766001
District-Kalahandi
State- Odisha
Country- India
Coordinates- 19.902098, 83.183511**

07 HELLO! WE WOULD LOVE TO MEET YOU

अतिथिदेवो भवः - GUEST IS GOD

As we belong to One of the Great civilised societies, Our forefathers created one of the beautiful traditions of welcoming and treating every guests like we treat our Gods. So, We are open and welcoming appropriate associates as Sales Allies (Distributors/Dealers, etc), Pillars (Employees), Corporates, Govt. Sectors, Private Sectors, etc for mutual productive association.