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Business News > Industry > Cons. Products > Food > Keventer Agro. to launch food range in association with Disney India

## Keventer Agro. to launch food range in association with Disney India

By Sutanuka Ghosal, ET Bureau Last Updated: Mar 09, 2022, 01:06 PM IST

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### Synopsis

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 beloved Disney characters such as Mickey Mouse, Minnie Mouse, Disney Princesses, Frozen, fan-favorite Marvel Iron Man, Captain America, Spider-Man and more.

Agencies



Kolkata based FMCG company **Keventer Agro.**, is set to launch a **food range** in association with **Disney India's** consumer products business. 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.

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 beloved 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, said a release issued by the company on Wednesday.

Mayank Jalan, chairman and managing director, Keventer Agro said, "We are delighted to launch an exciting range of nutritious food products for kids and

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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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As part of the collaboration, Keventer Agro shall be responsible for the sourcing, manufacturing and distribution of food products across India. The ‘Delights’ range will be available across general trade, modern trade and e-commerce portals.