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# Keventer Agro to launch food products with Disney India's consumer products business

As part of the collaboration, Keventer Agro shall be responsible for the sourcing, manufacturing and distribution of food products across India. Targeted at kids and families, this range of food products - 'Disney Delights', 'Marvel Avengers Delights' and 'Marvel Spider-Man Delights' include milkshakes, milk and frozen savory snacks...



BE Staff · ETBrandEquity  
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The company said that the first few products in the range will hit the shelves this month

FMCG company Keventer Agro has announced that it is set to launch a food range in association with Disney India's consumer products business.

The first few products in the range, which hits the shelves this month, will include Chocolate

milkshake, Strawberry milkshake and plain milk. The packs feature Disney characters such as Mickey Mouse, Minnie Mouse, Disney Princesses, Frozen, fan-favorite Marvel Iron Man, Captain America, Spider-Man and more. Other products, including frozen savory snacks, are due for release in April this year, the company said in a press statement.

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Mayank Jalan, chairman and managing director, Keventer Agro said, "We are delighted to launch an exciting range of nutritious food products for kids and families in association with Disney India's consumer products business. With a strong affinity of Disney's characters and Keventer Agro's robust distribution network, we look forward to introducing fun and flavourful variety of food options."

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