**Bikanervala: A journey celebrating the rich Indian flavours**

Bikanervala dates back to 1905, is a thriving brand today having roots planted in the Bikaner City of the Royal State of Rajasthan, India. From a small cart that used to sell Batashas (Sugar candies), Mishri and Makhanas in the small lanes of Bikaner to operating Indian Vegetarian Restaurants selling Indian Food, Sweets, Chaats, Snacks & Savories in over 150 outlets in 7 countries across the globe, the brand has come a very long way.

The consistent efforts of the brand towards its quality and commitment to premium taste have made it earn a prestigious name in the FMCG sector. The geographical boundaries of Indian region were long ago crossed by the brand and it has established itself in 6 other nations being Nepal, UAE, New Zealand, Singapore, USA and Qatar.

The core strength of the brand is its ability to be the custodian of Indian heritage in form of the traditional taste that it carries and serves with each of its offering. Every bite of Bikanervala food, sweets, and snacks is like an ode to the Indian land and culture. The authenticity of the flavors is what differentiates Bikanervala from the rest. The best selling items include Indian food being Chola Bhatura, Matar Kulcha, Pao Bhaji & Vada Pao; Delectable Chaats being Pani puri, Raj kachori, Sev Puri, Dahi Bhalla, & Dahi Puri; All-time favorite snacks being Samosa, Kachori, Dhokla & khandvi; and premium Sweets being Motichoor Laddu, Kaju Katli, Rasgulla, Rasmalai, and Milk Cake.

The products offered are not only loved by the Indian-Asian population, but by multiple nationalities. The broad aspect is to pan out to varied ethnicities and offer them the best of our traditional taste, and make our flavor rich culture widely loved and celebrated.