



PR Activity – February 2023

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**Media Name:** The New Indian Express

**Date:** 01.02.2023

**Headline :** Bracing the Big B

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**Media Name:** The Times of India

**Date:** 02.02.2023

**Headline :** Budget 2023-24: 'A growth budget focussed on good harvest

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"We are glad to hear a number of farmer-friendly initiatives by Finance Minister Nirmala Sitharaman which undoubtedly will support our agricultural economy and accelerate growth amongst other sectors such as animal husbandry, dairy and fisheries," said B. Soundararajan, Chairman, Suguna Group.

**Media Name:** NewsRoom Odisha

**Date:** 02.02.2023

**Headline :** Budget 2023-24: 'A growth budget focussed on good harvest

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**Media Name:** The News Men

**Date:** 02.02.2023

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**Media Name:** UNI India

**Date:** 02.02.2023

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**Media Name:** Youth Darpan

**Date:** 02.02.2023

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**Media Name:** The Hindu

**Date:** 03.02.2023

**Headline :** Budget 2023-24: 'A growth budget focussed on good harvest

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**Media Name:** The Hindu

**Date:** 03.02.2023

**Headline :** Budget announcements expected to boost agri sector

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## Budget announcements expected to boost agri sector

**The Hindu Bureau**  
COIMBATORE

The Union Budget presented on Wednesday is progressive, leading India on to the next level of growth and inclusivity, said Rajshree Pathy, chairperson of Rajshree Sugars.

She added that agri credit target has been set at ₹ 20 lakh crore. The Budget announcement of open source digital public infrastructure for agriculture and creation of agricultural

acceleration fund focused on youth in rural areas will help the agri tech space.

According to B. Sundararajan, chairman of Suguna Group, the farmer-friendly initiatives in the Budget will support the agricultural economy and accelerate growth among sectors such as animal husbandry, dairy, and fisheries. The agricultural acceleration fund will stimulate agri start-ups in rural areas with better collaboration among farmers, the State

and the other stakeholders of the agri sector, he said.

The Indian Sugar Mills' Association said in a press release that two key proposals in the Budget clearly lay out the mandate straight for clean and green energy. The proposal of introducing a 5% Compressed Bio-Gas (CBG) mandate in due course for all organisations marketing natural and bio-gas will be a big boost to production of CBG. The Finance Minister also added that, "For

collection of bio-mass and distribution of bio-manure, appropriate fiscal support will be provided". By making it compulsory for OMCs and GAIL to substitute 5% of Natural Gas with that of CBG is a testament of government's focus towards green energy transition, it said.

Further, exemption of Basic Customs Duty on Denatured ethyl alcohol will give a big boost to the 'Ethanol Blending Programme'. Industries which use

denatured ethyl alcohol as their raw material such as pharmaceuticals, chemical and paints, can rely on domestic availability to fulfil their raw material requirement. The entire cane molasses can be used for ethanol production for Ethanol Blending Programme. This will address shortfall in ethanol supplies by sugar mills, and they will be able to fulfil their ethanol supply commitments to OMCs, the Association said.

Media Name: DT Next

Date: 06.02.2023

Headline : Agri startups get a leg-up with accelerator fund

# Agri startups get a leg-up with accelerator fund

■ R SATHYANARAYANA

**E**ven as they welcomed the move by the Union government to set up an agriculture accelerator fund to encourage agri startups, experts said there still were several challenges that should be overcome for the startups to be successful and create a positive impact for the thousands of farmers.

Welcoming the thrust given to the agriculture sector by allocating more funds, R Rengalakshmi, director, Ecotechnology, MS Swaminathan Research Foundation (MSSRF) said there would be several challenges to establishing agriculture startups.

"The existing startups are run by youth with good educational and economical background. The government should provide training and backup for the rural youth to set up startups," she said. Also, the youth should be provided marketing assistance to ensure that the new ventures are successful.

Another area that the authorities should focus on is to encourage more women to set up such startups, Rengalakshmi added.

Second her view on more rural youth being involved in farming, KS Narayanan of Tamil Nadu Delta Farmers' Forum said proper training should be given to these youngsters for setting up agri startups "Setting up an accelerated agricultural fund is a welcome move, as the youth planning to establish startups won't have to approach the bank or other financial institutions for funds," he added.

However, he added, not including farm loan waiver and failure to streamline crop insurance scheme were disappointing for the existing farmers.

The Rs 2,200 crore expedited fund would be useful in stimulating agricultural startups in

rural areas through collaboration between farmers, State, and the sector, opined B Soundararajan, chairman, Suguna Foods. Besides agriculture, this could also accelerate growth in other sectors such as animal husbandry, dairy, and fisheries, he said.

"Overall, investment in resources and modern technology in these domains will contribute to the formation of long-term growth that will give greater results in the coming years," Soundararajan said.

Karthik Jayaraman, co-founder and managing director of city-based agri tech firm WayCool said it was a commendable move by the government to provide digital public infrastructure for agriculture enabling an open source, open standard, and interoperable public good encompassing farmer-centric solutions.

"This will definitely help improve access to farm inputs for the farmers while also boosting market intelligence, thereby also providing support to agri-tech and startup growth. Despite being the major contributor to the GDP, the sector is still faced with a plethora of challenges, and the launch of the agriculture accelerator fund will provide ample relief, in terms of encouraging young entrepreneurs while also bringing in innovative and affordable solutions to address the challenges faced by the farmers, especially in terms of enhancing profitability and equipping modern technology," he added.

Another initiative that he sought to highlight was the Atma Nirbhar Clean Plant Programme that would offer farmers access to the availability of disease-free, clean planting material, benefitting crop yield in large numbers. This is crucial, as disease infestation has been a dire problem affecting 35% of total crop productivity.



**Media Name:** Press Reader

**Date:** 06.02.2023

**Headline :** Budget 2023-24: 'A growth budget focussed on good harvest'

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**Media Name:** India First

**Date:** 06.02.2023

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**Media Name:** Nanayam Vikatan

**Date:** 06.02.2023

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“வேளாண் துறை மற்றும் விவசாயி  
களுக்கு ஒதுக்கப்பட்டுள்ள நிதி முந்தைய  
நிதி ஆண்டு பட்ஜெட்டைவிடவும் 0.7%  
அதிகமாக உள்ளது. மேலும், விவசாயம்  
தொடர்பான ஸ்டார்ட்அப் நிறுவனங்  
களுக்கு ரூ.2,200 கோடி நிதி ஒதுக்கப்  
பட்டுள்ளது. இதன் மூலம் வரும் ஆண்டுகளில்  
வேளாண் துறையில் புத்தாக்க முயற்சிகள் அதிகரிக்கும்  
என்று எதிர்பார்க்கிறோம்.”

- பி.செளந்தர்ராஜன், சுருணா குழுமம்.

**Media Name:** MTI News

**Date:** 09.02.2023

**Headline :** Suguna Foods MD, Mr. Vignesh Soundararajan Awarded the Prestigious Hurun Industry Achievement Award-2022

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February 2023: India's leading poultry enterprise, Suguna Foods' Managing Director Mr. Vignesh Soundararajan, has been conferred the prestigious "Hurun Industry Achievement Award- 2022" by Hurun Report Global. The award was presented in recognition of Delfrez's dedication to redefine the ready-to-eat, ready-to-cook meat segment in India. Being the brainchild of Mr. Vignesh Soundararajan, Delfrez is a modern meat retail store from the house of Suguna Foods which offers a varied selection of meat products, with high nutritional value to the consumers. While the brand is constantly growing, they make sure to offer customers delicious products of the highest quality and freshness. Delfrez currently has over 250+ outlets and aims to spread its footprints across India.

**Media Name:** Dharmaa Yoddha

**Date:** 09.02.2023

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## सुगुणा फुड्सचे एमडी सौंदरराजन यांचा हुरुन इंडस्ट्री अचीव्हमेंट अवार्डने सन्मान



मुंबई - (दिनेश चिलपमराठे) भारतातील आघाडीची पोल्ट्री एंटरप्राइझ सुगुणा फूड्सचे व्यवस्थापकीय संचालक विघ्नेश सौंदरराजन यांचा हुरुन रिपोर्ट ग्लोबलने प्रतिष्ठित हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड २०२२फ ने सन्मान करण्यात आला. भारता-

तील रेडी-टू-इट, रेडी-टू-कुक मीट विभागाला पुनर्परिभाषित करण्याच्या डेल्टेजच्या समर्पितते प्रती मान्यता म्हणून हा पुरस्कार प्रदान करण्यात आला. विघ्नेश सौंदरराजन यांच्या अभिनव विचारामधून स्थापना करण्यात आलेले डेल्टेज

हे सुगुणा फूड्सच्या अधिपत्या खालील आधुनिक मीट रिटेल स्टोअर आहे, जे ग्राहकांना उच्च पौष्टिक मूल्यांनी युक्त मीट उत्पादनांची वैविध्यपूर्ण श्रेणी देते. ब्रॅण्ड सातत्याने विकसित होत असताना ते ग्राहकांना उच्च दर्जा व ताजेपणाने युक्त चवदार उत्पादने देण्याची खात्री घेतात. डेल्टेजचे सध्या २५० हून अधिक आऊटलेट्स आहेत आणि भारतभरात आपली उपस्थिती विस्तारित करण्याचा त्यांचा मनसुबा आहे. हॉटेल ताज लॅण्ड्स एंड, मुंबई येथे हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड २०२२ चे ११ वे पर्व आयोजित

करण्यात आले होते. ३६० वन वेल्थचे सह-संस्थापक यतिन शाह, हुरुन ग्लोबलचे संस्थापक व अध्यक्ष रूफर्ट हुजवर्फ आणि हुरुन इंडियाचे संस्थापक व अध्यक्ष अनास रहमान जुनैद यांच्या हस्ते विघ्नेश सौंदरराजन यांना हा पुरस्कार प्रदान करण्यात आला. या पुरस्कार सोहळ्याला २०० हून अधिक उद्योजक उपस्थित होते. उद्योजकांना सन्मानित केल्याबद्दल मी हुरुन रिपोर्ट ग्लोबलचे आभार व्यक्त करतो आणि मला आशा आहे की, यातून आगामी वर्षांमध्ये आपल्या देशातून आणखी यशोगाथा मिळतील.

**Media Name:** Chennai Patrika

**Date:** 09.02.2023

**Headline :** Suguna Foods MD, Mr. Vignesh Soundararajan Awarded the Prestigious Hurun Industry Achievement Award-2022

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**Media Name:** PNI News

**Date:** 09.02.2023

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**Media Name:** Shivner

**Date:** 10.02.2023

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## सुगुणा फूड्सचे एमडी श्री. विघ्नेश सौंदरराजन यांना प्रतिष्ठित हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड-२०२२ सह सन्मानित

मुंबई, बुधवार : भारतातील आघाडीची पोल्ट्री एंटरप्राइझ सुगुणा फूड्सचे व्यवस्थापकीय संचालक श्री. विघ्नेश सौंदरराजन यांचा हुरुन रिपोर्ट ग्लोबलने प्रतिष्ठित 'हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड-२०२२' सह सन्मान केला आहे. भारतातील रेडी-टू-इट, रेडी-टू-कूक मीट विभागाला पुनर्परिभाषित करण्याच्या डे लफ्रे जच्या समर्पिततेप्रती मान्यता म्हणून हा पुरस्कार प्रदान करण्यात आला. श्री. विघ्नेश सौंदरराजन यांच्या अभिनव विचारामधून स्थापना

करण्यात आलेले डेल्फेज हे सुगुणा फूड्सच्या अधिपत्याखालील आधुनिक मीट रिटेल स्टोअर आहे, जे ग्राहकांना उच्च पौष्टिक मूल्यांनी युक्त मीट उत्पादनांची वैविध्यपूर्ण श्रेणी देते.

ब्रॅण्ड सातत्याने विकसित होत असताना ते ग्राहकांना उच्च दर्जा व ताजेपणाने युक्त चवदार उत्पादने देण्याची खात्री घेतात. डेल्फेजचे सध्या २५० हून अधिक आऊटलेट्स आहेत आणि भारतभरात आपली उपस्थिती विस्तारित करण्याचा मनसुबा आहे. हॉटेल ताज लॅण्ड्स एंड, मुंबई



चे ये हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड २०२२ चे वे ११ पर्व आयोजित करण्यात आले. ३६० वन वेल्थचे सह-संस्थापक श्री. यतिन शाह, हुरुन ग्लोबलचे संस्थापक व अध्यक्ष श्री. रूफर्ट हुजवर्फ आणि हुरुन इंडियाचे संस्थापक व अध्यक्ष श्री. अनास रहमान जुनैद यांच्या हस्ते श्री. विघ्नेश सौंदरराजन यांना हा पुरस्कार प्रदान करण्यात आला. या पुरस्कार सोहळ्याला २०० हून अधिक उद्योजक उपस्थित होते.

या सुवर्ण टप्प्याबाबत सांगताना सुगुणा फूड्सचे व्यवस्थापकीय संचालक श्री. विघ्नेश सौंदरराजन म्हणाले, 'इष्ट उद्योजकांसाठी सर्वात प्रतिष्ठित पुरस्कारांपैकी एक असलेल्या 'हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड'-२०२२' मिळाल्याबद्दल आम्हाला

सन्माननीय वाटते. मला आमच्या यशाचे श्रेय सुगुणाच्या आमच्या विस्तारित कुटुंबाला, तसेच जगभरातील आमच्या एकनिष्ठ ग्राहकांना घ्यायचे आहे. हा पुरस्कार आमच्या मजबूत डीलरशिप नेटवर्कला आणि संपूर्ण सुगुणा फूड्स टीमला समर्पित आहे, ज्यांनी भारतातील सर्वात मोठा पोल्ट्री एंटरप्राइझ बनण्याच्या आमच्या प्रयत्नांना पाठिंबा दिला आहे. हा सन्मान आम्हाला आमच्या सर्व कर्मचाऱ्यांना अधिक मेहनत घेत राहण्यासाठी प्रोत्साहन देत राहण्यास प्रेरित करतो. तसेच उद्योजकांना सन्मानित केल्याबद्दल मी हुरुन रिपोर्ट ग्लोबलचे आभार व्यक्त करतो आणि मला आशा आहे की, यातून आगामी वर्षांमध्ये आपल्या देशातून आणि आपली यशोगाथा मिळतील. फफ

**Media Name:** The Hindu

**Date:** 10.02.2023

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**Headline :** Suguna Foods MD, Mr. Vignesh Soundararajan Awarded the Prestigious Hurun Industry Achievement Award-2022

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February 2023: India's leading poultry enterprise, Suguna Foods' Managing Director Mr. Vignesh Soundararajan, has been conferred the prestigious "Hurun Industry Achievement Award- 2022" by Hurun Report Global. The award was presented in recognition of Delfrez's dedication to redefine the ready-to-eat, ready-to-cook meat segment in India. Being the brainchild of Mr. Vignesh Soundararajan, Delfrez is a modern meat retail store from the house of Suguna Foods which offers a varied selection of meat products, with high nutritional value to the consumers. While the brand is constantly growing, they make sure to offer customers delicious products of the highest quality and freshness. Delfrez currently has over 250+ outlets and aims to spread its footprints across India.

**Media Name:** Punyanagari

**Date:** 13.02.2023

**Headline :** Suguna Foods MD, Mr. Vignesh Soundararajan Awarded the Prestigious Hurun Industry Achievement Award-2022

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## सुगुणा फूड्सच्या सौंदरराजन यांचा सन्मान

। मुंबई : पोल्ट्री एंटरप्राईझ सुगुणा फूड्सचे व्यवस्थापकीय संचालक विघ्नेश सौंदरराजन यांचा हुरून रिपोर्ट ग्लोबलने प्रतिष्ठित हुरून इंडस्ट्री अचिव्हमेंट अवॉर्ड-२०२२ सह सन्मान केला आहे. भारतातील रेडी-टू-इट, रेडी-टू-कूक मीट विभागाला पुनर्परिभाषित करण्याच्या डेलफ्रेजच्या समर्पिततेप्रती मान्यता म्हणून हा पुरस्कार प्रदान करण्यात आला. विघ्नेश सौंदरराजन यांच्या अभिनव विचारामधून स्थापना करण्यात आलेले डेलफ्रेज हे सुगुणा फूड्सच्या अधिपत्याखालील आधुनिक मीट रिटेल स्टोअर आहे, जे ग्राहकांना उच्च पौष्टिक मूल्यांनी युक्त मीट उत्पादनांची वैविध्यपूर्ण श्रेणी देते. ब्रॅण्ड सातत्याने विकसित होत असताना ते ग्राहकांना उच्च दर्जा व ताजेपणाने युक्त चवदार उत्पादने देण्याची खात्री घेतात.

**Media Name:** Vrutttamanas

**Date:** 15.02.2023

**Headline :** Suguna Foods MD, Mr. Vignesh Soundararajan Awarded the Prestigious Hurun Industry Achievement Award-2022

### सुगुणा फूड्सला हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड

भारतातील आघाडीची पोल्ट्री एंटरप्राइझ सुगुणा फूड्सचे व्यवस्थापकीय संचालक श्री. विघ्नेश सौंदरराजन यांचा हुरुन रिपोर्ट ग्लोबलने प्रतिष्ठित 'हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड-२०२२' सह सन्मान केला आहे. भारतातील रेडी-टू-इट, रेडी-टू-कुक मीट विभागाला पुनर्परिभाषित करण्याच्या डेल्टेफ्रेजच्या समर्पिततेप्रती मान्यता म्हणून हा पुरस्कार प्रदान करण्यात आला. श्री. विघ्नेश सौंदरराजन यांच्या अभिनव विचारामधून स्थापना करण्यात आलेले डेल्टेफ्रेज हे सुगुणा फूड्सच्या अधिपत्याखालील आपुनिक मीट रिटेल स्टोअर आहे, जे ग्राहकांना उच्च पोष्टिक मूल्यांनी युक्त मीट उत्पादनांची वैविध्यपूर्ण श्रेणी देते. ब्रॅण्ड सातत्याने विकसित होत असताना ते ग्राहकांना उच्च दर्जा व ताजेपणाने युक्त चवदार उत्पादने देण्याची खात्री पेशात. डेल्टेफ्रेजचे सध्या २५० हून अधिक आऊटलेट्स आहेत आणि भारतभर आपली उपस्थिती विस्तारित करण्याचा मनसुबा आहे. हॉटेल तज्ञ लॅंगडूस ग्रॅंड, मुंबई येथे हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड २०२२ चे ११वे पर्व आयोजित करण्यात आले. ३६० वन वेल्थचे सह-संस्थापक श्री. यतिन शाह, हुरुन ग्लोबलचे संस्थापक व अध्यक्ष श्री. रूपर्ट हजर्वर्क आणि हुरुन इंडियाचे संस्थापक व अध्यक्ष श्री. अनास रहमान जुनेद यांच्या हस्ते श्री. विघ्नेश सौंदरराजन यांना हा पुरस्कार प्रदान करण्यात आला. या पुरस्कार सोहळ्याला २०० हून अधिक उद्योजक उपस्थित होते.

या सुवर्ण टप्प्याबाबत सांगताना सुगुणा फूड्सचे व्यवस्थापकीय संचालक श्री. विघ्नेश सौंदरराजन म्हणाले, 'उद्योजकांसाठी सर्वात प्रतिष्ठित पुरस्कारांपैकी एक असलेल्या हुरुन इंडस्ट्री अचीव्हमेंट अवॉर्ड-२०२२ 'मिळाल्याबद्दल आम्हाला सन्माननीय वाढते. मला आमच्या यशाचे श्रेय सुगुणाच्या आमच्या विस्तारित कुटुंबाला, तसेच जगभरातील आमच्या एकनिष्ठ ग्राहकांना द्यायचे आहे. हा पुरस्कार आमच्या मजबूत डीलरशिप नेटवर्कला आणि संपूर्ण सुगुणा फूड्स टीमला समर्पित आहे, ज्यांनी भारतातील सर्वात मोठा पोल्ट्री एंटरप्राइझ बनण्याच्या आमच्या प्रयत्नांना पाठिंबा दिला आहे. हा सन्मान आम्हाला आमच्या सर्व कर्मचाऱ्यांना अधिक मेहनत घेत राहण्यासाठी प्रोत्साहन देत राहण्यास प्रेरित करतो. तसेच उद्योजकांना सन्मानित केल्याबद्दल मी हुरुन रिपोर्ट खोबलचे आभार व्यक्त करतो आणि मला आशा आहे की, यातून आगामी वर्षामध्ये आपल्या देशातून आणखी यशोगाथा मिळतील.'



**Media Name:** Konexionnetwork

**Date:** 21.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## Delfrez Introduces New Drool Worthy Ready-to-Eat Snacks

by Our Correspondent - Feb 21, 2023



*~ Lip smacking Momos, Tikkas, Kebabs, and Gravy at the Comfort of your Kitchen ~*

Delfrez, India's leading omni-channel poultry brand, is committed to disrupting the processed food sector by creating exquisite meaty delicacies of the highest quality and freshness. Being a 'one-stop solution' for all poultry needs, the company has added a new assortment of mouth-watering, ready-to-eat snack alternatives like Momos, Tikka, Kebabs, and Gravy.

**Media Name:** Instant Publish

**Date:** 23.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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Delfrez, India's leading omni-channel poultry brand, is committed to disrupting the processed food sector by creating exquisite meaty delicacies of the highest quality and freshness. Being a 'one-stop solution' for all poultry needs, the company has added a new assortment of mouth-watering, ready-to-eat snack alternatives like Momos, Tikka, Kebabs, and Gravy.

As a 'truly fresh, truly natural' brand, Delfrez's lip-smacking range of ready-to-eat snacks are 100% devoid of antibiotics, steroids, preservatives and artificial additives. It provides a quick, yet healthy and guilt-free way to fulfill one's cravings throughout the day. Being a premium quality brand, these newly introduced Delfrez products are offered at a reasonable price range, starting from just Rs.149/- and are made ready with a minimal cooking time of just 6-8 minutes. There are 9 delicious chicken-based products like Butter Chicken, Chicken Korma, Chicken Chips, Chicken Bone Stock, BBQ Chicken Wings, Chicken Hot Wings, Chicken Tikka, Chicken Cheese Momos, and Kalmi Kebab. All of Delfrez products are prepared with 100% fresh quality meat and ingredients.

**Media Name:** News Today

**Date:** 23.02.2023

**Headline :** Delfrez Plans Big

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## Delfrez plans big

NT Bureau  
Chennai, Feb 23:

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**Media Name:** Chennai Glitz

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** Chennai Updates

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** B4U Media

**Date:** 24.02.2023

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**Media Name:** CNNOTV

**Date:** 24.02.2023

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**Media Name:** Janpath Samachar

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेज ने नये स्वादिष्ट रेडी-टु-ईट स्नैक्स पेश किया

मुंबई। भारत के प्रमुख ओम्नी-चैनल पोल्ट्री ब्राण्ड, डेलफ्रेज ने मुंह में पानी लाने वाले नए रेडी-टु-ईट स्नैक्स पेश किया है।

कंपनी ने अपने प्रोडक्ट पोर्टफोलियो में मोमोज, टिक्का, कबाब और ग्रेवी जैसे विकल्पों को जोड़ा है। डेलफ्रेज सबसे अच्छी गुणवत्ता और ताजगी से भरपूर, मीट के स्वादिष्ट व्यंजन बनाकर प्रोसेस्ड फूड सेक्टर में हलचल मचाने के लिए प्रतिबद्ध है। यह ग्राहकों की पोल्ट्री की सभी तरह की जरूरतों के लिये 'वन-स्टॉप सॉल्यूशन' है। कंपनी के अनुसार 'सचमुच ताजा,

सचमुच प्राकृतिक' (ट्रूली फ्रेश, ट्रूली नैचुरल) ब्राण्ड के तौर पर डेलफ्रेज की रेडी टु ईट स्नैक्स की शानदार मुंह में पानी लाने वाली रेंज एंटीबायोटिक्स, स्टीरॉइड्स, प्रिजर्वेटिव्स और कृत्रिम एडिटिव्स से 100 प्रतिशत मुक्त है। प्रीमियम क्वालिटी का डेलफ्रेज ब्राण्ड के यह नये प्रोडक्ट्स बेहद किफायती कीमत सिर्फ 149 रुपये से शुरू है और इन्हें महज 6-8 मिनट में आसानी से पकाया जा सकता है। उत्पादों की यह नई श्रृंखला अब भारत में डेलफ्रेज के सभी 200 से ज्यादा स्टोर्स पर उपलब्ध है।

**Media Name:** Amrit India

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेज ने नये स्वादिष्ट रेडी-टु-ईट स्नैक्स पेश किये

नई दिल्ली (अ.इ.)।

भारत के प्रमुख ओम्नी-चैनल पोल्ट्री ब्राण्ड डेलफ्रेज ने नए रेडी-टु-ईट स्नैक्स पेश किये हैं। कंपनी ने अपने प्रोडक्ट पोर्टफोलियो में मोमोज, टिक्का और ग्रेवी जैसे विकल्पों को जोड़ा है। डेलफ्रेज सबसे अच्छी गुणवत्ता और ताजगी से भरपूर, मीट के स्वादिष्ट व्यंजन बनाकर प्रोसेस्ड फूड सेक्टर में हलचल मचाने के लिए प्रतिबद्ध है। यह ग्राहकों की पोल्ट्री की सभी तरह की जरूरतों के लिये 'वन-स्टॉप सॉल्यूशन' है। प्राकृतिक टूली फ्रेश, टूली नैचुरल ब्राण्ड के तौर पर डेलफ्रेज की रेडी टु ईट स्नैक्स की शानदार रेंज एंटीबायोटिक्स, स्टीरॉइड्स, प्रिजर्वेटिव्स और कृत्रिम एडिटिव्स से 100 प्रतिशत मुक्त है। प्रीमियम क्वालिटी का ब्राण्ड होने के नाते, डेलफ्रेज के यह नये प्रोडक्ट्स बेहद किफायती कीमतों में पेश किए गए हैं। इनकी कीमत सिर्फ 149 रुपये से शुरू है और इन्हें महज 6-8 मिनट में आसानी से पकाया जा सकता है। चिकन से बने 9 स्वादिष्ट उत्पादों में शामिल हैं- बटर चिकन,

चिकन कोरमा, चिकन चिप्स, चिकन बोन स्टॉक, बारबेक्यू चिकन विंग्स, चिकन हॉट विंग्स, चिकन टिक्का, चिकन चीज़ मोमोज और कलमी कबाब। डेलफ्रेज के सभी उत्पाद 100 प्रतिशत शुद्ध गुणवत्ता के मीट और सामग्रियों से बने होते हैं। लॉन्च पर अपनी बात रखते हुए, डेलफ्रेज में स्टिल के जीएम विनय शर्मा ने कहा, भारत का व्यापक रूप से पसंदीदा मीट ब्राण्ड होने के नाते हम अपने पोर्टफोलियो को बढ़ाने के साथ ही अपने ग्राहकों रेडी टु कुक एवं रेडी टु ईट के तरह-तरह के विकल्प पेश करना चाहते थे, ताकि कुल मिलाकर उन्हें कुकिंग में आसानी हो। वे दिन गये, जब कबाब, मोमोज और टिक्का को सिर्फ खइन इन स्टोरेन्ट्स और टेकअवेज पर ऑर्डर किया जाता था। हमारी कंपनी 'फार्म टू फोर्क' के कॉन्सेप्ट के लिये जानी जाती है, इसलिये हर अवस्था में उच्चतम ताजगी और गुणवत्ता को सुनिश्चित करने वाली उत्पादों की यह नई श्रृंखला यकीनन इस कॉन्सेप्ट का असली प्रमाण होगी।

**Media Name:** Veer Arjun

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेज़ ने नये स्वादिष्ट रेडी-टु-ईट स्नैक्स पेश किये

नई दिल्ली, : भारत के प्रमुख ओम्नी-चैनल पोल्ट्री ब्राण्ड डेलफ्रेज़ ने नए रेडी-टु-ईट स्नैक्स पेश किये हैं। कंपनी ने अपने प्रोडक्ट पोर्टफोलियो में मोमोज, टिक्का और ग्रेवी जैसे विकल्पों को जोड़ा है। डेलफ्रेज़ सबसे अच्छी गुणवत्ता और ताजगी से भरपूर, मीट के स्वादिष्ट व्यंजन बनाकर प्रोसेस्ड फूड सेक्टर में हलचल मचाने के लिए प्रतिबद्ध है। यह ग्राहकों की पोल्ट्री की सभी तरह की जरूरतों के लिये 'वन-स्टॉप सॉल्यूशन' है। प्राकृतिक टूली फ्रेश, टूली नैचुरल ब्राण्ड के तौर पर डेलफ्रेज़ की रेडी टु ईट स्नैक्स की शानदार रेंज एंटीबायोटिक्स, स्टीरॉइड्स, प्रिजर्वेटिव्स और कृत्रिम एडिटिव्स से 100 % मुक्त है। यह आपको दिनभर अपनी भूख मिटाने के लिये एक सेहत से भरा तरीका देते हैं। प्रीमियम क्वालिटी का ब्राण्ड होने के नाते, डेलफ्रेज़ के यह नये प्रोडक्ट्स बेहद किफायती कीमतों में पेश किए गए हैं। इनकी कीमत सिर्फ 149 रुपये से शुरू है और इन्हें महज 6-8 मिनट में आसानी से पकाया जा सकता है। चिकन से बने 9 स्वादिष्ट उत्पादों में शामिल हैं - बटर चिकन, चिकन कोरमा, चिकन चिप्स, चिकन बोन स्टाक, बारबेक्यू चिकन विंग्स, चिकन हॉट विंग्स, चिकन टिक्का, चिकन चीज़ मोमोज और कलमी कबाब।

**Media Name:** Deshbandhu

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेज़ ने नये स्वादिष्ट रेडी-टु-ईट स्नैक्स पेश किये

नई दिल्ली। भारत के प्रमुख ओम्नी-चैनल पोल्ट्री ब्राण्ड डेलफ्रेज़ ने नए रेडी-टु-ईट स्नैक्स पेश किये हैं। कंपनी ने अपने प्रोडक्ट पोर्टफोलियो में मोमोज, टिक्का और ग्रेवी जैसे विकल्पों को जोड़ा है। डेलफ्रेज़ सबसे अच्छी गुणवत्ता और ताजगी से भरपूर, मीट के स्वादिष्ट व्यंजन बनाकर प्रोसेस्ड फूड सेक्टर में हलचल मचाने के लिए प्रतिबद्ध है। यह ग्राहकों की पोल्ट्री की सभी तरह की जरूरतों के लिये 'वन-स्टॉप सॉल्यूशन' है। प्राकृतिक टूली फ्रेश, टूली नैचुरल ब्राण्ड के तौर पर डेलफ्रेज़ की रेडी टु ईट स्नैक्स की शानदार रेंज एंटीबायोटिक्स, स्टीराइड्स, प्रिजर्वेटिव्स और कृत्रिम एडिटिव्स से 100 प्रतिशत मुक्त है। लॉन्च पर अपनी बात रखते हुए, डेलफ्रेज़ में रिटेल के जीएम विनय शर्मा ने कहा, भारत का व्यापक रूप से पसंदीदा मीट ब्राण्ड होने के नाते हम अपने पोर्टफोलियो को बढ़ाने के साथ ही अपने ग्राहकों रेडी टु कुक एवं रेडी टु ईट के तरह-तरह के विकल्प पेश करना चाहते थे, ताकि कुल मिलाकर उन्हें कुकिंग में आसानी हो। वे दिन गये, जब कबाब, मोमोज और टिक्का को सिर्फ डाइन इन रेस्टोरेन्ट्स और टेकअवेज पर ऑर्डर किया जाता था।

**Media Name:** Andhra Jyothi

**Date:** 24.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेज़ ने नये स्वादिष्ट रेडी-टु-ईट स्नैक्स पेश किये

नई दिल्ली। भारत के प्रमुख ओम्नी-चैनल पोल्ट्री ब्राण्ड डेलफ्रेज़ ने नए रेडी-टु-ईट स्नैक्स पेश किये हैं। कंपनी ने अपने प्रोडक्ट पोर्टफोलियो में मोमोज, टिक्का और ग्रेवी जैसे विकल्पों को जोड़ा है। डेलफ्रेज़ सबसे अच्छी गुणवत्ता और ताजगी से भरपूर, मीट के स्वादिष्ट व्यंजन बनाकर प्रोसेस्ड फूड सेक्टर में हलचल मचाने के लिए प्रतिबद्ध है। यह ग्राहकों की पोल्ट्री की सभी तरह की जरूरतों के लिये 'वन-स्टॉप सॉल्यूशन' है। प्राकृतिक टूली फ्रेश, टूली नैचुरल ब्राण्ड के तौर पर डेलफ्रेज़ की रेडी टु ईट स्नैक्स की शानदार रेंज एंटीबायोटिक्स, स्टीराइड्स, प्रिजर्वेटिव्स और कृत्रिम एडिटिव्स से 100 प्रतिशत मुक्त है। लॉन्च पर अपनी बात रखते हुए, डेलफ्रेज़ में रिटेल के जीएम विनय शर्मा ने कहा, भारत का व्यापक रूप से पसंदीदा मीट ब्राण्ड होने के नाते हम अपने पोर्टफोलियो को बढ़ाने के साथ ही अपने ग्राहकों रेडी टु कुक एवं रेडी टु ईट के तरह-तरह के विकल्प पेश करना चाहते थे, ताकि कुल मिलाकर उन्हें कुकिंग में आसानी हो। वे दिन गये, जब कबाब, मोमोज और टिक्का को सिर्फ डाइन इन रेस्टोरेन्ट्स और टेकअवेज पर ऑर्डर किया जाता था।

**Media Name:** Sakal

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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## डेलफ्रेजची नवी उत्पादन श्रेणी

मुंबई, ता. २४ : डेलफ्रेज या ओम्नी-चॅनेल पोल्ट्री ब्रॅण्डने रेडी-टू-इट स्नॅक पर्यायांची नवीन श्रेणी सादर केली आहे. यामध्ये मोमो, टिक्का, कबाब व ग्रेव्ही यांसारख्या पदार्थांचा समावेश आहे. ही उत्पादने ॲण्टिबायोटिक्स, स्टेरॉईड्स, प्रीझर्वेटिव्हज आणि आर्टिफिशियल ॲडिटिव्हजपासून मुक्त असल्याचा दावा कंपनीतर्फे करण्यात आला आहे. दर्जाची खात्री घेत उत्पादन ऑफरिंग्जची ही नवीन श्रेणी निश्चितच या ओळखीमध्ये अधिक भर घालेल, असा विश्वास डेलफ्रेजच्या रिटेलचे जीएस विनय शर्मा यांनी व्यक्त केला.

**Media Name:** Business News This Week

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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Delfrez, India's leading omni-channel poultry brand, is committed to disrupting the processed food sector by creating exquisite meaty delicacies of the highest quality and freshness. Being a 'one-stop solution' for all poultry needs, the company has added a new assortment of mouth-watering, ready-to-eat snack alternatives like Momos, Tikka, Kebabs, and Gravy.

As a 'truly fresh, truly natural' brand, Delfrez's lip-smacking range of ready-to-eat snacks are 100% devoid of antibiotics, steroids, preservatives and artificial additives. It provides a quick, yet healthy and guilt-free way to fulfill one's cravings throughout the day. Being a premium quality brand, these newly introduced Delfrez products are offered at a reasonable price range, starting from just Rs.149/- and are made ready with a minimal cooking time of just 6-8 minutes. There are 9 delicious chicken-based products like Butter Chicken, Chicken Korma, Chicken Chips, Chicken Bone Stock, BBQ Chicken Wings, Chicken Hot Wings, Chicken Tikka, Chicken Cheese Momos, and Kalmi Kebab. All of Delfrez products are prepared with 100% fresh quality meat and ingredients.

**Media Name:** Media Bulletins

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** Online Media Cafe

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** Content Media Solution

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** Smart Business News

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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**Media Name:** Biz News Desk

**Date:** 27.02.2023

**Headline :** Delfrez Introduces New Drool worthy Ready-to-Eat Snacks

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