



As part of its goal to generate Rs 1,800 crore in revenue by FY24, Bikanervala, which produces packaged goods under the Bikano brand name, launched a production unit in Greater Noida.

The company has invested Rs 400 crore in the plant, according to Manish Aggarwal, director of Bikanervala Foods, as it tries to increase supply chain efficiency and lower transportation costs.

The company has manufacturing facilities in Delhi, Uttar Pradesh, and Haryana. Last year, it opened a project in Hyderabad to expand into the Southern market.

According to the business, the northern market accounts for 60-65% of its revenue. To reach a wide audience, it uses an omni-channel strategy in its marketing plan. Moreover, Bikano has entered the ready-to-eat (RTE) market.

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