

# HUNGRITOS



*Bite-size  
happiness!*



# Who We Are

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**Iscon Balaji Foods** (IBF), established in 2012, is a top tier manufacturer and global exporter of frozen and dehydrated potato products. With **Asia's largest capacity for dehydrated potato flakes and the largest production capacity of approximately 200,000 MT per year** for potato French Fries and specialty products, IBF is a dominant player in the frozen potato delicacies and dehydrated potato flakes industry.

Operating 5 state-of-the-art manufacturing facilities, we process over **500 million kgs of potatoes** every season. Our large-scale production capabilities, combined with advanced technology, enable us to deliver premium quality products to a wide range of customers.

## Our Robust Supply Chain

Our success is built on a strong and sustainable supply chain, powered by our association with over 8000 farmers cultivating premium potato variants across 30,000 plus acres in more than 8 states in India. This collaboration forms the backbone of our integrated farm-to-freezer approach, ensuring a consistent supply of high-quality potatoes and uninterrupted production processes.



## Global Reach & Local Expertise

While IBF was established in 2012, our vision has always been global. Today, we proudly serve 250 plus cities and towns across India and export our products to over 30 countries worldwide. With an unwavering commitment to quality, innovation, and sustainability, we continue to expand our reach while meeting the diverse needs of customers across various markets.

## Iscon Balaji Foods – Your Trusted Partner

- **Industry Leadership:** Asia's largest dehydrated potato flakes manufacturer and the largest production capacity of 200,000 MT per year for French Fries.
- **Sustainability:** Our farm-to-freezer model ensures consistent product quality while supporting local farming communities.
- **Global Reach:** Delivering to over 250 plus cities in India and exporting to 30+ countries worldwide.
- **Quality Assurance:** Rigorous quality control at every stage, from raw material sourcing to final delivery, guarantees premium products.



# Vision

To emerge as a world-class leader in the food processing industry, offering a diverse range of innovative products that cater to the dynamic tastes and preferences of global consumers. We are committed to fostering sustainability by creating a business model that supports the growth of farmers and pioneers cutting-edge food processing practices. By doing so, we aim to elevate the Indian farmer to the global stage, driving progress and excellence in every step of our journey.



# Mission



## THE FARMER’S HEART

At IBF, we are committed to enhancing the lives of farmers by driving sustainable growth. Through continuous investment in research and development, we introduce high-yield crop varieties, setting new income benchmarks for our farming partners.

## UNMATCHED CUSTOMER SERVICE

We aim to be the most trusted food solutions partner, prioritizing excellence in service and consistently delivering quality that exceeds customer expectations.

## GROWING TOGETHER

We provide a dynamic, transparent, and flexible work environment that nurtures innovation and personal development. At IBF, we believe that the growth of our employees directly contributes to the success of the company, ensuring that together, we rise.

# IBF Timeline



IBF launches the Hungritos brand in the domestic market. The company sets up Asia's largest French Fries Processing Unit in Gujarat with a capacity of **150,000 MTPA**, enhancing its footprint both domestically and globally. Total French Fries & Potato Specialties capacity surpasses **200,000 MTPA**.

IBF expands its Punjab unit to **12,000 MTPA** to meet growing demand.

IBF diversifies its portfolio by setting up its first Frozen Food Processing Unit for French Fries in Gujarat with a capacity of **12,000 MTPA**. This facility serves international markets in Southeast Asia, and the Pacific.

IBF launches its first Dehydrated Potato Flakes Processing Unit in Gujarat with a capacity of **4,000 MTPA**. This initiative helps local farmers address the issue of wastage due to off-grade produce, increasing their income fourfold and stabilizing the local supply chain.

2024

IBF strengthens its Dehydrated Potato Flakes capacity with the addition of a new 20,000 MTPA plant in Madhya Pradesh, bringing total capacity to **40,000 MTPA**.

2020

IBF expands the French Fries line at its Gujarat plant to 36,000 MTPA, increasing production capacity.

2019

2018

IBF establishes a Dehydrated Potato Flakes Processing Unit in Punjab with a **6,000 MTPA** capacity to cater to rising domestic demand.

2016

2015

IBF expands capacity to **8,000 MTPA**, becoming a leading supplier of dehydrated potato flakes in India's Horeca segment.

2013

2012

The vision to establish IBF stems from the collective passion of potato enthusiasts and technocrats, aiming to address the challenges faced by Agri growers and contribute to the growth of the agricultural value chain.





# Manufacturing Facilities

## DEHYDRATED POTATO FLAKES PLANTS



8,000 MTPA  
capacity  
Gujarat



12,000 MTPA  
capacity  
Punjab



## FRENCH FRIES & POTATO SPECIALITIES PLANTS



40,000 MTPA  
Capacity  
Gujarat



IBF has commissioned Asia's largest Frozen French Fries plant with **150,000 MTPA** capacity in Gujarat.



## Charting New Horizons – UNVEILING OUR LATEST MILESTONE

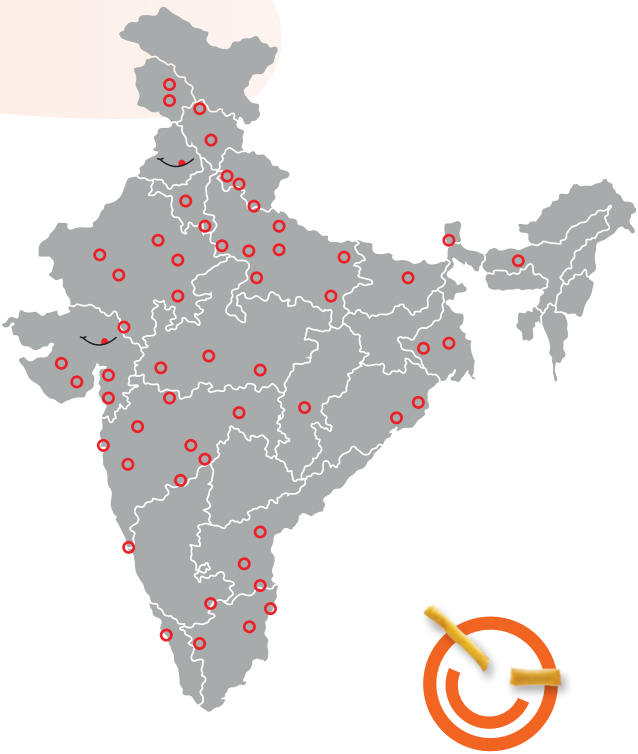
We are excited to announce the launch of our ground breaking project, with an impressive capacity of 300,000 MT per year. With this expansion, our total capacity will exceed **500,000 MT**, marking a significant milestone in our growth journey and reinforcing our position as a leader in the industry.



# Geographical Presence

## India

With a seamless farm-to-freezer integration, IBF provides time-bound, high-quality service to clients with multi-city and multi-location operations, ensuring cost-effective solutions. Covering over 250 plus cities, and business centres, we are a leading supplier of dehydrated potato flakes and processed potato variants to prominent Horeca clients such as ITC, Haldiram, Unibic, Kellogg's, McCain India, and PepsiCo. Additionally, our retail brand Hungritos is expanding its presence across the country.



## Global

IBF has evolved into a global player with its roots firmly planted in India. Initially focused on supporting Indian farmers and reducing the country's dependency on imports for dehydrated potato flakes, we quickly identified the potential of international markets. By the end of the last decade, IBF had established itself as a leading global supplier of potato flakes and specialty potato variants.

Leveraging India's strategic location and our dedicated sales force, we expanded our reach across 30+ countries. Through long-term partnerships and strong alliances with overseas clients, IBF has built a reputation as a trusted and formidable global supplier, further solidifying our presence on the international stage.



# Our Agrarian Roots

Iscon Balaji Foods is promoted by a diverse group of entrepreneurs, each a pioneer in their respective industries. What binds them together is a common thread—A Farmer’s Heart. This shared connection to agriculture is at the heart of everything we do.



## IDENTIFYING THE GAP: OUR EARLY INSIGHTS

During the early stages of our journey, we at Iscon Balaji Foods (IBF) recognized a significant challenge faced by farmers in Gujarat’s potato heartland. Despite growing high-quality chip-grade potatoes, these farmers were grappling with substantial wastage and lost revenue due to grade-outs. IBF saw an opportunity to bridge this gap. By introducing cutting-edge technology— the first of its kind in India— we enabled the conversion of grade-outs into high-quality potato flakes, effectively reducing farm-level wastage and boosting farmers’ earnings. Our strategic plant locations, close to the source, minimize transport time, ensuring the freshness and quality of every batch of potatoes.

## INNOVATING FOR BETTER YIELDS

Through continuous research and development, IBF took a proactive approach to enhancing crop quality. We introduced high-altitude seed cultivation in the Himalayas, providing farmers with early-generation seeds that significantly improved crop quality. Additionally, IBF brought three new European potato varieties to our growers, offering them at a contracted price. These superior varieties not only ensured better yields but also protected farmers from market volatility and overproduction, creating more stable and profitable farming conditions.

## EMPOWERING FARMERS THROUGH INFRASTRUCTURE & SUPPORT

IBF has built a strong foundation by establishing collection centers and farm-level infrastructure, simplifying the business process for our growers in

the region. Through GPS mapping of partner farms, we ensure precise tracking and support. Regular communication, including updates on farming practices, weather forecasts, and direct access to dedicated agronomists, allows us to stay connected with over 1,000 partner farmers. This ongoing dialogue fosters trust and helps optimize farm-level productivity.

## EXPANDING OUR REACH & ENSURING SUPERIOR YIELDS

Today, IBF collaborates with growers across nearly 30,000 plus acres of land, cultivating 10 varieties of potatoes, both Indian and European in origin. This partnership ensures exceptional yields, with harvests reaching up to 42 tons per hectare.

## ENHANCING FARMER INCOME THROUGH SUSTAINABLE PRACTICES

Every grower within our network gains an additional revenue stream from undersized potatoes and grade-outs at harvest time. This innovative approach has led to a 40-50% increase in farm-level income, creating a more sustainable and profitable ecosystem for our farmers.

## PRESERVING FRESHNESS, NATURALLY

In collaboration with biotechnologists, we’ve been able to lock in the natural freshness of potatoes through freezing. As a result, all our products—from flakes to fries—are 100% fresh and free from preservatives, ensuring a pure, high-quality taste with every serving.



# IBF: A Heart for Farmers, A Future for Agriculture



- **Sustainable Business Model:** Contract farming by IBF ensures long-term stability for farmers.
- **Eliminating Risks:** Concerns related to yield, demand, and supply are effectively addressed.
- **Technical Support:** The IBF Agri team provides farmers with expert guidance and best agricultural practices.
- **Innovative Products:** Introduction of new food products enhances the profitability of the entire value chain.



Total Acreage Under  
Cultivation:  
30,000+ acres



Partner  
Farmers:  
8,000+



Annual  
Crop Size:  
4 Lakh MTPA

STATES OF OPERATION: Gujarat, Punjab, Haryana, U.P., M.P.,  
Rajasthan, Maharashtra, Bihar and West Bengal

# IBF's Commitment to Sustainability

- **Sustainability as a Core Value:** At IBF, sustainability is ingrained in our culture. We are dedicated to reducing our carbon footprint and working towards becoming a fully green company.
- **Reducing Fossil Fuel Dependency:** We've introduced fuel pellets made from agricultural waste, such as groundnut shells, which currently contribute 11% to our fuel needs.
- **Harnessing Solar Energy:** We've reduced reliance on conventional energy by 35% across all plants. Our largest facility is designed to meet over 60% of its energy needs through on-site solar power generation.
- **Zero Liquid Discharge (ZLD) System:** We have implemented a ZLD system to treat and reuse 65% of the effluent, minimizing water wastage.
- **Biogas for Green Energy:** We are utilizing biogas generated from our effluent treatment plant to fuel a biogas generator, supplying clean energy for our operations.
- **Zero Solid Waste:** We repurpose potato peels as animal feed, with the remaining by-products used as fertilizers. Additionally, the starch extracted during processing is supplied to the glue and paper industries.



## SOCIAL SUSTAINABILITY AT IBF

- **Driven by Empathy:** At IBF, we touch the lives of over 15,000 individuals, both directly and indirectly, and are committed to conducting business in a socially responsible manner. Our vision is inclusive, extending to everyone within the IBF ecosystem.
- **Commitment to Safety & Equality:** Ensuring the safety and well-being of our workforce is a top priority. All IBF facilities are designed to maximize worker safety and ease of work.
- **Comprehensive Employee Welfare:** We provide proper sanitation and dining facilities at all our locations. As an equal opportunity employer, we offer health and medical insurance along with other employee benefits.
- **Promoting Well-being:** IBF actively supports the mental and physical health of its employees through workshops focused on mental well-being for team leaders, yoga camps, and regular fitness programs to encourage overall wellness.

# Potato Flakes by IBF

- **A Trusted Name in Dehydrated Potato Flakes:** IBF is a leading manufacturer and supplier of high-quality dehydrated potato flakes, produced through an industrial process of cooking, mashing, and dehydrating. These convenient, ready-to-reconstitute flakes can be transformed into mashed potatoes with the simple addition of hot water or milk.
- **Expanded Production Capacity:** With the commissioning of our latest flake plant, IBF now boasts an annual production capacity of 40,000 MT of dehydrated potato flakes, making us one of the largest producers in the industry.
- **Diverse Flake Portfolio:** Our extensive range of flakes varies in preparation methods, particle sizes, reducing sugar content, additives, and color, catering to a wide variety of customer needs.
- **Custom Flake Sizing:** IBF offers tailored solutions for specialty product requirements, including micro flakes with bulk densities ranging from 400-700 g/l, ensuring the perfect fit for specific customer demands.



## USAGES OF POTATO FLAKES

### INSTANT MASHED POTATOES

Potato flakes make excellent instant mashed potatoes. When combined with warm milk or water, they quickly transform into smooth mashed potatoes, ideal for serving with dishes like "pie and mash" or "sausage and mash."



### EXTRUDED & OTHER SNACKS:

Potato flakes are increasingly used in the fabricated snacks industry, such as potato chips and biscuits, as well as in the production of extruded snacks like potato sticks, pop rings, and flavored/spicy potato nibbles. They also play a key role in cavort snacks of Indian origin.

### BAKERY PRODUCTS & FROZEN FOODS

Dehydrated potato flakes are in high demand within the bakery industry, where they are used for fillings in pastries, samosas, and rolls. They are also popular among frozen food manufacturers for products like frozen paranthas, samosas, and bread rolls.

### MEAT PROCESSING

Flakes serve as extenders and binders in meat processing, including recipes for minced mutton balls, fish cutlets, meat/chicken nuggets, and other meat-based products.

### AS A THICKENER

Potato flakes are used as a natural thickening agent in various food products, including creamy frozen desserts, gravies, infant cereals, soups, and ready-to-eat meals.

### FORMED PRODUCTS

Potato flakes are the key ingredient in the production of formed products like patties, cutlets, nuggets, and croquettes.





# Premium French Fries

The ultimate finger food, French Fries are the undisputed snack of choice across all demographics and geographies. IBF offers the showstopper of snack foods, crafted from the finest Dutch potatoes, each undergoing rigorous quality checks throughout the manufacturing process. Our entire range of French Fries is designed to deliver not only crispier fries with excellent holding time but also a perfectly mealy texture. With increased pouch yield and superior plate coverage, we ensure that every serving meets the highest standards, leaving both customers satisfied and QSR partners delighted.



## French Fries Range

	<b>5.5 X 5.5 MM</b> <b>6 X 6 MM</b>		<b>7 X 7 MM</b> <b>9 X 9 MM</b>		<b>10 X 10 MM</b> <b>11 X 11 MM</b>		<b>13 X 13 MM</b> <b>STEAK CUT</b>
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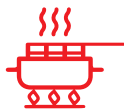
## Cooking Instruction



Heat edible oil to approximately 175°C



Add frozen French Fries directly into the heated oil.



Fry for 2.5 to 3 minutes or until the desired color and crispiness are achieved.



Remove excess oil using a strainer before frying the next batch.



# Crinkle Cut French Fries

## *The Groovy One*

Visually captivating and equally delicious, IBF's uniquely shaped **Crinkle Cut Fries** add excitement to any menu. Perfectly suited for Gen Z and Gen Alpha customers, these fries offer a fun, flavourful experience.

With their increased surface area, these groovy fries deliver an unparalleled burst of flavor and satisfying chunkiness. Extra-long and "potatolicious," they guarantee an abundance of customer satisfaction in every bite.



Food Service Range

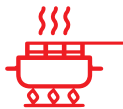
### Cooking Instruction



Heat edible oil to approximately 175°C.



Add frozen French Fries directly into the heated oil.



Fry for 2.5 to 3 minutes or until the desired color and crispiness are achieved.



Remove excess oil using a strainer before frying the next batch.



Food Service Range

# Fiery French Fries

## Masala Coated

While French fries are a global favorite, IBF has given them a uniquely Indian twist with a blend of secret spices straight from a mother's kitchen—introducing our **Fiery Fries**. These crunchy, mealy fries are coated with a bold, desi masala that's sure to excite your taste buds. Perfect for parties, cocktail hours, or as a timeless Indian savory snack, these fries are irresistible to both the young and the young-at-heart.

### Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Fiery Fries directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 3 minutes).



Remove any floating debris using a strainer before frying the next batch.

# Herbed Potato Wedges

*More Potato in Every Bite*

When you crave a hearty, flavorsome bite, nothing satisfies quite like our **Herbed Potato Wedges**. Mildly seasoned and perfectly herbed, these wedges offer a deliciously chunky alternative to traditional fries. Versatile in nature, they can be served as a side dish, snack starter, or as part of a sharing platter—perfect for any occasion.

## Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Herbed Potato Wedges directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 3 minutes).



Remove any floating debris with a strainer before frying the next batch.



Food Service Range



# Hash Brown

## The Global Staple

Our classic shredded hash browns, available in a variety of shapes (oval, rectangular, triangle, round, mini triangles), are loved worldwide. Whether served as part of a hearty breakfast or enjoyed as a versatile snack, these hash browns deliver the perfect balance of a crispy exterior and a soft, mealy interior, with the authentic taste of real potato in every bite. With a satisfying crunch and a flavor that transcends borders, our hash browns are the perfect choice for any meal, any time.



Food Service Range



### Cooking Instruction



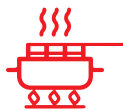
Heat edible oil to approximately 175°C.



Add the Hash Browns directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (usually 3–3.5 minutes).



Remove any floating debris with a strainer before frying the next batch.





Food Service Range

# Aloo Tikki

## *The Mother of All Patties*

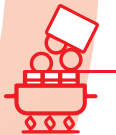
Aloo Tikki, the Indian counterpart to the classic hash brown, is a beloved snack enjoyed across the country. Now standardized and frozen for ultimate freshness, IBF's Aloo Tikki brings this iconic treat to your kitchen with ease.

Our Aloo Tikki combines mashed potatoes, mild spices, and condiments to create a flavorful patty that can be enjoyed in a variety of ways. Whether served as a tempting chaat with chickpea gravy, paired with sauces as an independent snack, or in a classic patty pav, the possibilities are endless. Let your creativity flow as you craft signature dishes from the region or beyond, using our ready-to-cook Aloo Tikki.

### Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Aloo Tikki directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 3 minutes).



Remove any floating debris with a strainer before frying the next batch.

# Herb Potato Patty

## The Herbaceous Patties

Burgers are happiness wrapped in two buns, and the patty is the heart of every great burger. Bringing a "heaven-in-the-mouth" experience, IBF introduces the **Herb Potato Patty**. Our chefs have perfected the art of blending potatoes with a generous mix of herbs and spices, creating the perfect patty to elevate your burger's flavor. With these patties, your burger's success isn't just thanks to sauces or veggies—it's all about the perfect patty at the core. These herbaceous patties can be enjoyed on their own or as a base for both regional and international culinary creations.

### Cooking Instruction



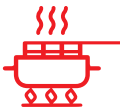
Heat edible oil to approximately 175°C.



Add the Herbed Potato Patty directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris with a strainer before frying the next batch.



Food Service Range

# Premium Veggie Decker

## Veggie Delight

Need to create a quick, 100% vegetarian, veggie-loaded burger in less than 5 minutes for your hungry customers at the QSR? IBF's **Premium Veggie Decker** is the perfect solution. This wholesome, satisfying, and easy-to-cook potato-veggie patty simplifies the burger-making process, whether you're serving retail customers or catering to the HoReCa sector.

Our crispy, breadcrumb-coated potato-veggie patties make assembling a delicious burger effortless. Simply bake or fry the patty, add onions, tomatoes, and cheese between a burger bun or pav, and you've got a veggie-loaded burger ready to serve in under 5 minutes. It's that simple—delivering satisfaction and happiness, fast!



Food Service Range

## Cooking Instruction



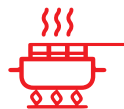
Heat edible oil to approximately 175°C.



Add the Premium Veggie Decker directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris with a strainer before frying the next batch.





Food Service Range

# Chilly Garlic Potato Shots

*The Zingy One*

IBF's **Chilly Garlic Potato Shots** offer the perfect fusion of crispy, golden breadcrumbs and the bold, flavorful combination of chili and garlic. These sinfully delicious shots are packed with the goodness of potatoes, delivering an irresistible zing with every bite. A must-have starter or a perfect accompaniment to soups, they're sure to become a favorite on your menu.

## Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Chilly Garlic Potato Shots directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris with a strainer before frying the next batch.



# Potato Cheese Shots

*The Cheeselicious One*

There are corn shots, and then there's IBF's **Potato Cheese Shots**—the true jewel in our crown. Bringing more than a mouthful of cheese to gastronomes, IBF presents an all-time global favorite: cheesy, comfort-filled delights with an overload of cheese. Finely blended potatoes mixed with herbs and a generous cheese filling are rolled into tiny bite-sized shots, all coated in a crispy, golden breadcrumb layer. These shots can do wonders for your menu—simply toss in some bell peppers, onions, and herbs to create a crunchy potato salad variant. With their molten cheese explosion, these bite-sized shots are sure to be a hit with customers and a delight for QSR partners.

## Cooking Instruction



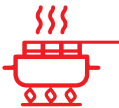
Heat edible oil to approximately 175°C.



Add the Potato Cheese Shots directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris with a strainer before frying the next batch.



Food Service Range

# Potato Scoops

## Scoop-Shaped French Fries

IBF's **Potato Scoops** are designed for gourmet dining. Expertly chiselled into a unique scoop shape, these fries are perfect for dunking. Crafted to maintain their crispness and hold time, **Potato Scoops** stay crunchy, allowing connoisseurs to enjoy them with the finest dips and sauces—without any mess on the plate. A perfect accompaniment to soups, cocktails, or as an elegant snack, they elevate any dining experience.

### Cooking Instruction



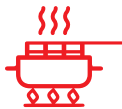
Heat edible oil to approximately 175°C.



Add the Potato Scoops directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris using a strainer before frying the next batch.



Food Service Range

# Potato Popcorn

## Potato Poppers

IBF's Potato Popcorn are our signature product. Our Potato Popcorn present a mouthful flavour of minced potatoes mixed generously with herbs. These are magical finger food, a must-have starter. For added zing, the bite-size potato nuggets may be tossed with spices, and served with dips or sauces.



## Cooking Instruction



Heat edible oil to about 175°C



Add the Potato Popcorn straight from the freezer to the heated oil



Gently shake the frying basket after 45 seconds to ensure even cooking



Cook the Potato Popcorn till desired colour & crispiness is attained (usually 2.5 - 3 minutes)



Remove floating leftovers with a strainer before frying the next batch





Food Service Range

# Cheese Corn Nugget

## *Cheese-Overloaded Corn Triangles*

IBF Corn Cheese Burstz are crunchy on the outside and delightfully cheesy on the inside. These triangular burstz offer a mouthful of cheese in each bite. With Corn Cheese Burstz, IBF offers a remarkable 45% cheese content, which is the highest in its category. These corn-cheese triangles will be a delightful addition for our QSR partners. Perfect as starters.

## Cooking Instruction



Heat edible oil to about 175°C



Add the Cheese Corn Nugget straight from the freezer to the heated oil




Gently shake the frying basket after 45 seconds to ensure even cooking



Cook the Cheese Corn Nugget till desired colour & crispiness is attained (usually 2.5 - 3 minutes)



Remove floating leftovers with a strainer before frying the next batch



# Battered French Fries

## The Everlast Range

# Everlast The Clear Coat

## The Clear Coat Solution

IBF selects the finest Dutch potatoes for our Everlast Clear Coat French Fries, which undergo rigorous quality checks at every stage of production. True to their name, these fries offer an exceptional holding time, ensuring long-lasting crispiness while preserving the natural potato flavor. With minimal cooking wastage, Everlast French Fries maintain their crisp texture whether on a hot counter or a serving plate. "Everlasting taste and crispiness" is a promise we proudly deliver with our revolutionary **Everlast Clear Coat French Fries**.

### Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Everlast Clear Coat French Fries directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris using a strainer before frying the next batch.



Food Service Range





# Everlast Cajun Spiced

*The Bold & Zesty Delight*

IBF's **Cajun Spiced French Fries** are for those who love a little heat and a lot of flavor. These crispy, golden fries are generously coated with a perfect blend of Cajun spices, delivering a zesty kick with every bite. Whether served as a side dish, snack, or accompaniment to your favorite dipping sauces, **Cajun Spiced French Fries** will take your menu to the next level. Perfect for people who crave something with a little more zing, they promise a flavorful experience with every crispy, spicy bite.

## Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Cajun Spiced French Fries directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 3 minutes).



Remove any floating debris using a strainer before frying the next batch.

# Everlast Paprika Garlic

*The Savory,  
Smoky Sensation*

IBF's **Paprika Garlic French Fries** are the ultimate indulgence for those who appreciate bold and aromatic flavors. These perfectly crispy fries are seasoned with a rich blend of **smoky paprika** and **garlic**, offering a tantalizing combination of sweet, savory, and smoky notes in every bite. The **paprika** brings a subtle heat and depth, while the garlic adds a fragrant, savory kick that complements the crispy fries beautifully.

Ideal as a snack, side dish, or companion to your favorite dips, **Paprika Garlic French Fries** offer a satisfying, flavor-packed experience with every serving.



Food Service Range

## Cooking Instruction



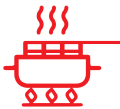
Heat edible oil to approximately 175°C.



Add the Fiery Fries directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 3 minutes).



Remove any floating debris using a strainer before frying the next batch.

# Everlast Crackle

*The Essence is in  
the Name*

Double the crunch, double the crispy! **Crackle Crunch French Fries** are a revolutionary take on the classic fry. Expertly crafted to deliver an extra layer of crunch, these fries maintain their delightful crispiness for up to **30 minutes**, making them perfect for **deliveries, room service**, or even when served **smoking hot**.

**Crackle Crunch French Fries** offer the ultimate in crispy, lasting perfection—ideal for any situation where crispiness is key, from hot service to takeout.

## Cooking Instruction



Heat edible oil to approximately 175°C.



Add the Crackle Crunch French Fries directly from the freezer into the heated oil.



Gently shake the frying basket after 45 seconds to ensure even cooking.



Fry until the desired color and crispiness are achieved (approximately 2.5–3 minutes).



Remove any floating debris using a strainer before frying the next batch.



Food Service Range



# Our Retail Range



French  
Fries Classic



Kids Veggie  
Slider



Aloo Tikki  
Slider



French Fries  
Peri Peri



Aloo  
Popcorn





Cheese  
Corn Chalks



Classic  
Herbed Slider



Potato  
Mojjos



Corn Cheese  
Burstz



Giggles



## Our Brands



## Certifications



608 & 609, Times Square Arcade, Opp Rambaug, Near Ravija Plaza,  
Thaltej Shilaj Road, Ahmedabad-380059, Gujarat, India.

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